

MERCURY COUGAR

'85



All over America's highways and main streets, the sleek, stylish shape of the new Mercury Cougar can be seen on the prowl.

Cougar is an animal you've been seeing a lot of lately. And you'll be seeing even more of it in the very near future because the 1985 Cougar retains all of the virtues of its predecessors with some significant refinements.

One of the biggest reasons Cougar has become such a popular American personal luxury car is its stunning appear-

ance. The 1985 Cougar combines the best of current aerodynamic design elements with the traditional styling cues that Americans have grown to expect.

Cougar is an animal you've been seeing a lot of lately.

Take Cougar's traditional formal roofline, as shown on the cover of this publication. It already has become a highlight of Cougar's contemporary profile.

The shape of the 1985 Cougar will move you—even if you're standing still.

But, all those Cougar owners you see out on the road right now didn't buy the car just because of its stylish appearance. Cougar's shape, with its steeply sloped front windshield, its raised rear deck, and its aircraft-inspired doors, actually contributes to the overall efficiency of the car.

Cougar's aerodynamic design helps eliminate wind noise created by exterior factors, thereby helping to provide a quieter interior.

The sleek design of the 1985 Cougar also helps improve fuel economy, helps cool the engine efficiently, and it helps improve handling and stability. The aerodynamic design actually uses the air to help hug the road.

Cougar was designed, not only to look beautiful, but also to perform beautifully. In this way, form follows function. This principle is basic to the design of all Mercury cars—the Lynx, Topaz, Capri, Marquis, and Grand Marquis, as well—and has made Mercury cars leaders in delivering functional as opposed to merely ornamental status.

Whether it's the Cougar LS in Black, viewed by folding out this page, or the standard Cougar, or the sporty-minded Cougar XR-7, shown on pages 10 through 15, state-of-the-art technology is used to help deliver a balanced car that offers good performance and economy.*

Underneath the car, for instance, Cougar's Nitro-Cushion suspension system helps keep all four wheels in contact with rough roads while sending back precise

signals to which the driver can react.

Even the Cougar's Nitro-Cushion shock absorbers are specially designed with pressurized nitrogen to respond consistently to jarring road obstructions better than conventional shocks.

New driver-oriented instrument panels make it easy to reach all controls and switches, and they make it easy to read the all-functional instrumentation.

There's a 2.3-liter four-cylinder turbocharged engine standard in the Cougar XR-7, while the Cougar and Cougar LS offer a standard 3.8-liter V-6 engine. All Cougar engines are equipped with electronic fuel injection and an advanced on-board computer, called EEC-IV.

The 1985 Cougar exceeds expectations of what a personal luxury car is all about.

Understated, tasteful interiors with new seats provide a level of luxury that satisfies all your senses.

The 1985 Mercury Cougar is ready to meet or exceed your expectations of what a personal luxury car is all about.

*1985 EPA mileage estimates were unavailable at the time this publication was printed. The 1985 Mercury Cougar, however, should post excellent mileage ratings in the new EPA Mileage Guide.

See your Lincoln-Mercury Dealer for the latest information.

The plain truth: Cougar is beautiful.

The beautiful truth: Cougar is far from plain.

Cougar LS in Black. Some features shown are optional. See option list on page 19.





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op-of-the-line luxury and style, that's the hallmark of the 1985 Mercury Cougar LS.

A perfect case in point is the elegant Canyon Red LS interior shown at far left. Its foam-cushioned front Twin Comfort Lounge seats, covered with rich cloth upholstery, and its opulent appointments put a decided emphasis on comfort and luxury.

Tinted glass, thick, rich carpeting, and power windows are all part of an environment that makes driving a pure pleasure. This pleasure is reaffirmed by such luxury touches as the easy-to-reach controls (top left) for the power windows, front seats, and the dual-powered remote-control mirrors located on a pod right next to the driver. There's even a handy coin holder built into the pod.

Another convenient touch is the cassette tape storage bin (upper middle left) that fits snugly in the standard console. This holder comes with the optional electronic AM/FM stereo radio with cassette tape player. An AM/FM stereo radio with four speakers is standard in all 1985 Cougars.*

A feature that combines elegance with convenience is the optional keyless entry system (lower middle left). You'll never again have to fumble with your keys to unlock the car door; five small calculator-type buttons on the upper edge of the driver's door act as the key. By depressing the proper code sequence, doors and decklid are locked or unlocked automatically. Entry codes can be changed quickly and effortlessly by the owner.

Cougar's elegance is carried through to the outside as well. New for 1985 is a remodeled taillamp lens design (lower left) and a new grille style which complement the Cougar exterior.

Elegance and convenience—qualities that the 1985 Cougar LS effortlessly exudes.

