

MERCURY

'91

TRACER



INTRODUCING THE NEW MERCURY TRACER. YOU WON'T BELIEVE THE SIZE OF IT.

Chances are if you're reading this, you've made the decision to buy a new car. And now the real decisions start.

How much car do you want? How much car do you need? How much can you afford? Does it have enough room? Will you get your money's worth? Will you enjoy it?

Which brings us to Tracer, an all-new small car from Mercury. Even though Tracer is small enough outside to squeeze into a tight parking space, it's roomy enough inside to seat five adults with plenty of trunk room to spare. It's fun to drive. Well-powered, yet economical. And not to be overlooked, Tracer looks good. In fact, Tracer offers so much in a small car that you may not believe the size of it.

One more thing. Tracer is designed and built by a lot of people who really want you to like it. In fact, they want you to like it as much or more than any car in its class, built anywhere in the world. They spent a lot of time, money and effort to impress you with Tracer's quality. They even learned to build Tracer with sophisticated techniques that a lot of car manufacturers just don't have.

Tracer comes in three different models: four-door notchback sedan, a performance-tuned 16-valve LTS (Luxury Touring Sedan) and a versatile wagon. Choose the one that makes the most sense for you. Then ask your dealer for a test drive. You've waited long enough.

The advertisement features a large, central steering wheel with a view of Earth from space through the spokes. To the left, a man and a woman are standing together, with a shopping basket full of lemons. To the right, a man is sitting at a desk with a computer monitor and keyboard. The Mercury logo is visible on the steering wheel and in the bottom right corner. A sign on the computer monitor contains the following text:

If you've been concerned that you can't own a small sedan without making big compromises, your concerns are over. Introducing the all-new Mercury Tracer. Upon close examination, you'll find that Tracer is anything but a typical small car. The

close examination

car,

Tracer

MERCURY

Tracer featured in Light Titanium. Some equipment shown may be optional.

Handling.

The fully independent suspension system incorporates new geometry and employs front and rear stabilizer bars for enhanced vehicle handling and reduced body roll.

Ride.

Tracer's strut suspension offers exceptionally long wheel travel normally found on much larger, heavier cars to help smooth out the rough spots on less-than-perfect roads.

Balance.

Tracer's manufacturing includes the most accurate high-speed dynamic wheel and tire balancing available. This helps keep tire noise and vibration down while promoting even tire wear.

Durability.

Two-sided galvanized steel is used extensively on outer body panels to protect against rust and corrosion.

Management.

EEC-IV, a sophisticated on-board computer with the capacity to process more than 312,000 operations per second, continuously monitors specific engine functions to maintain optimum performance.

Responsiveness.

Front-wheel drive was selected for its traction and control-enhancing abilities.

Ignition.

Tracer's distributorless ignition greatly improves spark accuracy while requiring no maintenance.

Aerodynamics.

Tracer's smooth lines include flush windshield glass and semi-flush side glass, along with a lower hood line and steeper windshield rake than the previous Tracer to hush wind noise while promoting fuel efficiency at highway speeds.*

Quiet.

Tracer's stainless steel exhaust system includes a flexible coupling which serves to reduce the transmission of noise and vibration.

Isolation.

Tracer's isolated front and rear subframes help keep vibration from reaching driver and passengers.

Alignment.

State-of-the-art static four-wheel alignment equipment at the assembly plant not only contributes to Tracer's exceptional ride and handling, it helps increase tire life.

Convenience.

Rear seat heat ducts provide a considerate measure of direct warmth for back seat passengers.

Concern.

Tracer's optional 4-speed automatic transmission includes a brake/shift interlock that prevents shifting out of park position unless the driver's foot is on the brake.

Efficiency.

Sequential multi-port electronic fuel injection (SEFI) delivers fuel to each cylinder in precise firing sequence to deliver optimum performance and economy out of each drop of fuel.*

TRACER LOOKS GOOD FROM ANY ANGLE.

While many may admire Tracer for its looks, one drive will convince you that much of its beauty lies beneath its surface.

