

MERCURY'89

COUGAR





Cougar XR7 in Black. Some features shown
may be optional. See option list page 20.



Cougar XR7's sport seats feature power lumbar and power side bolster adjustments. The seats are shown here with optional Titanium leather seating surfaces. Other features shown may also be optional. See option list page 20.



In designing the controls and instrumentation, Cougar's engineers were guided by ergonomics—the study of the interaction between man and machine. Shown here is XR7's performance analog instrumentation. Some features shown may be optional. See option list page 20.



COUGAR XR7. COMFORT JUST GOT A SHOT OF ADRENALINE.

The objective was to combine comfort and control with uncommon quickness. The result is the new Cougar XR7.

Its adrenaline takes the form of a 210-horsepower supercharged V-6 engine with an air-to-air intercooler. Standard equipment includes a five-speed manual transmission while a four-speed automatic with overdrive is optional.

XR7 provides you with the comfort and control of four-wheel disc anti-lock brakes, electronic speed-sensitive variable-assist power rack-and-pinion steering and a four-wheel independent suspension with electronic automatic/firm ride control.

Inside, it's easy to see XR7 was designed by people who spend time behind a steering wheel, not just behind a desk. The performance analog instrumentation includes speedometer, tachometer, oil pressure gauge, coolant temperature gauge and supercharger vacuum/boost gauge.

Cougar XR7 in Bright Red.
Some features shown
may be optional.
See option list page 20.



COUGAR LS. LUXURY, STYLE AND A UNIQUE LEVEL OF COMFORT.

The new Cougar LS offers a superb combination of style and comfort. With low profile aero headlamps and a steeply raked windshield (63.9 degrees), its refined exterior design provides the practical benefits of aerodynamics while conveying a look of pure elegance. Power is delivered by a 140-horsepower 3.8-liter V-6 engine with sequential multi-port electronic fuel injection. Complementing the engine is Cougar's four-speed automatic transmission with overdrive.

The LS for 1989 also features a new four-wheel independent suspension, a wheelbase that's nearly nine inches longer (113.0 inches) than last year's model, a new wider track and electronic speed-sensitive variable-assist power rack-and-pinion steering. The result is Cougar LS's unique approach to comfort and control.

Cougar LS in Oxford White.
Some features shown
may be optional.
See option list page 20.



Cougar LS in Shadow
Blue cloth. Some
features shown may be optional.
See option
list page 20.

COUGAR LS. A COMFORTABLE SOURCE OF INNER BEAUTY.

The attention to detail afforded the interior of Cougar LS makes it an integral part of the car's comfort and control. Because the LS not only looks good, it feels good. Up front there are reclining bucket seats. Comfortable and supportive, these seats are upholstered in a beautiful contemporary fabric tastefully coordinated to Cougar's exterior color. Luxurious leather seating surfaces are also available on an optional basis.

Cougar LS comes standard with an electronic instrument cluster with LCD digital speedometer/odometer/trip odometer and tachometer. Also included is an oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features and a fuel/distance computer. The fuel/distance computer displays distance-to-empty, average fuel economy and instantaneous fuel economy. Standard equipment on the LS also includes air conditioning, power side windows, tinted glass, dual power outside mirrors, interval wipers and an electronic AM/FM stereo radio with four speakers.

We've even taken measures to make it easier for you to purchase the Cougar you want, equipped the way you want. Mercury's Preferred Equipment Packages (PEP) allow you to order groups of options by simply specifying a particular PEP number. Specific equipment and PEP numbers are listed on page 22. Ordering options this way is easy and can help save you money when compared to ordering the options individually.



The Cougar LS electronic instrument cluster. Some
features shown may be optional. See option list page 20.

CONVENIENT FEATURES ADD TO COUGAR'S COMFORT AND CONTROL.

While Cougar comes with a great number of standard features, we have some special items you can add as optional equipment.

Cougar comes standard with an electronic AM/FM stereo radio and four speakers. However, you may wish to order the optional electronic AM/FM stereo radio with cassette or the high-level electronic radio with

C-Quam® AM stereo/FM stereo and cassette which includes an 80 watt (total RMS) premium sound amplifier and four premium speakers.

Or, go all out and order the fabulous Ford JBL audio system. This system includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 140 total watts RMS. The Ford JBL audio system features enclosed speakers to provide better sound reproduction. A compact digital disc player is also available with this system.

The sun, moon and stars are at your fingertips with Cougar's optional power moonroof. Just the push of a button opens your Cougar to as much of the outdoors as you wish. The moonroof panel can also be tilted open at the rear only to improve the flow of fresh air.

