



MERCURY MARQUIS

'86



Marquis BROUGHAM



1986 Mercury Marquis —designed to please, engineered to perform.

The Mercury Marquis, by design, pleases in many ways. Its stylish appearance strikes visual accord wherever it travels. Its spacious and comfortably appointed interior underscores its smooth, quiet ride.

All of these attributes come as a result of intelligent design, advanced engineering and careful attention to even the smallest of details.

They can be summed up in a single word that is the cornerstone of Mercury cars—integrity. This integrity is inherent in the 1986 Mercury Marquis, as well as every other car in the Mercury line—the all-new Sable, the Cougar, Topaz, Lynx, Capri and Grand Marquis—and can be translated directly into the highest customer priority: Quality.

Mercury cars, in fact, are among the highest quality American cars.*

The Mercury Marquis is a superlative example. You can see for yourself the beauty of Marquis Brougham in Midnight Blue Metallic by folding out this page.

But Marquis' pleasing design wasn't fashioned with aesthetics alone in mind. Efficiency, too, was a prime consideration.

Many hours of wind-tunnel testing resulted in a drag coefficient of just 0.37 for the Marquis, among the lowest for American four-door sedans.

The Marquis' shape, with its sloped nose and raised rear deck, helps overcome wind resistance for enhanced handling, engine cooling and fuel economy.**

Underneath, Marquis' sophisticated Nitra-cushion suspension contributes to its smooth ride and passenger comfort. Nitrogen-pressurized front struts and rear shocks work in conjunction with coil springs to help absorb road bumps before they can be transmitted to the passengers.

A hybrid MacPherson front suspension with stabilizer bar and four-bar link rear suspension combine with Marquis' standard power-assisted front disc and rear drum brakes and standard variable power-assisted steering to contribute to precise driver control.

Also standard on 1986 Marquis is a highly efficient 2.3-liter overhead cam four-cylinder engine and a three-speed SelectShift automatic transmission.

The efficiency of this 2.3-liter engine is enhanced with technologically advanced features such as fast-burn combustion, a feedback carburetor and an idle-speed control to help improve fuel economy.

For added power, the 1986 Mercury Marquis can be ordered with an optional electronically fuel-injected 3.8-liter V-6 engine. This 90-degree overhead valve powerplant employs aluminum cylinder heads and intake manifold for efficient cooling properties and is mated with a three-speed automatic transmission with a locking torque converter.

The Marquis, equipped with the optional 3.8-liter V-6 engine, also is available with an optional four-speed automatic overdrive transmission for even greater fuel economy.**

Both engines are equipped with a fourth-generation Electronic Engine Control system, EEC-IV, which helps deliver both peak engine efficiency and maximum fuel economy.**

1986 Mercury Marquis. For when pleasing design is important and effective engineering is essential.

*Based on an average of owner-reported problems in the prior six months in a 1985 survey of '81-'84 models designed and built in the U.S.

**See EPA statement on page 14.



Marquis Brougham interior in Regatta Blue. Some features shown may be optional. See option list on page 13.

Inside the 1986 Mercury Marquis, the attention focuses on you.

Marquis' interior was created to harmonize with you. Surrounded by generous interior space, you'll experience a real freedom. And because the instrumentation and vital operating controls in the Mercury Marquis are positioned so well within reach and within sight, using them will seem almost effortless.

While the driver is enjoying the effectiveness of Marquis' intelligent design, passengers will be enjoying its high level of comfort and its smooth ride.

The 1986 Marquis upholds the established Marquis tradition as a practical, quiet, comfortable automobile.

Standard twin comfort lounge front seats feature dual recliners and individual center fold-down armrests, all covered in luxurious cloth upholstery. The same opulent fabric covers the rear seat and upper door trim panels.

Thick, elegant carpeting on the floor and lower door trim panels looks good, feels good and contributes to the quietness of Marquis' ride.

