



1995
MERCURY
GRAND MARQUIS



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

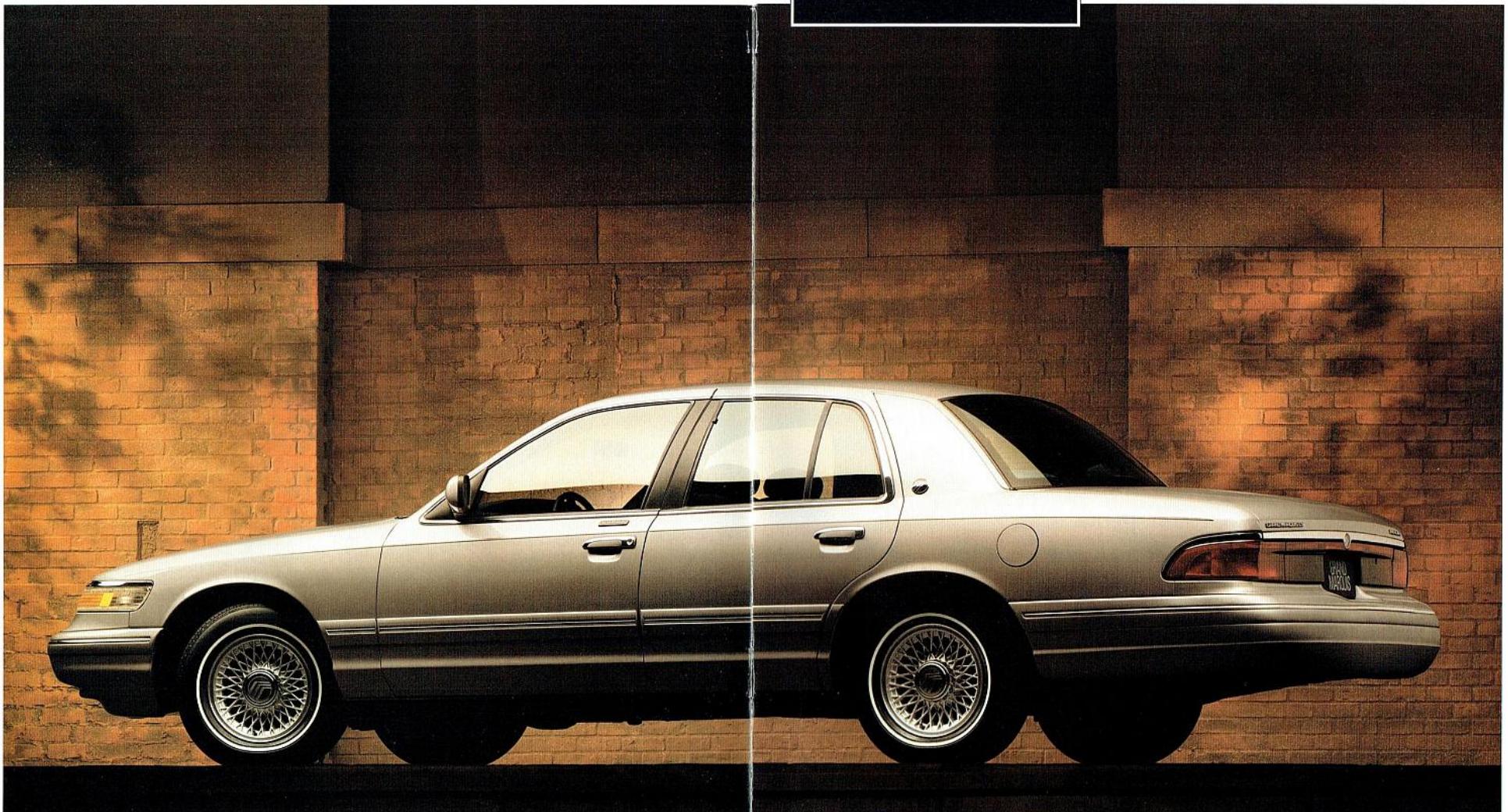
Grand Marquis has set the standard for full-sized sedans. Now, the 1995 model has been restyled to be more contemporary. It's still spacious enough to seat six passengers comfortably. A powerful overhead cam V-8 and body-on-frame construction contribute to its legendary ride. And, numerous features such 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.

