

LINCOLN-MERCURY DIVISION
CLOSE-UP
COMPETITIVE COMPARISON

82

NOVEMBER, 1981



1982 Zephyr 4-Door Sedan

1982 Zephyr . . . It's a Lot of Value for the Money!

NEW FOR 1982 . . .

- Revised 1982 Zephyr line-up comes in a choice of two models — the family-size four-door sedan and the personal-size Z-7 sport coupe
- Both models can receive an added measure of comfort and convenience with the luxurious GS Option
- A new locking torque converter improves automatic transmission efficiency by reducing slippage (available with the optional 3.3L engine and the 4.2L Police/Taxi engine)
- New deep-well trunk design allows convenient upright stowage of luggage and grocery bags
- Flash-to-pass feature added to headlamp control lever
- New optional 20 gallon Extended Range Fuel Tank lets the driver go the distance with fewer stops in between

INDEX OF COMPETITIVE COMPARISONS

ZEPHYR

| | Price/ Product | Specifi- cations |
|-------------------------------------------------|-------------------|---------------------|
| • Zephyr vs. Oldsmobile Omega | 2 | 3 |
| • Zephyr vs. Plymouth Reliant Custom | 4 | 5 |
| ZEPHYR Z-7 | | |
| • Zephyr Z-7 vs. Dodge Aries Custom | 6 | 7 |
| • Zephyr Z-7 GS vs. Buick Skylark Limited | 8 | 9 |
| ZEPHYR SIX POSITION SELL | 10 | |

1982 ZEPHYR vs. 1982 OLDSMOBILE OMEGA

(All States Except California)



1982 Zephyr 4-Door Sedan*



1982 Oldsmobile Omega 4-Door Sedan*

*Cars shown may include optional equipment not covered in comparison.

ZEPHYR ADVANTAGES OVER OLDSMOBILE OMEGA

- Zephyr's base sticker price is \$1,163 LESS than Oldsmobile Omega
- Comparably equipped, Zephyr is sticker priced \$1,187 LESS than Oldsmobile Omega
- Longer wheelbase
- More front seat head room
- More front seat shoulder room
- More front seat hip room
- More rear seat shoulder room
- More rear seat hip room
- More rear seat leg room
- Greater luggage capacity
- Greater fuel capacity
- Greater total EPA interior volume
- Front bumper guards
- Fluidic windshield washer system
- Low beam halogen headlamps
- Flash-to-pass headlamp feature
- Right-hand visor vanity mirror
- Tethered gas cap

| 4-DOOR SEDANS | ZEPHYR | OLDSMOBILE OMEGA |
|-------------------------------------------------------|------------------------|------------------|
| Base Vehicle Price* | \$6,411.00 | \$7,574.00 |
| BASE PRICE DIFFERENCE | Zephyr \$1,163 LESS | |
| Power Steering | 195.00 | STD |
| Steel-belted Radial Ply BSW Tires | STD | 64.00 |
| Lower Narrow Bodyside Molding with Black Vinyl Insert | STD | 47.00 |
| Bodyside Dual Accent Stripes | STD | 40.00 |
| Moldings: • Roof Drip | STD | 24.00 |
| • Door Belt | | 28.00 |
| Bumper Guards and Rub Strips | 78.00 (a) | 94.00 |
| Comparably Equipped Vehicle Price* | \$6,684.00 | \$7,871.00 |
| COMPARABLY EQUIPPED PRICE DIFFERENCE | Zephyr \$1,187 LESS | |

*Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded.

(a) Front bumper guards standard.

Zephyr Options Not Available on Oldsmobile Omega

- TR-Type Tires with TR Performance Aluminum Wheels
- Styled-Steel Wheels with Trim Rings
- Premium Sound System
- Dual Illuminated Visor Vanity Mirrors
- Illuminated Entry System
- Extended Range Fuel Tank (20 gallons)
- Traction-Lok Axle
- Pivoting Front Vent Window
- Console with Graphic Warning Display

