

1984

MERCURY GRAND MARQUIS



Mercury Grand Marquis, a car of uncompromising integrity.

The spacious and luxurious full-size American car lives on. A car of substance. A car with a tradition of quality. A car employing up-to-date technology. A six-passenger car which will not, from the minute you enter, compromise its commitment to deliver complete comfort and a totally satisfying ride.

POWER COMBINED WITH ECONOMY

Power is provided by another American standard, the 5.0 liter V-8 engine. Here is a superb blend of tra-

dition and technology. Conventional carburetion is replaced by more precise Electronic Fuel Injection (EFI). And the Electronic Engine Control system (EEC-IV) monitors changing engine needs and responds by metering out just the right fuel/air mixture for maximum efficiency. Power, fuel economy* and drivability are kept at peak levels. The 5.0 liter V-8 also boasts self-adjusting hydraulic valve lifters, and a strong cast-iron block.

A four-speed Automatic Overdrive Transmission combines convenience, fuel economy* and performance. The

transmission automatically shifts into overdrive at about 40 miles per hour. The engine then works less hard, running at lower rpm, to maintain cruising speed. In addition, its 100% mechanical lockup in fourth gear eliminates the slippage of conventional three-speed automatics, for additional fuel economy.

GRAND MARQUIS'S LEGENDARY SMOOTH, QUIET RIDE

Much of Grand Marquis's gentle ride can be attributed to its carefully engineered frame and suspension system. Torque box structures on the

two frame side rails help absorb the shock of rough roads. Rubber body mounts between frame and body cut down on road noise and vibra-

tion. The result: remarkable quietness. The long- and short-arm coil spring front suspension is engineered to provide the smooth, full-

size ride that is the hallmark of Grand Marquis. As shown, it features a stabilizer bar, "lubed-for-life" upper ball joints, upper and lower control arm bushings and specially designed shock absorber valving.

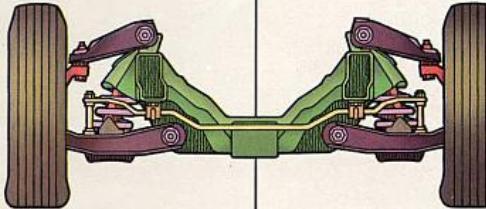
Coil springs centered over the axle and nearly vertical shock absorbers mounted in front of the axle are at the heart of the rear suspension. This arrangement—absorbing noise, vibrations, and harshness—helps Grand Marquis take on virtually everything the road dishes out before it

can get to the driver and passenger compartment.

Grand Marquis—from road to roof, it is a car of uncompromising integrity.

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

Mercury Grand Marquis LS four-door Sedan in Dark Walnut Metallic. Options shown are listed on page 12.



Grand Marquis, the All-American luxury experience.

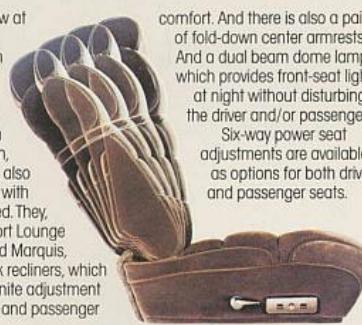
Mercury Grand Marquis interiors offer more than comfort and elegance—though there are generous helpings of each. They offer room to stretch out and be comfortable. Room to relax. This is a car everyone can feel at home in.

Indeed, Grand Marquis honors the classic tradition of spacious six-passenger American cars—with 132 cubic feet of useable space in sedans, 165 cubic feet in wagons*—delivering the room that 99% of today's cars can't.

Take a look now at Grand Marquis LS. Begin with the Twin Comfort Lounge seats. The name suits them. Shown here upholstered in Walnut Luxury cloth, they are, of course, also available in leather with vinyl trim, if preferred. They, like the Twin Comfort Lounge seats in every Grand Marquis, have dual seatback recliners, which provide virtually infinite adjustment for individual driver and passenger

comfort. And there is also a pair of fold-down center armrests. And a dual beam dome lamp, which provides front-seat light at night without disturbing the driver and/or passenger.

Six-way power seat adjustments are available as options for both driver and passenger seats.



With front seats aligned, there is plenty of room for a third passenger. maps, magazines or other materials you choose to carry.

