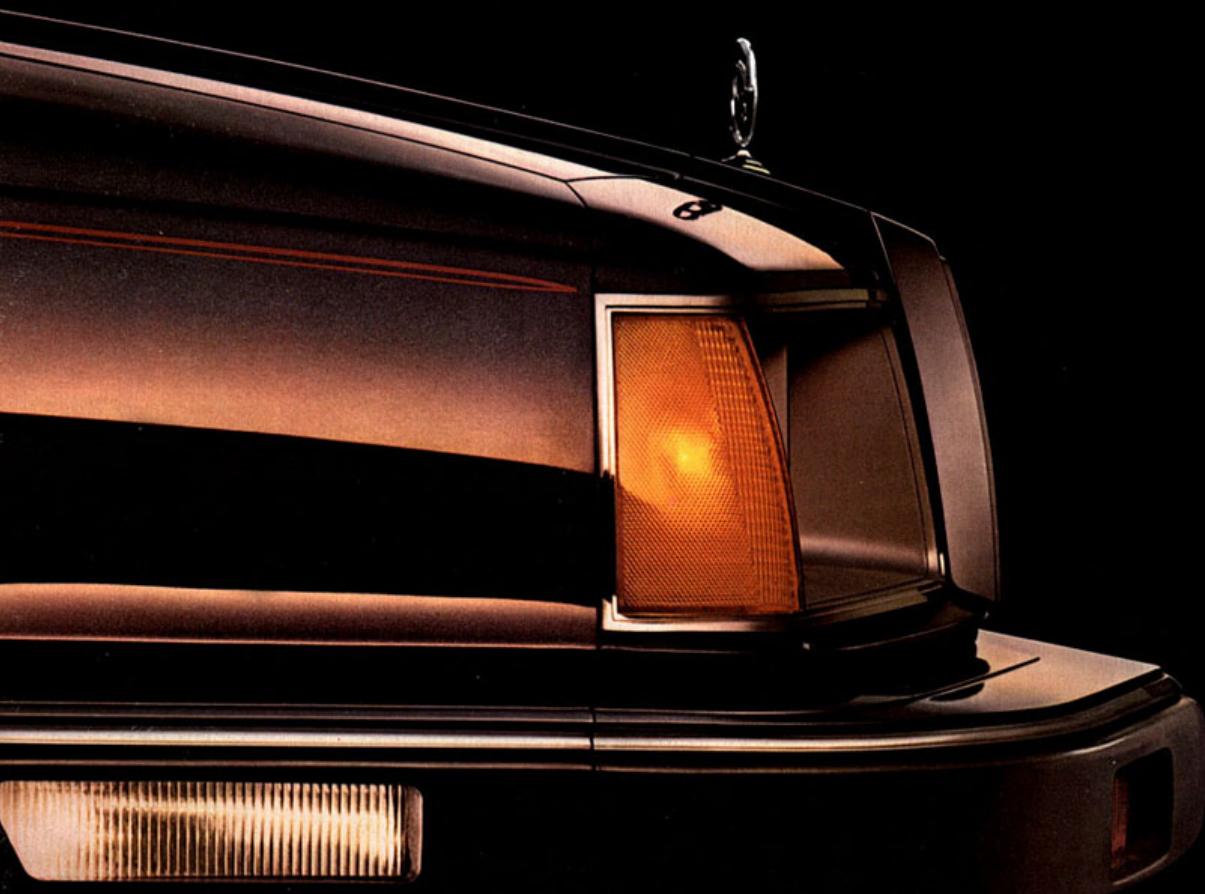


MERCURY COUGAR '83





YOU'RE FACING THE FUTURE.

The future is aerodynamically efficient, with flowing lines and softly rounded curves. The future combines technology and craftsmanship, for a



new expression of personal luxury. The future looks different from the past and present, with good reason. Cougar is the future.



INSIDE...

Cougar style includes this LS interior... dynamic yet subtle, surrounding you in muted elegance that doesn't distract you from the simple pleasure that driving can be. Like the Cougar shape, this interior is uncluttered, without wasted space or gimmicks. This is a complete driving

environment, one equipped to meet your every need.

When you slip into Cougar's Contour Sport seats with dual recliners, you'll notice a feeling of ease and comfort. The rich cloth trim of these seats is complemented by the luxury of high-pile

carpet and thoughtful additions like a cloth headliner and door map pockets.

