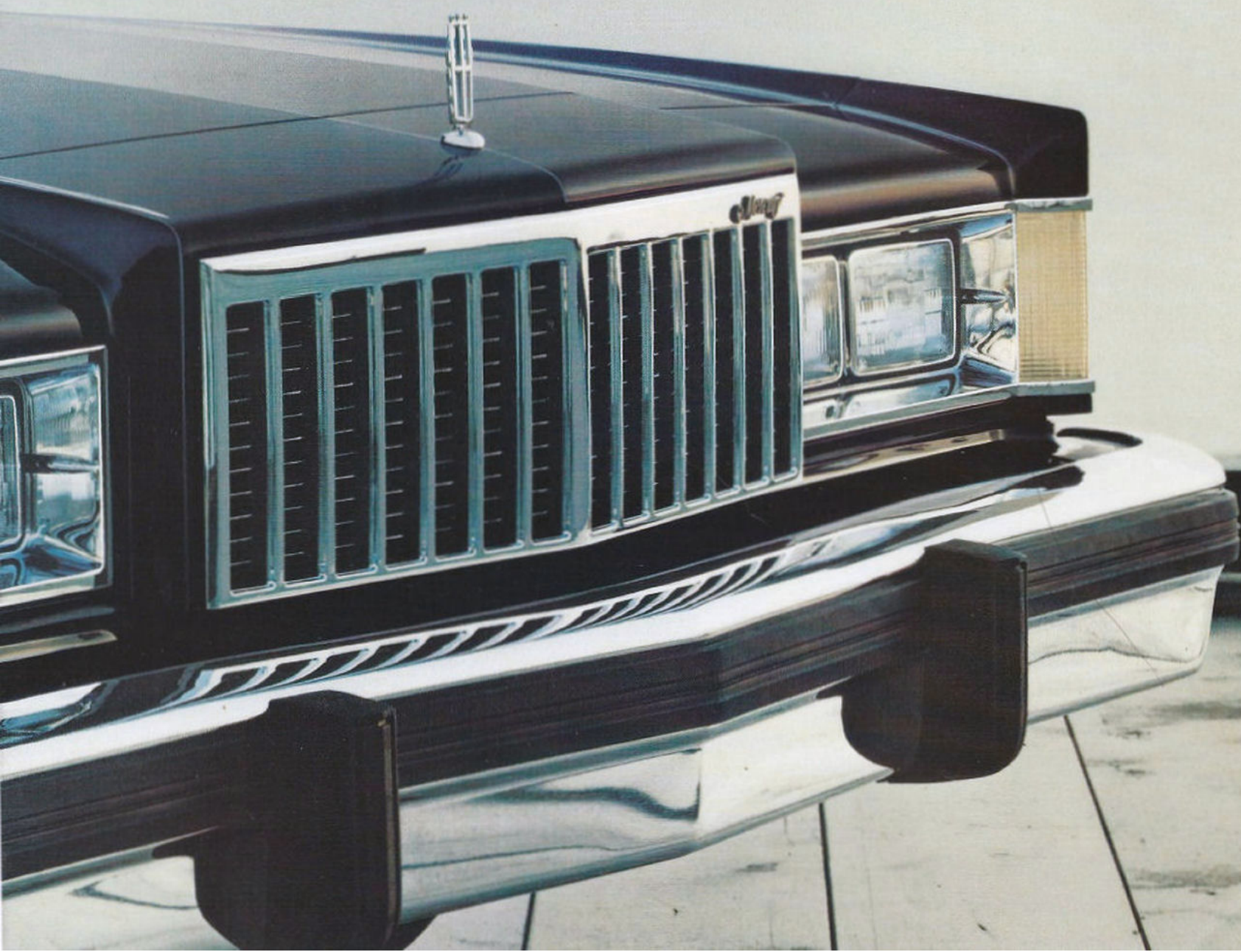


MERCURY GRAND MARQUIS

'85



Consider for a moment the plight of the American full-size car. Many have been shortened – “downsized” is the fashionable buzzword – so that claims of genuine six-passenger room and comfort are sometimes overstated at best. Now, consider the 1985 Mercury Grand Marquis... and discover that the all-American full-size car endures.