ZEPHYR — A SUBSTANTIAL STICKER PRICE ADVANTAGE . . . PLUS MANY STANDARD AND OPTIONAL FEATURE ADVANTAGES

1982 ZEPHYR vs. 1982 OLDSMOBILE OMEGA

DIMENSIONS COMPARISON

| 1982 | | ZEPHYR | OLDSMOBILE OMEGA |
|----------------------------------------|---------------|----------|------------------|
| | | 4-Door | 4-Door |
| Wheelbase | | 105.5 | 104.9 |
| Overall Length | | 195.5 | 182.8 |
| Overall Height | | 52.9 | 53.7 |
| Overall Width | | 71.0 | 69.8 |
| Tread, | Front | 56.6 | 58.7 |
| | Rear | 57.0 | 57.0 |
| FRONT, | Head Room | 38.4 | 38.2 |
| | Shoulder Room | 56.3 | 56.0 |
| | Hip Room | 56.0 | 54.6 |
| | Leg Room | 41.7 | 42.2 |
| REAR, | Head Room | 37.3 | 37.4 |
| | Shoulder Room | 56.3 | 56.1 |
| | Hip Room | 53.7 | 55.4 |
| | Leg Room | 35.7 | 35.5 |
| Luggage Capacity (cu. ft.) | | 16.7 | 14.3 |
| Fuel Capacity (gals.) | | 16.0 (a) | 14.2 |
| Curb Weight (lbs.) | | 2759 | 2538 |
| EPA Interior Volume Index (cubic feet) | | | |
| Passenger Compartment Size | | 96 | 95 |
| Trunk Size or Cargo Space | | 17 | 14 |
| Total Interior Volume | | 113 | 109 |

Dimensions in inches unless otherwise stated. Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.

(a) 20 gallons with optional Extended Range Fuel Tank.

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

| ZEPHYR | | | | | |
|--------|------------------------------------------|---------------|---------------|-----------|----------------------|
| | ENGINE | TRANS. | EPA EST. MPG† | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.3L (140 CID) 2V 4-Cyl. | M-4 | 22 | 33 | \$1,126 |
| OPT | 2.3L (140 CID) 2V 4-Cyl. | A-3 | 21 | 30 | \$1,178 |
| OPT | 3.3L (200 CID) [†] 1V 6-Cyl. | A-3 LC (a) | 20 | 28 | \$1,238 |
| OPT | 4.2L (255 CID) 2V V-8 | A-3 | 19 | 25 | \$1,302 |

| OLDSMOBILE OMEGA | | | | | |
|------------------|------------------------------|--------|--------------------|-----------|----------------------|
| | ENGINE | TRANS. | EPA EST. MPG | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.5L (151 CID) EFI 4-Cyl. | M-4 | 26 | 41 | \$953 |
| OPT | 2.5L (151 CID) EFI 4-Cyl. | A-3 | 25 | 40 | \$990 |
| OPT | 2.8L (173 CID) 2V V-6 | M-4 | Data Not Available | | |
| OPT | 2.8L (173 CID) 2V V-6 | A-3 | 22 | 34 | \$1,126 |

† Estimate for comparison to the estimated MPG of other cars. The actual mileage you get may vary depending on speed, distance and weather. Actual highway mileage less.

* Based on an average of 15,000 miles annually, \$1.65 per gallon average fuel cost using the "EPA ESTIMATED MPG" miles per gallon figure.

(a) Locking torque converter not included with Altitude Emission System. (b) Police and Taxi Packages only.

KEY: M-4 = 4-speed manual transmission

A-3 = 3-speed automatic transmission

LC = Locking Converter

EFI = Electronic Fuel Injection

1982 ZEPHYR vs. 1982 PLYMOUTH RELIANT CUSTOM

(All States Except California)



1982 Zephyr 4-Door Sedan*



1982 Plymouth Reliant Custom 4-Door Sedan*

*Cars shown may include optional equipment not covered in comparison.