* May be deleted for credit.



Cougar LS interior in Canyon Red. Some features shown are optional. See option list on page 19.



Some of the really big news on the 1985 Cougar LS is right up front. An all-new instrument panel, shown at left, is designed to put the driver's convenience, hence his or her comfort, as the top priority.

The layout of the new instrument panel enhances the "driver-oriented" philosophy of the Mercury Cougar. Driver-centered, in this instance, means placing the controls within easy reach of the driver and placing the pertinent information within easy access of the driver's eyes. Even the controls for creature conveniences, like air conditioning and stereo radio, are within easy reach and can be adjusted without losing sight of the road.

Cougar is designed to put the driver's convenience, hence the driver's comfort, as the top priority.

The new instrument panel comes standard equipped with liquid crystal displays. Instead of the usual gauges and dials, small screens keep the driver informed about under-the-hood and over-the-road matters. These screens automatically adjust their intensity to light conditions within the Cougar LS passenger compartment.

The digital speedometer is centered over the top of the steering wheel's A-frame so the driver's eyes naturally flow to it. The precise road speed in either miles per hour or kilometers per hour is displayed in large, legible numbers. To convert from mph to kph or the reverse, a quick press of a button is all that's needed.

To the left of the speedometer is a tachometer, fuel gauge, and temperature gauge, also in LCD digital displays.

To the right of the speedometer is a helpful navigational computer which can register any one of five functions—instant fuel economy, average fuel economy, distance to empty, distance to destination, or average speed.

All of the numerical displays are

registered in white on a green background for excellent visibility.

Comfort and convenience aren't limited to the instrument panel. Cougar LS front seats, for instance, include cloth-cushion side facings and four-way front headrests.

To help guide driver and passenger in and out of the Cougar LS, courtesy lights are located in the door and quarter trim panels which feature soft cloth inserts in their covered areas.

Rear-seat passengers also are treated to luxury and elegance in the 1985 Cougar LS.

Rear-seat passengers aren't ignored either. With seating for up to three persons, Cougar LS rear passenger quarters include integral headrests and a fold-down center armrest.

To complete the elegant interior, the entire floor of the Cougar LS is covered with thick, plush, 24-ounce carpeting.

Even the luggage compartment of the 1985 Cougar LS gets first-class treatment. Rugged six-ounce carpet trim covers the floor and decklid liner to protect personal effects.

The very fact that you arrive in a Cougar says that you've arrived.

Concealed driver and passenger vanity mirrors on the sun visors provide yet another personal touch, one that assures that Cougar's driver and passenger can look their best when they arrive.

Of course, the very fact that you've selected the elegant 1985 Cougar says that you've arrived.

Cougar LS instrument panel in Canyon Red. Some features shown are optional. See option list on page 19.



Mercury cars have been earning a name for themselves as sporty performers, and for 1985, it's the same story with the Cougar XR-7. The Cougar XR-7 is a sports-minded luxury car with enough turbocharged responsiveness to elevate it to road warrior status.

The performance and handling capabilities bred right into the XR-7 make it a world-class touring car. It compares quite favorably with other sporty personal luxury cars costing thousands of dollars more.

With its nimble agility, crisp handling,

Some cars rest on their looks alone.

Cougar XR-7 pleases all the senses.

and smooth ride, the XR-7 has the inborn talent to make the driver and car feel at one with the road.

Credit that feeling to XR-7's suspension and steering systems which are designed to confront roads with confidence.

These systems use sophisticated technology to deliver an exceptionally controlled and stable ride—XR-7's Quadro-shock rear suspension system uses four shock absorbers instead of two.

One pair of shock absorbers is mounted vertically between the outer ends of the rear axle and the car's rear frame. These shocks soften and smooth out up-and-down travel caused by potholes, bumps, and cracks in road surfaces.

The second pair of shocks is mounted horizontally between the ends of the rear axle and the frame to dampen fore-and-aft movement, as well as keeping the axle in proper location when cornering. A rear stabilizer bar also is an

integral part of the handling package.

Up front there's more impressive news: modified MacPherson front suspension, Nitro-Cushion front struts, power-assisted rack-and-pinion steering with a 15:1 non-variable ratio for quick response, and power front disc/rear drum brakes.

X R-7's suspension is designed to confront the road with confidence.

Working in conjunction with each other, these chassis components greatly enhance XR-7's road-hugging ability and help its handling responsiveness.

New P225/60VR15 Goodyear Eagle VR60 tread pattern performance tires deliver good traction on wet or dry surfaces. These tires have evolved directly from Goodyear's Formula One racing tire development program. Larger 15 x 7-inch lightweight cast-aluminum wheels are standard equipment on the 1985 Cougar XR-7. And new engine isolation techniques used on XR-7 help cushion out vibration at highway speeds.