This is an automobile of substance, a true full-size car that cuddles six occupants with ample room and a quiet and plush ride. Grand Marquis blends its spacious

proportions with modern technology in a form that is both elegant and understated.

Good looks alone do not make a full-size passenger car.

The Grand Marquis LS four-door, viewed by folding out the page at right, should become an American classic.

Of course, good looks alone do not make a full-size passenger car; though who could be faulted for admiring the Grand Marquis' handsome appearance?

From the outset, though, Grand Marquis was designed for one purpose: to serve its driver and passengers. This philosophy has led to Grand Marquis' product integrity and quality, and is basic to the design of all Mercury automobiles – Lynx, Topaz, Cougar, Capri, and Marquis, as well. It has made Mercury automobiles leaders in delivering functional as opposed to merely ornamental status.

The Grand Marquis' ability to pamper six people is the result of a simple but effective formula: space = comfort.

With Grand Marquis, this means a generous 114-inch wheelbase that supports an interior of cavernous dimensions. All told, Grand Marquis contains 133 cubic feet of passenger and luggage space – more room, in fact, than 99% of today's cars.*

Even more telling, though a direct result of all that cubic-foot space, is the number of inches devoted to passenger comfort. Grand Marquis rewards front-seat occupants with over 43 inches of leg room and more than 61 inches of shoulder space.** That's over an inch more of leg room than the 1984 model. Rear-seat passengers, as well, will discover almost equally hospitable dimensions.

A car of this stature also should cradle its occupants in an environment of luxury appointments. Again, Grand Marquis delivers.

All models – be it standard Grand Marquis, Grand Marquis LS, or Colony Park Wagon – have standard Twin Comfort Lounge seats. They are aptly

named. Sedan seats are covered in a luxurious cloth. Each Twin Comfort Lounge seat has a reclining seatback, a fold-down armrest, and an adjustable headrest. Naturally, the buyer can order these seats with optional six-way power adjustments.

Take the luxury one step further with Grand Marquis LS. The LS seats, shown at right in attractive Oxford Gray, are fitted with an even more luxurious cloth upholstery or optional leather surface. The LS model brings other additional touches: tinted glass, a fold-down rear-seat center armrest, luxury door trim panels, dual-beam dome lamps, and handy map pockets located behind the front seats.

From the outset, Grand Marquis was designed for one purpose: to serve its driver and its passengers.

Whether standard or LS, all of the Grand Marquis models have the Mercury touch of luxury. Evidence abounds – power windows, highly accurate quartz clock, AM/FM stereo radio (may be deleted for credit), courtesy lighting, and plush cut-pile carpeting that lines the interior and is even integrated into the lower door panels.

All of this, and much more, is part of the Grand Marquis luxury experience.

Finally, because a car that can accommodate six individuals should also transport their luggage, the Grand Marquis boasts the largest cargo capacity of any passenger car available today.* Its fully carpeted deep-well trunk yields a huge 22 cubic feet of space.

The full-size American car lives on in grand tradition... in the Mercury Grand Marquis.

*Based on EPA total interior volume indexes. Figures are exclusive of those for other Ford Motor Company cars.

**Based on 1985 MVMA specifications.

***Mercury Grand Marquis:
a grand tradition.***

***It blends spaciousness
with modern technology
in an elegant form.***

Grand Marquis LS four-door in Black. Grand Marquis LS interior in Oxford Gray. Some features shown are optional. See option list on page 11.







Few people realize the complicated interplay of components that allows an automobile to deliver a quiet, plush ride and competent road handling.

In Grand Marquis, what happens beneath driver and passenger is every bit as important as what goes on within it.

Take, for example, the basic construction of the Grand Marquis. It is actually not "basic" at all. This car's gentle, civilized ride can be traced to its skillfully engineered body-on-frame construction, selected because of the superb noise and road insulation it offers.

The Grand Marquis' body, a strong structure on its own, is mounted on a perimeter frame. The body is attached through beefy rubber mounts, strategically placed for noise and road isolation.

