

MERCURY LYNX. AMERICA'S PEOPLE-PLEASIN' MACHINE.



"We love our Lynx"

OWNERS LOVE LYNX FOR ALL THESE PEOPLE-PLEASIN' REASONS!

ROOM

From outside, you'd probably never suspect just how roomy Lynx is inside. But if you look closely (like many Lynx owners do!), you'll discover Lynx outmeasures many of its competitors in the all-important areas of leg and head room—and overall "inner space." Lynx gives you more than just sitting room. You get breathing, stretching and carrying room, too!

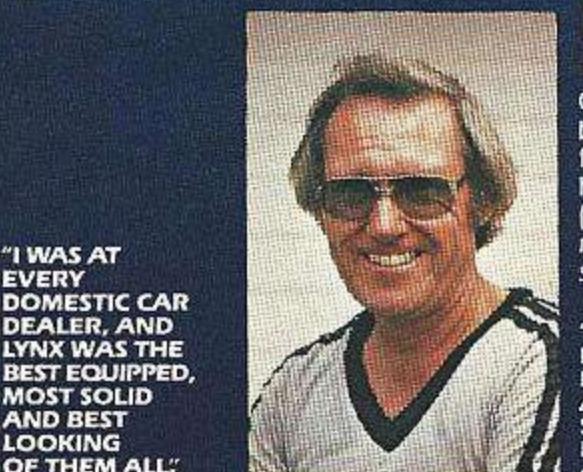
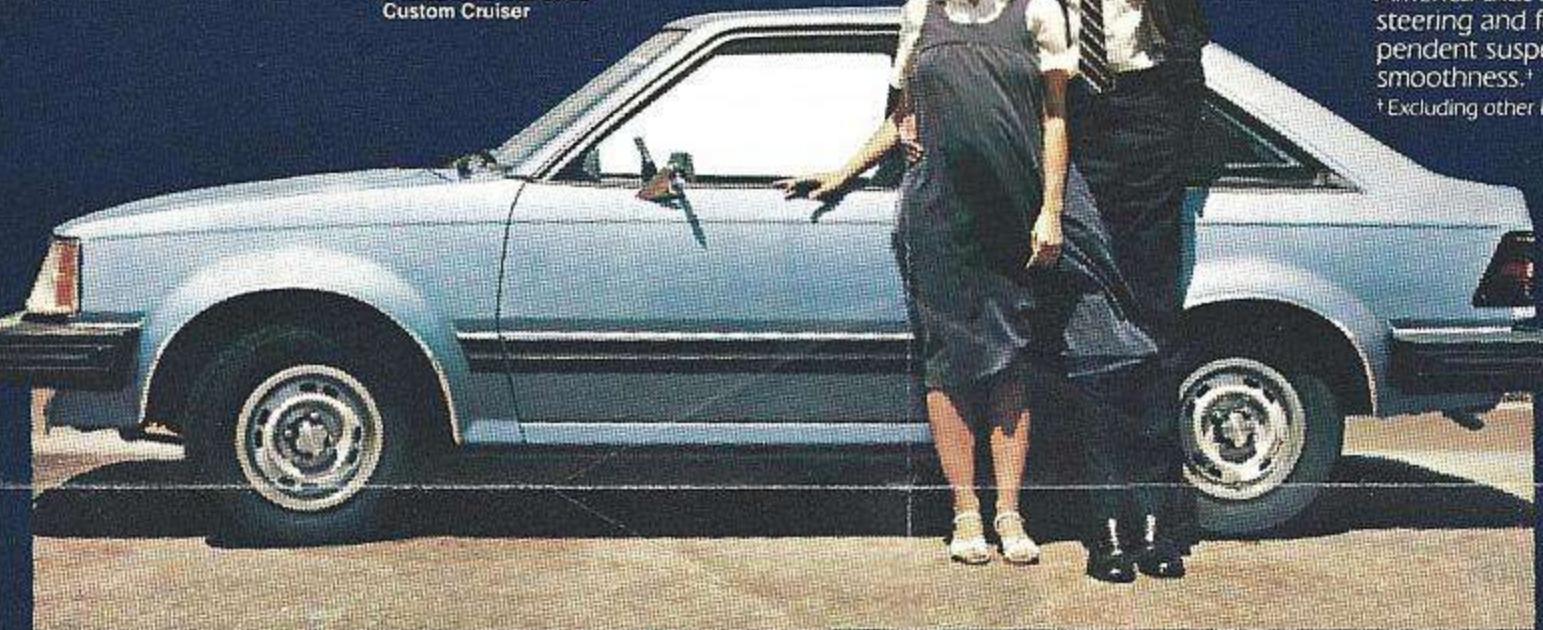
HOW LYNX MEASURES UP AGAINST COMPETITION IN OVERALL INTERIOR SPACE (CU. FT.)**