ZEPHYR ADVANTAGES OVER PLYMOUTH RELIANT CUSTOM

- Zephyr's base sticker price is \$642 LESS than Plymouth Reliant Custom
- Comparably equipped, Zephyr is sticker priced \$947 LESS than Plymouth Reliant Custom
- Longer wheelbase
- More front seat shoulder room
- More front seat hip room
- More rear seat shoulder room
- More rear seat leg room
- Greater luggage capacity
- Greater fuel capacity
- Greater EPA trunk size
- Greater EPA total interior volume index
- Tethered gas cap
- Flash-to-pass headlamp feature
- Passenger's side visor vanity mirror
- Maintenance-free battery
- Fluidic windshield washer system
- Dual front fender louvers
- Woodtone insert in door trim panels

| 4-DOOR SEDANS | ZEPHYR | PLYMOUTH RELIANT CUSTOM |
|---------------------------------------------|----------------------|-------------------------|
| Base Vehicle Price* | \$6,411.00 | \$7,053.00 |
| BASE PRICE DIFFERENCE | Zephyr \$642 LESS | |
| Halogen Headlamps | STD | 15.00 |
| Front Bumper Guards | STD | 28.00 |
| Bumper Rub Strips, Front and Rear | 50.00 | STD |
| Deluxe Wheel Covers | STD | 52.00 |
| Stripes, Bodyside Accent | STD | 48.00 |
| Power Front Disc Brakes | STD | 93.00 |
| Steel-Belted Radial Ply Tires: | STD | |
| • White Sidewall | 66.00 (a) | 194.00 (b) |
| Rocker Panel Molding | STD | 23.00 |
| Electric Clock | 32.00 | STD (c) |
| Comparably Equipped Vehicle Price* | \$6,559.00 | \$7,506.00 |
| COMPARABLY EQUIPPED PRICE DIFFERENCE | Zephyr \$947 LESS | |

*Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded.

(a) P175/75R14 tire size. (b) P185/70R13 tire size. (c) Digital.

Zephyr Options Not Available on Plymouth Reliant Custom

- 3.3L (200 CID) 1V 6-Cylinder Engine
- Instrumentation Group
- AM/FM Monaural Radio
- Traction-Lok Axle
- Dual Illuminated Visor Vanity Mirrors
- Pivoting Front Vent Windows
- Illuminated Entry System

ZEPHYR — A SUBSTANTIAL STICKER PRICE ADVANTAGE WITH EXTRA STANDARD AND OPTIONAL FEATURES

1982 ZEPHYR vs. 1982 PLYMOUTH RELIANT CUSTOM

DIMENSIONS COMPARISON

| 1982 | | ZEPHYR | PLYMOUTH CUSTOM RELIANT |
|----------------------------------------|---------------|----------|-------------------------------|
| | | 4-Door | 4-Door |
| Wheelbase | | 105.5 | 99.9 |
| Overall Length | | 195.5 | 176.0 |
| Overall Height | | 52.9 | 52.7 |
| Overall Width | | 71.0 | 68.6 |
| Tread, | Front | 56.6 | 57.6 |
| | Rear | 57.0 | 57.0 |
| FRONT, | Head Room | 38.4 | 38.6 |
| | Shoulder Room | 56.3 | 55.4 |
| | Hip Room | 56.0 | 55.6 |
| | Leg Room | 41.7 | 42.2 |
| REAR, | Head Room | 37.3 | 37.8 |
| | Shoulder Room | 56.3 | 55.9 |
| | Hip Room | 53.7 | 56.2 |
| | Leg Room | 35.7 | 35.4 |
| Luggage Capacity (cu. ft.) | | 16.7 | 15.0 |
| Fuel Capacity (gals.) | | 16.0 (a) | 13.0 |
| Curb Weight (lbs.) | | 2759 | 2332 |
| EPA Interior Volume Index (cubic feet) | | | |
| Passenger Compartment Size | | 96 | 96 |
| Trunk Size or Cargo Space | | 17 | 15 |
| Total Interior Volume | | 113 | 111 |

Dimensions in inches unless otherwise stated. Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.

(a) 20 gallons with optional Extended Range Fuel Tank.

