

COUGAR '82



FROM LINCOLN-MERCURY

1982 MERCURY COUGAR:
THERE ARE MOMENTS
WHEN DESIGN AND
FUNCTION COMBINE TO
CREATE A CAR THAT'S
EXACTLY RIGHT FOR ITS
TIMES.

Such a car is the 1982 Mercury Cougar.

Cougar offers you outstanding luxury, rivalling many large American cars of the past, but in a trim, contemporary mid-size. Here's a sedan with handsome looks and a whole lot more. Your '82 Cougar is engineered to offer you a ride that's smooth and comfortable.

Cougar's appeal starts with its crisp, formal styling, which is clearly visible in its

bold grille, in its sleek aerodynamic silhouette, and in such attention to details as distinctive deluxe wheel covers. Cougar's beautiful interiors tastefully carry through this luxurious theme. Tailored seats with integral armrests, deep cut-pile carpeting, woodtone in the door trim and instrument panel—all combine to create a formal, rich tone that is distinctively Cougar.

In keeping with the times, Cougar



offers lively performance from its standard 3.3 liter six-cylinder engine. But if your preference runs to more power, you've got it in a new optional 3.8 liter V-6. Either engine teams with Cougar's new standard Select-Shift automatic transmission with locking torque converter which reduces slippage at cruising speeds.

Cougar is offered in two- and four-door sedans, beginning with the already-

luxurious GS. For even more luxury, you can choose the Cougar LS, with its exceptionally rich interior decor.

FOR 1982, PRESENTING A COUGAR WAGON.

1982 marks the introduction of a new station wagon in the Cougar line. Now you can have Cougar's high standard of luxury along with the spacious and practical

carrying capacity of a wagon. (See pages 8 and 9.)

The Cougar lineup for 1982—a beautiful balance of luxury and efficiency.

Equipment note: 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.



Cougar LS four-door sedan in Light Pewter Metallic, with optional rear half-vinyl roof and standard LS luxury wheel covers.

COUGAR LS: LUXURY IN A
NEW DIMENSION.



Cougar LS two-door in Black.

High luxury in a mid-size car? Step inside a Cougar LS and you'll see. You relax in the sheer cradling comfort of deeply contoured Twin Comfort Lounge seats. Both are reclining and individually adjustable, so that the driver and front-seat passenger can position their seats to their exact comfort needs. Both seats are luxuriously trimmed in luxury cloth or optional leather seating surfaces—so soft to the touch. Both have deeply padded fold-down armrests and—a nice feature—a handy tray in the center console for



*Cougar LS four-door interior, with
reclining Twin Comfort Lounge seats,
trimmed in Dark Red luxury cloth.*