LYNX 5-DR. HATCHBACK	101
Datsun 310 GX Hatchback Cpe.	87
Pontiac T1000 5-Dr. Hatchback	69
VW Rabbit 4-Dr. Hatchback	92
Datsun 210 4-Dr. Sedan	85
Honda Civic 4-Dr. Sedan	63
Toyota Tercel 4-Dr. Sedan	89
Toyota Corolla 4-Dr. Sedan	91
LYNX 4-DR. WAGON	114
Datsun 210 Deluxe Wagon	99
Honda Civic Wagon 1500	102
Toyota Corolla Wagon Deluxe	109

**Based on EPA interior volume index (cu. ft.)—1982 models.

STYLING AND QUALITY

There's more to Lynx's aerodynamic shape than just good gas mileage and smooth ride. Owners tell us it's "styling." They like its contemporary lines and basic good looks. They talk about the quiet solidness of the car. It's reflective of the extra care and attention we paid in designing it. Owners appreciate it. You will too.



"I WAS AT EVERY DOMESTIC CAR DEALER, AND LYNX WAS THE BEST EQUIPPED, MOST SOLID AND BEST LOOKING OF THEM ALL."

Mr. John A. Cole
Akron, Ohio
—Shopped Dodge Omni, but traded his Chevy in on a Lynx instead.

FRONT-WHEEL DRIVE

Owners are outspoken in their praise of Lynx's particular brand of front-wheel drive. They'll tell you about its sure-footed traction, delivered through a 1.6L 4-cylinder overhead cam engine and 4-speed manual overdrive transmission. (A split-Torque Automatic and new 5-speed Manual transmission are available in 1983.) Big reasons why Lynx is such a solid success!

"I'M A RURAL MAIL CARRIER, AND FRONT-WHEEL DRIVE DOES AN EXCELLENT JOB OF GETTING ME AWAY FROM THE BOXES IN DEEP SNOW...and I'm still finding it hard to believe how great the gas mileage is, with over 250 stop-and-go's and turn-arounds!"

Mr. David Gostine
Osceola, Iowa
—Shopped both imports and domestics before buying Lynx.

"LYNX HAS MANY FEATURES THAT APPEAL TO ME, such as convenient horn and windshield wiper control, power and comfort."

Mrs. Mary Fowler
Mt. Jackson, Virginia
—One more smiling Lynx owner.



GAS MILEAGE

The number one reason owners said they chose Lynx over other makes! And for 1983, our great little car just keeps getting better: 47 MPG estimated highway, and 33 EPA estimated MPG.* And our Lynx owners just keep on saving money at the gas pump!

*EPA-approved ratings [without air conditioning and power steering, fuel-saver option required]. Use for comparison; your mileage may differ, depending on speed, distance and weather, actual highway mileage and California ratings lower.

47
EST.
Hwy

33
EPA
EST.
MPG

COMFORT AND CONVENIENCE

Some owners call their Lynx a "caring" car. And it's true. It has conveniences like stalk-mounted controls. Boldly graphic instrumentation. Fold-down rear seat. Thoughtful touches like coin trays and storage bins. Even reclining seats on some models. Options like a flip-up roof. Electronic speed control. And a console with graphic warning display.



"I LOVE THE WAY THE CAR RIDES, THE WAY IT HANDLES, THE WAY IT LOOKS, EVERYTHING ABOUT IT...I've never answered a survey before, but I just wanted you to know how much we love our new Lynx."

Mrs. Carol Moore
Waynesburg, Pennsylvania
—Former Subaru owner, who first looked at VW then decided on a Lynx.

TALK TO LYNX OWNERS. THEY'LL TELL YOU!

HERE'S WHAT LYNX OWNERS TOLD US IN A RECENT NATIONWIDE SURVEY: **"WE LOVE OUR LYNX..."**

THE RESPONSE WAS OVERWHELMING:

We sent out a survey to nearly 10,000 new Lynx owners after they had driven their car at least 1 month. We wanted to find out if they thought Lynx was really as great as we designed it to be. Their reaction was almost unbelievable. Over 5,000 responded. Many went out of their way to send along unsolicited notes and letters to express their positive feelings about this outstanding new car.



9 OUT OF 10 SAID THEY'RE HAPPY WITH THEIR NEW LYNX!

About 90% told us they were "very satisfied" or "satisfied" with Lynx. And that's a remarkable average in anybody's league!

**3 OUT OF 4
SERIOUSLY
CONSIDERED
OTHER MAKES
UNTIL THEY SAW
OR DROVE A NEW
LYNX!**

Approximately 75% said they seriously were thinking about purchasing other makes before they got a close-up look at Lynx. Many owned Chrysler, GM or imported products — and actually shopped these makes before buying a Lynx!

I just fell in love with this car...

I seriously considered buying a small Pontiac before buying Lynx."

**Mrs. Carolyn Schiller
Manor, Texas**
—An ex-Granada owner
who was won over by
Lynx's features.



**You have a
winner...**

"I am very satisfied with my Lynx."

