

# MERCURY

'91

CAPRI



MY TEN-SPEED LETS ME CATCH SOME  
SO DOES MY CAPRI, BUT IT'S EASIER

SUMMER'S  
HERE. IT'S  
TIME TO  
COME OUT  
OF YOUR  
SHELL.

Introducing the perfect  
place to spend summer.  
The all-new 1991  
Mercury Capri. This  
16-valve, dual-overhead-  
cam, fuel-injected con-  
vertible comes  
equipped with  
front-wheel  
drive, a  
5-speed  
transmis-  
sion,  
power-  
assisted  
rack-and-pinion  
steering, four-wheel  
independent suspension,  
2+2 seating and...



SUNSHINE WHILE TRAVELING.  
BRINGING FRIENDS ALONG FOR THE RIDE.





JUST BECAUSE IT'S COLD OUTSIDE DOESN'T

SUMMER'S  
OVER.  
NOW  
WHAT'S  
YOUR  
PLAN?

You can even get an optional removable hard top. Read on and discover what Capri and its turbocharged twin, Capri XR2 are all about. Then put yourself behind the wheel. What happens next is entirely up to you.

Capri pictured in Cardinal Red. Some equipment shown may be optional. Good times are available at no additional charge.

MEAN YOU'RE SUPPOSED TO HIBERNATE.





## LET'S HEAR IT FOR PHYSICAL ATTRACTION.

Women will tie their hair in knots just to drive a Capri. Men have been known to shed their shirts.

And why not? The sun plays strange tricks on people.

You'll find Capri perfectly equipped to let the good times roll. Its 2+2 seating arrangement lets you bring up to three fellow sun worshippers along for the ride. The trunk offers up to 6.2 cubic feet of storage space. And with the top up you can fold the rear seat down to create extra room for anything from skis to 6-foot party subs to a more than ample supply of tanning lotion.

Capri is more than just a great place to put things. Standard features include tinted glass, dual power windows and styled steel mirrors. Plus there's an AM/FM stereo radio with four speakers to provide the soundtrack for your fun. Capri pictured here in Cardinal Red with Gray interior.

WHY SPEND YOUR MONEY ON NEW CLOTHES WHEN YOU CAN LOOK GOOD IN THE SAME THING EVERY DAY?





RUFUS CAN'T SING, HE CAN'T EARN A LIVING AND HE CAN'T HELP ME PUT THE TOP DOWN. THEN AGAIN, I CAN DO THOSE THINGS MYSELF.



**POP, POP,  
POP. LIFT,  
FOLD. APPLY  
SUNSCREEN.**

With Capri, it's easy to open yourself up to the world. In fact, one person can put Capri's top up or down in about as much time as it takes to find your sunglasses.

Simply release two latches on the windshield, a third latch in the rear, lift the hinged steel boot lid, fold the top into the boot, lower the boot lid back into place and you're ready to turn any trip into a day at the beach. To make the conversion even easier, Capri offers standard power windows that raise and lower with the touch of a switch. Capri shown here in Cardinal Red with Gray interior. Dog not included.



CAPRI SHOWS ME THINGS I NEVER LEARNED IN SCHOOL.

Since the human body moves in many ways, so does Capri's driver's seat. It reclines fully, offers lumbar support and even adjusts for height. Capri has a safety-conscious side, too, with a driver's side air bag Supplemental Restraint System located in the steering wheel. The cloth-trimmed sport bucket seats are pictured here in Red.



TAKE A SEAT. KICK BACK. CLASS IS ABOUT TO BEGIN.

Capri's interior is designed to give drivers a lesson on how to relax and still feel in control behind the wheel. The instrument panel and

controls wrap around you in cockpit fashion, almost like they were tailored to your body. The leather-wrapped steering wheel is thick and sure-gripped. Analog gauges can be viewed at a glance. The 5-speed stick shift is close by your side. There's even a user-friendly console with a storage bin, coin holders, and two cup holders. Some equipment shown may be optional.



