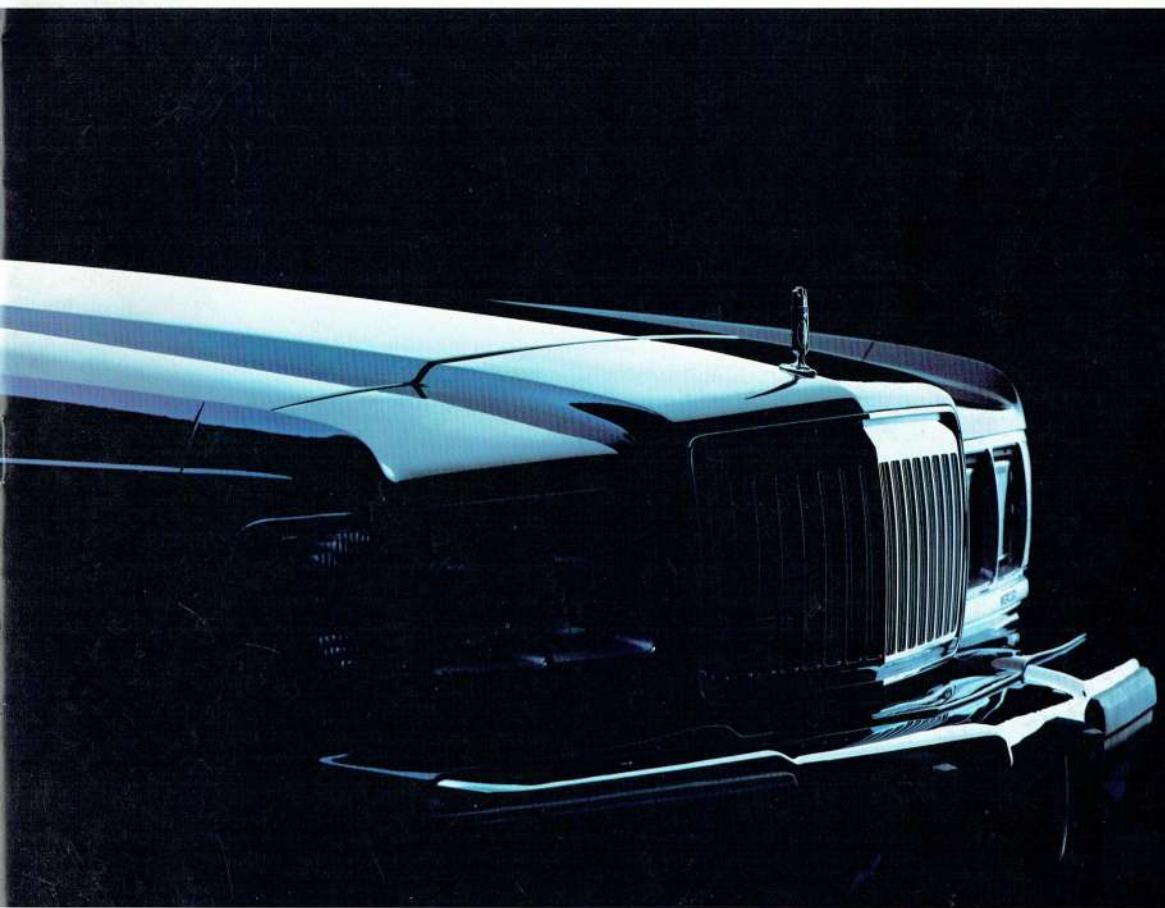


1988

# GRAND MARQUIS



The Shape You Want To Be In.

**MERCURY**



# MERCURY. THE SHAPE YOU WANT TO BE IN.



Grand Marquis LS in Smoke Metallic and Black Tu-tone.  
Some features shown may be optional.  
See option list on page 11.

Design leadership. Nobody hands it to you. You've got to go out and earn it. And that is exactly what the men and women who design Mercury automobiles are committed to doing. Our commitment is really one that goes beyond design. We recognize that the true success or failure of any design rests with the consumer. Regardless of how efficient a design may be in technical terms, success in the marketplace rests with its ability to satisfy the wants and needs of consumers. Mercury Grand Marquis is an excellent example of a "consumer-driven" design. Many others were quick to abandon full-size models.