Marquis' interior features a deep-well floor design for added leg room, especially for rear-seat passengers. For seating up to six people, Mercury Marquis can be ordered with an optional front flight bench seat, as shown at left.

Interior options such as a leather-wrapped steering wheel, dual illuminated visor vanity mirrors and an electronic digital clock can improve the operating environment of the Mercury Marquis in both appearance and function.

Power options include power door locks and power windows. And the optional 20-gallon fuel tank can help you extend Marquis' driving range and cut down on fuel stops.

Available options for the standard Mercury Marquis range from conven-

ience items like dual-power remote-control outside mirrors to functional driving options like the Traction-Lok rear axle available with the optional 3.8-liter electronically fuel-injected V-6 engine.

The Traction-Lok axle can help Marquis negotiate through difficult driving conditions such as mud, sand or snow.

For those who strive for the ultimate in elegance, the Marquis Brougham is an excellent consideration. Some special interior features of the Brougham are instrument panel/footwell courtesy lights, luxury door trim panels with pull straps, a dual-beam dome light, an illuminated passenger visor vanity mirror and front seatback map pockets with cloth twin comfort seats.

Standard or optional, the comforts and conveniences of Marquis and Marquis Brougham are exquisitely detailed and quality crafted.

Whether your personal needs are fulfilled with the well-endowed standard Mercury Marquis or you crave the added luxury touches of the Marquis Brougham, you can still further embellish the car with personalized options.

The 1986 Mercury Marquis. Designed to focus on your individual needs and desires—and fulfill them.



Marquis wagons in Sand Beige. Some features shown may be optional. See option list on page 13.

With the Mercury Marquis wagon, what you see is only part of what you get.

What you see is certainly impressive: a traditionally beautiful exterior with clean lines, stately dignity and a subtle hint of excitement; an interior design executed in tasteful luxury.

What you don't see, however, is even more remarkable.

It isn't until you put this wagon to work that you'll truly appreciate the versatility of Marquis wagon's features and fully realize the wonderful adaptability of Mercury Marquis wagon's spacious interior.

No matter what it is—groceries, luggage, sporting goods or just assorted bulky household items—the Marquis wagon is up to the task. With 75.4 cubic feet of capacity* with the rear seat folded down, the Marquis wagon puts a high priority on cargo space. If you want to carry five or six people, this wagon still has plenty of room—41.6 cubic feet of capacity* with the rear seatback up.

And with either the standard easy-to-lift rear liftgate or the optional two-way liftgate shown below, the Marquis wagon makes getting to the glassed-in cargo space an easy task. To help keep valuables secure and out of sight, a lock-

ing storage compartment is included.

Other important standard features on the Marquis wagon include a "liftgate ajar" warning light, located on the instrument pod, and a cargo area lamp for added convenience.

Extra pulling power for the wagon is provided by a 3.8-liter electronically fuel-injected V-6 engine and a three-speed SelectShift automatic transmission, both standard on the Marquis wagon. The Electronic Engine Control system assures maximum power under heavy operating conditions and maximum economy under normal operation.

And for all its added versatility, the Marquis wagon boasts the same luxurious interior as the sleek Marquis sedan with elegant standard cloth upholstery. For even more utility, optional vinyl-covered seating surfaces are available.

At far left, the Marquis wagon is shown in Sand Beige. Also pictured is the Marquis wagon in Sand Beige with Wood-tone exterior trim and Brougham Decor option.

1986 Mercury Marquis wagon. Its promise is extended through its appearance—and fulfilled through its performance.

*Based on 1986 MVMA Passenger Car Specifications.



**Integrity, quality and efficiency—
attributes today's car buyer
demands. And attributes
Mercury delivers.**

Mercury Marquis is a quality product, an aspect which only begins to show through in its appearance. That's because Marquis' quality comes about as the result of planning, experiment, hard work and proper application which manifest themselves underneath Marquis' attractive shape.

A concentrated effort was necessary to deliver the absolute maximum in Marquis' comfort and ride.

One area where technology has been applied to make people more comfortable is in the Marquis' Nitra-cushion suspension.

