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COUGAR



**OUR COMMITMENT TO QUALITY AND SAFETY
ISN'T JUST SOMETHING WRITTEN ON PAPER.
IT'S BUILT INTO OUR CARS.**

There's clear evidence that it's working. Our cars have been rated the highest quality American-built cars for six consecutive years according to a

*survey of car owners.**

Our commitment to quality and safety goes even beyond the way we build our cars. The sales and service



Cougar XR-7 in Bright Red Clear-coat Metallic. Some features shown may be optional. See option list on page 18.

staffs at our dealerships are
part of that commitment.
They're dedicated to your sat-
isfaction as a Mercury owner.
With us at Ford Motor

Company, Quality is Job 1 six
years running.

**Based on an average of owner-
reported problems in the first three
months of service of '86 models and
in a six-month period on '81-'85 models
designed and built in North America.*



**WE HAVEN'T JUST IMPROVED THE
WAY IT LOOKS, WE'VE IMPROVED
THE WAY IT MOVES.**

The changes are striking. The results are dramatic. With its aerodynamic headlamps, flush-mounted side glass and subtle design changes, Cougar

has achieved a significant increase in aerodynamic efficiency.

It's the kind of improvement that gives engineers



great satisfaction because aerodynamics influences fuel economy, wind noise and even handling at highway speeds.

All you really need to know is that aerodynamics makes this Cougar all the more beautiful.



Cougar XR-7 in Bright Red Clear-coat Metallic. Some features shown may be optional. See option list on page 18.

**WHEN YOU'RE THROUGH ADMIRING IT,
YOU AND THIS COUGAR
SHOULD GO DISCOVER A ROAD TOGETHER.**

*This is the XR-7. This is the
Cougar designed and engi-
neered to cater to a driver's
sporting ambitions.*

Visually, this is clearly a

*different kind of Cougar. It
offers unique Tu-Tone color
combinations accented by
lower bodyside stripes.*

Inside, XR-7 features ind-

*Cougar XR-7 in Black. Some
features shown may be optional.
See option list on page 18.*

30 MINUTE HARBOR

vidually reclining sport seats with power lumbar supports and individual adjustments for added hip and thigh support.

A potent 5.0-liter V-8 producing 150 horsepower (SAE net) provides the muscle for XR-7. It is mated to a smooth and efficient 4-speed auto-

matic overdrive transmission and a Traction-Lok rear axle.

The suspension is specially tuned for good handling and features a quad-shock

arrangement in the rear (details on page 17).