If you desire even more driving luxury, consider the options. Functional Sport seats featuring fully adjustable seat depth, width and lumbar support, to help keep you comfortable during long distance



Cougar LS interior shown in Medium Red cloth.

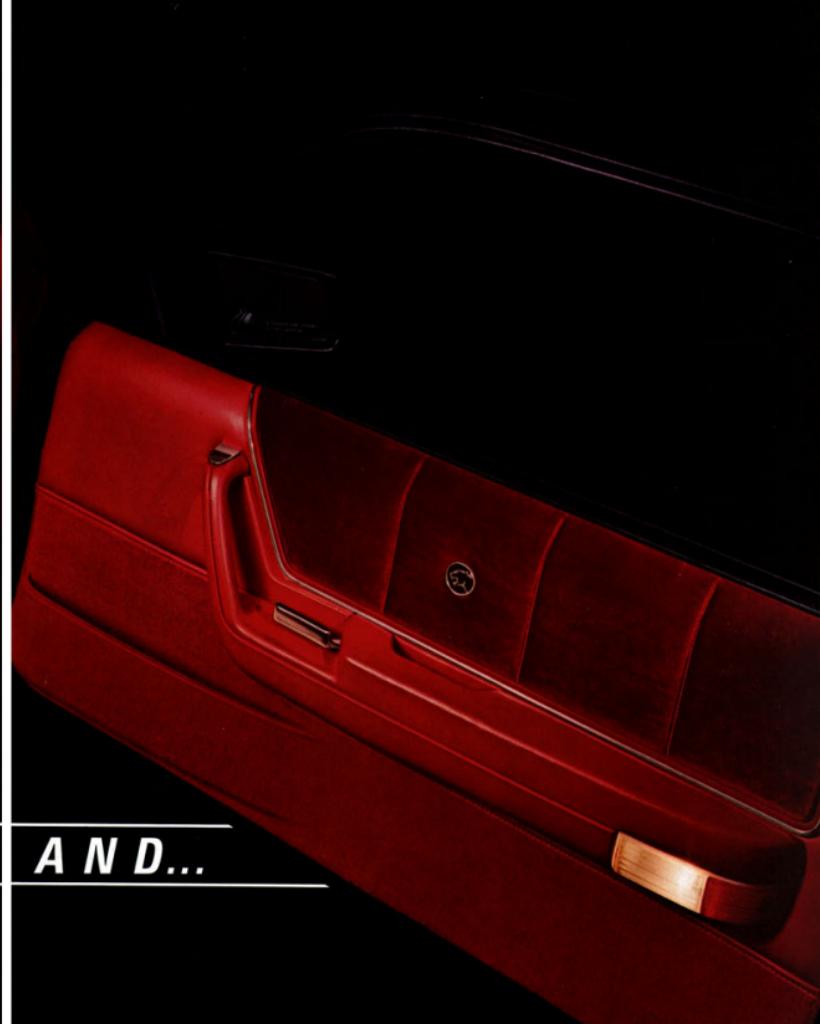
driving. Automatic Overdrive Transmission, for smooth acceleration and effortless highway driving. Tripminder[®], an onboard computer offering data on mpg, miles to empty, elapsed time and estimated time of arrival. An Electronic Instrument Cluster for information in a

high-tech format. A Vocalized Warning System[®], to keep you aware of various functions and their status. The Premium Sound System, to surround you with rich stereophonic music.