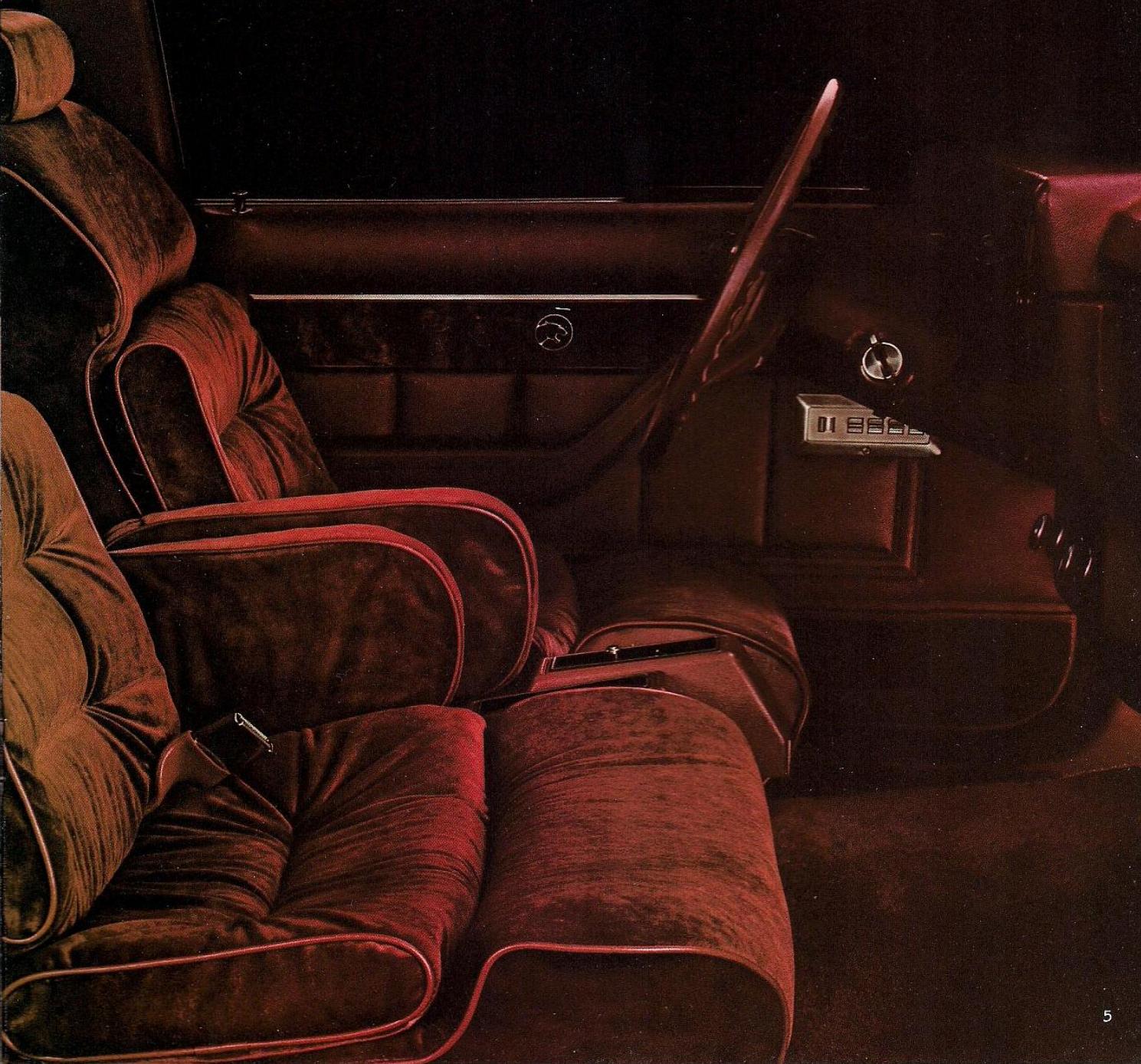
coins, keys, cards, etc.

Other LS luxury touches include: luxurious door trim with woodtone inserts; a handsome, easy-to-read woodtone instrument panel; deep 18-ounce cut-pile carpeting; a deep-well luggage compartment floor that's fully carpeted; cloth headlining; courtesy light switches for the rear doors (four-door only, of course); and even soft chimes as a reminder for seat belts or a door ajar.

Cougar LS. The lap of luxury.



Cougar LS instrument panel.



COUGAR GS: LOWERING
THE COST OF LUXURY.



Cougar GS four-door in
Light Pewter Metallic.

Cougar GS is a car of remarkable qualities. While it is the lowest priced Cougar, it still incorporates the sleek, trim, aerodynamic styling that is distinctively Cougar; it offers you a smooth, comfortable Cougar ride, and it maintains a high level of luxury.

Standard seat for the GS is the beautifully tailored, family-styled Flight Bench seat, trimmed in handsome cloth, with integral fold-down armrest. With it, your GS comfortably seats six.

However, you may select the added luxury of optional Twin Comfort Lounge seats—in which case your Cougar seats



Cougar GS two-door in Dark Blue
Metallic, with optional aluminum
wheels.

five. Whichever you choose, you experience real comfort and a sense of luxury.

You get a comfortable ride from Cougar GS—in part, from the smoothing effects of its hybrid MacPherson strut front suspension and four-bar link coil-spring in the rear. Deluxe sound insulation is standard and helps muffle road noise. With rack-and-pinion steering, you enjoy precise handling.

In Cougar GS, you have a car that's as pleasing to drive as it is to own.



Cougar GS instrument panel.



Cougar GS interior, with standard Flight Bench seat, trimmed in Midnight Blue cloth and vinyl.

**NEW COUGAR WAGON:
PRACTICALITY OF A WAGON,
LUXURY OF A COUGAR.**

For 1982, the Cougar lineup includes a new Cougar Wagon. And what a wagon! Start with people. There's room for six.



Cougar Wagon in Dark Blue Metallic.

Carrying capacity? With the rear seat up, Cougar Wagon has 41.9 cubic feet of cargo space; with the rear seat down, you get about twice the cargo space—73.6 cubic feet.

