

MERURY

SALESPERSON SELF-STUDY GUIDE



1992

GRAND
MARQUIS

The Concept Behind The Car

The 1992 Grand Marquis has been designed to meet the needs of the traditional buyer in the full-size car market segment. The primary buyers of this vehicle will appreciate the fact that although the looks were redesigned, the car was simply improved.

As you read through this Self-Study Guide, your primary thought process should center around ways you can provide your previous Grand Marquis buyers — who are some of your best prospects — with reassurance.

- Reassurance that this Grand Marquis is larger in many areas than the 1991 model

Reassurance that the smaller 4.6L engine is more powerful and more fuel efficient than the 5.0L it replaced

And finally, reassurance that this 1992 model is the same traditional full-size car that Grand Marquis owners have come to expect . . . and better!



INTRODUCTION

How Can You Benefit From This Guide?

You'll be introduced to and provided with in-depth information on the 1992 Grand Marquis, which will allow you to:

- Develop an effective sales presentation
- Prepare for any questions a prospect may have
- Enhance your customer satisfaction skills
- And last, but not least, **SELL MORE CARS!**

What's The Format Of This Guide?

The Guide is divided into seven sections:

1. Marketing
2. Exterior Features
3. Interior Features
4. Functional Features
5. Walkaround Presentation
6. Key Selling Advantages vs. The Competition
7. Self-Study Quiz

Each chapter contains an up-front objective that details what you will be presented with and will be expected to learn.

Information is covered in an easy-to-read, visual format. Charts and photographs help to reinforce major points.

Each chapter contains discussion questions designed to help you put your product knowledge into practical use.

At the end of the Guide, you'll find product questions designed to offer immediate feedback on what you have just read.

To Maximize Your Benefit . . .

- Complete each chapter at your own pace
- Answer the multiple choice questions to test your knowledge
- Contemplate the discussion questions
- And make sure you fully understand the material

Then Your Prospects Can Benefit From You!

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OBJECTIVE

Once you have completed reading this section you will be able to:

1. Discuss the 1992 Grand Marquis's position in the full-size car market segment.
2. Identify Grand Marquis's typical buyers.
3. Understand the major purchase reasons held by prospects in this market segment — what features are most important to these prospects.
4. Identify and discuss the Five Key Reasons To Buy the 1992 Grand Marquis in your walkaround presentations.
5. Identify the Focus Model — the Grand Marquis LS with Preferred Equipment Package 172A.

Marketing Strategy

The 1992 Grand Marquis is a traditional full-size car that offers outstanding luxury car comfort with uncompromised passenger room and one of the largest trunks in the industry. Grand Marquis redefines its traditional image while providing an improved ride, a fresh new design and comfortable six-passenger seating.

Following the 1991 introduction of the all-new Tracer and Capri — Mercury's most recent success stories — Grand Marquis is the next example of Mercury's commitment to a new era in design and manufacturing quality. This must be conveyed to your prospects.

The 1992 Grand Marquis's contemporary, yet still distinctive, styling will enable you to retain your traditional full-size car buyers. Also, Grand Marquis provides a natural "step up" for owners of stylish mid-size vehicles who need more room.

Model Availability

Grand Marquis is available in two models:

- Grand Marquis GS Sedan
- Grand Marquis LS Sedan

MARKETING



The 1992 Grand Marquis's styling is designed to attract current Grand Marquis owners, as well as competitive owners looking for a more desirable alternative

An improved plush, smooth and stable ride is one driver-oriented feature for 1992



Who Will You Be Selling To?

- As you know, full-size car prospects can come from any walk of life; there is no "stereotypical" Grand Marquis buyer. However, most prospects for the 1992 Grand Marquis are expected to be full-size car prospects, and fall into the following average buyer profile:
 - 55-65 years of age
 - 70-80% male
 - \$40,000-50,000 median income
- Some prospects may also be current mid-size sedan owners who are interested in Grand Marquis's greater interior room and are attracted to the redesigned exterior

Purchase Reasons

- The 1992 Grand Marquis is expected to appeal to customers who are looking for outstanding ride and handling, six-passenger comfort and contemporary styling. The ten purchase reasons customers give when buying a car in this segment are:
 - A well-made vehicle
 - Good running engine
 - Riding comfort
 - Durability/Reliability
 - Ease of handling
 - Interior roominess
 - Safety features
 - Quietness
 - Value for the money
 - Price or deal offered

Source: 1990 New Car Buyer Study

DID YOU KNOW?

The first members of the "baby boomer" generation are just now entering the mature market segment, which includes Grand Marquis's over-50 buyers. It is the largest segment of today's population . . . and it is now entering the full-size car market segment!

Grand Marquis's 20.6 cubic feet of luggage space is one of the largest trunks in the industry

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What's New For 1992?

The 1992 Grand Marquis represents Mercury's dedication to continuous improvement. In many areas, it's a bigger vehicle. Overall body width, vehicle height, cowl height and windshield slope angle all increased slightly.

Inside, front and rear head room increased, as did rear seat hip room. But as much as the look of the vehicle has changed, there are even more improvements beneath the skin. Below is a list of the features of the 1992 Grand Marquis:

1992 Functional Revisions

- 4.6L overhead cam V-8 engine
- Four-wheel disc brakes
- Improved front suspension
- Speed-sensitive variable-assist power steering
- Fuel tank increased to 20 gallons
- Rear stabilizer bar
- Child-proof rear door locks
- Remote fuel filler door release on door trim panel
- Black sidewall tires
- Low liftover luggage compartment
- Limousine doors/flush glass
- Side window demisters

1992 Exterior Revisions

- All-new sheet metal
- Concealed bumpers with full-wrap covers
- Wide bodyside moldings
- Nine new exterior colors
- Paint stripe made optional

1992 Interior Revisions

- All-new interior trims
- Rear passenger assist handles
- Integral rear seat headrest on LS
- Four new interior colors
- Cargo net
- Rear seat center armrest on GS
- Flow-through instrument panel styling
- Map pockets on door trim panels

New Options

- Rear air suspension
- Ford JBL Audio System
- Keyless Entry System
- Anti-lock Braking System with electronic traction assist
- Electronic instrument cluster with trip computer
- Dual power seats with power lumbar support and power recliners
- Passenger Side Air Bag Supplemental Restraint System (late availability)
- Performance and Handling Package (late availability)
- Full vinyl roof (late availability)

Focus Model

For 1992, the Focus Model is the Grand Marquis LS with PEP 172A. The Focus Model Package includes those features most preferred by your customers, therefore simplifying the buying process. PEP 172A includes:

- P215/70R15 white sidewall tires
- Front and rear carpet floor mats
- 6-way power driver's seat
- Illuminated Entry System
- Front cornering lamps
- Leather-wrapped steering wheel
- Fingertip speed control
- Electric rear window defroster
- Electronic AM/FM stereo cassette radio
- Cast aluminum wheels
- Power Lock Group
 - Power door locks
 - Power decklid release
- Luxury Light Group
 - Engine compartment light
 - Dual-beam map/dome light
 - Dual illuminated visor vanity mirrors
 - Rear seat reading lamps
- Power radio antenna
- Bodyside paint stripe
- Rear license plate frame

Grand Marquis's standard Driver Side Air Bag Supplemental Restraint System is part of one of the most advanced safety systems available today

MARKETING

The 1992 model is everything that Grand Marquis owners have come to expect . . . and better!



Five Key Reasons To Buy Grand Marquis

During your sales presentation, it's extremely important to stress the following Five Key Reasons To Buy Grand Marquis:

1. **Grand Marquis offers an improved plush, smooth and stable ride** —The traditional ride that customers have come to expect is substantially improved through functional improvements in suspension, steering, handling and performance.
2. **Uncompromised six-passenger seating and 20.6 cubic feet of luggage capacity** —Grand Marquis's front and rear head room, and rear hip room have been improved, and its 20.6 cubic feet of luggage space is one of the largest trunks in the industry.
3. **Luxury car comfort** — Grand Marquis's outstanding level of comfort comes from a combination of improved ride and handling, coupled with new optional features like power lumbar support, power front recliners, as well as optional rear air suspension.
4. **Grand Marquis's impressive list of standard features is complemented by customer-driven PEP packages** —The many standard features — including a new, more powerful overhead cam V-8 engine — are complemented by Preferred Equipment Packages, which offer substantial savings on available options.
5. **Grand Marquis provides exceptional safety equipment** —Standard Driver and optional (late availability) Passenger Side Air Bag Supplemental Restraint Systems, front and rear 3-point safety belts, and an available Anti-lock Braking System with traction assist provide a tremendous safety story.

DID YOU KNOW?

Industry market segments are classified with a letter designation based on demographic and psychographic characteristics like age, income and purchase motivations. Current full-size car buyers are known as "E" buyers, while those who own mid-sized cars and are considering a move to the full-size car market segment are known as "D+" buyers.

