



1995  
MERCURY  
GRAND MARQUIS



ROOM, RIDE, COMFORT  
AND V-8 POWER  
ON A GRAND SCALE.

Grand Marquis has set the standard for full-sized sedans. Now, the 1995 model has been restyled to be more contemporary. It's still spacious enough to seat six passengers comfortably. A powerful overhead cam V-8 and body-on-frame construction contribute to its legendary ride. And, numerous features such as dual air bags, anti-lock brakes and speed-sensitive power steering help make this a most impressive Grand Marquis.



Grand Marquis LS shown in Electric Red Clearcoat Metallic.  
Some features may be optional.

With its sleek, aerodynamic appearance and accommodating size, it's unmistakably a Grand Marquis. Its thoughtfully restyled exterior gives it a decidedly more contemporary flair. And since it's a Mercury, every last detail has been thought through. With the new Grand Marquis, a great thing has just gotten better.

ONE GLANCE TELLS YOU  
IT'S CLEARLY A  
GRAND MARQUIS.



Grand Marquis LS shown in Champagne Clearcoat Metallic. Some features may be optional.



IT GOES TO GREAT  
LENGTHS, WIDTHS AND  
HEIGHTS TO PLEASE YOU.

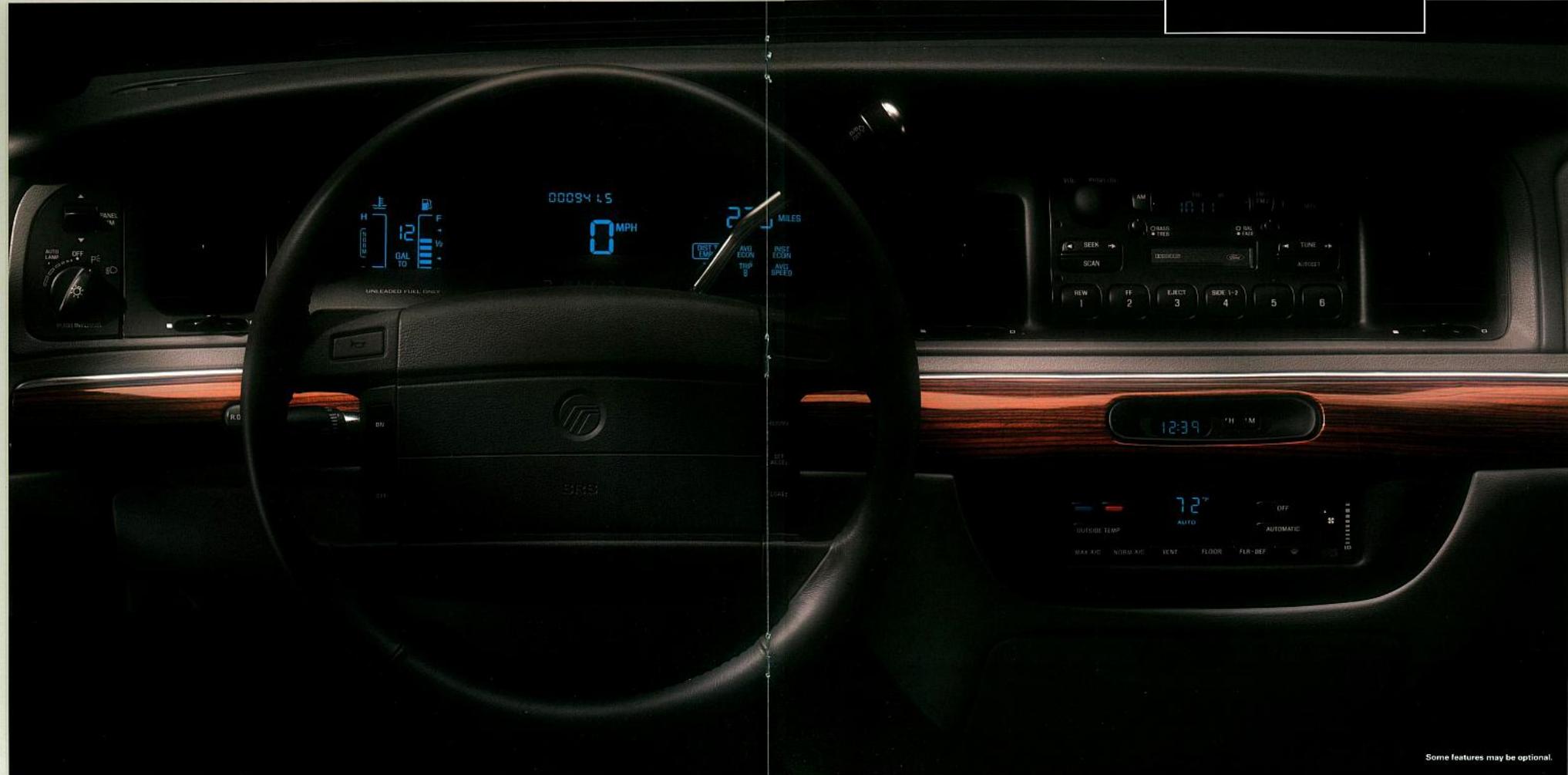


Mercury Grand Marquis has been redesigned with one important objective in mind: to put the driver's and passengers' comfort first. To this end, the 1995 Grand Marquis features a roomy six-passenger interior. And, among its many amenities you'll find rear seat heat ducts, luxurious upholstery and courtesy light switches for all doors.

Grand Marquis interior shown in Light Graphite with available leather seating surfaces. Some features may be optional.

Our engineers have completely redesigned the instrument panel to be substantially more user friendly, with everything you need placed right at your fingertips. Gauges and controls are easier to locate to allow you to concentrate on driving.

ERGONOMICALLY DESIGNED  
FUNCTIONALITY WITH A  
DASH OF ELEGANCE.



Some features may be optional.

YOU'LL ENJOY THE  
COMFORTABLE  
ACCOMMODATIONS.

COMFORT FEATURES.

**NEW SEATS AND HEAD RESTRAINTS FOR GREATER COMFORT.**  
Redesigned to provide greater comfort for driver and passengers.