The Grand Marquis' frame—the car's "backbone"—contains two strong parallel rails. On each rail is a torque-box structure which absorbs road shocks through controlled torsional characteristics.

What happens beneath Grand Marquis is just as important as what happens within it.

To enhance the whisper-quiet ride of the Grand Marquis, each car has a standard Luxury Sound Package—a comprehensive array of sound-deadening materials.

The plush yet controlled ride that complements this quietness is the result of an intelligently conceived suspension system, further improved this year with standard nitrogen gas-pressurized shock absorbers at all four wheels.

A fully independent long-and-short-arm coil-spring design suspends the front wheels. Large rubber bushings are used where suspension components meet the Grand Marquis' frame to reduce the transfer of noise and vibration. Among its special features, the front suspension has "lubed-for-life" upper ball joints and a standard stabilizer bar to minimize excess body lean in turns.

Grand Marquis' rear suspension is a

four-link design, again attached to the frame through hefty rubber bushings, with coil springs positioned directly over the axle and shocks mounted in a near-vertical position for maximum effectiveness.

Another American tradition sits beneath the hood—a V-8.

Whether it's the standard Grand Marquis or the exquisitely appointed Grand Marquis LS, this traditional full-size car carries another American tradition under the hood—the V-8 engine.

Grand Marquis' 5.0-liter engine blends the liquid-smooth power and response of a V-8 design with the technological advances of electronic fuel injection (EFI) and an Electronic Engine Control system called EEC-IV.

EEC-IV acts as the engine's "brain," continuously monitoring its needs and metering the exact air/fuel mixture for peak efficiency. As explained in the safety and engineering section on pages 12 and 13, EEC-IV is one of the most advanced automotive computers in the world.

Grand Marquis transfers the smooth power of its V-8 engine to the rear wheels through another technological achievement—a four-speed Automatic Overdrive transmission that combines performance with fuel economy.*

This transmission automatically shifts into its overdrive gear at about 45 miles per hour. This final gear has a 100% mechanical lockup which eliminates the slippage and fuel-economy penalty of conventional automatics.

That Grand Marquis should mix the traditional values of a smooth ride and V-8 power with technological advances should come as no surprise in a car of this grand caliber.

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

Grand Marquis LS four-door in Midnight Canyon Red Metallic. Some features shown are optional. See option list on page 11.



No two individuals are alike. Likewise, the needs and tastes of today's drivers sometimes seem as varied as human fingerprints. Car buyers deserve a choice, and that's why Grand Marquis is a line of six distinct models.

In addition to the elegant Grand Marquis and Grand Marquis LS four-door sedans previously detailed, the customer also can choose the Grand Marquis two-door or Grand Marquis Colony Park Wagon. And because luxury, after all, is the hallmark of this quality line, each of these is available in LS versions.

Grand Marquis two-door takes the same uncompromising ride and room for six persons as the four-door and wraps it in an attractive, personalized two-door body.

Car buyers deserve a choice, and that's why Grand Marquis also is offered as a two-door and a wagon.

The two-door has smartly styled rear-quarter windows accented by a wrap-around roof molding and coach lamps.

Versatility—it may be the best word to describe the Grand Marquis Colony Park Wagon, but it's not the only one. Plush, practical, and spacious are also fitting.

Colony Park Wagon is a people mover, a cargo hauler, a work wagon, a tow vehicle—just about anything you want it to be. While versatile, it remains first and foremost a Grand Marquis. Luxurious. Roomy. Distinctively styled.

The inner space of the Colony Park Wagon is unequaled among other American station wagons. Here is a vehicle that can simultaneously move six people and carry 52.5 cubic feet of cargo.*

Now, fold down the rear seatback, and Colony Park Wagon becomes a brawny workhorse, capable of hauling furniture or building materials in its expansive 89.5-cubic-foot* cargo bay. Load floor carpeting is easily removed for rough loads.

Colony Park Wagon eases loading and unloading chores with its three-way liftgate and power liftgate window.

There's even a handy liftgate-activated

cargo-compartment light and a separate locking storage bin for small valuables.