Cougar Wagon also offers you a special optional two-way liftgate, shown at right. You can choose to raise the entire liftgate or only flip-up the glass portion—a convenient feature for grocery shopping or stops at the hardware store.

The 1982 Cougar Wagon features all the standard luxuries of the Cougar GS.



Cougar Wagon in Medium French Vanilla, with Villager option and optional luggage rack and wire wheel covers.

On the exterior, bodyside moldings with color-keyed inserts, special striping, the vertical grille, and Cougar hood ornament create a wagon that is truly classic. True to the Cougar level of interior luxury, you get a Flight Bench seat with integral fold-down center armrest, a luxury steering wheel, and rich woodtone accents. The flat cargo floor is fully carpeted, and there's a lockable stowage compartment.

And there are special wagon options. Most notable is the stylish Villager option, shown below, with woodtone accents on the sides and liftgate; a bright luggage rack

with woodtone inserts provides additional cargo carrying capacity.

The new Cougar Wagon. Combining carrying capacity and luxury.



New optional two-way liftgate.



OPTIONAL HIGHLIGHTS

1. SPEED CONTROL. Select and maintain your speed with a touch of the finger for a more relaxing, enjoyable ride. Includes "resume" feature.

2. ELECTRIC REAR WINDOW DEFROSTER. A great convenience feature. Works as a defogger and also helps keep your rear window free of frost, ice, sleet, and snow.

3. WHEELS AND WHEEL COVERS. A variety of wheels and wheel covers is

available to add an individual, crowning touch to your Cougar. Choose from (left to right) deluxe wheel covers (standard on GS), luxury wheel covers (standard on LS), wire wheel covers, aluminum TR wheels, and aluminum wheels.

4. AM/FM STEREO with 8-track tape (shown here). It's one of a number of superb radio choices (see page 12 for further information). Add the optional Premium Sound System to any stereo of

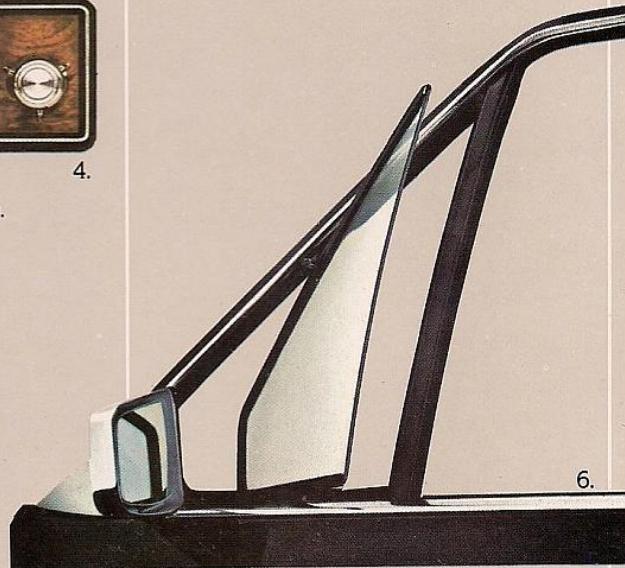
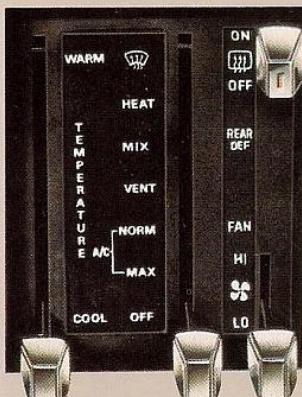
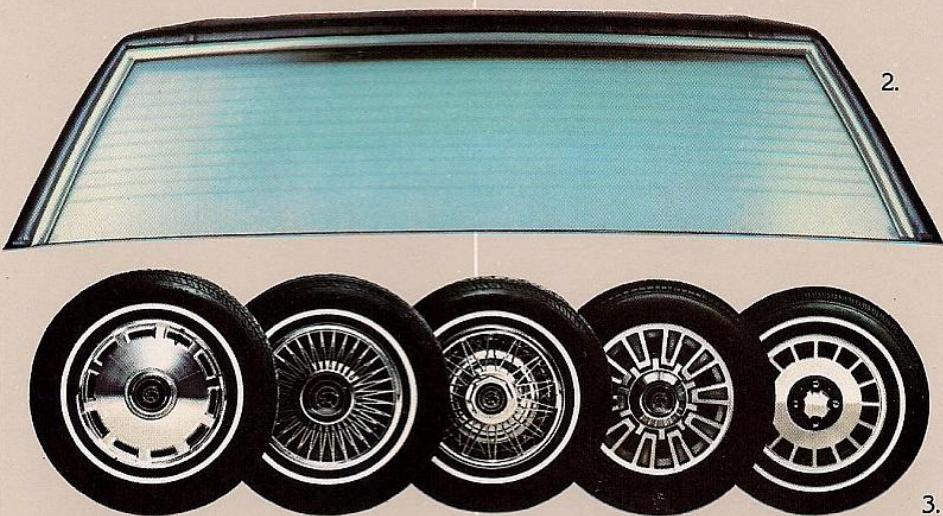
your choice and you get vastly improved sound from two upgraded high-fidelity rear speakers, and a power amplifier.

