

 Imagine yourself in a Mercury

1997 GRAND MARQUIS





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 CAR THAT OFFERS ROOM, RIDE AND COMFORT.

Mercury GRAND MARQUIS.







Grand Marquis LS shown in Deep Forest Green Clearcoat Metallic with available Handling Package and 16" lacy spoke aluminum wheels. Some features shown may be optional. See specification pages for feature availability.



# Accommodations

IF YOU'RE IN SEARCH OF A FULL-SIZE SEDAN,  
YOU'LL NOTICE FEW CARS MEASURE UP TO THE  
MERCURY GRAND MARQUIS. IT'S IMPRESSIVELY  
SIZED BOTH OUTSIDE AND INSIDE. HERE

## you'll enjoy

YOU'LL FIND PLENTY OF PERSONAL SPACE FOR  
YOU AND YOUR FAMILY. IN FACT, IT OFFERS ONE  
OF THE ROOMIEST INTERIORS IN ITS CLASS.

YOU'LL ALSO APPRECIATE THE SMOOTH, SOLID

## sharing

RIDE THAT ALLOWS YOU TO FEEL THE CURVES OF  
THE ROAD AND NOT THE BUMPS. THIS IS SOMETHING  
THAT'S QUITE COMFORTING, ESPECIALLY WHEN  
YOU'RE ON A LONG TRIP. SINCE IT'S A MERCURY,

## with others.

IT COMES WITH AN EXTENSIVE LIST OF AMENITIES  
WHICH CONTRIBUTE TO YOUR COMFORT AND CON-  
FIDENCE. THE 1997 MERCURY GRAND MARQUIS...A  
CAR YOU'LL BE PROUD TO SHARE WITH OTHERS.



Seats and head restraints are designed to provide optimal comfort for driver and passengers. The convenience of a 6-way power driver's seat with power recliner comes standard. Front seats slide forward and back 10 inches for more rear legroom.



Tilt steering  
column  
adjusts  
quickly and  
effortlessly  
to your  
driving  
position.



THIS IS A VEHICLE DESIGNED TO COMFORT  
YOU AND YOUR FAMILY IN SO MANY WAYS. FOR  
INSTANCE, GRAND MARQUIS COMES EQUIPPED WITH  
A STANDARD V-8 ENGINE. IT'S THE KIND OF POWER  
THAT PROVIDES CONFIDENCE AND WON'T LET YOU  
DOWN. AS YOU'LL DISCOVER, IT'S COMFORTING TO  
HAVE THIS ABUNDANT POWER, ESPECIALLY IN THE  
PASSING LANE. ANOTHER COMFORTING ASPECT IS THE RIDE. BODY-ON-  
FRAME CONSTRUCTION, ADVANCED SUSPENSION SYSTEM, AND LUXURY  
SOUND INSULATION ALL CONTRIBUTE TO GRAND MARQUIS' QUIET,  
SMOOTH YET SOLID RIDE. FURTHERMORE, THE FULL-SIZE, SUPPORTIVE  
SEATS ARE DESIGNED FOR MAXIMUM COMFORT. AND THEY'RE  
AVAILABLE WITH LUXURIOUS LEATHER SEATING SURFACES.

Dual power  
outside mirrors  
can be conveniently  
adjusted by the  
switch at the  
driver's side.





Grand Marquis' instrument panel has been designed to put the controls you need within easy reach. The optional electronic instrumentation features large, easy-to-read displays. Electronic automatic temperature control allows you to set the temperature and it does the rest.



Headlamps automatically turn off after a selected interval to increase security. They turn on at dusk or whenever a low level of light is detected—such as in a garage or tunnel.

What could be more convenient than dual cup holders? These slide out to provide a secure place for your beverages.



THE 1997 GRAND MARQUIS HAS A THOROUGHLY UNCOMPROMISED INTERIOR. AND IT HAS BEEN FILLED WITH A MOST IMPRESSIVE NUMBER OF MERCURY APPOINTMENTS. A CFC-FREE AIR CONDITIONER HELPS YOU KEEP YOUR COOL WITHOUT FURTHER DEPLETING THE OZONE LAYER. DUAL POWER OUTSIDE MIRRORS CAN BE EASILY ADJUSTED. THESE ARE BUT A FEW OF THE EXPECTED AND UNEXPECTED PLEASURES TO BE FOUND ON GRAND MARQUIS. AND A FEW OF THE REASONS YOU'LL BE PROUD TO OWN IT.