Should your day-to-day duties lean toward shuttle service—like delivering a Little League team—the Colony Park Wagon can be ordered with optional dual rear-facing seats for yet two more passengers.

Or, if your demands are tougher, a heavy-duty suspension is offered.

This also is one of the few vehicles today that can pull a load of up to 5,000 pounds. Just order the heavy-duty Trailer Towing Package (Class III), which provides special suspension components, heavy-duty radiator, a torquier 3.55:1 rear-axle ratio, trailer wiring, and auxiliary power-steering and transmission oil coolers.

Whatever form Colony Park Wagon takes, its standard equipment list will include a 5.0-liter V-8 engine with Automatic Overdrive transmission, full-size spare tire, and power steering and brakes.

Colony Park Wagon is a people mover, a cargo hauler, a work wagon, a tow vehicle.

All Grand Marquis models can be tailored to your driving needs and personal taste through a wide range of options.

Inside, the luxury experience can be enhanced with an optional Tiptronic computer, tilt steering wheel, speed control, or one of several exquisite sound systems.

Outside, Tu-Tone paint (sedans only) and hood accent stripes will personalize the appearance, while all-weather tires or a new automatic load-leveling option (available later in the model year) will add extra roadability.

The Grand Marquis line. Six models. Fine options. Luxury and space that are standard.

*Based on 1985 model NHTSA specifications.

Grand Marquis two-door in Midnight Blue Metallic. Grand Marquis Colony Park LS Wagon in Sand Beige. Some features shown are optional. See option list on page 11.

STANDARD AND OPTIONAL FEATURES

GRAND MARQUIS TWO-DOOR AND FOUR-DOOR SEDAN SELECTED STANDARD FUNCTIONAL FEATURES

- 5.0-liter V-8 engine with EFI and four-speed Automatic Overdrive transmission
- Power steering
- Power windows
- Power front disc/rear drum brakes
- Long and short arm coil spring front suspension
- Front stabilizer bar
- Four-bar link rear suspension
- Nitro-Cushion suspension
- Low profile P215/75R14 WSW steel-belted radial tires
- Lower bodyside protection
- 71-amp.-hr. maintenance-free battery
- Luxury Sound Package
- 18-gallon fuel tank
- Driver's side remote-control mirror
- Single key locking with anti-theft feature

SELECTED STANDARD INTERIOR FEATURES

- Reclining Twin Comfort Lounge seats trimmed in cloth
- Cloth headrests
- AM/FM stereo radio with dual front and rear speakers (may be deleted for credit)
- Analog clock
- Day/night mirror
- Steering column-mounted stalk controls for turn signals, washer/wiper, high/low headlamp beam with flash-to-pass feature and optional tilt steering wheel control
- Four-spoke color-keyed steering wheel with center blow horn (shown below with optional speed control)

- Full-length door armrests with door lock controls
- Door trim panel with upper wood-tone applique and pull straps
- Rear-door courtesy light switches
- Dual instrument panel courtesy lights
- Trunk, glove box, and front ashtray lights

SELECTED STANDARD EXTERIOR FEATURES

- Vinyl coach roof with coach lamps
- Deluxe wheel covers
- Bright bell, wheel-lip, roof drip, windshield hood rear edge, headlamp, parking lamp, and window frame moldings
- Upper bodyside accent stripe
- Dual halogen headlamps

GRAND MARQUIS LS TWO-DOOR AND FOUR-DOOR SEDANS

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

- Tinted glass
- Luxury cloth seat trim and cloth headrests
- Rear-seat center folding armrest
- Map pockets in front seatback
- Luxury door trim panels with armrests, woodtone inserts, and courtesy lights
- Passenger side vanity mirror
- Dual-beam dome light

GRAND MARQUIS COLONY PARK WAGON

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

- Reclining Twin Comfort Lounge seats in vinyl
- Three-way liftgate
- Removable load floor carpet
- Lockable storage compartment
- Molded quarter trim stowage trays
- Cargo compartment light
- Liftgate-activated light switch
- Fold-down rear seatback
- Conventional spare tire/wheel
- 18.5-gallon fuel tank
- Bodyside and liftgate Rosewood woodtone appliques/bright and woodtone rails (deletes bodyside stripes)
- Tinted power liftgate window
- Bright and black liftgate window molding