5. AIR CONDITIONING with manual controls adds cool comfort to your warm weather driving.

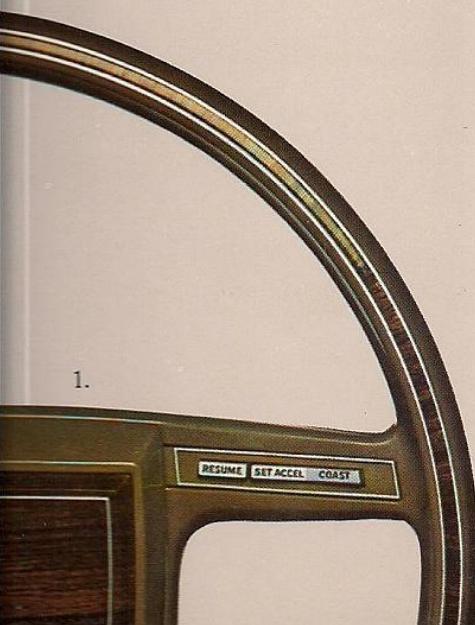
6. VENT WINDOWS. In addition to the front side windows, the triangular-shaped vent windows conveniently help direct the flow of fresh air within the car.

power

- POWER DOOR LOCKS
- POWER SEATS
- POWER STEERING
- POWER WINDOWS



1.



2.

3.

4.

5.

6.

10

YOUR CHOICE OF COUGAR MODELS, WITH THEIR STANDARD FEATURES.



COUGAR GS 2-DOOR



COUGAR GS 4-DOOR

STANDARD FUNCTIONAL FEATURES

- Dual rectangular halogen headlamps
- 3.3 liter 1-6 engine
- Select-Shift automatic transmission with locking torque converter
- Power brakes
- Rack-and-pinion steering
- Standard axle ratio, 2.73:1
- P175/75R14 BSW steel-belted radial tires
- Economy spare tire
- Hybrid MacPherson strut front suspension; four-bar link coil spring rear suspension
- Front stabilizer bar
- Inside hood release
- Fluidic windshield washer
- Steel bumpers with black rubber end caps
- Side-fill fuel tank (16-gallon capacity)
- Dual braking system
- Brake failure warning light
- Deluxe sound insulation package
- Viscous drive fan
- Dual-note horn

STANDARD INTERIOR FEATURES

- AM radio (may be deleted for credit)
- Cloth Flight Bench seat
- Color-keyed seat belts with tension reliever
- 18-ounce cut-pile carpeting
- Woodtone instrument panel applique
- Rear seat ashtray
- Cigarette lighter
- Glove box lock
- Woodtone steering wheel
- Steering-column-mounted controls for wiper/washer, high/low headlamp beam, horn, and turn signals
- Day/night mirror
- Cut-and-score cloth headlining
- Burloom luggage compartment mat
- Front and rear door trim panels with

upper woodtone appliques and lower carpeting

- Right-hand visor vanity mirror (nonilluminated)
- Carpeted package tray

STANDARD EXTERIOR FEATURES

- Bright grille
- Full-width wraparound taillamps
- Left-hand remote-control sail-mounted mirror
- Lower bodyside molding with color-keyed vinyl insert
- Front bumper guards
- GS badge on front fender
- Rear bumper sight shield
- Hood and bodyside accent stripes
- Cougar hood ornament
- Bright belt, drip rail, rear window, windshield, door, and window frame moldings
- Deluxe wheel covers



COUGAR GS STATION WAGON

Includes all standard Cougar GS sedan features, plus these additions and/or differences:

- Liftgate open warning light
- Cargo area light
- Tinted liftgate glass
- Carpeting on load floor and back of second seat, and liftgate
- Lockable stowage compartment
- Bright liftgate lower edge and taillamp molding
- Standard axle ratio, 3.08:1



COUGAR STATION WAGON WITH VILLAGER OPTION

Includes all standard Cougar GS sedan features, plus these additions and/or deletions:

- Medium Rosewood woodtone on body-side and liftgate
- Bright surround rails with Medium Rosewood woodtone inserts
- Rosewood woodtone narrow protective bodyside molding
- Villager script on liftgate
- Delete GS badge, bodyside molding, and hood and bodyside accent stripes



COUGAR LS 2-DOOR



COUGAR LS 4-DOOR

Includes all standard Cougar GS features, plus these additions and/or differences:

- Twin Comfort Lounge seats with luxury trim
- Upgraded door trim panels (4-door only)
- Color-keyed vinyl bodyside molding
- Seat belt warning chimes
- Carpeted luggage compartment with spare-tire cover
- Rear bumper guards
- Bumper rub strips with white accents
- LS badge on front fender
- Luxury wheel covers with Cat head center inset
- Rear door courtesy light switches (4-door only)
- Quarter trim panel courtesy lights

YOUR CHOICE OF OPTIONS, ALONG WITH SOME STANDARD FEATURES

	COUGAR GS	COUGAR LS	COUGAR WAGONS
<input type="checkbox"/> Air Conditioning, Manual	OPT	OPT	OPT
<input type="checkbox"/> Axle—Traction-Lok*	OPT	OPT	OPT
<input type="checkbox"/> Battery—Heavy-Duty*	OPT	OPT	OPT
<input type="checkbox"/> Bracket—Front License Plate	OPT	OPT	OPT
<input type="checkbox"/> Bumper Guards—Rear	OPT	STD	OPT
<input type="checkbox"/> Bumper Rub Strips—Front and Rear	OPT	STD	OPT
<input type="checkbox"/> Clock—Electric	OPT	OPT	OPT
<input type="checkbox"/> Cornering Lamps—Front	OPT	OPT	OPT
<input type="checkbox"/> Defroster—Electric Rear Window	OPT	OPT	OPT
<input type="checkbox"/> Fuel Tank—Extended 20-Gallon Capacity*	OPT	OPT	NA
<input type="checkbox"/> Glass, Tinted Complete*	OPT	OPT	OPT
<input type="checkbox"/> Illuminated Entry System	OPT	OPT	OPT
<input type="checkbox"/> Liftgate—Two-Way	NA	NA	OPT
<input type="checkbox"/> Luggage Rack—Roof-Mounted	NA	NA	OPT
<input type="checkbox"/> Mirrors, Dual Illuminated Visor Vanity	OPT	OPT	OPT
<input type="checkbox"/> Mirror—Right-Hand Remote-Control	OPT	OPT	OPT
<input type="checkbox"/> Molding—Vinyl Insert	OPT	OPT	OPT
<input type="checkbox"/> Paint, Glamour (see page 13)*	OPT	OPT	OPT
<input type="checkbox"/> Paint, Tu-Tone (see page 13)*	OPT	OPT	OPT
POWER			
<input type="checkbox"/> Power Lock Group*	OPT	OPT	OPT
<input type="checkbox"/> Power Seat—4-Way, Flight Bench	OPT	NA	OPT
<input type="checkbox"/> Power Seat—6-Way, Driver, Twin Comfort Lounge	OPT	OPT	OPT
<input type="checkbox"/> Power Side Windows*	OPT	OPT	OPT
<input type="checkbox"/> Power Steering	OPT	OPT	OPT
<input type="checkbox"/> Protection, Lower Bodyside	OPT	OPT	OPT
RADIOS			
<input type="checkbox"/> AM (may be deleted for credit)	STD	STD	STD
<input type="checkbox"/> AM/FM Monaural	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Stereo	OPT	OPT	OPT
<input type="checkbox"/> AM/FM with Cassette Tape	OPT	OPT	OPT
<input type="checkbox"/> AM/FM with 8-Track Tape	OPT	OPT	OPT
<input type="checkbox"/> Premium Sound System	OPT	OPT	OPT
<input type="checkbox"/> Roof, Flip-Up/Open Air*	OPT	OPT	NA
<input type="checkbox"/> Roof, Full Vinyl	OPT	OPT	NA
<input type="checkbox"/> Roof, Luxury Half-Vinyl (NA with 2-door)	OPT	OPT	NA
<input type="checkbox"/> Seats, Twin Comfort Lounge, Dual Recliners	OPT	STD	OPT
<input type="checkbox"/> Speed Control—Fingertip	OPT	OPT	OPT
<input type="checkbox"/> Steering Wheel—Leather-Wrapped*	OPT	OPT	OPT
<input type="checkbox"/> Trim—Cloth*	STD	STD	STD
<input type="checkbox"/> Trim—Leather	NA	OPT	NA
<input type="checkbox"/> Trim—Vinyl	OPT	NA	OPT
<input type="checkbox"/> Windows—Pivoting Front Vent	OPT	OPT	OPT
<input type="checkbox"/> Wipers—Interval Windshield	OPT	OPT	OPT
<input type="checkbox"/> Wiper/Washer—Liftgate	NA	NA	OPT