Warranty Changes

As you know, warranty changes became effective on all 1991 model year Mercury vehicles delivered on or after September 4, 1990. In brief review, the Mercury vehicle changes include:

- The 6-year/60,000-mile powertrain coverage has been revised to 4 years or 50,000 miles, whichever occurs first
- The deductible fee for powertrain components has been reduced from \$100 to \$50 per repair visit after the 12-month/12,000-mile basic coverage period
- All other warranty coverage remains the same

The Grand Marquis Advantages

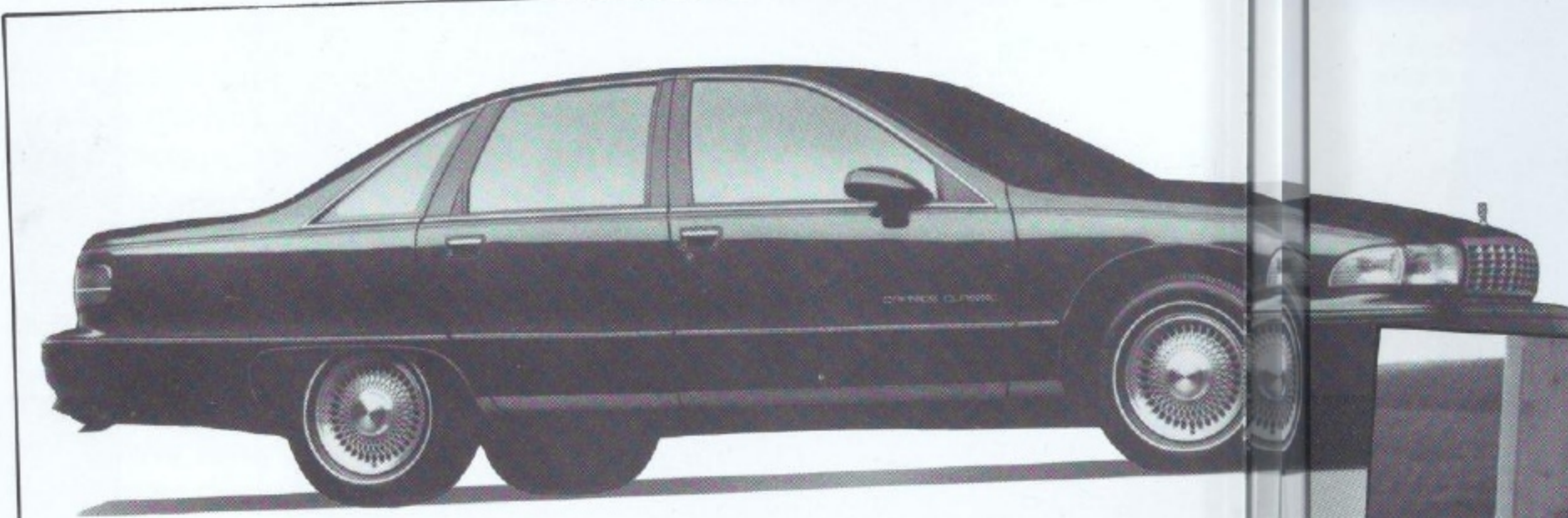
Be sure to tell your customers about these warranty changes, and emphasize that they give Grand Marquis advantages over Caprice in two ways:

- Grand Marquis's Powertrain warranty coverage lasts one year longer . . . 4 years/50,000 miles vs. 3 years/50,000 miles
- Grand Marquis's deductible for powertrain repairs after the initial 12-month/12,000-mile basic period is \$50, compared with Caprice's \$100 deductible

1992 Grand Marquis Competition

The full-size car segment represents a strong and traditional marketplace for domestic manufacturers. Even through recessionary years, the full-size car segment has held a specific niche in today's car buying marketplace.

- The 1992 Grand Marquis will compete primarily with the Chevrolet Caprice, Buick Park Avenue and Roadmaster, and Oldsmobile 88 and 98 models
- See the in-depth "Key Grand Marquis Selling Advantages" comparison with the Chevrolet Caprice on page 22



The Chevrolet Caprice's limited powertrain warranty can't match up to Mercury's coverage

"The 7th Position"

Focus group research indicates that the 1992 Grand Marquis provides ride and handling characteristics above and beyond what prospects normally expect from a full-size car. And the only way for your prospects to know this is to make the test drive the "7th position". You can tell them about Grand Marquis's ride, but letting them experience it first hand is the "best position" you can put them in!

MARKETING



1992 Grand Marquis LS with PEP 172A

Grand Marquis. Crown Victoria. There is a difference.

Many prospects may wonder if they should purchase a Grand Marquis or a Crown Victoria. To help them decide, you can point to these differences:

- Crown Victoria is designed with a firmer, more responsive sportier ride, while Grand Marquis is tuned with a softer, plusher ride

Grand Marquis will have:

- Traditional luxury styling cues
- Appeal for full-size car prospects
- A more traditional plush "boulevard" full-size car ride

Crown Victoria will have:

- More contemporary styling
- Fun-to-drive handling
- Appeal to traditional full-size car buyers as well as step-up prospects from the upper middle owner segment

Discussion Question

The 1992 Grand Marquis model is larger in many respects than last year's model. How will you reassure your customers of this?



1992 Ford Crown Victoria

OBJECTIVE

The objective of this section is to describe the 1992 Grand Marquis's styling, exterior features, cargo advantages and tires/wheels and wheel covers. Once you have completed this section, you will be able to:

1. Identify Grand Marquis's exterior features and explain the benefits.
2. Demonstrate Grand Marquis's trunk and cargo features.
3. Discuss Grand Marquis's tire and wheel/wheel cover availability.
4. Identify Grand Marquis's new exterior colors.

Style And Design

- The 1992 Grand Marquis represents the latest styling change to the Mercury lineup. Its contemporary look is smooth and fluid, and incorporates flush glass for an improved drag coefficient of 0.36

EXTERIOR



Projected improved fuel economy and a quieter ride are provided by Grand Marquis's all-new shape



Grand Marquis's new styling begins with a soft bumper, bright grille, bright accent molding and wraparound cornering lamps (included in Focus Package)

Exterior Features

There's more to the story than Grand Marquis's smooth and aerodynamic appearance. For 1992, Grand Marquis adds many functional features that enhance its appeal. Let's take a glance at some of the many exterior features that will enhance Grand Marquis's saleability:

Feature	Benefit
Aerodynamic halogen headlamps	Produce whiter, more natural light
Bodyside molding	Helps protect paint from parking lot dings
Outside foldaway mirrors	Help improve visibility; (N/A on Caprice) foldaway feature and larger mirror surfaces are added pluses
5-mph soft bumpers	Help reduce damage in low-speed impacts
Limousine doors and flush glass	Help improve aerodynamics and decrease wind noise
Tinted glass	Helps keep interior cooler in hot weather
Low liftover luggage compartment	One of the largest capacities in the industry is supported by the easier-loading liftover feature
Clearcoat paint	Tough, lasting finish that enhances paint color and shine
Urethane bodyside protection	Helps protect the bodyside from stone and gravel damage
Concealed drip moldings	Help keep water away from door openings

Discussion Question

Grand Marquis's luggage capacity is one of the largest in the industry and its low liftover design allows easy loading. Is this a major selling point? What is the best way to demonstrate this to your customers?



Cast aluminum wheels dress up 15" white sidewall tires on the Focus Model

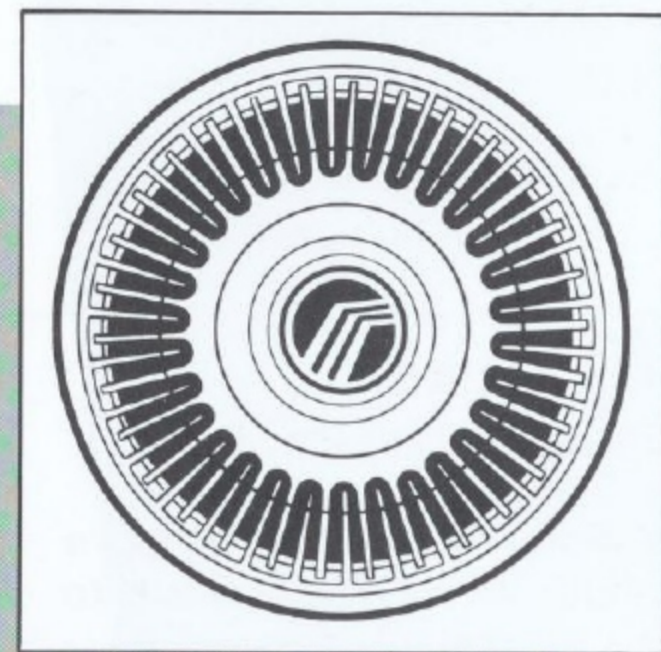
Exterior Colors

Your Grand Marquis customer may choose from a list of nine all-new exterior colors:

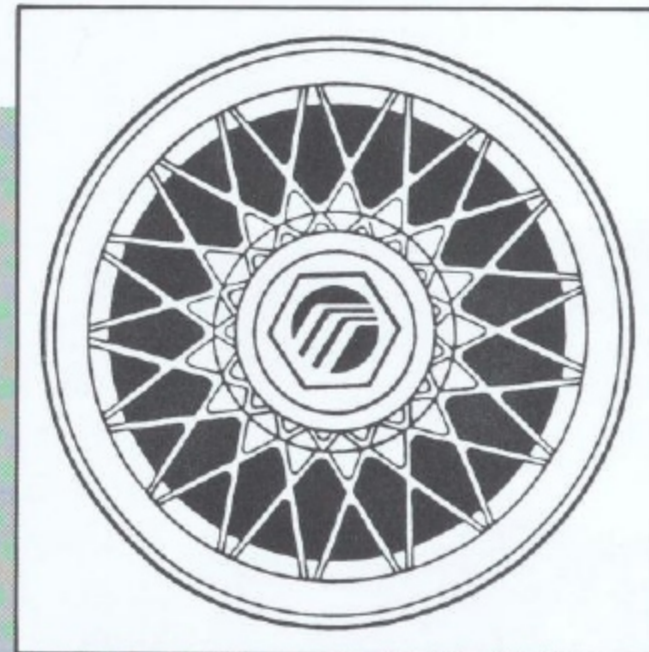
- Titanium Frost Clearcoat
- Medium Mocha Clearcoat Metallic
- Crystal Blue Frost Clearcoat
- Mocha Frost Clearcoat
- Medium Titanium Clearcoat Metallic
- Amethyst Frost Clearcoat
- Medium Cranberry Clearcoat Metallic
- Regatta Blue Clearcoat Metallic
- Dark Cranberry Clearcoat Metallic

Refer to the Preliminary Ordering Guide or your Product Portfolio insert — which will arrive at a later date — for exact availability and interior color combinations.

Grand Marquis offers three stylish wheel appointments



Radial Spoked Wheel Covers



Lacy Spoke Aluminum Wheels



"Basket Weave" Wheel Covers

Tires/Wheels And Wheel Covers

Grand Marquis's luxury wheels and wheel covers complement its smooth, stylish appearance.

