

1984

MERCURY COUGAR



1984 Mercury Cougar, a triumph of form and function.

Few cars in recent memory have combined such singular styling with solid engineering. Even fewer have been built on the premise that the driver is a central factor in a car's performance potential.

A triumph of form and function, the 1984 Mercury Cougar is such a car. And this has made it a remarkable success from the time of its introduction.

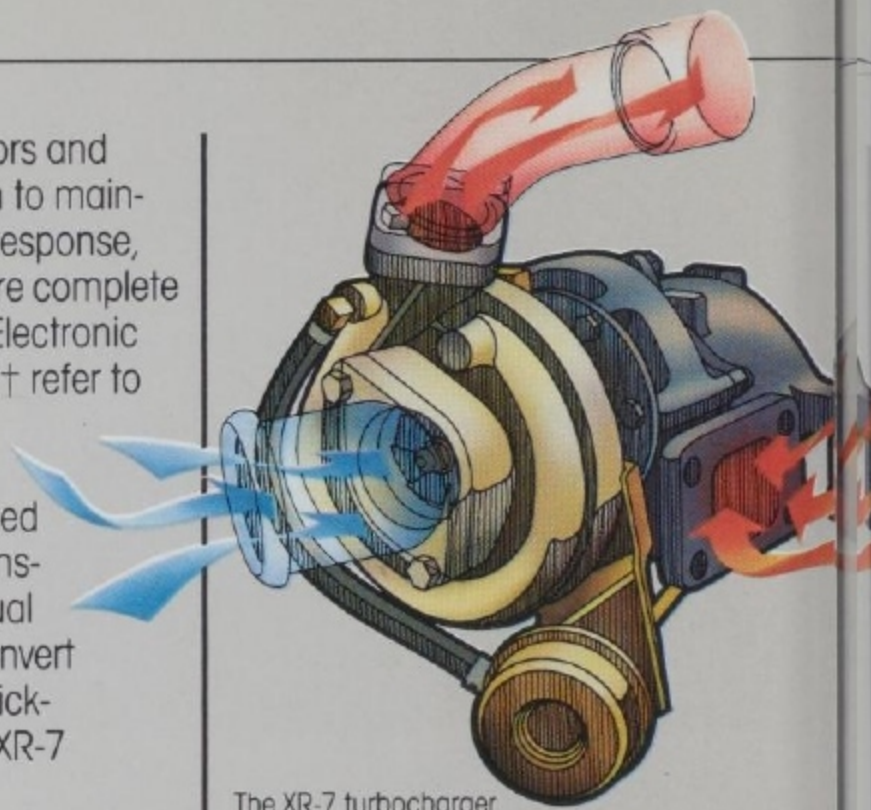
THE NEW XR-7, DESIGNED AROUND THE DRIVER

A car, no matter how expensive or sophisticated, should enable the driver to function as an integral component. So the Cougar XR-7 is designed to make the driver part of the car, instead of an occupant.

XR-7 is equipped for the serious driver. The standard 2.3 liter turbo-charged engine, with multi-port Electronic Fuel Injection, produces 145 horsepower,* without the hesitant response of some turbo powerplants. An electronic engine control system

is also standard. It monitors and controls engine operation to maintain a balance of power, response, and economy.** For a more complete explanation of Cougar's Electronic Engine Controls, (EEC-IV)† refer to page 12.

The engine teams with a standard three-speed SelectShift automatic transmission or optional manual five-speed overdrive to convert power into motion. The slick-shifting automatic helps XR-7



The XR-7 turbocharger boosts engine output under high-speed conditions.

respond to heavy traffic or hill country with equal assurance.

XR-7's handling matches its performance—welcome abilities in a car of its size and class. The suspension includes a rear stabilizer bar, special springs, Nitra-cushion front struts and rear shock absorbers for a taut, consistent ride. Hydraulic axle dampers provide rear-axle stability during cornering and acceleration. XR-7 also features standard P205/70HR14 performance tires, for grip and traction, plus a 15:1 steering ratio for quick response.

MORE THAN PERFORMANCE AND HANDLING

To drive XR-7 is to understand that more than performance and handling distinguish this car from other personal specialty cars. Once inside XR-7, it becomes apparent that, indeed, a car can link driver and machine, making the whole greater than the sum of its parts.

