

 Imagine yourself in a Mercury

1997 MOUNTAINEER



Imagine A RELATIONSHIP SO PERFECT YOU

SEEM TO COMMUNICATE WITHOUT SPEAKING.

A TIME WHEN EVERYTHING SEEMS TO GO IN YOUR FAVOR.

AND WISHING IT WOULD LAST FOREVER. IMAGINE HAVING

THE FREEDOM TO BE yourself ALL THE TIME.

IMAGINE FEELING SO SECURE YOU THINK FOR A MOMENT

YOU'RE in a DIFFERENT WORLD.

OR MAKING A DISCOVERY YOU CAN'T WAIT TO SHARE

WITH YOUR BEST FRIEND. IMAGINE TAKING THE LONG WAY HOME

JUST BECAUSE YOU'RE HAVING SUCH A GREAT TIME.

IMAGINE A VEHICLE THAT'S BOTH CAPABLE AND COMFORTABLE.

Mercury MOUNTAINEER.

GOODYEAR
MOUNTAINEER







Mountaineer shown in Electric Current Red Clearcoat Metallic. Some features shown may be optional. See specification pages for details.

ractically a

THE 1997 MERCURY MOUNTAINEER IS A VEHICLE
DESIGNED TO DELIVER AN INTERPRETING
LEVEL OF COMFORT. SINCE IT'S A MERCEDE,
IT PROVIDES YOU WITH GENERAL'S INTERIOR

mountain of

ROOM, A SMOOTH AND CONTROLLED RIDE, AND
ABOVE ALL, AN ABUNDANCE OF AMENITIES
THAT ADD TO YOUR OVERALL COMFORT. IT'S
COMFORTING TO KNOW THAT WITH AVAILABLE

comfortable

ALL WHEEL DRIVE YOU CAN GET WHEREVER
YOU'RE GOING, EVEN WHEN THE WEATHER
TAKES A TURN FOR THE WORSE. MOUNTAINEER
ALSO HAS THE MOST POWERFUL STANDARD

atures.

V-6 ENGINE OF ANY SPORT UTILITY VEHICLE
IN ITS CLASS. THAT'S THE KIND OF POWER
THAT'LL COMFORT YOU, ESPECIALLY IN THE
PASSING LANE.



To make your
Mountaineer
more
comfortable,
soft, luxurious
leather seating
surfaces are
available. This
is something
you'll
appreciate,
especially on
long journeys.

SIT BACK AND RELAX. ALTHOUGH THIS IS A
VEHICLE RUGGED ENOUGH TO INSPIRE
CONFIDENCE, IT HAS A REMARKABLY EVEN
RIDE AND RESPONSIVE HANDLING. THIS IS
DUE TO AN INDEPENDENT FRONT SUSPEN
SION SYSTEM, POWER RACK-AND-PINION
STEERING, AND A SMOOTH FOUR-SPEED
ELECTRONIC AUTOMATIC OVERDRIVE

TRANSMISSION. BEYOND

THE REASSURING ROAD
FEEL, MOUNTAINEER
HAS QUITE A FEW

OTHER IMPRESSIVE
ATTRIBUTES. THE

SEATS, FOR EXAMPLE,

ARE DESIGNED FOR MAXIMUM

COMFORT, EVEN ON LONG TRIPS. THE ERGONOMICALLY
STYLED INSTRUMENT PANEL PUTS CONTROLS AT YOUR
FINGERTIPS. TEST DRIVE MOUNTAINEER AND YOU'LL SEE
THIS IS NO ORDINARY SPORT UTILITY VEHICLE.



plenty of room for hauling luggage, groceries, or whatever—
fold the rear seat up and an impressive 81.6 cu. ft. of cargo room
is folded down. That's more room than Jeep® Grand Cherokee!



A cargo cover pulls out to keep luggage safely out of sight.



