

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 convertible comes equipped with front-wheel drive, a 5-speed transmission, 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 shred
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 wor-
shippers along for the
ride. The trunk offers up
to 6.2 cubic feet of stor-
age 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 fea-
tures include tinted
glass, dual power
mirrors, and styled steel
wheels. 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.



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



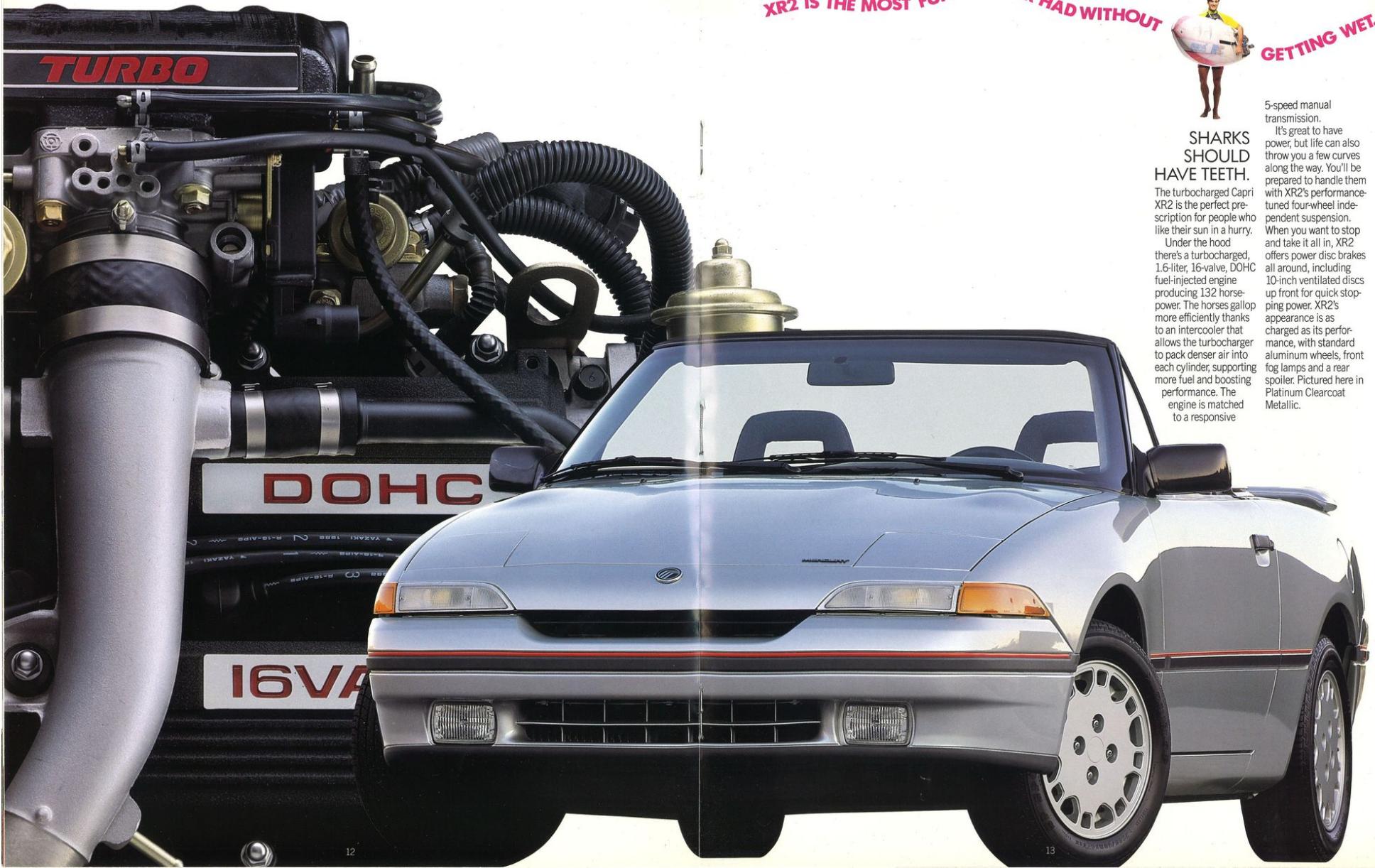
Since the human body moves in many ways, so does Capri's driver's seat. It reclines fully, offers lumbar support and even adjusts for height. Capri has a safety-conscious side, too, with a driver's side air bag Supplemental Restraint System located in the steering wheel. The cloth-trimmed sport bucket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



5-speed manual transmission.

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

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.