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 power driver's seat comes standard.

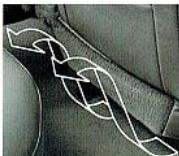
IMPROVED SEAT TRACK TRAVEL. Slides forward and back up to 25 cm (10 in.) to better accommodate leg room.



SOLAR GLASS. Solar tint glass protects against fabric fading and improves temperature control.



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. More conveniently located on the door trim panel.

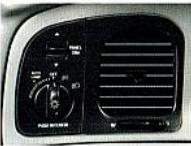


The success of Mercury Grand Marquis is due in large part to its vast array of features. On the next few pages, you'll gain a better idea of just how much it has to offer.

CONVENIENCE FEATURES.



NEW HEATED DUAL POWER MIRRORS. Outside mirrors automatically defrost when the rear window defroster is turned on.



AUTOMATIC HEADLAMP ON/OFF DELAY. Headlamps automatically turn off after a selected interval to eliminate worry and increase security.



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



NEW COLLAPSIBLE FRONT AND REAR GRAB HANDLES. Not only facilitate getting in and out of seats but also neatly fold out of the way.



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



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

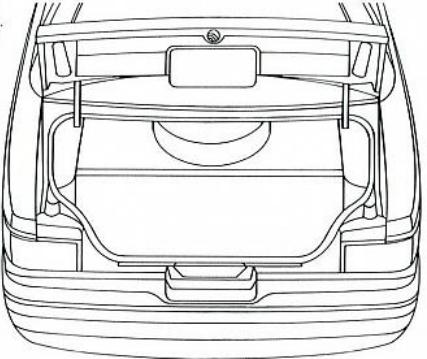


THEATRE LIGHTING. Switch off interior lights and they automatically fade to dark with this feature.



NEW AM/FM CASSETTE STEREO. Standard on all models, with large controls for easier operation.

LARGE TRUNK. 583 litres (20.6 cu. ft.) trunk is one of the largest in its class.



See specification pages for feature availability.

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

FUNCTIONAL FEATURES.



V-8 POWER. Technically advanced single overhead camshaft (SOHC) V-8 engine with EEC-V produces 190 horsepower and 260 lb-ft of torque from 4.6 litres.



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.

Brake/Shift INTERLOCK. Prevents transmission from shifting out of park unless the driver's foot is on the brake pedal.

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.

INTERIOR WIPERS. Include low, high and variable intermittent speeds.

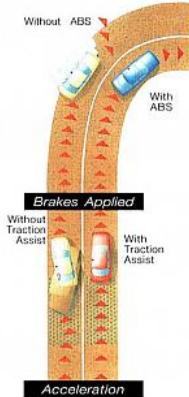
See specification pages for feature availability.

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.

SAFETY AND SECURITY FEATURES.



DUAL AIR BAGS SUPPLEMENTAL RESTRAINT SYSTEM. Another safety feature to provide peace of mind. Always wear your safety belt.



REMOTE KEYLESS ENTRY. Option locks and unlocks doors, opens trunk and switches on illuminated entry system at distances up to 10 metres (33 feet).

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 CRUMBLE ZONES. Absorb energy during collision before reaching the passenger compartment.

SIDE DOOR BEAMS. Help Grand Marquis meet 1997 Federal Dynamic Side Impact Safety Standards.

8 KMH (5 MPH) BUMPERS. Both front and rear bumpers can withstand impacts up to 8 kmh (5 mph).

LOWER BODYSIDE CHIP-RESISTANT COATING. Extra-strong finish helps keep lower bodyside paint looking like new.