- Both the GS and LS models feature standard "basket weave" wheel covers
- Radial spoke (lockable) wheel covers are optional on GS and LS, and are included in the GS Focus Package
- Lacy spoke cast aluminum wheels are optional on GS and LS, and are included in the LS Focus Package

Grand Marquis offers two tire choices:

- Both GS and LS models feature standard P215/70R15 BSW all-season, steel-belted radial tires
- White sidewall tires are included in all three Grand Marquis PEPs
- A conventional spare tire is optional on both series
- The Performance/Handling Package (late availability) includes an upgrade to P225/70R15 BSW tires

EXTERIOR

Each of Grand Marquis's nine all-new exterior finishes covers an anti-chip primer (late availability)



Delivery Tips

The 1992 Grand Marquis has many features that must be demonstrated and explained to your customers. Among the new features are:

- The optional Automatic Rear Air Suspension System
- The adjustable D-ring shoulder harness on the front outboard 3-point safety belts
- The optional Ford JBL Audio System

DID YOU KNOW?

Research shows that the ease of locating Mercury's yellow-highlighted service points is especially important to full-size car buyers! Be sure to point out these highlighted markers during your presentation.

DID YOU KNOW?

Grand Marquis's rear door windows roll down completely. Caprice's rear windows only roll down partially.

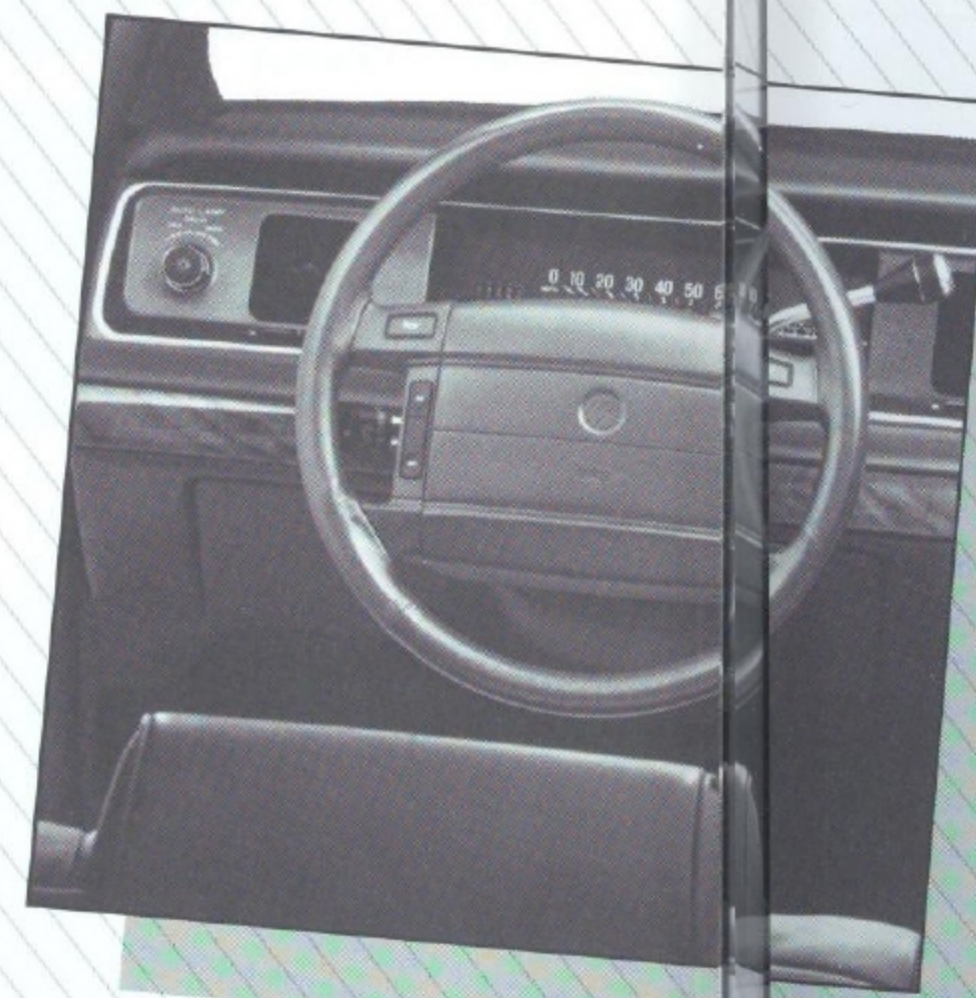
Grand Marquis's delivery tips — including the adjustable front outboard D-ring — are key selling features

OBJECTIVE

The objective of this section is to allow you to become familiar with Grand Marquis's interior features. Once you have completed this section, you will be able to:

1. Identify the components of the instrument panel.
2. Describe the benefits of the interior features.
3. Demonstrate the seating features.
4. Discuss the sound system availability.
5. Discuss the safety aspects of the vehicle.

INTERIOR

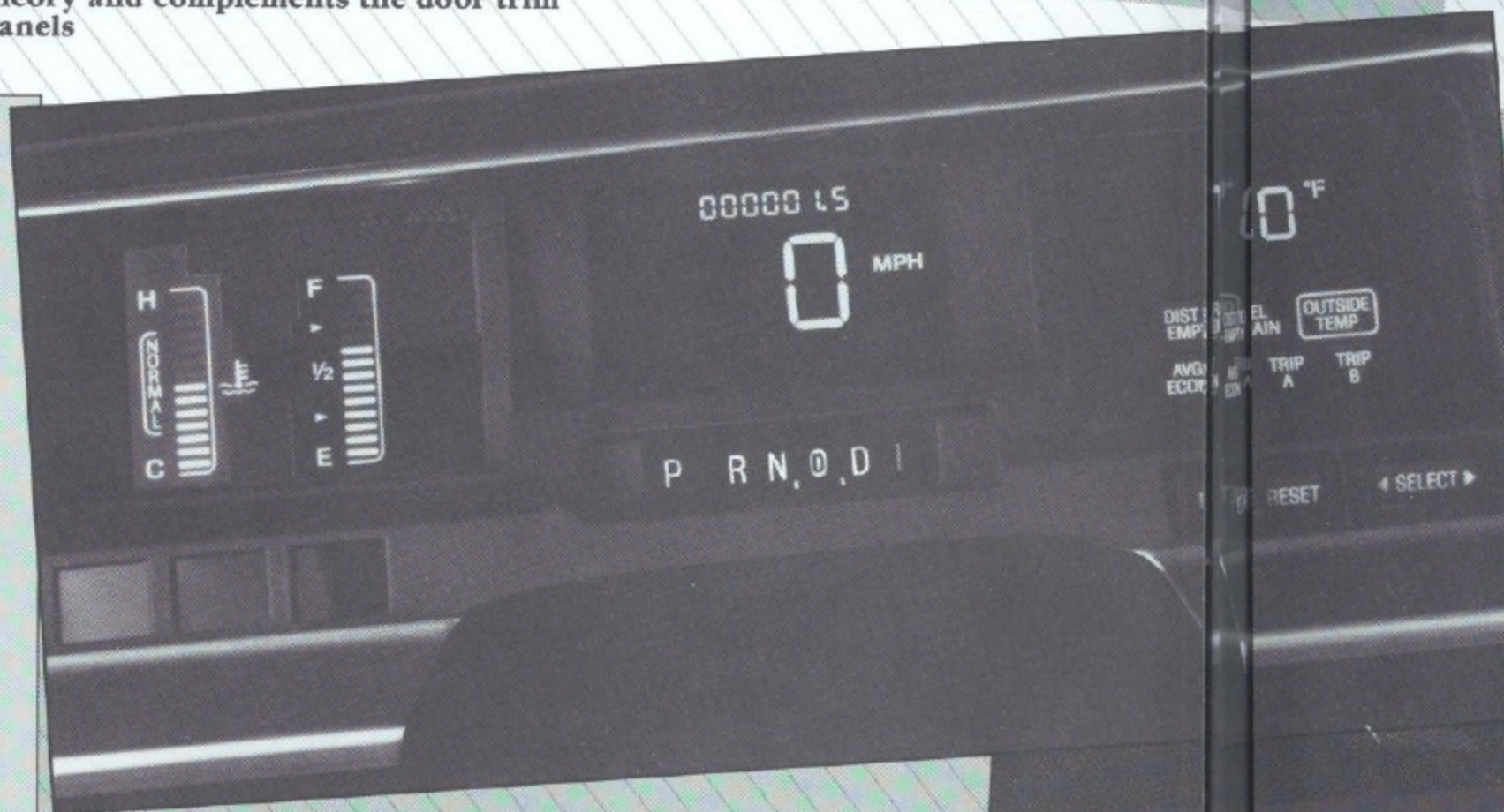


Grand Marquis's new instrument panel follows the car's contemporary design theory and complements the door trim panels

DID YOU KNOW?

Safety has become one of the key considerations for purchasing from the full-size car segment. Be sure to include safety into your presentation of the 1992 Grand Marquis:

- Color-keyed 3-point lap/shoulder belts are standard for front and rear outboard passengers
- Manual lap belts are standard for front and rear seat center passengers
- A Driver Side Air Bag Supplemental Restraint System (SRS) is also standard on both series
- A Right Front Passenger Side Air Bag Supplemental Restraint System (late availability) (SRS) is optional
- The Anti-lock Braking System with traction assist, available together as a single option



An all-new electronic instrument cluster with trip odometer is optional on both series



A 6-way power driver's seat is included in PEP 172A

Instrument Panel

- Grand Marquis offers a new design that matches the car's contemporary styling
- All-new options for the instrument panel include an electronic cluster with trip computer
- A woodgrain applique complements the door trim panels

Instrument Cluster (Standard)

The following features are included in Grand Marquis's standard instrument cluster:

- Speedometer
- Odometer
- Trip odometer
- Fuel gauge
- Engine temperature gauge
- Indicator/Warning lights:
 - Check air suspension (opt.)
 - Air Bag SRS
 - Engine charging system
 - Active safety belt latch
 - Check engine (malfunction)
 - Turn signal
 - High beam
 - Brake system/Parking brake
 - Low oil pressure
 - Low fuel
 - Anti-lock Braking System (opt.)
 - Check temperature

Optional Electronic Instrument Cluster (features not included in the standard cluster)

- Digital speedometer
- Digital odometer
- Trip computer
 - Digital trip odometers (A and B)
 - Door ajar warning light
 - Distance to empty
 - Fuel remaining
 - Outside temperature
 - Average economy
 - Instant economy
 - Low washer fluid

Sound Systems

Grand Marquis offers quality sound systems for the listening pleasure of its driver and passengers.