A close look at what makes a Tracer a Tracer demonstrates that a small car can come up big in many important areas. For instance, the team that designed Tracer placed considerable attention on delivering responsive handling and performance characteristics for a car in its class. More emphasis was given to smoothing out the noise, vibration and harshness typically found in small cars.

In every aspect of its design, Tracer maintains a steady focus on providing both driver and passengers with the room and comfort they deserve. And on defying the notion that a small car cannot match the sheer satisfaction of owning a larger, more expensive model.

Some of Tracer's more notable features are indicated here. Individually, each is impressive. Together, they create a small sedan that looks good from any angle.

*See EPA statement on page 24.



Tracer featured in Light Titanium. Some equipment shown may be optional.

TRACER. IT'S SMALL OUTSIDE. BIG INSIDE. AND IT'S MOVING IN NEW DIRECTIONS.

Tracer offers sizable evidence that a small car doesn't have to be a big compromise.

For instance, this car has more room inside than Civic, Sentra, Corolla or Prizm. Tell that to your neck and shoulders. With Tracer's 91 cubic feet of passenger room, up to five adults can be seated without feeling cramped. That's comforting news for families, commuters and everyone else who might like to come along for the ride.

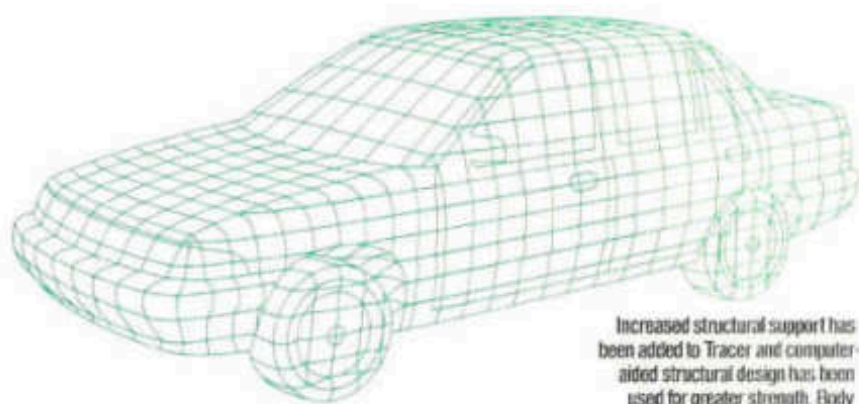
Tracer isn't just large in interior room, it's large in interior conveniences with standard features like an ergonomically positioned instrument cluster that includes analog speedometer, tachometer, fuel and temperature gauges. Comfortable cloth reclining front buckets offer firm support, while the 60/40 split rear seat adds even more capacity to Tracer's spacious 12.1 cubic-foot trunk.

Comfort will get you nowhere without performance. You'll find it in

Tracer's 1.9-liter engine, which produces 88 horsepower with plenty of low-end torque for responsive acceleration. Sophisticated features like sequential multi-port electronic fuel injection (SEFI), a mass airflow sensor and an electronic distributorless



Tracer's optional four-speed electronic automatic transmission shifts smoothly while providing improved performance and fuel economy over three-speed automatics.*



Increased structural support has been added to Tracer and computer-aided structural design has been used for greater strength. Body surface panels are more rigid, which tends to help reduce vibration and noise.

ignition system contribute to Tracer's smooth power and efficiency. The engine is matched to a precise five-speed manual transmission, or choose the optional four-speed electronically controlled automatic.

Tracer's comfort and performance are enhanced by a fully independent suspension system with front and rear stabilizer bars that produces both impressive ride and handling characteristics. Rack-and-pinion steering and power-assisted front disc brakes complete this well-rounded package.



You can keep a sharp eye on performance with this standard tachometer.



Tracer's rear seat folds down, either fully or in 60/40 fashion, creating additional cargo-carrying versatility.

*See EPA statement on page 24.

