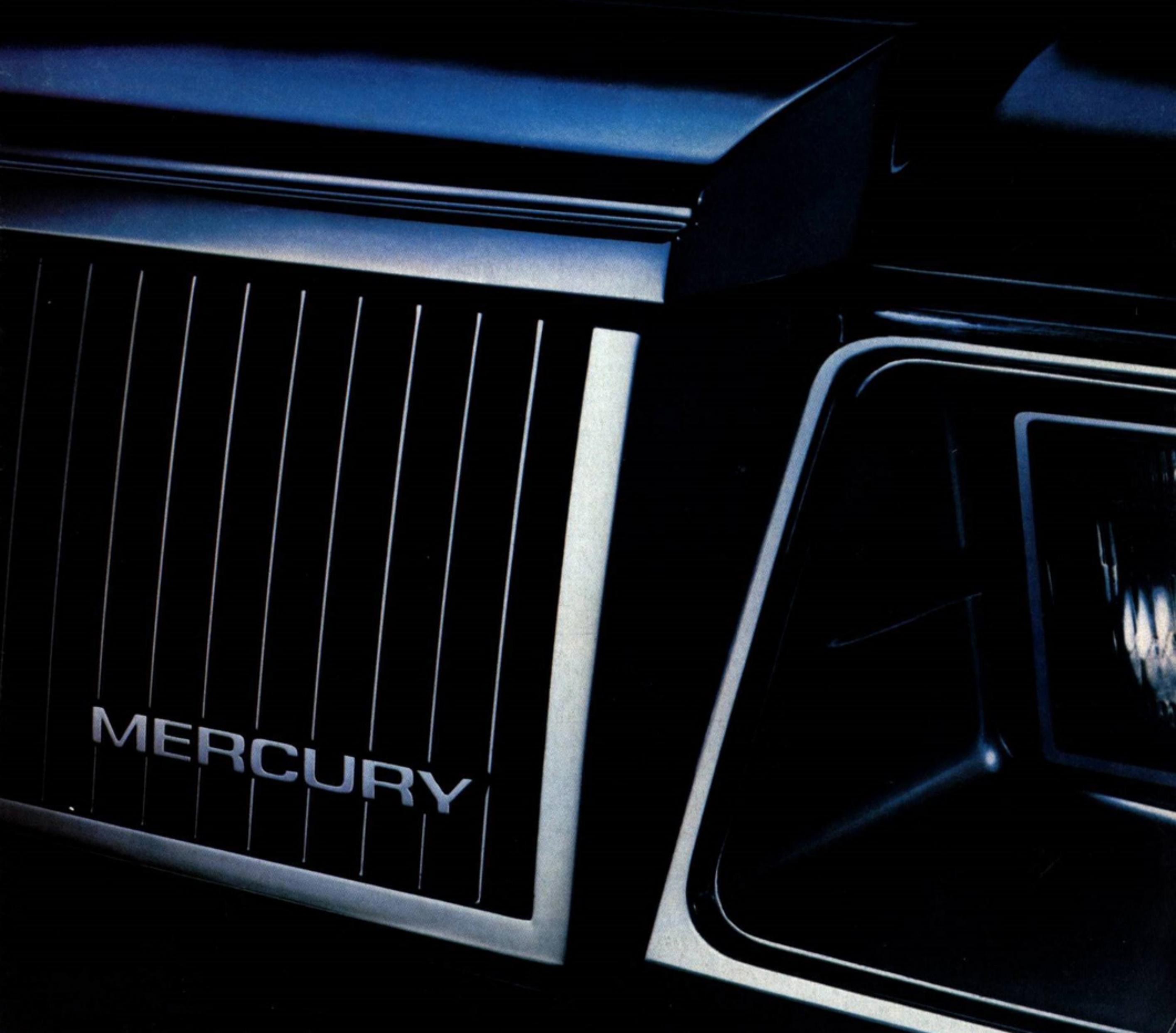


MERCURY MARQUIS '83





Mercury Marquis Brougham in Black with optional wire wheel covers.

MID-SIZE MAGIC

Mercury Marquis for '83. This is Marquis as you've never known it before. Trim, yet smooth riding. Elegant, yet aerodynamic. Space-efficient, yet a full five-passenger automobile.