- The standard system on both series is an electronic AM/FM stereo radio with 4 speakers
- The optional electronic AM/FM stereo with cassette is included in the Focus Package 172A
- A high-level electronic AM/FM stereo cassette system is also optional, and includes:
 - Radio/tape scan
 - AM stereo
 - Pop-out tuning controls
 - Unique 4-channel premium amplifier with 80 total watts
 - 6 upgraded speakers
- New for 1992 is the Ford JBL Sound System, optional on both series, and includes:
 - Equalized coaxial speakers with special enclosures
 - Separate amplifier — 85-watt subwoofer
 - 145 total watts

DID YOU KNOW?

The 1992 Grand Marquis offers four all-new interior options:

- Ford JBL Audio System
- Electronic instrument cluster with trip computer
- Dual power seats with power lumbar support and power recliners
- Right Front Passenger Side Air Bag Supplemental Restraint System (late availability)

Grand Marquis provides standard Driver Side and optional Passenger Side (late availability) Air Bag Supplemental Restraint Systems

Interior Features

In addition to features usually found in full-size car interiors, Grand Marquis offers some that make it truly a pleasure to be in.

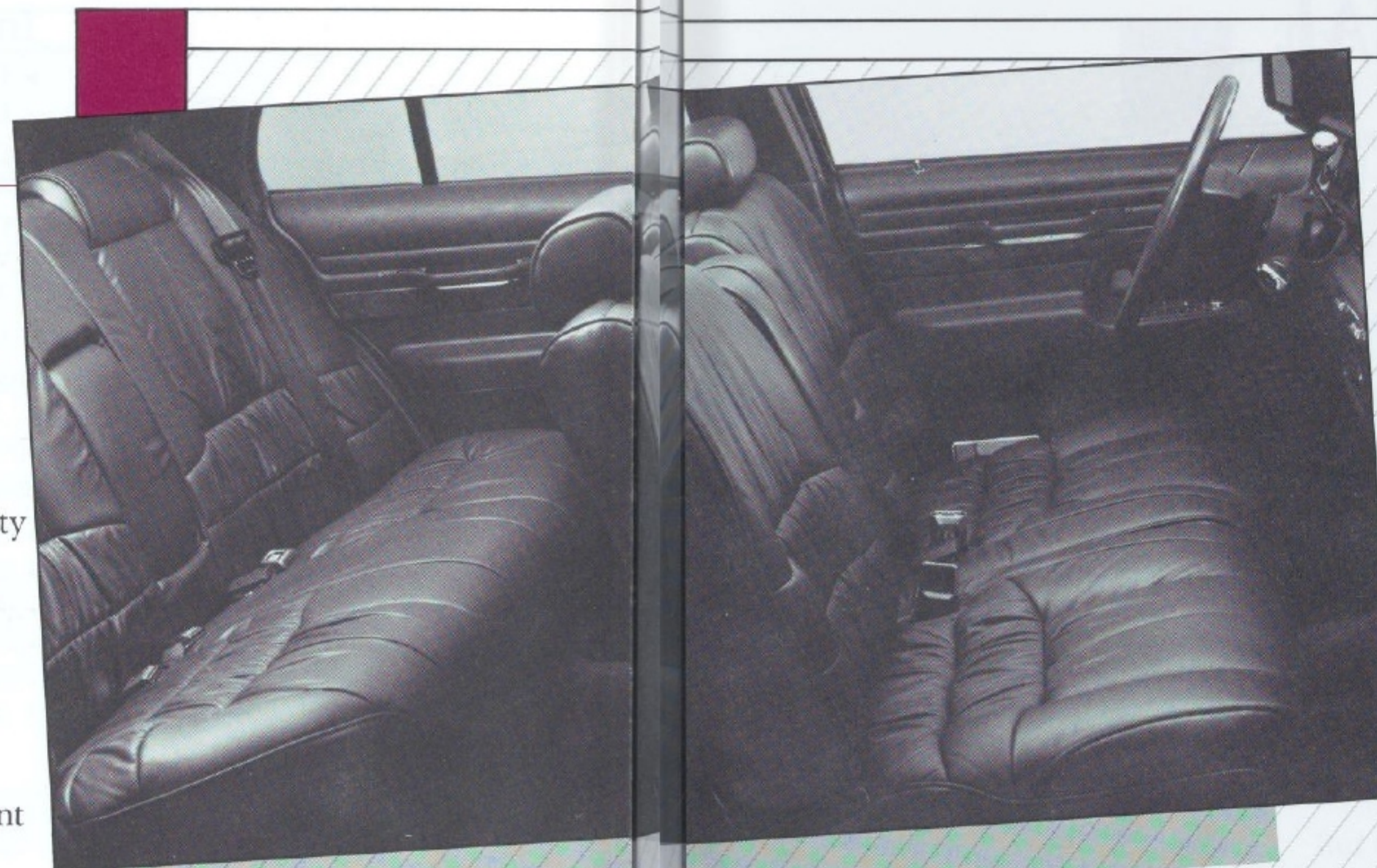
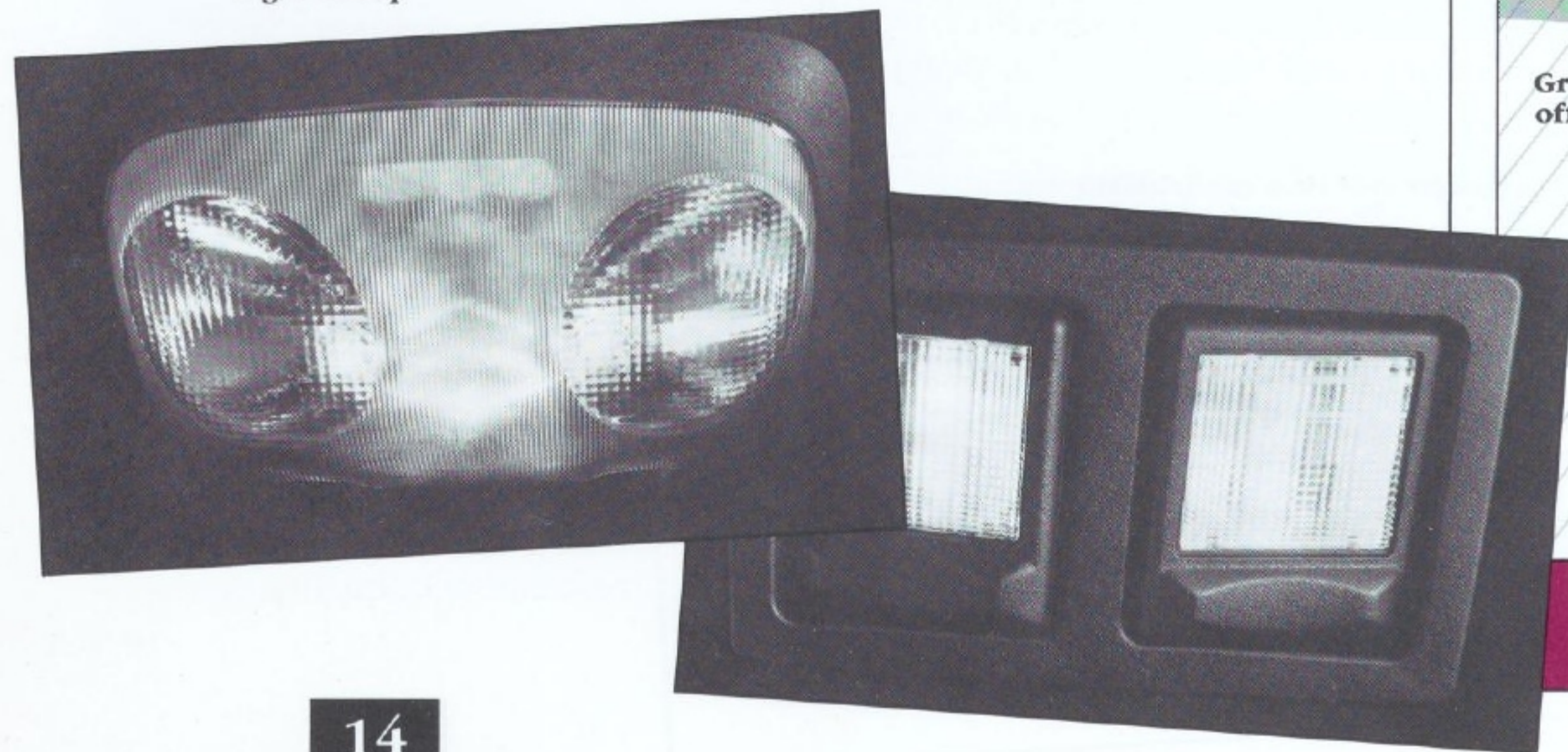
Feature	Benefit
Autolamp on/off delay system	Added parking lot safety at night
Integral rear seat headrests (LS only)	Rear passenger comfort
Tilt steering column with integral Air Bag Supplemental Restraint System	Driver convenience and added safety
Front (individual) and rear seat center fold-down armrests	Driver and passenger comfort and convenience
Adjustable "D-ring" for front outboard safety belts	Allows optimum adjustment of safety belt for safety and comfort
Seatback map pocket	For an uncluttered interior
Trunk cargo net	Protects packages from in-motion damage
Rear passenger assist handles	For passenger convenience
Door pull straps	Make closing doors more convenient

DID YOU KNOW?