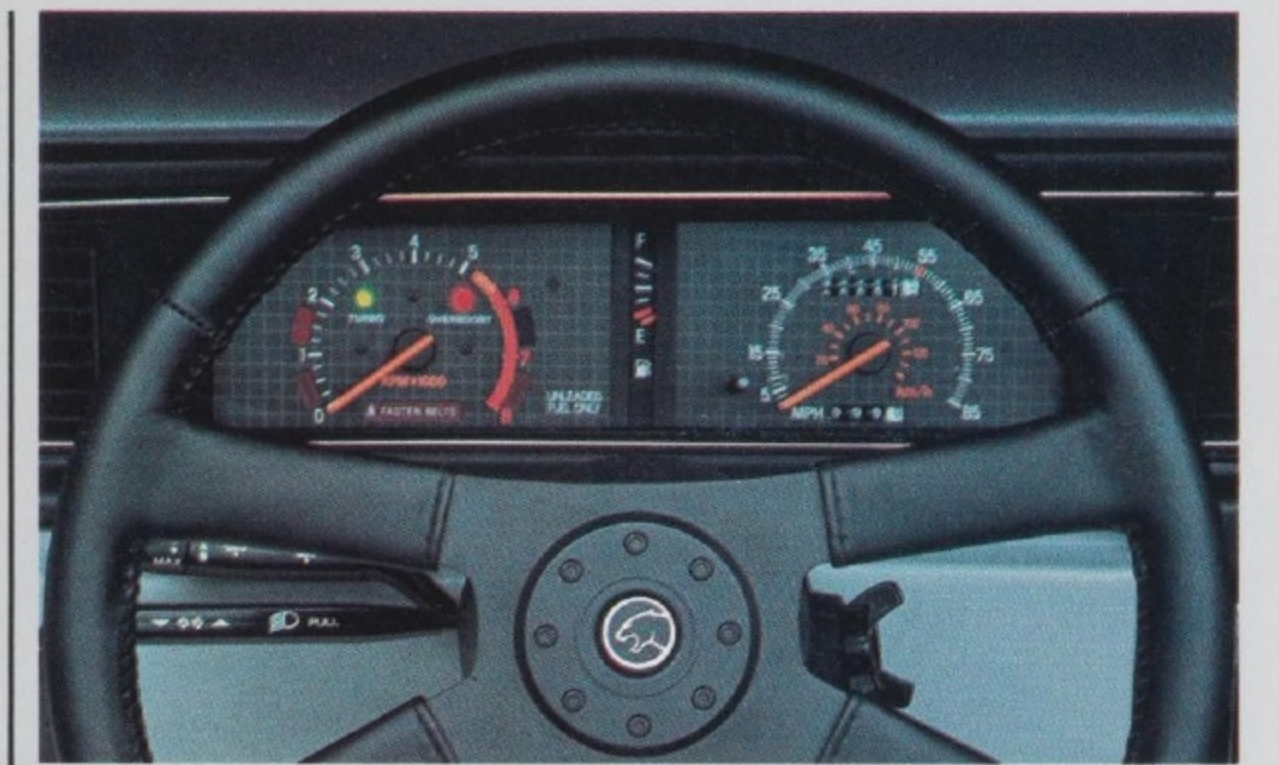
*Based on SAE Standard J1349.

**See EPA mileage statement on page 6.

†Available later this model year in California.

XR-7 instrumentation includes a tachometer, turbo boost/overboost indicators, and a speedometer.

Cougar XR-7, in Silver Metallic over Dark Charcoal Metallic. Options shown are listed on page 15.





The XR-7 interior, where driver involvement begins.

Inside XR-7, there is supportive seating and ergonomically correct instrument placement, plus an uncommon level of luxury. This is an interior designed to be both functional and comfortable, one that helps the driver operate at peak efficiency.

Drivers vary in size and seating preference, so XR-7 includes standard functional Sport seats with adjustable lumbar support. The seat bolsters move inward or outward for hip and thigh support, the seat cushions extend, and an air chamber in the lumbar area may be inflated or deflated by a squeeze bulb. Standard reclining seatbacks and optional six-way power tracks add to their comfort. These seats, shown here in standard Oxford Gray cloth with

Charcoal accents (also available in optional Charcoal leather trim), do more than cushion up-and-down movement — they also provide firm lateral support when cornering.



COMMUNICATION BETWEEN CAR AND DRIVER

XR-7's interior was designed so that a driver could read instruments and adjust controls while keeping his or her attention on the road. Including possible options, twenty-seven driving, comfort and entertainment controls are grouped within fourteen inches of the four-spoke leather-wrapped steering wheel. This is the advantage of XR-7's ergonomic design: The driver can monitor speed, rpm, or turbo boost; turn on the air conditioning; or locate a radio station — all without losing track of the world outside the

car, which is, after all, the most vital part of any dialogue between car and driver.

THE MATTER OF LUXURY

After making XR-7's interior as functional as possible, the design engineers turned their attention to the matter of luxury. They chose 16-ounce carpet, for its thick pile, rich feel, and noise-reducing properties. A floor console with armrest pad



covers was added, to store cassettes and accessories. The door trim panels were covered in carpet with cloth inserts. Power windows, quarter trim panel courtesy lights, convenient map pockets, and luxury luggage compartment trim were included as standard equipment.

XR-7 is available with options, of course, to personalize the driving experience. There is a Premium Sound System, with door-mounted speakers, up-graded rear speakers and a 36-watt power amplifier; the Keyless Entry System, which includes illuminated entry (and requires the Power Lock Group); air conditioning with Automatic Temperature Control; and six-way dual power seats. Individually or together, these options customize XR-7. With or without options, the overall effect is a pleasing blend of sophistication and functionality.

XR-7's interior, for all its ergonomic efficiency and luxurious features, may not make a person a better driver, but it's certainly easier to do something well when one enjoys it more.

XR-7 interior in Oxford Gray and Charcoal. Options shown are listed on page 15.

1984 Cougar LS, satisfying in every sense.

There is an undeniable visual grace about Cougar LS, but beyond that there is the way the styling expresses proven aerodynamic principles.