But we perceived consumer demand to remain strong in this segment. Instead of trying to move buyers who want big cars into small cars, we listened. We refined Grand Marquis and did our best to give consumers what they want in a big car. Today, Grand Marquis is one of the most successful Mercury models. Design. At Mercury it's geared to satisfying the wants and needs of consumers because, when you get right down to it, the new car buyers of America are the ones who will determine the designs of tomorrow.

Jack Telnack  
Chief Design Engineer  
Ford North American Automotive Operations

# TO ALL THOSE FOR WHOM FINDING EXTRAORDINARY ROOM AND COMFORT IS A PROBLEM,



*Grand Marquis LS interior in cloth.  
Some features shown may be optional.  
See option list on page 11.*

## WE OFFER A PEEK AT THE SOLUTION.

*In the search for room and comfort, the advantages of sheer size can be difficult to argue with. Possessing more interior room than 99 percent of today's automobiles, Grand Marquis offers a level of luxury only a traditional full-size automobile can deliver. It's luxury that is spelled out in more ways than just size. On the GS models it means broad, reclining twin comfort seats with two-way headrests and individual fold-down armrests. Cloth upholstery is standard on the sedan while vinyl is standard on the wagon. On LS models, luxury twin comfort lounge seats with upgraded cloth, dual recliners and*



*Grand Marquis LS wagon interior in leather.  
Some features shown may be optional.  
See option list on page 11.*

*individual fold-down armrests are standard on both the sedan and wagon. Natural grain leather seating surfaces are optional on LS models. Both GS and LS models have quality carpeting, air conditioning, power windows and electronic AM/FM stereo radio with four speakers standard. You can increase the level of luxury with options such as six-way power seats, tilt steering wheel, power lock group (includes decklid or tailgate release), speed control, automatic air conditioner and a high-level electronic AM/FM stereo cassette audio system.*

# IF YOU'VE EVER WONDERED WHICH AMERICAN WAGON OFFERS THE MOST INTERIOR SPACE...

*This is it. The Grand Marquis Colony Park has the most interior space of any American-built wagon. With its rear seat folded down, it delivers a cargo area that is more than seven feet long and four feet wide. And it's easy to utilize that space thanks to a three-way tailgate. It can be opened to the side like a door, pulled down flat in the traditional tailgate open position or allow access by the lowering of the power tailgate window. Colony Park comes with the same high level of standard equipment as the Grand Marquis four-door sedan and provides a few extras to enhance its*



*Grand Marquis Colony Park GS wagon in Dark Shadow Blue Metallic.  
Some features may be optional.  
See option list on page 11.*

## YOU CAN STOP WONDERING.

*utility. It features a heavier frame, wider wheels and larger rear brakes. There is a lockable quarter-panel stowage bin in the cargo area, and the carpeting on the load floor can be easily removed when necessary. There is standard seating for six, but that number can be increased to eight with optional inboard facing rear seats.*

# THE STRENGTH OF ITS LASTING APPEAL MAY BE ROOTED IN ITS OLDEST TRADITION...

## EEC-IV ELECTRONIC ENGINE CONTROL

With the ability to process 250,000 operations per second, the EEC-IV microprocessor continuously monitors and fine-tunes the engine to maximize responsiveness, driving smoothness and fuel economy.\* It senses and controls engine speed, ambient air temperature, cooling temperatures, fuel/air ratio, spark timing and exhaust gas mixture. It even adjusts engine operation for outside temperature, altitude and other operating conditions. \*See EPA statement on page 13.

Nitrogen gas-  
pressurized shock  
absorbers at all four  
wheels improve ride  
and handling.



The optional Insta-Clear™ Heated Windshield uses a transparent zinc oxide film to conduct electricity over the windshield surface. It generates enough heat to remove a tenth of an inch of heavy windshield frost at zero degrees Fahrenheit within only three minutes. A standard car defroster requires 15 minutes or more to accomplish the same task.



## ILLUSTRATIVE SAFETY FEATURES†

Steel guard rails inside doors.