IF YOU'RE IN SEARCH OF ROOM, WELCOME ABOARD! WHETHER YOU'RE TRANSPORTING PEOPLE OR PLYWOOD, OR BOTH, THIS IS A VEHICLE THAT CAN HANDLE IT ALL. IT HAS A VERY ACCOMMODATING REAR SEATING AREA. WITH THE STANDARD 60/40 SPLIT-FOLD REAR SEATBACKS FOLDED DOWN, IT OFFERS ONE OF THE LARGEST CARGO AREAS OF ANY VEHICLE IN ITS CLASS. A TWO-WAY LIFTGATE ALLOWS YOU TO OPEN JUST THE WINDOW TO THROW IN SOMETHING SMALL LIKE A GYM BAG, OR LIFT THE ENTIRE LIFTGATE TO HANDLE LARGER LOADS.

DETAILS. DETAILS. DETAILS. IT'S JUST ONE OF THE THINGS THAT SEPARATE MOUNTAINEER FROM THE REST OF THE CONVOY. WHEREVER YOU LOOK, YOU'LL FIND THOUGHTFUL TOUCHES: SPEED-SENSITIVE WIPERS, OVERDRIVE LOCKOUT, BATTERY SAVER, EVEN AN AVAILABLE INTEGRATED REAR CHILD SAFETY SEAT.



Hot and cold air and stereo sound are delivered to rear seat passengers. Separate fan and audio controls are included along with dual cup holders and headphone jacks. So now rear passengers are in control.



Mountaineer shown in Default White Clearcoat. Some features shown may be available on other models.

has two intermittent settings plus continuous interval setting. A washer and defroster are also included.

2. Both outside power mirrors are controlled by a switch at the driver's side.

3. For your safety, the brake pedal must be depressed before the vehicle can be shifted out of park.

4. Power lock and window switches are illuminated and extra large, making them easy to find in the dark. Driver's side window features one-touch-down operation.



Running boards are not only attractive, they make it easy to step into and out of your Mercury Mountaineer. They're durable and made to last.



YOU'VE RAISED YOUR STANDARDS, SO HOW WILL YOU FIND SO MANY CONVENIENT FEATURES YOU'VE COME TO EXPECT FROM A MERCURY? LIKE A PREMIUM AM/FM STEREO RADIO WITH CD PLAYER, AND OF COURSE, DUAL AIR BAGS, INFLATOR SAFETY BELT, AND THAT'S JUST THE TIP OF THE ICE. WE SAY, MOUNTAIN?







ALL-WHEEL DRIVE.
MAYBE IT SNOWED LAST NIGHT, OR THERE'S A RAINSTORM
THAT'S BORDERING ON A MONSOON. NO PROBLEM WITH
AVAILABLE ALL-WHEEL DRIVE. IT'S ALWAYS ENGAGED SO
YOU DON'T HAVE TO WORRY ABOUT TURNING IT ON OR
so you can too.

Normal driving mode



Front wheel



Full-time all-wheel drive system is always in operation.
Briefly, here is how it works: A transfer case continuously
distributes engine torque—65% to the rear wheels and
35% to the front wheels. A viscous coupling unit (VCU)
connected to the front and rear drive shafts within the





transfer case. When any of the shafts detect slippage, the transfer case automatically transfers torque to the axle which has more traction. This is accomplished instantaneously, smoothly, and is virtually undetected.



Mountaineer comes with four-wheel disc anti-lock brakes (ABS) standard. This helps maintain steering control while braking on most slippery road surfaces by keeping the brakes at the threshold of lockup when the brake pedal is pressed hard.

Mountaineer's available full-time all-wheel drive (AWD) could be called all-season drive. It'll get you through mud, rain, sleet and snow confidently. So when the going gets tough, the tough get comfortable.

The overdrive lockout switch, when engaged, prevents the transmission from shifting into fourth gear. This is especially useful when towing a trailer in heavy traffic or when traveling up and down steep hills or mountains.