**6-WAY POWER DRIVER'S SEAT WITH POWER LUMBAR AND RECLINER.** The comfort and convenience of a driver's seat never exceeded.

**IMPROVED SEAT TRACK TRAVEL.**

**SOLAR GLASS.** Solar glass reduces interior heat and protects against ultraviolet and infrared rays. It also accommodates leg room.



**CFC-FREE AIR CONDITIONER.** Cool comfort combined with a non-ozone depleting refrigerant.



**REAR SEAT HEAT DUCTS.** New standard feature delivers warmth directly to rear passengers.



**DUAL CUP HOLDERS.** Slide out to provide secure place for beverages.



**TIPT STEERING COLUMN.** Adjusts quickly and effortlessly to your driving position.



**SEAT BELT HEIGHT ADJUSTER.** For improved shoulder belt fit and comfort.



**SEAT CONTROLS.** Now conveniently located on the door trim panel.



CONVENIENCE FEATURES.



**NEW HEATED DUAL POWER MIRRORS.**



**AUTOMATIC HEADLAMP ON/OFF DELAY.**



**NEW AM/FM CASSETTE STEREO.** Standard stereo with large controls for easier operation.



**NEW TACTILE ILLUMINATED SWITCHES.** Much easier to locate and use than conventional switches.



**NEW 12V POWER POINT.** An extra 12-volt outlet for electric devices such as vacuum cleaners and handheld spotlight/emergency lights.



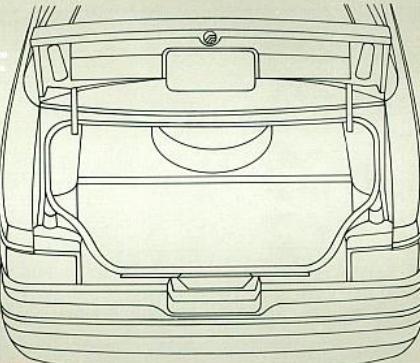
**REAR WINDOW DEFROSTER AND HIDDEN ANTENNA.** Standard defroster keeps rear window clear. New antenna reduces wind noise and chance of damage.



**THEATRE LIGHTING.** Switch off interior lights and they automatically fade to dark with this feature.

See specification pages for feature availability.

**LARGE TRUNK.**  
26 cubic-feet trunk is one of the largest in its class.



THE ABUNDANCE OF  
FEATURES IS PERHAPS  
GRAND MARQUIS' MOST  
REMARKABLE FEATURE.

From its standard powerful V-8 to its available trailer tow package, you'll find Mercury Grand Marquis has all the essential ingredients you're looking for in a full-sized sedan.

FUNCTIONAL FEATURES.



**V-8 POWER.** Technically advanced single overhead cam (SOHC) V-8 engine with EEC-V produces 200 horsepower and 300 lb-ft of torque from 4.6 liters.