GRAND MARQUIS COLONY PARK LS WAGON

Includes all Grand Marquis Colony Park Wagon standard features plus the following selected additions and/or differences:

- Luxury cloth seat trim and cloth headrests
- Map pockets in front seatback
- Luxury door trim panels with armrests, woodtone insert, and courtesy lights
- Passenger side vanity mirror
- Tinted glass
- Dual-beam dome light

STANDARD EXTERIOR COLORS

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

TU-TONE COLORS

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

STANDARD INTERIOR COLORS

Clove Brown
Sand Beige
Oxford Gray
Canyon Red
Midnight Blue

VINYL ROOF COLORS

Black
Oxford White
Light Charcoal
Sand Beige
Medium Sand Beige
Medium Canyon Red
Midnight Blue

OPTIONS

	Grand Marquis	Grand Marquis LS	Colony Park	Colony Park LS
Air conditioner, auto. climate control	OPT	OPT	OPT	OPT
Air conditioner, manual	OPT	OPT	OPT	OPT
Auto lamp, on/off delay system	OPT	OPT	OPT	OPT
Automatic load leveling (late availability)	OPT	OPT	OPT	OPT
Bumper rub strips, front and rear	OPT	OPT	OPT	OPT
Clock, electronic digital	OPT	OPT	OPT	OPT
Cornering lamps	OPT	OPT	OPT	OPT
Defroster, electric rear window*	OPT	OPT	OPT	OPT
Extended Service Plan (see page 13)	OPT	OPT	OPT	OPT
Floor mats, front and rear, carpeted	OPT	OPT	NA	NA
Glass, tinted complete*	OPT	STD	OPT	STD
Illuminated entry system	OPT	OPT	OPT	OPT
License plate frame(s)	OPT	OPT	OPT	OPT
Luggage rack	NA	NA	OPT	OPT
Mirrors, illuminated visor vanity	OPT	OPT	OPT	OPT
Mirror, right-hand remote-control convex	OPT	OPT	OPT	OPT
Molding, bodyside protection	OPT	OPT	OPT	OPT
Molding, rocker panel	OPT	OPT	NA	NA
Point, Tu-Tone	OPT	OPT	NA	NA
Roof, formal coach vinyl (four-door only)	NA	NA	OPT	OPT
Seats, removable rear dual facing	NA	NA	OPT	OPT
Speed control, fingertip	OPT	OPT	OPT	OPT
Steering wheel, leather-wrapped*	OPT	OPT	OPT	OPT
Steering wheel, tilt	OPT	OPT	OPT	OPT
Stripes, hood accent	OPT	OPT	OPT	OPT
Suspension, heavy-duty	OPT	OPT	OPT	OPT
Tripminder® computer	OPT	OPT	OPT	OPT
Windows, pivoting vent*	OPT	OPT	OPT	OPT

POWER

Power antenna*	OPT	OPT	OPT	OPT
Power lock group	OPT	OPT	OPT	OPT
Power seat, six-way, driver's side	OPT	OPT	OPT	OPT
Power seat, six-way, driver and passenger	OPT	OPT	OPT	OPT
Power dual remote-control mirrors (late availability)	OPT	OPT	OPT	OPT

RADIAL TIRES

P215/75R14 WSW*	STD	STD	STD	STD
P205/75R15 wide WSW*	OPT	OPT	OPT	OPT
P215/70R15 WSW*	OPT	OPT	OPT	OPT
puncture sealant	OPT	OPT	STD	STD
Conventional spare tire	OPT	OPT	STD	STD

WHEELS (shown left to right)

Turbine spoke aluminum wheels*	OPT	OPT	OPT**	OPT**
Wire-styled wheel covers	OPT	OPT	OPT	OPT
Deluxe wheel covers - 14"	STD	STD	STD	STD
Deluxe wheel covers - 15"	OPT	OPT	NA	NA

WSW - White Steel Wheel

	Grand Marquis	Grand Marquis LS	Colony Park	Colony Park LS
RADIOS				
AM/FM stereo with cassette tape player	OPT	OPT	OPT	OPT
AM/FM electronic stereo search/cassette tape player w/Dolby® noise reduction	OPT	OPT	OPT	OPT
Premium sound system*	OPT	OPT	OPT	OPT

Dolby® is a trademark of Dolby Laboratories, Inc.

