

MERCURY

'91 GRAND MARQUIS





A GRAND EXAMPLE OF A FULL-SIZED AMERICAN CAR.

It's big. In fact, Grand Marquis offers more interior room than 98% of today's automobiles.

Yet Grand Marquis' comfort comes from more than sheer size. Slip into its spacious interior and you'll discover such elegant touches as twin comfort seats with dual recliners, two-way headrests and individual armrests.

Throughout, you'll find many other features that characterize this traditional full-sized American car. Underneath the hood is a powerful 5.0-liter V-8 engine with electronically controlled sequential multi-port fuel injection. Other full-sized features include solid full-frame construction, power brakes and nitrogen gas-pressurized shocks.

A car of this stature demands a closer look. We invite you to read on and learn the many features Grand Marquis has to offer.

Grand Marquis LS interior in Shadow Blue cloth. Some features shown may be optional. See option list on pages 14 and 15.



Grand Marquis S, seen in Light Crystal Blue Diamond Metallic, is optional. Canopy Roof, On Texas, shown may also be optional. See section 101 on pages 14 and 15.

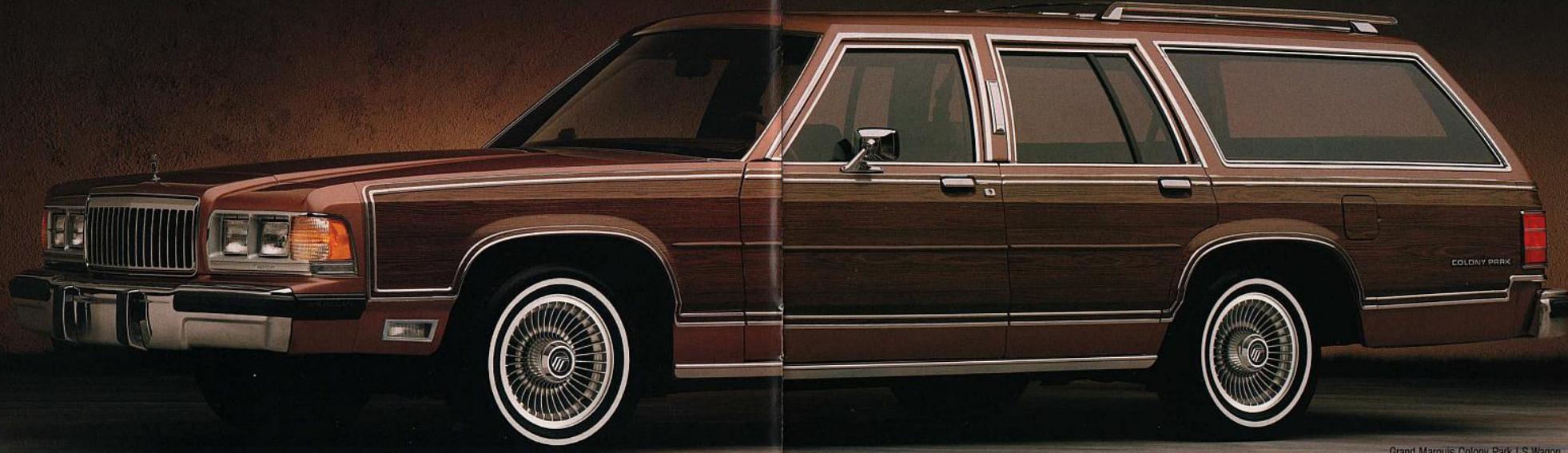
IT PUTS YOU IN THE WIDE OPEN SPACES EVEN BEFORE YOU TURN THE KEY.

Grand Marquis Colony Park Wagon offers abundant space inside for passengers, for cargo, or for both. Ample room for six passengers can be increased to eight with optional inboard facing rear seats. Or fold down the rear

seat and utilize an impressive cargo area that's over seven feet long and four feet wide. A three-way tailgate makes loading and unloading easy. For additional carrying convenience, there's a deluxe luggage rack located on

Colony Park's roof. An automatic load leveling option helps maintain proper ride height, even with a full load of passengers or cargo.