In short, this is a Marquis for the '80s. Born of high technology. As dedicated to quality and substance as any Marquis

before it. Carefully built to comfort you in the Marquis manner. Thoughtfully engineered to meet the concerns of contemporary drivers, while still maintaining many of the traditional values long associated with the Marquis nameplate.

The look is classic Marquis reshaped by hours of wind tunnel testing to reach new levels of aerodynamic efficiency. From the fast sloping front end to the distinctive decklid, this Marquis is as clean and fresh looking a mid-size Mercury as has ever touched pavement.

If that pavement happens to be less than smooth, relax. The ride engineers have exercised their expertise in compensating for road surface irregularities.

Sophisticated gas-pressurized struts and shocks work in conjunction with a refined coil spring suspension system to reduce harshness, while a front stabilizer

bar helps keep Marquis on track through twisting roads and tight turns.

There's also quiet to go with the smoothness, thanks to a luxury sound package. It's just one of many standard features that make the 1983 Marquis a brilliantly conceived and executed automobile worthy of both the Marquis name and heritage.

Lincoln-Mercury wouldn't have it any other way. And neither would you.

Some of the equipment shown may be available only at extra cost and only on specific models. Please see pages 10 through 13 for specific information regarding standard and optional equipment.



Marquis Brougham's Twin Comfort Lounge seating (standard with automatic transmission) in Dark Red.

IMPORTANT APPOINTMENTS

There are many ways of looking at the interior of the new mid-size Marquis. Traditional luxury car owners will see the obvious richness and comfort of the standard Marquis Brougham seating shown above.

There's plenty of room for five in every '83 Marquis. The Brougham covers that room in luxury cloth on the seats and door panels. But every Marquis offers more than enough luxury to suit the most discriminating drivers and passengers.

The carpeting is thick. The headliner, sun visors and headrests are all cloth-covered. The front seats are individually reclining and feature lumbar-type contours for added support. Flocked map pocket bins grace the door panels. And there's a locking, lighted glove box.

People with driving ambitions will admire the "Euro-style" seat design, the luxury four-spoke steering wheel, steering column-mounted controls and the optional high-tech electronic "Tripminder"® computer.

Those of a more practical nature will see the many standard features and the long list of options which allows them to tailor Marquis to their specific needs. To the standard items already mentioned, they can add Automatic Temperature Control air conditioning, power assists... even leather seating surfaces.

People seriously considering a new mid-size car or a luxury sedan should consider that they're really getting both in the '83 Marquis. Who could ask for more?



Mercury Marquis in Medium Charcoal Metallic with optional cast aluminum wheels.

DEPTH OF CHARACTER

It shouldn't surprise anyone that a great deal of substance lies beneath the surface of the new Marquis. This is a car offering more than just comfort, a commitment to quality and refined aerodynamic styling.

Lincoln-Mercury has always believed that the creation of a fine automobile begins with the basics of design and engineering. For the '83 Marquis that means starting with an up-to-date, mid-

size chassis. A 105.6" wheelbase that's long enough to offer good ride characteristics and room for five. Yet is trim enough to be agile in traffic and exceedingly space-efficient.

The quality design concept continues with a modified MacPherson-type strut front suspension (including stabilizer bar) and a four-bar link rear suspension.

Precise rack-and-pinion steering, low-friction ball joints, gas-pressurized shocks and struts, and P185/75R14 black sidewall all-season radial tires complete the package. The results? Responsive handling and riding comfort.

Still, a truly contemporary automotive design must offer more than ride and handling. A wide range of advanced engine and transmission designs is a must. The '83 Marquis offers a choice of



Marquis' optional Twin Comfort Lounge seats in Charcoal.

five power train combinations: the standard 2.3 liter four-cylinder engine with a four-speed manual transmission, the same engine with an optional automatic transmission, an optional propane gas fueled 2.3 liter four-cylinder engine with automatic transmission, an optional 3.3 liter six-cylinder engine with a standard automatic, and the 3.8 liter V-6 with standard automatic overdrive.

