
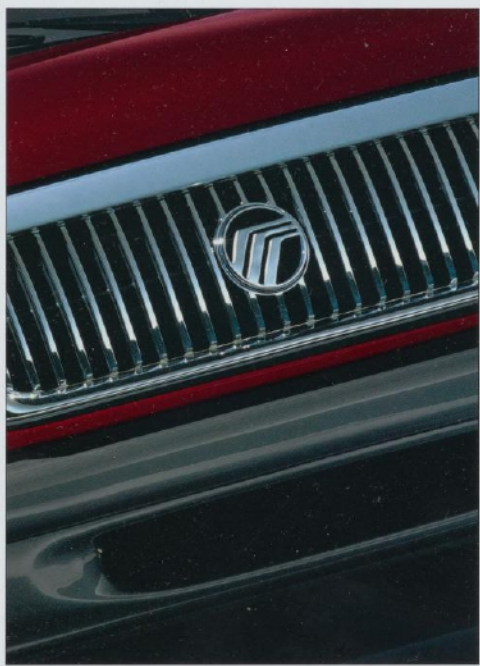


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M e r c u r y 

MOUNTAINEER





IMAGINE A SPORT UTILITY VEHICLE THAT TAKES YOU ALMOST ANYWHERE IN A WHOLE NEW WAY. COMFORTABLY.

Now you can go almost anywhere with confidence—and get there in comfort—with the new 1997 Mercury Mountaineer. This distinctive sport utility vehicle combines all-weather authority with a notably smooth ride and rich array of standard appointments. You'll enjoy the responsive power of a standard V-8 engine. The traction and control of available full-time all-wheel drive. The relaxing spaciousness of one of the roomiest interiors in its class. And an abundance of thoughtful touches designed to make every journey a comfortable one. So sit back and relax. In any weather. On any surface. With the new 1997 Mercury Mountaineer.



Interior shown with optional Graphite leather seating surfaces.

OUTSTANDING COMFORT

Mountaineer offers you a high level of comfort and it's only a small step away. With its low ground clearance and optional

running boards, Mountaineer features a refreshingly easy step-in height. Once inside, you'll enjoy the relaxing support

of premium cloth seats and the stretch-out roominess of one of the largest interiors in its class.



V-8 POWER

When you slip behind the wheel of a Mountaineer, you're driving the most powerful vehicle in its class with a standard V-8 engine. This 5.0-liter,

sequential electronically fuel-injected V-8 generates an impressive 210 horsepower for responsive performance and outstanding towing and climbing power. Mountaineer also features one of the largest towing

capacities in its class—up to 6,700 pounds on the 4x2 model—making it an exceptional choice for families with boats or campers.

SMOOTH, CONFIDENT RIDE

Thanks to Mercury Mountaineer, the open road, the back road and the road right in front of your home just got a lot

more comfortable. Its fully independent front short- and long-arm (SLA) suspension combines with power rack-and-pinion steering to offer you a remarkably smooth ride, responsive handling, and reassuring road feel.

Mountaineer also features EEC-V electronic engine control for optimal operation.



EXTENSIVE CARGO SPACE

Looking for more room? Look no further. Mountaineer is loaded. In fact, Mountaineer boasts more cargo space than

Jeep® Grand Cherokee, Oldsmobile Bravada, GMC Jimmy, and Chevy Blazer. What's more, handy 60/40 split-fold rear seats fold flat to provide you with a cargo-swallowing 81.6 cubic feet of total space.

ALL-WHEEL DRIVE ALL THE TIME

You don't have to have a passion for the off-road to have a passion for secure traction and solid ride control. Mercury Mountaineer

delivers on both accounts. Its available full-time all-wheel drive automatically delivers torque to the axle with the most traction—giving you surefooted performance in almost any weather condition. In addition, its 111.5"

wheelbase offers a confident ride, and its elevated cabin furnishes you with a commanding view of the road.



ALL-ENCOMPASSING SAFETY

Mountaineer sees to your safety with a full range of preventive and protective features. These include 4-wheel disc anti-lock

brakes (ABS) that help you maintain control when braking on most slippery surfaces or loose terrain. Dual air bags that offer added protection when height-adjustable front shoulder safety belts are properly worn. (Always

wear your safety belt.) And child-proof locks that help protect young children from opening rear doors from inside. Plus, an integrated child safety seat is available with optional leather seating surfaces.