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

| ZEPHYR | | | | | |
|--------|------------------------------|---------------|------------------|--------------|----------------------------|
| | ENGINE | TRANS. | EPA EST. MPG† | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.3L (140 CID) 2V 4-Cyl. | M-4 | 22 | 33 | \$1,126 |
| OPT | 2.3L (140 CID) 2V 4-Cyl. | A-3 | 21 | 30 | \$1,178 |
| OPT | 3.3L (200 CID) 1V 6-Cyl. | A-3 LC (a) | 20 | 28 | \$1,238 |
| OPT | 4.2L (255 CID) 2V V-8 (b) | A-3 | 19 | 25 | \$1,302 |

| PLYMOUTH RELIANT CUSTOM | | | | | |
|-------------------------|-----------------------------|--------|-----------------|--------------|----------------------------|
| | ENGINE | TRANS. | EPA EST. MPG | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.2L (135 CID) 2V 4-Cyl. | M-4 | 26 | 41 | \$953 |
| OPT | 2.2L (135 CID) 2V 4-Cyl. | A-3 | 25 | 36 | \$990 |
| OPT | 2.6L (156 CID) 2V 4-Cyl. | A-3 | 23 | 30 | \$1,077 |

† Estimate for comparison to the estimated MPG of other cars. The actual mileage you get may vary depending on speed, distance and weather. Actual highway mileage less.

* Based on an average of 15,000 miles annually, \$1.65 per gallon average fuel cost using the "EPA ESTIMATED MPG" miles per gallon figure.

(a) Locking torque converter not included with Altitude Emission System. (b) Police and Taxi Packages only.

KEY: M-4 = 4-speed manual transmission

A-3 = 3-speed automatic transmission

LC = Locking Converter

1982 ZEPHYR Z-7 vs. 1982 DODGE ARIES CUSTOM

(All States Except California)



1982 Zephyr Z-7 2-Door Coupe*



1982 Dodge Aries Custom 2-Door Sedan*

*Cars shown may include optional equipment not covered in comparison.

ZEPHYR Z-7 ADVANTAGES OVER DODGE ARIES CUSTOM

- Zephyr Z-7's base sticker price is \$589 LESS than Dodge Aries Custom
- Comparably equipped, Zephyr Z-7 is sticker priced \$872 LESS than Dodge Aries Custom
- Longer wheelbase
- More front seat shoulder room
- More rear seat hip room
- Greater luggage capacity
- Greater fuel capacity
- Greater EPA trunk size
- Movable rear side door windows
- Visor vanity mirror
- Fluidic windshield washer system
- Tinted rear window glass

| 2-DOOR MODELS | ZEPHYR Z-7 | DODGE ARIES CUSTOM |
|--------------------------------------|--------------------------|--------------------|
| Base Vehicle Price* | \$6,309.00 | \$6,898.00 |
| BASE PRICE DIFFERENCE | Zephyr Z-7 \$589 LESS | |
| Steel-Belted Radial Ply Tires | STD | 194.00 (a) |
| • White Sidewalls | 66.00 | |
| Front and Rear Bumper Rub Strips | 50.00 | STD |
| Power Front Disc Brakes | STD | 93.00 |
| Deluxe Wheel Covers | STD | 53.00 |
| Bodyside Dual Accent Stripes | STD | 48.00 |
| Quartz Sweepband Clock/Digital Clock | 32.00 | STD |
| Front Bumper Guards | STD | 28.00 |
| Halogen Headlamps | STD | 15.00 |
| Comparably Equipped Vehicle Price* | \$6,457.00 | \$7,329.00 |
| COMPARABLY EQUIPPED PRICE DIFFERENCE | Zephyr Z-7 \$872 LESS | |

*Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded.
(a) Glass-belted radial ply BSW tires standard. Steel-belted radial ply tires include wide white sidewalls in price.

Zephyr Z-7 Options Not Available on Dodge Aries Custom

- 3.3 Liter (200 CID) 1V 6-Cylinder Engine
- Illuminated Entry System
- Dual Illuminated Visor Vanity Mirrors
- Instrumentation Group
- TR-Type Tires with TR Performance Aluminum Wheels
- Extended Range Fuel Tank (20 gallons)
- Pivoting Front Vent Windows
- Tu-Tone Paint
- Traction-Lok Axle
- Luggage Compartment Trim

