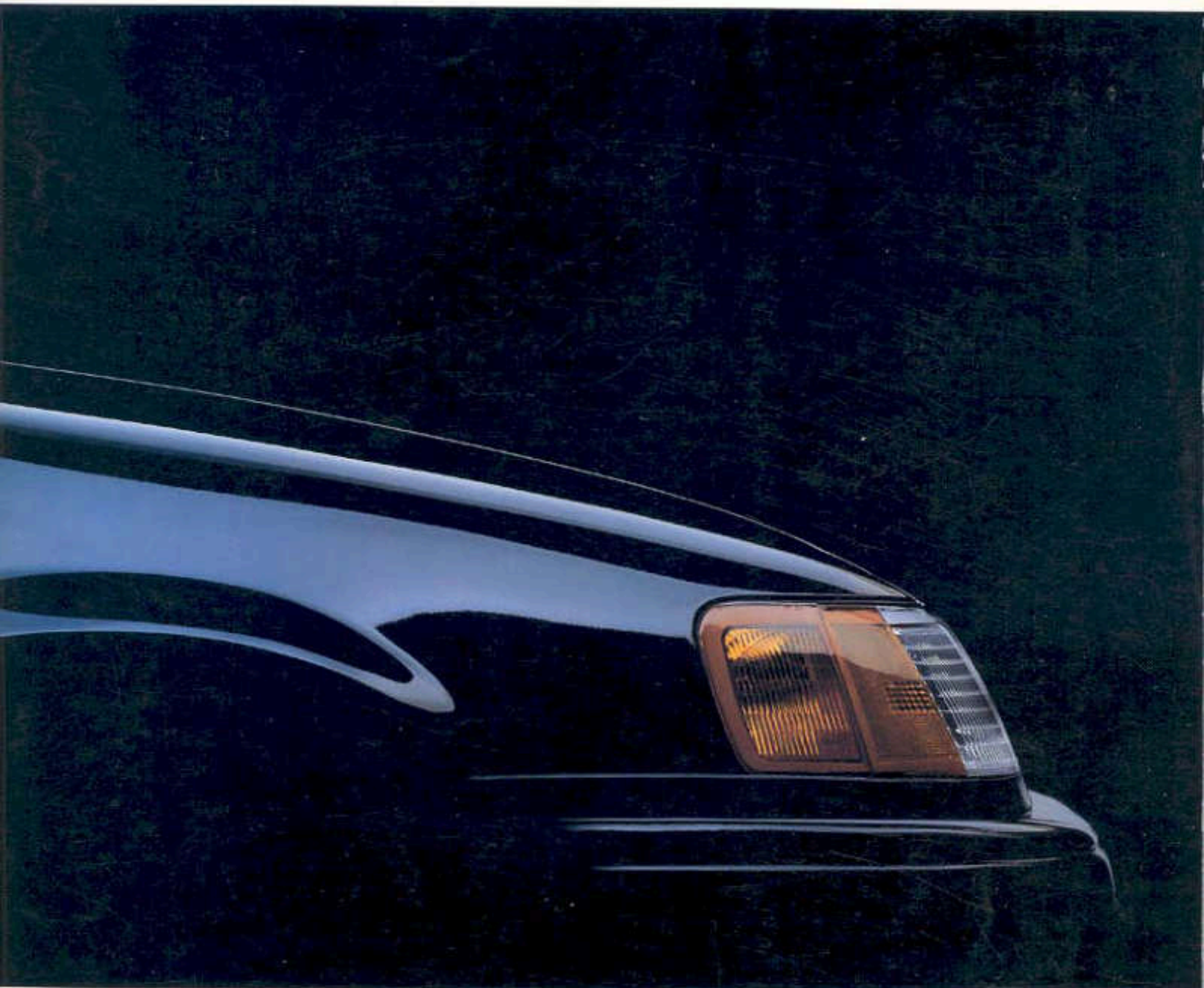


1988
SABLE



The Shape You Want To Be In.

MERCURY



MERCURY. THE SHAPE YOU WANT TO BE IN.

Design leadership. Nobody hands it to you. You've got to go out and earn it. It was a commitment to do precisely that which led to the dynamic shape that is Mercury today. Early in this decade, the automotive industry was struggling through a recession. The general climate was one which favored pulling back rather than taking chances. But adversity turned into opportunity for us. Searching for a way to turn things around, our top management looked to the design staff. They told us to pull out all the stops. "Design the kinds of cars you want to build." It was the creative license every designer dreams about



