

MERCURY MARQUIS

'85



No doubt the first thing that impresses most people about the 1985 Mercury Marquis is its stylish shape. Well it should. Thousands of hours were devoted to the Marquis' design, as well as those of its good-looking Mercury stablemates, the Lynx, Topaz, Cougar, Capri, and Grand Marquis. But the true beauty of Marquis goes well beneath its stylish exterior.

Beauty for beauty's sake alone is fine in the world of art. It is not so fine in the more practical, everyday world of cars. So, Marquis was designed to be both

beautiful and efficient.*

Marquis' form actually enhances its function. This philosophy can be summed up in a single word: integrity. It is this integrity that makes Mercury cars leaders in delivering functional as opposed to merely ornamental status.

Beauty for beauty's sake alone is fine in the world of art, but not for the Mercury Marquis.

For instance, besides selecting an attractive shell for Marquis, great attention also was placed on aerodynamic efficiency. Many hours of wind tunnel testing resulted in a drag coefficient of just 0.37 for the Marquis, among the lowest for four-door sedans.

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

The Marquis Brougham in Midnight Blue Metallic, viewed by folding out the page at right, shows the beauty of this design.

Although Mercury cars stand at the forefront of rapidly changing automotive technology, they don't neglect the fact that cars must be designed for people.

That means that when the Mercury Marquis' shape was designed, your own shape wasn't forgotten.

Take the Marquis' interior. It features a deep-well floor design for added leg room, especially for rear-seat passengers.

For seating six people, Marquis can be ordered with an optional front flight bench seat, as shown at right.

Standard Twin Comfort Lounge front seats feature dual recliners and an individual center fold-down armrest, all covered in luxurious cloth upholstery. The same sensuous material covers the rear seat and upper door trim panels. Thick, elegant carpeting on the floor and lower door trim panels pleases the eye, touch, and even helps keep Marquis' ride quiet.

Underneath, Marquis' technologically

sophisticated Nitro-Cushion suspension also contributes to passenger comfort. Nitrogen-pressurized front struts and rear shocks work in conjunction with coil springs to help absorb bumps and road inconsistencies before they can be transmitted to the passengers. This advanced system allows Marquis to deliver a smoother, quieter ride than is possible with conventional non-pressurized struts and shocks.

Yet Marquis delivers this ride without sacrificing road input to the driver. A hybrid MacPherson-type 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 help assure driver control.

Although they stand at the forefront of automotive technology, Mercury cars don't ignore people.

Also standard on the 1985 Marquis is a highly efficient 2.3-liter overhead cam four-cylinder engine and a three-speed SelectShift automatic transmission. The engine is equipped with a fourth-generation Electronic Engine Control, EEC-IV, which helps deliver both peak engine efficiency and maximum fuel economy.*

For those who want a little more performance, Marquis also is available with an optional 3.8-liter electronically fuel-injected V-6 engine.

In total, the 1985 Mercury Marquis represents a delicate balance between elegant luxury and state-of-the-art technology—all tied together in a beautiful mid-sized package.