COUGAR GS	COUGAR LS	COUGAR WAGONS
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ENGINES/TRANSMISSIONS

<input type="checkbox"/> 3.8 Liter V-6 2V*	OPT	OPT	OPT
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RADIAL TIRES/WHEELS

<input type="checkbox"/> P175/75R14 WSW Radial	OPT	OPT	NA
<input type="checkbox"/> P185/75R14 BSW Radial	OPT	STD	STD
<input type="checkbox"/> P185/75R14 WSW Radial	OPT	OPT	OPT
<input type="checkbox"/> P185/75 RWL Radial	OPT	OPT	OPT
<input type="checkbox"/> 190/65R390 BSW Radial*	OPT	OPT	NA
<input type="checkbox"/> Conventional Spare Tire	OPT	OPT	OPT
<input type="checkbox"/> Aluminum Wheels (TR)*	OPT	OPT	OPT
<input type="checkbox"/> Luxury Wheel Covers*	OPT	STD	OPT
<input type="checkbox"/> Wire Wheel Covers*	OPT	OPT	OPT
<input type="checkbox"/> Cast Aluminum Wheels	OPT	OPT	OPT

BSW—Black Sidewall WSW—White Sidewall
RWL—Raised White Letters

OPTIONAL PACKAGES

<input type="checkbox"/> APPEARANCE PROTECTION GROUP—Includes door edge guards, license plate frames (rear only), and carpeted front floor mats.	OPT	OPT	OPT
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<input type="checkbox"/> COLD WEATHER GROUP—Includes heavy-duty battery, heavy-duty alternator, and engine immersion heater.	OPT	OPT	OPT
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<input type="checkbox"/> LIGHT GROUP—Includes engine compartment light, dual beam dome/map light, luggage compartment light, ashtray light, glove box light, and rear door courtesy light switches (four-door).	OPT	OPT	OPT
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STD—Standard OPT—Optional NA—Not Available

*This equipment is subject to additional ordering requirements or limitations. Please consult your Dealer for details.

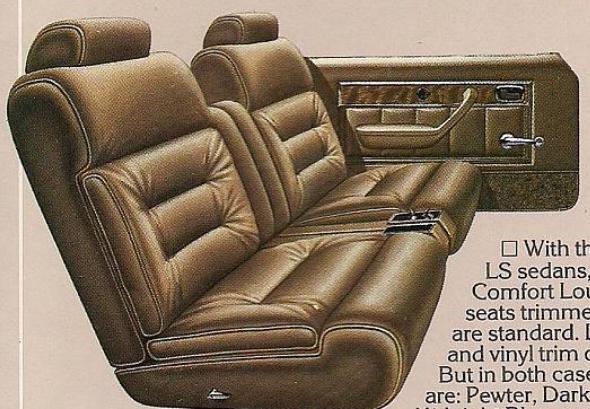
INTERIOR SEATING CHOICES



The standard seat for the Cougar GS sedan and station wagon is the Flight Bench seat trimmed in cloth. Vinyl trim is optional. In either case, colors are: Pewter, Dark Red, Midnight Blue, Spruce*, French Vanilla, and Medium Fawn.



The optional seats in the Cougar GS sedans and station wagon is the Twin Comfort Lounge seats trimmed in your choice of cloth or vinyl. Colors for both: Pewter, Dark Red, Midnight Blue, Spruce*, French Vanilla, and Medium Fawn.



