

**MERKUR XR4Ti**  
Advancing the art of driving

IMPORTED FROM GERMANY

Exclusively at a Lincoln-Mercury-Merkur dealer.



Rosso Red.

**XR4Ti. THE SPORTS COUPE THE MEEK  
WILL NEVER OWN.**



Its message is simple and to the point. The XR4Ti is not intended for the driver seeking to be just like everybody else. To the contrary, the XR4Ti is intended

for those who are bored by sameness and disinterested in somebody else's definition of success.

The XR4Ti is aimed directly at that independent sliver of the population that still gets emotional over an exceptional automobile. Yes, persons who actually see the automobile as a most satisfying form of personal expression and entertainment.

**YOU CAN'T WAIT FOR YOUR FRIENDS.** XR4Ti is an automobile you discover. It's not the trendy sort of automobile you buy because all of your friends have one. Chances are your friends may know very little about it. Except that it's different. And it is very fast.

**FRESH IDEAS DON'T LOOK OLD.** The XR4Ti wasn't around during the '70s. That is precisely why it doesn't look like many of today's popular sports sedans and coupes that first gained popularity back then. The XR4Ti was created with a fresh look at automotive design.

Its designers had the advantage of applying advanced aerodynamic styling without being restricted by an older established look. XR4Ti is by all measures a sports coupe for the '80s.

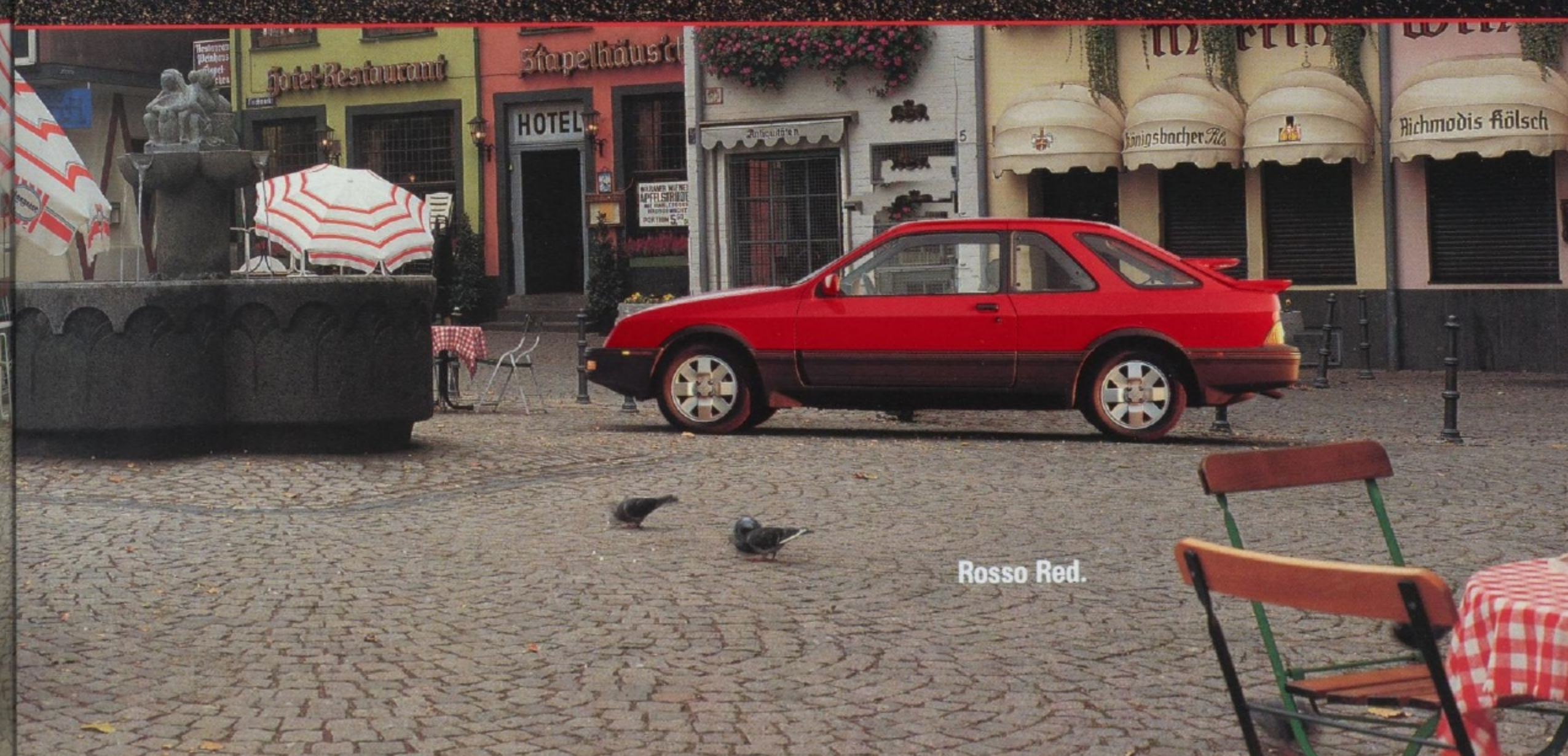
**YES. IT IS OF THIS WORLD.** As to its origins, the XR4Ti is built in West Germany by the famous specialty coachbuilder Karmann. If no one told you it was from Germany, you'd know it after driving it. It has the taut feel and spirited reflexes indicative of an automobile designed and engineered in a country without a national speed limit.