Some features shown may be optional. See specification pages for feature availability.

worth and a
310 HORSEPOWER. IT WILL IMPRESS YOU ON CITY ROADS
AND IN THE PASSING LANE ON THE HIGHWAY. THIS
ENGINE IS COUPLED WITH EEC-V ELECTRONIC ENGINE
CONTROL FOR OPTIMAL OPERATION. IT ALSO FEATURES

power shortage

A REMARKABLY SMOOTH ELECTRONIC AUTOMATIC
OVERDRIVE TRANSMISSION. WHAT'S MORE, THIS V-8 IS
DESIGNED TO PERFORM FOR 100,000 MILES WITHOUT A
SCHEDULED TUNE UP.* HOW'S THAT FOR CONFIDENCE?

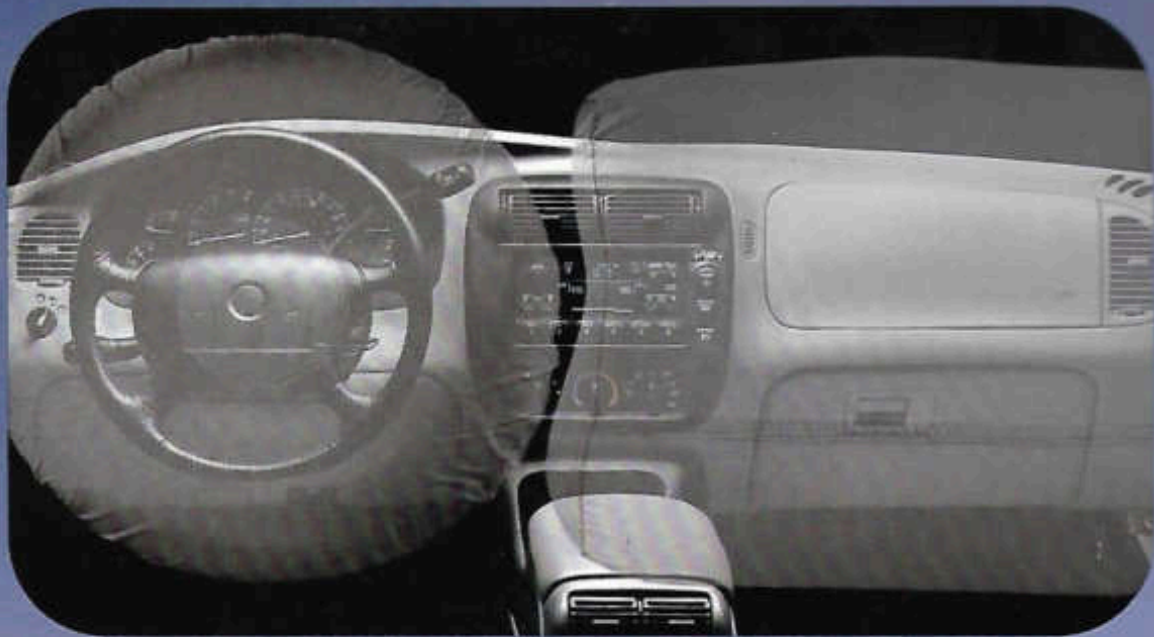
here.



Mountaineer is powered by a 5.0L V-8 engine which produces 210 horsepower and 275 lbs.-ft. of torque. It features sequential electronic multi-point fuel injection with high-performance new cylinder heads and camshaft, new intake manifold and new exhaust system.



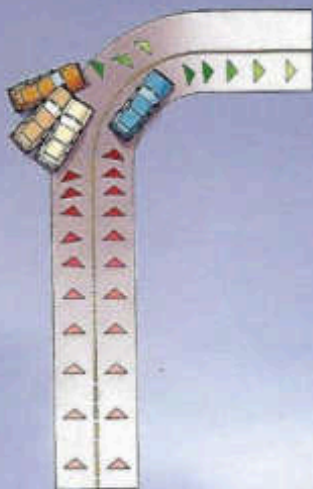
*Under normal driving conditions with routine fluid/filter changes.



