

1994 MERCURY VILLAGER

VILLAGER IS PROOF THAT A HIGHLY PRACTICAL MINIVAN CAN ACT AND FEEL LIKE A CAR.

Villager is the only minivan that drives like a car and also meets all federal passenger car safety standards.* It also sets a new standard for minivan usefulness and versatility, as well as passenger comforts. And its sleek exterior design brings a fresh new appeal to the world of minivans.

The 1994 Mercury Villager is available in three different models: the popular GS, the distinctive LS and the new top-of-the-line Nautica. Each is loaded with an impressive list of standard features and available options, including value-packed Preferred Equipment Packages. See your dealer for a complete listing.



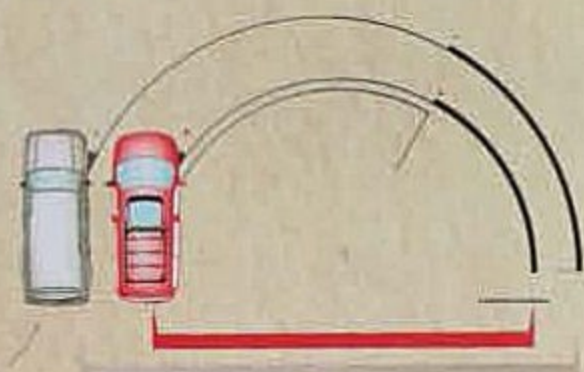
ADVANCED SEATING SYSTEM

The 1994 Mercury Villager has a seating system so advanced that nothing like it has ever been offered before. It gives you 13 different seating/cargo carrying arrangements. The rearmost seat reclines, folds down to become a tray table and slides on rails into three different seating locations and two different stowage positions.



QUICK, SMOOTH POWER

The Villager has a 3.0-liter, 151-horsepower, fuel-injected V-6 engine that provides excellent response across a wide power band. And this proven engine is teamed with a four-speed electronically controlled automatic transaxle for quick, smooth power.



SHORT TURNING DIAMETER

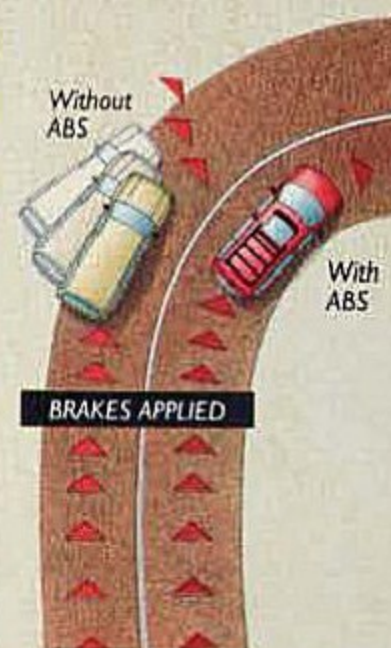
Villager's 38.7-foot turning diameter makes it easy to park in small spaces and easy to maneuver in tight quarters, like parking garages. Its short turning diameter is just another reason why Villager is so comfortable to drive.



CONVENIENT CONTROLS

You will feel right at home in Villager's driver seat because the controls have been carefully designed and placed for your convenience. You'll find innovative control pods on each side of the steering wheel provide quick, easy access to key functions. And because they are placed exactly where you expect them to be, you can operate them without taking your eyes off the road.

ANTI-LOCK BRAKES



Villager's Anti-lock Braking System (ABS) helps drivers maintain steering control during hard braking even in less-than-ideal situations, like slippery road surfaces. ABS is standard on all Villager models.

DRIVER-SIDE AIR BAG

A driver-side air bag is standard on Villager. It inflates quicker than the blink of an eye for added protection during a moderate to severe frontal collision. Always wear your safety belt.



COMPREHENSIVE WARRANTY AND MORE



Every 1994 Mercury Villager is covered by a comprehensive, 36-month/36,000-mile bumper-to-bumper warranty. Also during the warranty period, every 1994 Villager is covered by a complimentary 24-hour roadside assistance program. Roadside assistance covers such items as changing a flat tire, jump-starting your vehicle, towing, getting you into a locked vehicle, bringing you gas should you run out, and more. Complete details and a copy of the limited warranty are available at your dealer.



STANDARD FEATURES

Here are some of Villager's other standard features:

- Front-wheel drive
- Electronically controlled four-speed automatic overdrive transaxle
- Analog instrumentation
- Power rack-and-pinion steering
- Brake/shift interlock
- CFC-free air conditioner (optional on GS, standard on LS and Nautica models)
- Cloth reclining front captain's chairs with adjustable head restraints, inboard armrests and two cup holders mounted inboard
- Child-proof lock on sliding side door
- Sliding door step lamp with time delay
- Front cornering lamps
- Five-mph impact bumpers
- Reinforced side door impact beams
- Tinted glass
- Rear window wiper/washer
- Side window defoggers
- Front and rear floor mats
- Remote fuel-filler door release
- Electronic AM/FM stereo cassette
- P205/75R15 BSW all-season radial tires

*Except models with privacy glass due to window tinting.



OPTIONS AND SPECIFICATIONS

If you're interested in customizing Villager to your personal taste and exact driving needs, there is a lengthy list of options and special packages from which to choose. Here are just a few of Villager's available options:

- Trailer Tow Package (includes full-size spare)
- Power moonroof
- Personally coded keyless entry
- Autolamp on/off delay system
- Rear CFC-free air conditioner and heater
- Electronic instrument cluster including trip computer with outside temperature
- 8-way power driver seat
- Premium AM/FM stereo cassette with CD player

PREFERRED EQUIPMENT PACKAGES

To make ordering easy, certain popular options are grouped together and priced to offer sticker price savings over what it would cost if you ordered these items individually. Here is just one of these specially priced Preferred Equipment Packages:

VILLAGER GS WITH PREFERRED EQUIPMENT

PACKAGE 692A

- CFC-free air conditioner—front
- Electric rear window defroster
- Dual power mirrors
- Tilt steering column
- Fingertip speed control
- Power windows
- Power locks
- Luggage rack
- Under-seat storage
- 8-way power driver's seat
- Aluminum wheels with locking lug nuts

DIMENSIONS (IN INCHES)

Wheelbase:	112.2
Overall length:	189.9
Overall height:	67.6
Overall width:	73.7

CAPACITIES

Cargo volume:	126.0 cu. ft.
Fuel:	20.0 gal.
Fuel economy:	17 mpg
Curb weight:	4,015 lbs.
Optional towing capacity:	3,500 lbs.

ENGINE

Type:	OHC V-6
Displacement:	3.0 liters
Horsepower (SAE net):	151 @ 4,800 rpm
Torque (SAE net):	174 lb.-ft. @ 4,400 rpm
Fuel system:	Multi-point electronic fuel injection

TRANSAXLE

Electronic four-speed automatic overdrive with overdrive lockout

SUSPENSION

Front: MacPherson nitrogen gas-pressurized struts with front stabilizer bar

Rear: Hotchkiss leaf suspension with nitrogen gas-pressurized shocks

Optional: Optional handling suspension includes rear stabilizer bar and revised front and rear spring rates

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

YOUR LINCOLN-MERCURY DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE AND ADDITIONAL INFORMATION.