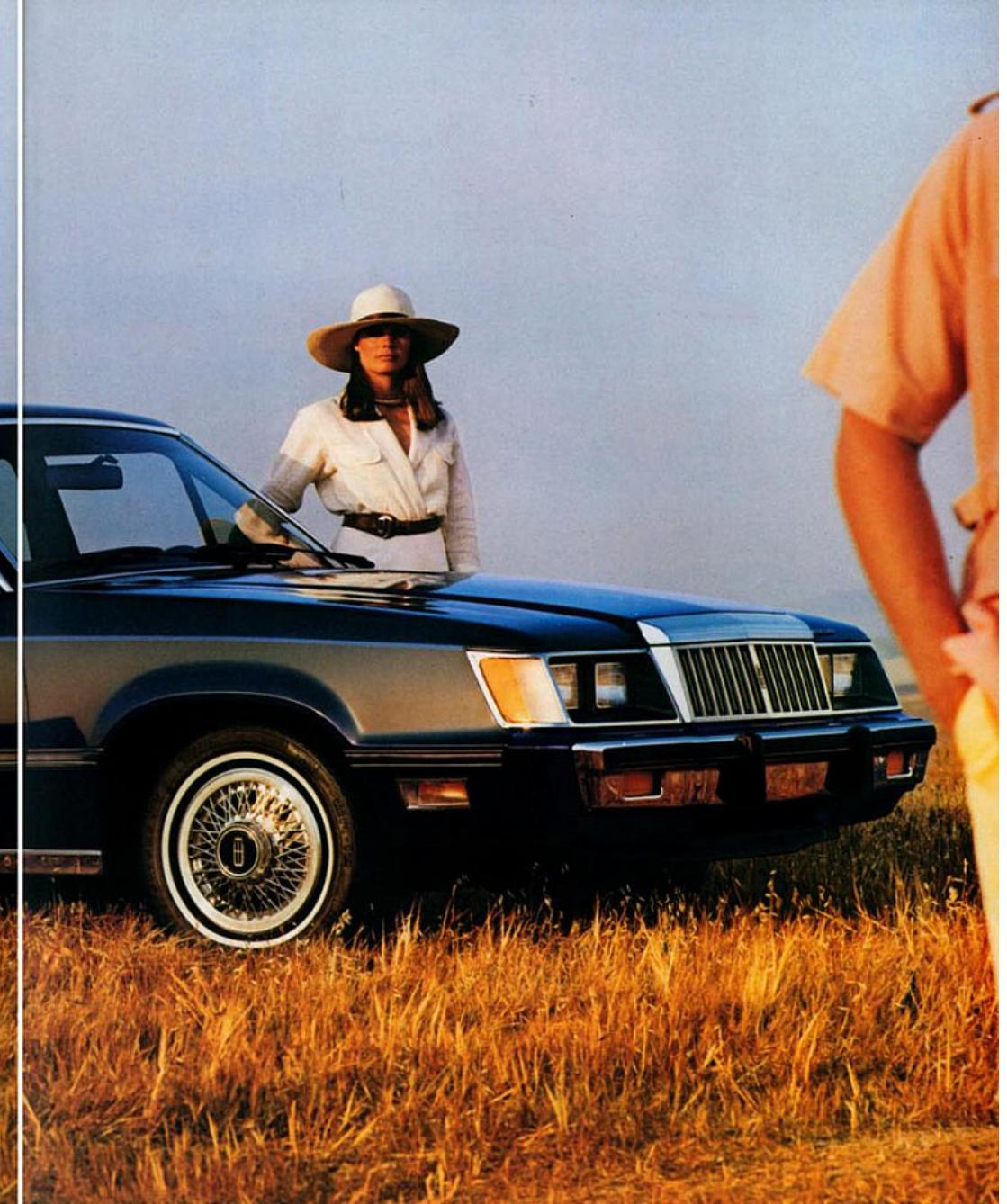
*1985 EPA estimates were not available at the time this catalog was published. Marquis, however, should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.

Marquis Brougham interior in Regatta Blue, right, and Marquis Brougham in Midnight Blue Metallic, on foldout. Some features shown are optional. See option list on page 11.



Anybody can sell an attractive automobile.

But the 1985 Mercury Marquis performs every bit as well as it looks.





The standard Mercury Marquis is the product of an engineering commitment that blends comfort with efficiency. Take the exterior of the Marquis, shown at left in Medium Charcoal Metallic. To achieve size, strength, and weight objectives, its designers selected unitized body construction. This resulted in the formation of a strong body shell without the unwanted weight of a body-on-frame construction.

The unitized body also provided an excellent basic design for reaching the ride and handling objectives desired: firm yet comfortable, capable of absorbing road inconsistencies, but not to the point of sacrificing road feel to the driver.

Marquis delivers the room and ride normally associated with a larger car.

And Marquis' 105.6-inch wheelbase is long enough to deliver a ride many people might not have thought possible in anything less than a full-sized car, yet it is short enough to be agile in traffic and easy to park.

The end result is that the Marquis offers the room and ride normally associated with a larger automobile while delivering the exterior dimensions and efficiency of a traditional mid-sized car.

For 1985, the standard Marquis gets subtle exterior refinements that enhance its appearance. A new grille design helps reinforce its luxurious image while new color-keyed wide bodyside molding blends into the Marquis' appearance and adds protection against minor body damages. New taillamp lenses with a two-tiered, all-red design not only improve Marquis' appearance, but also offer increased lighted area. And six new colors, along with three new optional Tu-Tone colors, let you select Marquis in the shade of your choice. For a complete list of available colors, see page 11.

On the functional side, the standard Marquis is now equipped with larger P195/75R14 tires, for added road gripping capability.

Of course, part of the beauty of the standard Marquis lies in its flexibility. To the already luxurious and elegant standard Marquis you can add a long list of options to put your personalized touch on the car. This gratifying list includes options such as a full vinyl roof—available in seven colors—cornering lamps, and tinted glass to enhance the standard Marquis' already striking exterior.

With a gratifying list of options, Marquis lets you add your personal touch.