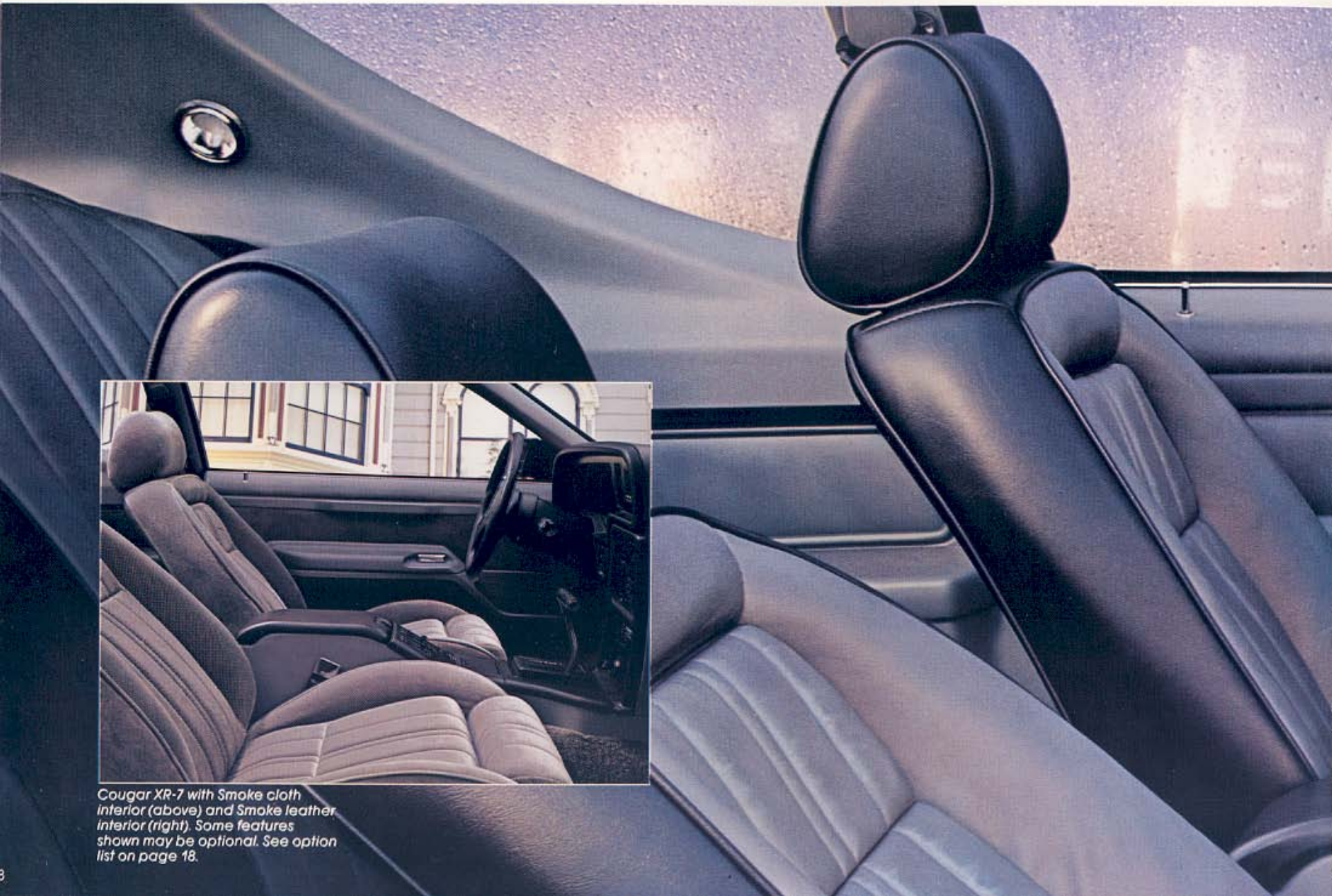
**A PLACE WHERE THE DRIVER
IS SUPREMELY COMFORTABLE
WHILE BEING VERY MUCH IN CONTROL**

The design of Cougar's interior began with a study of the relationship of the human body to the interior environment of an automobile. This science,

which has been termed ergonomics, has among its goals the comfort, safety and operating ease of the driver. It involves the evaluation



Cougar XR-7 with Smoke cloth interior (above) and Smoke leather interior (right). Some features shown may be optional. See option list on page 18.



of reach, hand/eye movement, frequency of use, field of vision, control design logic and numerous other design based characteristics affect-

ing the driver.

In Cougar, this science translates into a level of comfort and control a driver can appreciate.



**ONE MEASURE OF A DRIVER'S CAR
IS HOW WELL IT COMMUNICATES
WITH THE DRIVER.**

Cougar is an excellent communicator. Instead of conventional gauges and dials, Cougar has ergonomically designed electronic digital

readouts.

