



Imagine yourself in a Mercury

1997 COUGAR XR7





Imagine A RELATIONSHIP SO PERFECT

YOU SEEM TO COMMUNICATE WITHOUT SPEAKING.

A TIME WHEN EVERYTHING SEEMS TO GO IN YOUR FAVOR.

AND WISHING IT WOULD LAST FOREVER. IMAGINE HAVING
THE FREEDOM TO BE **yourself** ALL THE TIME.

IMAGINE FEELING SO SECURE YOU THINK FOR A MOMENT
YOU'RE **in a** DIFFERENT WORLD.

OR MAKING A DISCOVERY YOU CAN'T WAIT TO SHARE
WITH YOUR BEST FRIEND. IMAGINE TAKING THE LONG WAY HOME
JUST BECAUSE YOU'RE HAVING SUCH A GREAT TIME.

IMAGINE A CAR THAT'S BOTH COMFORTABLE AND POWERFUL.

Mercury COUGAR XR7.

Cougar XR7 shown in Pacific Green Clearcoat Metallic with luxury cast aluminum wheels. Some features shown may be optional. See specification page for feature availability.



A 4.6-liter single overhead cam V-8 is available on Cougar XR7. This powerful yet smooth performer employs advanced engineering to generate 205 horsepower with impressive fuel economy.*

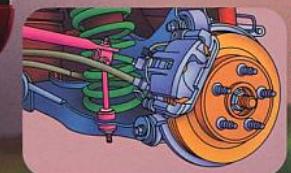
EQUIP YOUR COUGAR XR7 WITH THE AVAILABLE V-8 ENGINE AND GET READY FOR A GREAT PERFORMANCE. ITS STANDARD V-6 IS IMPRESSIVE AS WELL. COUPLED WITH A 4-SPEED ELECTRONIC AUTOMATIC OVERDRIVE TRANSMISSION, THESE ENGINES DELIVER SMOOTH POWER, AND THEY'RE BOTH BUILT TO PERFORM.

A great performance series.

FOR 100,000 MILES WITHOUT A SCHEDULED TUNE-UP.** HOWEVER, COUGAR XR7 ISN'T MERELY QUICK. IT ALSO DISPLAYS REFINED, AGILE ROAD MANNERS. THIS IS DUE, IN LARGE PART, TO ITS SHORT- AND LONG-ARM FRONT SUSPENSION, INDEPENDENT REAR SUSPENSION, AND POWER RACK-AND-PINION STEERING. ENJOY!



Cougar XR7's standard offering is a 3.8-liter V-6 engine that displays plenty of character with its combination of mid-range passing acceleration and fuel efficiency.*



Cougar's rear suspension allows each wheel to react independently to help ensure a smooth, controlled ride. Its rubber-isolated subframe helps filter out road noise and vibration before reaching the passenger compartment.



Cougar's redesigned center console includes an armrest, storage bin, dual cup holders, and convenient coin holders.

Rear seat center fold-down to provide rear passengers with an extra measure of comfort.

Rear seat heat ducts help make sure backseat passengers are warm and comfortable.

CFC-free air conditioner operates completely free of CFCs, and thus will not harm the ozone layer.

SETTLE SNUGLY IN THE SEAT OF YOUR COUGAR XR7, AND ONE THING BECOMES APPARENT—THIS IS A CAR DESIGNED FOR DRIVERS. ITS STRIKING WRAPAROUND INSTRUMENT PANEL FEATURES BRIGHT NEW, EASY-TO-READ GAUGES, AND ESSENTIAL CONTROLS ARE POSITIONED FOR CONVENIENT ACCESS. WHAT'S MORE, SINCE THIS IS A MERCURY, YOU'LL DISCOVER AN

It features some convenient features.

ABUNDANCE OF STANDARD FEATURES HAVE BEEN INCLUDED. RECLINING FRONT BUCKET SEATS ARE STYLED TO MAXIMIZE COMFORT. TILT STEERING WHEEL FEATURES CONVENIENT SPEED CONTROL SWITCHES. A REAR SEAT FOLD-DOWN CENTER ARMREST, COIN HOLDERS AND AN AM/FM STEREO RADIO WITH CASSETTE ARE AMONG THE MANY AMENITIES YOU'LL APPRECIATE IN YOUR COUGAR XR7.