COMFORT EVEN IN THE REAR SEAT

Rear-seat passengers are not forgotten in Grand Marquis LS. Their experience will be reminiscent of the days of chauffeured elegance. Here, too, is a fold-down center armrest that transforms ample seating for three into lounge seating for two. Pockets on front seatbacks hold

Floor space in the Grand Marquis LS is covered by rich, eighteen-ounce, cut-pile carpeting, which adds to the interior's cuddling effect. Inner door panels get the luxury treatment, too. They carry full-length woodtone-trimmed armrests with courtesy lamps and door pull straps, and feature the same cloth covering as the seats. Lower door panels feature carpeting that complements the floor covering.

LARGEST CARGO CAPACITY AVAILABLE TODAY

Even Grand Marquis's trunk is carpeted and equipped with a covered mini-spare tire. A full-size car should be equipped with a full-size trunk. So this one's deep-well design is spacious enough for even upright storage of suitcases and other items. Cargo capacity: a huge 22.4 cubic feet!*

Just having an interior that seats six comfortably would be satisfying to those people who still

appreciate an all-American, full-size car. Lincoln-Mercury has gone well beyond that simple requirement. When you drive or ride in a Grand Marquis, you know you are seated in luxury.

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

Grand Marquis LS standard Twin Comfort Lounge seating in Walnut.

Options shown are listed on page 12.





Grand Marquis Two-Door, distinctive personal styling.

Lincoln-Mercury understands that many people who prefer the luxury of a full-size car also desire the personal feel of a two-door. The response is a two-door sedan version of both Grand Marquis and Grand Marquis LS.

A glance at Grand Marquis two-door shows you that no luxury touches have been overlooked. The wrapover roof molding and coach lamps are set off by rear-quarter windows. Twin Comfort Lounge seats are standard on all models. With center armrests down, an individual seating arrangement is created that fits perfectly with the two-door's individual style. Grand Marquis also comes with a standard, luxury four-spoke steering wheel backed up by a brushed aluminum and woodtone-trimmed instrument panel. The optional Tripminder® computer, shown and described on page 13, adds an ultra-modern look along with ultra-modern convenience.

A QUALITY DRIVING EXPERIENCE

The 5.0 liter V-8 with Electronic Fuel Injection and Automatic Overdrive Transmission are also standard. Power steering, a sure-stopping power front disc/rear drum brake system, steel-belted radial white sidewall tires, and a front stabilizer bar all go a

long way to make every Grand Marquis a quality driving experience.

PERSONALIZING GRAND MARQUIS

Grand Marquis provides a wide range of standard equipment, but for those who wish to tailor it to their individual taste, an equally wide range of options is available. Music lovers can choose the standard AM/FM stereo radio or either of two optional sound systems, including one with a Dolby® noise reduction system. There also is the choice of tilt steering wheel, fingertip speed control, six-way power seats and leather seating surfaces (LS only), to create the ultimate luxury experience. Or select manual or automatic climate control air conditioning, intermittent windshield wipers or electric rear window defroster.

Grand Marquis's outward appearance also may be personalized with a Tu-Tone paint scheme, formal vinyl roof (four-door sedans only), or hood accent stripes. And for those who prefer an increased sense of the road, Grand Marquis's standard suspension system can be enhanced with a handling option. It includes revised shock absorbers and front springs, and front and rear stabilizer bars—welcome additions when the road runs to curves.

The Grand Marquis two-door—styled to suit your taste.

Dolby® is a registered trademark of Dolby Laboratories, Inc.

Mercury Grand Marquis two-door Sedan in
Midnight Blue Metallic.
Options shown are listed on page 12.



Grand Marquis Wagons, luxurious working cars.

You may have thought the days of the full-size American station wagon were past. Well, take a good look at Grand Marquis Colony Park and Colony Park LS Wagons.

Here is room for six to ride in total comfort, plus 52.5 cubic feet* of useable space all told. Here is an automobile of tradition built to fill your special needs today. Colony Park and Colony Park LS share the distinctive style of Grand Marquis Sedans, then go a step further to provide large and functional cargo compartments.

AMERICA'S ROOMIEST WAGONS

Consider cargo compartments, the heart of any wagon. With the rear seatback up, there's plenty of room for luggage or groceries. When you have a big load to haul, like furniture or building materials, the Colony Park Wagons really shine. Fold down the rear seatback. Cargo space is expanded to 89.3 cubic feet.*

Loading and unloading is a breeze, thanks to the standard three-way tailgate and power tailgate window. A tailgate-activated cargo compartment light makes

working in subdued light easier. Smaller precious cargo may be carried out of sight in a lockable stowage compartment. Load floor carpeting is standard, for the protection of large valuables, and is easily removed when carrying a rough load.