In simple terms, that means designers spent a great deal of time and effort researching the manner in

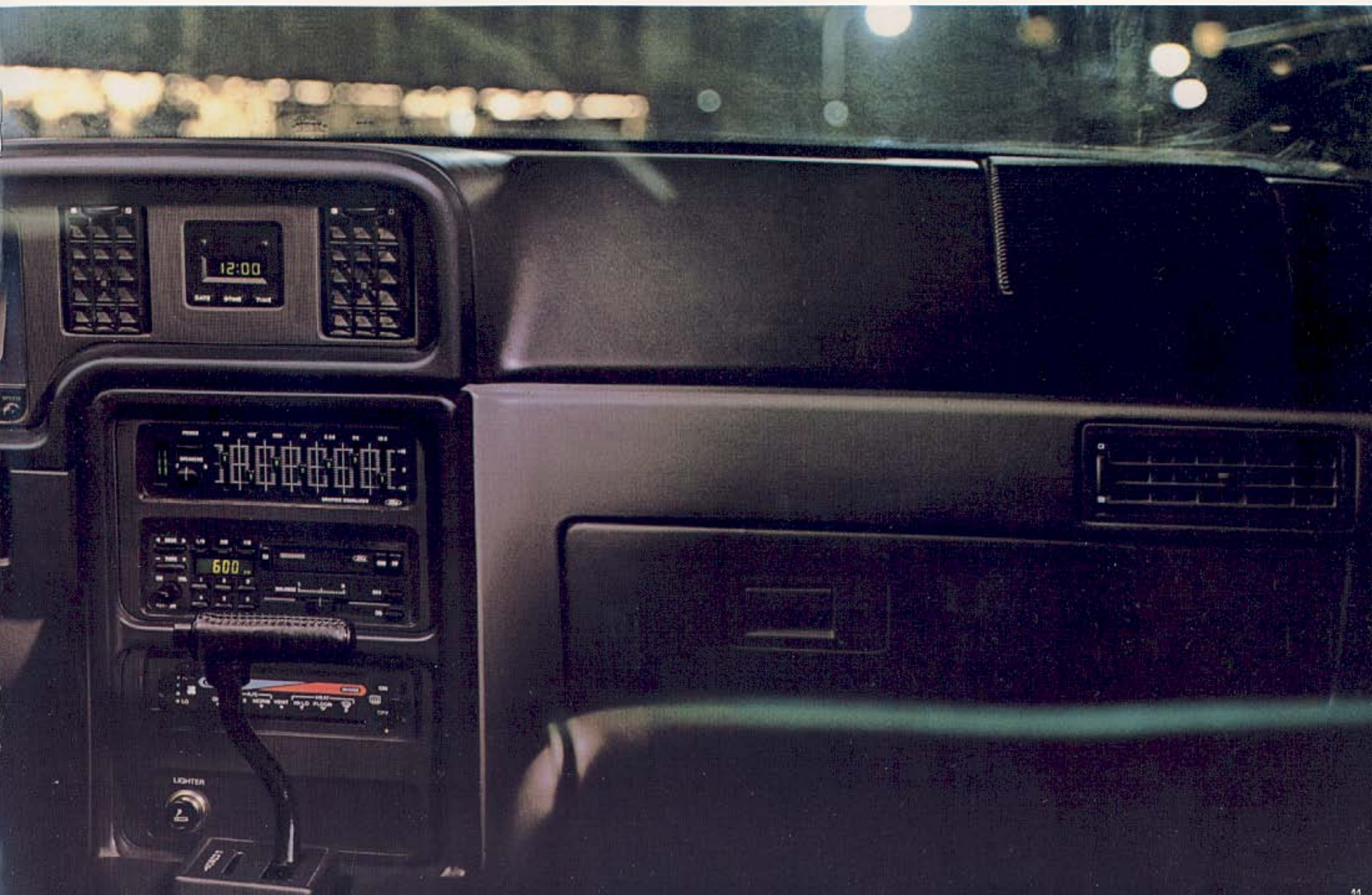


Cougar XR-7 electronic digital instrumentation with Smoke leather interior. Some features shown may be optional. See option list on page 18.

which a driver actually views and absorbs information. Those results were applied to Cougar to determine the specific sizes, colors and

locations of the individual displays.

The result is instrumentation which is easily read by the driver with just a quick glance.



