

1984

MERCURY MARQUIS



Mercury Marquis, an intelligent approach to the family-size car.

Almost anybody who knows automobiles knows the Marquis name—and its reputation for elegant styling, roomy comfort, and a smooth, quiet ride. What some people may not know is that the classic virtues of Marquis have been designed into a trim, more contemporary package.

The 1984 Mercury Marquis is an automobile that combines many

advantages that once could not be found in the same car. It is a family car, to be sure, with four doors and ample room for up to six.

But Marquis also places strong design emphasis on driver comfort and control. The 105.6-inch wheelbase is long enough to deliver a ride you might not have thought possible in anything less than a full-size car, yet it is short enough to be agile in traffic and easy to park.

CLASSIC VIRTUES COMBINE WITH HIGH TECHNOLOGY

Though Marquis offers many traditional advantages, it is at the same

time engineered with the latest technology. For example, it features aerodynamic styling, with a sloping front and a raised rear deck—design characteristics that contribute to less wind noise, improved handling and directional control, more

efficient engine cooling, and less need for power and fuel to overcome wind resistance. Improved fuel economy* and performance are the primary benefits.

Marquis's advanced engineering is nowhere more evident than in its superb Nitro-cushion suspension,

shown on the next page. Sophisticated nitrogen-gas pressurized front struts and rear shocks work with the coil springs to soak up bumps before they are transmitted to the driver and passengers. Hence, a smoother, quieter ride than can be achieved with a conventional, non-pressurized design.

A DRIVER'S KIND OF CAR

The MacPherson-type strut front suspension with stabilizer bar and four-link rear suspension combine with Marquis's variable-ratio rack-and-pinion steering to offer responsive

handling and superb driver control. The steering is power-assisted—and it's standard.

Also standard is the 2.3 liter overhead cam four-cylinder engine,

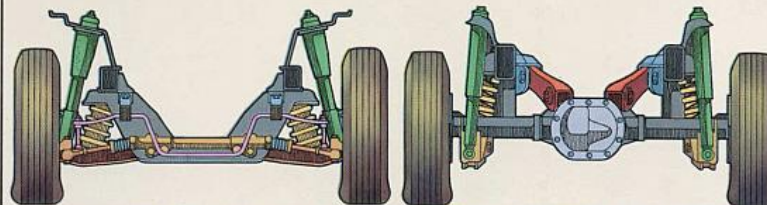
coupled with a 3-speed SelectShift automatic transmission. Standard, too, is an Electronic Engine Control system (EEC-IV) which controls engine operations to maintain

balanced performance and economy.

Here, then, is a car of solid value. One with an impressive balance of performance and economy, with a smooth ride, ample room for

up to six and crisp maneuverability. Indeed, the 1984 Mercury Marquis is a car of ingenuity and integrity.

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



Mercury Marquis Brougham in Medium Charcoal Metallic. Options shown are listed on page 12.



Room for up to six to ride in comfort and style.

The ideal mid-size car should have an interior that is more than just big enough to fit up to six people. It should have an interior big enough to accommodate all of them in stretched-out comfort and elegant style.

Mercury Marquis for 1984. Its trim mid-size body encloses a surprisingly roomy passenger compartment which, as shown on the

next page, features a deep-well floor design that provides extra legroom, particularly for rear-seat passengers.

Consider the Marquis Brougham interior with its Twin Comfort Lounge seats, featuring dual recliners and individual fold-down center armrests. It presents a beguiling blend of rich luxury seasoned with a hearty helping of practicality. Elegant cloth upholstery is standard. Optional vinyl trim is also available. And, of course, so are leather seating surfaces. A Flight Bench seat is also available.

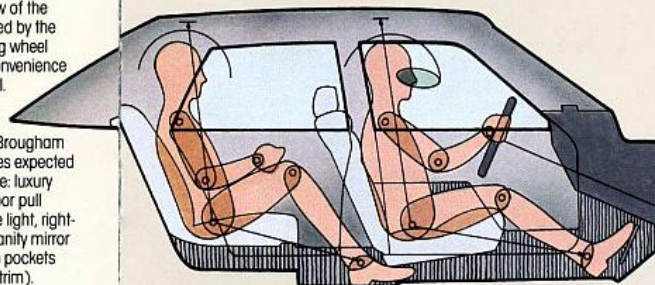
All choices are fashioned and fitted with painstaking care and a commitment to quality to enhance Marquis's driving and riding pleasure.