Dual beam map/dome light comes standard. Whenever you need to read a map or to light the interior, the proper lights are there for you.

Soft illumination makes power window switches extra easy to locate and operate.

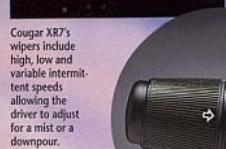
Safety and Security



Lap/shoulder 3-point safety belts are the primary restraint for front and rear outboard occupants.



Heavy gauge steel side-door beams are mounted inside each door for additional protection.

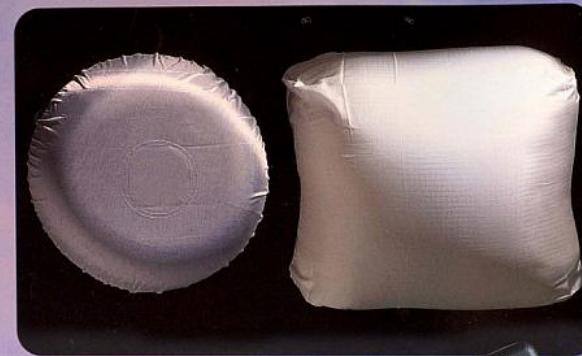


Cougar XR7's wipers include: high, low and variable intermittent speeds allowing the driver to adjust for a mist or a downpour.



Frontal air bags for both driver and front passenger are standard equipment. Safety belts must be properly worn for air bags to be most effective.

For your security, an available Remote Keyless Entry system includes two remote hand-held key fobs that allow you to unlock or lock all doors and open the trunk from up to 33 feet away. A panic button will sound the horn and flash exterior lights when engaged.



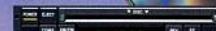
Options



Electronic Traction Assist helps driving wheels grip slippery surfaces rather than spinning during low-speed acceleration.



With speed control, you set the speed and it does the rest. It includes tap-up/tap-down feature and is conveniently located on the steering wheel.



An AM/FM stereo radio with cassette player is standard. This system can be upgraded to a high-level audio system with 80 watts of power, AM stereo/FM stereo cassette radio and premium speakers. A CD player is also available.



Standard 15-inch bolt-on luxury wheel covers.



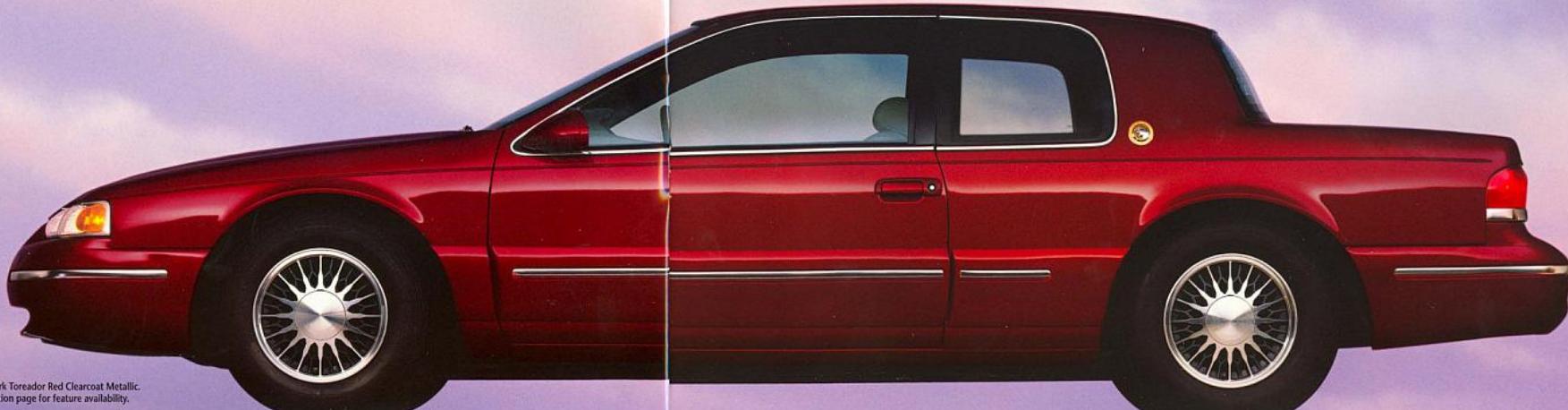
Optional 15-inch 21-spoke luxury cast aluminum wheels.