XR2 IS THE MOST FUN I'VE EVER HAD WITHOUT

GETTING WET.



### SHARKS SHOULD HAVE TEETH.

The turbocharged Capri XR2 is the perfect prescription for people who like their sun in a hurry.

Under the hood there's a turbocharged, 1.6-liter, 16-valve, DOHC fuel-injected engine producing 132 horsepower. The horses gallop more efficiently thanks to an intercooler that allows the turbocharger to pack denser air into each cylinder, supporting more fuel and boosting performance. The engine is matched to a responsive

5-speed manual transmission.

It's great to have power, but life can also throw you a few curves along the way. You'll be prepared to handle them with XR2's performance-tuned four-wheel independent suspension. When you want to stop and take it all in, XR2 offers power disc brakes all around, including 10-inch ventilated discs up front for quick stopping power. XR2's appearance is as charged as its performance, with standard aluminum wheels, front fog lamps and a rear spoiler. Pictured here in Platinum Clearcoat Metallic.

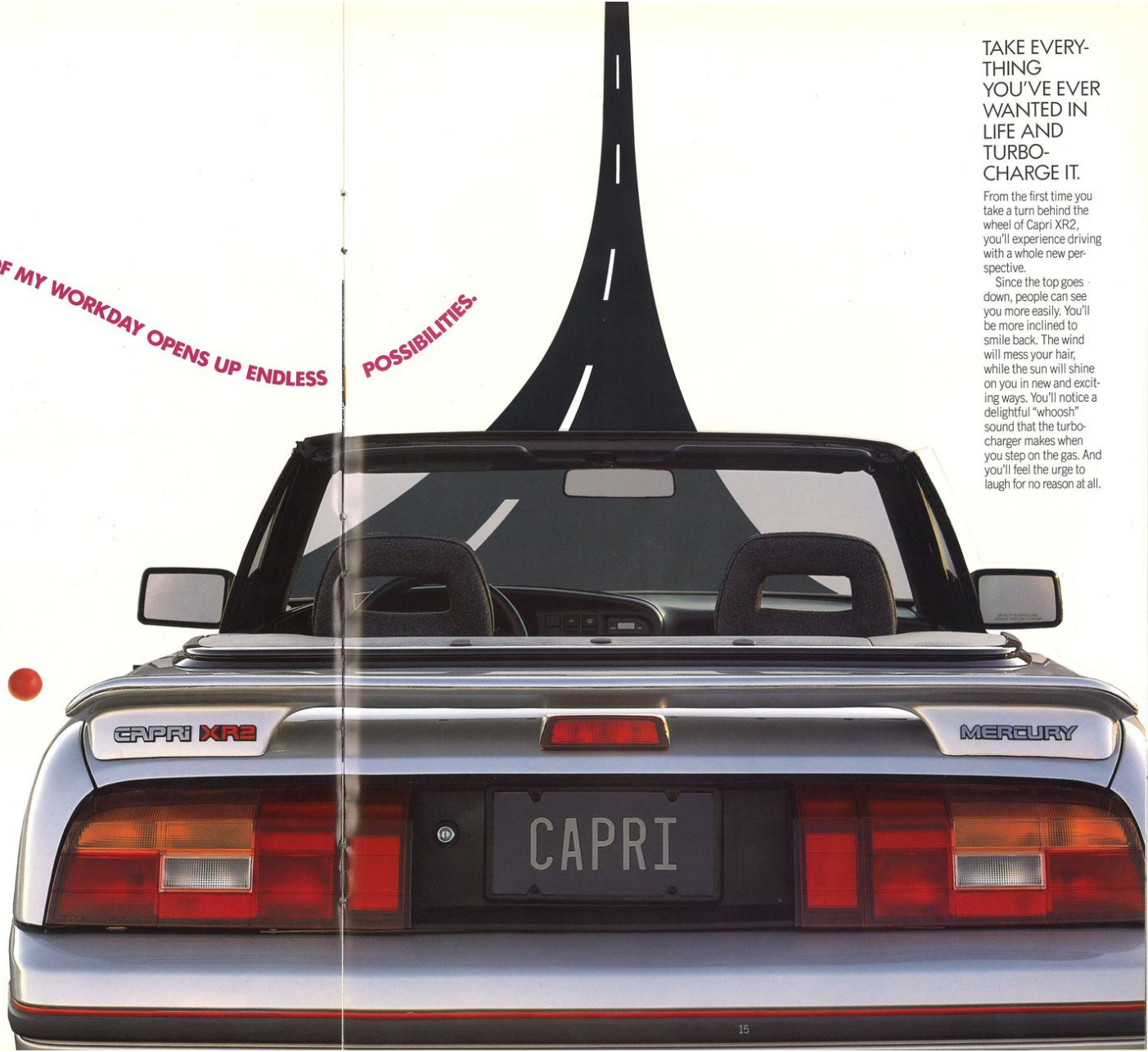






THE END OF MY WORKDAY OPENS UP ENDLESS

POSSIBILITIES.

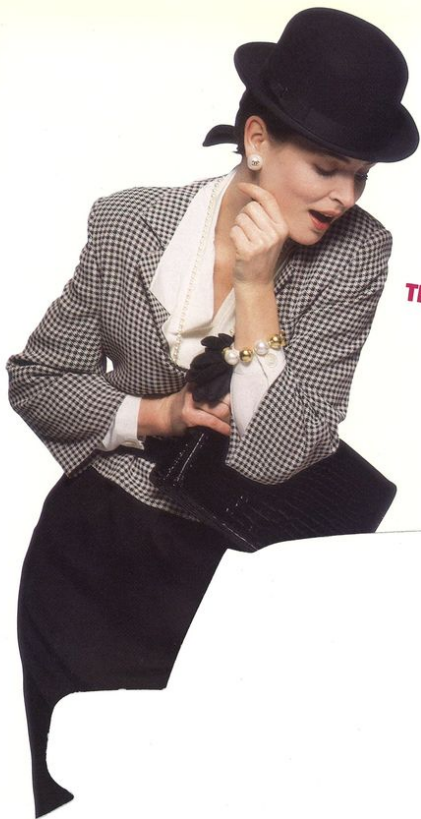


TAKE EVERY-  
THING  
YOU'VE EVER  
WANTED IN  
LIFE AND  
TURBO-  
CHARGE IT.

From the first time you take a turn behind the wheel of Capri XR2, you'll experience driving with a whole new perspective.

Since the top goes down, people can see you more easily. You'll be more inclined to smile back. The wind will mess your hair, while the sun will shine on you in new and exciting ways. You'll notice a delightful "whoosh" sound that the turbo-charger makes when you step on the gas. And you'll feel the urge to laugh for no reason at all.