It is an automobile in which function dictates and form follows. An automobile with the appearance and performance that not everyone is ready for. But that's to be expected when you're breaking new ground in design.

Merkur XR4Ti. Advancing the art of driving.



Monochromatic Diamond White.  
(Late availability)



Rosso Red.

## PUNCH A HOLE IN THE AIR.

That's essentially what the shape of the XR4Ti is designed to do. Punch through. Penetrate the atmosphere with a high level of efficiency. Manage the flow of air over, under and around the car to reap the greatest benefits from it.

A shape that is efficient aerodynamically can improve handling, reduce wind noise and enhance fuel economy at highway speeds.

But, achieving aerodynamic efficiency is a very delicate science. What is good for aerodynamics may not be good from a practical viewpoint. The designers of XR4Ti struck an effective balance between the two.

**THE LITTLE THINGS COUNT.** Think of a bullet as one of the most aerodynamically pure shapes available. Now start to fashion an automobile out of that shape. For every line you make to accommodate such things as wheels, vents, cooling slots, exterior mirrors, passenger compartment, door handles and the like, you compromise on aerodynamic efficiency.

**ONE OF THE MOST AERODYNAMICALLY EFFICIENT EVER.** Ford of Germany engineers spent nearly 4,000 hours testing different designs in the wind tunnel, modifying them and retesting to be sure they had met their objective. In the end, Merkur XR4Ti had undergone



**XR4Ti is one of the most aerodynamically efficient production cars ever built.**

nearly 1,000 separate tests in the wind tunnel. An extraordinary number of visits that culminated with the XR4Ti's bold, innovative shape.

The hard work paid off. XR4Ti is one of the most aerodynamically efficient production cars ever built. Drag coefficient: 0.33. **REACHING FOR EXCELLENCE IN FUNCTION LED TO RADICAL EXTERIOR DESIGN.** Achieving this level of aerodynamic efficiency resulted in a unique exterior design. The traditional grille area that makes the front of conventional automobiles tall and wide gave way to a smooth, wedge-shaped nose.

The overall shape of the XR4Ti reveals almost a total absence of hard lines. Each plane flows smoothly into the next. The windshield is steeply raked at 60 degrees to encourage the smooth flow of air over the roof. And the rear window at 65 degrees is even more steeply raked to continue air's unbroken path.

**KISS THE AIR GOOD-BYE.** The manner in which the air leaves at the end of the car also affects aerodynamic efficiency. The solution was the unique biplane spoiler. By carefully channeling the air the biplane spoiler substantially reduces negative pressure at the rear of the XR4Ti. This not only contributes to a five percent reduction in overall drag compared to a car without the spoiler, but it also significantly improves straight line stability through a 14 percent reduction in "yawing" (side-to-side movement) and a 50 percent reduction in rear axle lift.



**Biplane spoiler reduces rear axle lift.**



**Spoiler helps keep wiper blade pressed against windshield when in use.**

**Rosso Red.**





Steel Gray leather interior.

## YOU KNOW WHEN IT'S RIGHT.

The fit must be right. Whether you are plodding through stop and go traffic or cruising down your favorite piece of road, it has got to feel right. Your place behind the wheel must feel as if it was engineered specifically for your dimensions.