With the Cougar LS sedans, Twin Comfort Lounge seats trimmed in cloth are standard. Leather and vinyl trim optional. But in both cases, colors are: Pewter, Dark Red, Midnight Blue, and Medium Fawn.

EXTERIOR COLOR CHOICES



Standard Colors

<input type="checkbox"/> 1. Black	<input type="checkbox"/> 4. Light Pewter Metallic	<input type="checkbox"/> 8. Dark Brown Metallic
<input type="checkbox"/> 2. White	<input type="checkbox"/> 5. Medium Pewter Metallic	<input type="checkbox"/> 9. Medium Red
<input type="checkbox"/> 3. Pastel French Vanilla	<input type="checkbox"/> 6. Medium French Vanilla	<input type="checkbox"/> 10. Dark Blue Metallic
<input type="checkbox"/> 7. Fawn	<input type="checkbox"/> 11. Medium Dark Spruce Met.	



Optional Glamour Paints

<input type="checkbox"/> 12. Medium Fawn Metallic	<input type="checkbox"/> 14. Light Spruce Metallic
<input type="checkbox"/> 13. Medium Blue Metallic	

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.

OPTIONAL TU-TONE

- Upper body color on hood, upper bodyside, roof and decklid
- Lower body color on lower bodyside, rear deck panel and sightshields

UPPER BODY COLOR	LOWER BODY COLOR	VINYL ROOF TRIM	INTERIOR
Cougar GS			
Lt. Pewter Met.	Med. Pewter	Lt. Pewter	Pewter†
Med. Red	Lt. Pewter Met.	Med. Red	Pewter†
Mdnt. Blue Met.	Med. Blue Met.	Midnight Blue	Mdnt. Blue
Med. Spruce Met.	Lt. Spruce Met.	Med. Dk. Spruce	Spruce
Ptl. Fr. Vanilla	Med. Fr. Vanilla	Ptl. Fr. Vanilla	Fr. Vanilla
Dk. Brown Met.	Med. Fawn Met.	Dk. Brown	Med. Fawn
Cougar LS			
Lt. Pewter Met.	Med. Pewter	Lt. Pewter	Dk. Red
Med. Blue Met.	Mdnt. Blue Met.	Mdnt. Blue	Mdnt. Blue
Med. Fawn Met.	Black	Black	Med. Fawn
Fawn	Med. Red	Red	Dk. Red
Fawn	Dk. Brown Met.	Dk. Brown	Med. Fawn

*Sedans only.

†Also available with Dark Red.

SPECIFICATIONS

	COUGAR 2-Dr/ 4-Dr.	COUGAR WAGONS
Wheelbase	105.5"	105.5"
Turning Diameter	38.8'	38.8'
Overall Length	196.5"	196.5"
Overall Height	53.0"	54.2"
Overall Width	71.0"	71.0"
Tread—Front	56.6"	56.6"
—Rear	57.0"	57.0"
Headroom—Front	38.1"	38.8"
—Rear	37.4"	38.4"
Legroom		
—Front (Max.)	41.3"	41.3"
—Rear (Min.)	35.1"	35.2"
Shoulder Room		
—Front	56.2"	56.2"
—Rear	55.7/56.2"	56.2"
Hiproom—Front	56.0"	56.0"
—Rear	54.8/53.7"	50.2"
Luggage/Cargo Capacity (Cu.Ft.)	16.8	73.6*
Fuel Tank Capacity (Gals.)	16.0	16.0
Curb Weight (Lbs.)	2906	3114

*With rear seat folded down.

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 called for each 4,000 miles. In 1982, 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; 50,000 miles or three years between engine coolant replacements. We're proud of these improvements, and we're working constantly to make them even better.

CORROSION PERFORATION WARRANTY

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1982 Lincoln-Mercury automobiles. And at no cost to you.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling Dealer after inspection by a Ford representative. Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

This warranty valid only in the 50 United States.

Motorcraft 

...FOR SURE

QUALITY REPLACEMENT PARTS FROM FORD

Your new Mercury Cougar comes equipped with factory-engineered and approved parts including a dependable 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.



**EXTENDED
SERVICE
PLAN**

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 Ford or Lincoln-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 or 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 Ford or Lincoln-Mercury vehicle.

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.

In Alaska or 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.

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

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 are subject to change. Some features described 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.

MERCURY COUGAR

LINCOLN-MERCURY DIVISION