In order to help assure a smooth ride, nitrogen-pressurized front struts and rear shock absorbers are used. Unlike conventional hydraulic shock absorbers, which can lose their damping characteristics through aeration of the fluid during hard use, these gas-pressurized shocks provide a more consistent damping force, especially during hard use. The nitrogen pressurization virtually eliminates aeration.

Marquis' smooth ride also comes as a result of Teflon-coated front strut pistons and minimum friction oil seals used in the struts.

In still another area, the sophistication of the computer age has revolutionized the speed and accuracy with which Marquis' quality can be monitored.

A black box called UNIMETS can be plugged into the Marquis' cigarette lighter by a predelivery inspector, and without ever moving from the front seat, he can conduct a test of the entire electrical system.

Advanced electronics and computer technology aren't limited to quality control, however. There are a lot of sophisticated technological applications in the everyday operation of the 1986 Mercury Marquis.

For instance, Marquis' Electronic Engine Control system, EEC-IV, employs state-of-the-art microcomputer technology to actually control engine functions.

EEC-IV functions as the car's "brain" and is one of the most advanced computers used in any production car in the world. It is actually capable of

"thinking" at the rate of 250,000 commands per second.

This advanced piece of microprocessor technology can sense when the Marquis' engine is running rich or lean and can order the car's electronic fuel-injection system to adjust the air/fuel mixture to increase combustion efficiency thereby increasing the power and/or fuel economy as called for by a specific driving situation. In this way, EEC-IV helps Marquis deliver better starting, driveability and performance.

EEC-IV even shuts off the air-conditioning compressor unit so it doesn't divert power from the engine when maximum acceleration is needed, such as when passing on the highway or climbing a steep hill. In addition, it continuously adjusts many other functions—air/fuel ratio, spark timing, incoming air volume—to maintain a smooth idle.

Finally, EEC-IV has an electronic diary that continuously records engine operation information for quick, easy diagnosis at service intervals. And EEC-IV is programmed to gradually adjust various functions for optimum performance as the Marquis accumulates mileage and its engine gets older.

Since Marquis was designed with people in mind, it should come as no surprise that considerable time and energy were devoted to Marquis' passenger safety.

Marquis is designed to meet or exceed all applicable federal safety standards.

Features are incorporated into Marquis that are designed to allow both its front and rear ends to crush progres-

sively in a predictable manner upon a barrier impact. This absorbs some of the energy and can result in reducing the force that otherwise could be transmitted to the passenger compartment.

In addition, while some companies now install 2 1/2-mph impact bumpers on their cars, Marquis still carries 5-mph impact bumpers, front and rear, for an extra measure of strength.

These 5-mph impact bumpers help protect the lights, cooling system and exhaust system on Marquis. As an added benefit, these 5-mph impact bumpers may result in lower repair rates, thus lowering insurance rates on Mercury Marquis.

Inside, Marquis has been designed to minimize the risk of injury during a collision. The instrument panel top, armrests, door panels and even the sun visors are padded to help absorb impact forces.

Of course, Marquis has a standard shoulder harness for the driver and right front passenger and seat belts for all passengers. Seat belt use is now mandatory in many states and has been proven to help save lives.

Occupant protection, however, is not limited to adults. Recent studies have shown that proper use of child restraints prevents injuries and helps save young lives. Nearly every state now requires the use of child safety restraints.

Ford Motor Company's Tot-Guard Safety Seat and Infant Carrier are designed to meet or exceed all applicable federal standards. Both are easy to install and use with Marquis' seat belts. The use of both child restraints and seat belts is strongly recommended whether driving around the block or cross country.

Customer satisfaction also is a top priority of Mercury cars, and it shows.

One of the key ways Mercury cars deliver customer satisfaction is through product quality.

Mercury automobiles are among the best-built American cars, according to an average of owner-reported problems in a 1985 survey of '81-'84 models designed and built in the U.S.