Seat controls are conveniently located at your side on the door trim panel.



Front safety belt height adjusters are included for improved shoulder belt fit and comfort.



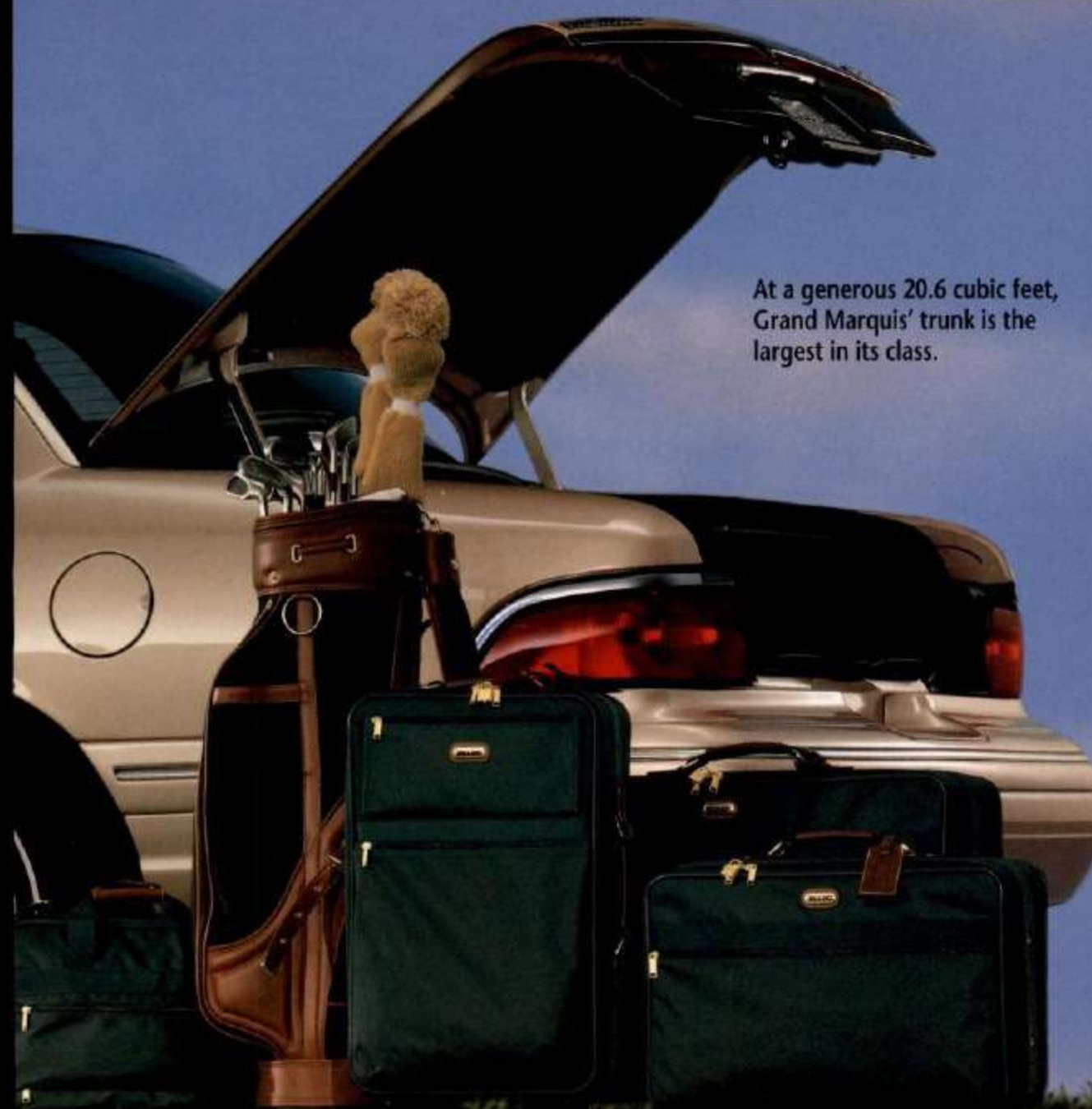
Front and rear grab handles make getting in and out of seats easy.



Tactile illuminated switches are easier to locate and use than conventional switches.



Rear seat heat ducts deliver warmth directly to rear passengers.



At a generous 20.6 cubic feet, Grand Marquis' trunk is the largest in its class.