Optional 15-inch geometric spoke cast aluminum wheels.



A dealer-installed roof rack may be purchased for your Cougar XR7. It can accommodate up to four bike racks, each of which can carry one bike. Bikes can be secured or removed in minutes.



30th Anniversary Cougar XR7

A SPECIAL 30TH ANNIVERSARY EDITION COUGAR XR7 IS AVAILABLE. IT INCLUDES 30TH ANNIVERSARY ORNAMENTATION, UNIQUE FRONT BUCKET SEATS WITH POWER SIDE BOLSTERS AND POWER LUMBAR SUPPORT, ELECTROCHROMIC (AUTO-DIMMING) INSIDE REARVIEW MIRROR AND UNIQUE LACY SPOKE ALUMINUM WHEELS. IT'S AVAILABLE IN DARK TOREADOR RED CLEARCHAT METALLIC.

Mercury Cougar XR7 Specifications

DIMENSIONS (IN INCHES)		
Wheelbase	.113.0	
Overall length	199.9	
Overall height	52.5	
Overall width	72.7	
Track front/rear	61.6/60.2	
Headroom, front/rear	38.1/37.6	
Legroom, front/rear	42.5/36.5	
Shoulder room, front/rear	59.1/58.9	
Hiproom, front/rear	55.6/56.6	
ENGINES		
STANDARD	OPTIONAL	
Type	.OHV V-6	SOHC V-8
Displacement	3.8 liters	4.6 liters
Horsepower (SAE net)	145 @ 4000 rpm	205 @ 4250 rpm
Torque (SAE net)	.215 lbs-ft @ 2750 rpm	.280 @ 3000 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	
Compression ratio	9.0:1	9.0:1
Engine control	Electronic engine control (EECV/OBD-II)	
CAPACITIES		
Fuel tank	.18.0 gal.	
Curb weight	3,528 lbs. (w/V-6)/3,666 lbs. (w/V-8)	
TRANSMISSION		
Four-speed electronic automatic overdrive with overdrive lockout		
SUSPENSION		
Front	Short/long arm (SLA) design with double isolation, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, front subframe	
Rear	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas pressurized hydraulic shock absorbers, rubber isolated rear subframe	
BRAKES		
Front/Rear	.10.8-inch disc/.10.1-inch disc	
STEERING		
Power-assist rack and pinion*		
FUNCTIONAL FEATURES		
XR7		
Dual air bags (Supplemental Restraint System)	STD	
3-point lap/shoulder safety belt for front outboard passenger	STD	
3-point lap/shoulder safety belts for rear outboard passengers	STD	
Rear seat center lap safety belt	STD	
100,000-mile scheduled tune-up intervals**	STD	
Brake/shift interlock	STD	
Solar tint glass	STD	
130-amp alternator	STD	
Traction-Lok rear axle (N/A with Traction Assist)	OPT	
Electronic Traction Assist (requires ABS)	OPT	
Speed-sensitive, variable-assist power rack-and-pinion steering	OPT*	
Engine block heater	OPT	
72-amp/hr heavy-duty battery (with opt. V-8 only)	OPT	
Rear window defroster	OPT	
EXTERIOR FEATURES		
5-mph impact bumpers front/rear	STD	
Dual color-keyed power outside mirrors	STD	
Low profile complex reflector clear lens halogen headlamps	STD	
Extensive corrosion protection	STD	
Remote Keyless Entry system with two remote hand-held key fobs	OPT	
Illuminated entry	OPT	
Multi-sport roof rack (ski, bicycle, water sports)	DLR	
Front end cover	DLR	
Rear decklid spoiler	OPT or DLR	