It's hard to beat Cougar's optional fingertip speed control for convenience. With the on/off and set/resume controls located on the steering wheel, this system can be operated without the driver's hands having to leave the wheel.

Forget about searching for your keys with Cougar's optional keyless entry system. You easily gain access to your Cougar by entering a simple code on the keypad located con-



A convenient keyless entry option provides pushbutton access.



The compact digital disc player option is available with the optional high level and Ford JBL audio systems.

Cougar's low-liftover trunk is designed for easy loading or unloading.



A handy secondary glovebox is provided atop Cougar's dash.



A split fold-down rear seatback is available as an option with XR7.

veniently on the driver's door. (Of course, you may override the system at any time by using your key).

And it'll take just one shopping trip or sports outing for you to fully appreciate Cougar's thoughtfully designed low-liftover trunk. Loading and unloading the trunk just got a whole lot easier.

Notice the ribbed door atop Cougar's instrument panel? Slide it open to reveal a uniquely designed secondary glovebox. As an auxiliary to the primary glovebox, this handy topside unit conveniently stores maps, valuables or other items out of view. There are also handy map pockets located on the lower portions of each door.

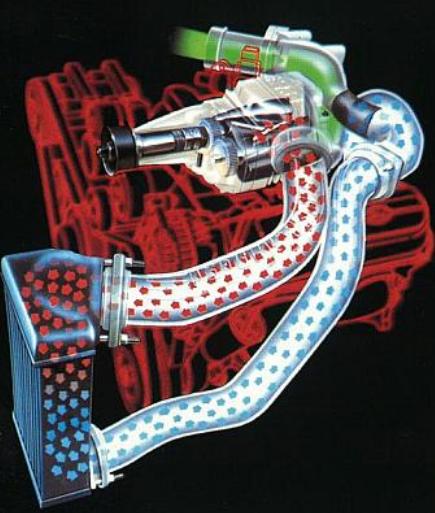
And, for those times when you may wish to increase carrying capacity without eliminating all of the rear seat passenger room, there is an optional 70/30 split folding seatback available on XR7. For instance, you could fold the smaller section down to carry long items like skis and still have rear seating for two passengers. You can fold either section of the seatback down inde-

pendently or you can fold both down for maximum carrying capacity. This feature also allows access to the trunk from the passenger compartment.

For a complete list of standard and optional features available with Cougar LS and XR7 models, consult page 20 at the back of this brochure.

ENGINEERED TO PROPEL YOU INTO THE NEXT DECADE.

Cougar backs up its striking new appearance with an array of technical features. Some are common to both LS and XR7 while certain performance-oriented features are exclusive to XR7.



Outside air (green) is drawn into the XR7's supercharger and compressed by spinning rotors (red). This action also causes a heating of the air. To cool it and make it more dense (for improved power), it is routed through the intercooler (blue) and then on to the intake manifold.

increased power output. The XR7's supercharged, intercooled engine produces 210 horsepower at 4000 rpm and 315 lb.-ft. of torque at 2600 rpm.

The real beauty of this on-demand system is that it provides you with added power when you want it, yet allows the engine to operate more fuel efficiently* when you don't need the added power.

Standard on XR7 and optional on LS is a four-wheel disc anti-lock brake system (ABS). On slick surfaces ABS can help reduce braking distance by up to 40 percent. ABS helps achieve this by not allowing the wheels to lock. It is designed to keep the wheels at the threshold of lockup. It is there that maximum braking efficiency is achieved.

Both LS and XR7 models benefit from a sophisticated new electronic speed-sensitive variable-assist rack-and-pinion power steering system. This system provides for maximum steering assist for ease of steering during

One of the most intriguing features is the XR7's new 3.8-liter supercharged intercooled V-6 engine. The supercharger performs much like a turbocharger in that it provides an on-demand increase in power by compressing the air entering the engine. The main difference between the two is that a turbocharger is powered by exhaust gases while the supercharger is directly driven by the engine. This difference rewards the supercharged engine with more responsive power by eliminating the "lag" experienced by many turbocharged engines.

The purpose of the intercooler is to cool the compressed air coming from the supercharger before it enters the intake manifold. This increases density and oxygen content which results in



Cougar electronic speed-sensitive variable-assist rack-and-pinion power steering is specially tuned to suit LS and XR7 models individually.