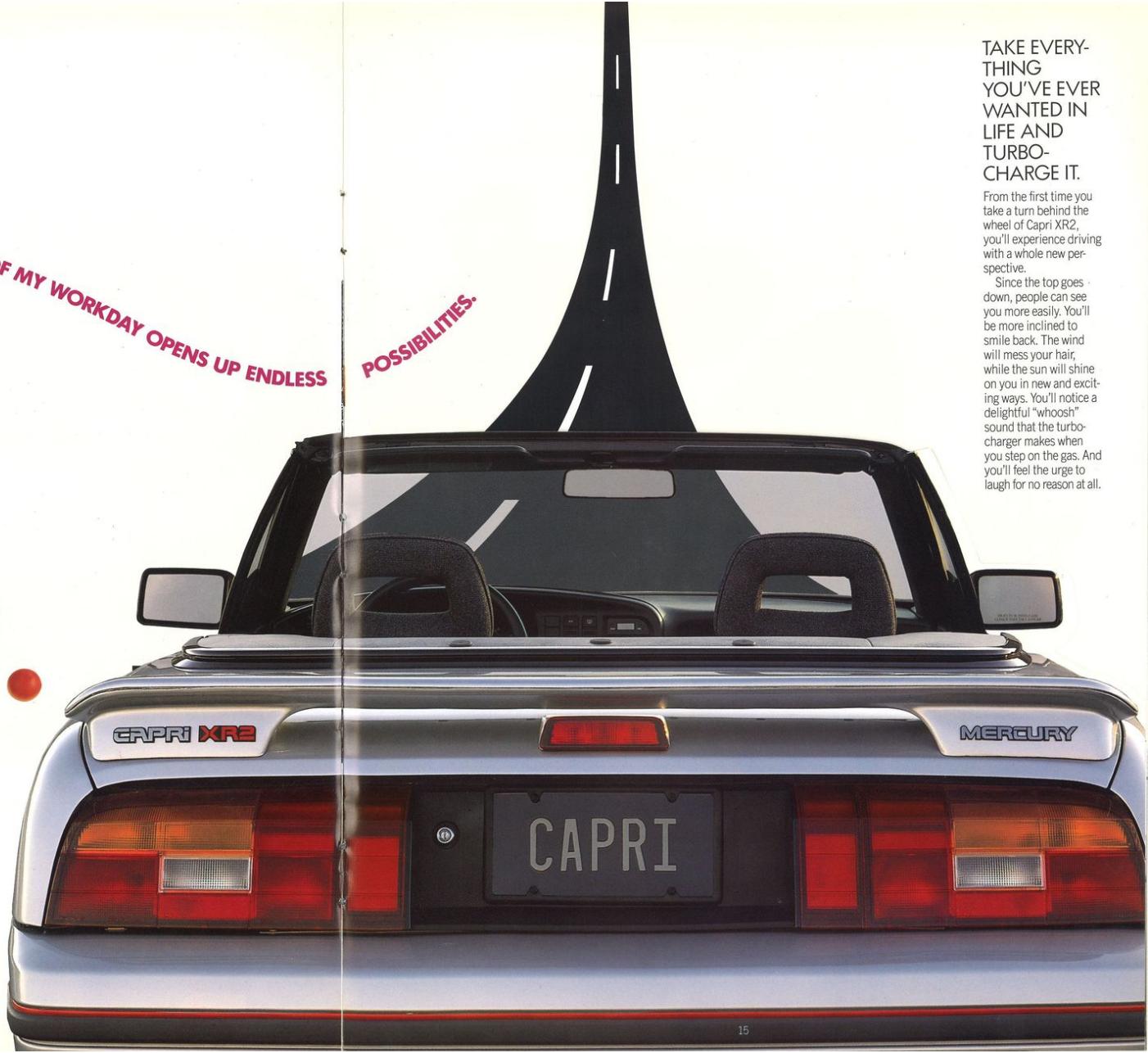
TAKE EVERY-
THING
YOU'VE EVER
WANTED IN
LIFE AND
TURBO-
CHARGE IT.

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 turbocharger 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.