Another important facet of Marquis'

overall design philosophy is body shape. You'll notice that Marquis' styling reflects this concern for aerodynamic efficiency, but not at the expense of elegant lines or a maximum utilization of interior dimensions.

Beyond that sleek sheet metal is a big 16-gallon fuel tank. A roomy, well-trimmed trunk. And a spacious interior for five outfitted with some of the finest materials and most thoughtful comfort

and convenience features to be found in the Lincoln-Mercury approach to luxury. Including individual reclining cloth-covered seats, padded door trim panels with cloth inserts and flocked map pocket bins . . . plus rich, thick 16-ounce floor carpeting.

1983 Marquis. Isn't it good to know that there are some cars you can still take seriously?



FUNCTIONAL FASHION

If you want a sneak preview of the direction luxury wagons will be taking in the years ahead, you needn't look any farther than this year's Marquis.

Here's a wagon of decidedly deceptive dimensions. Trim and purposeful from all outward appearances, yet a veritable storehouse for large quantities of

luggage and the like.

Access to the carpeted cargo area can be achieved through the optional flip-up rear window when there are small parcels to pack. Or open the entire liftgate for major items.

You'll find plenty of room inside for many big things or even more little

things... 41.6* cubic feet with the rear seat up, 75.4* cubic feet with it down. And a locking storage compartment for smaller valuables.

So load up. Marquis' gas-pressurized shocks and struts will keep things smooth and easy for both packages and passengers. A standard 3.3 liter six-

cylinder engine and automatic transmission help with the hauling, while a standard "Liftgate Open" warning light and handy cargo area light add to the convenience.

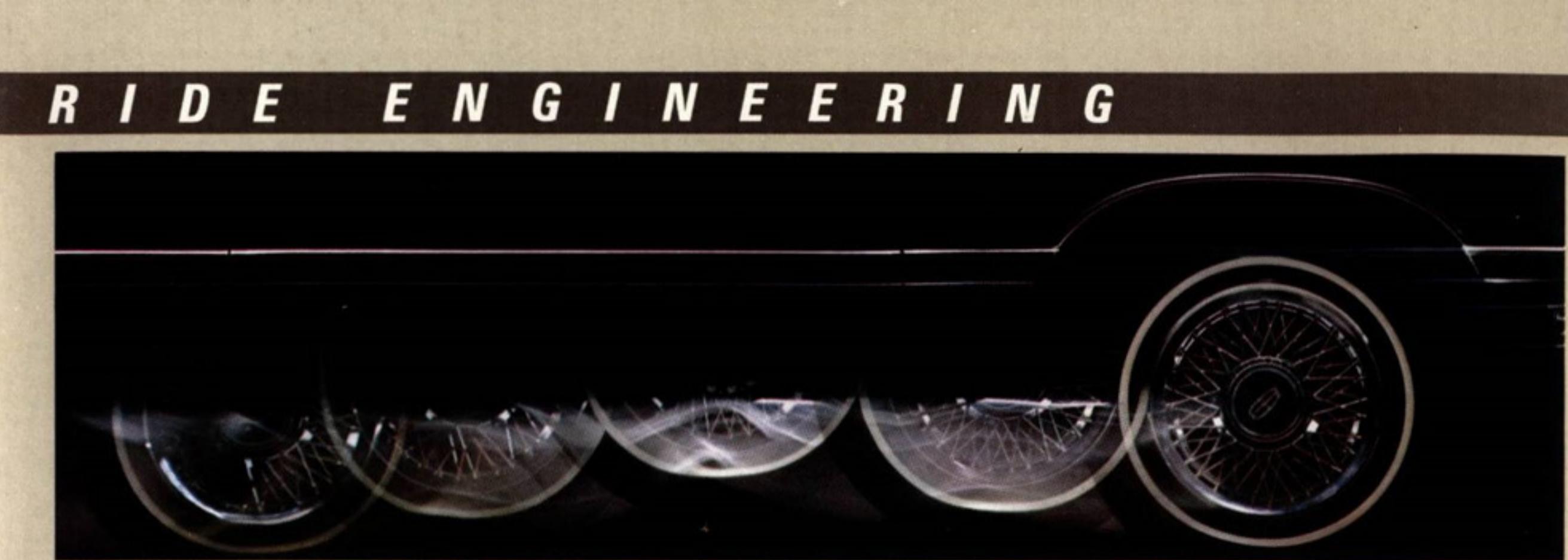
Up front, you'd never know this was a hardworking wagon. The driver and as many as four others are surrounded by