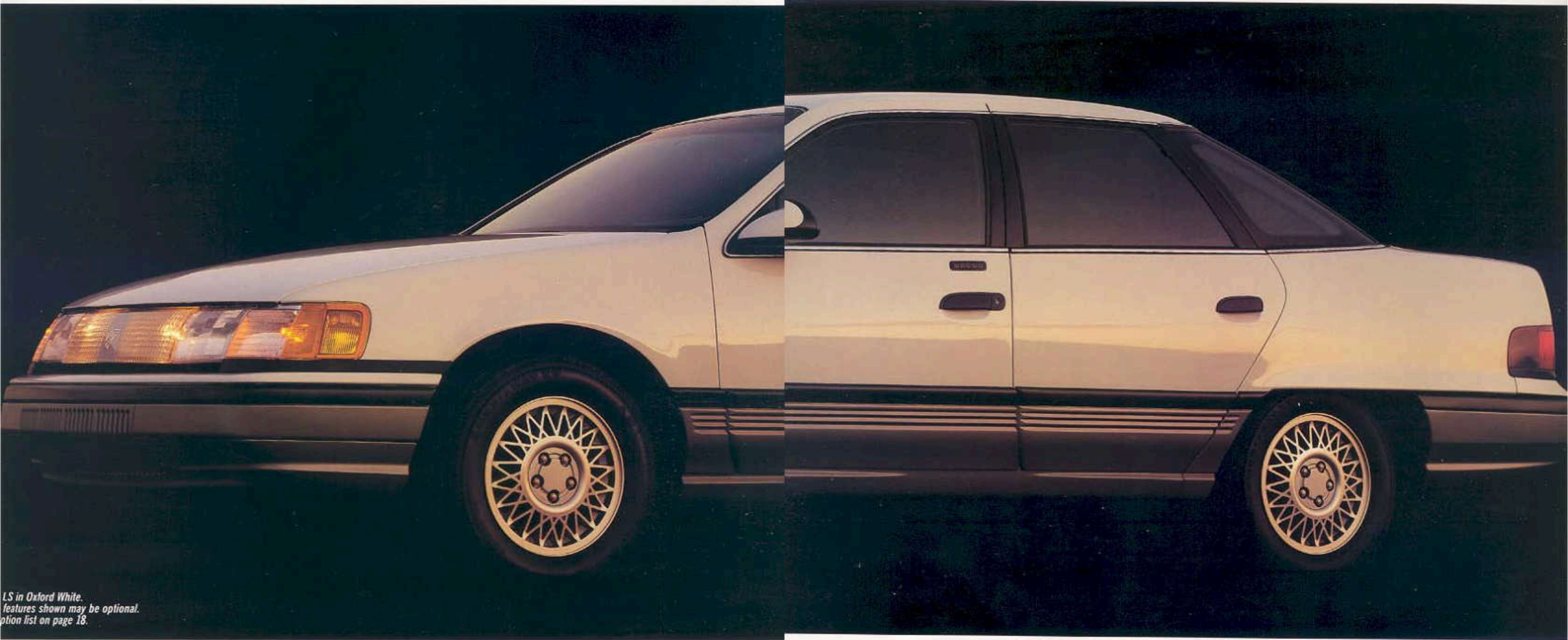
*Mercury LS in Silver Clearcoat Metallic.
Some features shown may be optional.
See option list on page 18.*

But it also carried a weighty risk. The future of the company was virtually riding on it. Happily, that risk turned into a great success. It's the story of a dynamic new aerodynamic shape that has literally set the standard in automotive design. It is a shape with integrity. Not just attractive, but functional and efficient to such a degree that others simply can't afford not to follow its lead. Most pleasing of all for us on the design staff is that the American public has embraced this bold new direction with all the enthusiasm that drove us to create it.

Jack Teinack

Jack Teinack
Chief Design Engineer
Ford North American Automotive Operations

A FORCE OF NATURE
HAS DONE SOMETHING REMARKABLE
TO THIS SHAPE.



*LS in Oxford White.
features shown may be optional.
option list on page 18.*

THE WIND
HAS SET IT FREE.

You can't overcome the forces of nature. But you can make those forces work with you, instead of against you. And that's the basic idea behind the innovative, aerodynamic shape of Sable. The air rushing over, under and around Sable is put to work—controlled and directed to provide benefits ranging from improved handling to better engine cooling. Sable's simple appearance is actually an intricate, technically involved design that was achieved only after many hours of testing in the wind tunnel. You'll notice that the traditional front grille is gone. It has been replaced by a smooth, sloping nose and Sable's

distinctive polycarbonate light bar which is flanked by aerodynamically styled halogen headlamps. Air for cooling the engine is drawn into the engine compartment from below the light bar and through vertical slots in the lower portion of the front bumper. And of course, this attractive front bumper is engineered to meet federal bumper damageability standard requirements at 5 mph instead of just 2½ mph as required by the standard.

DESIGNERS AND ENGINEERS FINALLY AGREE ON SOMETHING:

The engineer strives for functional excellence. The designer wants a dynamic physical presence. In the development of an automobile it is rare for these opposing goals to fall together in a harmonious manner. But rarity is a common occurrence with Sable. The goals of design and engineering were brought to a single focus in this instance by one compelling factor: aerodynamics. The pursuit of aerodynamic efficiency lends itself to the implementation of smooth, fluid lines which allow designers a refreshing, creative approach. These same aesthetically pleasing lines can be carefully "tuned" by the engineer



*GS in Medium Regatta Blue Clearcoat Metallic.
Features shown may be optional.
Option list on page 18.*

IT'S BEAUTIFUL. BUT FOR ENTIRELY DIFFERENT REASONS, OF COURSE.

to create a shape that enhances fuel economy, improves handling and reduces wind noise at highway speeds. As you follow the lines of Sable back from the front you can see how it has been carefully shaped to encourage the flow of air over the body. From the sloping nose to the high rounded tail, Sable provides the air with a smooth path to follow. The result is a shape for which design and engineering can each claim victory, while the driver is the ultimate winner.*