COMFORT AND UTILITY, COMBINED

Passenger comfort is supplied by Twin Comfort Lounge seats. For Colony Park, standard seat covering is functional, easy-to-clean vinyl, with

cloth or Duraweave materials optional. For Colony Park LS, luxurious cloth upholstery is standard, while soft, supple leather seating surfaces are optional. If your wagon is to be used primarily as a people hauler, optional dual facing rear seats accommodate two more passengers.

Colony Park and Colony Park LS are every bit the luxurious, comfortable riding cars as the sedans, but are built to deliver the working capabilities you expect in a wagon. The standard 5.0 liter V-8

with EFI and automatic overdrive transmission are the right combination for a vehicle of this kind, as are power steering and power brakes. A standard perimeter frame and conventional spare tire provide an added ruggedness and a feeling of security.

For those whose carrying demands will exceed the capabilities of Colony Park's standard suspension, a heavy-duty suspension package can be added. It provides a bigger front stabilizer bar, heavy-duty

springs and revised shock absorbers. Or there is the heavy-duty Trailer Towing Package (Class III). With it, Colony Park has what it takes to become a vacation machine.

Capable of pulling up to a 5,000-pound load, it includes special suspension components, a heavy-duty radiator, 3.55:1 rear axle ratio, trailer wiring, plus auxiliary power steering and transmission oil coolers to keep these systems from overheating and help them take every demand in stride.

Mercury Grand Marquis Colony Park and Colony Park LS Wagons.

Luxury vehicles that are a pleasure to drive or ride in, and are always ready to work.

*Based on MVMA specifications.

Grand Marquis Colony Park LS in Oxford White. Options shown are listed on page 12.



Standard Features

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

- 5.0 liter V-8 with Electronic Fuel Injection and Automatic Overdrive Transmission
- Power steering
- Power front disc/rear drum brakes
- Front stabilizer bar
- Four-door link rear suspension
- Long- and short-arm coil spring front suspension
- Low-profile P215/75R14 steel-belted radial white sidewall (WSW) tires
- Power windows
- 71-amp-hr. maintenance-free heavy-duty battery
- Luxury sound package
- 18-gallon fuel tank
- Driver's side remote-control mirror
- Deep-well luggage compartment

SELECTED STANDARD INTERIOR FEATURES

- Reclining Twin Comfort Lounge seats trimmed in cloth
- Color-keyed deluxe seat belts with tension reliever
- Electronic digital clock
- Day/night mirror
- Four-spoke color-keyed luxury steering wheel
- Steering column-mounted stalk controls for washer/wiper, high/low headlamp beam, horn, and optional tilt steering wheel control
- AM/FM stereo radio with dual rear speakers (may be deleted for credit)
- 16-ounce color-keyed cut-pile carpeting
- Door trim panel with upper woodtone applique, and pull straps
- Full-length door armrests with door lock controls
- Rear-door courtesy light switches
- Dual instrument panel courtesy lights
- Trunk, glove box, and front ashtray lights

SELECTED STANDARD EXTERIOR FEATURES

- Deluxe wheel covers
- Dual halogen headlights
- Vinyl coach roof with coach lamps
- Bright belt, wheel-lip, roof drip, windshield, hood rear edge, headliner, parking lamp end window frame moldings

GRAND MARQUIS LS 2-DOOR AND 4-DOOR SEDANS

- Include all Grand Marquis standard features, plus the following selected additions and/or differences:
- Luxury cloth seat trim in unique sew style
- Rear-seat folding center armrest
- Map pockets in front seatback
- Luxury door trim panels with armrest woodtone inserts and courtesy lights
- Passenger's side visor vanity mirror
- Dual beam dome light
- Tinted glass

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 in unique sew style
- Seatback map pockets
- Luxury door trim panels with armrest, woodtone insert and courtesy lights
- 18-ounce color-keyed cut-pile carpeting

SEATING CHOICES

- Twin Comfort Lounge seats trimmed in cloth (or in optional vinyl) are standard on Grand Marquis Sedans in Oxford Gray, Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Luxury cloth seat trim in luxury cloth with unique sew style (or in optional leather with vinyl trim) are standard on Grand Marquis LS Sedans and Colony Park LS Wagons in Oxford Gray (Grand Marquis Sedans only), Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Passenger's side visor vanity mirror
- Dual beam dome light
- Tinted glass

