

# MERCURY ZEPHYR '83







Mercury Zephyr GS four-door in Dark Blue Metallic. Zephyr GS Flight Bench seat, with fold-down center armrest, in Wedgewood Blue cloth.

## SMART FROM THE START

You don't have to be rich to own a new Zephyr four-door. Just smart enough to know a good buy when you see one.

Zephyr's a lot of car to begin with. And for every mile you drive, you'll continue to get a lot out of every dollar you spent.

Consider for a moment the subject of roominess. Zephyr offers a lot of leg, head, and hiproom for a car its size. This is one very trim automobile overall . . .

sized to be nimble in traffic and easy to park. But inside, you'll find more than adequate accommodations for five or six people (depending on whether you select the standard individual seats or optional bench seat up front). In back, the Zephyr offers a deep-well trunk ready to take on the luggage or gear belonging to the folks inside.

The whole idea in the design of Zephyr is balance. Balance between a trim exterior and a roomy interior. Balance in riding qualities, too. Not too soft, not too harsh. Just right.

There's a balance evident in Zephyr's approach to comfort and economy as well. Don't let Zephyr's riding qualities and handsome interior trim fool you. With the surprisingly responsive standard 2.3

liter four-cylinder engine and manual four-speed transmission, this can also be a very economy-minded car.\* The engine has been refined for 1983.

You see, the people responsible for designing Zephyr know that no matter how well thought-out a car is in the beginning, it can be made even better in the long run.

The 1983 Zephyr is obviously just such a car. A car of substance that doesn't demand that you be rich to own it. Just smart.

*\*EPA estimates were not available at the time this catalog was published. However, Mercury Zephyr should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.*

*Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 6 through 9 for specific information regarding standard and optional equipment.*





*Zephyr Z-7 GS in Medium Vaquero Metallic with optional Flip-Up Open Air Roof and TR Performance Package.*



*Zephyr Z-7 GS standard Flight Bench seat in Vaquero cloth.*

## SPORTS STAR

When's a Zephyr more than a Zephyr? When it's a sporty Zephyr Z-7, of course. Like the GS model shown above. You'll notice right off that this Zephyr has two fewer doors and decidedly different styling touches that include a unique quarter window treatment, bold wraparound tail-lamps and distinctively shaped rear-quarter windows. The sports equipment doesn't end there either. Z-7's sporty

theme carries through inside with twin vinyl-covered individual seats up front (also standard on Zephyr Sedan). There's even more sports equipment you can order to turn your Z-7 into the kind of personal, mid-size fun car you've always wanted. Things like an optional center console, Sports Instrumentation Group, Sports Handling suspension, TR-type tires and aluminum wheels.

That's not to say that Z-7 doesn't offer you plenty of standard Zephyr items which contribute to its overall zest for the open road. Consider Z-7's precise rack-and-pinion steering, steel-belted radial tires, four-speed manual transmission and 2.3 liter four-cylinder engine. Then see how they work together when you put them into action on your favorite stretch of road.

You can achieve added performance with an optional 3.3 liter six-cylinder engine. Or opt for the added convenience of an automatic transmission. The convenience continues when it comes to Zephyr's scheduled maintenance. Intervals include 30,000 miles between spark plug changes and 52,500 miles or 3 years between coolant changes. Engine oil intervals are 7,500

miles or six months. There are both a maintenance-free fuel filter system and battery. Adjustment-free automatic transmission bands. And a brake wear indicator. So you have more time and money to enjoy your favorite pastimes, including being smart and looking sporty in the 1983 Zephyr of your choice.