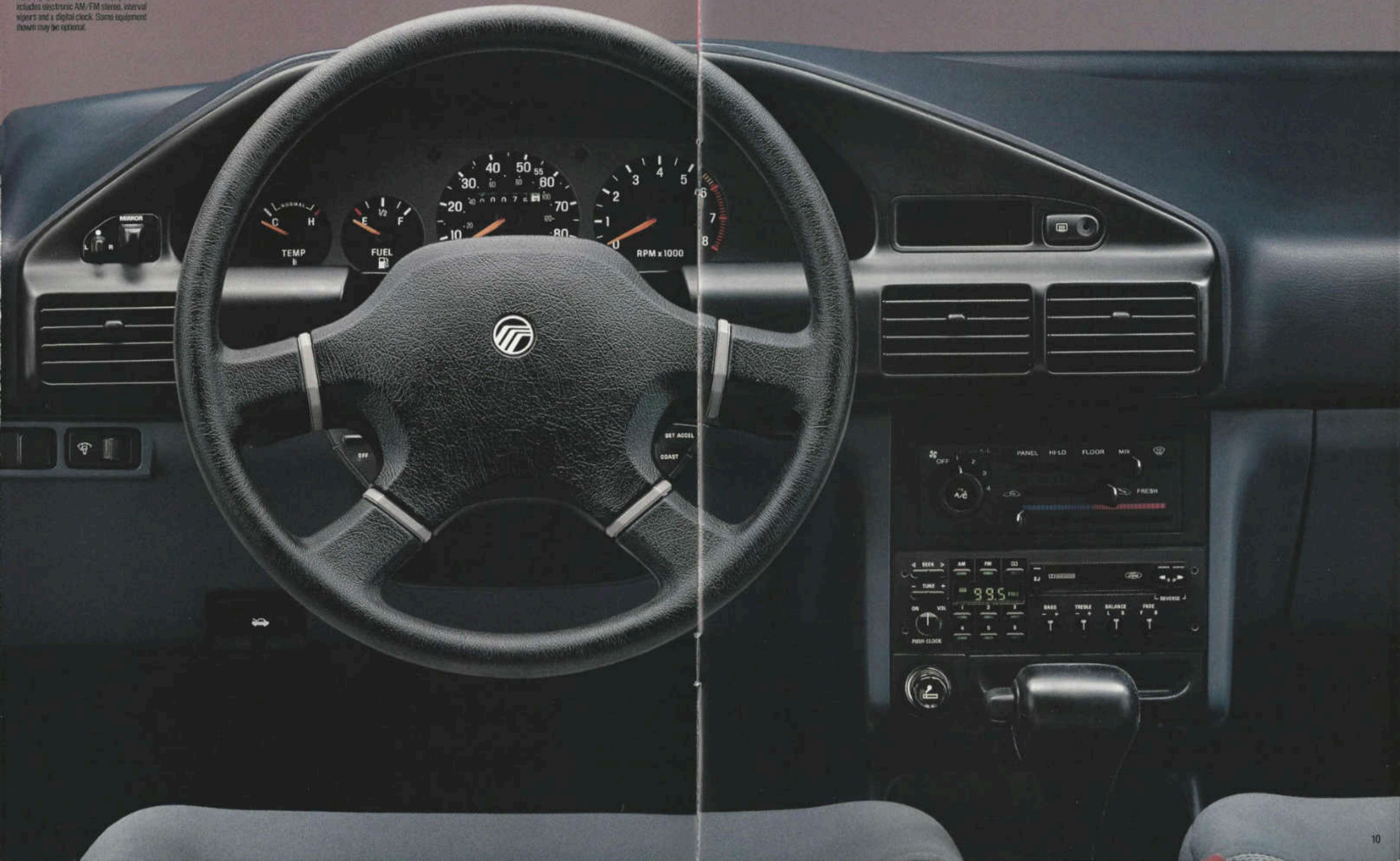


Tracer featured in Light Titanium.
Some equipment shown may be optional.



You've got to balance a lot of things in your life. Your job. Your family. Your friends. Your checkbook. How are you going to fit it all in? How else but in a four-door, five-passenger sedan that offers power, economy, comfort, road handling ability and interior room in perfect balance. Happy trails.

Tacer's instrument panel places everything where it should be for ready visibility and easy operation. Standard equipment includes electronic AM/FM stereo, interval wipers and a digital clock. Some equipment shown may be optional.