OPTIONAL PACKAGES

CONVENIENCE GROUP: Includes intermittent windshield wipers, power decklid/liftgate lock, trip odometer, warning light cluster (including low oil level warning), and passenger's side visor vanity mirror (standard on LS models).

LOCK GROUP: Includes power liftgate lock on station wagon, power decklid release on sedans, power door locks, and locking fuel-filler door with remote release.

LIGHT GROUP: Includes engine compartment light, headlamp-on warning chimes, and dual-beam dome lamp (standard on LS models).

TRAILER-TOWING PACKAGE* (Heavy-duty/Class III): Includes special suspension components, heavy-duty radiator, trailer wiring harness, auxiliary transmission and power steering external oil coolers, heavy-duty turn signals and emergency flashers. 14 x 6.5-inch wheels and conventional spare tire, heavy-duty rear brakes (sedan only), 3.55:1 rear axle ratio, heavy-duty U-joints, and dual exhaust.

STD - Standard OPT - Optional NA - Not Available

*Selection of this equipment may result in the deletion of certain standard equipment, or the addition or deletion of certain options. Please consult your Mercury Dealer for details.

**Required with 15" tires

GRAND MARQUIS SPECIFICATIONS	Two-Door Sedans	Four-Door Sedans	Station Wagons
Wheelbase	114.3"	114.3"	114.3"
Turning diameter	39.1"	39.1"	39.1"
Overall length	214.0"	214.0"	218.0"
Overall width	77.5"	77.5"	79.3"
Wheel tread - front	62.2"	62.2"	62.2"
- rear	62.0"	62.0"	62.0"
Head room - front	37.9"	37.9"	38.8"
- rear	37.2"	37.2"	39.1"
Leg room - front (max.)	43.5"	43.5"	43.5"
- rear (min.)	39.3"	39.3"	37.9"
Hip room - front	57.6"	57.6"	57.6"
- rear	58.0"	56.9"	54.2"
Shoulder room - front	61.6"	61.6"	61.6"
- rear	60.7"	61.5"	61.5"
Fuel tank capacity (gals.)	18	18	18.5
Luggage capacity with mini-spare (cu. ft.)	22.4	22.4	-
Wagon cargo volume	-	-	-
- behind front seat (cu. ft.)	-	-	89.5
- behind rear seat (cu. ft.)	-	-	52.5



Quality, safety, design, and engineering—these are disciplines that, individually and collectively, help imbue an automobile like the Grand Marquis with product integrity.

The 1985 Grand Marquis, with its roominess and civilized ride, is the result of thousands of hours of planning, thinking, and testing—and re-thinking and re-testing. Grand Marquis' body-on-frame construction, previously described on page 7, is an example of engineering hours well spent.

The body is welded in certain areas, bolted in others, for rigidity and long life. The floorpan of this framework is reinforced with sheet-metal crossmembers which literally tie the car's rocker panels to the driveline tunnel. The box section rocker panels provide additional strength at the sides of the underbody. Reinforced center

pillars and welded rear wheelhouse with both inner and outer steel panels help strengthen the body sides. Door-windows are fully framed in Grand Marquis for added strength and additional noise reduction.

In addition, while some companies now install 2½-mph bumpers on their cars, Grand Marquis still carries 5-mph bumpers, front and rear, to help protect the lights, cooling system, and exhaust components.

A properly engineered car body is one of the important elements in automotive safety. Grand Marquis is designed to meet or exceed all applicable federal standards.

Imagine an automobile falling, nose first, from the top of a three-story building. Grand Marquis is designed to protect its occupants in a frontal barrier impact that tests show would be generated by plummeting that 30-foot distance. The Grand Marquis' front end is designed to crush in a predictable manner, absorbing some of the energy of the impact and reducing the force that otherwise could be transmitted to the car's occupants.