# EXTERIOR COLORS

## STANDARD COLORS

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> Black         | <input type="checkbox"/> Dark Brown Metallic | <input type="checkbox"/> Pastel Blue            | <input type="checkbox"/> Light Pewter Metallic |
| <input type="checkbox"/> White         | <input type="checkbox"/> Medium Red          | <input type="checkbox"/> Dark Blue Metallic     | <input type="checkbox"/> Light Fawn            |
| <input type="checkbox"/> Antique Cream | <input type="checkbox"/> Bright Red          | <input type="checkbox"/> Dark Cordovan Metallic |  |

## OPTIONAL GLAMOUR COLORS

- Medium Vaquero Metallic  Sand Metallic

## OPTIONAL TU-TONE

- Upper body color on hood, upper bodyside, roof and trunklid • Lower body color on lower bodyside, rear back panel

UPPER BODY COLOR	LOWER BODY COLOR	VINYL ROOF (if ordered)	INTERIOR TRIM
<b>4-Door Sedan</b>			
<input type="checkbox"/> Dark Brown Metallic	Light Fawn	Dark Brown Metallic	Medium Fawn
<input type="checkbox"/> Antique Cream	Sand Metallic	Pastel Camel	Sand
<input type="checkbox"/> Light Pewter Metallic	Medium Pewter Metallic	Light Pewter Metallic	Dark Red
<input type="checkbox"/> Dark Cordovan Metallic	Medium Vaquero Metallic	Not Available	Vaquero
<b>Z-7</b>			
<input type="checkbox"/> Light Fawn	Dark Brown Metallic	Not Available	Medium Fawn
<input type="checkbox"/> Medium Vaquero Metallic	Dark Cordovan Metallic	Not Available	Vaquero
<input type="checkbox"/> Antique Cream	Sand Metallic	Not Available	Sand
<input type="checkbox"/> Light Pewter Metallic	Medium Pewter Metallic	Not Available	Dark Red

# SEATING CHOICES



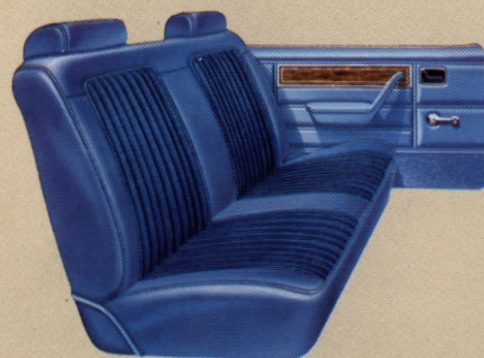
The standard seating arrangement for the base Zephyr features individual seats trimmed in vinyl. Colors are: Dark Red, Medium Wedgewood Blue, Sand, Medium Fawn, and Vaquero.



In the base Zephyr, individual seats trimmed in cloth are optional. Colors: Dark Red, Medium Wedgewood Blue, and Medium Fawn.



With the Zephyr GS, a Flight Bench seat trimmed in cloth with a fold-down center armrest is standard. Together with the back seat, it permits seating for six. Colors: Dark Red, Medium Wedgewood Blue, Sand, Medium Fawn, and Vaquero.



The optional seat in the base Zephyr is the bench seat; together with the back seat, it permits seating for six. You may order your bench seat trimmed in either vinyl or cloth. Colors for both: Dark Red, Medium Wedgewood Blue, Sand, Medium Fawn, and Vaquero.



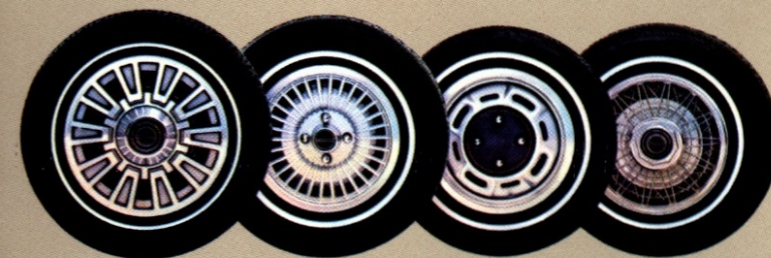
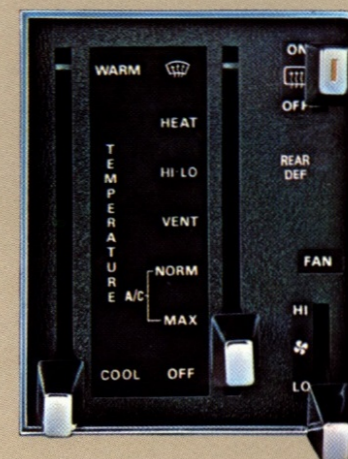
AM/FM STEREO RADIO WITH 8-TRACK TAPE. One of four optional Zephyr radio choices. (See options chart for full listing.) Add the optional Premium Sound System to any of the Zephyr

stereo radios, and you get dramatically enriched sound and improved frequency response from upgraded rear speakers and power amplifier.