A front air dam, rear spoiler and eight-spoke aluminum wheels give Tracer LTS its sporty sedan appearance. Featured in Black. Some equipment shown may be optional.

TRACER LTS. YOU'LL KNOW YOU'VE TAKEN A STEP UP THE MOMENT YOU PUT YOUR FOOT DOWN.

Tracer LTS is a sporty small sedan for the individual who appreciates that while it's nice for passengers to be comfortable, the most important luxuries of all are appreciated from a driver's point of view.

You'll not only travel in style in Tracer LTS, you may just get there ahead of everybody else thanks to a dual-overhead-cam, 16-valve, electronic multi-port fuel-injected 1.8-liter engine that produces an eager-to-please 127 horsepower. It's loaded with the kind of performance features that will get your adrenaline pumping without frequent stops at the gas pump.*

This power is matched to a slick 5-speed manual transmission with gear and final-drive ratios linked for performance. An optional 4-speed electronic automatic transmission is also available.

Something enjoyable is in hand when you grab hold of the four-spoke leather-wrapped steering wheel and maneuver Tracer LTS over roads with a sharp case of the bends. Power-assisted rack-and-pinion

The Tracer LTS engine reads like a checklist of automotive technology, including dual overhead camshafts, four valves per cylinder with hydraulic lash adjusters that continually maintain precise clearances without adjustment, and electronically controlled multi-port fuel injection for crisp throttle response. A sophisticated variable inertia charging system varies air intake to match engine speed for optimum performance at both high and low ranges.



steering and sport-tuned independent suspension help make the twisty part of the road as enjoyable as taking the straight and narrow route.

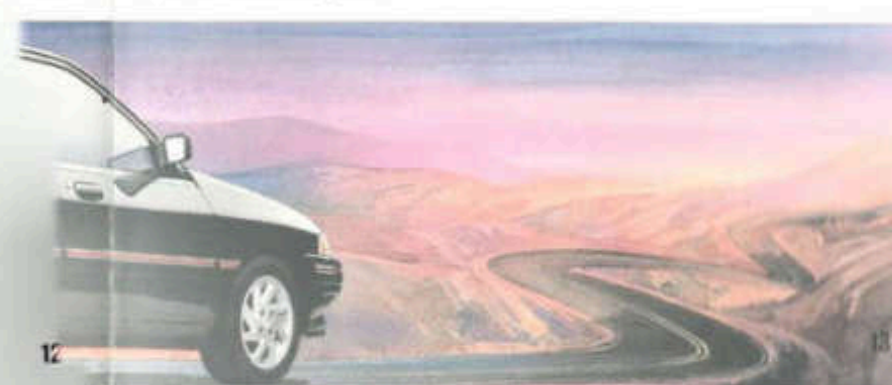
This performance reaches the road through eight-spoke cast aluminum wheels riding on 14-inch low-profile Goodyear all-weather performance radials. Power-assisted four-wheel disc brakes bring everything to a quick halt.

Inside, Tracer LTS refutes

the notion that a performance-tuned small car must be a tight fit. In fact, Tracer LTS offers ample room for five adults, including an impressive 34.6 inches of rear leg room. This room also comes with such standard interior features as analog cluster instrumentation, AM/FM cassette stereo, light group, fingertip speed control and unique cloth upholstery.