Grand Marquis offers more room in most seating dimensions than Chevrolet Caprice, including:

- Front seat head room
- Front seat leg room
- Front seat hip room
- Rear seat leg room
- Rear seat hip room

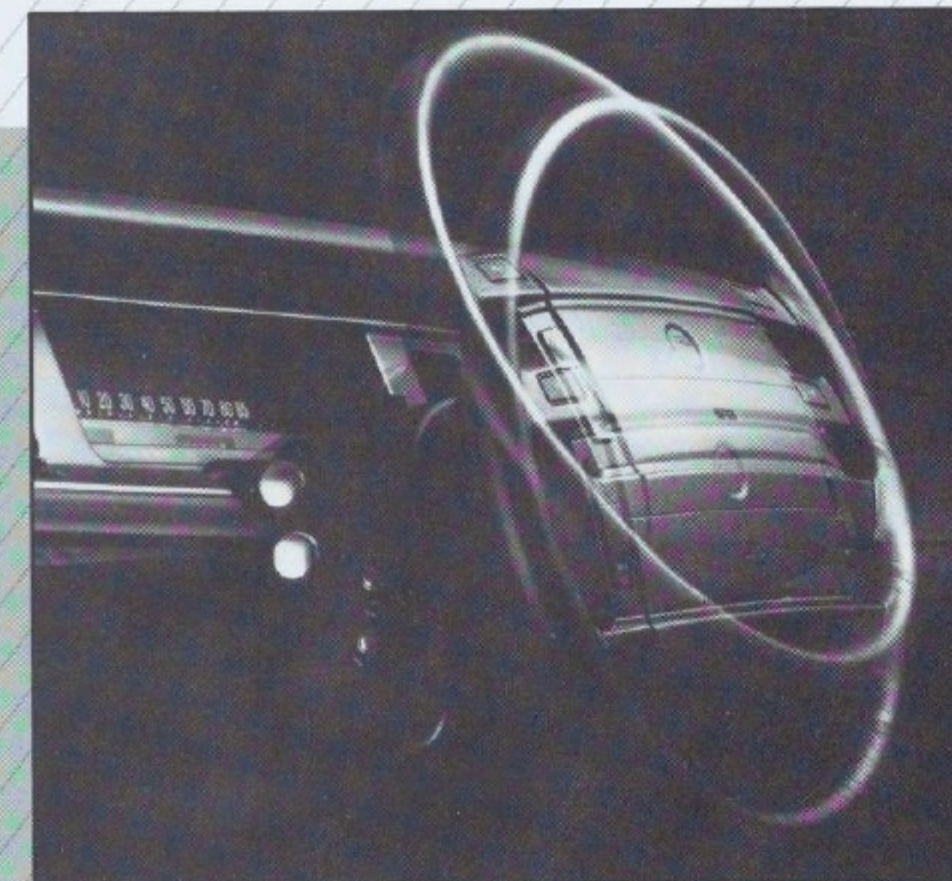
A dual beam map light and rear reading lamps are included in Grand Marquis's Light Group



Grand Marquis LS's optional leather trim provides a luxurious feel



Grand Marquis's GS and LS series offer two fabric and two sew styles



Grand Marquis provides a tilt steering column with integral standard Driver Side Air Bag Supplemental Restraint System (SRS), and offers an optional air bag for the right front passenger side (late availability) ... not available on Caprice

Discussion Question

The 1992 Grand Marquis is larger in many interior dimensions than both the Chevrolet Caprice and last year's Grand Marquis model. How can you best convince your prospect that even though the new design may look less roomy, it is actually larger?

INTERIOR

Seats

No doubt about it . . . you can't beat our seats:

Grand Marquis GS

- Twin Comfort cloth seats, with:
 - Dual recliners
 - Two-way headrests
 - Front and rear seat center fold-down armrests
 - Seatback map pockets
 - Extended driver seat track travel (9 inches for driver's seat)
 - Optional six-way power driver seat
- #### Grand Marquis LS (over GS features)
- Luxury Twin Comfort lounge seats with upgraded cloth
 - Optional leather trim
 - Integral rear seat headrests
 - Optional six-way power driver and passenger seats with power recliners and lumbar support

Please DO Touch!

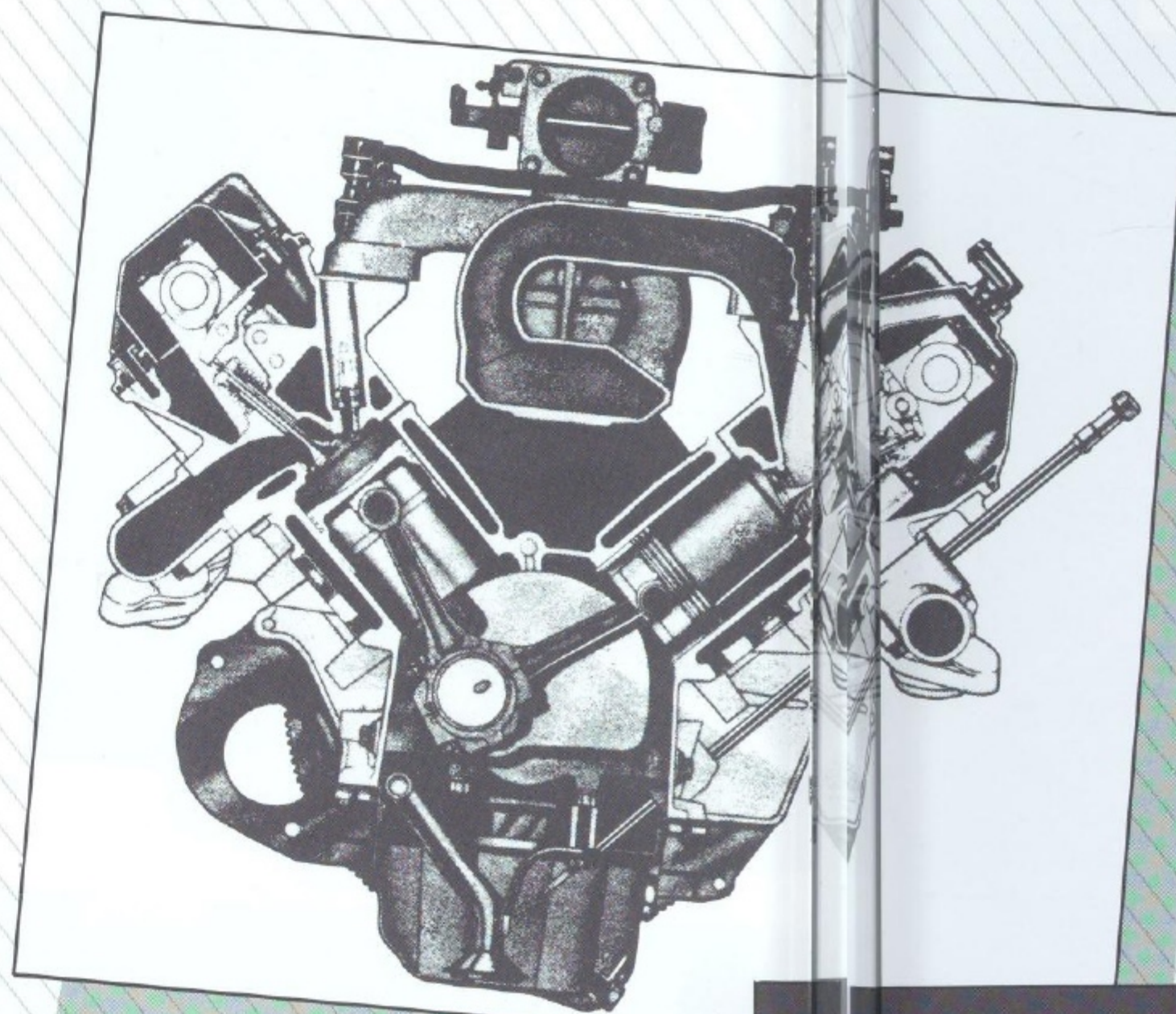
- Market research has discovered that there are certain areas — "Touch Zones" — that prospects often touch, stroke, feel and pay special physical attention to. These "Touch Zones" give the customer a feel for the automobile, and may help them decide that the Grand Marquis is a sturdy, well-built car that they will want to purchase.
- It's important to encourage your Grand Marquis prospects to experience certain features by physically touching each of these zones:
 - Exterior paint
 - Exterior door handles
 - Sun visors
 - Door trim panels
 - Instrument panel
 - Trunk
 - Seat fabric
 - Steering wheel feel
 - Transmission shift lever feel
 - Flush glass seams
- What a customer feels in each Grand Marquis "Touch Zone" is a result of endless hours of planning and work by Mercury design engineers. "Touch Zones" convey a specific message to a prospect each time he/she experiences one of these areas . . . quality.

OBJECTIVE

The objective of this section is to familiarize you with Grand Marquis's functional systems and its corresponding customer benefits. Once you have completed this section, you will be able to:

1. Describe the features and benefits of Grand Marquis's new 4.6L engine.
2. Summarize the NVH improvements built into the 1992 Grand Marquis.
3. Discuss the ride and handling characteristics of Grand Marquis's new suspension.
4. Be familiar with the braking system.
5. Discuss the benefits of the steering system.