traditional Marquis luxury. Soft seating, thick carpeting, map pockets and more. This is one wagon you'll love to drive, even when it's filled to capacity. Slice through heavy traffic, slide into tight parking spaces. Rack-and-pinion steering, power brakes and steel-belted radial tires make the driving easy. Large

expanses of glass all around make even backing up a breeze. Standard halogen headlamps are your guiding lights at night.

'83 Marquis Wagon. As functional as it is fashionable.

*Based on MVMA specifications.



The first time you drive or ride in a 1983 Mercury Marquis, you'll discover what our chassis and suspension engineers have known all along: that a mid-size car can achieve surprisingly high levels of riding comfort.

They began with a proven modified

MacPherson-type strut front suspension and four-bar link coil spring rear suspension. To the front were added new springs, spring insulators and dampers... along with a new stabilizer bar. To the rear, a spring damper and improved upper spring insulators.

The final—and most important—

ingredients in the quest for "premium" riding characteristics are low-pressure, gas-filled front struts and rear shock absorbers. These hydraulic components allow a smoother, quieter ride than can be achieved by a conventional non-pressurized design on the same car.

SEATING CHOICES



Individual reclining seats in cloth are standard on Marquis Sedan when ordered with the standard 2.3 liter engine and floor-mounted four-speed manual transmission. Optional with console (not shown) on sedans and wagons with automatic transmission. Colors are: Charcoal (sedan only), Dark Red, Academy Blue, Teal, Walnut and French Vanilla.



Individual reclining seats in cloth are standard on Marquis Brougham Sedan when ordered with 2.3 liter engine and floor-mounted four-speed manual transmission and with Brougham Decor Option on Marquis Wagon in luxury cloth. Colors are: Charcoal (sedan only), Dark Red, Academy Blue, Teal, Walnut and French Vanilla.



Reclining Twin Comfort Lounge seats in luxury cloth with folding center armrests are standard with automatic transmission on Marquis Brougham Sedan and with Brougham Decor Option on Marquis Wagon. Leather seating surfaces shown are optional. Colors for both luxury cloth and leather are: Charcoal (sedan only), Dark Red, Academy Blue, Walnut, and French Vanilla. Teal available in cloth only.



Reclining Twin Comfort Lounge seats with folding center armrests are available in optional vinyl on Marquis Sedan and Wagon with automatic transmission. Colors are: Charcoal (sedan only), Dark Red, Academy Blue, Teal, Walnut and French Vanilla.

STANDARD FEATURES



MARQUIS SEDAN STANDARD FUNCTIONAL FEATURES

- 2.3 liter engine
- Four-speed manual transmission
- Rack-and-pinion steering
- Power front disc/rear drum brakes
- Gas-pressurized struts and shock absorbers
- Hybrid MacPherson strut front suspension
- Four-bar link rear suspension
- Front stabilizer bar
- Low friction ball joints
- P185/75R14 black sidewall low rolling resistance steel-belted all-season radial tires
- Luxury sound package
- Flash-to-pass headlamp feature
- Fluidic windshield washer
- Maintenance-free 36-amp-hour battery (45-amp-hour battery std. with auto. trans. and in high altitude areas)
- Electronic voltage regulator
- Dual-note horn
- Inside hood release
- Gas cap tether
- 16-gallon fuel tank capacity
- Coolant recovery system
- Dual quartz halogen headlamps
- Aerodynamic front end and decklid styling
- Audible disc brake wear indicators

STANDARD EXTERIOR FEATURES

- Bright vertical bar grille and grille hood molding
- Bright steel bumpers with integral color-keyed wraparound sight shield
- Front bumper guards
- Wraparound side markers
- Bright headlamp surround moldings
- Bright sail-mounted left-hand remote-control mirror
- Dual hood and bodyside accent stripes
- Center pillar applique
- Bright door frame moldings
- Bright windshield and backlight moldings
- Bright drip rail molding
- Color-keyed vinyl insert wide bodyside molding with bright partial wheel-lip moldings
- Deluxe full wheel covers
- Wraparound taillamps