IT'S NICE TO BE IN THE DRIVER'S SEAT

As in all 1984 Marquis models, the Brougham seat is shaped to the human form. The idea is not only to provide continuous support, but to hold the driver comfortably in place in tight turns. Also, the automatic retracting front seat belts feature a tension reliever, to increase comfort and encourage their use.

Every Marquis driver also will appreciate the open view of the instrument panel provided by the sensible A-frame steering wheel design, as well as the convenience of its center horn control.

On top of all these comforts and conveniences, Marquis Brougham offers the special touches expected in a car of such elegance: luxury door trim panels with door pull straps, dual-beam dome light, right-hand illuminated visor vanity mirror and front seatback map pockets (not available with vinyl trim).



LUXURY AS YOU LIKE IT

A gratifying list of options is also available, including the electronic Tripminder® computer and the Automatic Temperature Control Air Conditioner. The Tripminder® computer displays a full range of data—hour/minute/day/date; elapsed time; distance traveled and average speed; fuel consumption; and both instantaneous and trip-average fuel economy. All at the push of a button. All to make your driving

experience more convenient and enjoyable.

Luxurious comfort, ample room, sheer elegance—combined with pure practicality. That's the idea inside Marquis and Marquis Brougham.

Marquis Brougham reclining Twin Comfort Lounge seats in Oxford Gray. Options shown are listed on page 12.





Mercury Marquis, a driver's kind of family car.

Mercury Marquis proves that a family sedan doesn't have to sentence the driver to a dull driving experience. A fuel efficient* 2.3 liter four-cylinder engine and three speed SelectShift automatic transmission combine with variable-ratio power rack-and-pinion steering and Mercury's unique Nifra-cushion suspension—all standard—to provide a balance between performance and economy all-too-often compromised in cars of Marquis's class.

But herein lies the beauty of Marquis. To be sure, the sedan's standard four-cylinder engine and automatic transmission are responsive to most everyone's economy and performance needs. Realizing, however, that there are those who require more of one than the other, Mercury offers the following choices.

PERFORMANCE OR ECONOMY?

Marquis sedans offer an optional propane-fueled 2.3 liter four-cylinder engine together with the standard SelectShift automatic transmission. Or, when higher performance is needed, Marquis offers an electronically fuel injected 3.8 liter V-6 engine, available with SelectShift automatic transmission (standard on the

Marquis Wagons). Electronic Fuel Injection (EFI) replaces the conventional carburetor and provides totally accurate fuel/air metering, for peak performance. For a smooth blending of convenience, fuel economy and performance team the 3.8 liter V-6 engine with the optional four-speed automatic over-drive transmission. It automatically shifts into overdrive at about 40 miles per hour. The engine then works less hard, running at a lower rpm, to maintain cruising speed.

PERSONALIZING MARQUIS

Many options are available to tailor Marquis to individual taste. For instance, there is a carriage roof in cloth or vinyl, or one of five Tu-Tone paint schemes to distinguish Marquis's aerodynamic lines. There are six-way power assists to enhance the comfort of Marquis's standard Twin Comfort Lounge seats. There is a 20-gallon fuel tank (sedans only) to extend Marquis's driving range and cut down on fuel stops. And there is a trailer towing option which is described on page 8.

Mercury Marquis. The value-packed 1984 mid-size family car that knows how to cater to the individual needs of the driver and his or her passengers.

*See EPA mileage statement on page 3.

Mercury Marquis in Black.

Marquis reclining Twin Comfort Lounge seats in Canyon Red. Options shown are listed on page 12.



Marquis Wagon, function and elegance beautifully combined.

Without doubt, here is a most sensible way to have the well-appointed style of a mid-size car and the functional carrying capacity of a wagon all in one. The Mercury Marquis Wagon for '84. It provides the trim good looks and roomy comfort similar to the sleek Marquis Sedan, in special station wagon style. And features a spacious glassed-in cargo area large enough for groceries, luggage, sports equipment, shrubs—whatever you need to carry.