ZEPHYR Z-7 — A SUBSTANTIAL STICKER PRICE ADVANTAGE . . . PLUS MANY STANDARD AND OPTIONAL FEATURE ADVANTAGES

1982 ZEPHYR vs. 1982 DODGE ARIES CUSTOM

DIMENSIONS COMPARISON

| 1982 | | ZEPHYR Z-7 | DODGE ARIES CUSTOM |
|----------------------------------------|---------------|------------|--------------------|
| | | 2-Door | 2-Door |
| Wheelbase | | 105.5 | 99.9 |
| Overall Length | | 197.4 | 176.0 |
| Overall Height | | 51.7 | 52.3 |
| Overall Width | | 71.0 | 68.6 |
| Tread, | Front | 56.6 | 57.6 |
| | Rear | 57.0 | 57.0 |
| FRONT, | Head Room | 37.2 | 38.2 |
| | Shoulder Room | 56.3 | 55.0 |
| | Hip Room | 56.0 | 55.6 |
| | Leg Room | 41.7 | 42.2 |
| REAR, | Head Room | 36.0 | 37.0 |
| | Shoulder Room | 57.6 | 58.8 |
| | Hip Room | 55.1 | 55.0 |
| | Leg Room | 33.2 | 35.0 |
| Cargo Volume (cu. ft.) | | 16.5 | 15.0 |
| Fuel Capacity (gals.) | | 16.0 (a) | 13.0 |
| Curb Weight (lbs.) | | 2756 | 2333 |
| EPA Interior Volume Index (cubic feet) | | | |
| Passenger Compartment Size | | 90 | 95 |
| Trunk Size or Cargo Space | | 16 | 15 |
| Total Interior Volume | | 106 | 110 |

Dimensions in inches unless otherwise stated. Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.
(a) 20 gallons with optional Extended Range Fuel Tank.

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

| ZEPHYR Z-7 | | | | | |
|------------|------------------------------|---------------|---------------|-----------|----------------------|
| | ENGINE | TRANS. | EPA EST. MPG† | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.3L (140 CID) 2V 4-Cyl. | M-4 | 22 | 33 | \$1,126 |
| OPT | 2.3L (140 CID) 2V 4-Cyl. | A-3 | 21 | 30 | \$1,178 |
| OPT | 3.3L (200 CID) 1V 6-Cyl. | A-3 LC (a) | 20 | 28 | \$1,238 |
| OPT | 4.2L (255 CID) 2V V-8 (b) | A-3 | 19 | 25 | \$1,302 |

| DODGE ARIES CUSTOM | | | | | |
|--------------------|-----------------------------|--------|--------------|-----------|----------------------|
| | ENGINE | TRANS. | EPA EST. MPG | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.2L (135 CID) 2V 4-Cyl. | M-4 | 26 | 41 | \$953 |
| OPT | 2.2L (135 CID) 2V 4-Cyl. | A-3 | 25 | 36 | \$990 |
| OPT | 2.6L (156 CID) 2V 4-Cyl. | A-3 | 23 | 30 | \$1,077 |

†Estimate for comparison to the estimated MPG of other cars. The actual mileage you get may vary depending on speed, distance and weather. Actual highway mileage less.

*Based on an average of 15,000 miles annually, \$1.65 per gallon average fuel cost using the "EPA ESTIMATED MPG" miles per gallon figure.

(a) Locking torque converter not included with Altitude Emission System. (b) Police and Taxi Packages only.

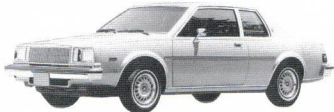
KEY: M-4 = 4-speed manual transmission
A-3 = 3-speed automatic transmission
LC = Locking Converter

1982 ZEPHYR Z-7 GS vs. 1982 BUICK SKYLARK LIMITED

(All States Except California)



1982 Zephyr Z-7 GS 2-Door Coupe*



1982 Buick Skylark Limited 2-Door Coupe*

*Cars shown many include optional equipment not covered in comparison.

ZEPHYR Z-7 GS ADVANTAGES OVER BUICK SKYLARK LIMITED

- Zephyr Z-7 GS's base sticker price is \$1,247 LESS than Buick Skylark Limited
- Comparably equipped, Zephyr Z-7 GS is sticker priced \$1,249 LESS than Buick Skylark Limited
- Longer wheelbase
- More front seat shoulder room
- More front seat hip room
- More rear seat shoulder room
- More rear seat hip room
- Greater luggage capacity
- Greater fuel capacity
- Tethered gas cap
- Flash-to-pass headlamp feature
- Halogen headlamps
- Dual accent stripes on hood
- Tinted rear window glass
- Low-back bucket seats
- Dual front fender louvers

