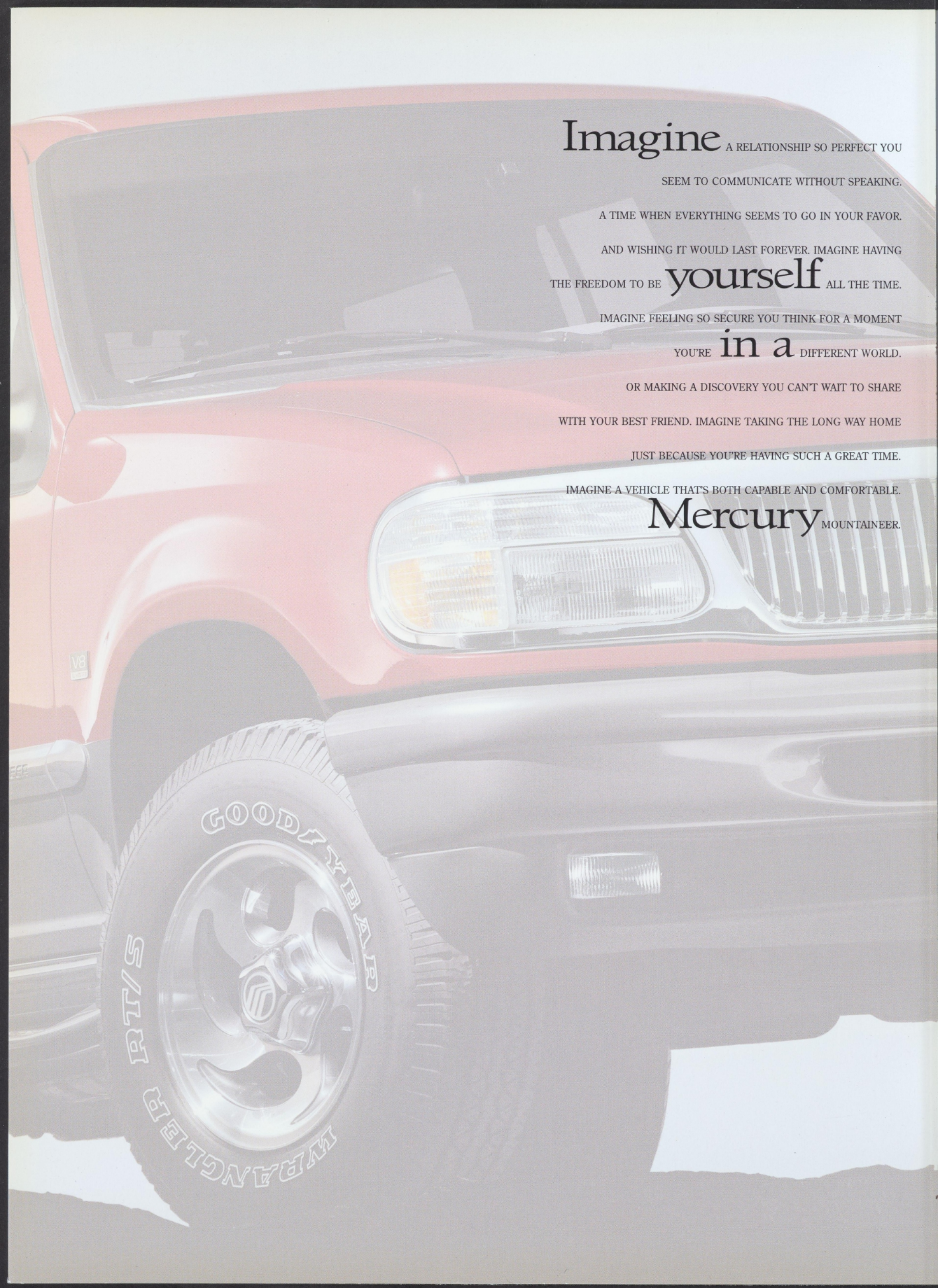


 Imagine yourself in a Mercury

1 9 9 7 M O U N T A I N E E R





A red Mercury Mountaineer SUV is shown from a front-three-quarter view. The vehicle is parked on a light-colored surface. The front headlight, grille, and front wheel are visible. The text is overlaid on the right side of the image.

Imagine A RELATIONSHIP SO PERFECT YOU

SEEM TO COMMUNICATE WITHOUT SPEAKING.

A TIME WHEN EVERYTHING SEEMS TO GO IN YOUR FAVOR.

AND WISHING IT WOULD LAST FOREVER. IMAGINE HAVING  
THE FREEDOM TO BE **yourself** ALL THE TIME.

IMAGINE FEELING SO SECURE YOU THINK FOR A MOMENT

YOU'RE **in a** DIFFERENT WORLD.

OR MAKING A DISCOVERY YOU CAN'T WAIT TO SHARE

WITH YOUR BEST FRIEND. IMAGINE TAKING THE LONG WAY HOME

JUST BECAUSE YOU'RE HAVING SUCH A GREAT TIME.

IMAGINE A VEHICLE THAT'S BOTH CAPABLE AND COMFORTABLE.

**Mercury** MOUNTAINEER.





Mountaineer shown in Electric Current Red Clearcoat Metallic. Some features shown may be optional. See specification pages for feature availability.