FUNCTIONAL



The 4.6L engine is projected to improve fuel economy by about 1 mpg over the 5.0L engine. And with Grand Marquis's larger fuel tank, that's 50 to 70 more miles per tank of gas

The traditional train of thought led you to believe that more power meant fewer miles to the gallon. The Grand Marquis's new 4.6L V-8 lets you think otherwise

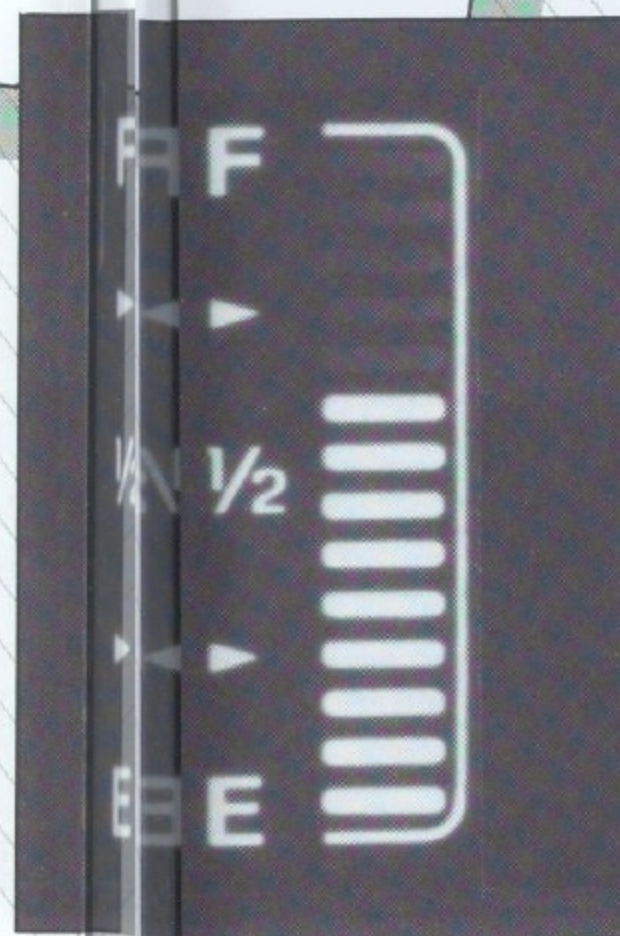
WHAT ARE PEOPLE SAYING ABOUT THE 4.6L V-8?

"The Romeo (4.6L engine) is 40 pounds lighter than the pushrod engine it replaces, is only half as noisy, is more fun to drive, pollutes less and goes about 1.5 miles farther on a gallon of gas. And — wave the flag — it finally puts a big U.S. engine in the same league as those that power the Japanese luxury mobiles, Lexus and Infiniti. Who says you can't have it all?"

— U.S.A. Today

DID YOU KNOW?

Mercury will be offering another transmission, the AODE, scheduled for a 1992 mid-year introduction. This automatic overdrive transmission is electronically controlled for smoother shifting and improved fuel economy beyond Grand Marquis's already impressive level. Watch for more information to come.



The 4.6L V-8 Engine . . . The Best Yet!

When the 5.0L engine was introduced to the Grand Marquis, it represented an evolutionary step in engine manufacturing. The Grand Marquis's new 4.6L V-8 engine is the latest step, and offers improvements over the old 5.0L engine that represent a better product for the customer:

- More than a 20% increase in horsepower:
 - 190 horsepower @ 4200 rpm is 40 more horsepower than the 1991 model 5.0L
- Better projected fuel economy:
 - 18 mpg city; 25 mpg hwy. is projected to be a 1-mile-per-gallon improvement over the 1991 model 5.0L

But the 4.6L V-8 isn't just an improvement in performance. It also provides a significant improvement in reduced noise and vibration.

With the 4.6L engine, noise level is reduced about 50% compared to the 5.0L engine, primarily due to:

- A deep-skirt block design
- Cross-bolted main bearing caps
- Deep-mounted head bolt attachment points
- Direct-mount accessories

Your prospects may not understand the technical jargon, but they'll surely understand that these refinements are important when they get behind the wheel.

Less Is More!

Full-size car buyers like the idea of having a "big engine". And the truth is, that the smaller 4.6L:

- Is a V-8
- Produces 40 more horsepower
- Is projected to provide better fuel economy

Transmission

AOD

To start the 1992 Grand Marquis model year, the available transmission will be the 4-speed automatic overdrive:

- Fourth gear overdrive
- No scheduled maintenance
- 100% mechanical lockup in 4th gear eliminates gear slippage

4.6L V-8 Features And Their Benefits

Feature	Benefit
Sequential multi-port fuel injection	Enhances combustion, improving driveability and fuel economy
Overhead cam design	Increases horsepower
EEC-IV electronic engine controls	Microcomputer, improves performance and fuel economy
Low-friction piston rings; roller finger followers; internally balanced crankshaft; fast-burn combustion chamber	Improved fuel economy
Deep-skirt block design; cross-bolted main bearing caps; deep-mounted head bolt attachment points; direct-mount accessories	Improved Noise, Vibration and Harshness (NVH)
Seal design improvements	Reduced chance of oil leakage

Chassis/Suspension

The Grand Marquis underbody is definitely an improvement over last year's platform. The list of improvements for 1992 is a long and impressive one:

Feature	Benefit
Dual cams added to upper control arms	Easier, more accurate alignment setting for improved tire wear
New front suspension geometry	Steering feel and directional stability
Retuned shock absorbers	More controlled ride
Permanently lubed cartridge wheel bearings	Bearings don't need servicing
Stabilizer bar connects directly to spindle and ball joint	Reduces body roll
Rear stabilizer bar	Improves roll control, handling, balance and directional stability
Optional rear air suspension	Improves ride and handling for all load conditions. Provides a self-handling feature

Grand Marquis can carry the load!

Optional Rear Air Suspension

Grand Marquis offers an optional rear air suspension system that adjusts the vehicle's rear height to a level position, whether your load is in the trunk or on the hitch:

- In an unloaded condition, the lower rate air spring provides improvements in impact harshness and vertical rear end movement
- When loaded down, the suspension is raised by air pressure, leveling the vehicle for better handling

This feature can be demonstrated to your prospect in an easy fashion. Have them sit in the rear seat with the ignition on and the door closed. Your prospect will be able to feel the difference in the vehicle's attitude.

Performance/Handling Package

A Performance/Handling Package may be ordered which includes:

- A 3.27 axle ratio
- Anti-lock Braking System with traction assist
- An upsized front and rear stabilizer bar
- P225/70R15 BSW tires
- Rear air suspension
- Dual exhaust

Trailer Towing

Grand Marquis's optional Trailer Tow III Package features many functional upgrades, including the Traction-Lok axle with 3.55 axle ratio*, handling/heavy-duty suspension components, rear air suspension, upgraded cooling, transmission cooler, power steering cooler and dual exhaust.

The 4.6L engine can handle the same load as last year's 5.0L:

- 5000-lb. maximum gross trailer weight
- 750-lb. maximum tongue load

*When Grand Marquis is ordered with ABS, ETA replaces the Traction-Lok axle.

FUNCTIONAL

Grand Marquis's suspension has been redesigned for ride and handling characteristics that have to be experienced to be appreciated, and along with the optional air suspension complements Grand Marquis's trailer towing capability



Optional traction assist (included with ABS) helps prevent drive wheels from spinning on slippery surfaces

DID YOU KNOW?

Following the maintenance schedule in the owner guide is the most important post-purchase activity a buyer can perform. Import owners have typically encountered fewer problems because they more regularly follow suggested maintenance schedules than do domestic owners. Stressing the importance of following schedule A or B — depending on the customer's driving habits — will help ensure your customer's satisfaction throughout the life of their vehicle.

Grand Marquis's optional Anti-lock Braking System helps inhibit wheel lockup under braking on wet or dry surfaces

Optional ABS With Traction Assist

Optional on the Grand Marquis is an anti-lock braking system. The ABS system senses wheel skid and rapidly modulates braking pressure to inhibit lockup. This helps:

- The driver to steer under adverse weather conditions such as slippery or wet surfaces
- Improve stopping distance on wet surfaces
- Maintain steering control and stability under full braking

Although Caprice offers standard ABS, the Grand Marquis system employs 4-wheel disc brakes, which are able to modulate (engage and release) faster than the disc/drum system.

Included with the Grand Marquis ABS system is the electronic traction assist system. Traction assist utilizes the brakes to help keep the drive wheels from spinning. For example, when accelerating on a slippery surface, the system will prevent the rear wheels from spinning, assisting the driver to stay in control.

Steering

The 1992 Grand Marquis employs speed-sensitive variable assist power steering. The speed-sensitive system provides more power assist at low speeds — such as during parking maneuvers — and less assist at higher speeds, for a firmer road feel.

Braking Systems

Also new for 1992 are standard 4-wheel disc brakes. The 4-wheel disc system is an improvement over the front disc/rear drum format (used on Caprice) because it improves stopping distances through improved brake modulation.

Up Front

- **All-new aero-efficient design** — Improves vehicle drag coefficient for a better fuel economy and a quieter ride by reducing wind noise
- **Bright grille** — A Mercury trademark . . . provides identifiable styling up front, and will swing away in the event of a collision
- **Soft bumpers with integrated rubstrip and bright accent insert** — Absorb impacts twice the speed required by federal regulation, while providing good looks
- **Wraparound cornering lamps** — Provide added lighting around turns and alert other drivers of your intentions
- **Hidden interval wipers** — Adjust speeds for rain or mist; located below the hoodline for styling continuity