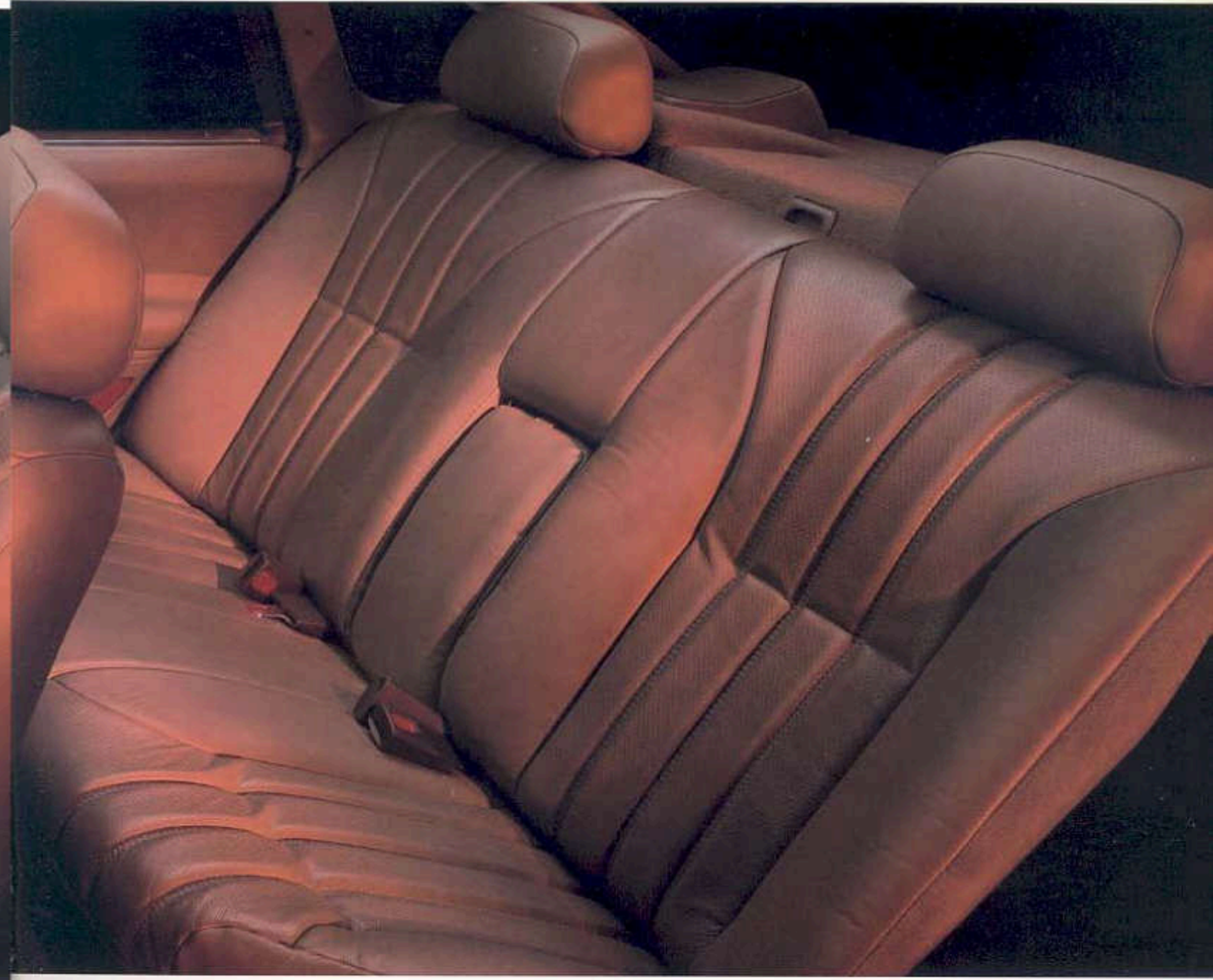
*See EPA statement on page 21.

PEOPLE USUALLY THINK ABOUT
THE EXTERIOR WHEN THEY
SPEAK OF "TURNING HEADS."

The sophistication of design exhibited by Sable's exterior is carried through to the inside. Where aerodynamics was the guiding force outside, ergonomics directed the design inside. Ergonomics is the study of the interaction between man and machine. It has among its goals the comfort and operating ease of driver and passengers. More than three years and 100,000 miles of actual riding and driving experience were invested in the development of the front seats alone. The seatbacks have a special six-spring support system that provides back support above and beyond the normal cushioning. This is



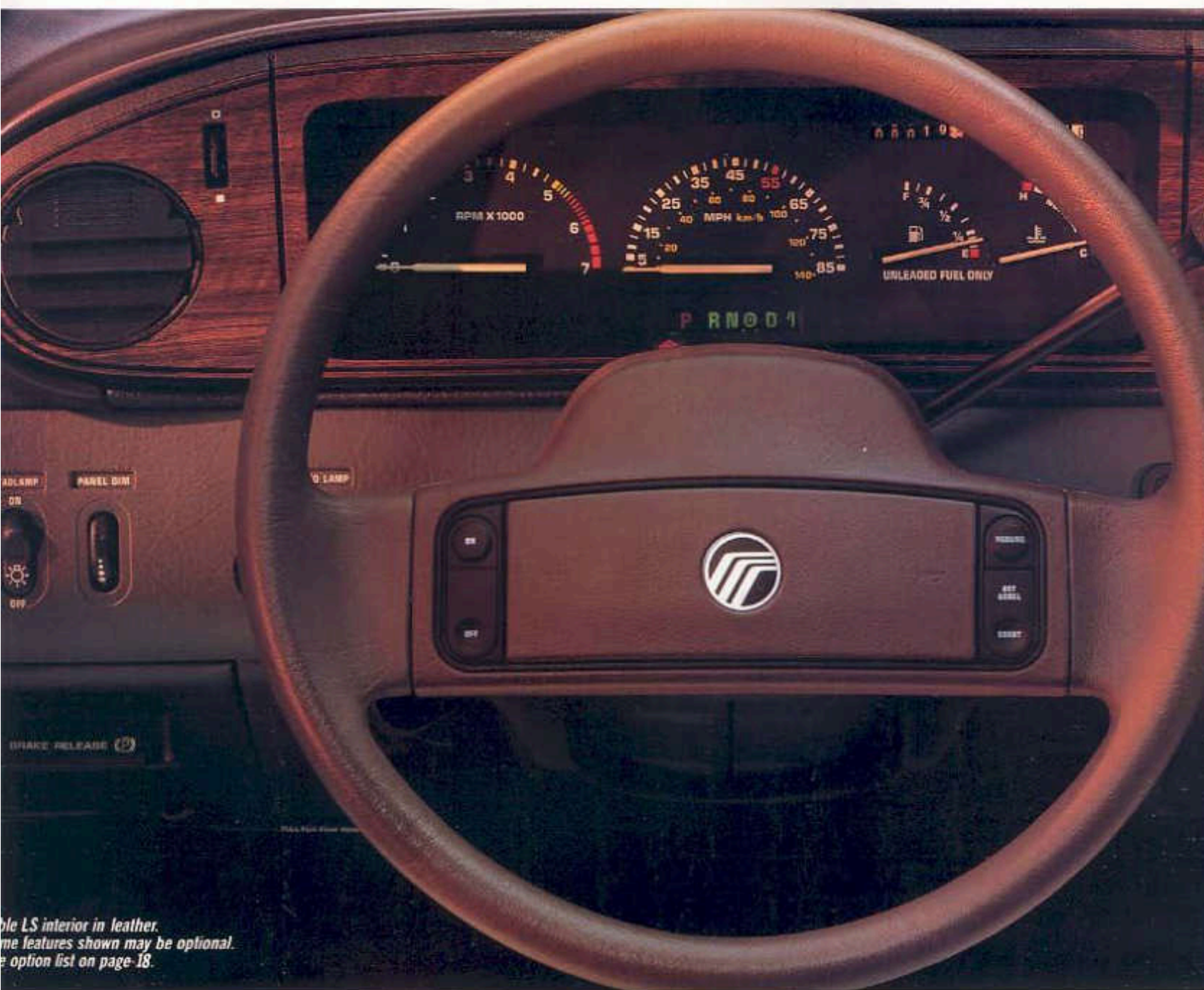
Sable LS interior in leather. Some features shown may be optional. See option list on page 13.