# Practically a

THE 1997 MERCURY MOUNTAINEER IS A VEHICLE DESIGNED TO DELIVER AN OVERWHELMING LEVEL OF COMFORT. SINCE IT'S A MERCURY, IT PROVIDES YOU WITH GENEROUS INTERIOR

# mountain of

ROOM, A SMOOTH AND CONTROLLED RIDE, AND ABOVE ALL, AN ABUNDANCE OF AMENITIES THAT ADD TO YOUR OVERALL COMFORT. IT'S COMFORTING TO KNOW THAT WITH AVAILABLE

# comfortable

ALL-WHEEL DRIVE YOU CAN GET WHEREVER YOU'RE GOING, EVEN WHEN THE WEATHER TAKES A TURN FOR THE WORSE. MOUNTAINEER ALSO HAS THE MOST POWERFUL STANDARD

# features.

V-8 ENGINE OF ANY SPORT UTILITY VEHICLE IN ITS CLASS. THAT'S THE KIND OF POWER THAT'LL COMFORT YOU, ESPECIALLY IN THE PASSING LANE.



To make your Mountaineer more comfortable, soft, luxurious leather seating surfaces are available. This is something you'll appreciate, especially on long journeys.

SIT BACK AND RELAX. ALTHOUGH THIS IS A VEHICLE RUGGED ENOUGH TO INSPIRE CONFIDENCE, IT HAS A REMARKABLY EVEN RIDE AND RESPONSIVE HANDLING. THIS IS DUE TO AN INDEPENDENT FRONT SUSPENSION SYSTEM, POWER RACK-AND-PINION STEERING, AND A SMOOTH FOUR-SPEED ELECTRONIC AUTOMATIC OVERDRIVE

TRANSMISSION. BEYOND

THE REASSURING ROAD FEEL, MOUNTAINEER HAS QUITE A FEW

OTHER IMPRESSIVE ATTRIBUTES. THE

SEATS, FOR EXAMPLE,

ARE DESIGNED FOR MAXIMUM

COMFORT, EVEN ON LONG TRIPS. THE ERGONOMICALLY STYLED INSTRUMENT PANEL PUTS CONTROLS AT YOUR FINGERTIPS. TEST DRIVE MOUNTAINEER AND YOU'LL SEE THIS IS NO ORDINARY SPORT UTILITY VEHICLE.

A cargo cover pulls out to keep luggage safely out of sight.



IF YOU'RE IN SEARCH OF ROOM, WELCOME ABOARD! WHETHER YOU'RE TRANSPORTING PEOPLE OR PLYWOOD, OR BOTH, THIS IS A VEHICLE THAT CAN HANDLE IT ALL. IT HAS A VERY ACCOMMODATING REAR SEATING AREA. WITH THE STANDARD 60/40 SPLIT-FOLD REAR SEATBACKS FOLDED DOWN, IT OFFERS ONE OF THE LARGEST CARGO AREAS OF ANY VEHICLE IN ITS CLASS. A TWO-WAY LIFTGATE ALLOWS YOU TO OPEN JUST THE WINDOW TO THROW IN SOMETHING SMALL LIKE A GYM BAG, OR LIFT THE ENTIRE LIFTGATE TO HANDLE LARGER LOADS.



Mountaineer has plenty of room for hauling luggage, groceries, or whatever—42.6 cu. ft. with the rear seat up and an impressive 81.6 cu. ft. of cargo room with the rear seat folded down. That's more room than Jeep® Grand Cherokee!



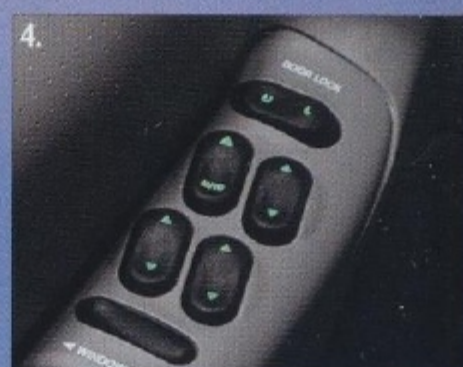


1. Rear window wiper has two intermittent settings plus continuous interval setting. A washer and defroster are also included.



2. Both outside power mirrors are controlled by a switch at the driver's side.

3. For your safety, the brake pedal must be depressed before the vehicle can be shifted out of park.



4. Power lock and window switches are illuminated and extra large, making them easy to find in the dark. Driver's side window features one-touch-down operation.

Running boards are not only attractive, they make it easy to step into and out of your Mercury Mountaineer. They're durable and made to last.

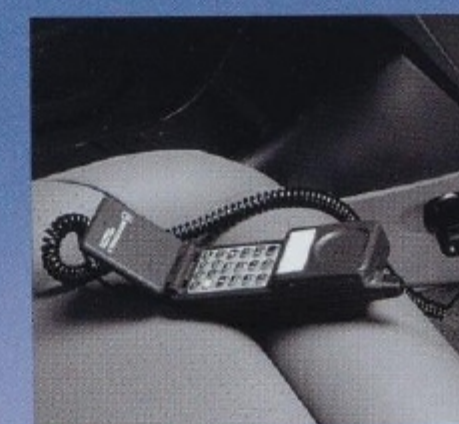


YOU'VE RAISED YOUR STANDARDS, SO HAVE WE. WHICH IS WHY YOU'LL FIND SO MANY CONVENIENT FEATURES STANDARD. FEATURES YOU'VE COME TO EXPECT FROM A MERCURY. LIKE AIR-CONDITIONING, A PREMIUM AM/FM STEREO RADIO WITH FULL-LOGIC CASSETTE PLAYER, AND OF COURSE, DUAL AIR BAGS (ALWAYS WEAR YOUR SAFETY BELT). AND THAT'S JUST THE TIP OF THE ICEBERG. OR SHALL WE SAY, MOUNTAIN?

DETAILS. DETAILS. DETAILS. IT'S JUST ONE OF THE THINGS THAT SEPARATE MOUNTAINEER FROM THE REST OF THE CONVOY. WHEREVER YOU LOOK, YOU'LL FIND THOUGHTFUL TOUCHES: SPEED-SENSITIVE WIPERS. OVERDRIVE LOCKOUT. BATTERY SAVER. EVEN AN AVAILABLE INTEGRATED REAR CHILD SAFETY SEAT.