**REAR AIR SPRING SUSPENSION.** Option automatically adjusts ride height to suit heavier loads while increasing ride comfort.

**SPEED-SENSITIVE POWER STEERING.** Increases steering assist at slow speeds for maneuvers like parking. Reduces assist at higher speeds for improved road feel.



SAFETY AND SECURITY FEATURES.



**REMOTE KEYLESS ENTRY.** Option locks doors, opens trunk and switches on illuminated entry system at distances up to 33 feet.

**BRAKE/SHIFT INTERLOCK.**

**THREE-POINT SAFETY BELTS.** Lap/shoulder safety belts with adjustable "D" rings enhance security for outboard passengers.

**CORNERING LAMPS.** Option increases visibility when rounding corners for extra night driving security.

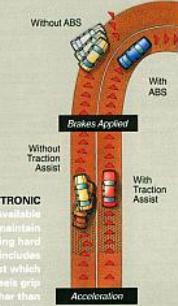
**INTERVAL WIPERS.** Option provides high and variable intervals speeds.

See specification pages for feature availability.



DUAL AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM.

Another safety feature to provide peace of mind. Always wear your safety belt.



ABS AND ELECTRONIC TRACTION ASSIST.

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 acceleration.

CHILD-PROOF REAR DOOR LOCKS. Help prevent accidental opening of rear doors.

FRONT AND REAR CRUMPLE ZONES. Absorb energy during collision before reaching the passenger compartment.

SIDE DOOR BEAMS. Help Grand Marquis meet 1997 Federal Dynamic Side Impact safety standards.

5-MPH BUMPERS. Bumper height and bumper height absorb impacts up to 5 mph.

LOWER BODYSIDE CHIP-RESISTANT COATING.

Extra-strong finish helps keep lower bodyside paint looking like new.

OPTIONAL FEATURES.



**NEW HIGH-LEVEL AUDIO SYSTEM.** Electronic MP3 stereo cassette radio produces 80 watts through six speakers.



**NEW ELECTRONIC INSTRUMENTATION.** Digital instrumentation is easy to see and read.



**LUXURY LIGHT GROUP.** Includes illuminated visor mirror, rear seat reading lamps, map dome light, and engine compartment light.



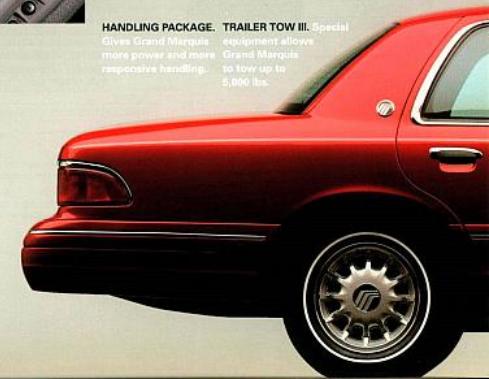
**NEW ELECTRONIC AUTOMATIC TEMPERATURE CONTROL.** Maintains a constant temperature you select. Also indicates outside temperature.



**POWER LOCK GROUP.** Includes power door locks and decklid release.



**HANDLING PACKAGE. TRAILER TOW III.** Special equipment allows Grand Marquis to tow up to 5,000 lbs.



JUST THE  
FACTS ON  
GRAND  
MARQUIS.



Standard  
Luxury full wheel cover



Optional on GS  
Locking radial spoke  
wheel cover



Optional on LS  
12 spoke aluminum wheel



Optional on LS  
Dual plane cast  
aluminum wheel



Included and only available  
with Handling Package  
Lacy spoke aluminum wheel



**DIMENSIONS (IN INCHES)**

Wheelbase	114.4
Overall length	211.8
Overall height	56.8
Overall width	77.8
Track, front/rear	62.8/63.3
Headroom, front/rear	39.4/38.1
Legroom, front/rear	42.5/38.4
Shoulder room, front/rear	60.1/60.3
Hiproom, front/rear	58.0/59.0

**ENGINE**

Type	SOHC V-8
Displacement	4.6 liters
Horsepower	190 @ 4250 rpm (210 @ 4250 rpm with Torque II or Handling Package)
Torque (SAE net)	260 lb.-ft. @ 3250 rpm (270 lb.-ft. @ 3250 rpm with Torque II or Handling Package)
Fuel delivery	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1
Engine control	EEC-V, electronic engine control

**CAPACITIES**

Cargo volume	20.6 cu. ft.
Fuel	20.0 gal.
Oil (with filter)	5.0 qt.
Engine coolant	13.6 qt.
Curb weight (lbs.)	GS: 3,761; LS: 3,758

**TRANSMISSION**

Electrically-controlled four-speed automatic overdrive with full lockup capability in fourth gear and overdrive lockout. No scheduled maintenance.