Grand Marquis becomes an ideal towing vehicle with the addition of a trailer towing package. It includes a higher ratio (3.55:1) Traction-Lok axle, heavy-duty cooling system and suspension, dual exhaust and other features designed to help confidently pull a load of up to 5,000 pounds.



Grand Marquis Colony Park LS Wagon in Woodrose Clearcoat Metallic. Some features shown may be optional. See option list on pages 14 and 15.

THIS STEERING WHEEL IS HIDING SOMETHING OF GREAT IMPORTANCE.

Every 1991 Grand Marquis comes standard with a driver-side air bag Supplemental Restraint System. It's one of the many features incorporated into Grand Marquis that demonstrate our concern for occupant safety.

You can't see the air bag (it's located in the center of the steering wheel), but it's nice to know it's there. This system, when combined with properly used safety belts, can help provide added protection against

head and chest injuries that could occur in moderate to severe frontal impacts. Air bags are designed to activate *only* in the event of a moderate to severe frontal collision. In hundreds of millions of miles of

actual customer use, our air bag Supplemental Restraint Systems have been demonstrated to be safe, reliable and effective. The fact is, air bags and safety belts used together can help save lives.



Shown here is a representation of a driver-side air bag Supplemental Restraint System deployment. The air bag inflates in less than one-tenth of a second in the event of a moderate to severe frontal impact, then deflates in a fraction of a second.

Grand Marquis instrument panel.
Some features shown may be optional.
See option list on pages 14 and 15.



Grand Marquis LS interior with optional full grain leather seating surfaces.

HERE'S HOW TO PERSONALIZE YOUR GRAND MARQUIS.

Owning a Grand Marquis makes a personal statement about you. You can make the statement even more personal by adding options to suit your likes and needs.

For example, your interior choices include standard cloth or optional vinyl seating on the GS sedan, as well as standard vinyl or optional cloth on the GS wagon. On LS models upgraded cloth is standard, or you can choose the luxury of optional leather trim.

Selected options are grouped in Preferred Equipment Packages for convenience and offer sticker price savings over ordering these items individually. For instance, Package 172A for the LS sedan includes an illuminated entry system, leather-wrapped steering wheel, fingertip speed control, six-way power driver seat, power lock group and more. For more details consult the standard and optional features listing on pages 14 and 15.

Take time to consider your options. Make your Grand Marquis *your* Grand Marquis.

Choose the optional High-Level Audio System and put quality sound in your Grand Marquis. It offers a four-channel premium amp with 80 watts of power, seek and scan for both radio and cassette tape, AM stereo, pop-out tuning controls and premium speakers carefully positioned to enhance listener enjoyment.



Optional automatic climate control system regulates the interior at a preset temperature you select.



Left to right: full wheel cover, locking wire-style wheel cover, turbine spoke aluminum wheel.

SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINE	DIMENSIONS (in inches)		SEDAN	WAGON
Type	V-8 OHV			
Displacement	5.0 liters			
Horserpower (SAE net)	150 @ 3200 rpm			
	160 @ 3400 rpm			
	(with Trailer Tow III)			
Torque (SAE net)	270 lb-ft @ 2000 rpm			
	280 lb-ft @ 2200 rpm			
	(with Trailer Tow III)			
Fuel delivery	Sequential multi-port electronic fuel injection			
Compression ratio	8.9:1			
Engine control	EEC-IV, electronic engine control			
TRANSMISSION	MERCURY GRAND MARQUIS		GS SEDAN / WAGON	LS SEDAN / WAGON
FUNCTIONAL FEATURES				
Type	Four-speed automatic overdrive with 100 percent lockup in fourth gear. No scheduled maintenance		S	S
Lap/shoulder safety belts for front and rear outboard occupants		S	S	
Insta-Clear® heated windshield	0	0		
5.0-liter V-8 engine	S	S		
Four-speed automatic overdrive transmission	S	S		
Automatic leveling suspension*	0	0		
Heavy-duty suspension	0	0		
Power brakes	S	S		
Power steering	S	S		
Maintenance-free battery	S	S		
Heavy-duty 72-amp/hr maintenance-free battery	0	0		
65-amp alternator	S	S		
Trailer Tow III with 5,000-lb. load capacity	0	0		
Luxury sound insulation	S	S		
Tinted glass	S	S		
Stalk-mounted control on steering column for turn signals, headlamp beams, flash-to-pass, washer/wipers	S	S		
Engine block heater	0	0		
Deluxe luggage rack (wagon)	S	S		
DIMENSIONS (in inches)				
Wheelbase	114.3	114.3		
Overall length	213.6	218.0		
Overall height	55.5	56.5		
Overall width	77.5	79.3		
Track, front/rear	62.2/63.3	62.2/63.3		
Headroom, front/rear	38.3/37.2	39.2/39.1		
Legroom, front/rear	42.5/39.7	42.5/38.5		
Shoulder room, front/rear	61.7/61.5	61.7/61.5		
Hiproom, front/rear	57.6/56.9	57.6/54.2		

Based on official 1991 MVMA specifications.

	SEDAN	WAGON
Five-mph impact bumpers	S	S
Lower bodyside urethane protection	S	S
Upper bodyside paint stripes (sedan)	S	S
Wide lower bodyside molding (sedan)	S	S
Narrow bodyside molding (wagon)	0	0
Bumper rub strips	S	S
EXTERIOR FEATURES		
Five-mph impact bumpers	S	S
Lower bodyside urethane protection	S	S
Upper bodyside paint stripes (sedan)	S	S
Wide lower bodyside molding (sedan)	S	S
Narrow bodyside molding (wagon)	0	0
Bumper rub strips	S	S
S — Standard feature 0 — Optional feature *Not available on sedan in California.		

MERCURY GRAND MARQUIS	GS SEDAN / WAGON	LS SEDAN / WAGON
Bumper guards	0/S	0/S
Rear bumper step pad (wagon)	S	S
Halogen headlamps	S	S
Formal coach roof (sedan)	0	0
Couch lamps	S	S
Bodyside woodtone applique (wagon)	S	S
Cornering lamps	0	0
License plate frame	0	0
INTERIOR COMFORT AND CONVENIENCE FEATURES		
Air conditioning	S	S
Automatic climate control	0	0
Power windows	S	S
Power tailgate window (wagon)	S	S
Automatic headlamp on/off/delay system	S	S
Automatic parking brake release	S	S
Tilt steering wheel	S	S
Leather-wrapped steering wheel	0	0
Fingertip speed control	0	0
Twin comfort seats with dual recliners	Sedan/Wagon	
Cloth	S	0
Vinyl	0	S
Luxury twin comfort lounge seats with high level cloth	—	S
Leather seating surfaces	—	0
Six-way power driver's seat	0	0
Six-way dual power seats	0	0
Dual inboard facing rear seats in vinyl only (wagon)	0	0
Front seatback map pockets	—	S
Rear seat center armrest (sedan)	—	S
Two rear seat ashtrays with cigarette lighters	S	S
Dual illuminated visor mirrors	0	0
Rear window defroster	0	0
Illuminated entry system	0	0
Dual courtesy lights on instrument panel	S	S
Courtesy light switches on all doors	S	S
WHEELS AND TIRES		
P215/70R15 white sidewall, all-season steel-belted radial tires	S	S
Conventional size spare tire	0	0
Luxury full wheel covers	S	S
Locking wire-style wheel covers	0	0
Turbine spoke aluminum wheels	0	0