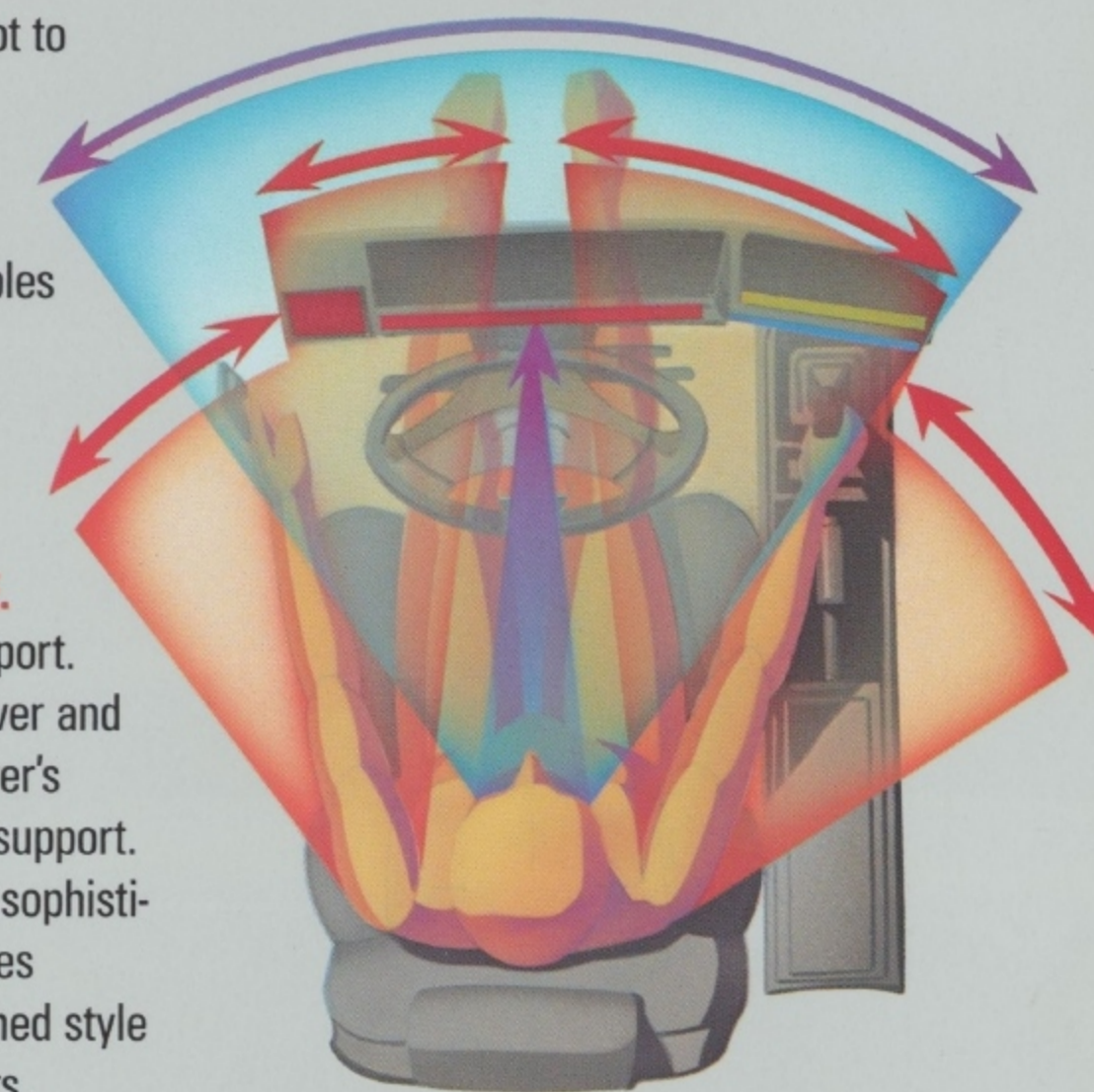
Designers refer to it as ergonomics—the study of the interaction between man and machine. And when its principles are applied well, you fit. You experience a sense of belonging. It begins the first time you slip behind the wheel. All controls are readily at hand. All instrumentation clearly in view. The goal is simple. Make the driver as effective as possible.

### **ANATOMICALLY DESIGNED SEATS PUT YOU IN YOUR PLACE.**

The front seats are anatomically designed for comfort and support. They incorporate integral thigh and torso supports for both driver and passenger. The seatbacks are infinitely adjustable and the driver's seat can be adjusted for height. There is even a lower lumbar support.

**STYLE HAS ITS OWN REWARDS.** The XR4Ti is a vehicle of sophisticated automotive pleasure. Its extensive list of standard features (see page 24) is clearly intended to complement an accomplished style of living. It includes dual power outside heated rearview mirrors, AM/FM stereo cassette radio with Dolby<sup>®</sup>, four speakers and joystick balance control and air conditioning. Notable options include heated seats, tilt/slide glass moonroof and a convenience group, which includes power windows and central locking.

Cloth is the standard upholstery. Supple, Steel Gray leather is available on an optional basis.



XR4Ti benefits from ergonomics—the study of the interaction between man and machine.



Optional moonroof with sun screen.



Rosso Red.



## CONTROL YOUR DESTINY.

To be in control you have to have the right information. XR4Ti delivers vital information in an effective, straightforward manner.

The instrument panel is arranged on the basis of importance to the driving function and frequency of use. The main instrument cluster is of analog design. Orange needles and white numbers and graduations against a simple black background. Speedometer to the left, fuel and engine coolant temperature gauges in the center, and tachometer and turbo boost gauge to the right.

At night, the instrument panel is backlit so only the individual numbers and graduations are illuminated, not the entire panel. This helps reduce irritating glare while lighting only the instrumentation that is necessary.

Convenient stalks on the steering column allow the driver to control turn signals, parking lights and headlamps, high beams and windshield wipers and washers without ever looking away from the road.

Fog lights, rear window defroster and rear window wiper controls are off to the left side of the instrument panel. Comfort and convenience items such as air conditioning, radio, clock, heater, defroster and speaker balance are all clustered to the right side.



- 1 Fog lamps
- 2 Rear defroster
- 3 Rear wiper/washer
- 4 Fuel gauge
- 5 Temperature gauge
- 6 Turbo boost gauge
- 7 Climate control

- 1 Graphic alert module (alerts driver to open doors, lamp failures and possibility of road icing)
- 2 Clock/calendar/alarm

- 1 Turn signal/headlamp high-beam
- 2 Headlamp on/off
- 3 Wiper/washer

- 1 Air conditioning/fan control
- 2 Multidirectional speaker balance control
- 3 Cassette storage trays
- 4 Heated seats (optional)



Steel Gray leather interior.

## YOU CAN TAKE IT WITH YOU.

For all of its sporting attributes, the XR4Ti provides a degree of comfort and versatility few other sports coupes can match. First, it has a legitimate rear seat. It accommodates three adults and comes complete with that oftentimes rare commodity known as legroom.