Customer satisfaction with Mercury cars is attributable to the products' quality, to the personalized attention given by the sales and service staffs at Mercury dealerships and to the firm commitment made to integrity.

To demonstrate the sincerity of this commitment to quality, the Lincoln-Mercury Quality Commitment Program was implemented.

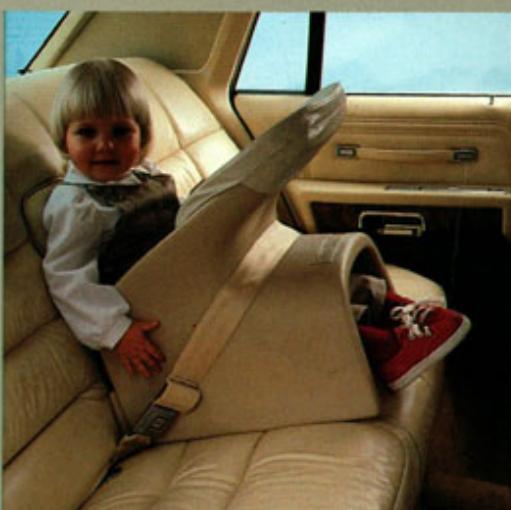
The goal of the Lincoln-Mercury Quality Commitment is to achieve industry leadership in customer satisfaction.

We want our customers to be the happiest, most pleased in the entire industry.

An integral part of the Lincoln-Mercury Quality Commitment is the extensive limited warranty that is given with every Mercury car. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Additionally, through a mail program which corresponds directly with Mercury car owners we occasionally ask our customers to voice their opinions on our quality and their delivery satisfaction. In this way, we are better able to provide the customer satisfaction that has made Mercury a leader in its field.

1986 Mercury Marquis. Its quality, integrity and efficiency are built in by people who care.



Standard and optional features

Marquis Sedan

Selected Standard Functional Features

- 2.3-liter four-cylinder engine
- SelectShift three-speed automatic transmission
- EEC-IV Electronic Engine Controls
- Variable ratio power-assisted rack-and-pinion steering
- Power-assisted front disc/rear drum brakes
- Nitrogen gas-pressurized struts and shock absorbers
- Hybrid MacPherson strut front suspension
- Four-bar link coil spring rear suspension
- Front stabilizer bar
- P195/75R14 BSW steel-belted all-season radial tires
- Maintenance-free 45-amp-hr battery
- Electronic voltage regulator
- 16.0-gallon fuel tank
- Dual quartz halogen headlamps

Selected Standard Interior Features

- Reclining twin comfort lounge seats in cloth with cloth headrests
- Color-keyed front seat belts with tension relievers
- A-frame steering wheel with center horn control
- Steering column-mounted controls for turn signals, windshield wipers/washer, headlamp dimmer and flash-to-pass
- Luggage compartment light
- Lighted ashtray
- Cigarette lighter
- Rear-door courtesy light switches
- Passenger-side visor vanity mirror
- Luxury soundproofing system
- AM radio with dual instrument panel speakers (may be deleted for credit)

Selected Standard Exterior Features

- Deluxe full wheel covers
- Bright steel bumpers with black bumper guards (5-mph impact protection)
- Bright grille and grille molding
- Wraparound side markers
- Bright molding on door frame, windshield and drip rail
- Bodyside accent stripes
- Color-keyed vinyl insert wide bodyside molding with accent stripe
- High-mounted rear stoplamp

Marquis Brougham Sedan

Includes all Marquis sedan standard features plus the following additions and/or differences:

- Luxury cloth seat trim
- Luxury door trim panels with cloth insert and door pull straps
- Luxury luggage compartment trim including carpeted spare-tire cover
- Map pockets on front seatbacks (not available in vinyl or with flight bench seat)
- Passenger-side illuminated visor vanity mirror
- Light group, including engine compartment light, dual-beam dome light and front footwell courtesy lights mounted on the instrument panel
- Electronic digital clock
- Automatic parking brake release
- Electronic warning chime