AIR CONDITIONING with manual temperature control adds cool comfort to your warm weather driving.

## power

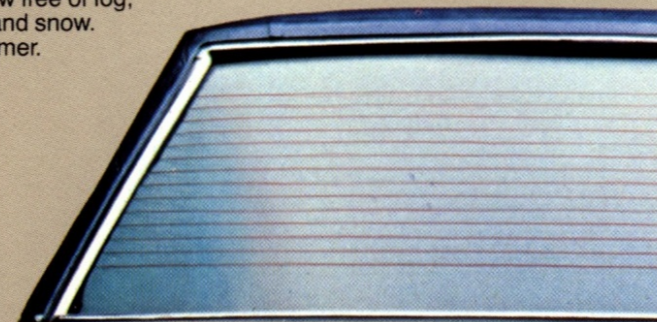
- POWER DOOR LOCKS
- POWER SEATS
- POWER STEERING
- POWER TRUNK RELEASE
- POWER WINDOWS



WHEELS. Dress up your Zephyr from among these smart choices: TR-Sport aluminum wheels (part of

TR Performance Package), turbine wheel covers, styled steel wheels and trim rings, wire wheel covers.

ELECTRIC REAR WINDOW DEFROSTER. A great convenience feature. Helps keep your rear window free of fog, frost, ice, and snow. Includes timer.



## QUALITY REPLACEMENT PARTS FROM FORD

Your new Mercury Zephyr comes equipped with factory-engineered and approved parts including a dependable Motorcraft battery, shock absorbers, spark plugs, long life oil filters, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.



Ford Motor Company's optional Extended Service Plan covers major components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. 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.

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We'll need your name and address; year, make, model, and vehicle identification number, as well as engine size; and whether you have a manual or automatic transmission.

## TECHNICAL SERVICE BULLETINS

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## Get it together—Buckle up.

Buy or lease your Zephyr from your Lincoln-Mercury Dealer.



# STANDARD FEATURES



## ZEPHYR 4-DOOR SEDAN STANDARD FUNCTIONAL FEATURES

- 2.3 liter (140 CID) 1-barrel 4-cylinder engine
- P175/75R14 steel-belted radial tires (BSW)
- Four-speed manual transmission
- High/low ram air ventilation
- Fluidic windshield washer
- Inside hood release
- Anti-theft door and trunk latches
- Power brakes (front disc/rear drum)
- Foot-operated parking brake
- Rack-and-pinion steering
- Strut-type front suspension
- Four-bar link design with coil spring rear suspension
- Front stabilizer bar
- Corrosion protection
- Electronic ignition and voltage regulator
- Easily accessible fuse box
- Coolant recovery system
- Maintenance-free battery
- Deluxe sound insulation
- Temporal spare tire
- Unitized body construction
- 40-amp alternator
- Tethered gas cap
- Dual rectangular halogen headlamps

## STANDARD INTERIOR FEATURES

- Deluxe color-keyed continuous loop front-seat lap and shoulder belts with tension reliever
- Low-back individual seats
- AM radio (may be deleted for credit)
- Two stalk-mounted controls on steering column for horn, turn signals, headlamp dim and flash-to-pass switch, and windshield washer/wiper
- Coin tray (standard only with manual transmission)
- Deluxe steering wheel with color-keyed steering column
- Woodtone appliques on instrument panel
- Dome lamp
- Full door trim panel with woodtone insert and carpet on lower door
- Day/night rearview mirror