This same energy-extorting "crushability" is designed into the rear of the Grand Marquis as well.

A properly engineered car body is an important element in automotive safety.

Each Grand Marquis door contains an inner guard beam and is designed to withstand the force of a 7,000-pound side push test. And, the roof of the front pillar must pass a test in which it is subjected to a 5,000-pound load.

A strong car body provides built-in occupant protection. Inside, Grand Marquis' instrument-panel top, armrests, door panels, and even sun visors are padded. Control knobs, wherever possible, are free of extreme protrusions that could aggravate the risk of injury during a collision. These measures, too, offer valuable occupant protection.

But Grand Marquis elevates safety to operating safety, as well. This helps the driver to avoid an accident in the first place.

Operating safety includes good braking. Grand Marquis has large 11-inch diameter power-assisted disc brakes at front and long-lasting drum brakes in the rear.

When it is necessary to quickly steer around an object, Grand Marquis complies

with accurate, power-assisted recirculating-ball steering—the same basic steering-gear design used by Mercedes-Benz.

Plus, Grand Marquis has a front stabilizer bar to help tame excess body roll that is sometimes generated during sudden, sharp turns.

The Grand Marquis' power steering system is designed to provide ample assistance for low-speed turning and parking while permitting the driver to have a good feel of the road during highway driving conditions.

Grand Marquis' suspension also has a role in operating safely, helping to provide a smooth ride and driver control over rough surfaces. This ability is further refined for 1985 with the use of nitrogen gas-pressurized shock absorbers.

The nitrogen gas, permanently sealed inside the shock absorber, helps reduce the possibility of an erratic ride and suspension noise. It does this by minimizing "aeration" of the shock's oil-based fluid. This aeration can cause shock-absorber "fade."

Of course, another important part of operating safety is the seat belt. The shoulder belts in Grand Marquis have automatic tension relievers. Once buckled, the belt can be pulled out an additional inch or two. It will remain in that position, eliminating uncomfortable tension across the shoulders.

Child restraints are equally important. Almost every state in the U.S. now requires use of these injury-reducing and sometimes life-saving devices. Ford Motor Company's optional Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal safety standards.

Regular use of both child restraints and seat belts is recommended, whether you're driving around the block or across the country.



Grand Marquis' brain, EEC-IV, is an electronic marvel.

One of the great luxuries of the Grand Marquis is its powerful 5.0-liter V-8 engine. Combining it with EFI, Dura-Spark Ignition, and EEC-IV also makes it efficient and economical.

EEC-IV, mentioned on page 7, is an electronic marvel. Among other things, it continuously monitors vital engine functions and adjusts operation for peak efficiency. It is so advanced, in fact, that it will compensate for the changes that take place inside the engine as it gets older.

Quality also is a great luxury Grand Marquis makes standard. But then, Grand Marquis is a car with a tradition of quality.

Modern equipment and solid engineering are important, but ultimately, quality boils down to the people who build the Grand Marquis.

Quality also is a great luxury Grand Marquis makes standard.

Employee Involvement Groups, volunteers from specific assembly plant areas, meet regularly to discuss ways of improving their work and the product. Quality/Reliability Teams, comprised of representatives from engineering, manufacturing, assembly, service, and outside suppliers, examine parts and processes even before assembly begins.

A quality-built car means a car that is a product of value. Grand Marquis is earning a reputation for retaining a good portion of its original purchase price.

Last year, the scheduled maintenance cost for 50,000 miles of normal operation of a Grand Marquis was about \$209.*

Grand Marquis—a luxurious full-size car that's full of value.

*Based on recommended scheduled maintenance, Ford Labor Time Standards, current retail parts prices, and an hourly labor rate of \$29.60. Some areas will be higher, some lower.

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, Grand 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 or filter replacements; 52,500 miles or three years between engine coolant replacement. Ford Motor 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 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. 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 to required recalls.

Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Mercury Grand Marquis. To get copies of any adjustment program 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 1-800-243-3711.
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 Grand Marquis.