**TWO SUBTLY DIFFERENT COUGARS.
A SINGLE DEDICATION TO SAFETY.**

Whether you are drawn to the luxury of Cougar LS or the sporting character of XR-7, you have the confidence of knowing each is designed to

protect in the event of a crash. Every Cougar is engineered to meet or exceed all applicable federal standards regarding vehicle safety. The

Cougar LS in Light Regatta Blue Clearcoat Metallic (left) and XR-7 in Black (right). Some features shown may be optional. See option list on page 18.

front and rear sections are designed to crush in a progressive manner upon impact to absorb energy. The roof structure is engineered to sup-

port more than $1\frac{1}{2}$ times the total vehicle weight and the doors are equipped with inner steel guard beams.

Inside, energy absorbing

materials are used on the instrument panel, steering wheel, doors, seatbacks, head rests, sun visors and armrests to help cushion impact.

And while federal regulations require only $2\frac{1}{2}$ -mph impact bumpers, Cougar still offers the protection of 5-mph impact bumpers.



**AN INTERIOR YOU'LL BE MORE
THAN PLEASED TO SHARE
WITH FOUR FRIENDS.**

You don't have to be the person behind the wheel to enjoy Cougar. This 5-passenger sport coupe is designed to satisfy the needs

of everyone on board.

Cougar's formal roof line affords ample headroom for front and rear seat passengers alike. And when only two



Cougar LS in Shadow Blue cloth upholstery. Some features shown may be optional. See option list on page 18.

share the rear seat, a center armrest can be folded down for added comfort.

Where you sit doesn't really matter when it comes to

enjoying the electronic AM/FM stereo radio with four speakers which is standard for 1987. And if that won't satisfy your musical needs, there's the Pre-

mium Sound System option with six speakers and an amplifier capable of up to 80 watts.



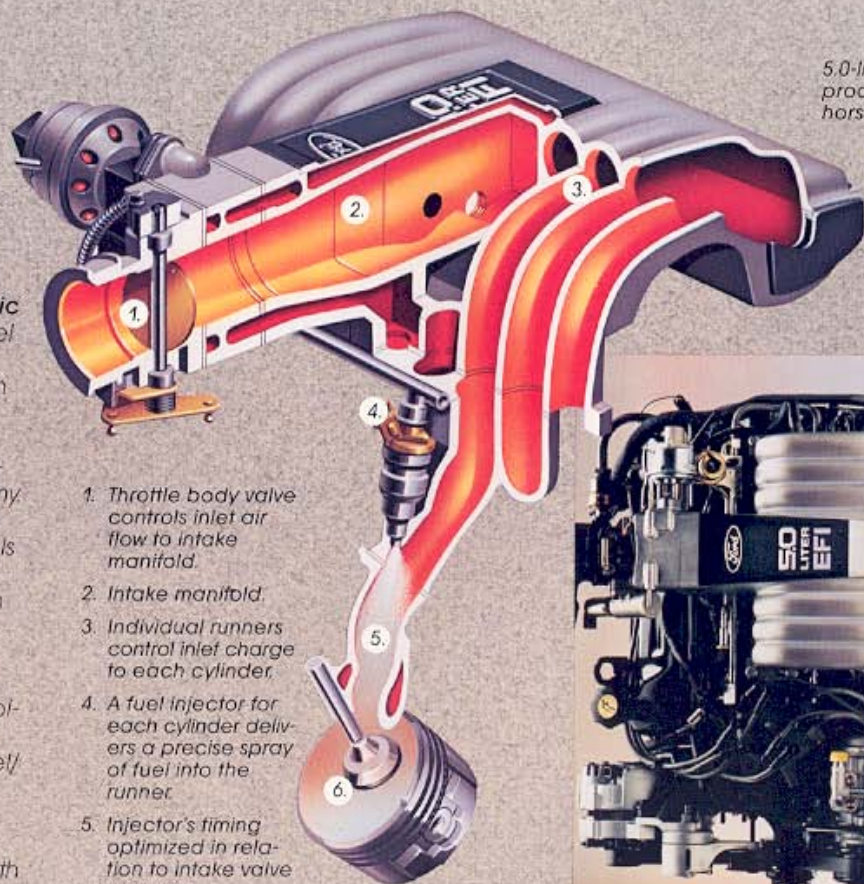
YOU MAY WELL THINK THERE'S MAGIC IN THE WAY COUGAR MOVES, BUT IT'S JUST GOOD, SOLID ENGINEERING.