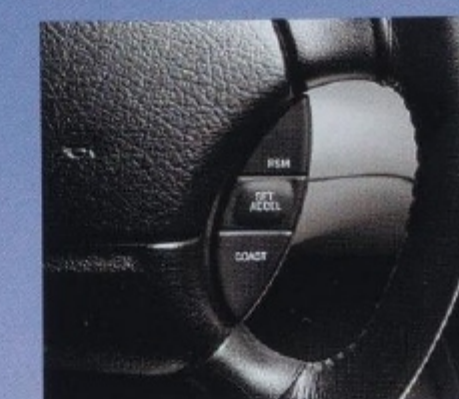
Hot and cold air and stereo sound are delivered to rear seat passengers. Separate fan and audio controls are included along with dual cup holders and headphone jacks. So now rear passengers are in control.



A 12-volt power outlet is included with the available high-series floor console. Now you can operate a computer or a cellular phone in your vehicle.



Adjustable D-rings help your front safety belts fit comfortably. They can easily be adjusted to suit your height.



Mountaineer comes with a leather-wrapped steering wheel. And convenient fingertip speed control features tap up/tap down operation.



On the intermittent setting, speed-sensitive front wipers automatically adjust as the vehicle's speed increases.



Mountaineer shown in Oxford White Clearcoat. Some features shown may be optional. See specification pages for feature availability.





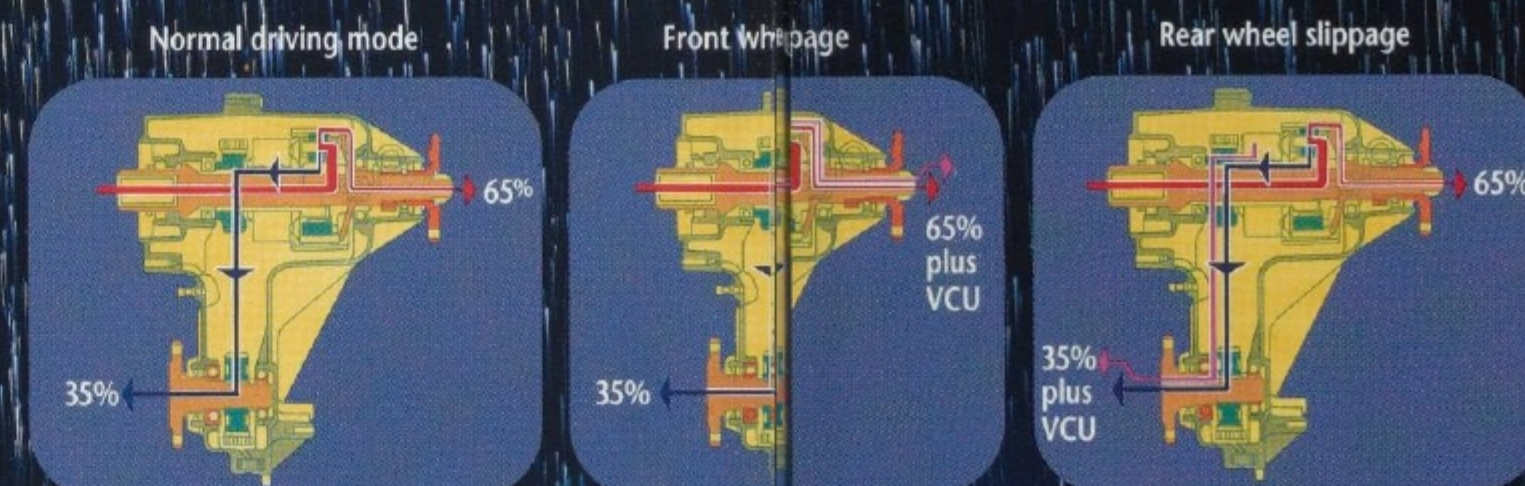
Interior shown with optional Graphite leather seating surfaces. Additional features may be optional. See specification pages for feature availability.



# All-wheel drive works full time

MAYBE IT SNOWED LAST NIGHT. OR THERE'S A RAINSTORM OFF AND IT'S SO SMOOTH YOU WON'T FEEL A THING AS IT THAT'S BORDERING ON A MONSOON. NO PROBLEM WITH WORKS. IT PROVIDES YOU WITH THE TRACTION YOU NEED. AVAILABLE ALL-WHEEL DRIVE. IT'S ALWAYS ENGAGED SO WHEN YOU NEED IT. THE NEXT TIME MOTHER NATURE YOU DON'T HAVE TO WORRY ABOUT TURNING IT ON OR PLAYS A JOKE ON YOU, LAUGH BACK!

## so you can too.



Full-time all-wheel drive system is always in operation. In a transfer case. When any of the shafts detect slippage, the transfer case continuously transfers torque to the axle which has the most traction. Briefly, here is how it works: A transfer case continuously transfers torque to the axle which has the most traction. This is accomplished instantaneously, and is virtually undetected. A viscous coupling unit (VCU) is connected to the front and rear drive shafts within the transfer case.



Some features shown may be optional. See specification pages for feature availability.