OPTIONAL FEATURES.



ILLUMINATED ENTRY. Automatically lights interior when exterior door handle is touched.



NEW ELECTRONIC INSTRUMENTATION. Digital instrumentation is easy to see and read. (Optional on LS)



NEW HIGH-LEVEL AUDIO SYSTEM. Electronic AM/FM stereo cassette radio produces 80 watts through six speakers. (Optional on LS)



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

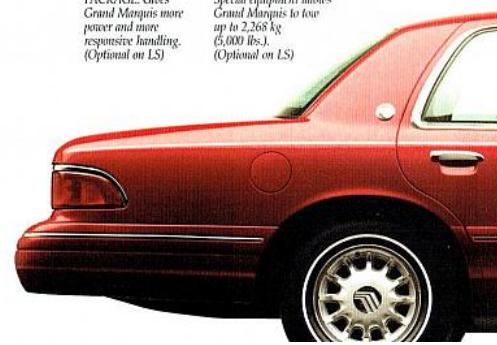
LUXURY LIGHT GROUP. Includes illuminated visor mirrors, rear seat reading lamps, map/phone light, and engine compartment light.



HANDLING PACKAGE. Gives Grand Marquis more power and more responsive handling. (Optional on LS)



TRAILER TOW III. Special equipment allows Grand Marquis to tow up to 2,268 kg (5,000 lbs.). (Optional on LS)



JUST THE FACTS ON GRAND MARQUIS



Standard on GS
Locking radial spoked
wheel cover



Optional on LS
12-spoke aluminum
wheel



Optional on LS
Dual plane cast
aluminum wheel



Dimensions mm (in)

Wheelbase	2900 (114.2)
Overall Length	5394 (212.4)
Overall Height	1443 (56.6)
Overall Width	1970 (77.1)
Track, front/rear	1505 (62.2) / 1608 (63.2)
Head room, front/rear	1000 (39.4) / 983 (38.6)
Leg room, front/rear	1000 (42.5) / 985 (38.9)
Shoulder room, front/rear	1530 (60.2) / 1527 (60.2)
Hip room, front/rear	1510 (59.4) / 1499 (58.9)

Engines

Type	SOHC V-8
Displacement	4.6 litres
Horsepower (SAE net)	180 @ 4,250 rpm (210 @ 4,250 rpm with Trailer Tow III or Handling Package)
Torque (SAE net)	200 lb-ft @ 3,250 rpm (220 @ 3,250 rpm with Trailer Tow III or Handling Package)
Fuel Delivery	Sequential multi-port electronic fuel injection
Compression ratio	10.0:1
Engine control	EEC-V electronic engine control

Capacities

Cargo volume	543 L (20.6 cu. ft.)
Fuel	75 L (16.7 imp. gal)
Oil (with filter)	4.73 L (1.0 gal)
Engine coolant	12.9 L (3.3 gal)
Curb weight	GS 1700 kg (3,731 lbs); LS 1705 kg (3,741 lbs)

Transmission

Electronically 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 11.2-inch disc/11.2-inch disc

Suspension

Front: Independent S.L.A. with ball joints, anti-drive 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 proportional low-friction steering gear.

FUNCTIONAL FEATURES

	GS	LS
Driver-side air bag/Supplemental Inflatable System	S	S
Front right passenger air bag (SRS)	S	S
Lap/shoulder safety belts for front and rear outboard occupants	S	S
4.6 litre 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
130-amp alternator	S	S
Luxury sound insulation	S	S
Solar tint glass	S	S
Side-mounted control on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	S	S
Anti-lock Brake System (ABS) with Electronic Traction Assist	P	P
Rear air suspension	-	O
Handling package	-	O
Trailer Tow III with 2208 kg (5,000 lb) capacity	-	O
Engine block heater	S	S