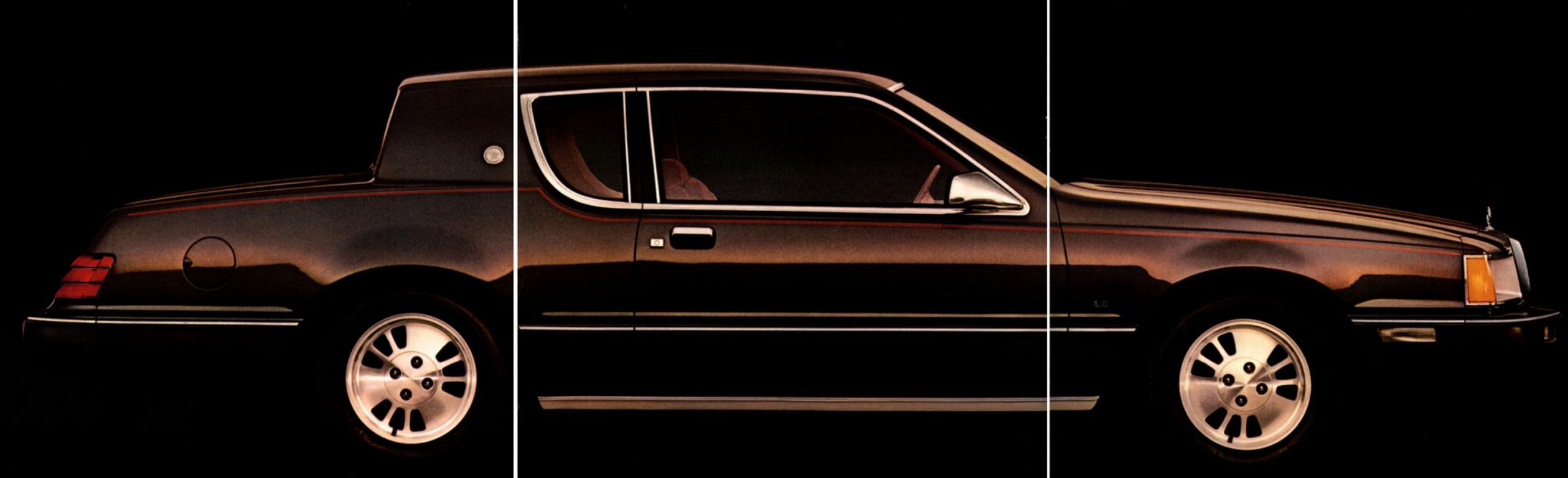
In sum, Cougar provides an array of standard and optional features that make

driving the very personal experience it should be. If you're ready for that kind of involvement, you're ready for Cougar.

*Subject to additional ordering requirements.



AND...



Cougar LS in optional Dark Charcoal Metallic with cast aluminum wheels and TRX tires.

BEYOND.

The car of the future should have a distinctive form, but not at the expense of function. So the Cougar shape is very distinctive, but thanks to its aerodynamics, very functional. Cougar stylists sloped the front end, angled the windshield and

concealed the wipers. The result is a drag coefficient of .40* expressed in Cougar's sleek new contours and trim frontal area. Cougar's formal roof line is another example of its practical styling. It distinguishes Cougar from other cars in its

class, while offering excellent rear headroom for your passengers. Cougar proves it: form can follow function.

Striking as Cougar's appearance is, there are options that make it even more so. Like cast aluminum wheels and TRX

tires, to give Cougar a look of barely restrained energy; or electroluminescent coach lamps (standard on LS) and five shades of Clearcoat metallic paint, to add luster to Cougar's already seductive lines. And if you like your beauty with some

brawn, there's an optional electronic fuel-injected V-8 engine,** to give Cougar some sinew under all that sophistication.

Cougar appears graceful, elegant and very potent. Thanks to aerodynamic design and meticulous engineering, it is.

*Based on a European measurement system.
**Not available in California.

Some of the equipment shown may be available only at extra cost, and only on specific models. See pages 12-14 for more specific information regarding standard and optional equipment.



Cougar shown in optional Walnut Metallic. Cougar interior shown in Desert Tan cloth.

MOVE PAST THE PRESENT.

You're looking at automotive refinement based on solid engineering. It's called Cougar...and it starts with a 3.8 liter V-6 engine and a smooth-shifting optional Automatic Overdrive Transmission, then

adds power rack-and-pinion steering and power brakes to keep the proceedings civilized. When you're ready to put Cougar through its paces, it's ready, too. A hybrid MacPherson strut front suspension and

coil spring rear suspension make handling taut and assured, and there are gas-pressurized struts and shocks to let Cougar absorb road roughness without wallowing through corners. You can do

more than admire this car. You can drive it. Enthusiastically.

Cougar's standard equipment list belies its reasonable price, with features like Contour Sport seats trimmed in cloth,

reminder chimes, a full center console, analog quartz clock and door map pockets. There's much more, of course, all carefully combined to create an interior as comfortable as it is functional.

If you approve of personal luxury, but insist on practical design and engineering, then Cougar is what you've been waiting for. Drive it and enjoy tomorrow, today.