The Marquis Wagon offers easy access to its carpeted cargo area with either an easy-to-lift tailgate or an optional two-way liftgate. And once inside, plenty of capacity here—75.4 cubic feet* with the rear seat down, 41.6 cubic feet when it's up. To help keep valuable items out-of-sight, a locking storage compartment is provided. Other important Marquis Wagon standard features include a liftgate-open warning light and a cargo area lamp that conveniently illuminates the cargo area.

FOR WORK OR PLAY

The husky standard 3.8 liter V-6 with the SelectShift automatic transmission makes easy work of hauling. And, under normal load conditions, Marquis Wagon's standard Nitro-cushion suspension helps see to it that the ride is nice and easy.

To extend Marquis Wagon's towing capacity up to 3,500 pounds, a medium-duty (Class II) Trailer Towing Package is available. Among the special equipment this option

provides is: a heavy-duty battery, heavier duty suspension components, conventional spare tire, a 3.45 rear axle ratio, wiring harness, heavy-duty radiator and auxiliary transmission and power steering external oil coolers. For a complete list, please consult your salesperson.

While Marquis can be one hard-working wagon, up front you get the same outstanding appointments and comforts as with Marquis Sedans—reclining Twin Comfort Lounge seats with fold-down center armrests, or optional Flight Bench seat—thick sixteen-ounce color-keyed carpeting, padded vinyl door trim panels with cloth inserts and front door map pockets. (See page 11 for a more complete listing of standard features.)

A WAGON THAT'S FUN TO DRIVE

As in all Marquis models, great emphasis has been put on driving satisfaction. Power rack-and-pinion steering, front stabilizer bar, power brakes, and steel-belted radial tires—all standard—combine to make driving this wagon a pure pleasure. Large expanses of glass allow visibility all around. Marquis's trim size helps provide superb maneuverability in heavy traffic and lets you slide into tight parking places. At night, standard halogen headlamps shed a bright, white light on the road ahead, to help make night driving easy.

Mid-size on the outside, spacious on the inside. Function and elegance beautifully combined. 1984 Mercury Marquis Wagon.

*Based on MVMA ratings.

Marquis Wagon in Dark Walnut Metallic. Options shown are listed on page 12.

Marquis Wagon in Light Academy Blue Metallic.

Marquis Wagons feature an easy-lifting tailgate—standard—and offer the extra convenience of an optional two-way liftgate.



Marquis, designed for today's kind of driving.

Marquis is the product of an engineering commitment to comfort and efficiency. The goal was to create a fine balance between the feel and room associated with larger automobiles and the efficiency and exterior dimensions of traditional mid-size automobiles.

CONSTRUCTION

To achieve size, strength and weight objectives, unitized body construction was chosen. This technique resulted in the formation of a strong body shell without the weight of body-frame construction. It also provided an excellent design for reaching the ride and handling objectives. The exterior was where the designers were allowed to really exercise their creativity to achieve efficiency through aerodynamics—important because of the many ways in which aerodynamics affects vehicle performance.

One of the most obvious benefits is found in fuel efficiency. For every 10% improvement that can be made in aerodynamics, a gain of approximately 2% can be realized in fuel economy at highway speeds.*

This attention to aerodynamic detail is evident in many areas. For instance, not only is Marquis's front-end sloped to allow air to easily flow over the body, rather than under it to help reduce lift, the windshield is also steeply angled to reduce wind resistance, while the rear deck is raised and features a sharp, sculpted end to direct air flow and reduce drag. Even the front and rear 5-mph, impact-absorbing bumpers are fitted with soft plastic moldings to channel the air properly.

After more than 61 hours of wind tunnel testing, the Marquis emerged with a drag coefficient (CD) of .37—one of the most efficient of non-hatchback 5-passenger sedans.

QUALITY

Over 14,000 owners of new 1983 vehicles across the country were asked to evaluate the quality of their cars. Everything from engine performance, electric systems and paint, to squeaks, rattles and wind noise. The results? They showed Ford Motor Company building the highest quality cars of all major U.S. manufac-

turers—and beating, or tying, many overseas car companies which, until now, had the image of being better.**

Consistent with the results of this newest survey is the fact that, since its introduction in a new form last year, Marquis has consistently received high quality rankings.† Naturally, for 1984, the goal is to be even better. And one of the key elements in the attainment of this quality is the people who build Marquis.