Marquis Station Wagon

Includes all Marquis sedan standard features with the following additions and/or differences:

- 3.8-liter electronic fuel-injected V-6 engine
- Liftgate open warning light
- Tinted liftgate glass
- Cargo area light
- Fold-down rear seat
- Carpeted cargo area
- Lockable storage compartment in left rear quarter panel

Marquis Station Wagon with Exterior Wood-tone Option

Includes all standard Marquis wagon features plus the following additions and/or differences:

- Wood-tone bodyside and liftgate appliqué
- Bright surround rails with Wood-tone inserts

Exterior Colors

- Black
- Oxford White
- Sand Beige
- Medium Sand Beige
- Spinnaker Blue
- Midnight Blue Metallic
- Medium Charcoal Metallic
- Dark Slate Metallic
- Dark Clove Brown Metallic
- Midnight Canyon Red Metallic
- Silver Clearcoat Metallic

Optional Tu-Tone Colors

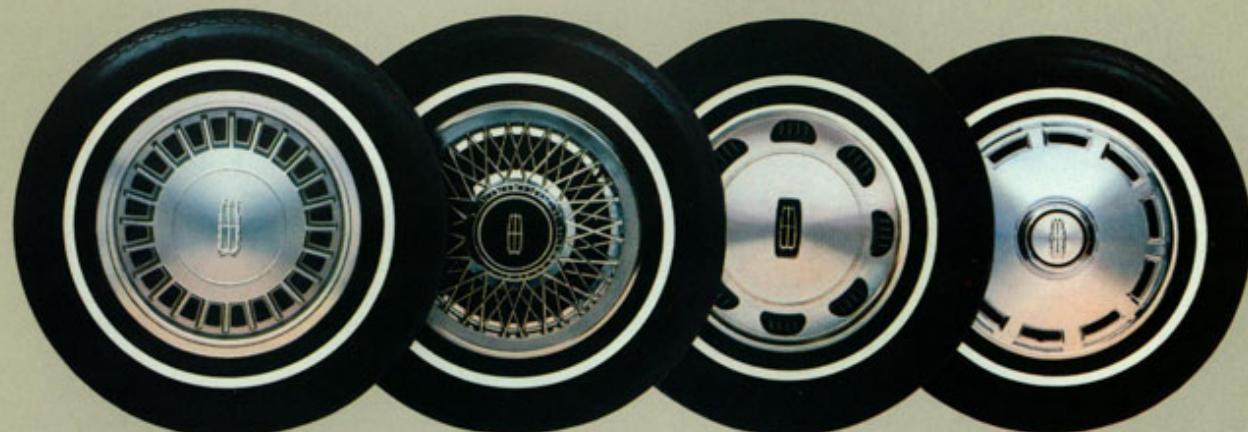
- Silver Clearcoat Metallic/
- Medium Charcoal Clearcoat Metallic
- Midnight Blue Clearcoat Metallic/
- Spinnaker Blue
- Medium Sand Beige/Sand Beige
- Medium Sand Beige/Dark Clove Brown Clearcoat Metallic

Interior Colors

- Regatta Blue
- Clove Brown
- Sand Beige
- Charcoal (sedans only)
- Canyon Red

Vinyl Roof Colors

- Black
- Oxford White
- Light Charcoal
- Dark Slate
- Medium Sand Beige
- Medium Canyon Red
- Dark Blue