COUGAR AND COUGAR LS OPTIONS

- Air Conditioning, Manual
- Air Conditioning, Automatic
- Anti-Theft Alarm System
- Auto-Lamp On/Off Delay System
- Axle-Traction-Lok
- Battery—Heavy-Duty
- Bracket—Front License Plate
- Clock—Electronic Digital
- Coach Lamps—Electroluminescent¹
- Cornering Lamps—Front
- Defroster—Electric Rear Window
- Electronic Fuel-Injected 5.0 Liter V-8 Engine with Automatic Overdrive Transmission²
- Electronic Instrument Cluster
- Glass, Tinted³
- Illuminated Entry System
- Keyless Entry System
- Locking Fuel Filler Door
- Mats—Front Floor Carpeted
- Mirrors—Dual Illuminated Visor Vanity
- Mirrors—Dual Electric Remote-Control⁴
- Mirror—Automatic Dim Day/Night
- Molding—Bright Rocker⁵
- Paint—Clearcoat Metallic
- Paint—Tu-Tone
- Parking Brake Release—Automatic

POWER

- Power Antenna
- Power Lock Group
- Power Seat—6-Way Driver
- Power Seat—6-Way/6-Way Dual Power
- Power Seat—Dual Power Functional Sport Seat
- Power Side Windows^{1,3}

RADIOS

- AM/FM Stereo
- AM/FM with 8-Track Tape
- AM/FM Stereo with Cassette
- Electronic AM/FM Stereo Search
- Electronic AM/FM Stereo Search with Cassette Tape Player
- Premium Sound System

- Protection, Lower Bodyside
- Roof, Half-Vinyl
- Roof, Flip-Up Open Air
- Seats—Functional Sport (Driver and Passenger)
- Speed Control
- Steering Wheel—Leather-Wrapped (Requires Speed Control)
- Steering Wheel—Tilt
- Stripes—Hood Accent¹
- Suspension—Heavy-Duty
- Tripminder⁶ Computer
- Vent Windows—Pivoting (Requires Tinted Glass and Dual Electric Mirrors)
- Vocalized Warning System (Requires Diagnostic Warning Lights)
- Windshield Wipers—Interval

RADIAL TIRES/WHEELS

- P205/70R14 BSW Radial⁴
- P205/70R14 WSW Radial
- 220/55R30 BSW Radial⁴
- 220/55R30 WSW Radial
- P195/75R14 WSW Puncture-sealing Radial
- Conventional Spare Tire
- Wheels—Aluminum with TRX Tires
- Wheel Covers—Luxury⁷
- Wheels—Polycast
- Wheel Covers—Wire Locking (Not Available with TRX Tires, Aluminum Wheels or Polycast Wheels)
- BSW—Black Sidewall, WSW—White Sidewall.

OPTIONAL PACKAGES

- DIAGNOSTIC WARNING LIGHT SYSTEM includes warning lights for the following: headlamps, on, low fuel, washer fluid, low beam out, taillamps out, door ajar, and brake lamp out.
- ELECTRONIC INSTRUMENT PANEL includes digital speedometer, electronic fuel gauge, electronic digital clock and unique cluster trim cover.
- HANDLING SUSPENSION includes upgraded suspension components.
- HEAVY-DUTY SUSPENSION includes heavy-duty shocks, rear springs and rear stabilizer bar.
- KEYLESS ENTRY SYSTEM includes Illuminated Entry System. Requires Power Lock Group.
- LIGHT GROUP includes engine compartment light, dual-beam dome/map light and instrument panel courtesy lights.
- LUXURY CARPET⁸ includes 16-oz floor carpet and luxury luggage compartment trim.
- POWER LOCK GROUP includes power door locks and power deadlatch release (required with Keyless Entry System and/or anti-theft alarm system).
- TRAILER TOWING includes upgraded cooling system, upgraded suspension, auxiliary automatic transmission oil cooler, heavy-duty tires, heavy-duty battery and alternator, wiring harness and power steering.⁵
- TRAVELER'S ASSISTANCE KIT includes cloth pouch with disposable flashlight, coated gloves, screwdriver handle with four bits, two light bulbs, one box of fuses, pliers, tire pressure indicator, plus two triangular emergency plastic reflectors, jumper cables and a first aid kit.

¹Standard on Cougar LS.

²Not available in California.