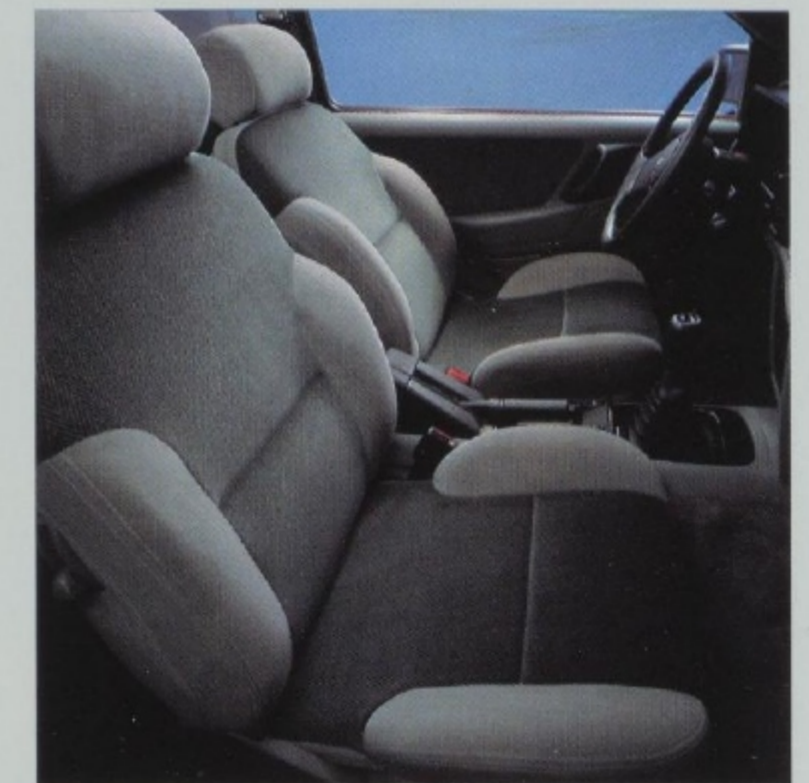
The left and right side rear seat passengers have full three-point safety harnesses. The center passenger, a lap belt. And when the middle seat is not occupied, a fold-down center armrest can be utilized for added comfort.

**COPE WITH THE UNEXPECTED.** Few persons ever think of carrying capacity when buying a sports coupe. They generally never think of it until the time comes when they have to carry something that just won't fit in the car. Those times are greatly minimized with XR4Ti's high degree of versatility. Its hatchback opens wide for easy access to the luggage area.

The rear seatback is asymmetrically split, 60/40. Fold down the smaller side and you can still seat two adults while handling long items such as skis, 2x4s or whatever. Fold only the larger side down and you can still seat one person while increasing carrying capacity. And for maximum carrying capacity, you can fold the entire seatback down flat for a full 35.7 cubic feet of usable space.

**BE KIND TO YOUR CARGO.** The cargo floor and seatbacks are covered with the same carpet trim as the rest of the car. Delicate possessions can be placed there with a minimum of concern about them being roughed up. There are also luggage tie-downs and a cargo net to secure items in place.

A convenient rear window ledge can be reached from the rear seat and can be detached so it rests over the deck when the hatch is opened, concealing valuables if desired. Built into the ledge is a handy storage box for storing small items.



Raven/Steel Gray cloth interior.



Fold-down rear seat allows maximum carrying capacity.



## HUMBLE THE WEAK OF HEART.

Performance doesn't lie. When you take the wheel and ask a vehicle to perform, any boasting or chest pounding that went on before goes out the window. The weak of heart are readily exposed.

The XR4Ti is an honest machine. Its turbocharged engine delivers the exhilarating performance its aggressive exterior promises. **INTELLIGENT POWER.** The XR4Ti achieves its power through the application of intelligent engineering. Not brute force. Its 2.3-liter, 4-cylinder overhead cam engine develops as much power as some engines with twice the displacement and double the number of cylinders. Its 175 horsepower (SAE net) is achieved through the use of multi-port electronic fuel injection working in conjunction with a turbocharger.

The engine's cylinder block and cylinder head are of lightweight, thin wall, cast-iron construction to help reduce weight and permit a high level of usable power. Connecting rods are forged from premium steel, while the pistons are forged aluminum to help contain heat and pressures developed by turbocharging.

A 5-speed manual overdrive transmission is standard while a 3-speed automatic is available on an optional basis.

**RACING. WINNING IS EVERYTHING.** Three race-prepared versions of the Merkur XR4Ti made a frontal assault on the Sports Car Club of America Trans-Am road racing series in 1986. And they accomplished something few cars ever do the first year in a series. They won.

The Merkur cars took the championship in storybook fashion, winning the last three races to secure the SCCA title.

Winning the championship wasn't all that surprising to those close to the XR4Ti. It was much more of a thrilling repeat of what occurred the year before in Britain. There the XR4Ti won the British Saloon (sedan) Championship. It was its first year in that series, too.

XR4Ti team cars en route to SCCA Championship.