**BRAKES**

Power assisted 4-wheel hydraulic with tandem diaphragm, integral vacuum booster

Front/rear: 11.3-inch disc/11.2-inch disc

**SUSPENSION**

Front—Independent S.L.A. with ball joints, anti-dive control geometry, coil springs, nitrogen gas pressurized shocks and stabilizer bar

Rear—Four-bar link, rubber-cushioned pivots, rubber-insulated coil springs, nitrogen gas pressurized shocks and stabilizer bar

**STEERING**

Power speed-sensitive variable-assist with pre-lubricated low-friction steering axis

EPA Statement: 1995 EPA mileage estimates were unavailable when this publication 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.

**FUNCTIONAL FEATURES**

	GS SEDAN	LS SEDAN
Driver-side air bag Supplemental Restraint System	S	S
Right front passenger air bag Supplemental Restraint System	S	S
Lap/shoulder safety belts for front and rear outboard occupants	S	S
4.6-liter SOHC V-8 engine	S	S
4-speed electronic automatic overdrive transmission	S	S
Power 4-wheel disc brakes	S	S
Speed-sensitive, variable-assist power steering	S	S
Maintenance-free battery	S	S
95-amp alternator	S	S
Luxury sound insulation	S	S
Solar tint glass	S	S
Stalk-mounted control on steering column for turn signals, headlight beams, flash-to-pass, waster/wipers	S	S
Anti-lock Brake System (ABS) with electronic Traction Assist	0	0
Rear air suspension	0	0
Handing package	0*	0*
Trailer Tow III with 5,000-lb. load capacity	0*	0*
Engine block heater	0	0

**EXTERIOR FEATURES**

5 mph impact bumpers	S	S
Lower body/side urethane protection	S	S
Wide bodyside molding with bright insert	S	S
Halogen headlamps	S	S
Upper bodyside paint stripes	0	0*
Cornering lamps	0	0*
Heater outside mirrors	S	S

**\_SOUND SYSTEMS**

Electronic AM stereo/FM stereo radio with cassette	S	S
High-Level audio system with AM stereo/FM stereo radio, cassette and power amplifier, total 80 watts RMS	0	0
Rear window defroster	S	S

**INSTRUMENTATION**

Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel, emissions system and air bag readiness	S	S
Electronic instrumentation with built-in message center (available only as a part of electronic group)	0*	0*
<b>WHEELS &amp; TIRES</b>		

P215/70R15 white sidewall all-season steel belted radials	S	S
Luxury full-wheel covers	S	S
Locking radial spoke wheel covers	0*	1
P225/70R16 BSW tires*	0*	0*
Conventional size spare wheel and tire (aluminum wheel spare requires optional cast aluminum wheels)	0	0*
12-spoke aluminum wheels	0*	0*
Dual plane cast aluminum wheels	0	0*
Lacy spoke aluminum wheels*	0*	0*

**INTERIOR COMFORT AND CONVENIENCE FEATURES**

	GS SEDAN	LS SEDAN
CRD-free air conditioner	S	S
Rear child safety locks	S	S
Power windows	S	S
Express down power driver window	S	S
Automatic headlamp on/off delay system	S	S
Automatic parking brake release	S	S
Driver footrest	S	S
Tilt steering column	S	S
6-way power driver's seat	S	S
Twin comfort cloth seats with recliners and driver lumbar	S	S
Luxury twin comfort cloth seats with dual recliners and power lumbar	S	S
12-volt power port	S	S
Door map pockets	S	S
Rear seat center armrest	S	S
Two rear seat headrests	S	S
Passenger visor mirror	S	S
Dual courtesy lights on instrument panel	S	S
Courtesy light switch on all doors	S	S
Trunk glove box, front/rear lights	S	S
Electronic digital clock	S	S
Power outside mirrors (heated)	S	S
Dual cup holders	S	S
Color-keyed carpeting (16oz—GS; 18oz—LS)	S	S
Cargoed luggage area	S	S
Scare tire cover	S	S
Interval wipers	S	S
Keyless entry with two remote control keyfobs	0	0*
Finger tip speed control	0*	0*
Leather seating surfaces	0	0
Leather-wrapped steering wheel (requires speed control)	0*	0*
6-way power passenger seat with power lumbar and power recliner	0	0
Electronic automatic temperature control	0	0
Electronic group includes electronic instrumentation, tripometer* computer, automatic temperature control and air conditioning	0	0
Luxury full group includes dual illuminated rearview mirrors with dual auxiliary visors for front side coverage, rear seat reading lamps, engine compartment light and dual beam map/dome light	0	0*
Illuminated entry system	0*	0*
Power lock group includes door locks and deadlock release	0*	0*
Rear window defroster	S	S
Front carpet floor mats	0*	0*
Rear carpet floor mats	0*	0*
Rear seat heat ducts	S	S