# You definitely

MOUNTAINEER WAS BUILT FOR POWER. THE KIND OF POWER THAT INSTILLS AN OVERWHELMING SENSE OF CONFIDENCE. IT'S ONE OF THE FEW COMPACT SPORT UTILITY VEHICLES WITH A STANDARD V-8 ENGINE. AT

# won't find a

210 HORSEPOWER. IT WILL IMPRESS YOU ON CITY ROADS AND IN THE PASSING LANE ON THE HIGHWAY. THIS ENGINE IS COUPLED WITH EEC-V ELECTRONIC ENGINE CONTROL FOR OPTIMAL OPERATION. IT ALSO FEATURES

# power shortage

A REMARKABLY SMOOTH ELECTRONIC AUTOMATIC OVERDRIVE TRANSMISSION. WHAT'S MORE, THIS V-8 IS DESIGNED TO PERFORM FOR 100,000 MILES WITHOUT A SCHEDULED TUNE UP.\* HOW'S THAT FOR CONFIDENCE?

# here.



Mountaineer is powered by a 5.0L V-8 engine which produces 210 horsepower and 275 lbs.-ft. of torque. It features sequential electronic multi-port fuel injection (SEFI) along with high-performance new cylinder heads and camshaft, new intake manifold, and a new exhaust system.



Mountaineer comes with four-wheel disc anti-lock brakes (ABS) standard. This helps maintain steering control while braking on most slippery road surfaces by keeping the brakes at the threshold of lockup when the brake pedal is pressed hard.

Mountaineer's available full-time all-wheel drive (AWD) could be called all-season drive. It'll get you through mud, rain, sleet and snow confidently. So when the going gets tough, the tough get comfortable.

The overdrive lockout switch, when engaged, prevents the transmission from shifting into fourth gear. This is especially useful when towing a trailer in heavy traffic or when traveling up and down steep hills or mountains.



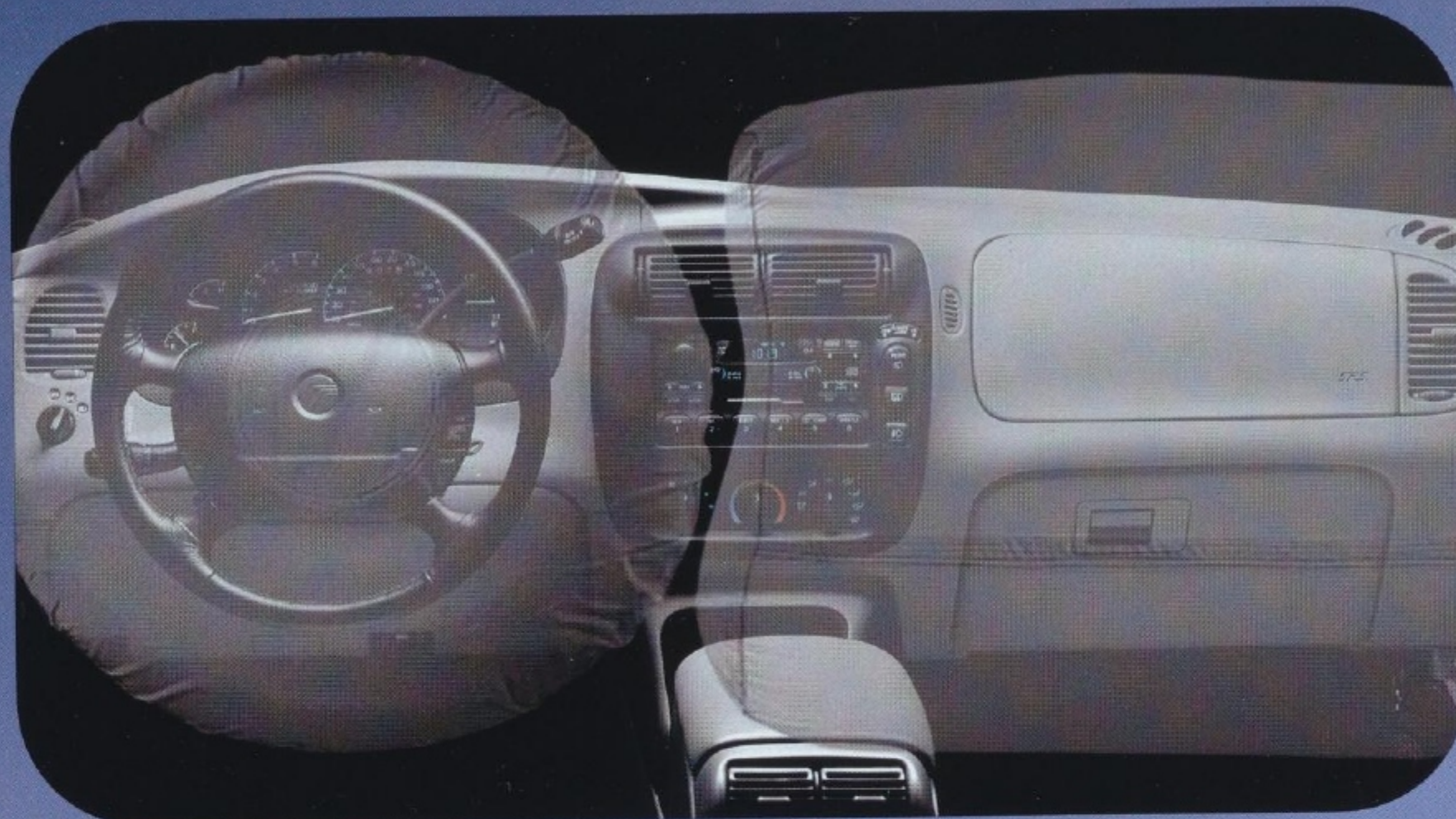
Short- and long-arm front suspension was developed through the use of sophisticated computer technology. Each front wheel is suspended by an upper and lower control arm, shock absorber, stabilizer bar, and torsion bar. This enables each front wheel to react independently over rough surfaces, ensuring a smooth ride.