Inside, there is luxury, but again, there is something more—ergonomic efficiency. For Cougar LS is a car that offers more than sensuous appeal. It is a car of impeccable engineering, finely crafted to provide a completely satisfying driving experience.

Cougar LS features a standard 3.8 liter V-6 with Electronic Fuel Injection, an engine chosen for its combination of power and economy. The standard three-speed SelectShift automatic transmission with locking torque converter accelerates evenly for optimal mileage, thus gratifying one's sense of fiscal responsibility.

MID-SIZE RIDE. PERFORMANCE FEEL

Choice of suspension components was critical, because Cougar must display the stability of a mid-size car, with a corresponding isolation from road harshness, as well as agility and tight cornering.

To meet these objectives, Cougar features MacPherson-type strut front suspension and four-bar link coil spring rear suspension, with Nitro-cushion front struts and rear shocks, to reduce "suspension topping" on rough roads. Variable ratio power rack-and-pinion steering and a dual braking system, with power front discs and rear drums, are also standard. The result is a ride distinguished by its feel—firm, but not hard, and comfortable without being slack.

LUXURIOUS BY DESIGN

The Cougar LS interior reveals a similar attention to detail, and the conviction that driver satisfaction results from logical placement of controls and comfortable seating.

Standard luxury cloth Contour Sport seats, luxury door and quarter trim panels, and plush 24-ounce carpeting contribute to riding comfort and quiet. Tinted glass, a visor vanity mirror and power windows are also standard. If digital readouts are preferred over analog, an optional

Electronic Instrument Cluster is available, with a digital speedometer, graphic display fuel gauge and an electronic digital clock, for a distinctive, high-technology look.

Those who drive Cougar LS and find it pleasing to the eye, quiet to ride in and responsive to the touch, may also find that their common sense, being satisfied, suggests that they buy it.

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

Cougar LS shown in Black.
LS interior shown in Canyon Red.
Options shown are listed on page 15.





**1984 Mercury Cougar,
a high-yield asset.**

Careful design, engineering and craftsmanship make a car worth owning. With such attributes, a car becomes a purchase to be proud of, one that pays off in driving and riding pleasure.

In designing the 1984 Cougar, Mercury sought to make it an even more pleasurable experience than its predecessor.

AN IMPROVED POWER TRAIN

Cougar engineers began with the powerplant. The standard engine, the 3.8 liter V-6, now features Electronic Fuel Injection for easier starting and smoother operation.

The rear axle ratio was revised from 2:47 to 2:73, for more responsive highway driving. Checking Cougar's engine during routine maintenance is now easier, thanks to a spring-assisted hood.

Inside, there is an A-frame steering wheel with center horn control and the instrument panel now features a "Check Oil" light actuated by a low oil level. The instrument panel upper pad and finish panel colors have been darkened on Cougars with light interiors, to reduce windshield reflectivity. Small touches, perhaps, suggesting that not much needed improving.

The 1984 Cougar retains its tested-and-proven list of functional features: MacPherson strut front suspension with stabilizer bar and four-bar link coil spring rear suspension. Nitra-cushion front struts and rear shock absorbers, for a consistent ride and less harshness. Power front disc and rear drum brakes, for quick, sure stops. And variable ratio power rack-and-pinion steering, for precise handling.

ATTENTION TO INTERIOR DETAIL

Inside Cougar, there are individual Contour Sport seats with cloth trim and dual recliners, for a comfortable ride. A full center console with conveniently located controls. And an AM radio with dual instrument panel speakers (may be deleted for credit).

Options add to Cougar's appeal, with items such as the Trip-minder® computer — issuing data on

instantaneous and average fuel economy, average speed, elapsed time and fuel used. (This option requires air conditioning.) Five sound system choices. A power antenna. Dual power remote-control mirrors. And a Diagnostic Warning Light system, to inform the driver if the brakelamps, low beam lights or tail-lamps fail, if washer fluid or oil levels are low; or if a door is ajar.

Whether or not options are added, Cougar is rich in the qualities

that make a car an intelligent purchase: careful design and construction, and thoughtful appointments. The fact that the Cougar also has a distinctive style and grace is a dividend, one to enjoy for years to come.

Cougar shown in Light Academy Blue Metallic.
Options shown are listed on page 15.



Cougar, designed to be driven with confidence.



The quest for aerodynamic excellence determined the Cougar's bold styling. While other designers followed the trend of box-like exteriors, Cougar stylists were side-by-side with aerodynamic engineers, refining Cougar's fluid form in the wind tunnel.

THE IMPORTANCE OF AERODYNAMICS

It cannot be overstated. A car's shape influences many aspects of its performance on the road. In general, every 10% improvement in aerodynamic efficiency nets an approximate 2% gain in fuel economy at highway speeds. For Cougar, this means that its slick outer skin allows greater efficiency from any of its engine/transmission combinations than would have been possible with a less aerodynamically efficient design.

The benefits of proper aerodynamics mean much more than fuel efficiency. Aerodynamic design can improve handling and stability by decreasing the lift acting on the vehicle.

Looking at the Cougar's profile, one notices how its front is sloped to direct air flow up over the hood and the sharply angled windshield. A molded valance panel below the front bumper channels air away from the underbody, to reduce lift at highway speeds. Together, these design elements increase tire contact, resulting in improved road traction.