INSTRUMENTATION

XR7

Blockout analog performance cluster with speedometer, tachometer, fuel gauge, coolant temperature gauge, also indicators for low fuel, low windshield washer fluid, door ajar, low coolant, speed control on, Traction Assist off (if equipped)

STD

Reminder chimes for headlamps-on, key-in-motion, and safety belt

STD

SPORT SYSTEMS

Electronic AM/FM stereo radio with cassette and four speakers

STD

High-level audio system with premium AM stereo/FM stereo radio and cassette, four premium speakers in four locations, 80 total watts RMS

OPT

High-level audio system with AM stereo/FM stereo radio, with CD player, 80 total watts RMS (does not include cassette)

OPT

Power antenna

OPT

INTERIOR COMFORT AND CONVENIENCE FEATURES

CFC-free air conditioner

STD

Center full-length floor console with dual cup holders, armrest, storage bin, and coin holders

STD

Rear seat center fold-down armrest

STD

Front footwell courtesy light

STD

Power windows with illuminated switches

STD

Intermittent wipers with fluidic washer system

STD

Carpeted luggage compartment with light

STD

Rear seat head ducts

STD

Tilt steering wheel

STD

Rectracting front bucket seats with 2-way adjustable head restraints

STD

Luxury cloth and leather seat trim

STD

Leather seating surfaces

OPT

6-way power driver's seat

OPT

6-way power passenger seat (req. power driver's seat)

OPT

Leather-wrapped steering wheel and shift handle

OPT

CFC-free semi-automatic temperature control

OPT

Fingertip speed control with top-up/tap-down feature

OPT

Carpeted front floor mats

OPT

Anti-theft alarm system (req. Remote Keyless Entry system)

OPT

Dual illuminated visor vanity mirrors

OPT

Autolamp on/off delay lighting system

OPT

WHEELS AND TIRES

Mini spare T-125/90R15 BSW

STD

15-inch bolt-on luxury wheel covers with P205/70R15 BSW all-season steel-belted radial tires

STD

15-inch 21-spoke luxury cast aluminum wheels with P215/70R15 BSW all-season tires

OPT

15-inch geometric spoke cast aluminum wheels with P215/70R15 BSW all-season tires (included only with Luxury Appearance Group)

OPT

16-inch 7-spoke cast aluminum wheels with P225/60R16 Goodyear Eagle GT-4 touring tires (included only with Sport Edition)

OPT

16-inch lacy spoke cast aluminum wheels with P225/60R16 Goodyear Eagle GT-4 touring tires (included only with 30th Anniversary Edition)

OPT

Option Availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

EPA Statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. Ask your Mercury dealer for the latest information.

PRODUCT CHANGES

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Mercury dealer is your best source for up-to-date information. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

* Speed-sensitive, variable-assist power rack-and-pinion steering included and only available with optional V-8.

** Under normal driving conditions with routine fluid/filter changes.

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

* Contained in PEP. Based on official AAMA specifications.

For more information on available accessories, please visit your local Mercury dealer.

OPTIONAL PACKAGES

POWER LOCK GROUP

Includes power door locks, remote decklid release

REMOTE KEYLESS ENTRY SYSTEM

Allows doors and decklid to be unlocked/locked with one of two remote hand-held key fobs (includes illuminated entry)

POWER MOONROOF

Features pop-up air deflector, sliding sunshade; rear tilt-up one-touch open and includes dual reading lamps (req. ill. visor vanity mirrors)

LUXURY APPEARANCE GROUP

15-inch geometric spoke wheels and non-functional luggage rack

SPORT EDITION

Body color decklid spoiler with integrated stop lamp

16-inch 7-spoke aluminum wheels

P225/60R16 Goodyear Eagle GT-4 touring tires

Larger front disc brake rotors

Sport-tuned suspension

30TH ANNIVERSARY SPECIAL EDITION

Unique exterior color—Dark Toreador Red Clearcoat Metallic

Seat trim embroidered with 30th Anniversary logo

Unique front bucket seats with power lumbar support and power side bolsters

Front floor mats embroidered with 30th Anniversary logo

30th Anniversary bagaging

Electrochromic (auto-dimming) inside rearview mirror

Unique 16-inch lacy spoke aluminum wheels

P225/60R16 Goodyear Eagle GT-4 touring tires

Larger front disc brake rotors

Sport-tuned suspension

PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together into the Preferred Equipment Packages listed below. PEPs are priced to offer sticker price savings over ordering these items individually.