GRAND MARQUIS COLONY PARK WAGON

- Includes all Grand Marquis Sedan standard features, plus the following selected additions and/or differences:
- Reclining Twin Comfort Lounge seats in vinyl
- Three-way tailgate
- Removable load floor carpet
- Lockable storage compartment
- Molded quarter trim storage trays
- Cargo compartment light
- Tailgate door opening light switch
- Fold-down rear seatback
- Conventional spare tire/wheel
- 18-5 gallon fuel tank
- Bodyside and tailgate Rosewood woodtone appliques/bright and woodtone rails
- Bright and black tailgate window molding
- Tinted power tailgate window

GRAND MARQUIS COLONY PARK

- Includes all Grand Marquis Colony Park Wagon standard features, plus the following selected additions and/or differences:
- Luxury cloth seat trim in unique sew style
- Seatback map pockets
- Luxury door trim panels with armrest, woodtone insert and courtesy lights
- 18-ounce color-keyed cut-pile carpeting

SEATING CHOICES

- Twin Comfort Lounge seats trimmed in cloth (or in optional vinyl) are standard on Grand Marquis Sedans in Oxford Gray, Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Luxury cloth seat trim in luxury cloth with unique sew style (or in optional leather with vinyl trim) are standard on Grand Marquis LS Wagons in Oxford Gray (Grand Marquis Sedans only), Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Passenger's side visor vanity mirror
- Dual beam dome light
- Tinted glass

STANDARD EXTERIOR COLORS

- Black
- Oxford White
- Silver Metallic
- Medium Charcoal Metallic
- Midnight Canyon Red Metallic
- Dark Walnut Metallic
- Light Desert Tan
- Pastel French Vanilla
- French Vanilla Metallic
- Midnight Blue Metallic

OPTIONAL GLAMOUR COLORS

- Medium Canyon Red Metallic
- Medium Blue Metallic
- Desert Tan Metallic

STANDARD INTERIOR COLORS

- Oxford Gray
- Canyon Red
- Midnight Blue
- Walnut
- French Vanilla

VINYL ROOF COLORS

- Oxford White
- Medium Canyon Red
- Black
- Light Desert Tan
- Pastel French Vanilla
- Light Charcoal
- Midnight Blue
- Dark Walnut

SEATING CHOICES

- Twin Comfort Lounge seats trimmed in cloth (or in optional vinyl) are standard on Grand Marquis Sedans in Oxford Gray, Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Luxury cloth seat trim in luxury cloth with unique sew style (or in optional leather with vinyl trim) are standard on Grand Marquis LS Wagons in Oxford Gray (Grand Marquis Sedans only), Canyon Red, Midnight Blue, Walnut, or French Vanilla.
- Passenger's side visor vanity mirror
- Dual beam dome light
- Tinted glass

Options

	Grand Marquis	Grand Marquis LS	Colony Park	Colony Park
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
Ale, traction-locked	OPT	OPT	OPT	OPT
Bumper bar 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	NA	NA	NA
Gloss, tinted complete*	OPT	STD	STD	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, RH remote control convex	OPT	OPT	OPT	OPT
Molding, bodyside protection	OPT	OPT	OPT	OPT
Molding, rocker panel	OPT	OPT	OPT	OPT
Paint - glamour	OPT	OPT	OPT	OPT
Paint - tu-tone	OPT	NA	NA	NA
Protection, lower bodyside	OPT	OPT	OPT	OPT
POWER				
Power antenna*	OPT	OPT	OPT	OPT
Power lock group	OPT	OPT	OPT	OPT
Power seat, 6-way, driver's side	OPT	OPT	OPT	OPT
Power seat, 6-way, driver and passenger	OPT	OPT	OPT	OPT
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
Remote-control locking fuel filler door*	OPT	OPT	OPT	OPT
Roof - formal coach vinyl (4-door only)	OPT	OPT	NA	NA
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
RADIAL TIRES/WHEELS				
P225/75R14 WSW	OPT	OPT	OPT	OPT
P205/75R15 WWSW(a)	OPT	OPT	OPT	OPT
P205/75R15 WWSW	OPT	OPT	OPT	OPT
puncture-seal(a)	OPT	OPT	OPT	OPT
Conventional spare tire	OPT	OPT	STD	STD
Wire-style wheel covers (locking)	OPT	OPT	NA	NA
Turbo spike cast aluminum wheels*	OPT	OPT	OPT(b)	OPT(b)

WSW=White Sidewall. WWSW=Wide White Sidewall.
(a) Includes 15" wheel covers on sedans only. (b) Required with 16" tires.