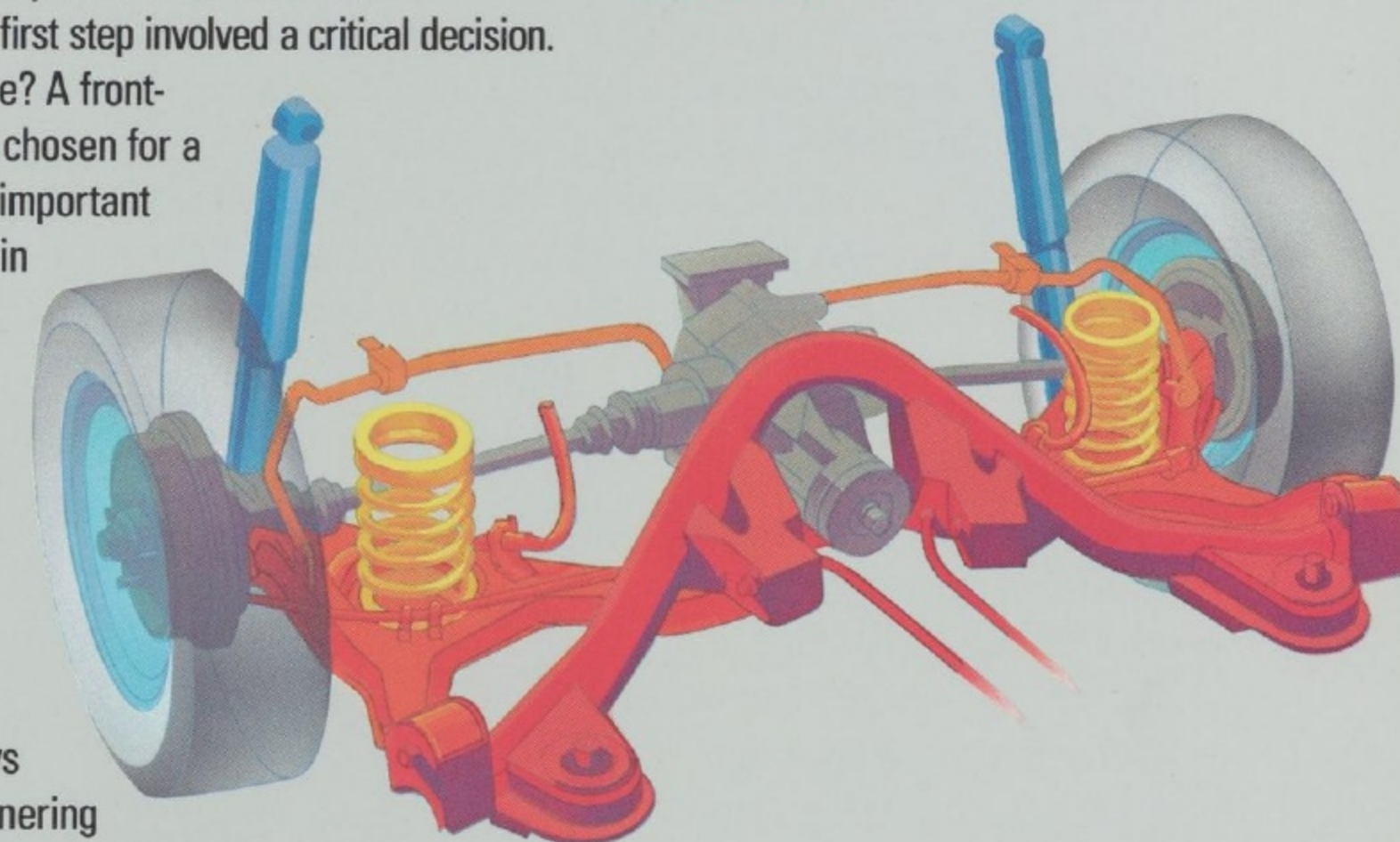


Monochromatic Black.  
(Late availability)

## EXPLOIT THE LAWS OF PHYSICS.

When you talk of an object in motion, you're talking physics. And while many have tried, no one has ever been able to beat the laws of physics. But that doesn't mean you can't use them to your benefit. And that is exactly what the engineers responsible for XR4Ti did.

**A BALANCED PERFORMER.** The first step involved a critical decision. Front-wheel drive or rear-wheel drive? A front-engine/rear-drive arrangement was chosen for a variety of reasons. One of the most important was its advantages over front-drive in terms of weight distribution (XR4Ti achieves a near perfect balance with its weight divided 53% front and 47% rear) and overall handling characteristics. With rear-drive the forces that steer the car and those that power it are separated and can therefore be controlled individually. This arrangement allows the driver to adjust the vehicle's cornering attitude with the steering wheel or the throttle.



Independent rear suspension.

**A FULLY INDEPENDENT SUSPENSION TO KEEP YOU GROUNDED.** It's an obvious statement of fact, but for a car to handle well its tires must be kept firmly on the ground. Preferably, all four of them. But out in the great unknown of public roads that is oftentimes hard to do. It requires a well-engineered suspension.

To achieve the impressive handling characteristics mandated for the XR4Ti program, the engineers chose a fully independent suspension. This arrangement allows each wheel to react to bumps and other disturbances in the road without directly affecting any of the other wheels. Up front, the XR4Ti uses gas-pressurized MacPherson struts with coil springs and a 26mm stabilizer bar to help reduce body lean during hard cornering. In the rear, it's independent semi-trailing arms with variable rate coil springs, gas-pressurized shocks and a 10mm stabilizer bar.