Mountaineer puts your safety first. That's why you'll find standard dual air bags. They inflate quicker than the blink of an eye in certain moderate-to-severe frontal collisions. Always wear your safety belt.



For your convenience and your child's safety, a rear child seat is available with built-in tie-downs. It eliminates lugging your child's seat to car and is a feature you'll love.



Four-wheel disc ABS contributes to improved steering control during hard braking on most slick roads.



High strength steel beams are mounted inside each door for additional protection. A crossmember is also included between the A-pillars under the instrument panel. This stabilizes the steering column and contributes to occupant protection.



Child-proof rear door locks prevent the doors from being opened from inside the vehicle. Another safety feature that contributes to your peace of mind.



Fog lamps are included for extra visibility, especially in inclement weather. They're integrated into Mountaineer's front end for a clean, aerodynamic look.



Here's a feature audiophiles love: a compact disc changer is available. It's located in the console and is easy to use. And there's plenty of other features to love.



The optional remote keyless entry system lets you lock and unlock doors and liftgate from a distance. A panic button and anti-theft alarm are also included.



Available electrochromic rearview mirror automatically adjusts to shield your eyes from the glare of other cars' headlamps.



An available power moonroof can be opened fully or tilted up for ventilation. Its sliding screen can be closed to screen the sun.



Optional overhead console features digital compass, outside temperature reading, map lights and a storage compartment.

Keep the slush, rain and mud off your floor with these molded vinyl floor mats. "Mountaineer" name adds a personal touch.



Molded splash guards are an ideal way to help protect your Mountaineer's finish from mud, salt and dirt.



A cargo net helps keep your cargo area organized and prevents groceries and packages from sliding around. It's easy to install and remove.



Mercury Mountaineer

2-Door	2-Door
3-Door	3-Door
4-Door	4-Door
5-Door	5-Door
6-Door	6-Door
7-Door	7-Door
8-Door	8-Door
9-Door	9-Door
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96-Door	96-Door
97-Door	97-Door
98-Door	98-Door
99-Door	99-Door
100-Door	100-Door

Sequential Restraint System	STD
Integrated tire air monitor*	STD
	STD
	STD
Light	STD
Wiper	STD
Full-size spare tire	STD
Intermittent wipers	STD
Windshield and front door windows	STD
Rear quarter, rear door and liftgate windows	STD
ABS only	STD
Power windows (PWC)	OPT
	OPT

Interior with Medium Graphite lower accent color	STD
Graphite bumpers with integral reflectors in rear	STD
	STD
	STD
Interior mirrors	STD
Amber side and fog halogen headlamps	STD
Brake Stop Lamp (CHMSL)	STD
	STD
Intermittent wiper/washer/defroster	STD
Front wheels with Medium Graphite accent color	STD
17" alloy wheels	STD
18" alloy wheels	OPT
19" alloy wheels	OPT
20" alloy wheels	OPT

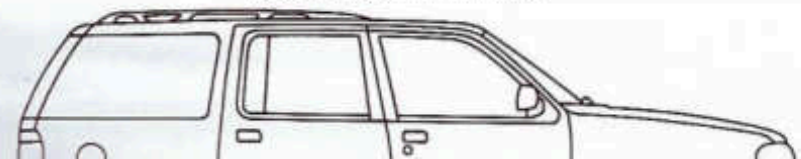
INTERIOR COMFORT AND CONVENIENCE FEATURES	
Opt-free air conditioning	STD
Rear door child-proof safety locks	STD
Height-adjustable "D-ring" front shoulder safety belts	STD
Power windows with "one-touch-down" feature on driver's side and illuminated switches	STD
Power door locks with two-step unlocking system and lock/unlock button in cargo area	STD
Accessory delay	STD
Illuminated entry system and cargo area dome light	STD
Full-floor console	STD
Grab handles and coat hooks	STD
Tire change gloves	STD
Left- and right-hand illuminated visor vanity mirrors	STD
Load floor tie-down hooks (four)	STD
Color-keyed scuff plates for all doors and liftgate	STD
Floor mats	OPT
Retractable cargo cover	OPT
Overhead storage console	OPT
Auto-dimming rearview mirror (includes automatic on/off headlamps)	OPT
Electronics Group	OPT
High-series floor console	OPT
Power moonroof with shade	OPT