Options	Marquis Sedan	Marquis Brougham Sedan	Marquis Wagon	Options	Marquis Sedan	Marquis Brougham Sedan	Marquis Wagon
Air conditioner, manual temperature control (tinted glass recommended)	OPT	OPT	OPT	Wheels (shown left to right)			
Autolamp, on/off delay system	OPT	OPT	OPT	Polycast road wheels*	OPT	OPT	OPT
Axle, Traction-Lok* †	OPT	OPT	OPT	Wire-style wheel covers, locking	OPT	OPT	OPT
Battery, heavy-duty	OPT	OPT	OPT	Luxury wheel covers	OPT	OPT	OPT
Brougham Decor	NA	NA	OPT	Deluxe wheel covers	STD	STD	STD
Bumper guards, rear	OPT	OPT	OPT	Radios			
Bumper rub strips, front and rear	OPT	OPT	OPT	AM/FM stereo	OPT	OPT	OPT
Clock, electronic digital, day/date/ elapsed time*	OPT	STD	OPT	AM/FM stereo with cassette tape player	OPT	OPT	OPT
Cornering lamps, front	OPT	OPT	OPT	Engines/Transmissions			
Defroster, electric rear-window	OPT	OPT	OPT	2.3-liter inline four-cylinder engine with SelectShift automatic transmission	STD	STD	NA
Exterior Wood-tone option	NA	NA	OPT	3.8-liter electronically fuel-injected V-6 with SelectShift automatic transmission	OPT	OPT	STD
Floor mats, front, carpeted	OPT	OPT	OPT	3.8-liter electronically fuel-injected V-6 with four-speed automatic overdrive transmission	OPT	OPT	OPT
Fuel tank, extended 20-gallon capacity*	OPT	OPT	NA	STD—Standard OPT—Optional NA—Not Available			
Glass, tinted complete*	OPT	OPT	OPT	*Selection of this equipment may result in the deletion of certain standard equipment, or the addition or deletion of certain options. Please consult your Lincoln-Mercury dealer for details.			
Liftgate, two-way	NA	NA	OPT	† Available only with 3.8-liter V-6 engine.			
Light group	OPT	STD	OPT	Marquis Specifications	Sedan	Wagon	
Luggage rack, roof-mounted	NA	NA	OPT	Wheelbase (in.):	105.6	105.6	
Mirrors, dual illuminated visor vanity*	OPT	OPT	OPT	Turning diameter (ft.):	39.1	39.1	
Mirror, right-hand manual remote-control convex	OPT	OPT	OPT	Overall length (in.):	196.5	196.5	
Paint, Tu-Tone*	OPT	OPT	OPT	Overall height (in.):	53.8	54.4	
Rocker panel molding	OPT	OPT	OPT	Overall width (in.):	71.0	71.0	
Roof, full vinyl	OPT	OPT	NA	Tread—front (in.):	56.6	56.6	
Seats, flight bench	OPT	OPT	OPT	—rear (in.):	57.0	57.0	
Seats, six-way power twin comfort (driver)	OPT	OPT	OPT	Head room—front (in.):	38.7	39.1	
Speed control, fingertip	OPT	OPT	OPT	—rear (in.):	37.6	38.4	
Steering wheel, leather-wrapped*	OPT	OPT	OPT	Leg room—front (max. in.):	41.9	41.9	
Steering wheel, tilt	OPT	OPT	OPT	—rear (min. in.):	35.9	36.0	
Windows, pivoting front vent*	OPT	OPT	OPT	Shoulder room—front (in.):	56.2	56.2	
Wipers, interval windshield	OPT	OPT	OPT	—rear (in.):	56.2	56.2	
Power				Hip room—front (in.):	52.4	52.4	
Power lock group	OPT	OPT	OPT	—rear (in.):	53.7	50.2	
Power side windows*	OPT	OPT	OPT	Luggage/cargo capacity (cu. ft.):	15.1	75.4 **	
Power mirrors, dual remote-control*	OPT	OPT	OPT	Fuel tank capacity (gal.):	16.0	16.0 ††	
Radial Tires				Curb weight (lb.):	2883	2987	
P195/75R14 BSW	STD	STD	STD	** With rear seat folded down.			
P195/75R14 WSW	OPT	OPT	OPT	†† 15.3 gallons with optional 3.8-liter V-6 engine.			
P205/70R14 WSW	OPT	OPT	OPT				
BSW—Black Sidewall WSW—White Sidewall							

** With rear seat folded down.

†† 15.3 gallons with optional 3.8-liter V-6 engine.