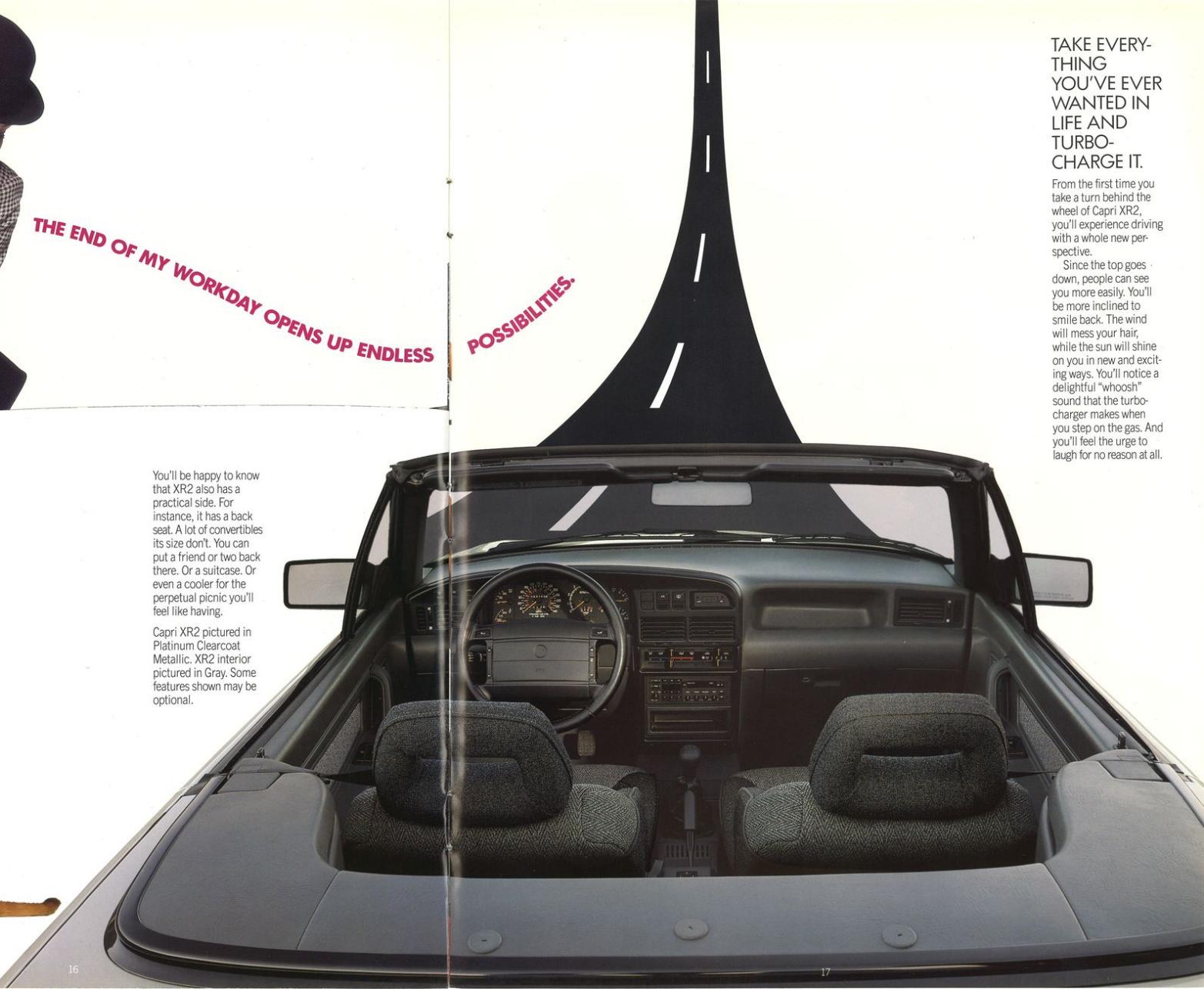
THE END OF MY WORKDAY OPENS UP ENDLESS

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.



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.

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.

Start with surface appearances. Capri comes in colors to suit any mood. The optional removable hard top is available in matching colors. Styled steel wheels are standard, or you can order optional aluminum wheels (they're standard on XR2). There's even an optional zip-open tonneau cover that adds some extra flair to your solo trips, while helping to protect your interior from the elements.

Now move inside for more choices, like Capri's optional four-speed

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 keep bad folks in and let good folks in and 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	100 @ 5,750	132 @ 6,000
Torque	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	94.7
Overall length	166.1	166.1
Overall height	50.2	50.2
Overall width	64.6	64.6
Track, front/rear	54.9/56.0	54.9/56.0
Headroom; front	37.8 w/soft top 37.0 w/hard top	37.8 w/soft top 37.0 w/hard top
Headroom; rear	34.4 w/soft top 33.1 w/hard top	34.4 w/soft top 33.1 w/hard top
Legroom, front/rear	41.2/25.8	41.2/25.8
Shoulder room, front/rear	50.9/36.2	50.9/36.2
Hiproom, front/rear	52.4/40.6	52.4/40.6

CAPACITIES	CAPRI	CAPRI XR2
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	0	—
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	CAPRI	CAPRI XR2
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
	Based on official 1991 MVMA specifications.	

INTERIOR COMFORT AND CONVENIENCE FEATURES

Driver-side air bag Supplemental Restraint System	S	S
Front- and rear-seat 3-point shoulder belts	S	S
Air conditioning	0*	S
All-cloth dual reclining front sport bucket seats	S	S
Driver-side 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	0*	S

INSTRUMENTATION	CAPRI	CAPRI XR2
Backlit analog cluster with 125-mph speedometer, tachometer, fuel gauge, water temperature gauge, voltmeter, oil pressure gauge, odometer and tripometer (turbo boost gauge on XR2)	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

WHEELS AND TIRES	CAPRI	CAPRI XR2
P185/60R14 black sidewall steel-belted radial	S	S
14-inch styled steel wheels w/center cap	S	—
14-inch cast aluminum	0*	S

CAPRI COLORS

Exterior Paint Colors	CAPRI	CAPRI XR2
Polar White		
Platinum Clearcoat Metallic		
Cardinal Red		
Indigo Blue Clearcoat Metallic		
Dark Charcoal Clearcoat Metallic		

Interior Colors

Gray	CAPRI	CAPRI XR2
Red		
Convertible Roof Colors		
Black		
White		

*Included in Preferred Equipment Package 651A.

S—Standard equipment 0—Optional equipment

A—Dealer-installed accessory

ALL THIS AND THE QUALITY OF A MERCURY.



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.



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.

MERCURY



Quality is Job 1.