Aerodynamics also makes Cougar quieter inside by reducing the exterior factors that can cause wind noise. Cougar features aircraft-inspired doors which recess into the roof line to decrease turbulence. Finally, aerodynamics help cool the engine more effectively, by guiding air through the radiator and engine

POWER TRAIN COMBINATIONS		REAR AXLE RATIO		
ENGINE	TRANSMISSION	49-STATES	HIGH ALTITUDE	CALIF.
3.8L EFI V-6 (STD.)	3-speed SelectShift Automatic with lock up torque converter (STD.)	2.73(a)	NA	2.73(a)
2.3L EFI Turbo I-4 (XR-7 Only)	3-speed SelectShift Automatic (STD.)	3.45(b)	3.45(b)	3.45(b)
2.3L EFI Turbo I-4 (XR-7 Only)	Manual 5-speed Overdrive (OPT.)	3.45(b)	3.45(b)	3.45(b)
5.0L OPT. EFI V-8	Automatic Overdrive (OPT.)	3.08(a)	3.08(a)	3.08(a)

(a) Available with optional Traction-Lok axle (b) Includes Traction-Lok axle as standard (c) Optionally available with 3.45 Traction-Lok axle

compartment.

Another important design note is that Cougar provides 5-mph bumpers, front and rear. These help protect the lamps, cooling system and exhaust components, and help reduce the repair cost of slow-speed impacts.

ENGINES

Much of Cougar's sophistication lies under the hood, in one of three available engines, all with Electronic Fuel Injection (EFI) and Electronic Engine Controls (EEC-IV)* standard. A 3.8 liter V-6 is standard, with a potent 5.0 liter V-8 offered as an option for those who prefer a larger displacement engine. The turbocharged 2.3 liter overhead cam four-cylinder engine is standard on the new XR-7.

The 2.3 liter turbo engine was developed specifically for the enthusiast who appreciates technical refinement. Far from being a "bolt on" option, the XR-7 turbocharger is an integral part of the 2.3 liter engine. Positioned upstream from the fuel injectors and throttle plate, the turbocharger uses exhaust gas to drive a compressor that can provide up to 10 psi of boost under high-speed/high-load conditions. The result is

a 60% increase in horsepower when you need it.

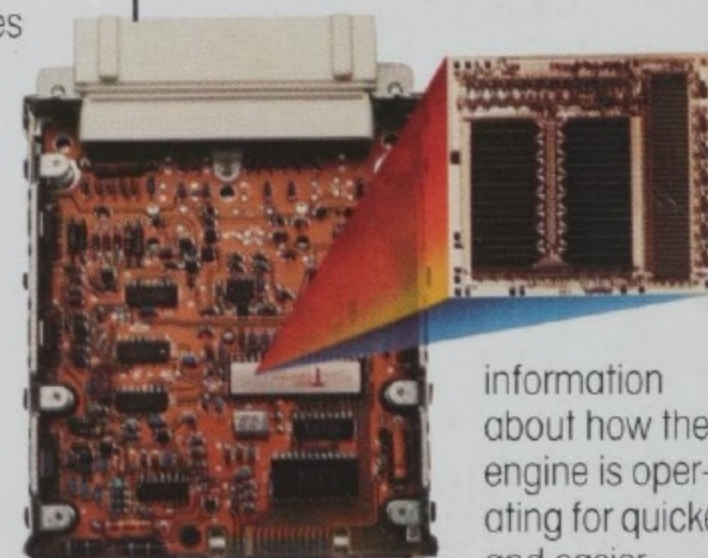
Fuel economy at moderate speeds is minimally affected. The fuel injectors introduce fuel downstream of the compressor, resulting in reduced fuel delivery time; the "blow-through" design provides almost immediate response to accelerator pedal movement, and minimizes the "turbo lag" that characterizes less advanced turbo designs.

Multi-port Electronic Fuel Injection delivers the precise amount of fuel to each cylinder. The XR-7's turbocharged engine also features high-temperature alloy intake and exhaust valves, forged aluminum pistons, a light-weight flywheel and a heavy-duty clutch.

A four-speed Automatic Overdrive Transmission is standard with the 5.0 liter V-8. This transmission has a fourth overdrive gear that reduces engine speed by 33% to improve highway fuel economy** and reduce engine noise. In fourth gear, fuel economy is further enhanced by completely eliminating torque con-

verter slippage. This is accomplished by use of a mechanical by-pass which also transmits 60% of the power in third gear.