WE'VE OBVIOUSLY THOUGHT
ABOUT EVERYTHING.

especially important over long drives when lower back fatigue can become a concern. The LS model features power front-seat lumbar supports. Twin comfort seats in cloth upholstery are standard on Sable GS and LS models. Individual bucket seats with a full center console are optional on both models. Supple leather seating surfaces are available on LS models.

WHILE MOST ENGINEERING APPLIES TO PERFORMANCE ON THE ROAD,



*Optional LS interior in leather.
Some features shown may be optional.
See option list on page 18.*

THIS APPLIES TO THE PERFORMANCE OF YOUR MIND.

The influence of ergonomics is especially important in the design of the instrument panel. Here the designers spent a great deal of time and effort researching the precise manner in which a driver views and absorbs information. These results helped determine the specific sizes, colors and locations of the individual gauges and displays. Sable comes with precise analog instrumentation as standard equipment. It includes tachometer, speedometer, trip odometer, fuel level gauge and engine coolant temperature gauge. The panel is backlit at night to reduce glare, and the panel lens is angled to eliminate



annoying reflections. An optional electronic digital instrument cluster is also available on both GS and LS. The shape and placement of all controls is equally important. The intent is to shape them and position them so the driver can "read" them by feel alone. This minimizes the time a driver must take his or her eyes away from the road. The convenient steering wheel-mounted optional speed control is an excellent example of ergonomics at work.

THIS IS WHAT ADVANCED AERODYNAMICS LOOKS LIKE,

Some feel the added utility a wagon affords is reason enough to accept less in the area of styling. The designers responsible for Sable obviously didn't share that way of thinking. The dictates of aerodynamics have made Sable wagon a standout among all automobiles, not just wagons. It is an aerodynamically efficient shape that translates into better handling, a quiet interior and improved fuel efficiency.² On the inside it delivers the level of space and versatility that you buy a wagon for in the first place. It features a 60/40 split rear seat that allows you to fold all or just part of it down. And with the entire



Sable LS wagon in Light Sandalwood Clearcoat Metallic. Some features shown may be optional. See option list on page 18.

WHEN IT WORKS.

seatback folded flat, this wagon delivers a cargo area that's more than six feet long and over three feet wide. Specific wagon options include rear-facing third seat, a built-in picnic tray that's ideal for tailgate parties and a rear window wiper/washer. The LS wagon is also available with optional leather seating surfaces. Sable wagon. Advanced aerodynamics that works.

²See EPA statement on page 21.

SOPHISTICATION ISN'T JUST A MATTER OF TECHNICAL ACHIEVEMENT.

There is a great deal of satisfaction in knowing your automobile is on the leading edge of technology. But in the day-to-day use of an automobile, you need more than impressive technical claims to keep you happy. You need an automobile that delivers in the all-important areas of comfort and convenience. In this respect, the advanced thinking that went into Sable's shape is carried throughout the entire vehicle. It is evident in the fit, finish and quality of material used. You see it in the lengthy list of standard features which includes power steering, power brakes, air conditioning, electronic AM/FM stereo



Optional heated Insta-Clear™ windshield defrosts windshield in two minutes or less.



Ergonomically designed door handle and controls for electric mirrors, door locks and windows.



Optional keyless entry unlocks driver's door with simple combination.



Wagon's 60/40 split rear seat in leather.



Storage bin built into rear window ledge on sedans.



Sable GS cloth interior.

Some features shown may be optional. See option list on page 18.



Wagon tailgate features flip-up window.



Wagon's optional picnic tray.