- Passenger-side visor vanity mirror
- Front- and rear-seat ashtrays
- Cigarette lighter
- Glove box lock
- Driver- and passenger-side door courtesy light switches
- Miles per hour/kilometers per hour speedometer
- Formed headlining
- Squeeze-type glove box latch with reinforced door
- European-style front door armrest
- 10-ounce cut-pile carpeting
- Luggage compartment mat (burloom)
- Deep-well luggage compartment

## STANDARD EXTERIOR FEATURES

- Bright vertical theme grille
- Bright headlamp/parking lamp bezels
- Front bumper guards
- Bright, sail-mounted outside rearview mirror
- Bright wheel-lip and rocker panel moldings (4-door only)
- Upper bodyside dual accent paint stripes
- Dual body color front fender louvers
- Deluxe wheel covers
- Narrow bodyside protection molding
- Front and rear aluminum bumpers
- Bright drip and window frame moldings
- Bright windshield surround molding
- Bright rear window molding
- Large taillamps with integral backup lights



## ZEPHYR Z-7 SPORT COUPE

- Includes all Zephyr Sedan standard features, plus these additions and/or differences:
- Unique quarter window design
  - Tinted glass, rear window
  - Wraparound taillights
  - Luggage compartment taillamp lining boards
  - Unique quarter panels
  - Unique side window treatment features contemporary broad center pillar and thin rear pillar styling

# OPTIONS

## GS OPTION

Includes all standard features on Zephyr Sedan and Z-7 plus these additions and/or differences:

- Automatic transmission
- Flight Bench seats
- Hood accent paint stripes
- Deluxe wide bodyside protective molding with integral partial wheel-lip moldings
- Dual bright outside remote-control mirrors
- GS nomenclature on decklid
- Rocker panel molding deleted (4-door only)
- Luxury cloth seat trim
- Luxury steering wheel
- Luxury sound insulation
- 14-1/2-ounce color-keyed carpet
- Carpeted luggage compartment
- "Headlamps on" warning buzzer
- Luggage compartment taillamp lining boards
- Larger 48-amp-hr battery

## ZEPHYR SPECIFICATIONS

	4-Door	Z-7
Wheelbase	105.5"	105.5"
Turning Diameter	38.8"	38.8"
Overall Length	195.5"	197.4"
Overall Height	52.9"	51.7"
Overall Width	71.0"	71.0"
Tread		
-Front	56.6"	56.6"
-Rear	57.0"	57.0"
Headroom		
-Front	38.4"	37.2"
-Rear	37.3"	36.0"
Legroom		
-Front (Max.)	41.7"	41.7"
-Rear (Min.)	35.7"	33.2"
Shoulder Room		
-Front	56.3"	56.3"
-Rear	56.3"	57.6"
Hiproom		
-Front	56.0"	56.0"
-Rear	53.7"	55.1"
Luggage/Cargo Capacity (Cu. Ft.)	16.7	16.5
Fuel Capacity (Gal.)	16.0	16.0
Curb Weight (Lbs.)	2869	2699

	Base 4-Door Sedan	Z-7	GS
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- Air Conditioning, (tinted glass recommended) OPT OPT OPT
- Axle, Conventional (with higher ratio)\* OPT OPT OPT
- Axle, Traction-Lok (may include opt. ratio)\* OPT OPT OPT
- Battery, Heavy-Duty, 45-amp-hr\*\* OPT OPT OPT
- Battery, Heavy-Duty, 54-amp-hr\*\* OPT OPT OPT
- Bumper Guards, Rear OPT OPT OPT
- Bumper Rub Strips\* OPT OPT OPT
- Clock, Electric Sweepband\* OPT OPT OPT
- Defroster, Electric Rear Window OPT OPT OPT
- Extended Service Plan (see page 9) OPT OPT OPT
- Fuel Tank, Extended Range, 20-gallon OPT OPT OPT
- Illuminated Entry System OPT OPT OPT
- Mirrors, Illuminated OPT OPT OPT
- Mirrors, Dual Remote-Control\* OPT OPT STD
- Molding, Wide Bodyside NA OPT STD