| 2-DOOR MODELS | ZEPHYR Z-7 GS | BUICK SKYLARK LIMITED |
|-----------------------------------------|-------------------------------|-----------------------|
| Base Vehicle Price* | \$6,670.00 | \$7,917.00 |
| BASE PRICE DIFFERENCE | Zephyr Z-7 GS \$1,247 LESS | |
| Bumper Guards: ● Front | STD | 45.00 |
| ● Rear | 28.00 | |
| Bumper Rub Strips, Front and Rear | 50.00 | STD |
| Stripes, Bodyside Accent | STD | 48.00 |
| Bodyside Molding | STD | 47.00 |
| Rocker Panel Molding | 33.00 | STD |
| Dual Remote Control Mirrors | STD | 86.00 |
| Steel-Belted Radial Ply Tires | STD (a) | 64.00 (b) |
| Power Steering | 195.00 | STD |
| Passenger's Side Visor Vanity Mirror | STD | 8.00 |
| Light Group: ● Dual Beam Dome/Map Light | 49.00 | 24.00 (c) |
| ● Glove Box Light | | STD |
| ● Luggage Compartment Light | | |
| ● Ashtray Light | | |
| ● Engine Compartment Light | | |
| Luggage Compartment Carpet | STD | 35.00 |
| Comparably Equipped Vehicle Price* | \$7,025.00 | \$8,274.00 |
| COMPARABLY EQUIPPED PRICE DIFFERENCE | Zephyr Z-7 GS \$1,249 LESS | |

*Based on manufacturers' suggested retail price excluding title and taxes. Destination charges, which affect comparisons, are also excluded.

(a) P175-75R14 tire size. (b) P185-80R13 tire size. (c) Dome reading light.

Zephyr Z-7 GS Options Not Available on Buick Skylark Limited

- Traction-Lok Axle
- Illuminated Entry System
- TR-Type Tires and TR Wheels
- Pivoting Front Vent Windows
- Lower Bodyside Protection

ZEPHYR Z-7 GS — A SUBSTANTIAL STICKER PRICE ADVANTAGE . . . PLUS STANDARD AND OPTIONAL FEATURE ADVANTAGES

1982 ZEPHYR Z-7 GS vs. 1982 BUICK SKYLARK LIMITED

DIMENSIONS COMPARISON

| 1982 | | ZEPHYR Z-7 GS | BUICK SKYLARK LIMITED |
|----------------------------------------|---------------|---------------|-----------------------|
| | | 2-Door | 2-Door |
| Wheelbase | | 105.5 | 104.9 |
| Overall Length | | 197.4 | 181.1 |
| Overall Height | | 51.7 | 53.0 |
| Overall Width | | 71.0 | 69.1 |
| Tread, | Front | 56.6 | 58.7 |
| | Rear | 57.0 | 57.0 |
| FRONT, | Head Room | 37.2 | 38.2 |
| | Shoulder Room | 56.3 | 55.7 |
| | Hip Room | 56.0 | 54.5 |
| | Leg Room | 41.7 | 42.2 |
| REAR, | Head Room | 36.0 | 37.4 |
| | Shoulder Room | 57.6 | 56.3 |
| | Hip Room | 55.1 | 53.5 |
| | Leg Room | 33.2 | 34.5 |
| Cargo Volume (cu. ft.) | | 16.5 | 14.3 |
| Fuel Capacity (gals.) | | 16.0 (a) | 14.5 |
| Curb Weight (lbs.) | | 2756 | 2557 |
| EPA Interior Volume Index (cubic feet) | | | |
| Passenger Compartment Size | | 90 | 94 |
| Trunk Size or Cargo Space | | 16 | 14 |
| Total Interior Volume | | 106 | 108 |

Dimensions in inches unless otherwise stated. Sources: Motor Vehicle Manufacturers Association (MVMA) Specifications. EPA Gas Mileage Guide.
(a) 20 gallons with optional Extended Range Fuel Tank.