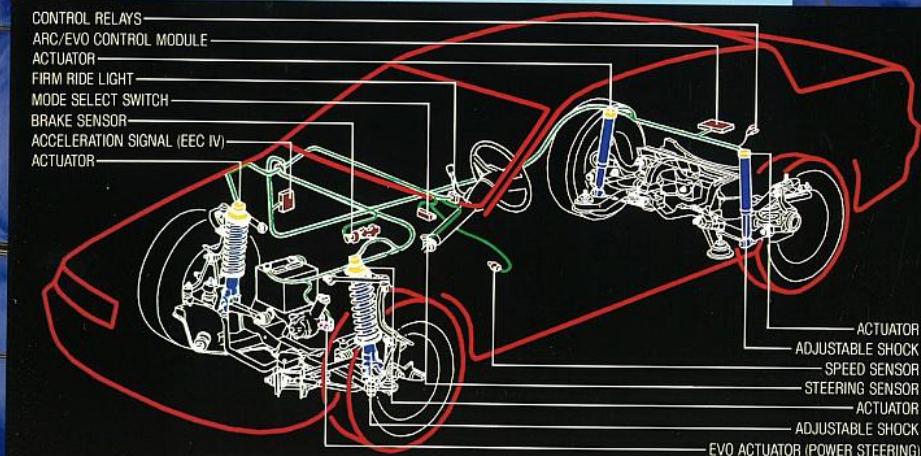
XR7's automatic/firm ride control suspension system.

low speed maneuvers such as parking and increases steering effort as vehicle speed increases to enhance road feel. As the chart to the left shows, the LS and XR7 each feature different levels of steering effort throughout the speed range with the XR7 featuring higher steering effort in keeping with its more performance-oriented character.

While LS and XR7 both feature a new four-wheel independent suspension for enhanced ride and handling, the XR7 takes it a step further with its impressive automatic/firm ride control system. This computer managed system gives XR7 the ability to actually modify its over-the-road behavior to maximize both ride and handling qualities.

A control module monitors signals from speed, brake pressure and steering sensors, as well as acceleration signals from the EEC-IV electronic engine control module. Based on this input, the microprocessor, in milliseconds, automatically adjusts shock absorber damping to firm or soft.

For instance, during hard cornering the microprocessor would select a firm setting for flatter, more controlled handling. Yet on a typical straight stretch of interstate, it would disengage the firm setting to maximize ride comfort. The driver also has the option to select the firm mode manually to maintain a firm ride under all conditions.



*See EPA statement page 23.

| EXTERIOR FEATURES | LS | XR7 |
|---|----|-----|
| Five-mph impact bumpers front/rear | S | S |
| Low profile aero halogen headlamps | S | S |
| Flush glass | S | S |
| Dual power mirrors | S | S |
| INTERIOR COMFORT AND CONVENIENCE FEATURES | | |
| Front seat motorized shoulder safety belt system with manual lap safety belts | S | S |
| Rear seat three-point manual shoulder safety belts (outboard) and lap safety belt for center position | S | S |
| Air conditioning | S | S |
| Power slide/tilt moonroof with sunshade | 0 | 0 |
| Reclining front bucket seats | S | — |
| Articulated sport seats with power lumbar and power side bolsters | — | S |
| Cloth upholstery | S | S |
| Leather seating surfaces | 0 | 0 |
| Six-way power driver's seat | 0 | 0 |
| Dual six-way power seats | 0 | 0 |
| Split fold-down rear seat (required with XR7 leather option) | — | 0 |
| Center console | S | S |
| Rear seat with integral headrests | — | S |
| Rear center fold-down armrest | S | S |
| Rear seat heat ducts | S | S |
| Courtesy lights | S | S |
| Map pockets on doors | S | S |
| Power windows | S | S |
| Side window demisters | S | S |
| Electric rear window defroster | 0 | 0 |
| Interval wiper | S | S |
| Tilt steering wheel | 0 | 0 |
| Anti-theft System | 0 | 0 |
| Sport steering wheel | — | S |
| Leather-wrapped steering wheel | 0 | — |
| Fingertip speed control | 0 | 0 |
| Push-on/push-off parking brake system | S | — |
| Luggage compartment light | S | S |
| Carpeted front floor mats | 0 | 0 |