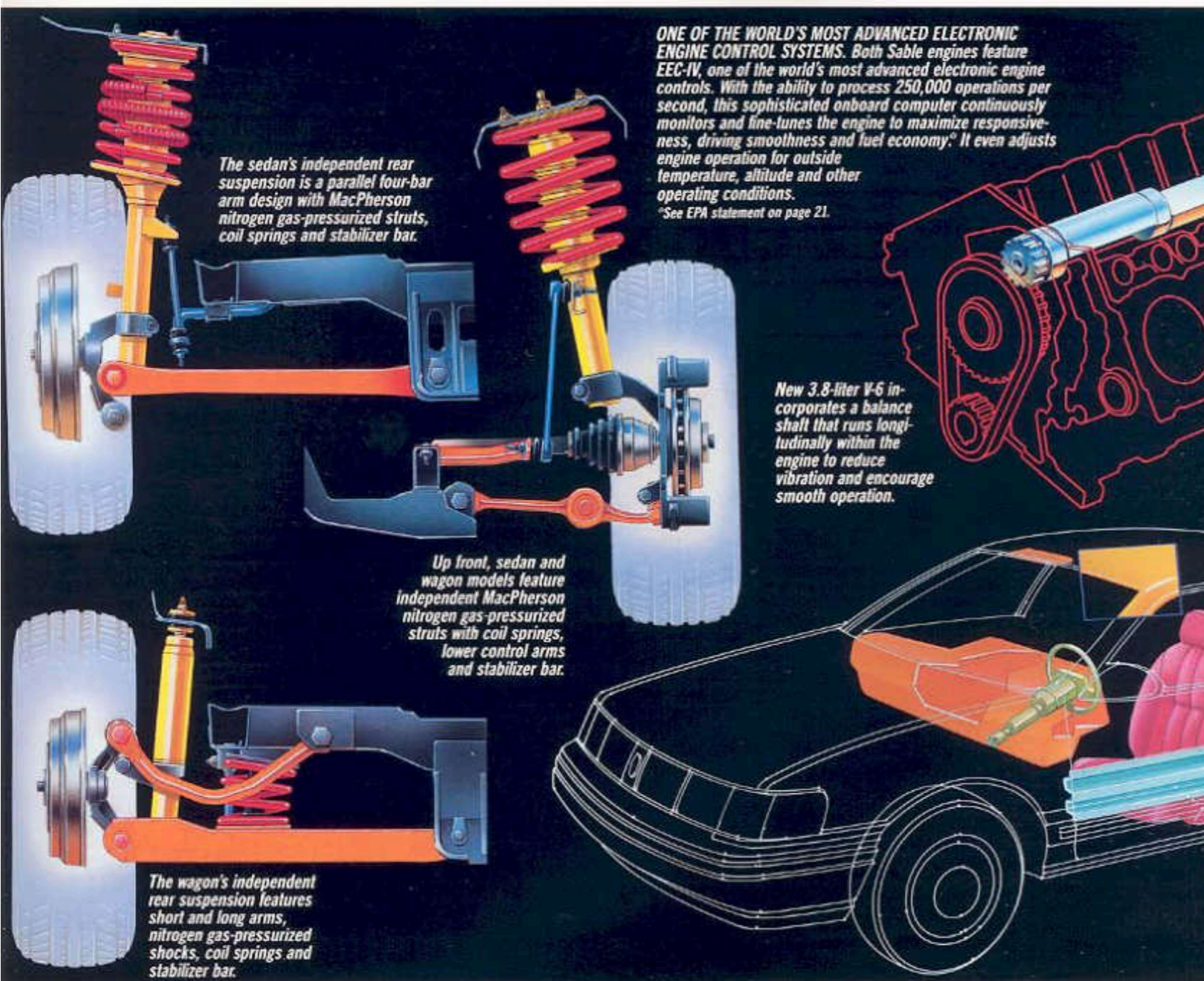


Optional steering wheel-mounted speed control.

IT'S A MATTER OF DETAILS.

radio with four speakers, map pockets on front doors, sleek, ergonomically designed door handles and electrically adjustable outside mirrors. Sable's options include features such as Electronic Automatic Climate Control system, leather seating surfaces, high-level electronic AM/FM stereo cassette audio system and power moonroof. For all the energy that went into making the outside of Sable a great technical achievement, the satisfaction of those inside was never overlooked.

WHEN YOU SET OUT TO CREATE AN AUTOMOBILE AS ADVANCED AS SABLE,



The sedan's independent rear suspension is a parallel four-bar arm design with MacPherson nitrogen gas-pressurized struts, coil springs and stabilizer bar.

Up front, sedan and wagon models feature independent MacPherson nitrogen gas-pressurized struts with coil springs, lower control arms and stabilizer bar.

The wagon's independent rear suspension features short and long arms, nitrogen gas-pressurized shocks, coil springs and stabilizer bar.

ONE OF THE WORLD'S MOST ADVANCED ELECTRONIC ENGINE CONTROL SYSTEMS. Both Sable engines feature EEC-IV, one of the world's most advanced electronic engine controls. With the ability to process 250,000 operations per second, this sophisticated onboard computer continuously monitors and fine-tunes the engine to maximize responsiveness, driving smoothness and fuel economy.* It even adjusts engine operation for outside temperature, altitude and other operating conditions.
*See EPA statement on page 21.

New 3.8-liter V-6 incorporates a balance shaft that runs longitudinally within the engine to reduce vibration and encourage smooth operation.

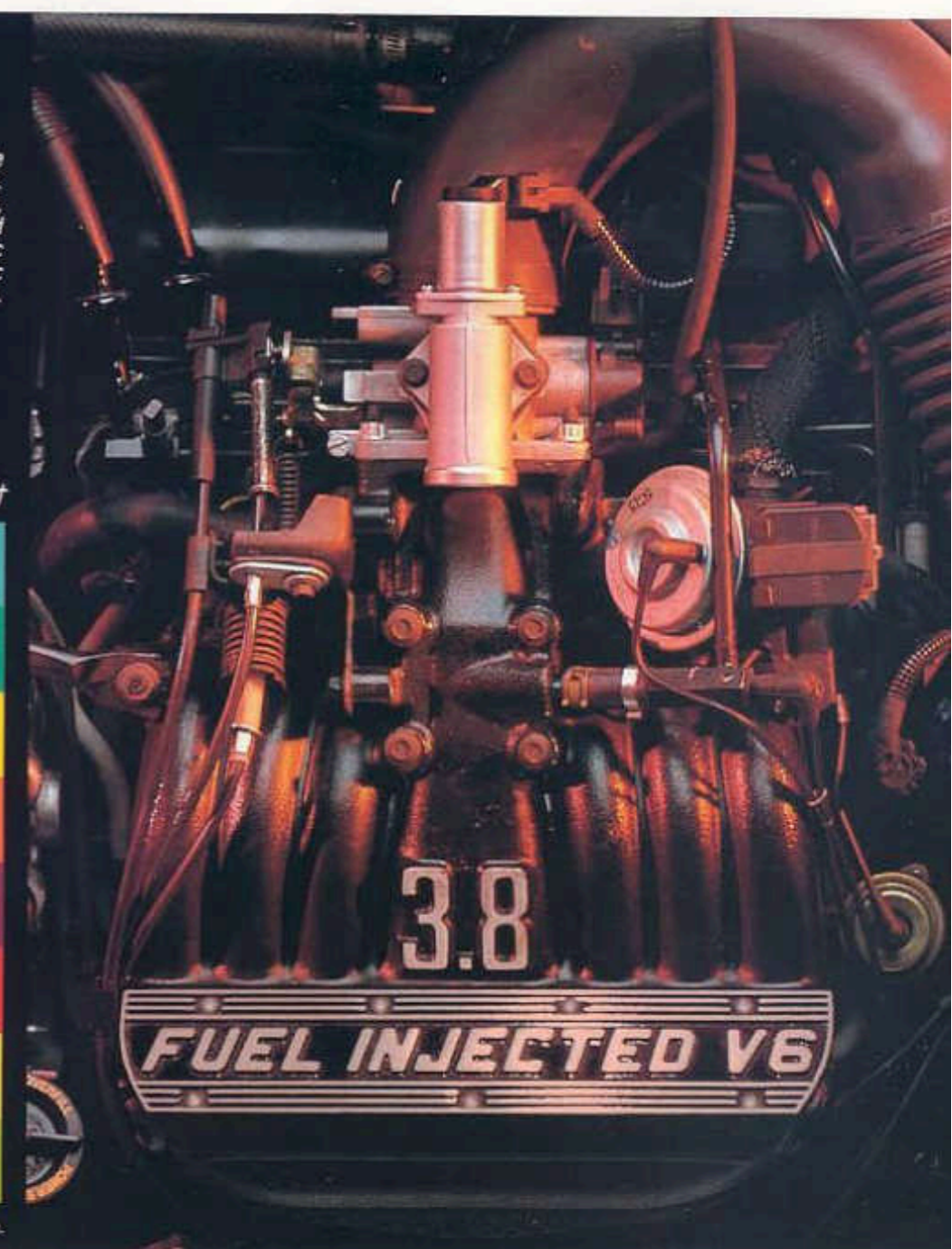
Naturally, you expect something more from an automobile with the dynamic styling Sable possesses. And that is precisely what Sable has been designed and engineered to deliver. First off, it has front-wheel drive to provide excellent traction in a wide variety of weather and road conditions. And there's power. A 3.0-liter V-6 is standard and a new 3.8-liter V-6 is optional. Both benefit from the efficiency[†] of multi-port electronic fuel injection and EEC-IV—one of the most advanced automotive computers in the world. Efficiency is further enhanced by Sable's 4-speed automatic overdrive transmission—standard on