All three Cougar engines feature Ford Motor Company's sophisticated Electronic Engine Control system (EEC-IV), shown below with a view of its semi-conductor chip; it senses when the engine is operating rich or lean, then orders the fuel injection system to modify the fuel/air ratio to increase combustion efficiency, thus providing better starting, driveability and performance. EEC-IV even compensates for the octane rating of the fuel being used. And it features an electronic diary that continuously records

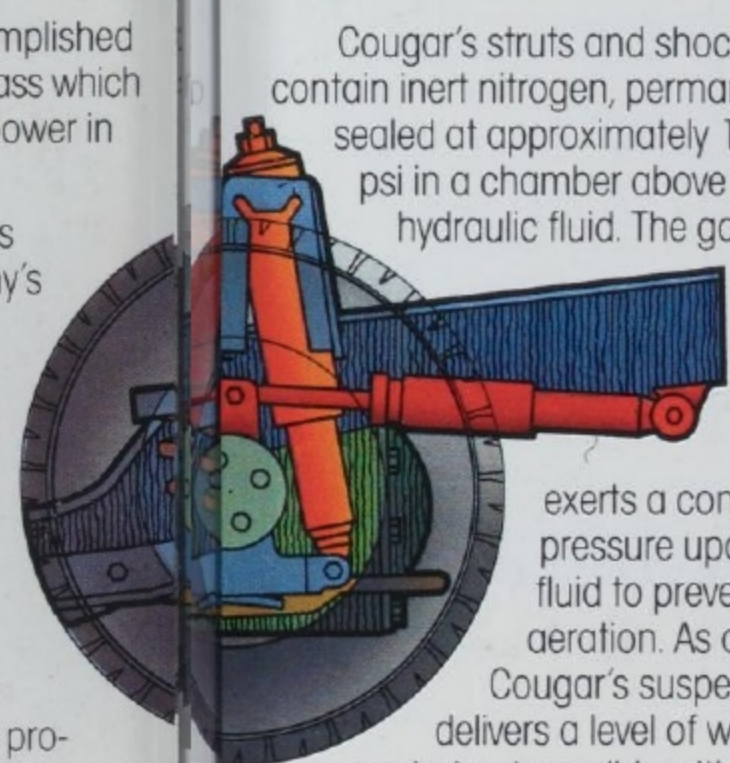


information about how the engine is operating for quicker and easier

diagnosis at service intervals.

NITRA-CUSHION TECHNOLOGY

Cougar's refinement extends to its nitrogen-pressurized front struts and rear shock absorbers. Conventional shocks and struts rely on hydraulic fluid to maintain damping characteristics. During prolonged use, such as driving over a badly rutted road, the rapid action of hydraulic units can cause the fluid to aerate and lose its damping properties.



Cougar's struts and shocks contain inert nitrogen, permanently sealed at approximately 100 psi in a chamber above the hydraulic fluid. The gas

exerts a constant pressure upon the fluid to prevent aeration. As a result, Cougar's suspension delivers a level of wheel control not possible with conventional struts and shocks.

XR-7 features two shock absorbers and two hydraulic axle dampers in its rear suspension. The shock absorbers are positioned vertically at each wheel to control up-and-down movement.

The two smaller axle dampers are mounted horizontally between the rear axle and rear rail of the underbody. These axle dampers help maintain rear-axle stability during cornering, acceleration and transitional maneuvers.

OPERATING SAFETY

Cougar provides the driver with the equipment to help him or her take a commanding role in operating safety — that which relies upon driver action to avoid an accident.

Cougar features standard power rack-and-pinion steering for maneuvering in difficult situations. Rack-and-pinion, with its sensitive road feel, provides control directly in response to driver commands.

A front stabilizer bar is also standard, to help counteract the large lateral forces that can be generated



if sudden turns should be necessary. The front brakes provide most of the actual braking in an emergency situation on dry pavement, due to "weight transference" to the front of the vehicle. So Cougar has responsive power-assisted disc brakes in front and drum brakes in the rear, to contribute to proportioned braking application.

OCCUPANT PROTECTION

Cougar is engineered to meet or exceed all applicable federal regulations regarding vehicle safety.

For example, the front and hood area of the Cougar are designed to crush progressively upon impact. This absorbs some of the energy and can result in reducing the force that otherwise would be transmitted to the occupants.

Cougar's design also helps provide protection during side and rear impacts, as well as rollovers. The roof structure is designed to support more than 1½ times the total vehicle weight; and doors are equipped with inner guard beams which are



designed to withstand a 7,000-pound push test. The rear of Cougar is designed to crush progressively upon impact.

The inside of Cougar has been designed to help minimize injuries during a crash. Edges and protrusions have been contoured protectively wherever possible, and the instrument panel, armrests, door panels, and sun visors padded to help cushion impact. And, of course, seat belts are installed for each passenger.

Occupant protection is not limited to adults, however. Several recent studies have shown that the proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal requirements. Both are easy to install and use the seat belts already in Cougar. Mercury strongly recommends regular use of both child restraints and seat belts, whether driving around the block or across the country.



1984 Mercury Cougar. Styling and engineering make it a car that can be driven with confidence.

*Available later this model year in California. **See page 6 for EPA mileage statement.