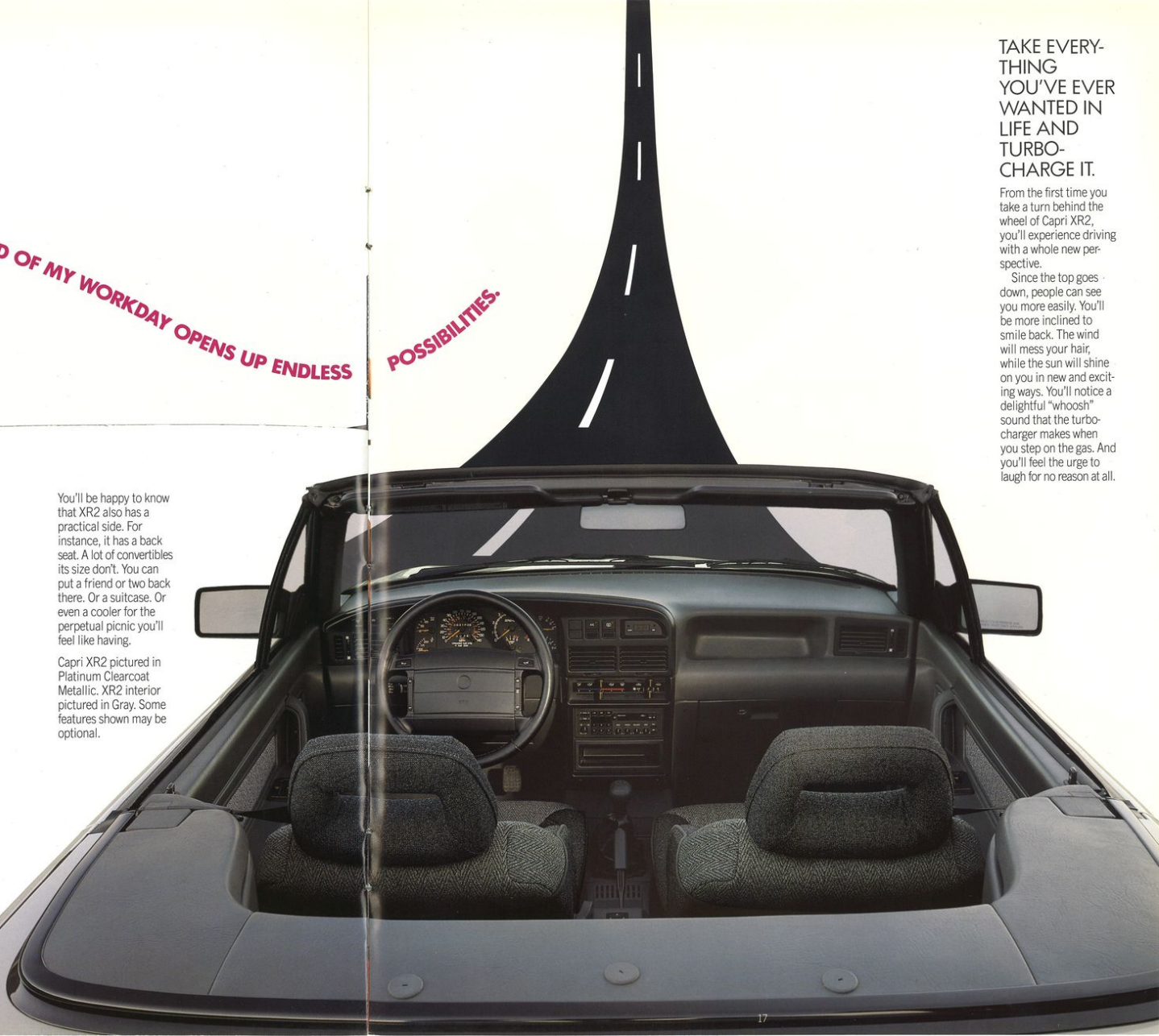




THE END OF MY WORKDAY OPENS UP ENDLESS  
POSSIBILITIES.

You'll be happy to know that XR2 also has a practical side. For instance, it has a back seat. A lot of convertibles its size don't. You can put a friend or two back there. Or a suitcase. Or even a cooler for the perpetual picnic you'll feel like having.

Capri XR2 pictured in Platinum Clearcoat Metallic. XR2 interior pictured in Gray. Some features shown may be optional.



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WHEN I WAS A KID, MOM ALWAYS TOLD ME TO GO PLAY OUTDOORS.



TODAY, I'M STILL TAKING HER ADVICE.



YOU'RE TOO OLD FOR VIDEO GAMES AND TOO YOUNG FOR BINGO. WHAT ARE YOU DOING IN THE MEANTIME?

Those who appreciate the difference between games and serious fun will be glad to know that Capri includes some features that let you make the most out of any season.

For example, Capri features front-wheel drive for surefooted traction in rain, snow and other slick road conditions.