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

Power options, adding to the enjoyment of driving, can include power door locks and power windows.

And the optional 20-gallon fuel tank, available only on Marquis sedans, can help you extend Marquis' driving range and cut down on fuel stops.

This model year also brings some new available options for the standard Marquis, ranging from convenience items like dual power remote-control outside mirrors to functional driving options like the Traction-Lok rear axle. The Traction-Lok axle can help your Marquis negotiate through sticky driving conditions as mud, sand, or snow. For a complete list of options available on the 1985 Mercury Marquis, check on pages 10 and 11.

Either way, with the standard Marquis or with a personalized list of options to enhance its interior, exterior, and functional limits, the 1985 Mercury Marquis offers a fine balance between comfort, performance, and efficiency.

Marquis in Medium Charcoal Metallic.
Some features shown are optional. See option list on page 11.



Versatility is an admirable quality in any car, and the 1985 Mercury Marquis Wagon offers plenty of it. Marquis Wagon combines the driveability and luxury of the traditional Marquis sedan with the functional carrying capability of a mid-sized wagon.

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 people, this wagon still has plenty of room—41.6 cubic feet capacity* with the rear seatback up.

For just about any household-hauling chore, the Marquis Wagon is up to the task.

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 locking storage compartment also is included.

Other important standard features on the Marquis Wagon include a "liftgate open" 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. The Electronic Engine Control assures maximum power under heavy operating conditions and maximum economy under normal operation.

Underneath, the Marquis' Nitro-Cushion suspension helps level the load while constantly providing a comfortable ride.

Marquis Wagon is one of the most versatile cars available.

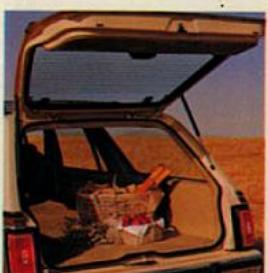
Yet for all its added versatility, the Marquis Wagon boasts the same luxurious interior as the sleek Marquis Sedan with elegant standard cloth upholstery. For more rugged durability, optional vinyl-covered seating is available.

At left, the Marquis Wagon is shown in Sand Beige. Also pictured is the Marquis Wagon in Sand Beige with WoodTone exterior trim and Brougham Decor option.

Outstanding cargo hauling capability, a luxuriously appointed interior, and balanced performance all combine to make the Marquis Wagon one of the most versatile automobiles available today.

*Based on MVMA specifications.

Marquis Wagons in Sand Beige. Some features shown are optional. See option list on page 11.



STANDARD AND OPTIONAL FEATURES

MARQUIS SEDAN SELECTED STANDARD FUNCTIONAL FEATURES

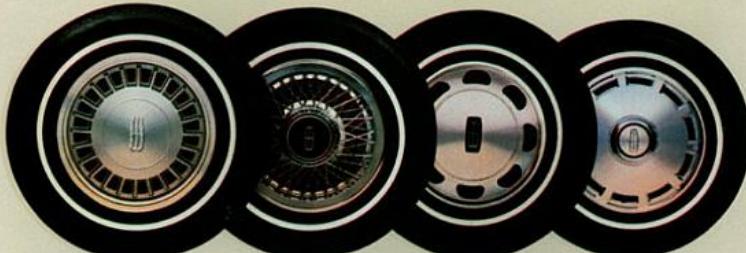
- 2.3-liter four-cylinder engine
- SelectShift automatic transmission
- Variable ratio power rack-and-pinion steering
- Power front disc/rear drum brakes
- Gas-pressurized struts and shock absorbers
- Hybrid MacPherson strut front suspension
- Four-bar link rear suspension
- Front stabilizer bar
- P195/75R14 BSW steel-belted radial tires
- Maintenance-free 36-amp.-hr. battery
- Electronic voltage regulator
- 16.0-gallon fuel tank
- Dual quartz halogen headlamps
- Audible disc brake wear indicators

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 wiper/washer, headlamp dimmer, and flash-to-pass
- Luggage compartment light
- Ashtray light
- 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 wheel covers
- Bright steel bumpers and bumper guards (5-mpg impact protection)
- Bright grille and grille molding
- Wraparound side markers
- Bright molding on door frame, windshield, drip rail, and bodyside accent stripes
- Color-keyed vinyl insert wide bodyside molding with accent stripe



MARQUIS BROUHAM SEDAN

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

- Luxury cloth seat trim
- Luxury door trim panel with cloth insert and door pull straps
- Luxury luggage compartment trim including carpeted spare tire cover
- Map pockets on front seat backs (not available in vinyl)
- Passenger-side illuminated visor vanity mirror
- Light group, including engine compartment light, dual-beam dome light, instrument panel courtesy lights (2)
- Electronic digital clock
- Automatic parking brake release
- Electronic warning chimes