Standard Features

SELECTED COUGAR STANDARD FUNCTIONAL FEATURES

- 3.8 liter V-6 engine with Electronic Fuel Injection (EFI)
- Automatic three-speed SelectShift transmission with locking torque convertor
- Variable ratio power rack-and-pinion steering
- Power front disc/rear drum brakes with audible wear sensors (sensors on front brakes only)
- Dual braking system with brake failure warning light
- MacPherson strut front suspension with stabilizer bar
- Four-bar link coil spring rear suspension with Nitro-cushion front struts and rear shock absorbers
- Dual fluidic windshield washer system
- Dual rectangular halogen headlamps
- 21-gallon fuel tank
- P195/75R14 WSW low rolling resistance steel-belted radial tires with all-season tread

SELECTED STANDARD INTERIOR FEATURES

- Individual Contour Sport seats in cloth trim with dual recliners and inertia seatback release
- Full console
- Analog clock
- AM radio with dual instrument panel speakers (may be deleted for credit)
- Color-keyed seat belts with tension reliever
- A-frame steering wheel with center hub horn control
- Steering column-mounted controls for wiper/washer, high/low headlamp beam, and turn signal
- Full, soft door trim panels with door pull straps, door map pockets and carpeted lower portion
- 16-ounce floor carpeting
- Luggage compartment light

SELECTED STANDARD EXTERIOR FEATURES

- Vertical bar grille with bright molding
- Bodyside accent stripes
- Bright accent moldings
- Left-hand remote-control mirror (bright)
- Lower bodyside molding with black vinyl insert
- Deluxe wheel covers

COUGAR LS

- Includes all standard Cougar features, plus the following selected additions and/or differences:
- Luxury cloth Contour Sport seats in unique sew style
 - Luxury door and quarter trim panels
 - 24-ounce carpeting
 - Tinted glass
 - Power windows
 - Passenger-side visor vanity mirror
 - Dark Elm burl woodtone instrument panel appliqué
 - Dual power remote-control mirrors
 - Hood accent stripes
 - Carpeted luggage compartment trim
 - Luxury wheel covers

COUGAR XR-7

- Includes all standard Cougar features, plus the following selected additions and/or differences:
- 2.3 liter EFI turbocharged engine
 - Automatic three-speed SelectShift transmission
 - Handling suspension
 - Polycast road wheels with P205/70HR14 black sidewall tires
 - Power rack-and-pinion steering with 15:1 non-variable ratio for increased power steering effort and road feel
 - Tachometer with boost and over-boost lights in instrument panel
 - Black leather-wrapped four-spoke Sport steering wheel
 - Functional Sport seats in Oxford Gray cloth with special sew style
 - Door trim panels with Oxford Gray cloth inserts
 - Charcoal floor console with Oxford Gray armrest pad cover
 - Luxury 16-ounce Charcoal carpeting
 - Rear compartment courtesy lights
 - Tinted glass
 - Power windows
 - Dual electric remote-control mirrors
 - Luxury luggage compartment trim
 - Oxford Gray tri-band lower tape stripe
 - 18-gallon fuel tank capacity

SPECIFICATIONS

Wheelbase	104.0"
Turning diameter	39.4'
Overall length	197.6"
Overall height	53.4"
Overall width	71.1"
Tread - front	58.1"
- rear	58.5"
Headroom - front	37.8"
- rear	37.4"
Legroom - front (max.)	42.0"
- rear (min.)	34.3"
Shoulder room - front	56.3"
- rear	55.2"
Hiproom - front	55.8"
- rear	49.5"
Luggage capacity (cu. ft.)	14.6
Fuel tank capacity (gals.)	21.0*
Curb weight (lbs.)	3,065
	3,053 (XR-7)

*18-gallon on XR-7

Options

	Cougar	Cougar LS	Cougar XR-7
Air conditioning, manual temperature control	OPT	OPT	OPT
Air conditioning, automatic temperature control	OPT	OPT	OPT
Anti-Theft System	OPT	OPT	OPT
Auto-lamp, on/off/delay system	OPT	OPT	OPT
Axle, traction-loc	OPT	OPT	STD
Battery, heavy-duty	OPT	OPT	STD
Bracket, front license plate	OPT	OPT	OPT
Clock, electronic digital	OPT	OPT	OPT
Coach lamps - electroluminescent	OPT	STD	NA
Cornering lamps, front	OPT	OPT	OPT
Defroster - electric rear window	OPT	OPT	OPT
Glass, tinted	OPT	STD	STD
Illuminated Entry System	OPT	OPT	OPT
Locking fuel filler door	OPT	OPT	OPT
Mats - front floor carpet	OPT	OPT	OPT
Mirror - dual illuminated visor vanity	OPT	OPT	OPT
Mirrors - dual power remote-control	OPT	STD	STD
Mirror - automatic dim day/night	OPT	OPT	OPT
Molding - bright rocker	OPT	STD	NA
Paint - clearcoat metallic	OPT	OPT	STD*
Parking brake release - automatic	OPT	OPT	OPT
POWER			
Power antenna	OPT	OPT	OPT
Power seat - 6-way, driver	OPT	OPT	OPT
Power side windows*	OPT	STD	STD
Power seat - dual 6-way power	OPT	OPT	OPT
RADIOS			
AM/FM stereo	OPT	OPT	OPT
AM/FM stereo with cassette tape player	OPT	OPT	OPT
Electronic AM/FM stereo search	OPT	OPT	OPT
Electronic AM/FM stereo search with cassette tape player	OPT	OPT	OPT
Premium Sound System	OPT	OPT	OPT
Protection, lower bodyside	OPT	OPT	OPT
Roof, half-vinyl	OPT	OPT	NA
Roof, flip-up open air	OPT	OPT	OPT
Seats, functional Sport (driver and passenger)	OPT	OPT	STD
Speed control, fingertip	OPT	OPT	OPT
Steering wheel - leather-wrapped (requires speed control except on XR-7)	OPT	OPT	STD
Steering wheel - tilt	OPT	OPT	OPT
Stripes - hood accent	OPT	STD	OPT
Tripfinder* computer	OPT	OPT	NA
Vent windows - pivoting* (requires tinted glass and dual power remote-control mirrors)	OPT	OPT	OPT
Windshield wipers - interval	OPT	OPT	OPT