And Capri's optional removable hard top includes a built-in rear window defroster that clears your view on icy mornings. The hard top installs easily, fits securely and even has its own storage stand and cover for those times when you don't want a roof over your head.

Capri XR2 pictured in Platinum Clearcoat Metallic. Some equipment pictured may be optional.



















## COLORS, SOUNDS AND OTHER SENSATIONS.

Although Capri includes a surprising number of standard features, it also offers a short list of options that let you express your individual style.

electronically controlled automatic transmission (not available on XR2). You can boost sound quality a notch higher with a Premium Sound system that includes AM/FM cassette stereo and an 80-watt power amplifier.

Available air conditioning helps you keep your cool. Optional power door locks (standard on XR2) are a handy way to let good folks out, keep bad folks out.

In fact, about the only thing you'll need that Capri doesn't offer is a pair of sunglasses.

-  Styled steel wheel
-  Aluminum alloy wheel
-  Air conditioning
-  Zip-open tonneau cover
-  Premium AM/FM cassette stereo
-  Four-speed automatic transmission
-  Cardinal Red
-  Dark Charcoal
-  Clearcoat Metallic with black soft top
-  Polar White with white soft top
-  Indigo Blue Clearcoat
-  Metallic with optional hard top
-  Platinum Clearcoat
-  Metallic with optional hard top





## SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINES		CAPRI	CAPRI XR2
Type		Inline-4	Inter-cooled, turbocharged, inline-4
Displacement		1.6 liters	1.6 liters
Horsepower (SAE Net)		100 @ 5,750	132 @ 6,000
Torque (SAE Net)		95 lb.-ft. @ 5,500	136 lb.-ft. @ 3,000
Fuel Delivery		Multi-port electronic fuel injection	
Compression Ratio		9.4:1	7.9:1
TRANSMISSIONS			
Manual		Synchronized 5-speed overdrive with self-adjusting hydraulic clutch on Capri, cable on XR2	
Automatic		Electronically controlled 4-speed overdrive with lock-up torque converter for improved highway fuel economy (N/A Capri XR2).	
SUSPENSION			
Front		Independent nitrogen gas pressurized MacPherson struts with strut-mounted coil springs and stabilizer bar. Anti-dive geometry and negative offset design.	
Rear		Independent twin trapezoidal link with nitrogen gas pressurized MacPherson struts, strut-mounted coil springs and stabilizer bar. Self-stabilizing geometry design.	
STEERING			
Type		Power-assisted rack and pinion with 17.6:1 ratio	
BRAKES			
Type		Four-wheel hydraulic, diagonally linked front to rear with power assist	
Front		10.2-inch ventilated disc	
Rear		8.7-inch solid disc	
DIMENSIONS (in inches)			
	CAPRI	CAPRI XR2	
Wheelbase		94.7	
Overall length		166.1	
Overall height		50.2	
Overall width		64.6	
Track, front/rear		54.9/56.0	
Headroom, front		37.8 w/soft top 37.0 w/hard top	
Headroom, rear		34.4 w/soft top 33.1 w/hard top	
Legroom, front/rear		41.2/25.8	
Shoulder room, front/rear		50.9/36.2	
Hiproom, front/rear		52.4/40.6	