SEATING	
Premium cloth front bucket seats with reclining seatbacks, manual lumbar adjustment, Mountaineer embroidery on front head restraints	STD
60/40 split-folding rear seatback with head restraints	STD
Power 6-way cloth sport front bucket seats with dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT
Power 6-way luxury front bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT

INSTRUMENTATION	
Analog instrumentation (gauges include speedometer, tachometer, trip odometer, fuel, voltmeter, coolant temperature, oil pressure and warning lights)	STD
Warning chimes for headlamps-on, key-in-ignition, and safety belt	STD
Black, leather-wrapped steering wheel includes fingertip speed control with tap-up/tap-down feature	STD
Tilt steering wheel	STD
Glove box and ashtray lights	STD

SOUND SYSTEMS	
Premium Audio System with 60-watt AM/FM stereo/cassette radio with full-logic cassette deck, 4 channel, 20 watts/channel external amplifier, 2 front door speakers, 2 rear door speakers, digital clock	STD
JBL Audio System with AM/FM stereo/cassette radio, full-logic cassette deck, Digital Signal Processing (DSP), parametrically equalized amplifier, 1 sub-woofer, 2-way speakers in front doors, 2 coaxial speakers in rear doors, digital clock	OPT*
Console-mounted six-disc CD changer	OPT*

HEADROOM (front/rear)	39.9"	39.3"
LEGROOM (front/rear)	42.4"	37.7"
OVERHANG (front/rear)	33.8"	42.8"
AXLE CLEARANCE	6.7"	



fications

EQUIPMENT PACKAGES

As we've grouped certain options together into the Preferred Equipment Packages listed, different option packages make it easy to tailor Mountaineer to your exact specifications.¹

• Luggage rack • Running boards

650A

Leather bucket seats with dual power lumbar adjustments, reclining front seatbacks with side-impact head restraints

Includes two hand-held remote transmitters, driver's side exterior keypod, anti-theft alarm, remote power 5-way seats

(IN ADDITION TO PEP 650A)

Leather bucket seats with dual power lumbar adjustments, reclining front seatbacks with side-impact head restraints

Includes digital compass, outside temperature display, front and rear map lights

Includes rear heater and audio controls, auxiliary 12-volt power outlet

655A

Leather bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with leather embroidery on front head restraints

Leather safety seat (available only with leather seating surfaces)

Power windows (includes automatic on/off headlamps)

Includes full-size cassette deck, in-dash CD changer

Optional Feature: D&F - Dealer Installed Accessory

Includes routine fluid/filter changes.

Not available in all areas.

Subject to change throughout the model year. Consult your dealer for the most up-to-date

specifications.

For available accessories please see your Mercury dealer.

MPG mileage estimates were unavailable when this brochure was printed. Ask your dealer for the latest information.

NOTES

As of this brochure, certain changes in standard equipment, options, prices and the like, or other information which would not be included in these pages. Your Mercury dealer is your best source for the latest information.

Ford reserves the right to change product specifications at any time without notice.

SHOULDER ROOM (front/rear)57.1" 57.0"
HIP ROOM (front/rear)51.9" 51.7"
CARGO VOLUME (rear seat up) ...42.6 cu. ft.
CARGO VOLUME (rear seat down) .81.6 cu. ft.



Exterior colors

Electric Current Red Clearcoat Metallic

Oxford White Clearcoat

Medium Willow Green Clearcoat Metallic

Dark Blue Clearcoat Metallic

Black Clearcoat

Medium Graphite Clearcoat Metallic (standard lower accent color)

Interior colors

Medium Graphite • Willow Green



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.





MOUNTAINEER