| SOUND SYSTEMS | LS | XR7 |
|---|----|-----|
| Power radio antenna | 0 | 0 |
| Electronic AM/FM stereo radio with four speakers and digital clock (may delete for credit) | S | S |
| Electronic AM/FM stereo radio with cassette, four speakers and digital clock | 0 | 0 |
| High-level electronic radio with C-Quam® AM stereo/FM stereo and cassette, four premium speakers in four locations, 80 total watts RMS premium sound amplifier and digital clock | 0 | 0 |
| Ford JBL audio system — includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 140 total watts RMS | 0 | 0 |
| Compact digital disc player (available with high-level or Ford JBL systems only) | 0 | 0 |
| INSTRUMENTATION | LS | XR7 |
| Full electronic instrument cluster with LCD digital speedometer/odometer/tri odometer, tachometer, oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features, and fuel/distance computer | S | — |
| Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel | 0 | S |
| Backlit analog performance cluster tachometer, fuel gauge, coolant temperature gauge, 120 MPH speedometer, oil pressure, and supercharger vacuum/boost gauge | — | S |
| WHEELS AND TIRES | | |
| P205/70R15 black sidewall, all-season steel-belted radial tires | S | — |
| P205/70R15 white sidewall, all-season steel-belted radial tires | 0 | — |
| P225/60VR16 black sidewall, performance steel-belted radial tires | — | S |
| P225/60VR16 black sidewall, performance steel-belted, all-weather radial tires | — | 0 |
| 15-inch luxury wheel covers | S | — |
| 15-inch styled sport wheel covers | 0 | — |
| 15-inch locking wire style wheel covers | 0 | — |
| 15-inch cast aluminum wheel with locking lug nuts and P215/70R15 BSW all-season radial tires | 0 | — |
| 16-inch cast aluminum wheel with locking lug nuts | — | S |
| Conventional spare tire (Mini spare standard) | 0 | — |

| OPTIONAL PACKAGES |
|---|
| LUXURY LIGHT GROUP |
| Engine compartment light, dual-beam dome/map light, instrument panel courtesy lights, dual illuminated vanity mirrors, illuminated entry system |

| POWER LOCK GROUP |
|---|
| Includes power door locks, remote decklid release and remote fuel-filler door release |

| LUXURY LAMP GROUP |
|--|
| Automatic headlamp dimmer, autolamp on/off delay system, front cornering lamps, automatic day/night inside rearview mirror |

| KEYLESS ENTRY SYSTEM |
|--|
| Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence. Passenger side door and decklid can also be opened with additional numbers |

| PREFERRED EQUIPMENT PACKAGES |
|---|
| To make ordering easy we've grouped certain options together in the <i>Preferred Equipment Packages</i> listed below and priced them to cost you less than if they were purchased separately. |

| COUGAR LS | Preferred Equipment Package 261A | 262A | 263A |
|---|----------------------------------|------|------|
| Tilt steering wheel | • | • | • |
| Fingertip speed control | • | • | • |
| Electric rear window defroster | • | • | • |
| Power lock group | • | • | • |
| Electronic AM/FM stereo cassette radio | • | | |
| Aluminum wheels w/P215/70R15 BSW tires | • | • | |
| Front carpet floor mats | • | • | |
| Leather-wrapped steering wheel | • | • | |
| Six-way power driver's seat | • | • | |
| Luxury light group | • | • | |
| Luxury lamp group | • | • | |
| Dual six-way power seats | • | • | |
| High level electronic AM/FM stereo cassette radio | • | • | |
| Power antenna | • | • | |
| Keyless entry | • | • | |
| Diagnostic maintenance monitor | • | • | |

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

Left to right: luxury wheel cover, styled sport wheel cover, locking wire style wheel cover, 15-inch cast aluminum wheel, 16-inch XR7 cast aluminum wheel.



| COUGAR XR7 | Preferred Equipment Package 265A | 266A |
|---|----------------------------------|------|
| Tilt steering wheel | • | • |
| Fingertip speed control | • | • |
| Electric rear window defroster | • | • |
| Electronic AM/FM stereo cassette radio | • | • |
| Power lock group | • | • |
| Six-way power driver's seat | • | • |
| Front carpet floor mats | • | • |
| Luxury light group | • | • |
| Luxury lamp group | • | • |
| High level electronic AM/FM stereo cassette radio | • | • |
| Dual power seats | • | • |
| Keyless entry | • | • |
| Power antenna | • | • |