OPTIONAL PACKAGES

- CONVENIENCE GROUP: Includes intermittent windshield wipers, power decklid/tilt gate 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 tiltgate lock on station wagon, power decklid release on sedans, and power door locks.
- 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 II). 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 front/rear wheel reduction, 3.65:1 rear axle ratio and heavy-duty U-joints.

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. Dolby® is a trademark of Dolby Laboratories, Inc.

OPTIONAL TU-TONE PAINTS

UPPER COLOR	LOWER COLOR	INTERIOR	VINYL ROOF
Dark Walnut Metallic	Desert Tan Metallic	Walnut	Dark Walnut
Medium Canyon Red Metallic	Midnight Canyon Red Metallic	Oxford Gray, Canyon Red	Medium Canyon Red
Midnight Blue Metallic	Medium Blue Metallic	Midnight Blue	Midnight Blue
Pastel French Vanilla Metallic	French Vanilla	Pastel French Vanilla	Pastel French Vanilla
Silver Metallic	Medium Charcoal Metallic	Oxford Gray, Canyon Red	Light Charcoal

GRAND MARQUIS SPECIFICATIONS

	2-Door Sedans	4-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"
Headroom - front	37.9"	37.9"	38.6"
(rear)	37.2"	37.2"	39.1"
Legroom - front (max.)	42.1"	42.1"	42.1"
(rear)	40.7"	40.7"	39.5"
Hiproom - 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 min-size cu. ft.	22.4	22.4	-
Wagon cargo volume	-	-	89.3
Behind front seat (cu. ft.)	-	-	52.5
Behind rear seat (cu. ft.)	-	-	-

OPT = Option. STD = Standard. OPT(b) = Option. STD(b) = Standard.

Selected Options



ELECTRONIC AM/FM STEREO SEARCH RADIO with cassette tape player (shown) and Dolby® noise reduction system is one of two Grand Marquis radio options.

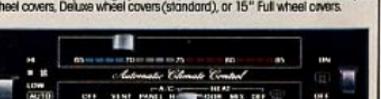
Add optional Premium Sound System for improved sound quality. This system includes two additional full range premium door speakers and a supplemental power amplifier. TRIMINDER® COMPUTER. Data on Time, Trip (odometer and average speed), Fuel (economy and consumption) and English/Metric conversion of your fingertip with this high-tech option.



TILT STEERING WHEEL. This wheel adjusts to the positions for driving comfort, ease of entry and exit. (Optional leather-wrapped.)
FINGERLIP SPEED CONTROL: Relieves tension during extended driving trips. Leather-wrapped steering wheel with "resume" feature replaces the standard steering wheel.



WHEELS AND WHEEL COVERS. Add that extra touch of class to Grand Marquis with a choice of (left to right) Turbine spike cast aluminum wheels, Wire-style wheel covers, Deluxe wheel covers (standard), or 15" Full wheel covers.



AIR CONDITIONER. Available with either manual or automatic climate controls. For comfortable driving on even the hottest summer days.

Motorcraft



QUALITY REPLACEMENT PARTS FROM FORD

The 1984 Mercury Grand Marquis comes equipped with factory engineered and approved parts including a Motorcraft battery, shock absorbers, spark plugs, long life oil filters, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673. Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System, P.O. Box 9542, 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 Grand Marquis.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System, P.O. Box 9542, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

Buy or lease your Grand Marquis from your Lincoln-Mercury Dealer.

EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on Lincoln-Mercury cars for the vehicle's basic warranty. The cost is no more than the protection offered that it could pay for during its 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 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 of charge, free labor. Even if the cost of a repair is more than the original equipment listed is subject to change. Some terms described are optional or extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

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 off 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 Grand Marquis.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673. Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System, P.O. Box 9542, 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 Grand Marquis.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you: Call Ford toll-free at 1-800-241-3673. Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System, P.O. Box 9542, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on Lincoln-Mercury cars for the vehicle's basic warranty. The cost is no more than the protection offered that it could pay for during its 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 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 of charge, free labor. Even if the cost of a repair is more than the original equipment listed is subject to change. Some terms described are optional or extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.

Grand Marquis, designed for the quality-minded buyer.