A new 90-degree 3.8-liter V-6 is available as an option on all Sable models. It features balance shaft design, aluminum cylinder head and tuned intake manifold, multi-port electronic fuel injection and electronic engine controls.

ILLUSTRATIVE SAFETY FEATURES†

- Steel guard rails inside doors.
- Tether anchors for child safety seats.
- Front pillars and roof designed to meet a static force test equal to 1½ times Sable's weight.
- Energy-absorbing interior materials.
- Flame-resistant materials.
- Safety belts for all vehicle occupants.
- Child-proof rear door locks.
- Energy-absorbing steering column and steering wheel. (On the actual automobile, the steering column does not end as shown in the illustration.)

†This is not intended to be an exhaustive list of safety features.



YOU DON'T STOP AT SHAPE.

all models. Its electronically controlled torque converter lockup in third and fourth gears reduces noise, vibration and harshness levels and improves overall performance and economy. Power-assisted rack-and-pinion steering and a fully independent suspension combine to deliver the confident over-the-road performance that separates the great performers from the great pretenders.

†See EPA statement on page 21.

SELECTED OPTIONAL AND STANDARD FEATURES.



Oxford White

Light Sandalwood

ENGINE	3.0L V-6 60 degree OHV	3.8L V-6 90 degree OHV
Displacement	3.0 liters	3.8 liters
Power (SAE net)	140 @ 4800 rpm	140 @ 3800 rpm
Torque (SAE net)	160 lb-ft @ 3000 rpm	215 lb-ft @ 2200 rpm
Fuel delivery	Multi-port electronic fuel injection	
Compression ratio	9.3:1	9.0:1
Engine control	EEC-IV, electronic engine control	
TRANSMISSION	4-speed automatic overdrive with electronically controlled converter bypass clutch and torque converter lock-up in 3rd and 4th gears	
DRIVE SHAFT	Independent MacPherson nitrogen gas-pressurized struts with coil springs, tension struts, stabilizer bar and lower control arm (sedan and wagon)	
FRONT SUSPENSION	Sedan—Independent parallel 4-bar arm design, nitrogen gas-pressurized struts, stabilizer bar and coil springs Wagon—Independent short and long arm, nitrogen gas-pressurized shocks, stabilizer bar and variable rate coil springs	
STEERING	Power assist rack-and-pinion with 15.25:1 overall ratio	
WHEELS	Dual hydraulic (diagonally linked front to rear) with power assist	
FRONT TIRES	10.1-inch disc (sedan and wagon)	
REAR TIRES	8.9-inch drum (sedan) 9.8-inch drum (wagon)	
Wheelbase	282.8 sq. in. (sedan) 309.1 sq. in. (wagon)	
DIMENSIONS (inches)	SEDAN	WAGON
Wheelbase	106.0	106.0

Based on official 1988 MVMA specifications.

DIMENSIONS (in inches)	SEDAN	WAGON		
Overall length	190.9	191.9		
Overall width	70.8	70.8		
Overall height	54.3	55.1		
Track, front/rear	61.6/60.5	61.6/59.9		
Headroom, front/rear	38.3/37.6	38.6/38.4		
Legroom, front/rear	41.7/37.1	41.7/36.6		
Shoulder room, front/rear	57.5/57.4	57.5/57.4		
Hiproom, front/rear	54.9/55.6	54.9/56.4		
CAPACITIES				
Cargo volume (cu. ft.)	18.5	45.6/81.0 (seatback down)		
Fuel	16.0 gal., 18.6 gal. with optional extended range tank			
Oil	5 qt.			
Coolant	10 qt. on 3.0L V-6 12.1 qt. on 3.8L V-6			
Curb weight (lbs.)	3097	3208		
FUNCTIONAL FEATURES	GS SEDAN	GS WAGON	LS SEDAN	LS WAGON
Heated Insta-Clear™ windshield	0	0	0	0
Tinted glass	S	S	S	S
Electric rear window defroster	0	0	0	0
Side window demisters	S	S	S	S
Rear wiper/washer	—	0	—	0
Interval windshield wipers	S	S	S	S
Warning lights for washer fluid, headlamp or taillamp outage, low fuel, low oil, door ajar	—	—	S	S