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 WOODTONE OPTION

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

- WoodTone bodyside and liftgate
- Bright surround rails with WoodTone inserts

STANDARD EXTERIOR COLORS

Black
Oxford White
Silver Metallic
Sand Beige
Medium Sand Beige
Light Regatta Blue Metallic
Midnight Blue Metallic
Dark Slate Metallic
Dark Clove Brown Metallic
Medium Canyon Red Metallic
Midnight Canyon Red Metallic

OPTIONAL TU-TONE COLORS

Silver Metallic/Medium Charcoal Metallic
Midnight Blue Metallic/
Light Regatta Blue Metallic
Medium Sand Beige/Sand Beige
Medium Sand Beige/Dark Clove Brown Metallic

STANDARD INTERIOR COLORS

Regatta Blue
Dark 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
Midnight Blue

OPTIONS	Marquis Sedan	Brougham Sedan	Marquis Wagon
Air conditioner - manual temperature control (tinted glass recommended)	OPT	OPT	OPT
Autolamp - on/off delay system	OPT	OPT	OPT
Axle - Traction-Lok*	OPT	OPT	OPT
Battery - heavy-duty*	OPT	OPT	OPT
Brougham Decor	NA	NA	OPT
Bumper guards - rear	OPT	OPT	OPT
Bumper rub strips - front and rear	OPT	OPT	OPT
Clock - electronic digital, day/date*	OPT	STD	OPT
Cornering lamps - front	OPT	OPT	OPT
Defroster - electric rear window	OPT	OPT	OPT
Exterior WoodTone option	NA	NA	OPT
Floor mats - front, carpeted	OPT	OPT	OPT
Fuel tank - extended 20-gallon capacity*	OPT	OPT	NA
Glass - tinted complete*	OPT	OPT	OPT
Illuminated entry system	OPT	OPT	OPT
Liftgate - two-way	NA	NA	OPT
Light group	OPT	STD	OPT
Luggage rack - roof-mounted	NA	NA	OPT
Mirrors - dual illuminated visor vanity*	OPT	OPT	OPT
Mirror - right-hand manual remote-control convex	OPT	OPT	OPT
Paint - Tu-Tone*	OPT	OPT	OPT
Rocker panel molding	OPT	OPT	OPT
Roof - full-vinyl	OPT	OPT	NA
Seats - flight bench	OPT	OPT	OPT
Seats - six-way power Twin Comfort Lounge (driver)	OPT	OPT	OPT
Speed control - fingertip	OPT	OPT	OPT
Steering wheel - leather-wrapped*	OPT	OPT	OPT
Steering wheel - tilt	OPT	OPT	OPT
Windows - pivoting front vent*	OPT	OPT	OPT
Wipers - interval windshield	OPT	OPT	OPT

POWER

Power lock group	OPT	OPT	OPT
Power side windows*	OPT	OPT	OPT
Power mirrors - dual remote-control	OPT	OPT	OPT

RADIAL TIRES

P195/75 R14 BSW*	STD	STD	STD
P195/75 R14 WSW*	OPT	OPT	OPT
P205/70 R14 WSW*	OPT	OPT	OPT

BSW - Block Sidewall WSW - White Sidewall

WHEELS (shown left to right)	OPT	OPT	OPT
Polycast road wheels*	OPT	OPT	OPT
Wire-style wheel covers, locking	OPT	OPT	OPT
Luxury wheel covers	OPT	OPT	OPT
Deluxe wheel covers	STD	STD	STD

OPTIONS	Marquis Sedan	Brougham Sedan	Marquis Wagon
RADIOS			
AM/FM stereo	OPT	OPT	OPT
AM/FM stereo with cassette tape player	OPT	OPT	OPT
AM/FM stereo electronic search with cassette tape player	OPT	OPT	OPT
ENGINES/TRANSMISSIONS			
2.3-liter I-4 with SelectShift automatic transmission	STD	STD	NA
3.8-liter V-6 with SelectShift automatic transmission	OPT	OPT	STD
STD - Standard OPT - Optional NA - Not Available			