COUGAR COLORS

Exterior Solid Colors

Black
Bright Red
Almond
Oxford White

Exterior Clearcoat Colors

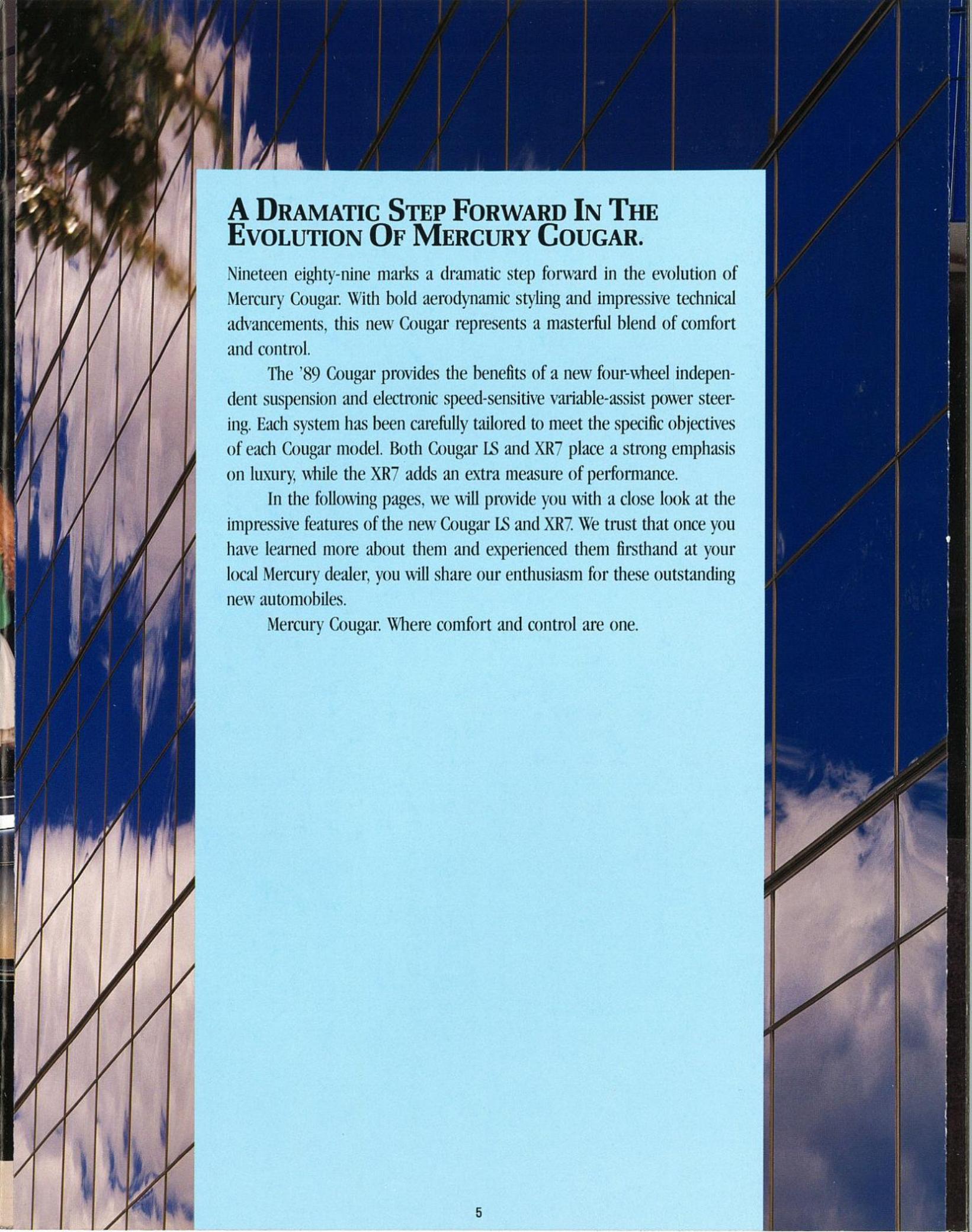
Light Titanium Clearcoat Metallic
Currant Red Clearcoat Metallic
Deep Titanium Clearcoat Metallic
Light Crystal Blue Clearcoat Metallic
Crystal Blue Clearcoat Metallic
Medium Sandalwood Clearcoat Metallic
Twilight Blue Clearcoat Metallic

XR7 Monochromatic Exterior Colors

Black
Bright Red
Oxford White

Interior Colors

Titanium
Light Sandalwood†
Currant Red
Shadow Blue
†Not available on XR7



A DRAMATIC STEP FORWARD IN THE EVOLUTION OF MERCURY COUGAR.

Nineteen eighty-nine marks a dramatic step forward in the evolution of Mercury Cougar. With bold aerodynamic styling and impressive technical advancements, this new Cougar represents a masterful blend of comfort and control.

The '89 Cougar provides the benefits of a new four-wheel independent suspension and electronic speed-sensitive variable-assist power steering. Each system has been carefully tailored to meet the specific objectives of each Cougar model. Both Cougar LS and XR7 place a strong emphasis on luxury, while the XR7 adds an extra measure of performance.

In the following pages, we will provide you with a close look at the impressive features of the new Cougar LS and XR7. We trust that once you have learned more about them and experienced them firsthand at your local Mercury dealer, you will share our enthusiasm for these outstanding new automobiles.

Mercury Cougar. Where comfort and control are one.