Grand Marquis GS shown in Light Prairie Tan Clearcoat Metallic with locking radial spoke wheel covers. Some features may be optional. See specification pages for feature availability.





Grand Marquis LS interior shown with available Light Graphite leather seating surfaces. Some features may be optional. See specification pages for feature availability.



## Safety and Security



For your security, an available Remote Keyless Entry system locks and unlocks doors, opens trunk and switches on illuminated entry system at distances up to 33 feet.

Interval wipers feature low, high and variable intermittent speeds.

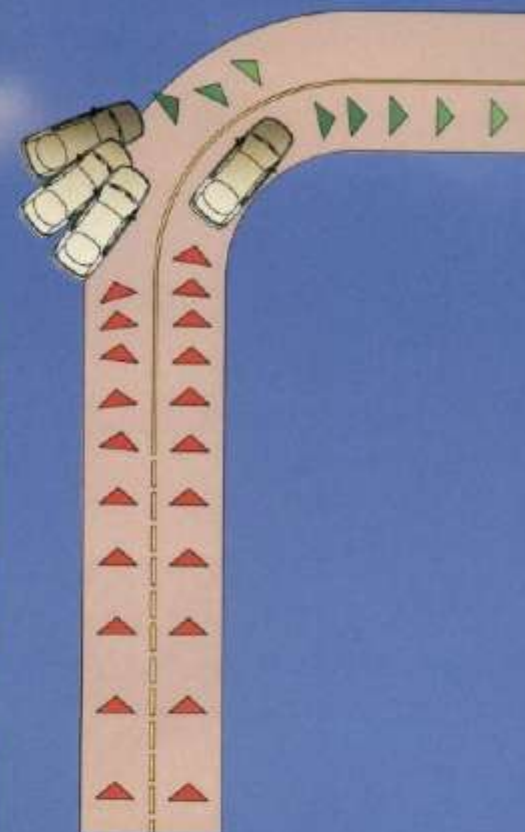
Standard dual air bags provide true peace of mind. Always wear your safety belt.



Brake-activated transmission lock prevents the transmission from shifting out of park unless the driver's foot is on the brake pedal.

Child-proof rear door locks help prevent accidental opening of rear doors.

Front and rear crumple zones have been designed to absorb energy during a collision.



Available ABS helps drivers maintain steering control during hard braking. And it includes electronic Traction Assist which helps the driving wheels grip slippery surfaces rather than spinning during low-speed acceleration.



Heavy gauge steel side door beams are mounted inside each door for additional protection.

## Options



Fingertip speed controls are conveniently mounted on the steering wheel.



This High-Level Audio system is available with electronic AM/FM stereo with cassette player and produces 80 watts through six speakers. A dealer-installed CD player is also available. See dealer for details.

Power lock group includes power door locks and decklid release.



Luxury light group includes illuminated visor mirrors, rear seat reading lamps and dual beam map/dome lights.

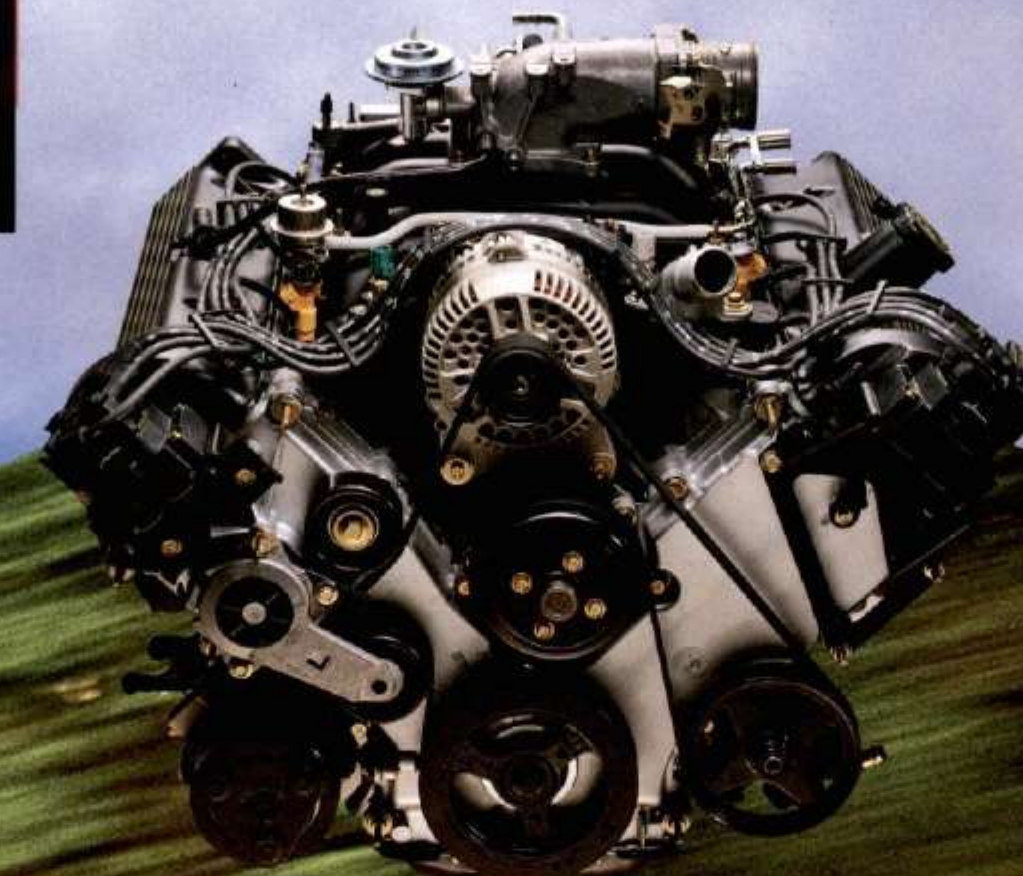
Bright, easy-to-read electronic instrumentation is available.