260A

262A

Fingertip speed control

• •

Rear window defroster

• •

Power lock group

• •

21-spoke luxury cast aluminum wheels

w/P215/70R15 BSW tires

• •

Carpeted front floor mats

• •

Illuminated entry

• •

Leather-wrapped steering wheel and shift handle

• •

6-way power driver's seat

• •

4.6-liter SOHC V-8 engine

• •

Exterior colors

Vibrant White Clearcoat

Silver Frost Clearcoat Metallic

Light Prairie Tan Clearcoat Metallic

Pacific Green Clearcoat Metallic

White Opalescent Clearcoat Metallic (Extra-Cost Tricoat)

Alpine Green Clearcoat Metallic

Moonlight Blue Clearcoat Metallic

Laser Red Tinted Clearcoat Metallic

Light Denim Blue Clearcoat Metallic

Black Clearcoat

Dark Toreador Red Clearcoat Metallic (30th Anniversary Edition)

Arctic Green Clearcoat Metallic (late availability)

The Mercury CommitmentSM

IMAGINE A FULL LINE OF CARS FEATURING SOPHISTICATED STYLING AND QUALITY CRAFTSMANSHIP. IMAGINE AN AUTOMAKER WHO'S CONCERNED ABOUT EVERY ASPECT OF THE CARE YOU RECEIVE FROM YOUR DEALER. IMAGINE A COMPREHENSIVE PROGRAM DEDICATED TO YOUR TOTAL SATISFACTION. IT'S CALLED THE MERCURY COMMITMENT AND IT'S ONE OF THE EXTRA COMFORTS OF OWNING A MERCURY.

ROADSIDE ASSISTANCE.

THROUGHOUT THE THREE YEAR/36,000-MILE WARRANTY PERIOD, YOU GET COMPLIMENTARY 24-HOUR, SEVEN-DAY-A-WEEK COVERAGE FOR TOWING, FUEL DELIVERY, JUMP STARTS, TIRE CHANGING AND LOCK-OUT ASSISTANCE.

MERCURY VEHICLE WARRANTY.

AS PART OF THE MERCURY COMMITMENT, YOU RECEIVE THE MERCURY BUMPER TO BUMPER LIMITED WARRANTY, COVERING YOUR AUTOMOBILE FOR THREE YEARS OR 36,000 MILES WITH NO DEDUCTIBLE. YOU ALSO RECEIVE A CORROSION PROTECTION LIMITED WARRANTY PROVIDING COVERAGE FOR FIVE YEARS WITH UNLIMITED MILEAGE AND NO DEDUCTIBLE. ASK YOUR MERCURY DEALER FOR COMPLETE DETAILS AND A COPY OF THE LIMITED WARRANTIES.

SPECIAL DELIVERY PROCESS.

PRIOR TO DELIVERY, YOUR DEALER'S SERVICE DEPARTMENT THOROUGHLY PREPARES YOUR VEHICLE. AT DELIVERY, THE DEALERSHIP SALES STAFF PROVIDES A CUSTOMER DELIVERY MEETING, SERVICE DEPARTMENT TOUR, CHECKLIST REVIEW AND OTHER SERVICES.

OWNER IDENTIFICATION CARD.

YOU'LL RECEIVE A MERCURY COMMITMENT ID CARD FOR YOUR WALLET. YOU'LL WANT TO KEEP IT HANDY BECAUSE IT INCLUDES THE MERCURY COMMITMENT HOTLINE NUMBERS FOR CUSTOMER SERVICE AND ROADSIDE ASSISTANCE.

Interior colors

Medium Graphite • Willow Green

• Light Prairie Tan • Portofino Blue



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.

For more information via the Internet enter:
<http://www.Mercuryvehicles.com>



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Buckle up—together we can save lives.