MARQUIS SPECIFICATIONS	Sedan	Wagon
Wheelbase	105.6"	105.6"
Turning diameter	39.0"	39.0"
Overall length	196.5"	196.5"
Overall height	53.8"	54.4"
Overall width	71.0"	71.0"
Tread - front	56.6"	56.6"
- rear	57.0"	57.0"
Head room - front	38.7"	39.1"
- rear	37.6"	38.4"
Leg room - front (max)	41.9"	41.9"
- rear (min)	35.9"	36.0"
Shoulder room - front	56.2"	56.2"
- rear	56.2"	56.2"
Hip room - front	52.4"	52.4"
- rear	53.7"	50.2"
Luggage/cargo capacity (cu. ft.)	15.1	75.4**
Fuel tank capacity (gals.)	16.0	15.4
Curb weight (lbs.)	2933	3115

**With rear seat folded down

The 1985 Mercury Marquis, like all other Mercury products, is the result of intensive engineering efforts aimed at making it a high-quality vehicle. Quality isn't just a concern with the 1985 Mercury Marquis; it's a preoccupation.

This kind of quality doesn't just happen. It's the end product of intent, hard work, and the right application of the right technologies. Technology, however, can only be considered advanced when it can be applied to make people's lives better. That is the intention. After all, Mercury cars are designed and built for people, not for proving grounds or laboratories.

One of the ways Mercury cars are built for people is to ask employees to contribute to them.

This program is known as Employee Involvement. Employee Involvement begins well before cars are even assembled and

continues at every step along the way—right down to the dealer showroom, in many instances.

Volunteers from specific areas form Employee Involvement Groups. These groups meet regularly to discuss ways in which they can improve the quality of their work and, hence, the quality of the overall product.

Quality isn't just a concern. It's a preoccupation.

Joining these Employee Involvement Groups are Quality/Reliability Teams comprised of representatives from design, engineering, assembly, manufacturing, and service, along with representatives from outside suppliers. These teams examine new plans or proposed changes in their earliest stages to make sure quality is built in.

While people play a vital role in the quality of Mercury cars, their contribution isn't the only avenue that's explored in the search for the highest quality. For instance, to monitor the uniformity of metal surfaces, an advanced device known as Surtronic 3 is used. This quality checking device is so sensitive that it can detect surface irregularities that are imperceptible to the human eye.

The sophistication of the computer age also has revolutionized the speed and accuracy with which Marquis' electrical system can be checked. A black box called UNIMETS can be plugged into the Marquis' cigarette lighter by a pre-delivery inspector, and, without ever moving from the front seat, a test of the entire electrical system can be conducted.

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 1985 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 senses 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 and thereby increase 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 as not to divert power 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.

EEC-IV also has an electronic diary that continuously records engine operation information for quick, easy diagnosis of service intervals. Additionally, EEC-IV is programmed to compensate for changes that take place as the Marquis accumulates mileage and its parts begin to wear.

Another area where technology was applied to make people more comfortable is in the Marquis' Nitro-Cushion suspension.

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

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

Technology can only be considered advanced when it makes people's lives better.

Since Marquis basically 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 progressively 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 to 2½-mph bumpers on their cars, Marquis still carries 5-mph bumpers, front and rear, for an extra measure of strength.

Inside, Marquis has been designed to be free of protrusions that could increase 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 standard seat belts for all passengers.

The 1985 Mercury Marquis is a car that remembers people in every way.

Occupant protection is not limited to adults, however. 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.

The 1985 Mercury Marquis is a car that remembers people in every way.

1985 Mercury Marquis:

Technologically advanced because it caters to human qualities.



Motorcraft



QUALITY REPLACEMENT PARTS

Genuine Ford and Motorcraft original equipment replacement parts are precision engineered and manufactured to Ford's high specifications, delivering top-level performance in all Lincoln and Mercury cars. The Ford and Motorcraft brand names are your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production, and at Lincoln-Mercury "Quality is Job 1."

MAINTENANCE SCHEDULE

Ford Motor Company wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And compared to just a few years ago, important progress is being made in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1985, Marquis oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now: 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 52,500 miles or three years between engine coolant replacement. The company is proud of these improvements and is working constantly to make them even better.



EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-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 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. Even if the car is kept a lifetime. It doesn't matter where the car was purchased, or whether it's new or used, the work is still covered by the repairing dealer. This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal, and upholstery. See your participating Lincoln-Mercury Dealer for details.

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 required recalls.

Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Mercury Marquis. To get copies of any adjustment program for your Marquis 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, P.O. Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model, and vehicle identification number, as well as engine size.

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 for any such TSBs and explanations relating to your Mercury Marquis.

To get copies of these Technical Service Bulletins and explanations for your Marquis 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, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model, and vehicle identification number, as well as engine size.

Get it together—buckle up.

Buy or lease your Marquis 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 MARQUIS

LINCOLN-MERCURY DIVISION