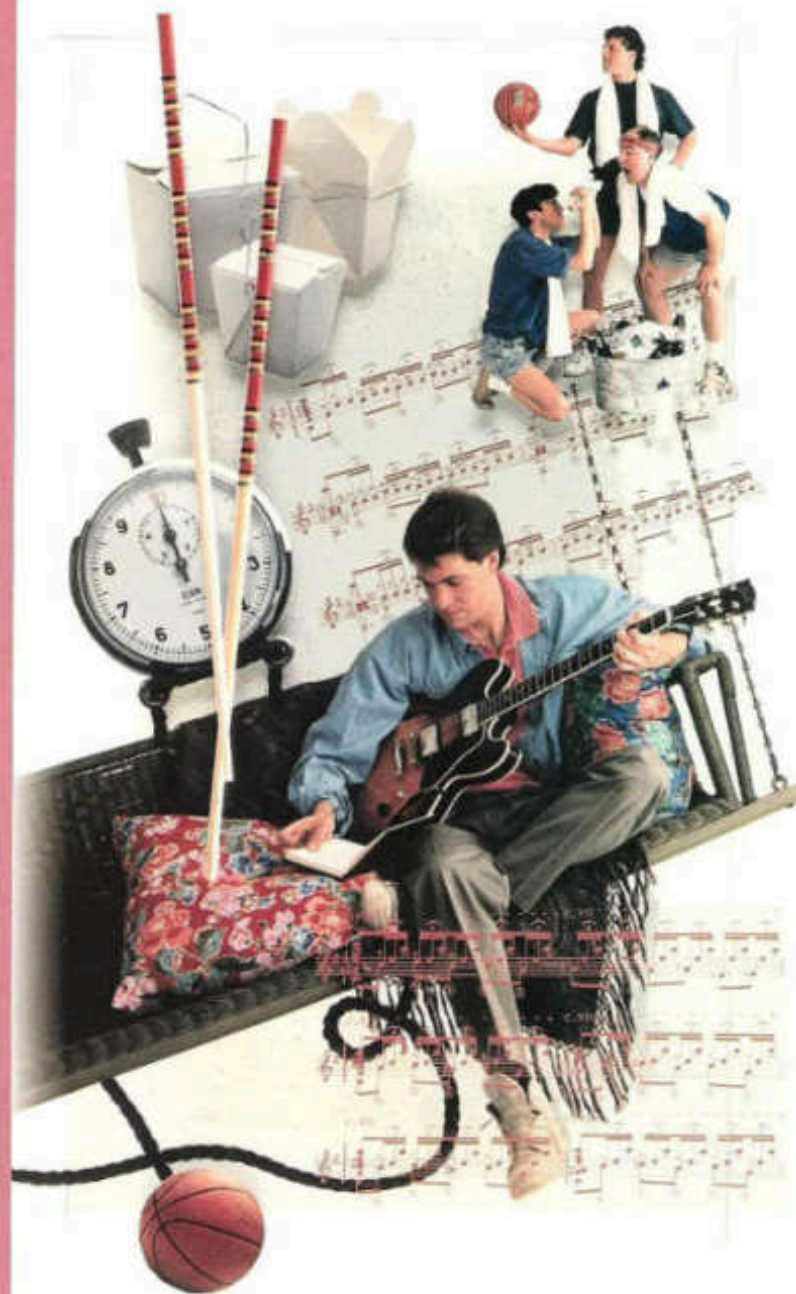
*See EPA statement on page 24.

passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as racy as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.