Under The Hood

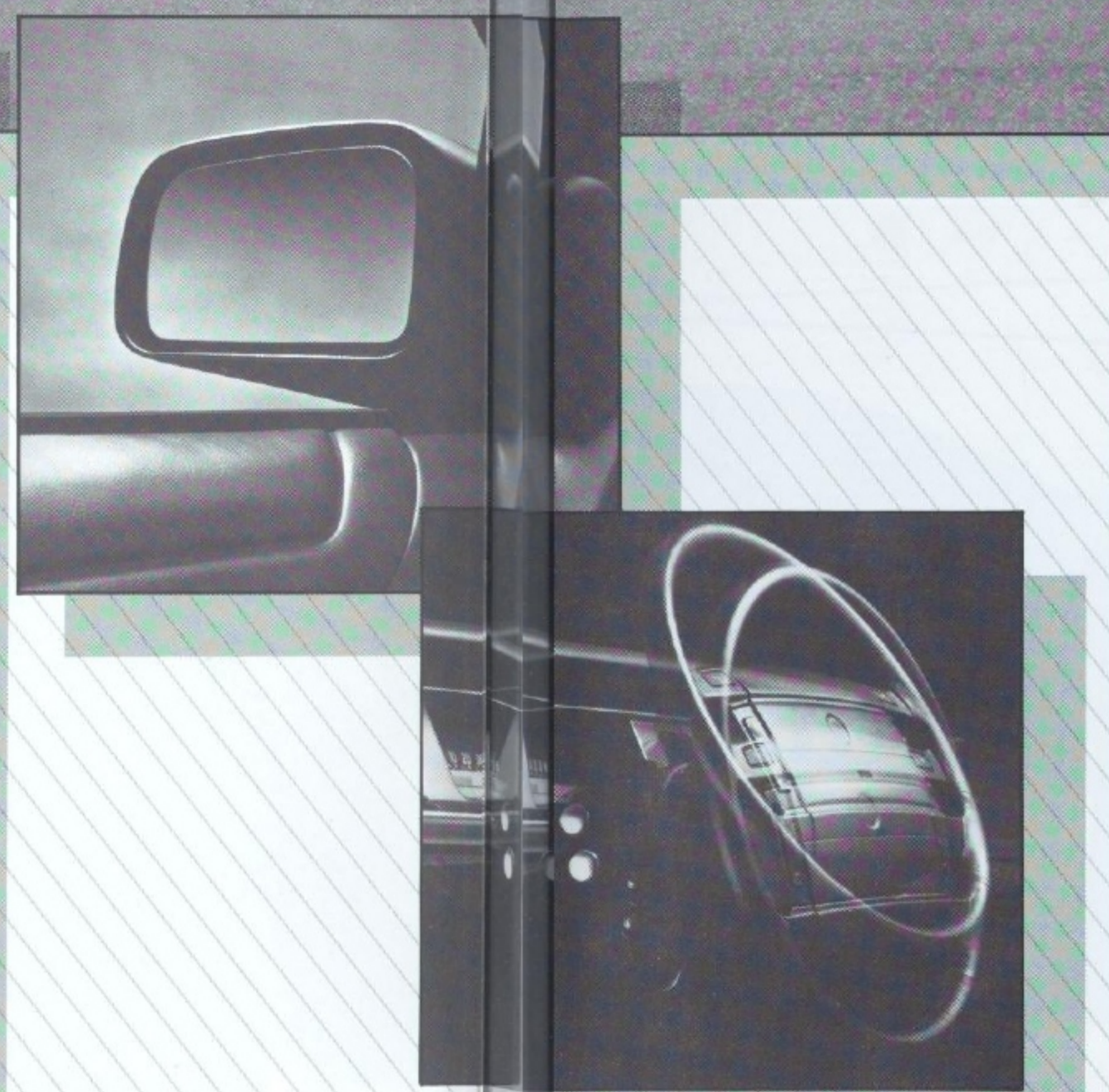
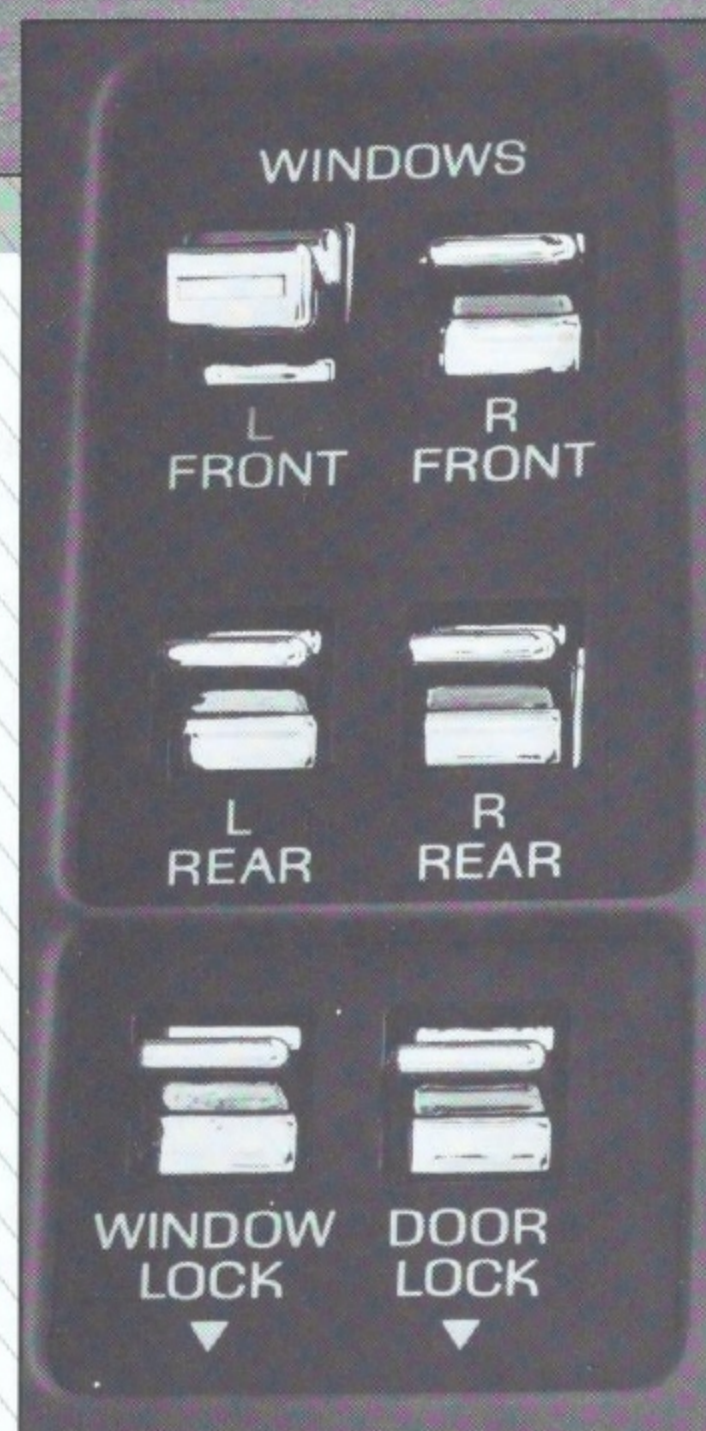
- **4.6L overhead cam V-8 engine** — Provides 190 horsepower at 4200 rpm and 260 ft.-lbs. of torque at 3200 rpm
- **Sequential multi-port fuel injection** — Delivers precise pulses of fuel to each individual fuel injector in sequence with the opening of the intake valve for better fuel efficiency
- **4-speed Automatic Overdrive transmission** — Provides smooth shifting while improving fuel efficiency at highway speeds
- **Maintenance-free battery** — Provides starting power with no scheduled maintenance
- **Yellow-highlighted service points** — Make them easier to locate

Passenger's Side

- **Wide bodyside molding with accent color and bright insert** — Helps protect exterior finish from dings and dents while providing sharp styling
- **Chip-resistant Clearcoat paint** — Anti-chip primer (late availability) and lustrous paint retains Grand Marquis's good looks

WALKAROUND PRESENTATION

Focus Model: Grand Marquis LS with PEP 172A



- **Bodyside paint stripe** — Accents Grand Marquis's smooth, contemporary design
- **Limousine doors** — Allow easy entry while providing aerodynamic efficiency
- **Dual electric remote-control foldaway mirrors** — Offer driver convenience; foldaway feature protects against cosmetic damage, and larger mirror surfaces allow more to be seen

At The Rear

- **20.6 cubic foot luggage capacity** — Low liftover design allows easier loading; cargo net holds contents in place during travel
- **Taillamps with integral side markers** — Provide bright, clear illumination; side markers alert other drivers of your intentions
- **Rear window defroster** — Improves rearward visibility
- **Large trailer towing capacity** — Allows you to include a boat or camper in your travel plans

Driver's Side

- **Optional Keyless Entry System** — Provides added peace of mind at night . . . no need to fumble for keys in dark parking lots
- **Illuminated Entry System** — Provides interior lighting when the door handle is lifted for added security
- **P215 all-season WSW steel-belted tires** — Excellent traction year-round on both wet and dry pavement
- **Cast aluminum wheels** — All-new wheel design accents Grand Marquis's contemporary styling
- **Standard speed-sensitive variable-assist power steering** — Provides more assist at lower speeds for parking maneuvers; less assist at highway speeds for a firmer steering feel
- **New front suspension geometry** — Improves ride, handling and directional stability
- **New front and rear stabilizer bars** — Improve ride, handling and directional stability

- **Standard power 4-wheel disc brakes** — Provide improved stopping distances and brake modulation
- **Optional ABS with electronic traction assist** — Prevents wheels from spinning on slippery surfaces; reduces slipping when driving on an incline. ABS helps prevent wheel lockup under slippery conditions

Interior

- **Six-passenger seating** — Includes more interior volume than last year's model
- **Standard Driver Side Air Bag Supplemental Restraint System** — In conjunction with properly worn safety belts, decreases the potential for serious injury in moderate-to-severe frontal collisions
- **Dual-control six-way power driver's seat** — Allows driver to adjust their seat quickly and easily
- **Leather-wrapped steering wheel** — Adds a classic touch to the Grand Marquis driving experience
- **Fingertip speed control** — Maintains a constant speed for added convenience on long trips
- **Full analog instrumentation** — Includes easy-to-read information; including speedometer, fuel gauge, temperature gauge, odometer and trip odometer
- **Electronic AM/FM stereo cassette** — True luxury car sound system; provides 18 preset station settings
- **Power radio antenna** — Provides convenience and added protection against damage when not in use
- **Power Lock Group** — Includes power door locks and decklid release
- **Luxury Light Group** — Includes engine compartment light, dual beam map light, rear reading lamps and dual illuminated visor mirrors
- **Front and rear color-keyed carpet floor mats** — Help to protect the cut-pile carpeting

Highlighted items are included in PEP 172A.