	GS SEDAN	GS WAGON	LS SEDAN	LS WAGON
Extended range fuel tank (18.6 gal.)	0	0	0	0
Stainless steel extended life exhaust system	S	S	S	S
Load floor tie-down hooks	—	S	—	—
Cargo net	S	S	S	S
Extra-quiet sound insulation	S	S	S	S
Rear child-proof locks	S	S	S	S
Heavy-duty battery	0	0	0	0
Audible brake wear sensors	S	S	S	S
Heavy-duty suspension	0	0	0	0
EXTERIOR FEATURES				
5-mph impact bumpers front/rear	S	S	S	S
Lower door and rocker panel protective urethane protection	S	S	S	S
Lower bodyside cladding	—	—	S	—
Dual power mirrors	S	S	S	S
Aero halogen headlamps	S	S	S	S
Aerodynamically styled roof-rack	—	S	—	—
Bodyside accent stripes	0	0	0	0
INTERIOR COMFORT AND CONVENIENCE FEATURES				
Air conditioning	S	S	S	S
Air conditioning with electronic automatic temperature control	0	0	0	0
Power moonroof	0	—	0	—
Light group (includes dual-beam dome light (except with moonroof), engine compartment light, instrument panel courtesy light, headlamps-on chime and liftgate-activated cargo light (wagon))	0	0	S	S



Light Sandalwood Clearcoat Metallic

Light Sandalwood Clearcoat Metallic

Bright Red Clearcoat Metallic



Medium Cabernet



Silver Clearcoat Metallic



Smoke Clearcoat Metallic

	GS		LS	
	SEDAN	WAGON	SEDAN	WAGON
Automatic parking brake release	O	O	S	S
Keyless entry system	O	O	O	O
Rear cargo area cover	-	O	-	O
Leather-wrapped steering wheel	O	O	O	O
Twin comfort seats with dual recliners	S	S	S	S
Individual bucket seats	O	O	O	-
Front-seat power lumbar supports	-	-	S	S
5-way power driver's seat	O	O	O	O
5-way power driver and passenger seats	O	O	O	O
Vinyl seating surfaces	O	O	-	-
Leather seating surfaces	-	-	O	O
D140 split fold-down rear seat	-	S	-	S
Rear-facing third seat	-	O	-	O
Map pockets on front door	S	S	S	S
Visor vanity mirrors	S	S	-	-
Dual illuminated visor vanity mirrors	O	O	S	S
Rear seat center fold-down armrest	S	-	S	-
Fully trimmed luggage compartment with light	S	S	S	S
Picnic tray	-	O	-	O
Front and rear floor mats	O	O	O	O
Auto headlamp on/off delay system	O	O	O	O
Digital clock	S	S	S	S
Speed control	O	O	O	O
Tilt steering wheel	O	O	O	O

	GS		LS	
	SEDAN	WAGON	SEDAN	WAGON
Power windows	O	O	S	S
Power lock group Includes door locks, decklid (sedan only) and fuel-filler door	O	O	O	O
SOUND SYSTEMS				
Electronic AM/FM stereo with four speakers (may delete for credit)	S	S	S	S
Electronic AM/FM stereo with cassette and four speakers	O	O	O	O
Premium Sound—power amplifier and two additional door-mounted speakers (total six)	O	O	O	O
High-level electronic AM/FM stereo cassette audio system (includes Premium Sound)	O	O	O	O
Power antenna	O	O	O	O

INSTRUMENTATION

Analog instrumentation with speedometer, tachometer, engine coolant temperature gauge, fuel gauge and trip odometer	S	S	S	S
Electronic instrument cluster with speedometer, tachometer, engine coolant temperature gauge, fuel gauge, trip odometer, Tripminder® computer and Diagnostic Systems Scanner	O	O	O	O

S—Standard feature O—Optional feature

	GS		L
	SEDAN	WAGON	
WHEELS AND TIRES			
P205/70R14 black sidewall with deluxe wheel covers	S	S	S
P205/70R14 white sidewall	O	O	O
P205/65R15 black sidewall	O	O	O
P205/65R15 white sidewall	O	O	O
14-inch polycast wheels	O	O	O
15-inch cast-aluminum wheels	O	O	O
15-inch locking radial design wheel covers	O	O	O
15-inch deluxe wheel covers	O	O	O
Conventional size spare tire	O	O	O

Over the years, Mercury buyers have tended to certain combinations of optional equipment. We've grouped them together in the Preferred Equipment Packages listed below. And priced them to cost less than if they were purchased separately.¹

GS SERIES	Preferred Equipment	
	Sedan 450A	Wagon 455A
Tilt steering wheel	•	•
Fingertip speed control	•	•
Electric rear window defroster	•	•
Power windows	•	•
Power lock group	•	•
Automatic parking brake release		•
Front and rear floor mats		•
Leather-wrapped steering wheel		•

(continued on page 18)



Bronze Quartz Clearcoat Metallic



Cinnabar Clearcoat Metallic



Medium Regatta Blue Clearcoat Metallic



Twilight Blue Clearcoat Metallic

GS SERIES (continued)	Preferred Equipment Package				
	Sedan 450A	Wagon 455A	Wagon 456A		
AM/FM electronic stereo radio with cassette tape player			•		
6-way power driver's seat			•		
Illuminated visor vanity mirrors			•		
Light group			•		
LS SERIES	Preferred Equipment Package				
	Sedan 460A	Sedan 461A	Wagon 465A	Wagon 466A	Wagon 467A
Tilt steering wheel	•	•	•	•	•
Leather-wrapped steering wheel	•	•	•	•	•
Fingertip speed control	•	•	•	•	•
Electric rear window defroster	•	•	•	•	•
Power lock group	•	•	•	•	•
Front and rear floor mats	•	•	•	•	•

(continued next column)

LS SERIES (continued)	Preferred Equipment Package				
	Sedan 460A	Sedan 461A	Wagon 465A	Wagon 466A	Wagon 467A
Electronic AM/FM stereo with cassette	•	•		•	•
Premium Sound System	•	•		•	•
P205/65R15 BSW tires	•	•		•	•
15-inch aluminum wheels	•	•		•	•
6-way power driver's seat	•	•		•	•
3.8 EFI V-6 engine		•			•
Keyless entry		•			•
Autolamp on/off delay system		•			•
Dual power seats		•			•
Automatic air conditioner		•			•
Electronic instrument cluster		•			•
Power radio antenna		•			•
Rear-facing third seat				•	•

•Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.