- ### POWER
- Power Door Locks OPT OPT OPT
  - Power Seat, 4-Way\* OPT OPT OPT
  - Power Side Windows\* OPT OPT OPT
  - Power Steering\* OPT OPT OPT
  - Power Trunklid Release OPT OPT OPT

- ### RADIO
- AM/FM Monaural OPT OPT OPT
  - AM/FM Stereo OPT OPT OPT
  - AM/FM Stereo with 8-Track Tape Player OPT OPT OPT
  - AM/FM Stereo with Cassette Tape Player OPT OPT OPT
  - Premium Sound System OPT OPT OPT

- Front License Plate Bracket OPT OPT OPT
- Molding, Rocker Panel STD OPT OPT†
- Paint, Glamour OPT OPT OPT
- Paint, Tu-Tone\* OPT OPT OPT†
- Protection, Lower Bodyside OPT OPT OPT
- Roof, Vinyl\* OPT OPT OPT
- Roof, Flip-Up Open Air\* OPT OPT OPT
- Speed Control, Fingertip OPT OPT OPT

- Steering Wheel, Luxury\* OPT<sup>a</sup> OPT<sup>a</sup> STD
- Steering Wheel, Tilt\* OPT OPT OPT
- Tinted Glass (all around; recommended with air conditioning) OPT OPT OPT
- Windows, Pivoting Front Vent\* OPT OPT OPT
- Wipers, Interval Windshield OPT OPT OPT

- ### ENGINES
- 2.3 Liter 1-bbl. 4-cyl. Engine\* STD STD STD
  - 3.3 Liter (200 CID) 1-bbl. 6-cyl. Engine\* OPT OPT OPT

- ### TRANSMISSIONS
- Four-Speed Manual Transmission\* STD STD NA
  - Select Shift Automatic Transmission\* OPT OPT STD
  - Floor-Mounted Shift\* OPT OPT NA

- ### STEEL-BELTED RADIAL TIRES
- P175/75R14 BSW\* STD STD STD
  - P175/75R14 WSW\* OPT OPT OPT

	Base 4-Door Sedan	Z-7	GS
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- P185/75R14 WSW\* OPT OPT OPT
- Conventional Spare Tire\* WSW-White Sidewall BSW-Black Sidewall OPT OPT OPT

- ### WHEELS
- Wheel Covers, Turbine OPT OPT OPT
  - Wheel Covers, Wire OPT OPT OPT
  - Wheels, Styled Steel with Trim Rings OPT OPT OPT

- ### OPTIONAL PACKAGES
- APPEARANCE PROTECTION GROUP OPT OPT OPT  
Includes front carpeted floor mats, door-edge guards, and license plate frame(s). (Rear only unless front license plate bracket is specified.)
  - CONSOLE\* OPT OPT NA  
Includes electronic digital stopwatch clock with elapsed time/day/date features; and graphic display with warning indicators for low washer fluid level, low fuel level, or failure of headlights, taillights, or brake lights. Not available with bench, Flight Bench seats, or quartz electronic clock. Requires floor-mounted shift.

- LIGHT GROUP OPT OPT OPT  
Includes lights for luggage compartment, ashtray, glove box, engine compartment, rear-door courtesy light switch, plus dual-beam dome light and "headlamps on" warning buzzer.

- INSTRUMENTATION GROUP OPT OPT NA  
Includes tachometer, trip odometer, ammeter, oil pressure, temperature gauges.

- HANDLING SUSPENSION OPT OPT OPT  
Includes larger front and added rear stabilizer bars, modified front spring rates, shock absorber valving, front and rear lower suspension arm bushings, and 14" x 5.5" wheels.

- TR PERFORMANCE PACKAGE OPT OPT OPT  
Includes four P190/65 R390 BSW tires, aluminum wheels and improved ride and handling package.

- STD—Standard OPT—Optional NA—Not Available  
\*Subject to additional requirements or limitations. Please consult your salesperson for details.  
\*\*Standard battery size and optional battery availability depend on power train selected.  
†Deleted from 4-door when GS is ordered, but available as an option.  
‡Hood stripe deleted.  
<sup>a</sup>When ordered with speed control.