Dimensions And Capacities

(Dimensions in inches unless otherwise specified)

General	Sedan
Wheelbase	114.4
Overall Length	212.5
Overall Height	56.7
Overall Width	77.8
Tread — Front	62.8
— Rear	63.3
Curb Weight (lbs.)	3768
Front Seat	
Head Room	39.4
Shoulder Room	60.7
Hip Room	59.0
Leg Room	42.5
Rear Seat	
Head Room	38.1
Shoulder Room	60.3
Hip Room	57.6
Leg Room	39.7
Luggage/Cargo Compartment	
Luggage Capacity (cu. ft.)	20.6
EPA Passenger Volume (cu. ft.)	112
Total EPA Volume Index (cu. ft.)	132.0
Fuel Tank Capacity (gal.)	20.0

Chassis Specifications

Type	Body-on-frame
Front Suspension	
Type	Short- and long-arm coil
Springs	Single-wheel bearing; stabilizer bar
Shock Absorbers	Nitrogen gas-pressurized
Rear Suspension	
Type	Four-bar link coil spring; stabilizer bar
Shock Absorbers	Nitrogen gas-pressurized
Steering	
Type	Speed-sensitive variable-assist power
Overall Ratio	16.4:1 on center
Brakes	
Type	Power 4-wheel disc
Front Disc Diameter	11.1"
Rear Disc Diameter	11.2"
Tires	
Size	P215/70R15

Powertrain Data

Powertrain	4.6L SEFI/AOD
Axle Ratio	3.08 ^(a)
Horsepower (SAE net @ rpm)	190 @ 4200
Torque (ft.-lbs. @ rpm)	260 @ 3200

(a) 49 states; 3.27 California and Altitude, 3.55 w/Trailer Tow III, 3.27 w/Handling Package

PRODUCT QUESTIONS

MARKETING QUESTIONS

- Identify a trait that most closely describes the expected Grand Marquis's prospect.
 - 65-69 years old
 - 60% male buyers
 - \$40,000-50,000 median income
 - "D+" buyers
- Which of the following is a primary purchase reason for buying a Grand Marquis?
 - Trunk size
 - Reliability
 - Towing capacity
 - All of the above
- Identify the features included in the Focus Model, Grand Marquis LS w/PEP 172A.
 - Front cornering lamps, cast aluminum wheels, fingertip speed control, Power Lock Group
 - Power steering, rear window defroster, Light/Convenience Group
 - Dual electric remote-control mirrors, interval windshield wipers, bodyside paint stripe
 - Leather-wrapped steering wheel, power radio antenna, tilt steering wheel, electronic AM/FM cassette stereo
- Demonstrating the Five Key Reasons To Buy are extremely important. What are some of the Five Key Reasons To Buy Grand Marquis?
 - Excellent fuel economy, larger cargo volume and low price
 - State-of-the-art engine, model versatility and six-passenger seating
 - Luxury car comfort, exceptional safety and one of the largest trunks in the industry
 - All-new interior, exceptional handling and exceptional PEP value
- Identify Grand Marquis's key competitor for 1992.
 - Ford Crown Victoria
 - Chrysler Imperial
 - Cadillac Brougham
 - Chevrolet Caprice

1. C, 2. B, 3. A, 4. C, 5. D

EXTERIOR QUESTIONS

- Grand Marquis's all-new design and flush glass improve its coefficient of drag to _____
 - 0.37
 - 0.39
 - 0.36
 - 0.43

- Grand Marquis offers a luggage capacity of _____ cubic feet.
 - 19.5
 - 20.0
 - 20.6
 - 21.2
- Which of the following is a true statement regarding Grand Marquis's new design compared to the 1991 model?
 - Overall length increased
 - Cowl height decreased
 - Body width increased
 - Windshield slope angle decreased
- What is the standard wheel/wheel cover on the Grand Marquis LS with PEP 172A?
 - "Basket weave" wheel covers
 - Lacy spoke cast aluminum wheels
 - Spoked wheel covers
 - Styled wheels and full center cap
- Which of the following Grand Marquis standard features is not available on Chevrolet Caprice?
 - Bodyside molding
 - Trunk cargo net
 - Outside foldaway mirrors
 - 5-mph soft bumpers

1. C, 2. C, 3. C, 4. B, 5. C

INTERIOR QUESTIONS

- Which of the following is not a standard feature on Grand Marquis's instrument cluster?
 - Odometer
 - Trip odometer
 - Fuel gauge
 - Low oil gauge
- Which is the standard steering wheel configuration on Grand Marquis LS with PEP 172A?
 - Three-spoke wheel with speed control
 - Four-spoke wheel with speed control
 - Four-spoke leather-wrapped wheel with speed control
 - Three-spoke leather-wrapped wheel with speed control
- Identify Grand Marquis LS's standard seats.
 - Twin Comfort cloth seats with dual recliners
 - Luxury Twin Comfort lounge seats with upgraded cloth
 - Twin Comfort leather seats with vinyl inserts
 - Luxury Twin Comfort cloth seats with driver recliner
- Which sound system is standard on Grand Marquis LS with PEP 172A?
 - Electronic AM/FM cassette stereo with four speakers
 - Electronic AM/FM stereo with four speakers
 - Electronic AM stereo with four speakers
 - Electronic AM/FM cassette stereo with six speakers

1. C, 2. B, 3. D, 4. C, 5. D

1. D, 2. C, 3. B, 4. A, 5. B

FUNCTIONAL QUESTIONS

- Grand Marquis's new 4.6L engine produces 190 horsepower at 4200 rpm. How much more horsepower is that than 1991's 5.0L engine?
 - 20
 - 30
 - 40
 - 50
- With the 4.6L engine, noise level is reduced about _____, compared to the 5.0L engine.
 - 25%
 - 50%
 - 75%
 - 66%
- Which of the following is a true statement about Grand Marquis's late-availability AODE transmission?
 - It features fourth-gear overdrive
 - Its electronic control monitors shift rates to provide smoother shifts
 - No scheduled maintenance
 - All of the above
- Which of the following is *not* true about the 4-wheel disc braking system?
 - Helps improve stopping distances
 - Improves brake modulation
 - It is heavier than a drum braking system
 - Caprice does not offer it
- Identify Grand Marquis's suspension system.
 - Four-wheel fully independent
 - MacPherson strut front/four-bar link rear
 - Independent MacPherson strut with A-arm front/independent trapezoidal four-bar link MacPherson rear
 - Short- and long-arm coil spring front/four-bar link coil spring rear with front and rear stabilizer bars

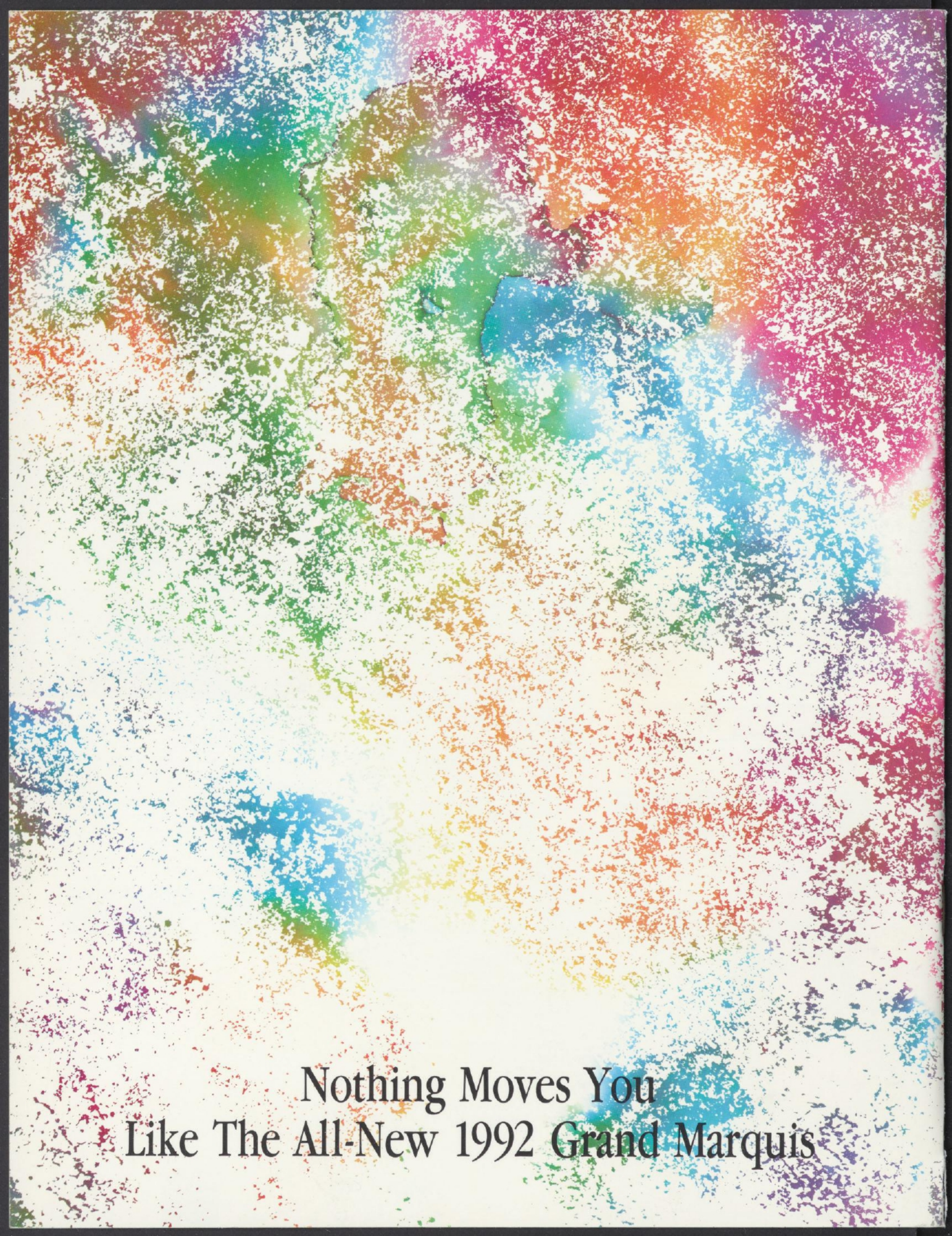
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Jan. 1991

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