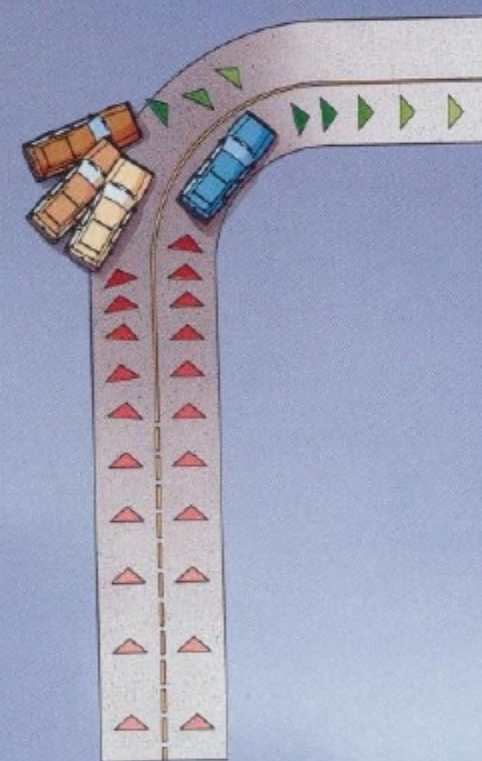
\*Under normal driving conditions with routine fluid/filter changes.



## Safety



Mountaineer puts your safety first. That's why you'll find standard dual air bags. They inflate quicker than the blink of an eye in certain moderate-to-severe frontal collisions. Always wear your safety belt.



Four-wheel disc ABS contributes to improved steering control during hard braking on most slick roads.



High strength steel beams are mounted inside each door for additional protection. A crossmember is also included between the A-pillars under the instrument panel. This stabilizes the steering column and contributes to occupant protection.



Child-proof rear door locks prevent the doors from being opened from inside the vehicle. Another safety feature that contributes to your peace of mind.



Fog lamps are included for extra visibility, especially in inclement weather. They're integrated into Mountaineer's front end for a clean, aerodynamic look.

## Options



For your convenience and your child's safety, an integrated rear child seat is available with the optional leather seat surfaces. It eliminates lugging a child safety seat from car to car and is a feature you'll find on few other SUVs.



Here's a feature audiophiles will appreciate. A 6-disc compact disc changer is available. It's conveniently located in the console and is operated through the radio. And there's plenty of storage space for CDs.



The optional remote keyless entry system lets you lock and unlock doors and liftgate from a distance. A panic button and anti-theft alarm are also included.



Available electrochromic rearview mirror automatically adjusts to shield your eyes from the glare of other cars' headlamps.



An available power moonroof can be opened fully or tilted up for ventilation. Its sliding screen can be closed to screen the sun.



Optional overhead console features digital compass, outside temperature reading, map lights and a storage compartment.

## Dealer-installed accessories

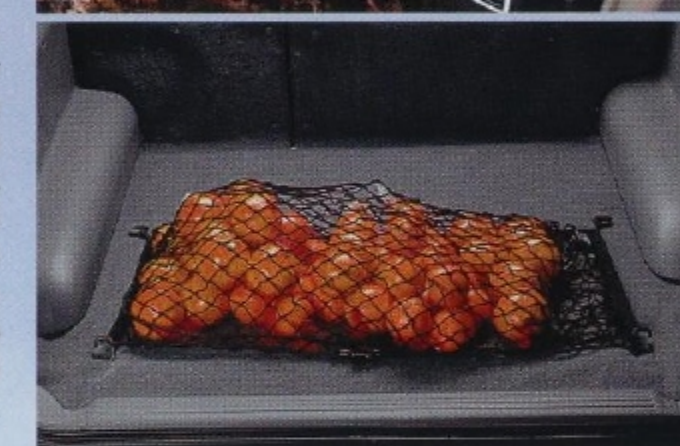
Keep the slush, rain and mud off your floor with these molded vinyl floor mats. "Mountaineer" name adds a personal touch.



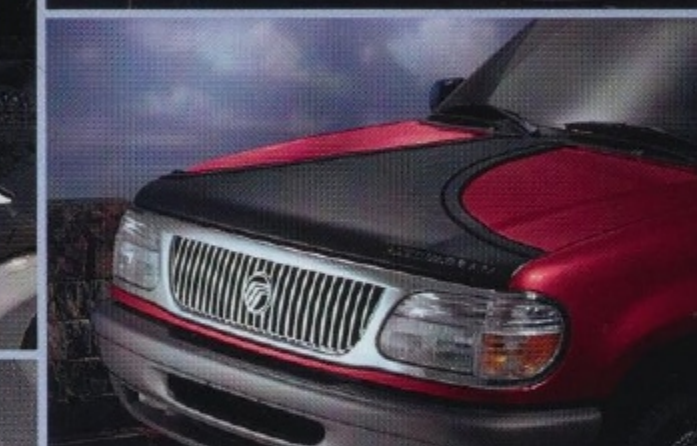
Molded splash guards are an ideal way to help protect your Mountaineer's finish from mud, salt and dirt.



A cargo net helps keep your cargo area organized and prevents groceries and packages from sliding around. It's easy to install and remove.



The front end cover offers the ultimate in protection for your vehicle. It's made of durable black vinyl with a soft, non-woven white flannel backing.



Help protect the painted surface of your hood with this sport hood cover. One-piece construction allows opening the hood without removing the cover.



For additional protection, a heavy-duty cargo liner is available. It's attached with Velcro-like fasteners that make it easy to install and remove.



This handy ski rack can accommodate up to 6 pairs of skis. It's designed for quick securing or removal of skis.



