

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.)**

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| LYNX 5-DR. HATCHBACK | 101 |
| Datsun 310 GX Hatchback Cpe. | 87 |
| Pontiac T1000 5-Dr. Hatchback | 89 |
| VW Rabbit 4-Dr. Hatchback | 92 |
| Datsun 210 4-Dr. Sedan | 85 |
| Honda Civic 4-Dr. Sedan | 83 |
| 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.

"WE BOUGHT LYNX BECAUSE MY HUSBAND IS 6' 8" and he could not fit into any foreign economy car. I almost can't believe all the room inside."

Mrs. J. B. Chase
San Francisco, California
—Traded an Oldsmobile Custom Cruiser



RIDE AND HANDLING

You'll be delightfully surprised at Lynx's agility and command of the road. That's because it offers unique credentials for riding comfort: It's the only front-wheel-drive compact car made in America that has rack-and-pinion steering and four-wheel, fully independent suspension for extra smoothness.[†]

[†]Excluding other Ford Motor Company products.



"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.



"LYNX HAS CUT MY GASOLINE COSTS DRAMATICALLY...but still gives me the big-car comfort I need, because I drive about 290 miles to work each week."

Mr. Thomas R. Freck
Asheville, North Carolina
—Lynx was a happy revelation to this long-distance driver.

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 transaxle. (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 Gorsline
Osceola, Iowa
—Shopped both imports and domestics before buying Lynx.

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*

"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.



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.

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 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'm 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 Rina
Dix Hills, New York
—Shopped Chrysler products first, and finally picked Lynx.



"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.**