Even the standard 2.3-liter turbo engine has been modified for improved performance.

With its blow-through design, this powerplant operates at up to 10 psi of boost and functions smoothly from idle up to highway cruising speeds.

An on-board computer, called Electronic Engine Control IV (EEC-IV), monitors engine operation to help assure maximum responsiveness.

EEC-IV senses engine speed, ambient air temperature, cooling temperatures, volume of inlet air flow, throttle position, sub-audible engine knock, and exhaust gas mixture and controls engine operations such as air/fuel ratio and spark timing.

EEC-IV even automatically shuts off the air conditioner compressor so as not to divert the power when you need maximum acceleration, such as when driving up a steep hill or passing another vehicle on the highway.

To put the power into motion, XR-7 gives you the choice of either the standard three-speed SelectShift automatic transmission or an optional five-speed manual transmission with overdrive. A standard Traction-Lok rear axle provides power to the rear wheels to help keep you moving freely in sticky snow or mud.

And the Cougar XR-7 has aerodynamic looks to match its modern technology—clean, taut, purposeful lines.

Besides its slippery shape, Cougar XR-7 is quickly identified by its standard fog lamps and front air dam, its dual body-colored power remote-control mirrors, and the discreet lettering in the wide bodyside molding.

C ougar XR-7's aerodynamic look matches its modern technology.

And the XR-7 comes with many subtle finishing touches such as the sporty trumpet horns imported from Europe, a "driver friendly" gear shift system that encourages a proper hand-to-gear knob relationship (with optional five-speed transmission), and handsome sculptured keys.

What more could you ask from a great American road car? Just a few hundred miles of open asphalt waiting to test the abilities of a turbo road performer like the 1985 Cougar XR-7.





The principle of form following function is masterfully executed in the interior of the 1985 Cougar XR-7.

That's because the environment was designed with that philosophy in mind: keep the driver involved; keep the driver satisfied; make the driver feel at one with the car and at one with the road.

Cougar XR-7 does it superlatively.

Sit behind the cleverly designed optional A-frame steering wheel, shown with fingertip speed control. In front are the easy-to-read, easy-to-use driving, comfort, and entertainment controls.

You'll find the XR-7's new performance instrument cluster is a complete information center. It's like sitting in a command center with information constantly being updated.

Complete instrumentation includes an analog speedometer, tachometer, turbo boost gauge, plus fuel, temperature, oil pressure, and amp gauges. The picture at left tells the story.



The relationship between the driver and machine is so correct that you can read the instruments, turn on the air conditioning, or find a radio station without losing track of the road.

Articulated seats that can be adjusted to your favorite driving position are another example of how XR-7 can make its driver feel at home on the highway. They also provide firm lateral support when cornering.

New four-way adjustable head restraints and power-actuated lumbar supports are part of the design. The seat bolsters move inward or outward for hip and thigh support; the seat cushions extend, and an air chamber in the lumbar area may be inflated or deflated to driver preference by a power-actuated pump.

Standard reclining seat backs and

optional six-way dual power seats add even more comfort and control.

The seats, shown here in standard cloth trim, do more than cushion up-and-down movement. They also provide firm lateral support when putting the Cougar XR-7 through hard cornering maneuvers. Leather seating surfaces are available as an option. The leather-wrapped steering wheel shown at left is optional. The standard two-spoke steering wheel for XR-7 is not shown.