MERCURY COMMITMENTSM

Every 1997 Mountaineer is covered by the Mercury Commitment—an owner benefits program that helps to ensure your

driving needs always receive immediate attention. It provides 24-hour roadside assistance during the warranty period (for towing, fuel delivery, jump-starts, tire changing and lock-out assistance), a 3-year/36,000-mile

bumper to bumper limited warranty, a 5-year corrosion protection limited warranty, and toll-free access to the Customer Assistance Center. See your dealer for details and a copy of the limited warranties.



STANDARD FEATURES

- 5.0-liter SEFI V-8 engine
- 100,000-mile tune-up interval*
- Four-speed electronic automatic overdrive transmission with overdrive lockout
- Dual air bags (SRS)
- Four-wheel disc anti-lock brakes (ABS)

- AM/FM stereo with full-logic cassette deck
- CFC-free air-conditioning
- Fog lamps
- Speed-sensitive intermittent wipers
- Rear window intermittent wiper/washer/defroster
- Power locks and windows with driver's side "one-touch down" feature

*Under normal driving conditions with routine fluid/filter changes.

O P T I O N S A N D S P E C I F I C A T I O N S

While equipped with many standard features, Mercury Mountaineer offers a number of available options to meet specific driving needs and personal preferences. Here are just a few:

- Full-time all-wheel drive (AWD)
- Running boards
- Luggage rack
- Auto-dimming rearview mirror (includes automatic on/off headlamps)
- Power moonroof with shade
- Integrated rear child safety seat with easy-to-clean leather seating surfaces
- Console-mounted 6-disc CD changer
- JBL Audio System with full-logic cassette deck, Digital Signal Processing (DSP), and digital clock

Preferred Equipment Packages

To make ordering easy, we've grouped certain popular options into Preferred Equipment Packages. These convenient option packages allow you to tailor Mountaineer to your exact specifications. Here's one you could choose:

Mountaineer with Preferred Equipment Package 655A

- Power 6-way sport front bucket seats with cloth or leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints
- Electronics Group (includes two remote hand-held transmitters, driver's side exterior keypad, anti-theft alarm, autolock/relock, and requires power 6-way seats)
- High series floor console (includes rear heater and audio controls, auxiliary 12-volt power outlet)
- Retractable cargo cover
- Overhead storage console (includes digital compass, outside temperature display, front and rear map lights, storage compartment)

Dimensions (in inches)

Wheelbase	111.5
Overall length	188.5
Overall height	67.5
Overall width	70.2
Front track	58.8
Rear track	58.5
Axle clearance	6.7
Headroom (front/rear)	39.9/39.3
Legroom (front/rear)	42.4/37.7
Shoulder room (front/rear)	57.1/57.0
Hiproom (front/rear)	51.9/51.7

To learn more about Mercury Mountaineer, visit Mercury's World Wide Web site at <http://www.Mercuryvehicles.com>.

Capacities

Cargo volume (rear seat up)	42.6 cu. ft.
Cargo volume (rear seat down)	81.6 cu. ft.

Standard Engine

Type	V-8
Displacement	5.0-liters (302 cu. in.)
Horsepower	210 @ 4600 rpm
Torque	275 lb.-ft. @ 3200 rpm
Induction system	Sequential multi-port electronic fuel injection (SEFI) with EEC-V computer
Fuel capacity	21.0 gal.
Spark plugs	Platinum-tipped
Scheduled tune-up interval	100,000 miles

Transmission

4-speed electronic automatic overdrive with full lockup capability in fourth gear with overdrive lockout

Chassis

Drivetrain	4x2 or full-time all-wheel drive (AWD)
Frame	Ladder-type, single channel with six crossmembers

Brakes

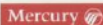
Power-assisted 4-wheel disc with 4-wheel anti-lock brake system (ABS)

Suspension

FRONT: Independent short- and long-arm (SLA), computer-selected torsion bar, nitrogen gas-pressurized shock absorbers, stabilizer bar
 REAR: Semi-floating type rear axle with standard limited-slip 3.73 rear axle ratio, 2-stage variable-rate computer-selected leaf springs, nitrogen gas-pressurized shock absorbers, stabilizer bar
 Alternator

Steering

Power-assisted rack-and-pinion with 17.0:1 ratio. Curb-to-curb turning diameter, 37.3 ft.



THE INFORMATION IN THIS BROCHURE WAS CORRECT AT TIME OF PRINTING.
 YOUR MERCURY DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE AND ADDITIONAL INFORMATION.