## Ride and handling

The available Handling Package includes a rear air suspension system that automatically adjusts ride height to suit heavier loads while maintaining ride comfort. This system provides Grand Marquis with more power and more responsive handling.



This technologically advanced single overhead camshaft (SOHC) V-8 engine with EEC-V Electronic Engine Control produces 190 horsepower and 265 lbs.-ft. of torque from 4.6 liters. It's the only V-8 engine in its class and has been designed for smooth, quiet performance and provides Grand Marquis with impressive passing power. And it can go for 100,000 miles without a scheduled tune-up.\*



Virtually every component of Grand Marquis' speed-sensitive power steering system has been upgraded. New steering gear provides tauter, more responsive control and feel with smoother and quieter operation.



Grand Marquis delivers a comfortable, confident driving experience. It's something you'll appreciate, especially on long trips. Contributing to its smooth, controlled ride are gas-pressurized shocks, stabilizer bars, an improved power steering system and body-on-frame construction. All this helps make Grand Marquis such a pleasure to drive.

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



# Mercury Grand Marquis Specifications

ENGINE†	TRANSMISSION
Type . . . . .SOHC V-8	Four-speed electronic automatic overdrive with overdrive lockout
Displacement . . . . .4.6 liters	
Horsepower (SAE net) . . . . .190 @ 4250 rpm (210 @ 4250 rpm with Handling Package)	<b>BRAKES</b>
Torque (SAE net) . . . . .265 lbs.-ft. @ 3250 rpm (275 lbs.-ft. @ 3250 rpm with Handling Package)	Power-assisted 4-wheel disc
Fuel delivery . . . . .Sequential multi-port electronic fuel injection	Front/rear . . . . .11.3-inch disc/11.1-inch disc
Compression ratio . . . . .9.0:1	<b>SUSPENSION</b>
Engine control . . . . .EEC-V, Electronic Engine Control/OBDII	Front—Independent SLA with ball joints, anti-dive control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar
<b>CAPACITIES</b>	Rear—Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas-pressurized shocks and stabilizer bar
Fuel tank . . . . .20.0 gal.	<b>STEERING</b>
Curb weight . . . . .3,792 lbs.	Power speed-sensitive, variable-assist with pre-lubricated low-friction steering axis

†Minor engine differences exist between engines produced at different Ford Motor Company plants.