# Mercury Mountaineer Specifications

ENGINE	
Type	OHV V-8
Displacement	5.0-liters (302 cu. in.)
Horsepower	210 @ 4600 rpm
Torque	275 lbs.-ft. @ 3200 rpm
Induction System	Sequential multi-port electronic fuel injection (SEFI) with EEC-V computer
CHASSIS	
Drivetrain	4x2 or Full-time all-wheel drive (AWD)
Frame	Ladder-type, single channel with six crossmembers
CAPACITIES	
Cargo volume (cu. ft.)	
with rear seat up	42.6
with rear seat down	81.6
Seating capacity	5
Fuel tank	21.0 gal.
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 performance axle, 2-stage variable-rate computer-selected leaf springs, nitrogen gas-pressurized shock absorbers, stabilizer bar
Battery	72AH; 650 CCA maintenance-free with battery saver
Alternator	130 amps
BRAKES	
Power-assisted 4-wheel disc with 4-wheel anti-lock brake system (ABS)	
TRANSMISSION	
Four-speed electronic automatic overdrive with full lockup capability in fourth gear and overdrive lockout	
STEERING	
Power-assisted rack-and-pinion, 17:1 ratio	
Turning diameter	37.3 ft. (curb-to-curb)

## FUNCTIONAL FEATURES

Dual air bags (Supplemental Restraint System)	STD
100,000-mile scheduled tune-up intervals*	STD
Brake/shift interlock	STD
Battery saver	STD
Engine compartment light	STD
Sound insulation package	STD
Underbody-mounted full-size spare tire	STD
Speed-sensitive dual intermittent wipers	STD
Solar tint glass on windshield and front door windows	STD
Privacy glass** on rear quarter, rear door and liftgate windows	STD
Skid plates (with AWD only)	STD
Full-time all-wheel drive (AWD)	OPT†
Engine block heater	OPT†

## EXTERIOR FEATURES

Two-tone paint treatment with Medium Graphite lower accent color	STD
Front/rear Medium Graphite bumpers with integral reflectors in rear	STD
Fog lamps	STD
Bodyside moldings	STD
Dual power outside mirrors	STD
Bright grille with composite aero halogen headlamps	STD
Center High-Mounted Stop Lamp (CHMSL)	STD
Two-way tailgate	STD
Rear window intermittent wiper/washer/defroster	STD
Cast aluminum 5-spoke wheels with Medium Graphite accent color	STD
P235/75R15 OWL all-terrain tires	STD
Running boards	OPT†
Luggage rack	OPT†
Front license plate bracket	OPT†

## INTERIOR COMFORT AND CONVENIENCE FEATURES

CFC-free air conditioner	STD
Rear door child-proof safety locks	STD
Height-adjustable "D-ring" front shoulder safety belts	STD
Power windows with "one-touch-down" feature on driver's side and illuminated switches	STD
Power door locks with two-step unlocking system and lock/unlock button in cargo area	STD
Accessory delay	STD
Illuminated entry system and cargo area dome light	STD
Full-floor console	STD
Grab handles and coat hooks	STD
Tire change gloves	STD
Left- and right-hand illuminated visor vanity mirrors	STD
Load floor tie-down hooks (four)	STD
Color-keyed scuff plates for all doors and liftgate	STD
Floor mats	OPT†
Retractable cargo cover	OPT†
Overhead storage console	OPT†
Auto-dimming rearview mirror (includes automatic on/off headlamps)	OPT†
Electronics Group	OPT†
High-series floor console	OPT†
Power moonroof with shade	OPT†

## SEATING

Premium cloth front bucket seats with reclining seatbacks, manual lumbar adjustment, Mountaineer embroidery on front head restraints	STD
60/40 split-folding rear seatback with head restraints	STD
Power 6-way cloth sport front bucket seats with dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT†
Power 6-way luxury front bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints	OPT†

## INSTRUMENTATION

Analog instrumentation (gauges include speedometer, tachometer, trip odometer, fuel, voltmeter, coolant temperature, oil pressure and warning lights)	STD
Warning chimes for headlamps-on, key-in-ignition, and safety belt	STD
Black, leather-wrapped steering wheel includes fingertip speed control with tap-up/tap-down feature	STD
Tilt steering wheel	STD
Glove box and ashtray lights	STD

## SOUND SYSTEMS

Premium Audio System with 80-watt AM/FM stereo/cassette radio with full-logic cassette deck, 4 channel, 20 watts/channel external amplifier, 2 front door speakers, 2 rear door speakers, digital clock	STD
JBL Audio System with AM/FM stereo/cassette radio, full-logic cassette deck, Digital Signal Processing (DSP), parametrically equalized amplifier, 1 sub-woofer, 2-way speakers in front doors, 2 coaxial speakers in rear doors, digital clock	OPT†
Console-mounted six-disc CD changer	OPT†

## PREFERRED EQUIPMENT PACKAGES

To make ordering easy, we've grouped certain options together into the Preferred Equipment Packages listed below. These convenient option packages make it easy to tailor Mountaineer to your exact specifications.<sup>††</sup>

### PEP 650A

Floor mats • Luggage rack • Running boards

### OPTIONAL PEP 650A

Power 6-way cloth sport bucket seats with dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints

Retractable cargo cover

Electronics Group (includes two hand-held remote transmitters, driver's side exterior keypad, anti-theft alarm, autolock/relock, and requires power 6-way seats)

Engine block heater

Front license plate bracket

### PEP 655A (IN ADDITION TO PEP 650A)

Power 6-way cloth sport bucket seats with dual power lumbar adjustments, reclining front seatbacks with Mountaineer embroidery on head restraints

Overhead storage console (includes digital compass, outside temperature display, front and rear map lights, storage compartment)

Electronics Group (see above)

High-series floor console (includes rear heater and audio controls, auxiliary 12-volt power outlet)

Retractable cargo cover

### OPTIONAL PEP 655A

Power 6-way luxury bucket seats with leather seating surfaces, dual power lumbar adjustments, reclining front seatbacks, Mountaineer embroidery on front head restraints

Integrated rear child safety seat (available only with leather seating surfaces)

Auto-dimming rearview mirror (includes automatic on/off headlamps)

Power moonroof with shade

JBL Audio System with full-logic cassette deck

Console-mounted six-disc CD changer

STD = Standard; OPT = Optional Feature; DLR = Dealer-Installed Accessory

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

†Denotes items included or optional in the PEPs.