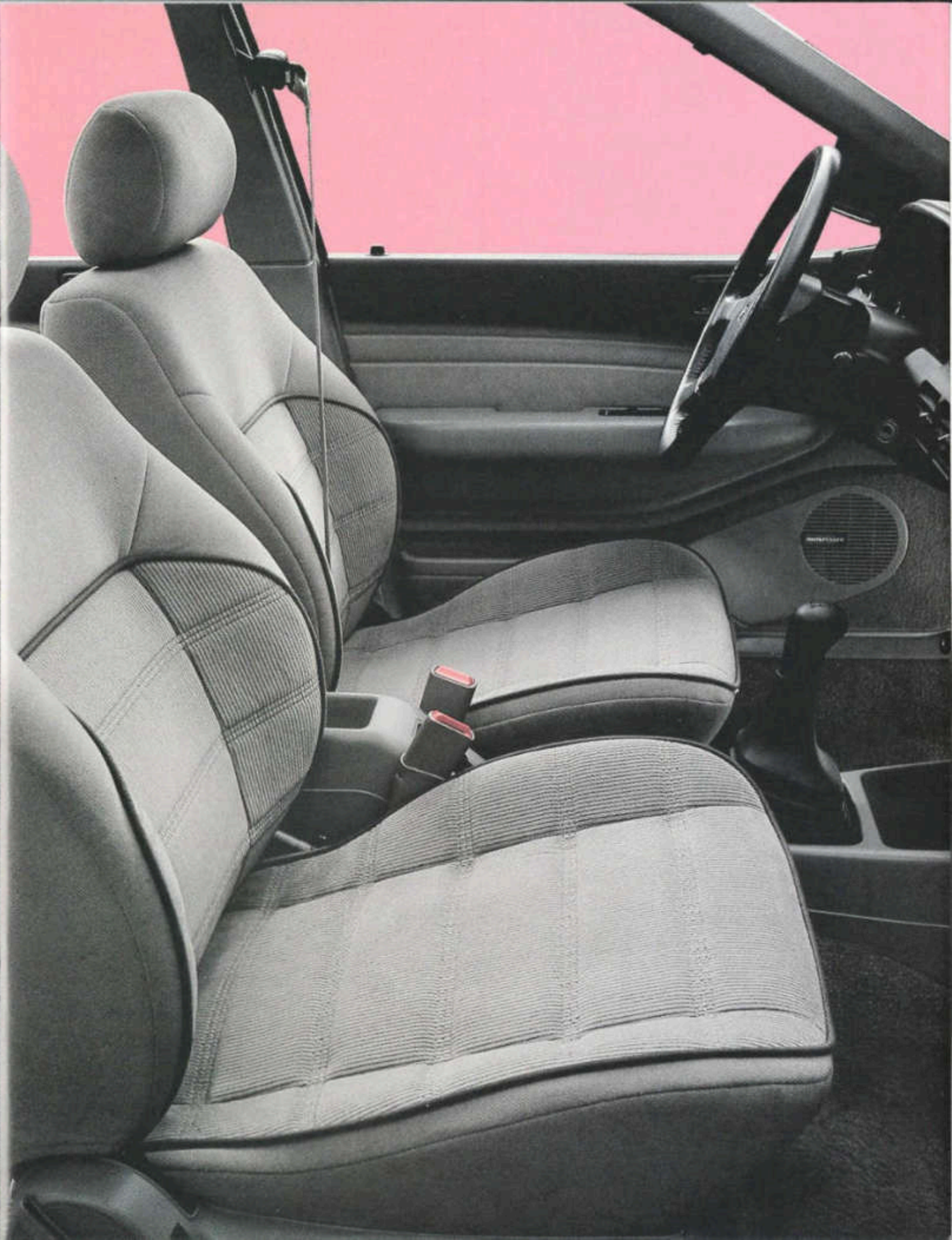
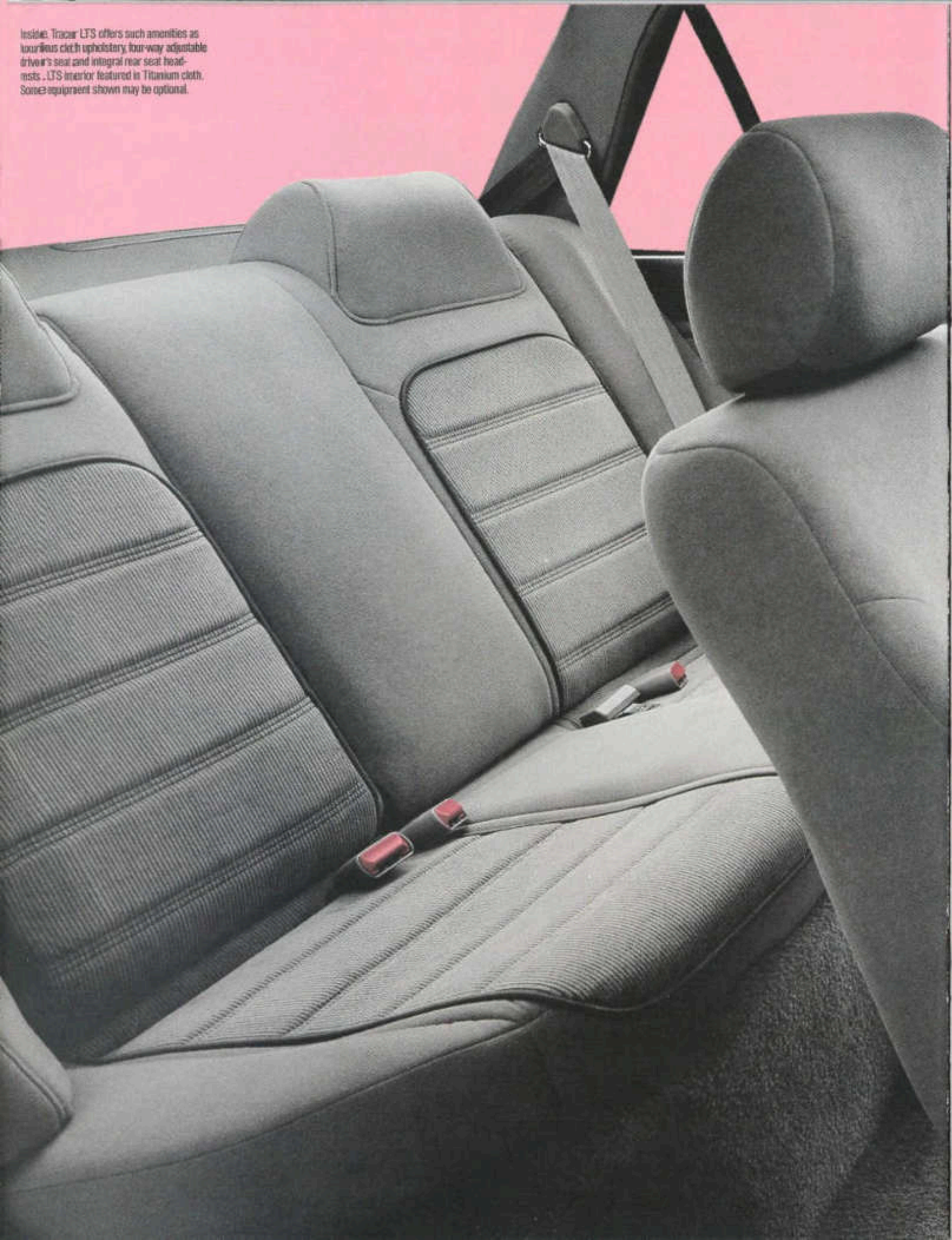