Mr. John Dubois
San Antonio, Texas
— Shopped Toyota
before buying Lynx.



"This little car is just great..."

All my life I've owned big cars, but
I really love my Lynx... I just bubble
over when I talk about Lynx!

**Mrs. Rosemary Rin
Dix Hills, New York**
—Shopped Chrysler
products first, and
finally picked Lynn.



"You are to be congratulated...

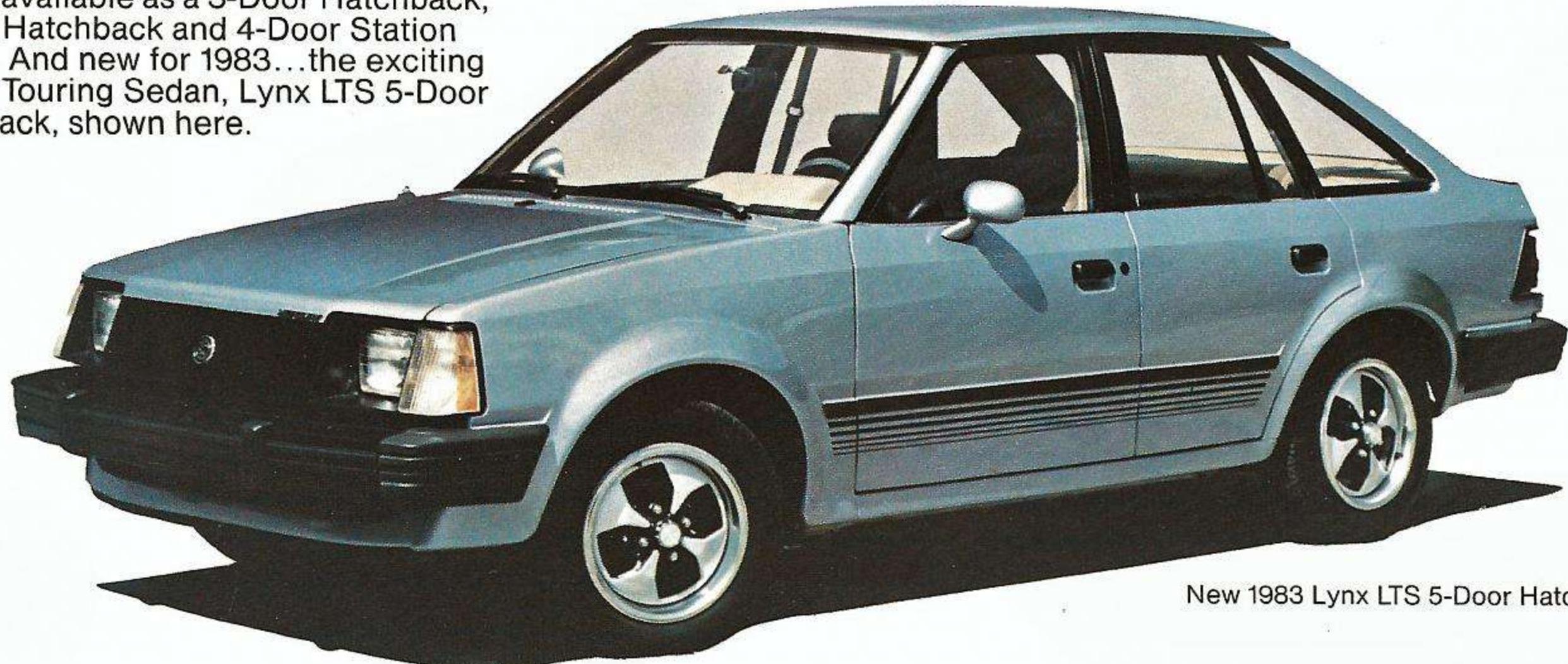
This is the first Ford product I've owned, and I am extremely pleased.

Ms. Sherrelyn R. Smith
Mission, Kansas
—Careful research
convinced this former
competitive-make owner
that Lynx is one of
America's biggest values.



THERE'S A LYNX WAITING TO MAKE YOU HAPPY!

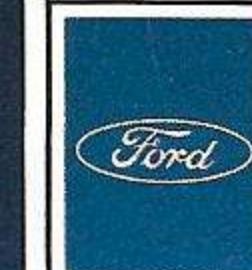
Lynx is available as a 3-Door Hatchback, 5-Door Hatchback and 4-Door Station Wagon. And new for 1983...the exciting Luxury Touring Sedan, Lynx LTS 5-Door Hatchback, shown here.



New 1983 Lynx LTS 5-Door Hatchback.

**FOR MORE INFORMATION, SEE YOUR
LINCOLN-MERCURY DEALER.**

**OR CALL US TOLL-FREE AT 1-800-MERCFAX—
ASK FOR OPERATOR #5,
OR WRITE P.O. BOX 1254, TROY, MICHIGAN 48099.**



**MERCURY
LINCOLN**

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