OPTIONS CONTINUED

RADIAL TIRES/WHEELS

	Cougar	Cougar LS	Cougar XR-7
P195/75R14 BSW	OPT	OPT	NA
P205/70HR14 BSW	OPT	OPT	STD
P205/70R14 BSW Radial*	OPT	OPT	NA
P205/70R14 WSW Radial	OPT	OPT	NA
220/55R390 BSW Radial	OPT	OPT	NA
P195/75R14 W/WSW Puncture-Sealant	OPT	OPT	NA
Wheel Covers - Luxury	OPT	STD	NA
Wheel Covers - Wire-styled Locking (N/A with TR Tires, and Aluminum Wheels or Polycast Wheels)	OPT	OPT	NA
TR Type Aluminum Wheels	OPT	OPT	OPT

OPTIONAL PACKAGES

DIAGNOSTIC WARNING LIGHT SYSTEM - Includes warning lights for the following: Check oil, low fuel, low washer fluid, low beam out, taillamps out, door ajar, and brake lamp out	OPT	OPT	OPT
ELECTRONIC INSTRUMENT CLUSTER - Includes digital speedometer, graphic display fuel gauge, electronic digital clock and unique cluster trim cover	OPT	OPT	NA
LUXURY CARPET - Includes 16-oz floor carpet and luxury luggage compartment trim, spare tire cover carpet	OPT	STD	STD
LIGHT GROUP - Includes engine compartment light, dual beam dome/map light, instrument panel courtesy lights	OPT	OPT	OPT
POWER LOCK GROUP - Includes power door locks and decklid release	OPT	OPT	OPT
HEAVY-DUTY SUSPENSION - Includes heavy-duty shocks, rear springs and rear stabilizer bar	OPT	OPT	NA
KEYLESS ENTRY SYSTEM - Includes Illuminated Entry System. Requires Power Lock Group	OPT	OPT	OPT
TRAVELER'S ASSISTANCE KIT - Includes disposable flashlight, coated gloves, screwdriver handle with four bits, light bulbs, fuses, pliers, and a vinyl pouch to contain above items. Also includes one triangular emergency plastic reflector, jumper cables and a first aid kit	OPT	OPT	OPT

BSW=Black Sidewalls; WSW=White Sidewalls; W/WSW=Wide White Sidewall.
STD=Standard; OPT=Optional; NA=Not Available.

*Selection of this equipment may result in the deletion of certain standard equipment, or the addition or deletion of certain options. Please consult your Mercury Dealer for details.

Selected Options

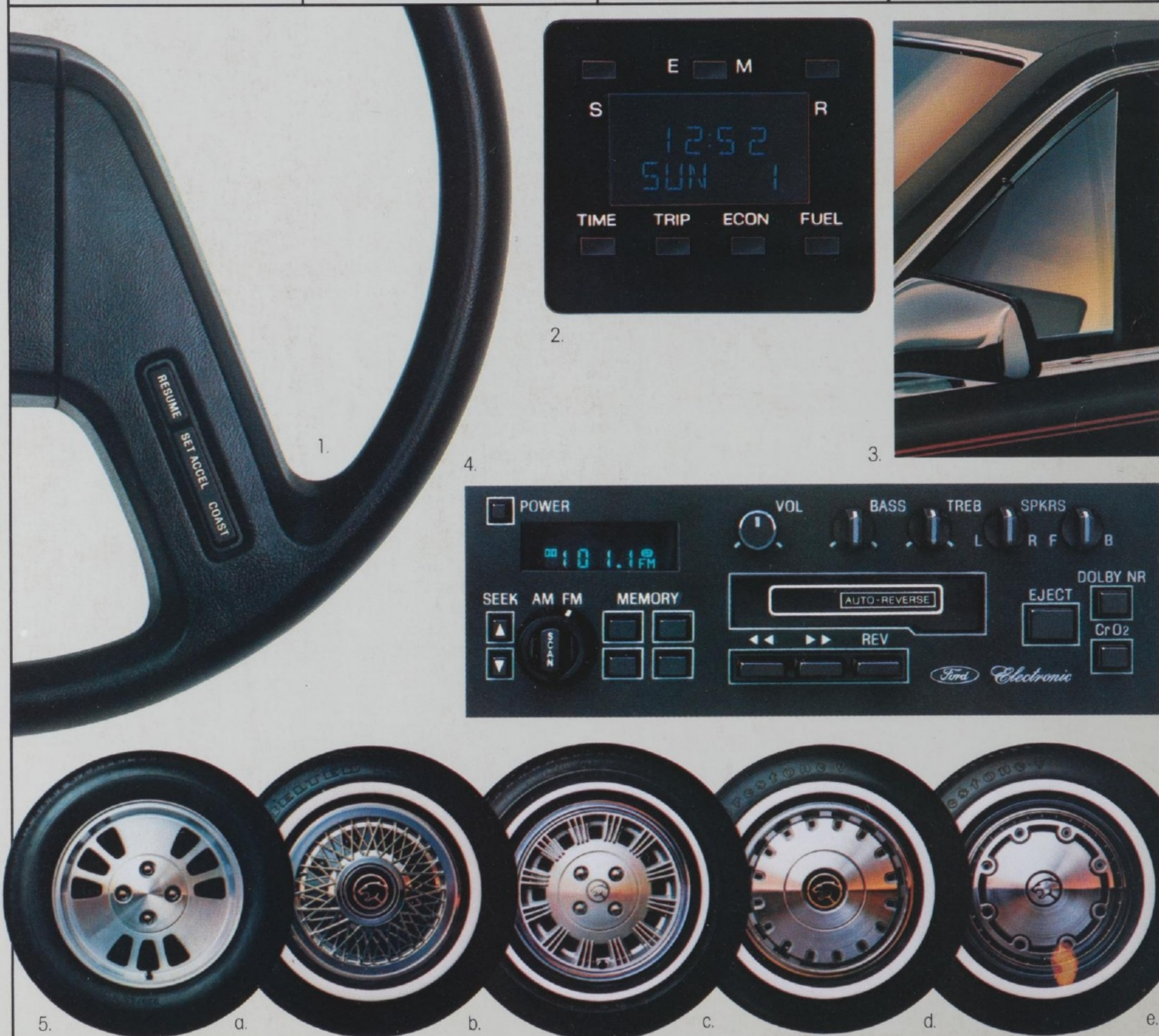
1. FINGERTIP SPEED CONTROL.
Lessens fatigue on long trips. Includes "resume" feature to return vehicle to speed set prior to braking.