From the outset, Grand Marquis was designed and engineered with a single purpose in mind: To provide the six-passenger comfort, ride and luxury associated with an automobile of traditional full-size dimensions.

CONSTRUCTION

Grand Marquis's body-on-frame construction and strategically positioned rubber mounting points, previously discussed on page 3, are important factors in achieving these driver and passenger comfort-oriented goals.

Multi-piece, reinforced center pillars and welded rear wheelhouses with both inner and outer steel panels strengthen the body sides. Even the floor is reinforced with sheet metal crossmembers.

In addition, while some car companies have reverted to 2½ mph bumpers for their cars, Grand Marquis provides 5 mph bumpers front and rear. This helps protect the lights, cooling system and exhaust components and helps reduce the repair cost of low speed impacts.

QUALITY

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

As relates specifically to Grand Marquis, this survey more than confirms what its owners already knew: For the past two years Grand Marquis has rated as one of the highest quality automobiles built in America. Naturally, for 1984, the goal is to be even better. And one of the key elements in Grand Marquis's success is the people who build it.

Employee Involvement, as it is called, begins well before the assembly line ever starts, and continues

throughout 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 plans or proposed changes in the earliest stages.

Of course, there are some areas 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 Grand Marquis assembly.

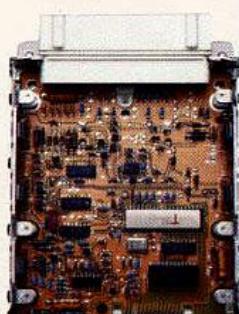
For monitoring the uniformity of metal surfaces an instrument known as Surtronic 3 is often used. This quality device is so sensitive that it can detect surface irregularities, most of which are beyond the perception of the human eye.

For testing the electrical system, a portable computer called UNIMETS does the job. A pre-delivery inspector can test the entire electrical system simply by plugging UNIMETS into the cigarette lighter.

ENGINE AND TRANSMISSION

One of the great luxuries of Grand Marquis is its standard 5.0 liter V-8 engine. Its basic design provides the power and smoothness so desirable in an automobile of Grand Marquis's stature.

With EFI, EEC-IV and Dura Spark Ignition, conventional tune-ups are a thing of the past. EEC-IV is one of the most advanced Electronic Engine Control systems available in any production vehicle today. It continuously monitors all vital engine functions, and adjusts engine operation accordingly to maintain peak performance. EEC-IV also is programmed to compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.



FOUR-SPEED AUTOMATIC OVERDRIVE

The impressive performance of Grand Marquis's V-8 engine is enhanced by a remarkable four-speed automatic overdrive transmission.

As explained previously on page 2, it features an overdrive ratio, which means the engine can turn slower at highway speeds than would otherwise be possible. Result: more efficiency, less wear and tear.

OPERATING SAFETY

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

Take the brakes, for instance. When braking on dry pavement, most of the braking forces must be absorbed by the front brakes. For this reason, Grand Marquis has large 11-inch outer diameter power-assisted disc brakes up 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 steering. And its front stabilizer bar helps reduce the body roll that can be generated should sudden turns be necessary.

OCCUPANT PROTECTION

Grand Marquis is engineered to meet or exceed all applicable federal and state regulations.

Grand Marquis is designed to protect its occupants in a frontal impact from a force that tests show is equivalent to that which would be generated by dropping it on its nose from a height of 30 feet. The entire front end is designed to crush in a predictable fashion. This absorbs some of the impact energy and can result in reducing the force that otherwise would be transmitted to occupants.

The engineers use the entire vehicle to help absorb energy during a collision. Their research has a great influence upon thickness of body sheet metal and the placement of various components.

The area behind the rear window is also designed to absorb impact during a rear-end collision. All of the doors are constructed with guard beams and are designed to withstand a 7,000-pound side push test. And the roof at the front pillar must pass a test in which it is subjected to pressure 1½ times the weight of the vehicle. Inside, Grand Marquis's control knobs have been designed to be free, wherever possible, of extreme protrusions, that could aggravate the risk of injury during a collision. And the instrument panel, armrests, door panels and even the sun visors are padded to help provide a cushion upon impact. Naturally, seat belts are installed for



the use of each vehicle occupant.

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

Grand Marquis. A full-size automobile that offers the quality-minded buyer a lot of automobile in some very important ways.

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



MERCURY GRAND MARQUIS

LINCOLN-MERCURY DIVISION