EMPLOYEE INVOLVEMENT

Employee Involvement begins well before the assembly line ever starts, and continues through the entire process. Employee Involvement Groups, made up of volunteer workers from specific areas, meet on a regular basis to discuss ways in which they can improve the quality of their work and the product.

Also, Quality/Reliability Teams, made up of representatives from Engineering, Manufacturing, Assembly, Service, and outside suppliers meet to examine new plans or proposed changes in their earliest stages.

There are some areas, of course, in which the search for quality must surpass the realm of human ability. State-of-the-art technology assures excellent quality in several phases of Marquis assembly.

For monitoring the uniformity of metal surfaces an instrument known as Surtronic 3 is often used. This quality audit device is so sensitive that it can detect surface irregularities, most of which are beyond the perception of the human eye.

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

EEC-IV

This is the fourth generation of Ford Motor Company's Electronic Engine Control Systems, which employ state-of-the-art microcomputer technology to control engine operations.

EEC-IV senses when the engine is operating rich or lean, then orders the Electronic Fuel Injection system (EFI) to modify the fuel/air ratio to increase combustion efficiency, providing better starting, driveability, and performance. It has an electronic

diary that continuously records engine operation information for quick, easy diagnosis at service intervals. EEC-IV even shuts off the air conditioning compressor so as not to divert power when maximum acceleration is needed such as when passing on the highway. It also continuously adjusts many functions to maintain a smooth idle: fuel/air ratio, spark timing, and volume of incoming air. Additionally, EEC-IV is programmed to compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.

SUSPENSION

In the initial design of Marquis, significant steps were taken to achieve a smooth, comfortable ride. Therefore, Mercury's unique Nitra-cushion suspension, with its nitrogen-gas pressurized front struts and rear shock absorbers, was incorporated. Unlike conventional hydraulic shock absorbers—that can lose their damping characteristics through aeration of the fluid during hard use—these gas-pressurized shocks and struts provide a more consistent damping force, especially during severe usage. Nitrogen pressurization virtually eliminates aeration from occurring.

Marquis's smooth, comfortable ride is also a result of the use of Teflon-coated front strut pistons, minimum friction strut oil seals, and double microfinished and chromed strut rods.

OPERATING SAFETY

All too often, people think of safety only in terms of the protection a motor vehicle will provide in an emergency situation. Marquis, however, is engineered to help the driver take an active part in operating safety.

Marquis comes standard with precise rack-and-pinion steering which delivers sensitive road feel. In an emergency braking situation on dry pavement, with a car like Mercury Marquis, most of the braking forces must be absorbed by the front brakes. For that reason, Marquis is equipped with large diameter power front disc/rear drum brakes (10-inch



front/9-inch rear on sedans; 10-inch front and rear on wagons).

OCCUPANT PROTECTION

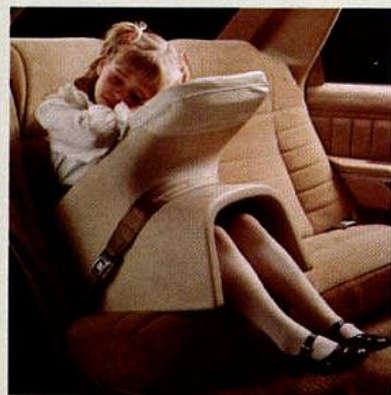
Marquis is engineered to meet or exceed all applicable federal safety regulations.

Marquis is designed to help protect its occupants in a frontal impact from forces that tests show are equivalent to one that would be generated by dropping the vehicle on its nose from a height of 30 feet.

Both the front and rear ends of the Marquis are purposely intended to crush in a predictable manner upon barrier impact. This absorbs some of the impact energy and can result in reducing the force that otherwise would be transmitted to occupants.

Inside, Marquis has been designed to be free, wherever possible, of extreme protrusions, that could aggravate 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. And of course, seat belts are installed for each passenger.

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 requirements. Both are easy to install and use the seat belts already in Marquis. Mercury strongly recommends regular use of both child restraints and seat belts, whether you're going around the block or across the country.

Mercury Marquis. A trim-size car designed to make driving a pleasure.

*See EPA mileage statement on page 3.

**Based on a survey of owner-reported problems during the first 3 months of ownership of 1983 cars designed and built in the U.S.

†Based on surveys of new-vehicle owners during the last year.



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LINCOLN-MERCURY DIVISION 