2. TRIPMINDER® COMPUTER.
At your fingertips, data on the time, day, and date; also trip odometer, trip average speed, instantaneous fuel economy; trip average fuel economy data; and fuel used.

3. PIVOTING FRONT VENT WINDOWS.
This comfort feature allows control of the direction and velocity of air flow for added interior ventilation. Option requires dual power remote-control mirrors.

4. ELECTRONIC AM/FM STEREO SEARCH RADIO WITH CASSETTE.
This sound system searches the airwaves for music or information and plays your favorite cassettes. System includes dual instrument panel and dual rear speakers. Sound quality is even more impressive with addition of the optional Premium Sound System.

5. WHEELS/WHEEL COVERS.
a. TR Type Aluminum Wheels;
b. Locking Wire-styled Wheel Covers;
c. Polycast Road Wheels (Standard on XR-7);
d. Luxury Wheel Covers (Standard on Cougar LS);
e. Deluxe Wheel Covers (Standard on Cougar).



EXTERIOR COLORS (Base and LS)

Black
Light Canyon Red
Light Wheat
Midnight Canyon Red
Oxford White
Wheat

OPTIONAL GLAMOUR CLEARCOAT METALLIC COLORS (Base and LS)

Light Academy Blue
Dark Academy Blue
Dark Charcoal
Pastel Desert Tan
Medium Red
Silver
Walnut

XR-7 EXTERIOR COLORS AND LOWER BODY ACCENT (upper/lower)

Black/Silver Metallic
Dark Charcoal Metallic/Silver Metallic
Oxford White/Silver Metallic
Silver Metallic/Dark Charcoal Metallic

INTERIOR TRIM COLORS

Colors for standard cloth and optional vinyl individual seats on base Cougar are: Academy Blue, Canyon Red, Charcoal, Desert Tan, Oxford Gray, and Wheat. Color for standard cloth-and-vinyl individual seats on LS are same as above, with the omission of Oxford Gray. XR-7 standard cloth-and-vinyl functional Sport seat color is Oxford Gray. Optional leather functional Sport seat color is Charcoal.

See your Lincoln-Mercury Dealer for color choices on other optional seats.

Motorcraft QUALITY REPLACEMENT PARTS FROM FORD

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

MAINTENANCE SCHEDULE

The Ford Motor Company wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. Important strides are being made in this direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1984, Cougar oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 52,500 miles or three years between engine coolant replacements.* The Company is proud of these improvements, and is working constantly to make them even better.



EXTENDED SERVICE PLAN

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



LIFETIME SERVICE GUARANTEE

Participating Lincoln-Mercury Dealers are now offering the Lifetime Service Guarantee, which guarantees their work on Mercury Cougar 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. Even if the car is kept a lifetime. It doesn't matter where it was purchased, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. See your participating Lincoln-Mercury Dealer for details.

FORD-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. Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Mercury Cougar.

To get copies of any adjustment program for your Cougar or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. In Alaska and 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 and address, year, make, and model vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

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 the Ford Motor Company or your Lincoln-Mercury Dealer for any such TSBs and explanations relating to your Mercury Cougar.

To get copies of these Technical Service Bulletins and explanations for your Cougar or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673. In Alaska and 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 and address, year, make, model, and vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

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

*Refer to owner's manual for specific service requirements related to turbocharged engine and severe service applications.

Get it together—buckle up.

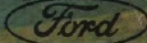
Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation.

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.



MERCURY COUGAR

LINCOLN-MERCURY DIVISION 

LITHO IN U.S.A. (800M) 8-83 FORM NO. P244