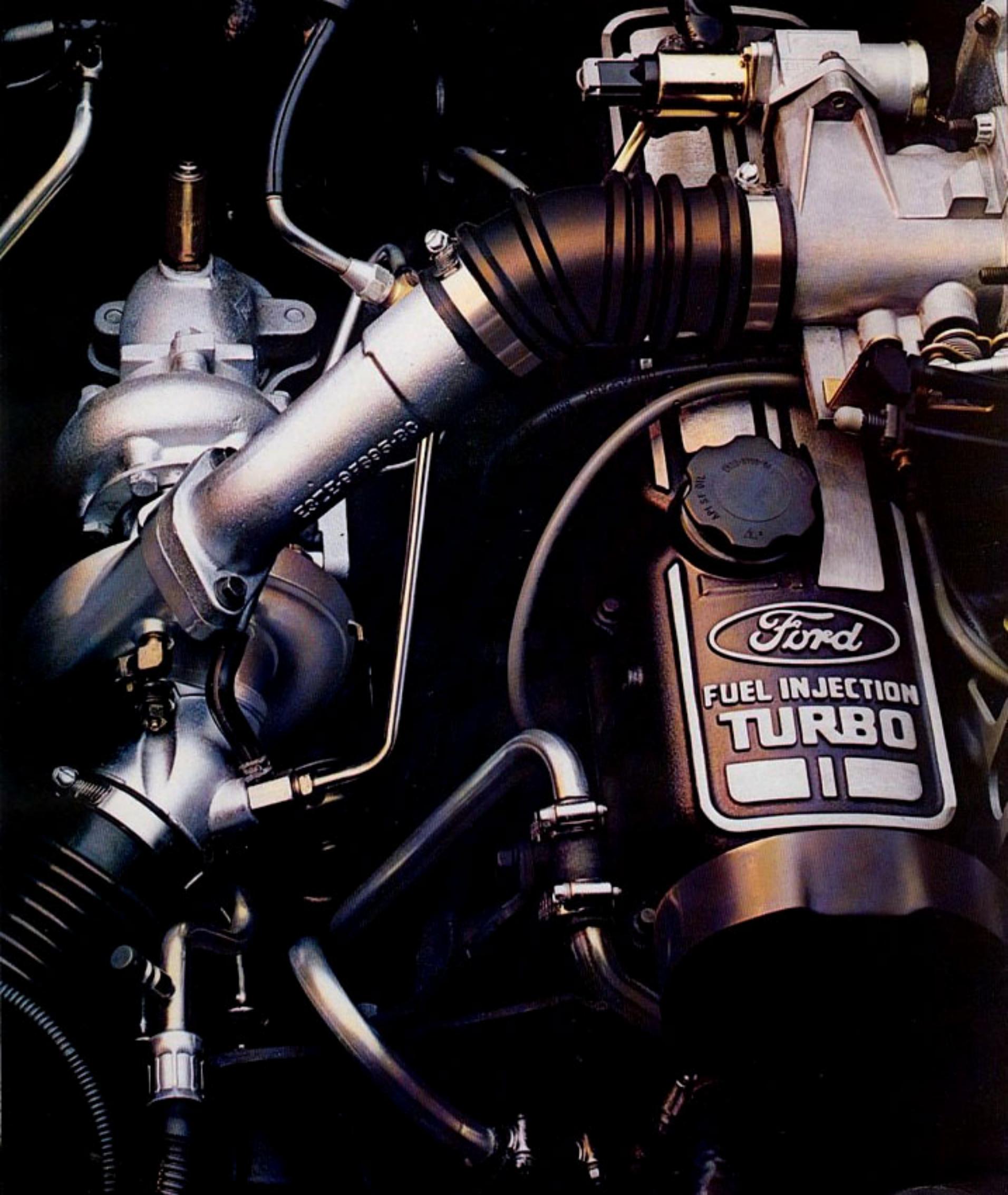
XR-7 is available with many other options to help suit your own kind of driving expression.

For instance, a Premium Sound System with door-mounted speakers, upgraded rear speakers, graphic equalizer, and a 48-watt-12-watt per channel-power amplifier adds to XR-7's aural delight.

With or without options, the Cougar XR-7's interior is a beautiful blend of aesthetics and technology.



Cougar XR-7 interior in Oxford Gray. Some features shown are optional. See option list on page 19.



Ford

FUEL INJECTION
TURBO
G I D

Cougar's sophisticated technology expresses itself under the hood in each of three available engines. All are equipped with standard electronic fuel injection (EFI) and fourth-generation Electronic Engine Controls (EEC-IV).

Both Cougar and Cougar LS are equipped with a standard 3.8-liter V-6 engine. A potent 5.0-liter V-8 is optional for those who want a larger displacement engine and more horsepower. The turbocharged 2.3-liter overhead cam inline four-cylinder power plant is standard on the Cougar XR-7.

The 2.3-liter turbo engine was designed specifically for the enthusiast who appreciates technical refinement. In no way is this turbo a "bolt-on" option. Rather, it is a fully integrated part of the 2.3-liter turbo engine package.

The turbocharger, positioned upstream from the fuel injectors and throttle plate, uses exhaust gas to drive a compressor that can provide up to 10 psi of boost under high-speed, high-load conditions.

The beauty of the turbocharger is that fuel economy is hardly affected under moderate throttle demands. The fuel injectors introduce fuel downstream of the compressor, resulting in reduced fuel delivery time. The "blow-through" design provides almost immediate response to gas pedal movement.

Cougar XR-7's turbocharger is a fully integrated part of the 2.3-liter engine.

Step on the pedal and the boost kicks in almost immediately, so acceleration is swift. Hill climbing, passing, and other full-throttle driving situations are handled swiftly and almost effortlessly.

Along with multi-port electronic fuel injection for precise fuel metering, the XR-7's turbo engine features high-temperature alloy intake and exhaust valves, forged aluminum pistons, and a lightweight flywheel.