EXTERIOR FEATURES

Front bumper/impact bumper front/rear	S	S
Lower body-side urethane protection	S	S
Welded body-side mounting with bright insert	S	S
Aerodynamic corner reflector headlamps	S	S
Upper body-side point clamps	O	O
Cornering lamps	O	O
Heated outside mirrors	S	S

SOUND SYSTEMS

Electronic AM/FM stereo with cassette	S	S
High level audio system with AM/FM stereo radio, cassette and power amplifier, total 60 watts RMS	-	O
Rear window antenna	S	S

INSTRUMENTATION

Analog instrumentation with speedometer, fuel gauge, odometer and trip odometer	S	S
Warning lights for low fuel, emissions system and/or high temperature	S	S
Electronic instrumentation with built-in message center (available only as part of electronic group)	-	O

WHEELS AND TIRES

P215/70R15 white sidewall all-season steel hubcylinders	S	S
Dolom "Bucketwagen" full wheel covers	-	S
Locking radial spoked wheel covers	S	-
P225/60R16 BSW tires	-	O
Conventional tire spare wheel and tire	-	O
12-spoke aluminum wheels	-	O
Dual plane cast aluminum wheels	-	O



INTERIOR COMFORT AND CONVENIENCE FEATURES

	GS Std/	LS Std/
CFC-free air conditioner	S	S
Rear door 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 reclines	S	-
Luxury twin comfort cloth seats with dual reclines and power lumbar	-	S
12-volt power point	S	S
Map pockets in front seatbacks	S	S
Rear seat center armrest	S	S
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
Trunk, glovebox, front reading lights	S	S
Electronic digital clock	S	S
Power outside mirrors (heated)	S	S
Dual cup holders	S	S
Colour-keyed carpeting (16oz. - GS, 18oz. - LS)	S	S
Carpeted luggage area	S	S
Spoiler fin cover	S	S
Interval wipers	S	S
Keyless entry with two remote control keyfobs	O	O
Fingertip speed control	S	S
Leather-trimmed seats	-	O
Leather-wrapped steering wheel	-	O
6-way power passenger seat with power lumbar and power recline	-	O
Electronic automatic temperature control	-	O
Electronics group includes electronic cluster and Tripmaster computer	-	O
Luxury light group includes dual illuminated rearview mirrors with dual secondary visors for front/side coverage, rear seat reading lamps, engine compartment light and dual beam dome/map dome light	P	O
Illuminated entry system	P	S
Power lock group includes door locks and decklid release	P	S
Heated windows	S	S
Front carpet floor mats	S	S
Rear carpet floor mats	S	S
Rear seat heat ducts	S	S

S Standard Feature **O** Optional Feature

P Contains in a Preferred Equipment Package

- Not Available

OPTIONAL PACKAGES

TRAILER TOW II OPTION

2268 kg (5,000 lbs) capacity includes: • Rear air spring suspension • Dual exhaust • Trailer wiring harness • Power steering fluid cooler • Intermission oil cooler • Conventional spare tire • 3.27 Traction-Lok ratio (replaced with 3.27 conventional ratio when trailer tow is ordered in conjunction with ABS/Traction Assist)

HANDLING PACKAGE OPTION

Includes: • Dual exhaust • 3.27 Traction-Lok ratio • Up-sized front and rear stabilizer bars • P225/60R16 BSW tires • Aluminum wheels • Rear air suspension w/unique springs • Unique tuned suspension (shocks, spring rates) • Unique steering gear • Power steering cooler

PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages below and priced them to offer sticker price savings over ordering these items individually.