MERCURY GRAND MARQUIS	GS SEDAN / WAGON	LS SEDAN / WAGON
Power lock group: Includes door locks, decklid or tailgate release	0	0
Trunk, glovebox, front ashtray lights	S	S
Light group: Includes engine compartment light and dual-beam dome light	0	S
Tailgate-activated cargo compartment light (wagon)	S	S
Electronic digital clock	S	S
Quarter-panel stowage bin with lock (wagon)	S	S
Power outside mirrors	S	S
18-ounce carpeting	S	S
Carpeted luggage area	S	S
Front carpet floor mats	0	0
Rear carpet floor mats	0	0
Spare tire cover (sedan)	S	S
Interval wipers	S	S
SOUND SYSTEMS		
Electronic AM/FM stereo with four speakers (may delete for credit)	S	S
Electronic AM/FM stereo with cassette and four speakers	0	0
Premium Sound — power amplifier, total 80 watts RMS and four upgraded speakers	0	0
High-level electronic AM stereo/ FM stereo cassette audio system with power amplifier, total 80 watts RMS and four upgraded speakers	0	0
Power antenna	0	0
INSTRUMENTATION		
Analog instrumentation with speedometer, fuel gauge, temperature gauge, odometer and trip odometer	S	S
Warning lights for low fuel and low washer fluid, emissions system and air bag readiness	S	S
WHEELS AND TIRES		
P215/70R15 white sidewall, all-season steel-belted radial tires	S	S
Conventional size spare tire	0	0
Luxury full wheel covers	S	S
Locking wire-style wheel covers	0	0
Turbine spoke aluminum wheels	0	0

TRAILER TOW III OPTION		
Includes 5,000-lb. gross trailer weight, conventional spare tire, 3.55:1 Traction-Lok axle, heavy-duty cooling, upgraded suspension components, 15 x 6.5-inch wheels (std. on wagon), dual exhaust, auxiliary power steering and transmission fluid coolers, heavy-duty signal flashers, heavy-duty U-joint, heavy-duty 72-amp/hr battery and trailer wiring harness.		
PREFERRED EQUIPMENT PACKAGES		
To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. And priced them to offer sticker price savings over ordering these items individually.*		
GS SEDAN Preferred Equipment Package 156A 157A		
Front and rear bumper guards	•	•
Fingertip speed control	•	•
Six-way power driver's seat	•	•
Electric rear window defroster	•	•
Turbine spoke aluminum wheels	•	•
Power lock group	•	•
Front cornering lamps	•	•
Dual illuminated visor mirrors	•	•
Power antenna	•	•
Electronic AM/FM stereo with cassette	•	•
Dual power seats	•	•
Conventional size spare tire	•	•
Automatic climate control	•	•
Carriage roof	•	•
Leather trim	•	•
GRAND MARQUIS COLORS		
Standard Exterior Colors		
Black	Oxford White	
Currrant Red		
Optional Clearcoat Colors		
Light Titanium Clearcoat Metallic		
Light Crystal Blue Clearcoat Metallic		
Deep Titanium Clearcoat Metallic		
Woodrose Clearcoat Metallic		
Twilight Blue Clearcoat Metallic		
Medium Woodrose Clearcoat Metallic		
Garnet Red Clearcoat Metallic		
Alabaster Clearcoat		
Medium Alabaster Clearcoat		
Black Clearcoat (late availability)		
Electric Red Clearcoat Metallic (late availability)		
Oxford White Clearcoat (late availability)		
Vinyl Roof Colors		
Black	Alabaster	
Twilight Blue	Garnet Red	
Light Titanium	Oxford White	
Current Red	Medium Woodrose	
Optional Carriage Roof Colors		
Twilight Blue (Canniba Cloth)		
Black (Canniba Cloth)		
White (Bayville Vinyl)		
Standard Interior Colors		
Titanium	Cinnabar	
Currrant Red	Light Sandalwood	
Shadow Blue		

*Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date details.

MERCURY

Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry.

An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assur-

ance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your participating Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.



Participating Lincoln-Mercury dealers offer the Lifetime Service Guarantee, which guarantees their work on your Mercury Grand Marquis for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty, and take time to read it.

EPA statement. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Grand Marquis, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up—together we can save lives.** Buy or lease your Mercury from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

LINCOLN-MERCURY DIVISION
LITHO IN USA (500M) 4-90 P-1173



Quality is Job 1.