When you put your foot down in Cougar, things begin to happen. Whether it's equipped with the standard 3.8-liter V-6 with electronic fuel injection or the optional 5.0-liter V-8 (standard on XR-7) with sequential multi-port electronic fuel injection, Cougar is engineered to respond.

Sequential Multi-Port Electronic Fuel Injection. This sophisticated fuel delivery system injects a carefully metered spray of gasoline into each cylinder at the exact moment it is needed. Its precise action helps Cougar's 5.0-liter V-8 in terms of drivability, performance and fuel economy.

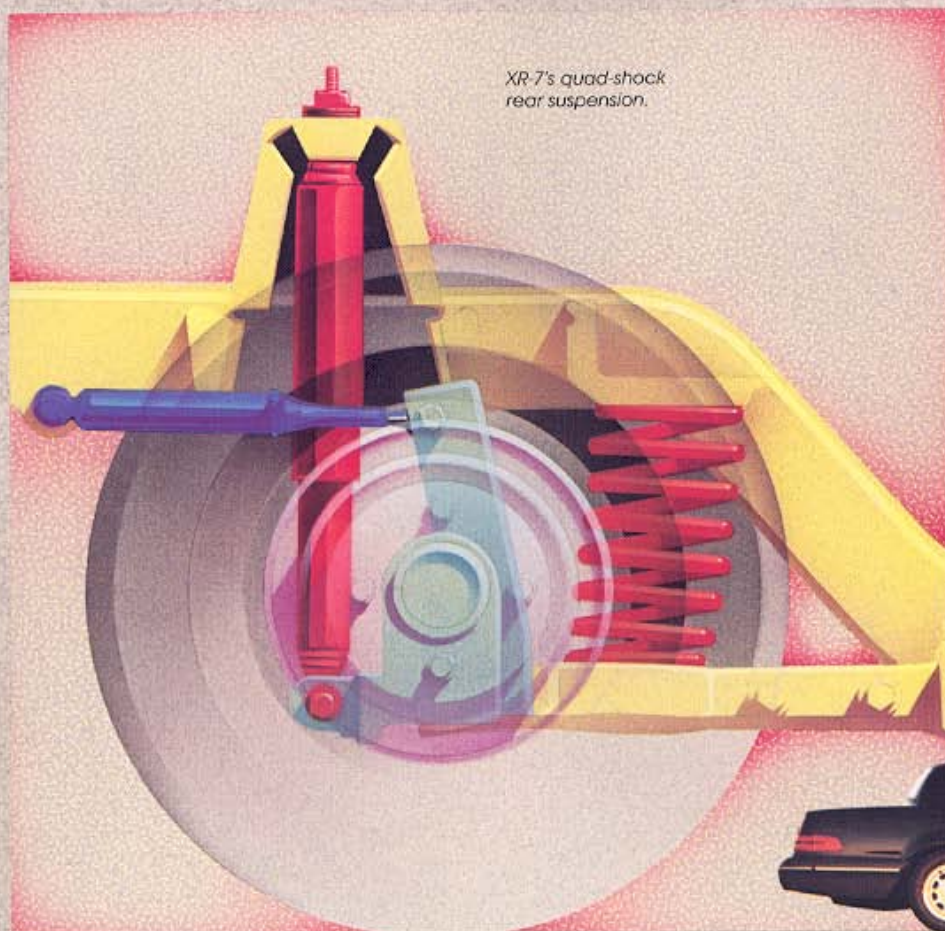
EEC-IV Electronic Engine Control. This on-board computer controls vital engine operations in both the 3.8-liter V-6 and the 5.0-liter V-8. With the ability to handle 250,000 commands per second, EEC-IV continuously senses engine speed, intake charge air temperature, engine coolant temperatures, throttle position, exhaust gas mixture and controls fuel/air ratio and spark timing among others. EEC-IV enhances economy, cold-start driveaway, engine performance, idle speed control and smooth operation at all altitudes.