GS SEDAN PREFERRED EQUIPMENT PACKAGE 451A

Power lock group • Illuminated entry • Anti-lock brakes with Traction Assist • Luxury light group includes dual illuminated rearview mirrors, dual beam dome/map lights, engine compartment light, rear seat reading lamps and dual secondary visors for front/side coverage • Bodyside paint stripe • Leather-wrapped steering wheel • 12-spoke aluminum wheels • Keyless entry system • Anti-lock brakes with Traction Assist

LS SEDAN PREFERRED EQUIPMENT PACKAGE 458A

Front cornering lamps • Luxury light group includes dual illuminated rearview mirrors, dual beam dome/map lights, engine compartment light, rear seat reading lamps and dual secondary visors for front/side coverage • Bodyside paint stripe • Leather-wrapped steering wheel • 12-spoke aluminum wheels • Keyless entry system • Anti-lock brakes with Traction Assist • 6-way power passenger seat • Premium electronic AM/FM stereo cassette • Electronics group includes electronic cluster and Tripmaster computer • Electronic automatic temperature control

EXTERIOR COLOURS

Champagne Clearcoat Metallic	Electric Red Clearcoat Metallic
Medium Willow Green Clearcoat Metallic	Plum Met Clearcoat Metallic
Light Willow Green Clearcoat Metallic	Black Clearcoat
Silver Frost Clearcoat Metallic	Wheat/White Clearcoat Metallic
Pearlina Blue Clearcoat Metallic	Eclipse Blue Clearcoat Metallic

INTERIOR COLOURS

Willow Green	Saddle
Light Graphite	Garnet (not available on GS)
Portofino Blue	

F Included and only available with Handling Package.



Champagne Clearcoat Metallic



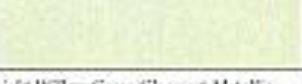
Electric Red Clearcoat Metallic



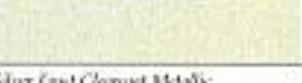
Plum Met Clearcoat Metallic



Medium Willow Green Clearcoat Metallic



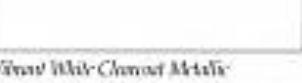
Light Willow Green Clearcoat Metallic



Silver Frost Clearcoat Metallic



Pearlina Blue Clearcoat Metallic



Eclipse Blue Clearcoat Metallic

OPTIONS 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.

THE OWNERSHIP EXPERIENCE



We've gone to great lengths to make the experience of driving - and owning - a new Mercury Grand Marquis enjoyable.

We stand behind your vehicle with our 3-year/60,000 km bumper-to-bumper limited warranty. And we look after your security with our no-cost Roadside Assistance Program. You can expect nothing less from a "customer-driven" company.



Ford Warranties

The 36-month/60,000 km bumper-to-bumper limited warranty covers the complete vehicle (except tires, and other items listed in the Warranty Information booklet) against defects in factory-supplied materials or workmanship.

Ford of Canada's corrosion warranty covers against corrosion perforation on body sheet metal panels for 5 years/unlimited distance. Each vehicle is protected with the corrosion protection DuraGuard system. This system is built in at the factory to provide superior corrosion protection.

For complete warranty coverage information, see your Ford of Canada Dealer.



EXTENDED SERVICE PLAN

Ford of Canada extended service plans are available and cover major components on new vehicles for longer than the basic vehicle warranty.



Roadside Assistance

You can count on Ford Quality now and down the road. That's because every new Ford of Canada car and light truck includes the assurance of an emergency no-cost Roadside Assistance Program during the 3-year/60,000 km bumper-to-bumper warranty period.

Help is just a toll-free phone call away - 24 hours a day anywhere in Canada or the continental United States - should you ever need trip planning, towing assistance, fuel delivery, tire change, a jump start, emergency travel reimbursement or even help when you're locked out of your vehicle.

Ask your Ford of Canada Dealer for complete details regarding this outstanding Program.



Ford Credit Programs

Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to every qualified buyer. Offices are located across Canada. Ask your Ford of Canada Dealer for complete program details.



LEASING

The Red Carpet leasing alternative is available through your Ford of Canada Dealer. This includes the popular leasing option known as "The Plan". A participating Dealer can arrange a lease term and payments tailored to your personal needs.