††Specific content is subject to change throughout the model year. Consult your dealer for the most up-to-date information.

Based on official AAMA specifications.

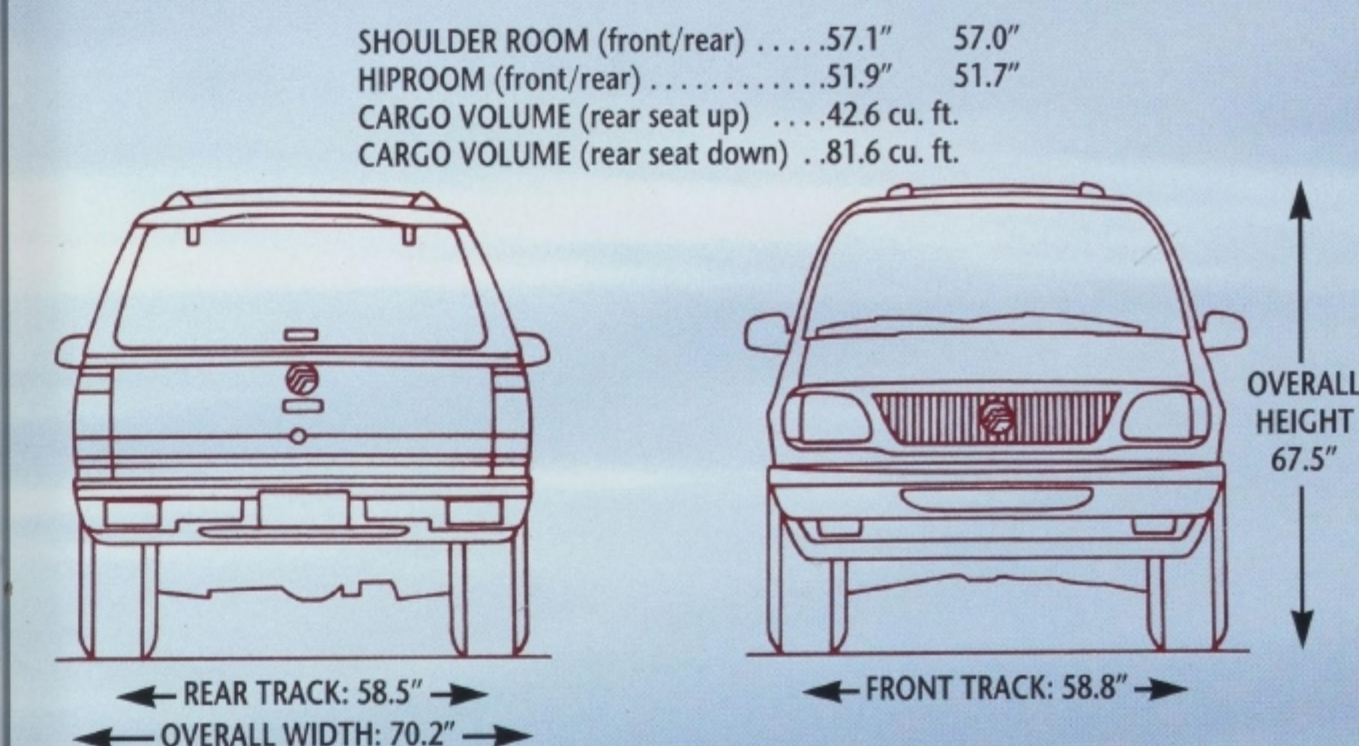
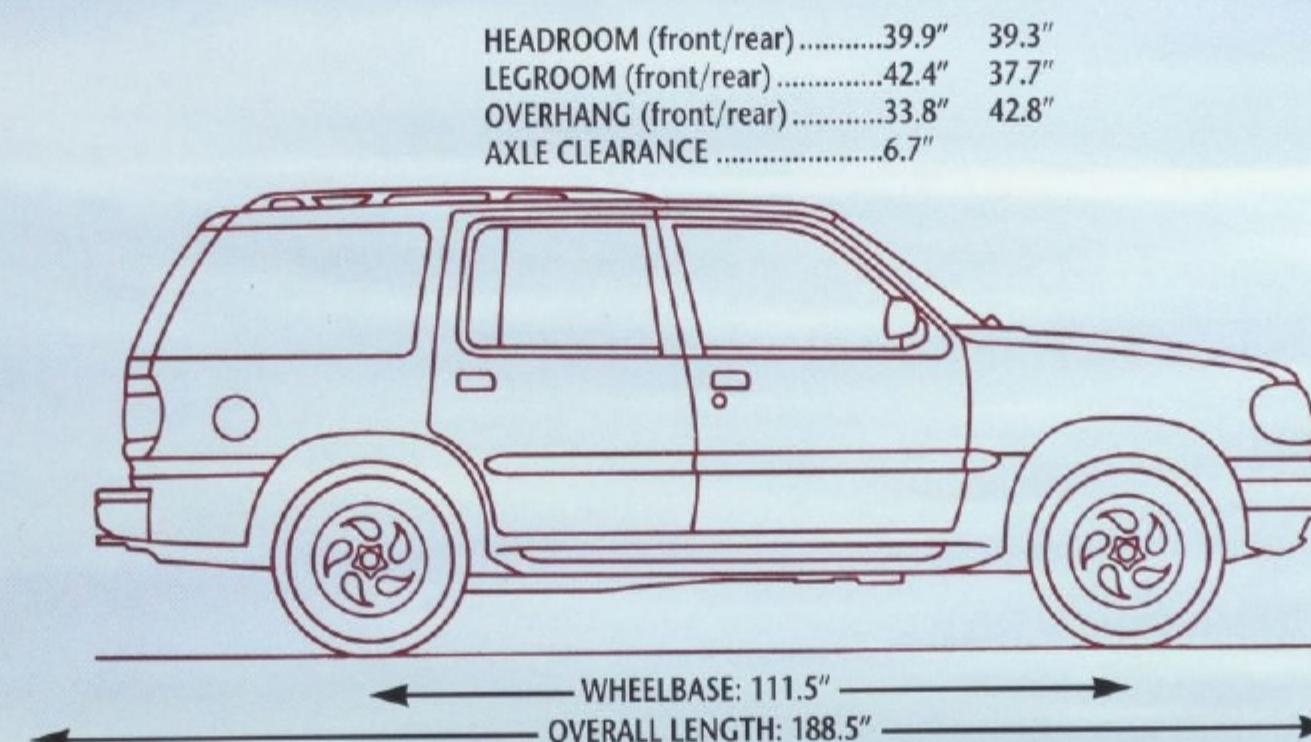
For more information on available accessories please see your Mercury dealer.