1. Throttle body valve controls inlet air flow to intake manifold.
2. Intake manifold.
3. Individual runners control inlet charge to each cylinder.
4. A fuel injector for each cylinder delivers a precise spray of fuel into the runner.
5. Injector's timing optimized in relation to intake valve opening.
6. Intake valve and cylinder.

5.0-liter V-8 produces 150 horsepower





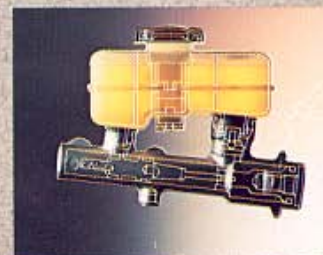
XR-7's quad-shock rear suspension.

XR-7 Quad-Shock Suspension.

On the rear suspension, the XR-7 employs an advanced quad-shock suspension that uses four shock absorbers instead of the usual two. The vertical pair soften and smooth out up-and-down travel caused by potholes, bumps and cracks on the road surface. The second and smaller pair, mounted horizontally between the rear axle and the frame, dampen fore-and-aft movement and keep the rear axle in proper position during hard cornering.

Improved aerodynamics. The shape of Cougar for 1987 is more efficient in terms of aerodynamics. With subtle exterior changes and the use of aerodynamic headlamps and flush mounted glass on the side and rear windows, Cougar's drag coefficient has improved from .40 to .36. For the driver, aerodynamics is important because it influences fuel economy, wind noise and handling.

Cougar has a drag coefficient of only .36.



Cougar's new brake master cylinder delivers improved pedal feel during braking.

SELECTED OPTIONAL AND STANDARD FEATURES THAT MAKE YOUR COUGAR EVERY BIT AS SATISFYING AS YOU WANT IT TO BE.

ENGINES		
Type	V-6 OHV	V-8 OHV
Displacement	3.8 liters	5.0 liters
Horsepower (SAE net)	120 @ 3600 rpm	150 @ 3200 rpm
Torque (SAE net)	205 @ 1600 rpm	270 @ 2000 rpm
Fuel delivery	Electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	8.7:1	8.9:1
Engine control	EEC-IV, Electronic Engine Control	EEC-IV, Electronic Engine Control

TRANSMISSIONS	
Type	4-speed automatic overdrive. 4th gear overdrive reduces engine speed by one third to improve highway fuel economy.

SUSPENSION	
Front	Hybrid MacPherson struts with coil springs on lower arms, nitrogen gas-pressurized shock action and stabilizer bar
Rear	4-bar link with nitrogen gas-pressurized shocks and coil springs. XR-7 includes two additional rear shock absorbers mounted horizontally to the axle

STEERING	
Type	Constant ratio rack-and-pinion with power assist. Overall ratio: 15.0:1

BRAKES	
Type	Dual hydraulic (diagonally linked front to rear) with power assist
Front	10.06-inch disc
Rear	9.0-inch drum
Brake swept area	275.6 sq. in.