SABLE COLORS
Standard Exterior Colors
Black
Oxford White
Light Sandalwood
Medium Cabernet
Optional Clearcoat Colors
Silver Clearcoat Metallic
Smoke Clearcoat Metallic
Bright Red Clearcoat Metallic
Medium Regatta Blue Clearcoat Metallic
Medium Sandalwood Clearcoat Metallic
Cinnabar Clearcoat Metallic
Twilight Blue Clearcoat Metallic
Rose Quartz Clearcoat Metallic
Light Sandalwood Clearcoat Metallic
Interior Colors
Smoke
Regatta Blue
Scarlet
Light Sandalwood
Cinnabar [®]

¹Not available on Sable wagon models.

Left to right: 15-inch cast-aluminum wheel, 14-inch polycast wheel, 15-inch locking radial design wheel cover, 15-inch deluxe wheel cover (14-inch deluxe wheel cover is identical in appearance).



Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry. An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

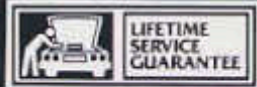
Motorcraft Genuine Ford
QUALITY PARTS specifications.

They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production. longer than the vehicle's



The optional Ford Extended Service Plan covers selected components on new Mercury cars for the first time it is needed. Ask your Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.

which guarantees their work repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty and take time to read it.




Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, on your Mercury Sable for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty and take time to read it.

Ford-paid repair programs after the warranty period Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mercury Sable. To get copies of materials for your Sable or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

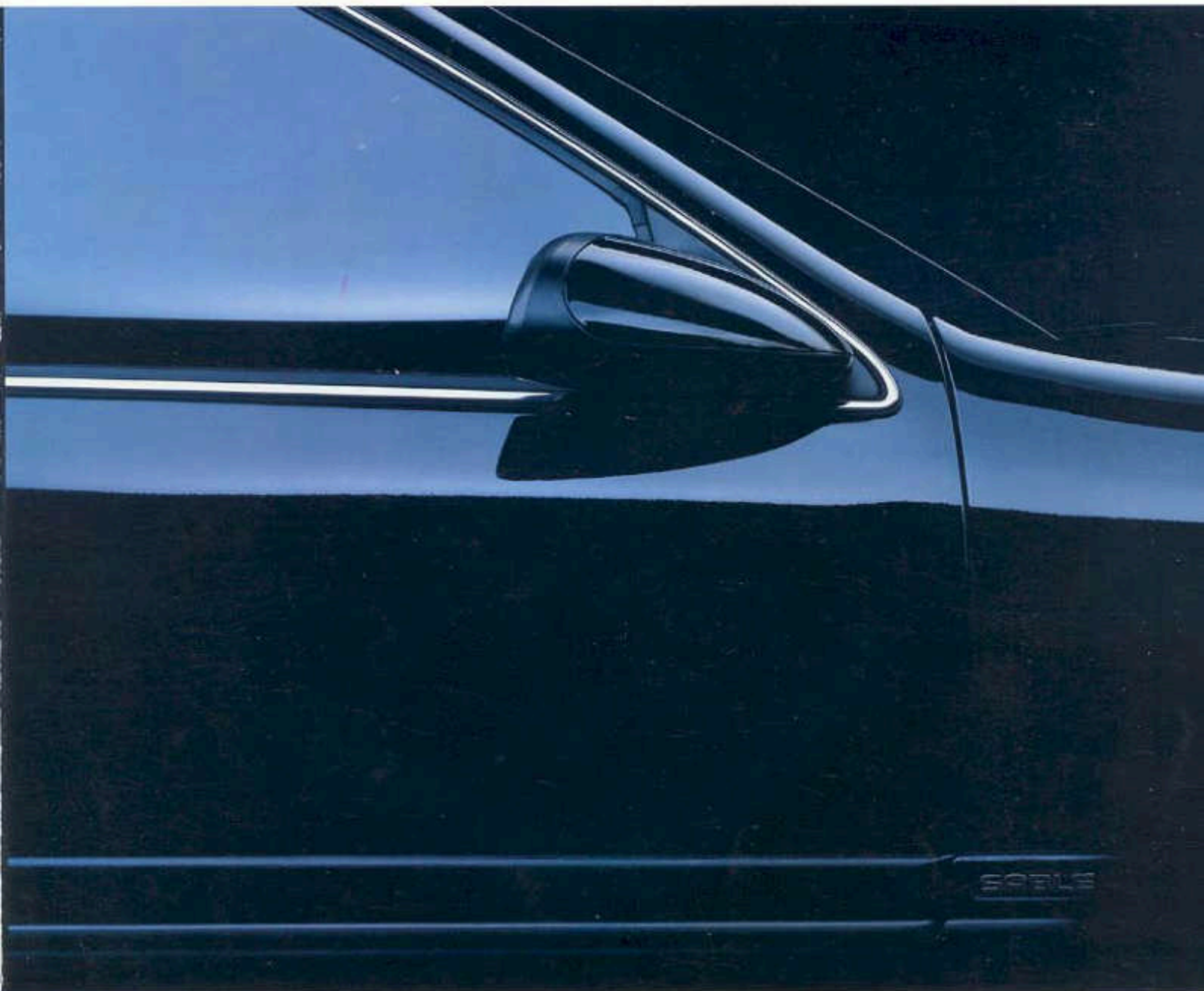
EPA statement 1988 EPA mileage estimates were unavailable when this publication was printed. The 1988 Mercury Sable, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up—together we can save lives.** Buy or lease your Sable from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay.

LINCOLN-MERCURY DIVISION 

1988

SABLE



The Shape You Want To Be In.

MERCURY