S Standard feature      0 Optional feature

**TRAILER TOW III OPTION**

5,000-lb. capacity includes:
• Rear air spring suspension • Heavy-duty battery
• Heavy-duty cooling • Dual exhaust • Power steering fluid
• Heavy-duty transmission • 3.27 Traction-Lok axle (replaced with 3.27 conventional axle when trailer tow is ordered in conjunction with ABS/Traction Assist)
• Heavy-duty U-joints • 3.27 Traction-Lok axle • Upshifted front and rear stabilizer bars • P225/70R16 BSW tires • Aluminum wheels • Rear air suspension w/unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear

**PREFERRED EQUIPMENT PACKAGES**

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And to help you to offset sticker price savings over ordering these items individually,\*

**GS SEDAN PREFERRED EQUIPMENT PACKAGE 157A**

Finger tip speed control • Power lock group • Front carpet floor mats • Rear carpet floor mats • Locking spoke wheel covers • Illuminated entry
<b>LS SEDAN PREFERRED EQUIPMENT PACKAGE 172A</b>
Finger tip speed control • Power lock group • Illuminated entry system • Luxury light group • Front carpet floor mats • Rear carpet floor mats • Bodyline paint stripe • Leather-wrapped steering wheel • Remote keyless entry • Front cornering lamps • 12-spoke aluminum wheels
<b>INTERIOR COLORS</b>

Champagne Clearcoat Metallic • Electric Red Clearcoat Metallic • Plum Mist Clearcoat Metallic • Medium Willow Green Clearcoat Metallic • Light Willow Green Clearcoat Metallic • Silver Frost Clearcoat Metallic • Black Clearcoat • Vibrant White Clearcoat Metallic • Eclipse Blue Clearcoat Metallic • Portofino Blue Clearcoat Metallic
<b>INTERIOR COLORS</b>

Willow Green • Saddle • Light Graphite • Garnet (not available on GS) • Portofino Blue
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**PRODUCT CHANGES**

Following publication of this brochure, certain changes in standard equipment, options, and accessories may occur. Some options may have increased 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.

\*Option available only as part of a package.

\*\*Specified content is subject to change throughout model year. Consult your dealer for the most up-to-date information.

\* Included and only available with Handling Package.

Based on official AAMIA specifications.

**COMMITMENTS THAT TRAVEL WITH YOU.**

ROADSIDE ASSISTANCE

Every Mercury includes the security of an emergency Roadside Assistance Program during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free call away 24 hours a day, anywhere in the fifty United States should you need any towing assistance, fuel delivery, tire change, a jump-start or even help when you've locked yourself out of your car. Ask your Mercury dealer for complete details on the Roadside Assistance Program and a copy of the limited warranty.

THE LEASING ALTERNATIVE

More and more people are choosing a Red Carpet Lease from

Ford Credit as an alternative to buying a new Mercury. That's because a Red Carpet Lease allows a qualified customer to drive a brand-new Mercury more often for a lot less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for the benefits of a Red Carpet Lease at your Mercury dealer.



It is our goal to bring you something better: better interior room and comfort, better ride and handling, better styling and performance. In short, fully equipped, more satisfying vehicles, from the small yet satisfying Tracer to the versatile Villager. Cars and minivans that please both drivers and passengers. And today, of course, that goal of being better encompasses everything from advances in safety and technology,

## WHAT MAKES A MERCURY A MERCURY.

to complete satisfaction with every aspect of the care you receive from your Mercury dealer. All of which give you a better idea of our goal when we say: "Mercury. Better. Believe it."

Tracer



Mystique



Cougar XR7



Sable



Grand Marquis



Villager



 MERCURY



LITHO IN USA (520,000) 7-94 P-8610

Buckle up—together we can save lives.

 LINCOLN  
MERCURY