FUNCTIONAL FEATURES	GS	LS
Dual air bag Supplemental Restraint System	STD	STD
3-point lap/shoulder safety belts for front outboard passengers	STD	STD
3-point lap/shoulder safety belts for rear outboard passengers	STD	STD
Front and rear seat center lap safety belts	STD	STD
100,000-mile scheduled tune-up intervals*	STD	STD
Brake/shift interlock	STD	STD
Stainless steel extended-life exhaust system	STD	STD
130-amp alternator	STD	STD
Luxury sound insulation	STD	STD
Solar tint glass	STD	STD
Stalk-mounted control on steering column for turn signals, headlamp high beam, flash-to-pass, windshield wiper/washer	STD	STD
Battery saver	STD	STD
Anti-lock Brake System (ABS) with electronic Traction Assist	OPT	OPT**
Handling Package	OPT	OPT
Engine block heater	OPT	OPT

EXTERIOR FEATURES		
5-mph impact bumpers front/rear	STD	STD
Lower bodyside urethane protection	STD	STD
Wide bodyside molding with bright insert	STD	STD
Complex reflector headlamps with crystalline lenses and parking lamps	STD	STD
Dual power outside fold-away mirrors	STD	STD
Extensive corrosion protection	STD	STD
Upper bodyside paint stripes	OPT	OPT**
Cornering lamps		OPT**

SOUND SYSTEMS		
Electronic AM/FM stereo with cassette player	STD	STD
Concealed radio antenna	STD	STD
High-Level Audio system with AM/FM stereo with cassette player and power amplifier, total 80 watts RMS		OPT**

INSTRUMENTATION		
Backlit analog instrumentation with speedometer, fuel gauge, temperature gauge, voltmeter, oil pressure, odometer and trip odometer	STD	STD
Warning lights for low fuel, check engine, emissions system, air bag readiness alert, safety belts, parking brake, and ABS (if equipped)	STD	STD
Reminder chimes for headlamps-on, key-in-ignition, and safety belt	STD	STD
Electronic instrumentation with built-in message center (available only as a part of Electronics Group)		OPT**

INTERIOR COMFORT AND CONVENIENCE FEATURES	GS	LS
CFC-free air conditioner	STD	STD
Height-adjustable front outboard shoulder safety belts	STD	STD
Rear door child-proof safety locks	STD	STD
Dampened glove box door	STD	STD
Power windows with driver's side express-down	STD	STD
Autolamp on/off delay lighting system	STD	STD
Automatic parking brake release	STD	STD
Driver foot rest	STD	STD
Tilt steering wheel	STD	STD
6-way power driver's seat	STD	STD
Twin comfort cloth seats with driver power recliner		STD
Luxury twin comfort cloth seats with driver power recliner and driver power lumbar support		STD
Door map pockets	STD	STD
Passenger-assist grab handles	STD	STD
Rear seat center fold-down armrest		STD
Two rear seat ashtrays	STD	STD
Passenger visor mirror	STD	STD
Luggage compartment, glove box, front ashtray, dual instrument panel courtesy and dome lights	STD	STD
Electronic digital clock with dimming feature	STD	STD
Dual cup holders	STD	STD
Deep well carpeted luggage compartment	STD	STD
Spare tire cover	STD	STD
Intermittent wipers with fluidic washer system	STD	STD
Rear window defroster	STD	STD
Rear seat heat ducts	STD	STD
Remote Keyless Entry system with two remote hand-held key fobs and driver side exterior keypad (includes illuminated entry)	OPT	OPT**
Fingertip speed control with tap-up/tap-down feature	OPT**	OPT**
Leather seating surfaces		OPT
Leather-wrapped steering wheel (requires speed control)		OPT**
6-way power passenger seat with power recliner		OPT**
Electronic automatic temperature control		OPT**
Electronics Group includes electronic instrumentation, Tripminder® computer, heavy-duty battery		OPT**
Luxury light group includes dual illuminated visor mirrors, rear seat reading lamps and dual beam map/dome lights	OPT	OPT**
Illuminated entry system	OPT**	OPT**
Power lock group includes power door locks and decklid release	OPT**	OPT**
Front and rear carpeted floor mats	OPT**	OPT**
Electrochromic (auto-dimming) inside rearview mirror		OPT**



WHEELS AND TIRES	GS	LS
P215/70R15 white sidewall all-season steel-belted radials	STD	STD
Luxury full-wheel covers	STD	STD
Locking radial spoke wheel covers	OPT**	
12-spoke aluminum wheels		OPT**
Dual plane cast aluminum wheels		OPT
16-inch lacy-spoke cast aluminum wheels with P225/60R16 BSW tires (included and only available with Handling Package)	OPT	OPT
Conventional size spare wheel and tire		OPT

**PREFERRED EQUIPMENT PACKAGES**  
To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. PEPs are priced to offer sticker price savings over ordering these items individually.\*

**GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A**  
Fingertip speed control • Power lock group • Front carpeted floor mats • Rear carpeted floor mats • Locking radial spoke wheel covers • Illuminated entry

**LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A**  
Fingertip speed control • Power lock group • Front carpeted floor mats • Rear carpeted floor mats • Illuminated entry • Luxury light group • Upper bodyside paint stripe • Leather-wrapped steering wheel • Remote Keyless Entry system • Front cornering lamps • 12-spoke aluminum wheels

**LS SEDAN PREFERRED EQUIPMENT PACKAGE 173A (IN ADDITION TO PEP 172A)**  
Electronic automatic temperature control • Electrochromic (auto-dimming) inside rearview mirror • High-Level Audio system with AM/FM stereo cassette • 6-way power passenger seat • Anti-lock brake system (ABS) with electronic Traction Assist • Electronics Group

**HANDLING PACKAGE OPTION**  
16-inch lacy-spoke cast aluminum wheels with P225/60R16 BSW tires • Quasi-dual exhaust (210-HP engine rating) • 3.27 axle ratio • Upsized front and rear stabilizer bars • Rear air suspension with unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear • Power steering fluid cooler

STD = Standard; OPT = Optional Feature

\*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.

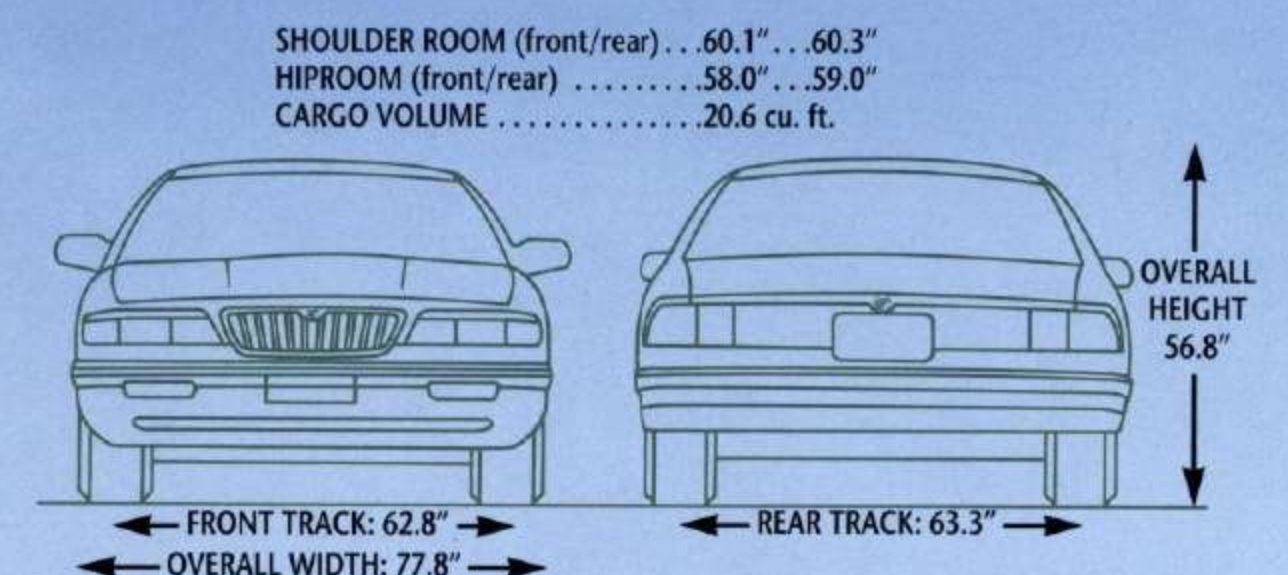
Based on official AAMA specifications.

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.

Option Availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

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



# Commitment<sup>SM</sup>

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.

## 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, CHECK-LIST 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

Toreador Red Clearcoat Metallic

Vibrant White Clearcoat

Vermont Green Clearcoat Metallic

Medium Wedgewood Blue Clearcoat Metallic

Black Clearcoat

Light Denim Blue Clearcoat Metallic (late availability)

Light Prairie Tan Clearcoat Metallic

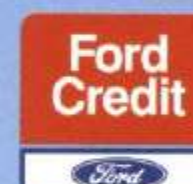
Deep Forest Green Clearcoat Metallic

Ivory Clearcoat

Silver Frost Clearcoat Metallic

## Interior colors

Willow Green • Light Prairie Tan • Slate Blue  
• Light Graphite • Oxford White/Light Graphite



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