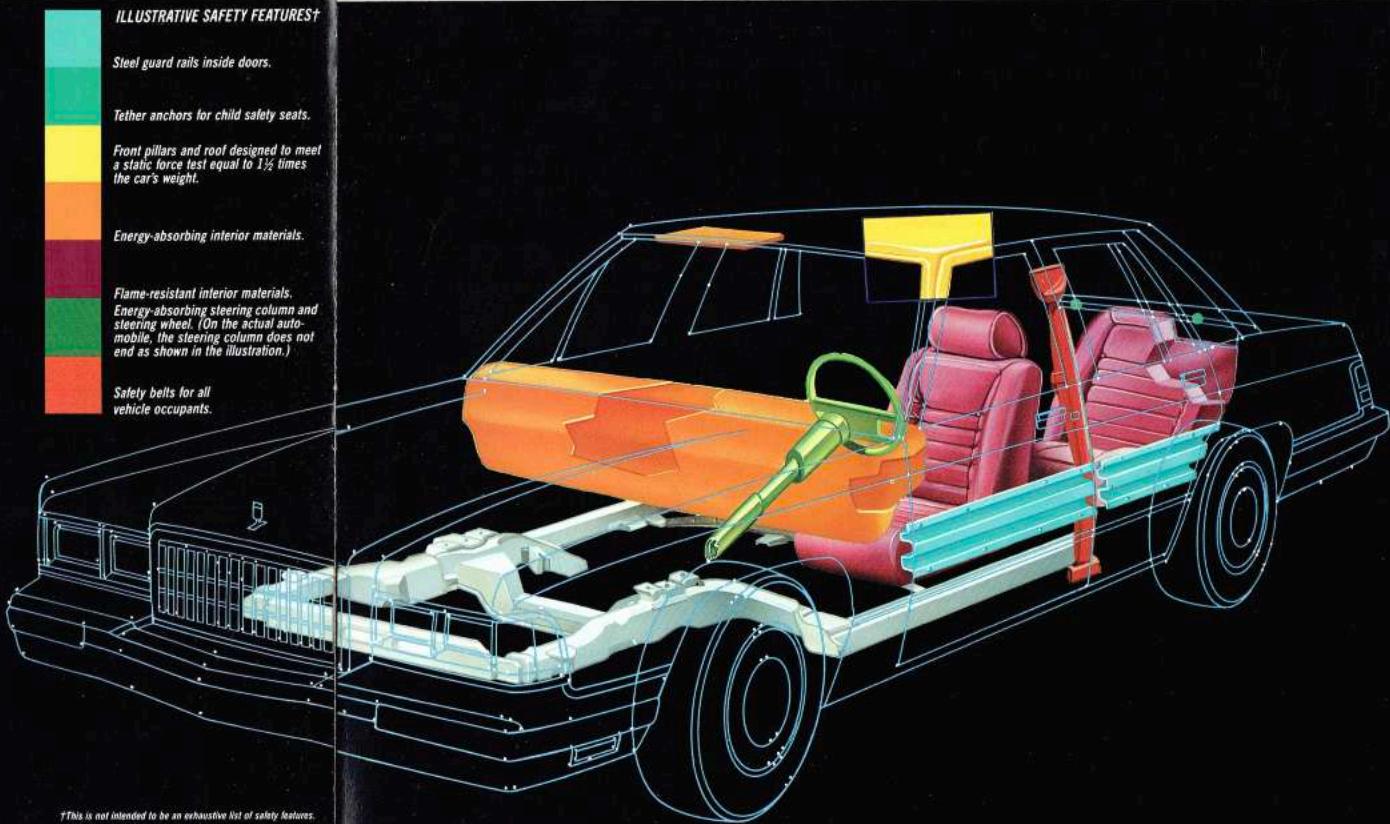
Tether anchors for child safety seats.

Front pillars and roof designed to meet a static force test equal to 1½ times the car's weight.

Energy-absorbing interior materials.

Flame-resistant interior materials.  
Energy-absorbing steering column and steering wheel. (On the actual automobile, the steering column does not end as shown in the illustration.)

Safety belts for all vehicle occupants.



†This is not intended to be an exhaustive list of safety features.

## DEDICATION TO CONTINUOUS TECHNICAL IMPROVEMENT.

The Grand Marquis has undergone minor facial changes over the years, but under the skin the changes have been dramatic. Its smooth 5.0-liter V-8 powers this full-size rear drive machine with the sophistication of sequential multi-port electronic fuel injection (EFI), EEC-IV electronic engine control and a 4-speed automatic overdrive transmission (AOD). EFI's efficiency of operation has relegated the traditional carburetor to obsolescence. EEC-IV has taken operating efficiency of the engine to new heights with split-second management of vital engine functions. And

the AOD transmission provides an excellent balance of performance and fuel economy.\* The sheer strength of Grand Marquis is evident in its towing capability. When ordered with the Trailer Tow III option, Grand Marquis has a 5,000-pound load capacity. Grand Marquis also offers an automatic load leveling option that helps maintain proper ride height even with a full load of passengers and luggage. \*See EPA statement on page 13.