ILLUMINATED ENTRY SYSTEM. Pull on the door handle and a ring of light appears around the key-hole. At the same time, the interior lights go on. An extra convenience and safety feature at night.



CENTER CONSOLE incorporates an electronic digital clock and a graphic display of warning lights. Not available with GS Series or bench seats.



FLIP-UP OPEN AIR ROOF. Easy-to-handle feature lets the moonlight in—sunshine and fresh air, too.

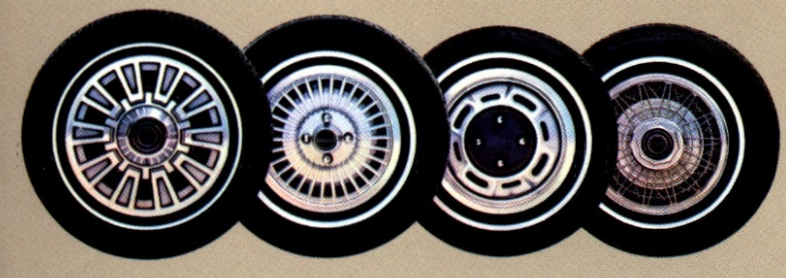
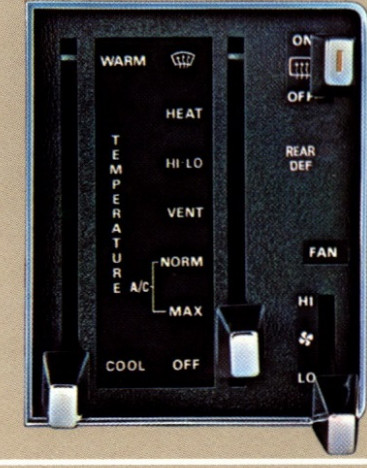


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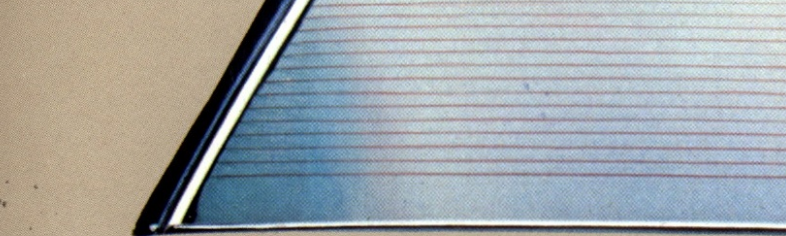
- ## power
- POWER DOOR LOCKS
  - POWER SEATS
  - POWER STEERING
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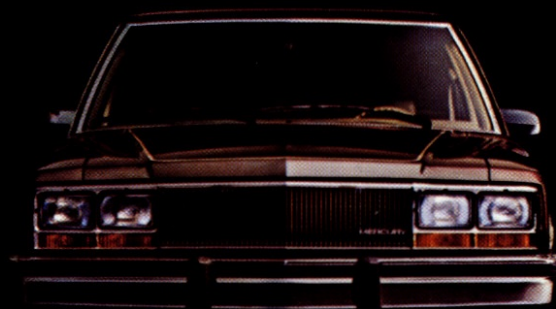
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**MERCURY. THE SUBSTANCE SHOWS.**



**MERCURY ZEPHYR**

LINCOLN-MERCURY DIVISION

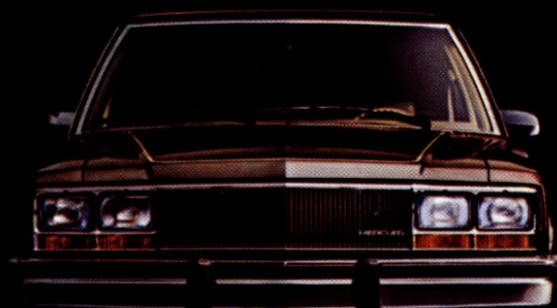


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