The "brain" of the 1985 Cougar in all three models is the EEC-IV system.

On the road, EEC-IV senses when the engine is operating rich or lean, then orders the fuel injection system to adjust the air/fuel mixture to improve combustion efficiency. This gives Cougar better starting, driveability, and performance. The system even compensates for the fuel being used. And it features an electronic diary that continuously gathers information about how the engine is operating for quicker and easier diagnosis at service intervals.

The 3.8-liter engine, standard on Cougar and Cougar LS, is equipped with a three-speed SelectShift automatic transmission with locking torque converter.

With V-8, V-6, or turbocharged four-cylinder power available on Cougar, you can pick your own brand of punch.

The optional 5.0-liter V-8 engine comes with a four-speed Automatic Overdrive transmission. This transmission has an overdrive fourth gear that reduces engine speeds by one third, thus improving highway fuel economy.** Further efficiency is gained by completely eliminating torque converter slippage in fourth gear.

Standard with the Cougar XR-7's high-revving turbo powerplant is a three-speed SelectShift automatic transmission. A carefully calibrated overdrive five-speed manual transmission is an option.

The bottom line on the Cougar is that there is plenty of performance packed under that beautiful exterior. With V-8, V-6, and four-cylinder turbocharged power available, you can pick your own brand of punch.

*Selection of certain powertrain options may result in the deletion or addition of certain equipment.

**See EPA statement on page 3.

POWERTRAIN COMBINATIONS*		REAR AXLE RATIO		
ENGINE	TRANSMISSION	49 STATES	HIGH ALTITUDE	CALIF.
3.8L EFI V-6 (STD)	3-speed SelectShift automatic with lock up torque converter (STD)	2.73	2.73	2.73
2.3L EFI Turbo I-4 (XR-7 only)	3-speed SelectShift automatic (STD)	3.45	3.45	3.45
2.3L EFI Turbo I-4 (XR-7 only)	Manual 5-Speed Overdrive (OPT)	3.45	3.45	3.45
5.0L EFI V-8 OPT.	Automatic Overdrive (OPT)	2.73	2.73	2.73

STANDARD AND OPTIONAL FEATURES

SELECTED COUGAR STANDARD FUNCTIONAL FEATURES

- 3.8-liter V-6 engine with electronic fuel injection
- Three-speed SelectShift automatic transmission with locking torque converter
- Variable ratio power rack-and-pinion steering
- Power front disc/rear drum brakes with audible wear sensors on front brakes
- Dual braking system with brake failure warning light
- Nitra-Cushion suspension with gas pressurized struts and shocks
- Hybrid MacPherson strut front suspension with stabilizer bar
- Four-bar link coil spring rear suspension
- P205/70R14 low rolling resistance steel-belted radial tires
- Lower bodyside protection
- 20.6-gallon fuel tank
- Dual rectangular halogen headlamps

SELECTED STANDARD INTERIOR FEATURES

- Front Twin Comfort Lounge seats with consolette
- Three passenger rear seating
- A-frame steering wheel with center hub horn control
- AM/FM stereo radio with four speakers (may be deleted for credit)
- Steering column-mounted controls for wiper/washer, high/low headlamp beam, and turn signal
- Full, soft door trim panels with door pull straps, door map pockets, and carpeted lower portion
- LCD digital speedometer/odometer readout

- Woodgrain instrument panel appliqués
- Side window demisters
- Luggage compartment light
- Warning chimes

SELECTED STANDARD EXTERIOR FEATURES

- Lower bodyside molding with black vinyl insert
- Bodyside accent stripes
- Bright accent moldings
- Left-hand remote-control mirror
- Bright wheel covers
- Full-width wraparound taillamps
- Color-keyed soft front and rear fascias
- Bumper-mount parking and turn lamps
- Front and rear bumper strips

COUGAR LS

Includes all standard Cougar features plus the following additions and/or changes:

- Power windows
- Dual remote-control power mirrors
- Luxury cloth seats
- Luxury door and quarter trim panels
- Tinted Glass
- Thicker carpeting
- Four-way front headrest
- Rear seat with integral headrests and center fold-down armrest
- Hood accent stripes
- Electroluminescent coach lamps
- Bright rocker panel molding

COUGAR XR-7

Includes all standard Cougar features plus the following additions and/or changes:

- 2.3-liter EFI turbocharged four-cylinder engine
- Three-speed SelectShift automatic transmission with floor-mounted shifter in leather wrap
- Handling suspension with Quadra-shock rear suspension
- Power rack-and-pinion steering with 15:1 non-variable ratio
- P225/60VR15 BSW Goodyear Eagle VR60 tires
- 15x7-inch cast-aluminum wheels
- Functional sport seats in Oxford Gray cloth
- Full analog instrumentation with tachometer and boost gauge
- Tinted glass
- Two-spoke sport steering wheel*
- LS level door trim and quarter trim panels with armrest pad and courtesy lights
- Luxury Charcoal carpeting
- Front air dam with fog lights
- Wide vinyl bodyside molding
- Lower body accent stripe
- Dual body-color power remote-control mirrors