STANDARD INTERIOR FEATURES

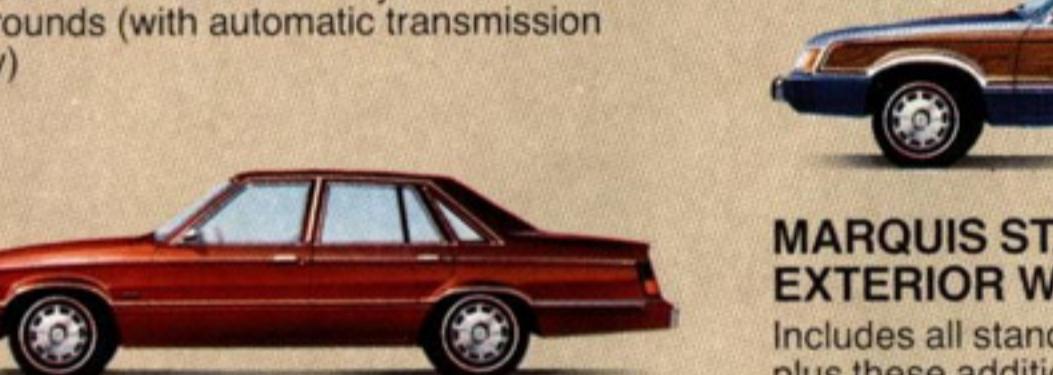
- Reclining Twin Comfort Lounge seats in cloth (individual reclining seats with manual transmission)
- Cloth headlining and sun visors



MARQUIS STATION WAGON

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

- 3.3 liter six-cylinder engine
- Automatic transmission
- "Liftgate open" warning light
- Tinted liftgate glass
- Cargo area light
- Fold-down rear seat with carpeted seatback
- Carpeted cargo area (including inner liftgate trim panel)
- Lockable stowage compartment
- Bright liftgate glass, liftgate lower edge and taillamp moldings



MARQUIS STATION WAGON WITH EXTERIOR WOODTONE OPTION

Includes all standard Marquis Wagon features plus these additions and/or deletions:

- Medium rosewood woodtone on bodyside and liftgate
- Bright surround rails with medium rosewood woodtone inserts
- Delete color-keyed bodyside molding
- Delete bodyside accent stripes

SPECIFICATIONS

	Marquis Sedan	Marquis Wagon
Wheelbase	105.6"	105.6"
Turning Diameter	39.1'	39.1'
Overall Length	196.5"	196.5"
Overall Height	53.6"	54.3"
Overall Width	71.0"	71.0"
Tread-Front	56.6"	56.6"
-Rear	57.0"	57.0"
Headroom-Front	38.7"	39.1"
-Rear	37.6"	38.4"
Legroom		
-Front (Max.)	41.9"	41.9"
-Rear (Min.)	35.9"	36.0"
Shoulder Room		
-Front	56.2"	56.2"
-Rear	56.2"	56.2"
Hiproom-Front	52.4"	52.4"
-Rear	53.7"	50.2"
Luggage/Cargo Capacity (Cu. Ft.)	15.1	75.4"
Fuel Tank Capacity (Gals.)	16	16
Curb Weight (Lbs.)	2988	3099

*With rear seat folded down.
41.6 cubic feet with rear seat up.

OPTIONS

Marquis Sedan	Marquis Brougham	Marquis Wagon	Marquis Sedan	Marquis Brougham	Marquis Wagon
---------------	------------------	---------------	---------------	------------------	---------------