**QUICK RESPONSE.** The XR4Ti's firm, padded steering wheel directs a variable ratio, power rack-and-pinion steering system. With only 2.4 turns lock-to-lock, it affords the driver quick response.

The tires are 15-inch, low profile Pirelli P6s mounted on cast-aluminum alloy wheels.

## A HERITAGE OF SUCCESS IN EUROPE.

The XR4Ti traces its heritage back through the long line of sporting cars produced by one of Europe's most successful carmakers. XR4Ti is the direct result of more than 70 years of Ford Motor Company influence and leadership in the highly competitive European market.

Ford started building cars in Europe as far back as 1911. By 1913, Ford of England had captured 29% of the British car market and soon began exporting cars to the Continent.

Next came plant expansion throughout Continental Europe. And by 1930, Ford was producing cars in Germany, France, Belgium and Spain. Expansions that, in less than 25 years, elevated Ford's European presence from virtually zero to one of industry leadership.

In fact, Ford of Germany began manufacturing cars before other noted makers like BMW, Saab and Volvo.

### **INNOVATION IN PERFORMANCE AND DESIGN.**

Today, as one of Europe's largest producers, Ford has manufacturing facilities in six countries. But numbers alone don't tell the whole story. Throughout Europe, Ford is noted for its innovations in both performance and design. Its Ghia Design Studio in Turin, Italy is world famous for its influence on aerodynamics and aesthetics.

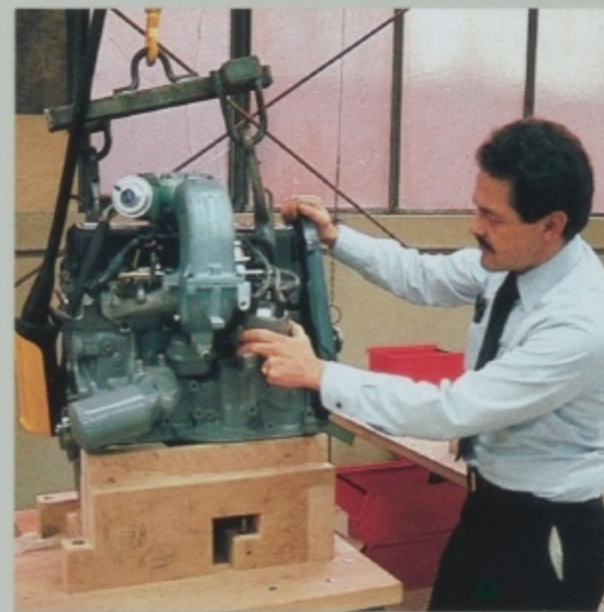
Show cars and fully engineered concept vehicles from the Ghia studios continually capture critical acclaim at the world's premier auto shows in Paris, Frankfurt, Turin, Geneva and Tokyo.

**RACING TO THE TOP.** While some people claim to race for the fun of it, we race to win. And by winning we're building a reputation for well-balanced, high-performance cars.

Ford's successes have been earned in competition against legendary European marques like Ferrari, BMW, Porsche, Alfa Romeo, Lancia, and others.

With no less than 150 victories to its credit, the Ford Cosworth DFV Formula One engine dominated the Grand Prix circuit for almost two decades while garnering more first-place finishes than any other engine ever. In a slightly different form, the turbocharged Ford Cosworth DFX engine remains the dominant engine on the American Indy-car scene.

And from the elegance of Monte Carlo to the rugged trails of Africa, European Ford teams have been a major force in World Rally Championship competition.



**Engine check prior to installation.**



**Body assembly at Karmann.**

Ford's involvement in racing in Europe has been so strong that an entire class of racing cars bears its name: Formula Ford.

This is just some of the rich heritage that Merkur XR4Ti brings with it to North America.

**THE KARMANN CONNECTION.** Great care went into selecting a facility where a car as technologically advanced as the XR4Ti could be assembled with the proper precision in relatively small numbers. Karmann, one of the world's most prestigious coachbuilders, provided the perfect solution.

For more than 80 years, Karmann has played an important



**A new assembly line at Karmann for XR4Ti production.**

role in the German automotive industry. Karmann coachworks was founded in 1901 when Wilhelm Karmann took over a small workshop in Osnabruck where craftsmen had been producing carriages since 1874.

The first automobile body rolled out of Karmann in 1902. Since that time, the firm has produced more than one million automobiles. Many of Europe's most prestigious auto-

makers turn to Karmann for design, stamping and assembly of finely crafted automobiles and automobile parts.

**A COMMITMENT TO EXCELLENCE.** A new assembly line was built at Karmann's facility in Rheine, West Germany for XR4Ti production for America. Karmann provided more than simply involvement in the final assembly of XR4Ti. Karmann built the preproduction prototypes and was involved in nearly every stage of testing and development.

The prototypes were subjected to harsh testing in such diverse locations as the Arizona desert, Ford's Michigan proving grounds and Ford's European testing grounds at Lommel, Belgium. Karmann was also responsible for providing the prototypes that underwent the rigid and critical crash testing required by the federal government.