*Not shown in catalog

STANDARD EXTERIOR COLORS

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

TU-TONE COLORS

- Block/Medium Charcoal Metallic
- Silver Metallic/Medium Charcoal Metallic

STANDARD INTERIOR COLORS

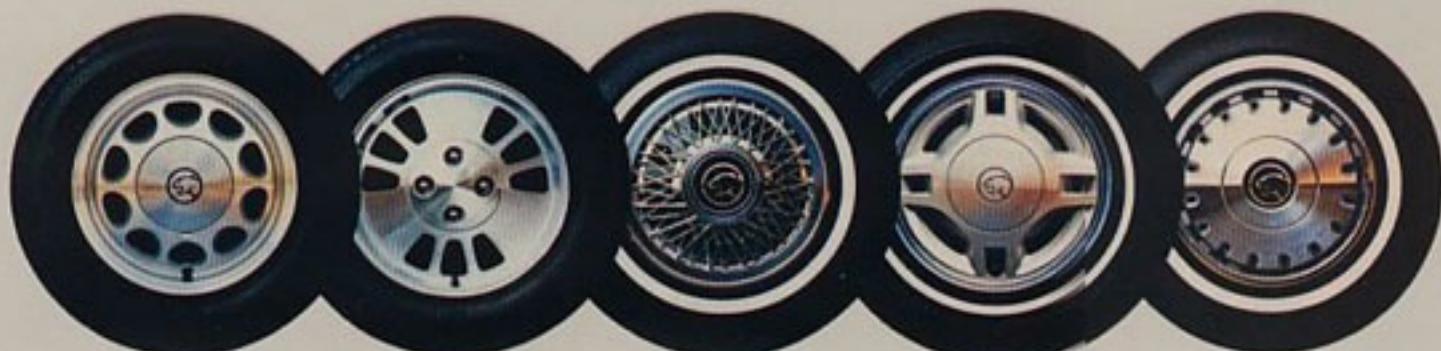
- Oxford Gray (LS and XR-7)
- Charcoal
- Sand Beige
- Canyon Red
- Regatta Blue

VINYL ROOF COLORS

- Block
- Oxford White
- Light Charcoal
- Medium Sand Beige
- Pastel Regatta Blue

SPECIFICATIONS

Wheelbase	104.0"
Turning diameter	39.4'
Overall length	197.6"
Overall height	53.4"
Overall width	71.1"
Tread - front	58.1"
- rear	58.5"
Head room - front	37.8"
- rear	37.4"
Leg room - front (max.)	42.0"
- rear (min.)	34.3"
Shoulder room - front	56.3"
- rear	55.2"
Hip room - front	55.8"
- rear	49.5"
Luggage capacity (cu. ft.)	14.6
Fuel tank capacity (gals.)	20.6
Curb weight (lbs.) -	3084
XR-7 -	3100