# SELECTED OPTIONAL AND STANDARD FEATURES.



Black



Smoke Metallic



Silver Metallic

ENGINE	
Type	V-8 OHV
Displacement	5.0 liters
Horsepower (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	
Type	4-speed automatic overdrive with 100 percent lockup in 4th gear. No scheduled maintenance

SUSPENSION	
Front	Independent lower arm with ball joints, brake dip control geometry, coil springs, nitrogen gas-pressurized shocks and stabilizer bar
Rear	4-bar link, rubber cushioned pivots, rubber-insulated coil springs and nitrogen gas- pressurized shocks

STEERING	
Type	Power-assisted recirculating ball

BRAKES	
Type	Dual hydraulic with power assist
Front	11.0-inch disc
Rear	10.0-inch drum (sedan) 11.0-inch drum (wagon)

DIMENSIONS (in inches)	
Wheelbase	114.3
Overall length	213.5

DIMENSIONS (in inches)		
SEDAN	WAGON	
Overall height	55.4	57.0
Overall width	77.5	79.3
Track, front/rear	62.2/62.0	62.2/62.0
Headroom, front/rear	37.9/37.2	38.8/39.1
Legroom, front/rear	43.5/39.3	43.5/37.9
Shoulder room, front/rear	61.6/61.5	61.6/61.5
Hiproom, front/rear	57.6/56.9	57.6/54.2

CAPACITIES		
Cargo volume (cu. ft.)	22.4	52.0 (rear seat up) 88.0 (rear seat down)
Fuel	18.0 gal.	18.0 gal.
Oil	5.0 qt.	5.0 qt.
Engine coolant	14.4 qt.	14.4 qt.
Curb weight	3828 lb.	4019 lb.

GRAND MARQUIS		
GS SEDAN/ WAGON	LS SEDAN/ WAGON	
5.0-liter V-8 engine	S	S
4-speed automatic overdrive transmission	S	S
Automatic leveling suspension	O	O
Heavy-duty suspension	O	O
Power brakes	S	S
Power steering	S	S
72-amp/hr maintenance- free battery	S	S
65-amp alternator	S	S
Trailer Tow III with 5,000-lb. load capacity	O	O
Luxury sound insulation	S	S
Tinted glass	S	S

FUNCTIONAL FEATURES		
5.0-liter V-8 engine	S	S
4-speed automatic overdrive transmission	S	S
Automatic leveling suspension	O	O
Heavy-duty suspension	O	O
Power brakes	S	S
Power steering	S	S
72-amp/hr maintenance- free battery	S	S
65-amp alternator	S	S
Trailer Tow III with 5,000-lb. load capacity	O	O
Luxury sound insulation	S	S
Tinted glass	S	S

INTERIOR COMFORT AND CONVENIENCE		
Air conditioning	S	S
Automatic Climate Control	O	O
Insta-Clear™		
Heated windshield	O	O
Power windows	S	S
Power tailgate window (wagon)	S	S
Power decklid release	O	O
Automatic headlamp on/off/delay	S	S
Automatic parking brake release	S	S
Tilt steering wheel	O	O
Leather wrapped steering wheel	O	O

OPTIONAL EQUIPMENT		
AM/FM stereo	S	S
AM/FM stereo with radio clock	S	S
AM/FM stereo with radio clock and CD player	S	S
AM/FM stereo with radio clock, CD player and cassette	S	S

OPTIONAL EQUIPMENT		
AM/FM stereo	S	S
AM/FM stereo with radio clock	S	S
AM/FM stereo with radio clock and CD player	S	S
AM/FM stereo with radio clock, CD player and cassette	S	S

OPTIONAL EQUIPMENT		
AM/FM stereo	S	S
AM/FM stereo with radio clock	S	S
AM/FM stereo with radio clock and CD player	S	S
AM/FM stereo with radio clock, CD player and cassette	S	S

OPTIONAL EQUIPMENT		
AM/FM stereo	S	S
AM/FM stereo with radio clock	S	S
AM/FM stereo with radio clock and CD player	S	S
AM/FM stereo with radio clock, CD player and cassette	S	S

OPTIONAL EQUIPMENT		
AM/FM stereo	S	S
AM/FM stereo with radio clock	S	S
AM/FM stereo with radio clock and CD player	S	S
AM/FM stereo with radio clock, CD player and cassette	S	S

Based on official 1988 MVMA specifications.



