

# MERCURY ZEPHYR '83





Mercury Zephyr GS four-door in Dark Blue Metallic. Zephyr GS Flight Bench seat, with fold-down centre 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 is 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 bucket seats or optional bench seat up front). In back, the Zephyr sedan 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. This can also be a very economy-minded car. With the standard 2.3 litre four-cylinder engine and manual four-speed transmission, you can order an electronically-controlled light on the instru-

ment panel that advises you when to shift for maximum efficiency. It's new for 1983 and just one of many advances we've made over the six years we've been building Zephyrs.

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 quality of a car shows in the quality of the ideas behind it and the quality of the

people who design and build it.

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.

*Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 5, 6 and 7 for specific information regarding standard and optional equipment.*



Zephyr Z-7 GS in Medium Vaquero Metallic with optional Flip-Up Open Air Roof

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 that Z-7's sporty theme carries through inside with twin vinyl-covered bucket seats up front (also standard on Zephyr Sedan).

There's even more sports equipment you can order. Things like an optional centre 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. Consider Z-7's precise rack-and-pinion steering, steel-belted radial tires, four-speed manual transmission and 2.3 litre four-cylinder engine. Then see how they work together when you put them into action on your favorite stretch of road.

Like the Zephyr Sedan, the Z-7 boasts an

optional dash-mounted shift indicator light to help you achieve maximum efficiency in your driving. Or achieve added performance with an optional 3.3 litre six-cylinder engine. Or opt for the added convenience of an automatic transmission.

Anyway you look at it, being smart and looking sporty is owning a 1983 Zephyr of your choice.

## STANDARD FEATURES



### STANDARD FUNCTIONAL FEATURES

- 2.3 Litre (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 (T125/70D15)
- Unitized body construction
- 40-amp alternator
- Tethered gas cap
- Dual rectangular halogen headlamps
- Electric rear window defroster

### STANDARD INTERIOR FEATURES

- Deluxe colour-keyed continuous loop front-seat lap and shoulder belts with tension reliever
- Low-back bucket 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 colour-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
- Kilometres per hour/miles 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 mouldings (4-door only)
- Upper bodyside dual accent paint stripes
- Dual body colour front fender louvres
- Deluxe wheel covers
- Narrow bodyside protection moulding
- Front and rear aluminum bumpers
- Bright drip and window frame mouldings
- Bright windshield surround moulding
- Bright rear window moulding
- Large taillamps with integral backup lights
- Lower bodyside protection



### 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 centre pillar and thin rear pillar styling

### 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 moulding with integral partial wheel-lip mouldings
- Dual bright outside remote-control mirrors
- GS nomenclature on decklid
- Rocker panel moulding deleted (4-door only)
- Luxury seat trim
- Luxury steering wheel
- Luxury sound insulation
- 14-1/2-ounce colour-keyed carpet
- Carpeted luggage compartment
- "Headlamps on" warning buzzer
- Luggage compartment taillamp lining boards

### ZEPHYR SPECIFICATIONS

	4-Door	Z-7
Wheelbase	2680mm(105.5')	2680mm(105.5')
Turning Diameter	985mm(38.8')	985mm(38.8')
Overall Length	4966mm(195.5')	5014mm(197.4')
Overall Height	1344mm(52.9')	1313mm(51.7')
Overall Width	1803mm(71.0')	1803mm(71.0')
Tread		
- Front	1438mm(56.6')	1438mm(56.6')
- Rear	1448mm(57.0')	1448mm(57.0')
Headroom		
- Front	975mm(38.4')	945mm(37.2')
- Rear	947mm(37.3')	914mm(36.0')
Legroom		
- Front (Max.)	1059mm(41.7')	1059mm(41.7')
- Rear (Min.)	907mm(35.7')	843mm(33.2')
Shoulder Room		
- Front	1430mm(56.3')	1430mm(56.3')
- Rear	1430mm(56.3')	1463mm(57.6')
Hiproom		
- Front	1422mm(56.0')	1422mm(56.0')
- Rear	1364mm(53.7')	1400mm(55.1')
Luggage/Cargo Capacity (litres/cu. ft.)	473 (16.7)	467 (16.5)
Fuel Capacity (litres/imp. gal.)	60.5 (13.3)	60.5 (13.3)
Curb Weight (kilograms/lbs.)	1251 (2759)	1250 (2756)

# OPTIONS

	Base 4-Door Sedan		
	Z-7	GS	
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
Extended Service Plan (see page 7)	OPT	OPT	OPT
Fuel Tank, Extended Range, 75.5 litre (16.6 imp. gal.)	OPT	OPT	OPT
Illuminated Entry System	OPT	OPT	OPT
Mirrors, Illuminated	OPT	OPT	OPT
Dual Visor Vanity	OPT	OPT	OPT
Mirrors, Dual Remote-Control*	OPT	OPT	STD
Moulding, Wide Bodyside	NA	OPT	STD
<b>POWER</b>			
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
<b>RADIO</b>			
AM/FM Monaural	OPT	OPT	OPT
AM/FM Stereo	OPT	OPT	OPT
AM/FM Stereo with 8-Track Tape	OPT	OPT	OPT
AM/FM Stereo with Cassette Tape	OPT	OPT	OPT
Premium Sound System	OPT	OPT	OPT
Shift Indicator Light	OPT	OPT	NA
Moulding, Rocker Panel	STD	OPT	OPT††
Paint, Glamour	OPT	OPT	OPT
Paint, Tu-Tone*	OPT	OPT	OPT†
Roof, Vinyl*	OPT	OPT	OPT
Roof, Flip-Up Open Air*	OPT	OPT	OPT
Speed Control, Fingertip	OPT	OPT	OPT
<b>STEERING WHEELS</b>			
Steering Wheel, Luxury*	OPT	OPT	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
<b>ENGINES</b>			
2.3 Litre 1-bbl. 4-cyl. Engine*	STD	STD	STD
3.3 Litre (200 CID) 1-bbl. 6-cyl. Engine*	OPT	OPT	OPT
<b>TRANSMISSIONS</b>			
Four-Speed Manual Transmission*	STD	STD	NA
Select Shift Automatic Transmission*	OPT	OPT	STD
Floor-Mounted Shift*	OPT	OPT	NA
<b>STEEL-BELTED RADIAL TIRES</b>			
P175/75R14 BSW*	STD	STD	STD
P175/75R14 WSW*	OPT	OPT	OPT
P185/75R14 WSW*	OPT	OPT	OPT

Conventional Spare Tire\*  
WSW - White Sidewall  
BSW - Black Sidewall

**WHEELS**  
Wheel Covers, Turbine (argent) (shown p.7)  
Wheel Covers, Wire (shown p.7)  
Wheels, Styled Steel Trim Rings (shown p.7)

### OPTIONAL PACKAGES

**APPEARANCE PROTECTION GROUP** OPT OPT OPT  
Includes front carpeted floor mats, door-edge guards, and license plate frame(s).

**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 or taillights (running or brake). 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.

**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.



**CENTRE 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.



**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.



**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.



### THE FORD EXTENDED SERVICE PLAN

When you're choosing options for your Mercury Zephyr, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada and the United States.



### ...FOR SURE

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

### CORROSION PROTECTION

All Zephyr cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;
- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.

The DURAGUARD System is backed by a no-extra charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

**Get it together - buckle up.** Buy or lease your Zephyr from your Mercury Dealer.

## power

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





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Litho in Canada 9/82

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