DIMENSIONS (in inches)	
Wheelbase	104.2
Overall length	200.8
Overall height	53.8
Overall width	70.1
Track, front/rear	58.1/58.5
Headroom, front/rear	37.7/37.4
Legroom, front/rear	42.0/34.3
Shoulder room, front/rear	56.3/55.2
Hiproom, front/rear	55.8/49.5

CAPACITIES	
Cargo volume	14.6 cu. ft.
Fuel	22.1 gal.
Oil	5 qt. (V-6, V-8)
Engine coolant	10.8 qt. (V-6 w/air) 13.4 qt. (V-8 w/air)
Curb weight	
LS	3155 lb.
XR-7	3379 lb.

MERCURY COUGAR	LS	XR-7
FUNCTIONAL FEATURES		
3.8-liter V-6 OHV engine	S	—
5.0-liter V-8 OHV engine	0	S
4-speed automatic overdrive transmission	S	S
Traction-Lok rear axle	—	S
Power assist rack-and-pinion steering	S	S
Power assist brakes with audible wear sensors on front	S	S
Handling suspension	—	S
45 amp-hr maintenance-free battery	S	—
58 amp-hr maintenance-free battery	0	S
60 amp alternator	S	S
Tinted glass	S	S
Engine block heater	0	0
EXTERIOR FEATURES		
5-mph impact bumpers front/rear	S	S
Aero halogen headlamps	S	S
Wide vinyl bodyside molding	S	S
Front air dam	—	S
Cornering lamps	0	0
Half-vinyl roof	0	—

S — Standard Feature
0 — Optional Feature



INTERIOR COMFORT AND CONVENIENCE FEATURES

Air conditioning	S	S
Automatic temperature control	0	0
60/40 split front twin comfort seats with console	S	—
Articulated sport seats with console	—	S
Individual bucket seats with console	0	—
Cloth upholstery	S	S
Leather seating surfaces	0	0
6-way power driver's seat	0	0
Dual 6-way power seats	0	0
Rear seat with integral headrests and center fold-down armrest	S	S
Courtesy lights	S	S
Map pockets on doors	S	S
Power windows	0	0
Dual power mirrors	S	S
Side window demisters	S	S
Electric rear window defroster	0	0
Interval wiper feature	0	0
Tilt steering wheel	0	0
Sport steering wheel	—	S
Leather-wrapped steering wheel	0	0
Fingertip speed control	0	0
Automatic parking brake release	0	—
Luggage compartment light	S	S

Quartz analog clock	S	—
Electronic digital clock	0	S
Illuminated entry system	0	0
Dual illuminated vanity mirrors	0	0

SOUND SYSTEMS

Electronic AM/FM stereo with four speakers (may delete for credit)	S	S
Electronic AM/FM stereo with cassette and four speakers	0	0
Premium Sound — Power amplifier, two additional door-mounted speakers and premium rear speakers	0	0
Graphic equalizer	0	0
Power antenna	0	0

INSTRUMENTATION

Electronic LCD digital display with speedometer, odometer, trip odometer, speed warning and service interval reminder feature	S	—
Electronic instrument cluster with digital speedometer, odometer, trip odometer, fuel, coolant, oil and voltage displays, diagnostic alert lamps and trip computer	0	S

Left to right: Cast-aluminum wheel, luxury wheel cover, locking wire-style wheel cover and polycast road wheel.

WHEELS AND TIRES

P215/70R14 white sidewall, all-season, steel-belted radial tires	S	—
P225/60VR15 black sidewall performance steel-belted radial tires	—	S
P215/70R14 black sidewall, all-season, steel-belted radial tires	0	—
Cast-aluminum wheels	—	S
Locking wire-style wheel covers	0	—
Polycast road wheels	0	—
Luxury wheel covers	S	—

OPTIONAL PACKAGES**LIGHT GROUP**

Includes engine compartment light, dual beam dome/map light, instrument panel courtesy light

POWER LOCK GROUP

Includes door locks, decklid release and remote fuel filler door release

HEADLAMP CONVENIENCE GROUP

Includes automatic headlamp dimmer and autolamp on/off/delay system

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



PERHAPS THE ONLY THING EASIER THAN DRIVING A COUGAR IS ORDERING THE ONE YOU WANT.