ENGINE AVAILABILITY AND EPA FUEL ECONOMY ESTIMATES (49 States)

| ZEPHYR Z-7 GS | | | | | | BUICK SKYLARK LIMITED | | | | | |
|---------------|------------------------------|---------------|---------------|-----------|----------------------|-----------------------|-----------------------------|--------|--------------------|-----------|----------------------|
| | ENGINE | TRANS. | EPA EST. MPG† | EST. HWY. | AVG. ANN. FUEL COST* | | ENGINE | TRANS. | EPA EST. MPG | EST. HWY. | AVG. ANN. FUEL COST* |
| STD | 2.3L (140 CID) 2V 4-Cyl. | M-4 | 22 | 33 | \$1,126 | STD | 2.5L (151 CID) FI 4-Cyl. | M-4 | 26 | 41 | \$953 |
| OPT | 2.3L (140 CID) 2V 4-Cyl. | A-3 | 21 | 30 | \$1,178 | OPT | 2.5L (151 CID) FI 4-Cyl. | A-3 | 25 | 40 | \$990 |
| OPT | 3.3L (200 CID) 1V 6-Cyl. | A-3 LC (a) | 20 | 28 | \$1,238 | OPT | 2.8L (173 CID) 2V 6-Cyl. | M-4 | Data Not Available | | |
| OPT | 4.2L (255 CID) 2V V-8 (b) | A-3 | 19 | 25 | \$1,302 | OPT | 2.8L (173 CID) 2V 6-Cyl. | A-3 | 22 | 34 | \$1,126 |

†Estimate for comparison to the estimated MPG of other cars. The actual mileage you get may vary depending on speed, distance and weather. Actual highway mileage less.
*Based on an average of 15,000 miles annually, \$1.65 per gallon average fuel cost using the "EPA ESTIMATED MPG" miles per gallon figure.

(a) Locking torque converter not included with Altitude Emission System. (b) Police and Taxi Packages only.

KEY: M-4 = 4-speed manual transmission
A-3 = 3-speed automatic transmission
LC = Locking Converter
FI = Fuel Injection

1 2 3 4 5 6 ZEPHYR SIX POSITION SELL

● FEATURE ■ BENEFIT

POSITION ONE

- Distinctive vertical grille
- Front bumper guards
- Dual halogen headlamps
- Appearance
- Added protection
- Appearance
- Whiter brighter light than conventional headlamps
- Less current draw

POSITION TWO

- 2.3 Liter I-4 engine
- Four-speed manual transmission
- Maintenance-free battery
- Variable ratio rack-and-pinion steering
- Hybrid MacPherson strut front suspension
- Front stabilizer bar
- Fuel economy
- Fuel efficient
- Smooth operation
- Convenience
- Quick and precise steering
- Enhances positive control and stability
- Added cornering stability

POSITION THREE

- Deluxe wheel covers
- Steel-belted radial ply BSW tires
- Power front disc/rear drum brakes
- 4-bar link coil spring rear suspension
- Appearance
- Less rolling resistance, enhanced fuel economy
- Good stopping power and fade resistance
- Enhances positive control and stability

POSITION FOUR

- Bright bumpers
- Luggage compartment mat
- 16.7 cubic feet of luggage space for 4-door sedan; 16.5 cubic feet for 2-door coupe
- Deep-well trunk design
- 16.0 gallon fuel tank
- Horizontal taillamps with integral backup lamps
- Protection
- Appearance
- Appearance
- Convenience
- Generous capacity
- Functional
- Storage ease
- More useable space
- Long cruising range
- Appearance

POSITION FIVE

- Trim exterior dimensions
- Framed door glass
- Movable side door windows
- Upper bodyside dual accent stripes
- Bright, narrow lower bodyside molding with black vinyl insert
- Dual front fender louvers
- Sensible contemporary size
- Less rattle and wind noise
- Convenience
- Adds to vehicle styling
- Protects door and quarter panel from minor dents
- Appearance

POSITION SIX

- Low back bucket seats
- Coin tray (with manual transmission)
- Pleated all-vinyl seat trim
- Full soft door trim panel with woodtone applique and lower carpeting
- AM radio (may be deleted for credit) with dual instrument panel speakers
- Visor vanity mirror
- Lockable glove box
- Column-mounted stalk controls
- Deluxe sound insulation
- Comfortable seating
- Convenience
- Appearance
- Comfort
- Luxury
- Appearance
- Driving pleasure
- Convenience
- Convenience
- Security and convenience
- Added driver convenience
- Helps absorb road noises