OPTIONS	Cougar	Cougar LS	Cougar XR-7	Cougar	Cougar LS	Cougar XR-7
Air conditioning, manual temperature control	OPT	OPT	OPT	RADIOS		
Air conditioning, automatic temperature control	OPT	OPT	OPT	AM/FM stereo with cassette tape player	OPT	OPT
Axle, Traction-Lok	OPT	OPT	STD	Electronic AM/FM stereo search with cassette tape player	OPT	OPT
Battery, heavy-duty	OPT	OPT	STD	Premium sound system	OPT	OPT
Bracket, front license plate (no cost)	OPT	OPT	OPT	Graphic equalizer* with Premium sound system	OPT	OPT
Clock, electronic digital	OPT	OPT	STD			
Cornering lamps, front	OPT	OPT	OPT			
Defroster, electric rear window	OPT	OPT	OPT			
Glass, tinted	OPT	STD	STD	OPTIONAL PACKAGES		
Illuminated entry system	OPT	OPT	OPT	DIAGNOSTIC WARNING LIGHT SYSTEM	OPT	OPT
Mats, front floor carpet	OPT	OPT	OPT	Includes warning lights for the following: check oil, low fuel, low washer fluid, low beam out, taillamps out, door ajar, and brake lamp out		
Mirror, dual illuminated visor vanity	OPT	OPT	OPT	ELECTRONIC INSTRUMENT CLUSTER	OPT	OPT
Mirrors, dual power remote-control	OPT	STD	STD	Includes digital speedometer, graphic display tachometer, oil pressure and temperature gauges, voltmeter, and Tripminder® computer		
Paint, clearcoat metallic	OPT	OPT	STD*	HEADLAMP CONVENIENCE GROUP		
Parking brake release, automatic	OPT	OPT	OPT	Includes Auto-Lamp on/off delay system and automatic headlamp dimmer		
Roof, half-vinyl	OPT	OPT	NA	LIGHT GROUP	OPT	OPT
Speed control, fingertip	OPT	OPT	OPT	Includes engine compartment light, dual beam dome/map light, instrument panel courtesy lights		
Steering wheel, leather-wrapped (requires speed control)	OPT	OPT	OPT	POWER LOCK GROUP	OPT	OPT
Steering wheel, tilt	OPT	OPT	OPT	Includes power door locks and decklid release, fuel filler release		
Stripes, hood accent	OPT	STD	OPT	HEAVY-DUTY SUSPENSION	OPT	OPT
Vent windows, pivoting* (requires tinted glass and dual power remote-control mirrors)	OPT	OPT	OPT	Includes heavy-duty shocks, rear springs, and rear stabilizer bar		
Windshield wipers, interval	OPT	OPT	OPT	KEYLESS ENTRY SYSTEM	OPT	OPT
				Includes illuminated entry system. Requires Power Lock Group		
POWER						
Power antenna	OPT	OPT	OPT	STD—Standard, OPT—Optional, NA—Not Available		
Power seat, six-way, driver	OPT	OPT	OPT			
Power side windows*	OPT	STD	STD			
Power seat, dual six-way power	OPT	OPT	OPT			
RADIAL TIRES						
P205/70R14 WSW	STD	STD	NA			
P205/70R14 BSW	OPT	OPT	NA			
P215/70R14 WSW*	OPT	OPT	NA			
P215/70R14 BSW*	OPT	OPT	NA			
P225/60VR15 BSW	NA	NA	STD			
220/55HR390 BSW	OPT	OPT	NA			
BSW—Black Sidewall WSW—White Sidewall						
WHEELS (shown left to right)						
Performance aluminum wheels	NA	NA	STD			
TR-type aluminum wheels*	OPT	OPT	NA			
Wire-style locking wheel covers	OPT	OPT	NA			
Polycast road wheels	OPT	OPT	NA			
Luxury wheel covers	OPT	STD	NA			

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.

From the start, Cougar was designed to provide the comfort, ride, and luxury expected in a fine personal luxury car.

Its handsome exterior appearance reflects that intent.

What is not so evident, however, is the major role Cougar's shape plays in helping to deliver these attributes.

A car's shape influences many aspects of its performance on the road. With the Cougar, this means its slick outer skin allows greater efficiency from its engine and transmission combination than would have been possible with a less aerodynamically efficient shape.

Cougar's aerodynamic design also helps improve handling and stability by decreasing the lift acting on the car.

Cougar's front is sloped to direct the

air flow up over the hood and the steeply angled windshield. A molded valence panel below the front bumper channels air away from the underbody to further reduce lift at highway speeds. Working together, these elements increase tire contact with the road surface resulting in improved traction.

Cougar's aerodynamic shape also helps make its interior quieter by reducing the effects of exterior factors that can cause wind noise. The car's aircraft-inspired doors which recess into the roof line help decrease turbulence.

Additionally, Cougar's aerodynamic shape helps cool the engine more efficiently by guiding air through the radiator and engine compartment.

But aerodynamic design isn't the only area in which the 1985 Cougar excels.

Cougar provides the driver with the engineering and design to take an active role in operating safety. Should the driver have to take evasive maneuvers in an emergency, Mercury Cougars are engineered to do their part.

All 1985 Cougars feature standard power rack-and-pinion steering for maneuvering in difficult situations. Rack-and-pinion, with its precision, provides control directly in response to driver commands.

A front stabilizer bar also is standard to help counteract the lateral forces that can be generated if sudden turns should be necessary.

Due to dynamic "weight transference" to the front of the vehicle during deceleration, the front brakes provide most of the actual stopping power in an emergency situation on dry pavement.

So Cougar has responsive power-

assisted brakes, disc brakes in front and drum brakes in the rear, to contribute to properly proportioned braking application.

Cougar's struts and shocks contain inert nitrogen gas permanently sealed at approximately 100 psi in a chamber above the hydraulic fluid. The gas exerts a constant pressure upon the fluid to prevent aeration. As a result, Cougar's suspension delivers a level of wheel control not possible with conventional struts and shocks.

The four-shock rear suspension on Cougar XR-7 helps maintain rear-axle stability during cornering, acceleration, and transitional maneuvers.