Oxford White



Medium Cabernet Metallic



Spinaker Blue

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, and certain restrictions and deductibles apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

**Motorcraft** Genuine Ford  
QUALITY PARTS

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 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. **Lifetime Service Guarantee** Participating Lincoln-Mercury dealers are now offering 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. **Ford-paid repair programs after the warranty period** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and

are in addition to the warranty or to required recalls. **Technical Service Bulletins** All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mercury Grand Marquis. To get copies of

materials for your Grand Marquis or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model, vehicle identification number and engine size. **EPA statement** 1988 EPA mileage estimates were unavailable when this publication was printed. The 1988 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 Grand Marquis from your Lincoln-Mercury dealer.

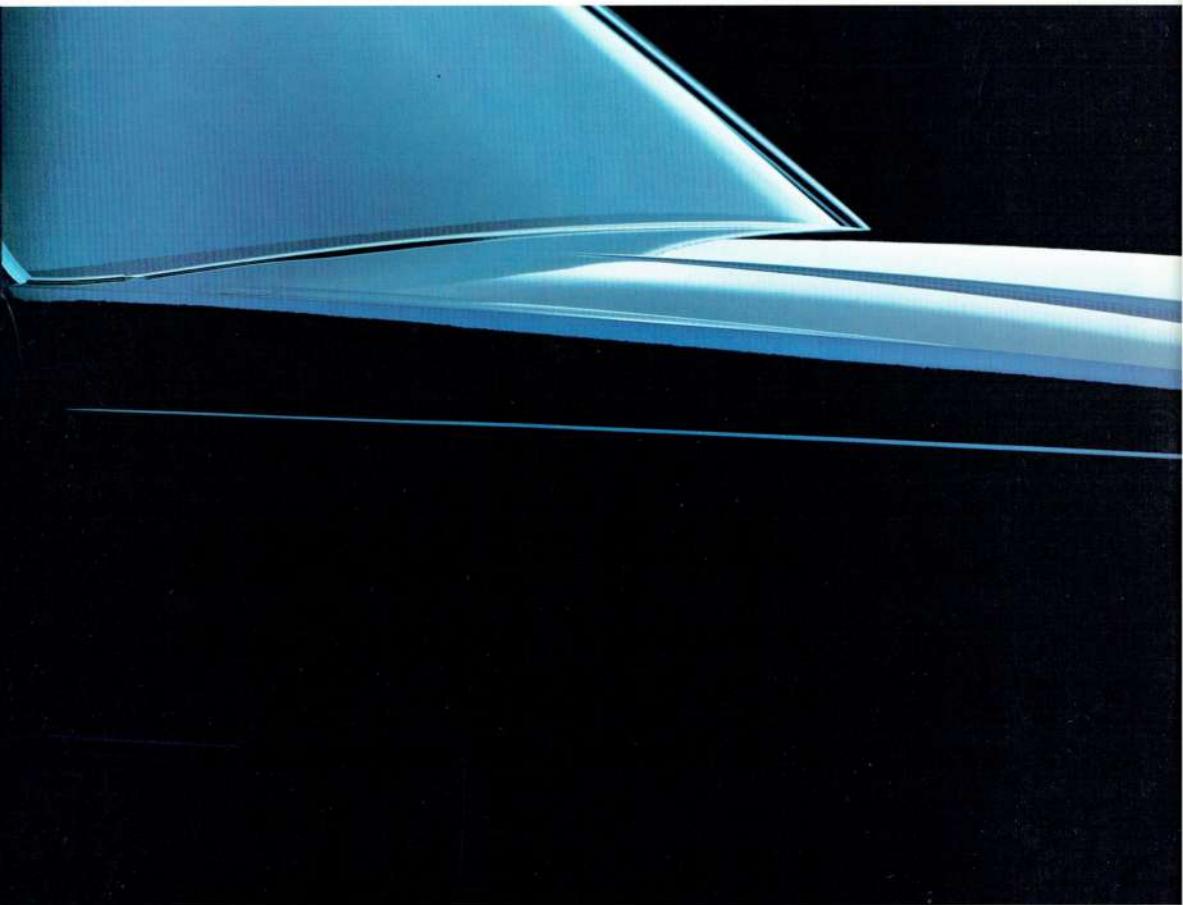
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LINCOLN-MERCUARY DIVISION



1988

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