A front air dam, rear spoiler and eight-spoke aluminum wheels give Tracer LTS its sporty sedan appearance. Featured in Black. Some equipment shown may be optional.



You always wanted to own one of those sporty little numbers, but something was missing. Like passenger room for your friends. Or a trunk that's big enough to carry all your gear. Or an engine under the hood that's as racy as the decal on top of it. So what do you do? You get in a Tracer LTS and hit the road.

Inside, Tracer LTS offers such amenities as luxurious cloth upholstery, four-way adjustable driver's seat and integral rear seat headrests. LTS interior featured in Titanium cloth. Some equipment shown may be optional.





When you were a kid, you probably had a little red wagon. It was great for hauling stuff around. Now you're all grown up. You've got a lot more stuff. It's time to think about a wagon again.



**TRACER WAGON.
A STYLISH WAY
TO PUT IT ALL
BEHIND YOU.**

Tracer Wagon demonstrates the latest example of Mercury's philosophy that even though a wagon may carry boxes, it doesn't have to look like one.

Tracer Wagon's contoured shape instantly reminds one of its larger sibling, Sable Wagon. This distinctive look is more than a simple repeat of a winning formula. Tracer Wagon's smooth lines make it both pleasing to the eye



Tracer Wagon provides nearly 70 cubic feet of storage space inside and even more room up top thanks to an optional luggage rack.

and aerodynamic to the wind for better fuel efficiency at highway speeds* and reduced interior wind noise.

Tracer Wagon carries the attributes of Sable Wagon inside as well, providing seating for up to five adults or a generous 66.9 cubic feet of cargo capacity with the rear seat folded down. The versatile 60/40 rear seat allows you to carry an additional passenger or two while still leaving storage space for longer items.

This wagon is pulled along nimbly by its 1.9-liter SEFI engine, matched to a precise 5-speed manual transmission or optional electronic 4-speed automatic. Front-wheel drive provides added traction, while the 4-wheel independent suspension with front and rear stabilizer bars offers a combination of smooth ride and responsive handling that might make you forget you bought this

wagon for practical reasons.