This deep involvement rewarded Karmann with a keen insight into the XR4Ti and its many systems. With this knowledge, Karmann was able to determine an efficient system for assembling the XR4Ti.

**AN AUTOMOBILE OF INTEGRITY.** The XR4Ti is produced through a combination of modern technology and many years of coachbuilding artistry. Sophisticated robot welders perform their tasks alongside skilled European artisans. The final product is an automobile of integrity that stands as a peer with the truly great sports coupes of the world.

## SPECIFICATIONS

### 1987 MERKUR XR4Ti SPECIFICATIONS

Vehicle type: five-passenger, two-door hatchback coupe



Monochromatic Black.  
(Late availability)

68.0 INCHES

53.8 INCHES

102.7 INCHES

178.4 INCHES

DIMENSIONS:	
Wheelbase (in.):	102.7
Track (in.) front:	57.2
rear:	57.8
Length (in.):	178.4
Width (in.):	68.0
Height (in.):	53.8
Curb weight (lb.):	2920
Weight distribution (%) F/R:	53/47
Fuel capacity (gal.):	15.0
Oil capacity (qt.):	5.0
Cargo space (cu. ft.) rear seatback up:	17.1
rear seatback down:	35.7

ACCOMMODATIONS:		
Headroom (in.)	front:	38.5
	rear:	37.7
Legroom (in.)	front:	41.0
	rear:	34.4
Hiproom (in.)	front:	51.2
	rear:	44.6
Shoulder room (in.)	front:	53.9
	rear:	54.1

ENGINE:	
Layout:	front engine, rear drive
Type:	inline overhead cam turbocharged four-cylinder
Displacement (liters/cu. in.):	2.3/140
Bore & stroke (mm/in.):	96.04 x 79.40/3.78 x 3.12
Compression ratio:	8.0:1
Horsepower @ rpm (SAE net):	175 @ 5000*
Torque @ rpm (lbs.-ft. SAE net):	200 @ 3000*
Redline (rpm):	6200
Peak boost (psi):	15.0
Fuel delivery:	multi-port electronic fuel injection
Fuel requirement:	.92 octane premium unleaded (anti-knock index)
Lbs./hp:	16.7:1
Zero-to-60 mph (seconds):	7.8

DRIVETRAIN:	
Transmission type:	five-speed manual      three-speed auto
Gear ratios: I:	3.36:1      2.47:1
II:	1.81:1      1.47:1
III:	1.26:1      1.00:1
IV:	1.00:1
V:	0.83:1
axle ratio:	3.64:1      3.36:1

CHASSIS:	
Body:	unit construction with welded stamped-steel panels
Suspension front:	independent with MacPherson struts, lateral links, coil springs, gas-over tube shocks, 26mm stabilizer bar
rear:	independent with tubular subframe, semi-trailing arms, coil springs, gas-over tube shocks, 10mm stabilizer bar
Steering type:	variable-ratio power-assisted rack-and-pinion
Overall ratio:	12.6:1
Turns, lock to lock:	2.42
Turning circle (ft.):	35.4
Brakes front:	10.2-inch power-assisted disc
rear:	10.0 x 2.2-inch power-assisted drum
Wheels:	15 x 5½-inch cast-aluminum alloy
Tires:	195/60HR15 Pirelli P6 steel-belted radial tires

\*XR4Ti with automatic transmission is rated 145 hp. at 4400 rpm, and 180 lbs.-ft. of torque at 3000 rpm. (Based on SAE standards J1349.)

## MERKUR XR4Ti SELECTED STANDARD FEATURES

### FUNCTIONAL

- Full analog instrumentation, including speedometer, tachometer, and turbo boost gauge. Indicator lights for oil pressure, turn indicators, high beam, charge system/handbrake/brake failure, low coolant, low fuel, low washer fluid and front brake pad wear
- Graphic information module, including three-way door ajar, bulb outage monitor and warning of possible road-icing conditions
- 48 amp.-hr. battery
- 90-amp. alternator
- 15-gallon fuel tank
- 15-inch mini spare tire
- Variable speed intermittent windshield wipers

### EXTERIOR

- Integrated halogen headlights
- 5-mph polyurethane front and rear bumpers with integral side marker lamps
- Polycarbonate bodyside protection cladding with wheel lip covers
- Low-drag aerodynamic-designed body with 60-degree windshield, 65-degree backlite, biplane rear spoiler, and rocker panel wheel air deflectors
- Blackout treatment on windshield window, and backlite moldings, cowl top panel, license plate housings, and door handles
- Tinted glass

### CONVENIENCE

- Electronic AM/FM stereo cassette radio with four speakers
- Torch key
- Footwell courtesy lights with time delay
- Overhead console with dual map lights
- Rear window wiper and washer
- Dual power heated outside rearview mirrors
- Electric rear window defroster with element surround on rear wiper
- Coin storage area