<input type="checkbox"/> Air Conditioning, Manual	<input type="checkbox"/> OPT				
<input type="checkbox"/> Air Conditioning, Automatic	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> STD	<input type="checkbox"/> STD	<input type="checkbox"/> STD
<input type="checkbox"/> Axle—Traction-Lok*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Battery—Heavy-Duty*	<input type="checkbox"/> OPT				
<input type="checkbox"/> Brougham Decor Option	<input type="checkbox"/> OPT	<input type="checkbox"/> STD	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Bumper Guards—Rear	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
<input type="checkbox"/> Bumper Rub Strips—Front and Rear	<input type="checkbox"/> OPT				
<input type="checkbox"/> Clock—Electronic Digital, Day-Date	<input type="checkbox"/> OPT				
<input type="checkbox"/> Cornering Lamps—Front	<input type="checkbox"/> OPT				
<input type="checkbox"/> Defroster—Electric Rear Window	<input type="checkbox"/> OPT				
<input type="checkbox"/> Diagnostic Warning Lights	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
<input type="checkbox"/> Exterior Woodtone Option	<input type="checkbox"/> NA	<input type="checkbox"/> NA	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Fuel Tank—Extended 20-gallon Capacity*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Glass, Tinted Complete*	<input type="checkbox"/> OPT				
<input type="checkbox"/> Illuminated Entry System	<input type="checkbox"/> OPT				
<input type="checkbox"/> Instrument Cluster—Electronic	<input type="checkbox"/> OPT				
<input type="checkbox"/> Liftgate—Two-Way	<input type="checkbox"/> NA	<input type="checkbox"/> NA	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Luggage Rack—Roof-Mounted (puncture-sealant)	<input type="checkbox"/> NA	<input type="checkbox"/> NA	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Mirrors, Dual Illuminated Visor Vanity	<input type="checkbox"/> OPT				
<input type="checkbox"/> Mirror—Right-Hand Remote-Control Convex	<input type="checkbox"/> OPT				
<input type="checkbox"/> Paint, Glamour (see below)*	<input type="checkbox"/> OPT				
<input type="checkbox"/> Paint, Tu-Tone (see below)*	<input type="checkbox"/> OPT				
<input type="checkbox"/> Protection, Lower Bodyside	<input type="checkbox"/> OPT				

ENGINES/TRANSMISSIONS

<input type="checkbox"/> 2.3 Liter Propane Gas Fueled/Auto. trans. only*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
<input type="checkbox"/> 3.3 Liter 6-Cyl./Auto.	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> STD
<input type="checkbox"/> 3.8 Liter V-6/Automatic Overdrive*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT

RADIAL TIRES/WHEELS

<input type="checkbox"/> P185/75R14 WSW Radial	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> P195/75R14 W/WSW Radial* (puncture-sealant)	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Luxury Wheel Covers*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Wire Wheel Covers* (locking or non-locking)	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Cast Aluminum Wheels	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
WSW—White Sidewall			
W/WSW—Wide White Sidewall			
STD—Standard	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
OPT—Optional			
NA—Not Available			

OPTIONAL PACKAGES

<input type="checkbox"/> APPEARANCE PROTECTION GROUP—Includes door-edge guards, license plate frame(s) and carpeted front floor mats.
<input type="checkbox"/> COLD WEATHER GROUP—Includes heavy-duty battery, heavy-duty alternator, and engine immersion heater.
<input type="checkbox"/> LIGHT GROUP—Includes engine compartment light, dual beam dome/map light, and under instrument panel courtesy lights (std. on Brougham).
<input type="checkbox"/> HEAVY-DUTY SUSPENSION—Includes heavy-duty shock absorbers, heavy-duty springs and 14x5.5-inch wheels (std. on wagons).

RADIOS

<input type="checkbox"/> AM/FM Monaural	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> AM/FM Stereo	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> AM/FM with Cassette Tape	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> AM/FM with 8-Track Tape	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> AM/FM Electronic Search	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> AM/FM Electronic Search with Cassette Tape	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Premium Sound System	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT

<input type="checkbox"/> Roof, Flip-Up Open Air*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
<input type="checkbox"/> Roof, Full-Vinyl	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> NA
<input type="checkbox"/> Speed Control—Fingertip	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT
<input type="checkbox"/> Steering Wheel—Leather-Wrapped*	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT	<input type="checkbox"/> OPT

EXTERIOR COLORS

STANDARD COLORS

<input type="checkbox"/> Black
<input type="checkbox"/> White
<input type="checkbox"/> Silver Metallic</

MERCURY. THE SUBSTANCE SHOWS.



MERCURY MARQUIS

LINCOLN-MERCURY DIVISION



Litho in U.S.A. (571M) 8-82 Form No. P-8074