EPA Statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. Ask your Mercury dealer for the latest information.

## PRODUCT CHANGES

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Mercury dealer is your best source for up-to-date information.

Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.





# The Mercury Commitment<sup>SM</sup>

Tracer



Mystique



Sable



Cougar XR7



Grand Marquis



Villager



Mountaineer



IMAGINE A FULL LINE OF CARS FEATURING SOPHISTICATED STYLING AND QUALITY CRAFTSMANSHIP. IMAGINE AN AUTOMAKER WHO'S CONCERNED ABOUT EVERY ASPECT OF THE CARE YOU RECEIVE FROM YOUR DEALER. IMAGINE A COMPREHENSIVE PROGRAM DEDICATED TO YOUR TOTAL SATISFACTION. IT'S CALLED THE MERCURY COMMITMENT AND IT'S ONE OF THE EXTRA COMFORTS OF OWNING A MERCURY. IT PROVIDES THE ASSURANCE THAT EACH CUSTOMER'S NEEDS ARE ALWAYS THE HIGHEST PRIORITY AND THAT THEY RECEIVE IMMEDIATE ATTENTION FOR AS LONG AS THEY OWN THEIR VEHICLE.

## ROADSIDE ASSISTANCE.

THROUGHOUT THE THREE-YEAR/36,000-MILE WARRANTY PERIOD, YOU GET COMPLIMENTARY 24-HOUR, SEVEN-DAY-A-WEEK COVERAGE FOR TOWING, FUEL DELIVERY, JUMP-STARTS, TIRE CHANGING AND LOCK-OUT ASSISTANCE.

## MERCURY VEHICLE WARRANTY.

AS PART OF THE MERCURY COMMITMENT, YOU RECEIVE THE MERCURY BUMPER TO BUMPER LIMITED WARRANTY, COVERING YOUR AUTOMOBILE FOR THREE YEARS OR 36,000 MILES WITH NO DEDUCTIBLE. YOU ALSO RECEIVE A CORROSION PROTECTION LIMITED WARRANTY PROVIDING COVERAGE FOR FIVE YEARS WITH UNLIMITED MILEAGE AND NO DEDUCTIBLE. ASK YOUR MERCURY DEALER FOR COMPLETE DETAILS AND A COPY OF THE LIMITED WARRANTIES.

## SPECIAL DELIVERY PROCESS.

PRIOR TO DELIVERY, YOUR DEALER'S SERVICE DEPARTMENT THOROUGHLY PREPARES YOUR VEHICLE. AT DELIVERY, THE DEALERSHIP SALES STAFF PROVIDES A CUSTOMER DELIVERY MEETING, SERVICE DEPARTMENT TOUR, CHECKLIST REVIEW AND OTHER SERVICES.

## MERCURY CUSTOMER ASSISTANCE CENTER.

IF YOU HAVE QUESTIONS ABOUT YOUR MERCURY VEHICLE OR THE MERCURY COMMITMENT, YOU'RE INVITED TO CONTACT YOUR SELLING DEALER. OR IF YOU WISH, FEEL FREE TO CALL OUR CUSTOMER ASSISTANCE CENTER AT 1-800-392-3673.

## OWNER IDENTIFICATION CARD.

YOU'LL RECEIVE A MERCURY COMMITMENT ID CARD FOR YOUR WALLET. YOU'LL WANT TO KEEP IT HANDY BECAUSE IT INCLUDES THE MERCURY COMMITMENT HOTLINE NUMBERS FOR CUSTOMER SERVICE AND ROADSIDE ASSISTANCE.



## Exterior colors

Electric Current Red Clearcoat Metallic

Oxford White Clearcoat

Medium Willow Green Clearcoat Metallic

Dark Blue Clearcoat Metallic

Black Clearcoat

Medium Graphite Clearcoat Metallic (standard lower accent color)

## Interior colors

Medium Graphite • Willow Green



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.



For more information via the Internet enter:  
<http://www.Mercuryvehicles.com>



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Buckle up—together we can save lives.

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IMAGINE YOURSELF  
IN A MERCURY