### INTERIOR

- Cloth-covered front bucket seats with infinitely adjustable manual reclining seatbacks, adjustable lumbar support, and adjustable headrests
- Driver's seat manual height adjustment
- Sport steering wheel
- Front and rear seat center armrests
- Front and rear outboard inertia reel three-point seat belts and center rear seat lap belt
- Side window demisters
- Passenger assist handles (3)
- Illuminated passenger-side visor vanity mirror
- Front seatback map pockets
- Carpet-covered storage bins
- Asymmetrically split (60/40) folding rear seats
- Two-piece rear window ledge with storage box
- Cargo compartment tie-downs
- Cloth-covered molded headliner
- Passenger and cargo compartment cut-pile carpeting

### MERKUR XR4Ti OPTIONS

- Three-speed automatic transmission
- Steel Gray leather interior
- Metallic paint (no extra charge)
- Tilt/slide screened glass moonroof
- Heated front seats (available in Northern States only)
- Convenience group, includes power central door locking, and power windows

### MERKUR XR4Ti EXTERIOR AND INTERIOR COLORS

- Black with Raven/Steel Gray cloth interior
- Diamond White with Raven/Steel Gray cloth interior
- Rosso Red with Raven/Steel Gray cloth interior

### MERKUR XR4Ti OPTIONAL METALLIC COLORS

- Regency Red Metallic with Raven/Steel Gray cloth interior
- Strato Silver Metallic with Raven/Steel Gray cloth interior
- Blue-Gray Metallic with Raven/Steel Gray cloth interior
- Azure Blue Metallic with Saxe Blue cloth interior
- Crystal Blue Metallic with Saxe Blue cloth interior
- Steel Gray leather interior is available with all exterior colors.

## SERVICES



You can have coverage on certain selected components on new Merkur cars for longer than the basic warranty. The cost is nominal, so it could pay for itself the first time needed. Ask a dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada.



Participating Lincoln-Mercury-Merkur dealers offer to guarantee their service work on your Merkur for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the Lifetime Service Guarantee.

### 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 a Lincoln-Mercury-Merkur dealer about Ford-paid repair programs and TSBs relating to your Merkur.

To get copies of materials for your Merkur, call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

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, address, vehicle make, model, year and vehicle identification number.

### IS LEASING FOR YOU?

There may be considerable advantages in leasing a new Merkur XR4Ti.

Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. A Lincoln-Mercury-Merkur Dealer Leasing Association member can help design a lease program that is exactly right for you.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury-Merkur 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.

Refer to the Merkur owner's manual for specific service requirements and added operations related to severe service applications.

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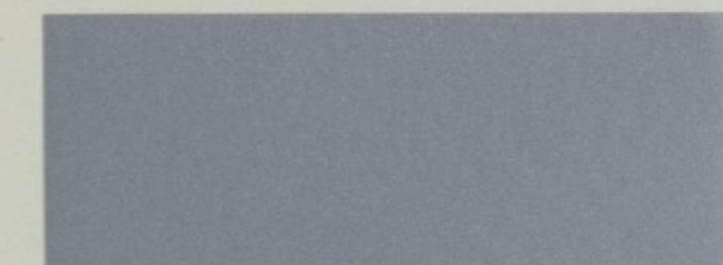
DIAMOND WHITE



ROSSO RED



REGENCY RED METALLIC



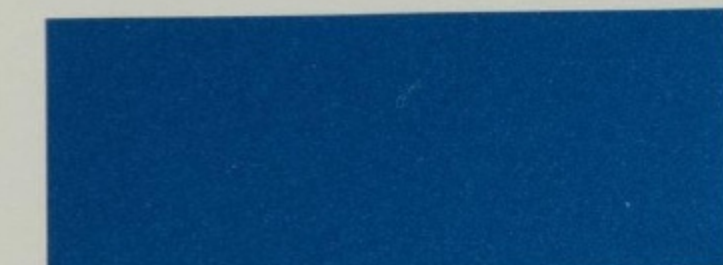
STRATO SILVER METALLIC



BLUE-GRAY METALLIC



CRYSTAL BLUE METALLIC



AZURE BLUE METALLIC

## THE MERKUR COMMITMENT

The uncompromising commitment that goes into every Merkur does not end when the car leaves Germany. On the contrary, it is then that the most crucial stage begins: assuring that each owner is satisfied; assuring that owning, driving, and servicing a Merkur is a totally pleasurable experience.

To attain that assurance, the Merkur Commitment begins when each Merkur reaches North American shores. On its arrival at one of five ports, each car is individually inspected and test driven by specialists before it is shipped to the dealer. By the time a Merkur arrives at a dealership, it already has undergone extensive port-side testing to confirm its high quality standards.

Once at the dealership, each car again is inspected, test driven, and given its final preparation before it is shown to potential customers.

Every Merkur dealership has been carefully selected to assure that it maintains the highest quality standards in its sales and service operations.

To ensure that parts are readily available, a national parts distribution center and eight regional parts centers have been established. Another important part of the Merkur Commitment provides for direct communication with key Ford Parts and Service Division personnel through an 800 number.

Every Merkur owner is issued an owner identification card with the 800 number, which should be used if service-related problems arise.

Centrally based product coordinators then will contact the nearest field owner relations manager so the problem receives top priority.

The Merkur Commitment, essentially, is the assurance that owning and driving a Merkur will be a pleasurable and fulfilling experience for as long as you have the car.

Buckle up—together we can save lives.

Lincoln-Mercury-Merkur