Over the years, Mercury buyers have tended to prefer certain combinations of optional equipment. So we've grouped them together in

COUGAR LS	Preferred Equipment Package		
	161A	162A	163A
Interval windshield wipers	•	•	•
Electronic digital clock	•	•	•
Tilt steering wheel	•	•	•
Fingertip speed control	•	•	•
Electric rear window defroster	•	•	•
Electronic AM/FM stereo cassette radio	•	•	•
Power windows	•	•	•
Light group	•	•	•
Power lock group	•	•	•
Front carpet floor mats	•	•	•
Leather-wrapped steering wheel	•	•	•
6-way power driver's seat	•	•	•
Polycast wheels**	•	•	•
Dual illuminated vanity mirrors	•	•	•
Dual 6-way power seats	•	•	•
Premium Sound System	•	•	•
5.0L EFI V-8 engine	•	•	•
Electronic instrument cluster	•	•	•
Conventional spare tire	•	•	•

**Or locking wire-style wheel covers.

the Preferred Equipment Packages listed below. And priced them to cost you less than if they were purchased separately.*

COUGAR XR-7	Preferred Equipment Package	
	165A	166A
Interval windshield wipers	•	•
Tilt steering wheel	•	•
Fingertip speed control	•	•
Electric rear window defroster	•	•
Electronic AM/FM stereo cassette radio	•	•
Power side windows	•	•
Power lock group	•	•
Front carpet floor mats	•	•
6-way power driver's seat	•	•
Dual illuminated vanity mirrors	•	•
Premium Sound System	•	•
Light group	•	•

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

COUGAR COLORS

Exterior Colors

Black
Smoke
Medium Scarlet
Sand Beige
Oxford White

Clearcoat Colors

Silver Clearcoat Metallic
Smoke Clearcoat Metallic
Bright Red Clearcoat Metallic
Light Regatta Blue Clearcoat Metallic
Driftwood Clearcoat Metallic
Light Taupe Clearcoat Metallic
Medium Taupe Clearcoat Metallic
Medium Shadow Blue Clearcoat Metallic
Sandalwood Clearcoat Metallic

Tu-Tone Colors

Black/Smoke Clearcoat Metallic
Silver Clearcoat Metallic/Smoke Clearcoat Metallic
Light Taupe Clearcoat Metallic/Medium Taupe Clearcoat Metallic
Light Regatta Blue Clearcoat Metallic/
Medium Shadow Blue Clearcoat Metallic

XR-7 Exterior Colors

Black/Medium Smoke
Silver Clearcoat Metallic/Medium Smoke
Smoke Clearcoat Metallic/Medium Smoke
Bright Red Clearcoat Metallic/Medium Smoke
Light Regatta Blue Clearcoat Metallic/
Medium Smoke
Driftwood Clearcoat Metallic/Medium Smoke
Medium Shadow Blue Clearcoat Metallic/
Medium Smoke
Oxford White/Medium Smoke

Interior Colors

Smoke
Taupe
Sand Beige
Scarlet
Shadow Blue

Vinyl Roof Colors

Black
Oxford White
Light Charcoal
Driftwood
Medium Shadow Blue

TAKE THIS EASY-TO-ORDER FORM TO YOUR
LINCOLN-MERCURY DEALER.

Customer satisfaction and product quality are also top priorities at Lincoln-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 three-year Unlimited Mileage Powertrain Warranty that covers major powertrain components on 1987 Mercury cars. The warranty is limited and certain deductibles apply. 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 certain 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.



Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury Cougar 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. Even if the car is kept for your lifetime. 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 Cougar.

To get copies of materials for your Cougar or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

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 and vehicle identification number, as well as engine size.

EPA statement

1987 EPA mileage estimates were unavailable when this publication was printed. The 1987 Mercury Cougar, 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 Cougar 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 *The shape you want to be in.*