To get copies of these Technical Service Bulletins and explanations 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 1-800-243-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

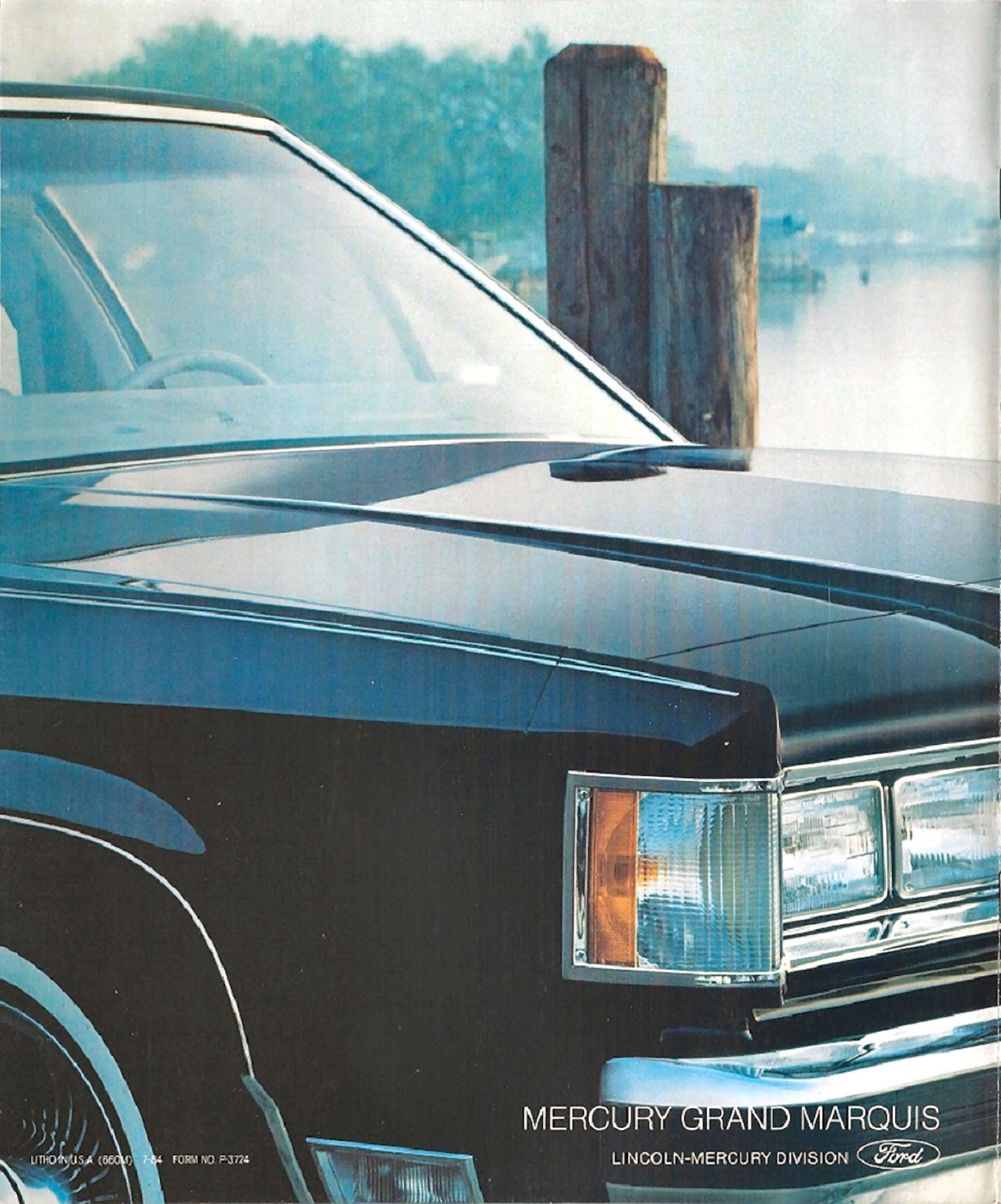
Please include your name and address; year, make, model, and vehicle identification number, as well as engine size.

Get it together—buckle up.

Buy or lease your Grand 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 GRAND MARQUIS

LINCOLN-MERCURY DIVISION 