You'll find more to like in Tracer Wagon, including power rack-and-pinion steering, power front-disc brakes, dual electric remote control mirrors and an AM/FM stereo radio with digital clock. A clear view of what's behind you in any weather is provided by a standard defroster and wiper/washer for the rear window.



A wagon as versatile as Tracer can carry the workload all week long and still give you room to play on the weekends. The one-piece liftgate goes up, the gear goes inside and away you go.



Tracer Wagon featured in Oxford White. Some equipment shown may be optional.

*See EPA statement on page 24.



TRACER OFFERS MORE CHOICES FOR THOSE WHO CAN'T GET ENOUGH OF A GOOD THING.

By choosing a Tracer, you're saying something about the kind of car you want to drive. And by choosing from Tracer's selection of optional equipment, you're making the statement even more personal.

Depending on the Tracer you choose, you can select Preferred Equipment Packages that group popular combinations of optional equipment. These packages not only make ordering your Tracer more convenient, they provide sticker price savings over ordering these items individually.

Some of Tracer's choices are mentioned here. For details on the full list of available options and Preferred Equipment Packages, consult the standard and optional features listing at the back of the brochure.

A. All three Tracer models offer the option of a four-speed electronic automatic transmission. The fourth-gear overdrive contributes to quieter highway cruising while promoting fuel efficiency.*

B. You'll like the sound of Tracer even more when you order the optional Premium Sound system with AM/FM stereo cassette. Sound quality is given a boost by an 80-watt amplifier and four speakers that are positioned for optimum acoustics.

C. Tilt column steering allows you to position the wheel where you feel most at ease. It's standard on LTS, optional on other models.

D. An optional power moon roof provides a scenic skylight for your travels.

E. Frost on cold winter mornings won't be a problem for long with this rear window defroster. It's optional on Tracer Sedan, standard on Wagon and LTS models.

F. Optional air conditioning helps you keep your cool in steamy situations.

G. Dual electric remote-controlled mirrors can be positioned at the touch of a button. They're optional on Tracer Sedan, standard on LTS and Wagon models.

*See EPA statement on page 24.

WHAT COULD BE MORE PERFECT?

You hear a lot of talk about quality these days, especially when the talk turns to cars. The standards for automotive quality keep increasing. Not just in the United States, but around the world.

The new Tracer provides a perfect example of this determined emphasis on quality. From the moment Tracer was first conceived, the primary focus was to design and build a car that would attain quality levels for its class that would equal or exceed the best the world has to offer.

The new Tracer began with a clean sheet of paper

and the attitude that no part was so good that it could not be improved, and no detail was so small that it could be overlooked. This philosophy of "continuous improvement" demands that even if a car achieves best-in-class quality, there are still opportunities to improve.

Tracer demonstrates this philosophy in several interesting ways. For instance, many design specifications call for pieces to fit within .004 of an inch. Which means that if a part doesn't fit right, it doesn't fit at all. There is literally no tolerance for mistakes.

Recognizing that it takes a team of participants who are not only dedicated but fully prepared to achieve new levels of quality, each worker receives unprecedented hours of pre-job training. They work within a quality deployment system that emphasizes teamwork and places responsibility and control of the assembly process directly with the line operators, who can shut down the line at any time if they feel quality standards are not being met.

From design through engineering and in every phase of manufacturing, this philosophy of continuous improvement is employed to produce Tracers that are designed to operate with hushed levels of noise, vibration and harshness, cars that fit better and run better and last longer.

The point is that Tracer is designed and built to be a *world-class small car*, a car with quality levels that will meet or exceed anything you'll find in its class. Does Tracer measure up to the task? We'd like you to be the judge.

ALL THIS AND THE QUALITY OF A MERCURY.

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 8-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft
QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are

engineered and manufactured to Ford's high 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.



The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your participating 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.



Participating Lincoln-Mercury dealers offer the Lifetime Service Guarantee, which guarantees their work on your Mercury Tracer 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.

EPA statement. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Tracer, 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 Mercury 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

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Quality is Job 1.