CAPACITIES		
Cargo volume (cu. ft.)	8.6 (top up), 6.2 (top down)	
Fuel	11.1 gallons	
Oil	3.2 qt. (less filter)	
Engine coolant	6.3 qt.	
Base curb weight	2,385 lb.	2,446 lb.
FUNCTIONAL FEATURES		
	CAPRI	CAPRI XR2
Front-wheel drive	S	S
1.6-liter I-4 dual overhead cam 16-valve engine	S	—
Inter-cooled, turbocharged 1.6-liter I-4 dual overhead cam 16-valve engine	—	S
Multi-port electronic fuel injection	S	S
Electronic engine control	S	S
5-speed manual transaxle w/5th gear overdrive (4th & 5th gear overdrive on XR2)	S	S
4-speed electronically controlled automatic overdrive transaxle	O	—
Power-assisted 4-wheel disc brakes	S	S
Power-assisted rack-and-pinion steering	S	S
Uniquely tuned front/rear performance suspension	—	S
48-amp/hr. maintenance-free battery	S	S
Color highlighted components for underhood service	S	S
EXTERIOR		
Five-mph impact bumpers front/rear	S	S
Pop-up retractable halogen headlamps	S	S
Tinted glass	S	S
Dual power mirrors	S	S
Unique front fascia w/integrated fog lamps	—	S
Dark gray bodyside molding and bumper rub strips with red piping accent	S	S
Dark gray front mud guards	S	S
One-piece vinyl soft top w/hard boot	S	S
Rear decklid spoiler	—	S
Hard top w/rear window defroster, dome light, carrier and cover	O	O
Removable, zip-open tonneau cover	O	O
Fender flares	A	A
Halogen fog lamps w/covers	A	—

INTERIOR COMFORT AND CONVENIENCE FEATURES		
Drivetrain air bag Supplemental Restraint System	S	S
Front- and rear-seat 3-point shoulder belts	S	S
Air conditioning	O*	S
All-cloth dual reclining front sport bucket seats	S	S
Drivetrain adjustable lumbar support and seat tilt and height adjustments	S	S
Passenger-side rear-seat walk-in release	S	S
Lockable fold-down rear seat back w/trunk pass-through	S	S
Power windows	S	S
Power door locks	O*	S
Full center console with ashtray and lighter, coin holder and cassette storage slots/cup holders	S	S
Rear-seat heat ducts	S	S
Fingertip speed control	A	S
Locking glove box	S	S
Map pockets on doors	S	S
Side window demisters	S	S
Digital clock	S	S
Instrument panel storage bin	S	S
Illumination package including lighter, glove box, trunk and footwell	S	S
Interval windshield wipers	S	S
Rear-seat child seat anchors	S	S
Passenger visor mirror	S	S
Day/night rearview mirror	S	S
Cellular telephone	A	A
S—Standard equipment O—Optional equipment A—Dealer-installed accessory		

Based on official 1991 MVMA specifications.

SOUND SYSTEMS		CAPRI	CAPRI XR2
Electronic AM/FM stereo radio w/four speakers	S	—	
Electronic AM/FM stereo cassette radio w/four speakers	O	S	
Premium electronic AM/FM stereo cassette with 80-watt amplifier and four speakers	O	O	
High-Level Audio System AM/FM stereo radio w/compact disc player	A	A	
Trunk-mounted 10-CD compact disc changer w/remote control (requires premium cassette)	A	A	
INSTRUMENTATION			
Backlighted analog cluster with 125-mph speedometer, tachometer, fuel gauge, water temperature gauge, voltmeter, oil pressure gauge, odometer and tripmeter (turbo boost gauge on XR2)	S	S	
Warning lights for alternator, brake failure, parking brake, high beam, turn signal/hazard indicator, air bag and seat belt	S	S	
WHEELS AND TIRES			
P185/60R-14 black sidewall steel-belted radial	S	S	
14-inch styled steel wheels w/center cap	S	—	
14-inch cast aluminum	O*	S	
CAPRI COLORS			
Exterior Paint Colors			
Polar White			
Platinum Clearcoat Metallic			
Cardinal Red			
Indigo Blue Clearcoat Metallic			
Dark Charcoal Clearcoat Metallic			
Interior Colors			
Gray			
Red			
Convertible Roof Colors			
Black			
White			
*Included in Preferred Equipment Package 651A. S—Standard equipment O—Optional equipment A—Dealer-installed accessory			

## ALL THIS AND THE QUALITY OF A 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 assurance 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 Capri 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 Capri, 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.

**MERCURY**



**Quality is Job 1.**