THE FORD COMMITMENT



Ford And Safety

Ford of Canada vehicles are built with state-of-the-art safety features. To begin with, all 1995 cars and light trucks are available with air bag supplemental restraint systems.

Each vehicle also offers the following safety features for vehicle operation and occupant protection: Shoulder and/or lap belts for all seating positions. Daytime running lights. High mount stop lamp. Two-speed or variable speed windshield wipers. Safety hood latch system. Glare-reduced instrument panel. Corrosion-resistant brake lines. Inside yieldaway rearview mirror. Impact-absorbing laminated safety-glass windshield. Inertia shut-off switch for electric fuel pumps.

Ask your Ford of Canada Dealer for complete details of Anti-Lock Braking systems (ABS), traction assist, speed-sensitive steering and our many other available safety features.



WE CAN SAVE LIVES

Smart

Ford of Canada encourages the use of safety belts and child/infant restraints. If a top tether is needed for a child restraint, an anchor is provided at each rear outboard seating position.



Ford & The Environment

Ford of Canada is dedicated to sound environmental practices and are industry leaders in supporting a cleaner environment.

- Only CFC-free air conditioning systems are used in all 1995 Ford of Canada vehicles.
- Recycled plastic resin appears in some vehicles.
- Ford is continuing to develop alternative fuel and battery-powered vehicles.
- This catalogue is printed on recycled paper containing 10% de-inked post-consumer materials and uses vegetable inks.



Graduate Program

\$750 CASH BACK. Recent graduates (graduating between April 1, 1993 and December 31, 1995) from a **recognized** post-secondary program may qualify for Canada's most established Graduate Rebate Program. They can get \$750 cash back, **over and above** most other consumer retail offers advertised at the time of purchase or lease. Get all the details from your local Ford or Mercury Dealer, or in your **Graduate Program Information Kit**. *It's free!* Just call our toll-free hotline at **1-800-387-5535**.



Quality Care

You can rely on Motorcraft Quality Replacement Parts to help ensure the long-term quality of your Ford of Canada vehicle. These parts meet the same high standards as those installed in production.



Customer Information

1-800-561-FORD. Should you require any additional general or program information, call our toll-free Customer Information Hotline for prompt, courteous assistance.



Ask Your Dealer

Following the publication of this catalogue, certain changes in standard equipment, options, prices or product delays may have occurred which would not be included in these pages.

Ford Motor Company of Canada, Limited, reserves the right to make these changes without incurring obligations of any kind. Your Dealer is your best source for up-to-date information.



Quality is Job 1.

Your Key To Saving For A Brand New Grand Marquis.



Use CIBC Ford VISA* and Save up to \$3,500
Use CIBC Ford Gold VISA* and Save up to \$7,000****

- Earn a 5% rebate from everyday purchases.
- Rebate earnings may be applied to the purchase or selected lease of any new Ford of Canada vehicle.
- Choose either the CIBC Ford VISA Card or the CIBC Ford Gold VISA Card.
- Rebates are in addition to any other incentives that may be in effect at the time of purchase or lease.
- Use either card to pay for residential long-distance calling with Unitel, book package holidays with Marlin Travel or rent a vehicle at participating Hertz locations

and you'll earn up to an additional 5% on top of your regular rebate.*** And there's no limit to how much extra you can earn.

- Apply now. Just call 1-800-465-CIBC (980-CIBC in Toronto), or visit your local Ford of Canada dealership or CIBC branch office.

Join the thousands of Canadians who have already applied the savings from this outstanding program towards the purchase of a new Ford of Canada vehicle.

Your Key To Saving.™

*CIBC and Ford Motor Company of Canada, Limited, Licensee of Mark. "Save up to a maximum of \$700 per year or \$3,500 in total with the CIBC Ford VISA Card and up to a maximum of \$1,400 per year or \$7,000 in total with the CIBC Ford Gold VISA Card. **Subject to change and/or cancellation without notice. Some conditions and an annual fee apply. Ask for full details of this program.

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