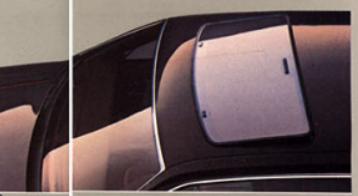
³Subject to additional ordering requirements or limitations. Please consult your Dealer for details.

⁴Includes handling suspension.

⁵Subject to late availability.



1.



2.



3.

power

- POWER ANTENNA
- POWER DOOR LOCKS
- POWER SEATS
- POWER WINDOWS



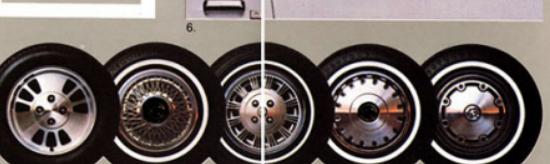
4.



5.



6.



7.



8.

COLORS

STANDARD EXTERIOR COLORS

- Black
- White
- Light Charcoal
- Midnight Academy Blue
- Desert Tan
- Light Desert Tan
- Medium Red
- Light Academy Blue
- Pastel French Vanilla

OPTIONAL CLEARCOAT COLORS

- Dark Charcoal Metallic
- Silver Metallic
- Medium Red Metallic
- Midnight Academy Blue Metallic
- Walnut Metallic

OPTIONAL TU-TONES

- Black/Dark Charcoal Metallic

- Light Academy Blue/Midnight Academy Blue Metallic

- Light Desert Tan/Desert Tan

- Silver Metallic/Dark Charcoal Metallic

- Medium Red Metallic/Silver Metallic

- Walnut Metallic/Desert Tan

ACCENT STRIPES

- Black
- White
- Light Gray
- Medium Red
- Light Academy Blue
- Dark Academy Blue
- Tan
- Copper

VINYL ROOFS

- Black
- White
- Silver
- Medium Red
- Midnight Academy Blue
- Light Desert Tan
- Walnut



Ford Motor Company's optional Extended Service Plan covers major components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection you get that it could pay for itself the first time you need it. 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.

FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD

Sometimes Ford Motor Company offers adjustment programs to pay all 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 Mercury vehicle.

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.

In Alaska and Hawaii, call

1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System Post Office Box 95427 Atlanta, GA 30347.

We'll need your name and address, year, make, model and vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

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 Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:

Call toll-free at

1-800-241-3673.

In Alaska and Hawaii, call

1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at

Ford Customer Information System Post Office Box 95427 Atlanta, GA 30347.

We'll need your name and address, year, make, model and vehicle identification number, as well as engine size, and whether you have a manual or automatic transmission.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation.

Standard and optional equipment listed is subject to change. Some features are optional at extra cost. Some options are required in combination with other options.

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

Get it together—Buckle up.

Buy or lease your Cougar from your Lincoln-Mercury Dealer.

SPECIFICATIONS

Wheelbase	104.0"
Turning Diameter	38.6'
Overall Length	197.6"
Overall Height	53.4"
Overall Width	71.1"
Tread	
—Front	58.1"
—Rear	58.5"
Headroom	
—Front	37.8"
—Rear	37.4"
Legroom	
—Front (Max.)	42.0"
—Rear (Min.)	34.3"
Shoulder Room	
—Front	56.3"
—Rear	55.2"
Hiproom	
—Front	55.8"
—Rear	49.5"
Luggage Capacity (Cu. Ft.)	14.6
Fuel Tank Capacity (Gals.)	21.0
Curb Weight (Lbs.)	3,099

Motorcraft

QUALITY REPLACEMENT PARTS FROM FORD

Your new Mercury Cougar comes equipped with factory-engineered and approved parts including a Motorcraft battery, shock absorbers, spark plugs, long life oil filter, and motor oil. For continued top performance, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

MAINTENANCE SCHEDULE

The Ford Motor Company wants to reduce both the frequency and cost of scheduled maintenance on its cars to an absolute minimum. And compared to just a few years ago, we're making strides in that direction. For example, in 1973, an engine oil change was for each 4,000 miles. In 1983, Cougar oil changes are recommended at 7,500-mile intervals. Other recommended intervals are now 30,000 miles between spark plug changes; 30,000 miles between air filter replacements; 52,500 miles or three years between engine coolant replacements. We're proud of these improvements, and we're working constantly to make them even better.

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MERCURY. THE SUBSTANCE SHOWS.



MERCURY COUGAR

LINCOLN-MERCURY DIVISION



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