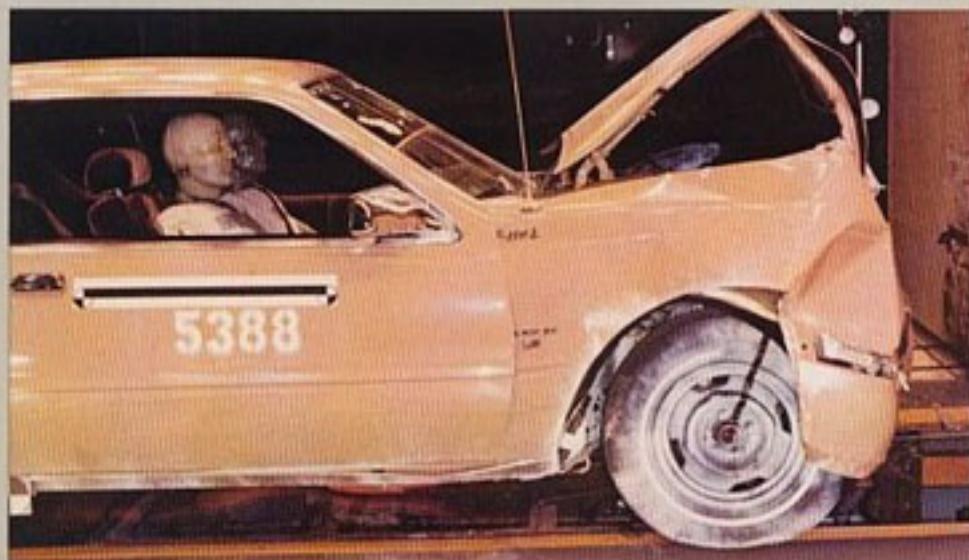
Cougar's suspension delivers a level of control not possible with conventional struts and shocks.

Cougar is engineered to meet or exceed all applicable federal standards regarding vehicle safety. For example, the front and hood area of the Cougar are designed to crush progressively upon impact. This absorbs some of the energy and can result in reducing the force that otherwise would be transmitted to the occupants.

Cougar's design also helps provide protection during side and rear impacts, as well as rollovers. The roof structure is designed to support more than one and a half times the total vehicle weight, and doors are equipped with inner guard beams which are designed to withstand a push test using twice the vehicle's weight. And unlike many cars which are equipped with 2½-mph bumpers,

1985 Mercury Cougar:

Quality, safety, and integrity are engineered into the product.



Cougar offers the protection of 5-mpg bumpers to help reduce damage to the vehicle from low-speed impacts.

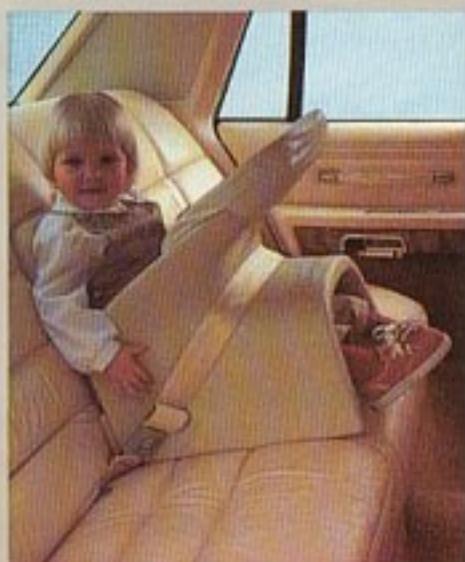
Cougar provides the driver with the engineering and design to take an active role in operating safety.

The inside of Cougar has been designed to help minimize injuries during a crash. Edges and protrusions have been contoured protectively, and the instrument panel hood, armrests, door panels, and sun visors are made of energy-absorbing materials to help cushion impact.

The use of seat belts by all vehicle occupants is strongly encouraged. Front seats feature integral lap and shoulder belts with automatic retractors and tension relievers. They are easy and comfortable to use. Lap belts are provided for the three rear-seat positions.

Occupant protection is not limited to adults, however. Several recent studies have shown that the proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal standards. Both are easy to install and use the seat belts already in Cougar. Regular use of both child restraints and seat belts is recommended, whether driving around the block or across the country.

1985 Mercury Cougar. Engineered to be driven with confidence.



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, Mercury Cougar oil changes are recommended at 7,500-mile intervals (5,000 miles for XR-7). Other recommended intervals are now: 30,000 miles between spark plug changes (15,000 miles for XR-7); 30,000 miles between air filter replacements (15,000 miles for XR-7); 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

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 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 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. 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 Cougar. To get copies of any adjustment program for your Mercury 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, 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 Cougar.

To get copies of these Technical Service Bulletins and explanations for your Mercury 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, 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 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 COUGAR

