

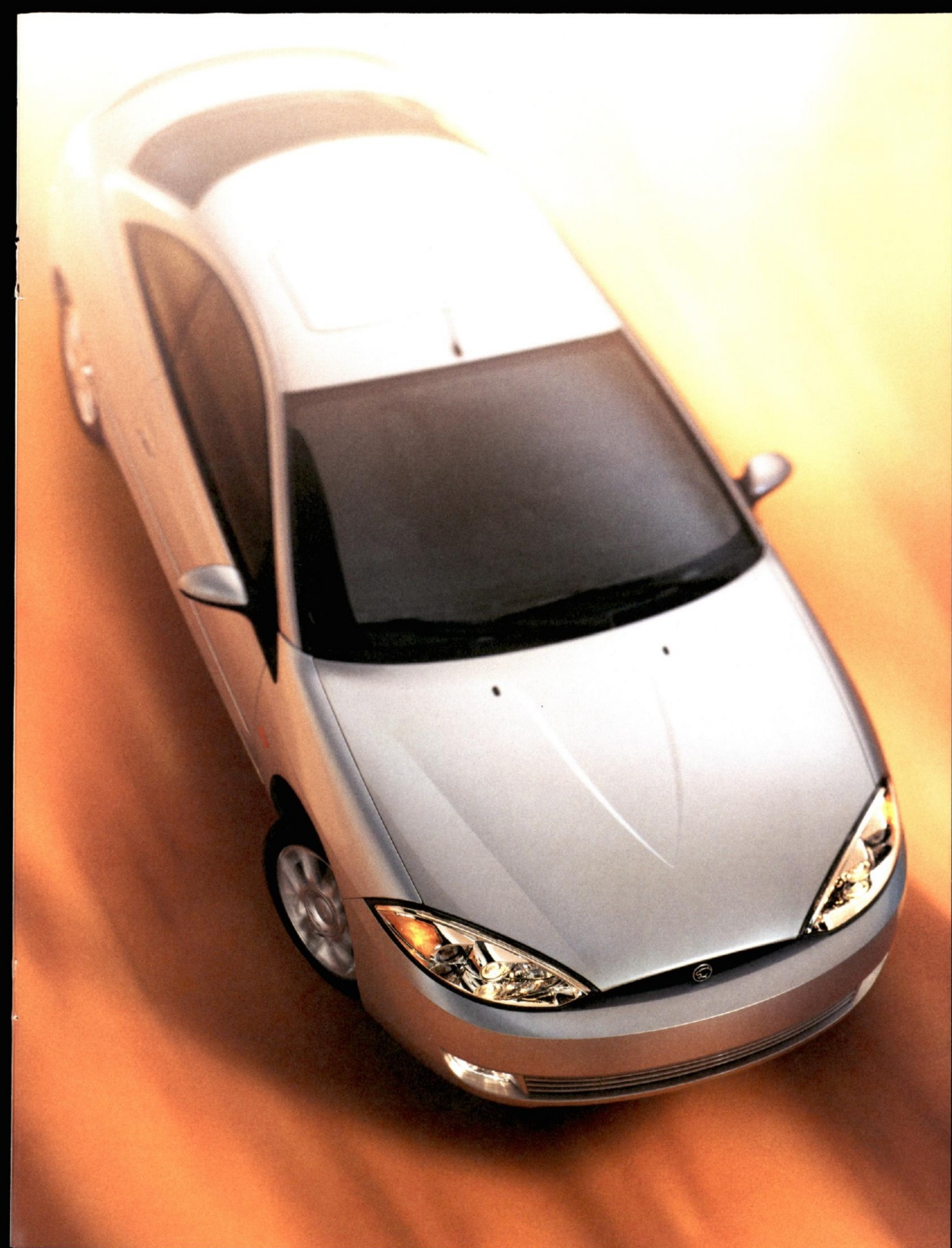
2001 MERCURY COUGAR

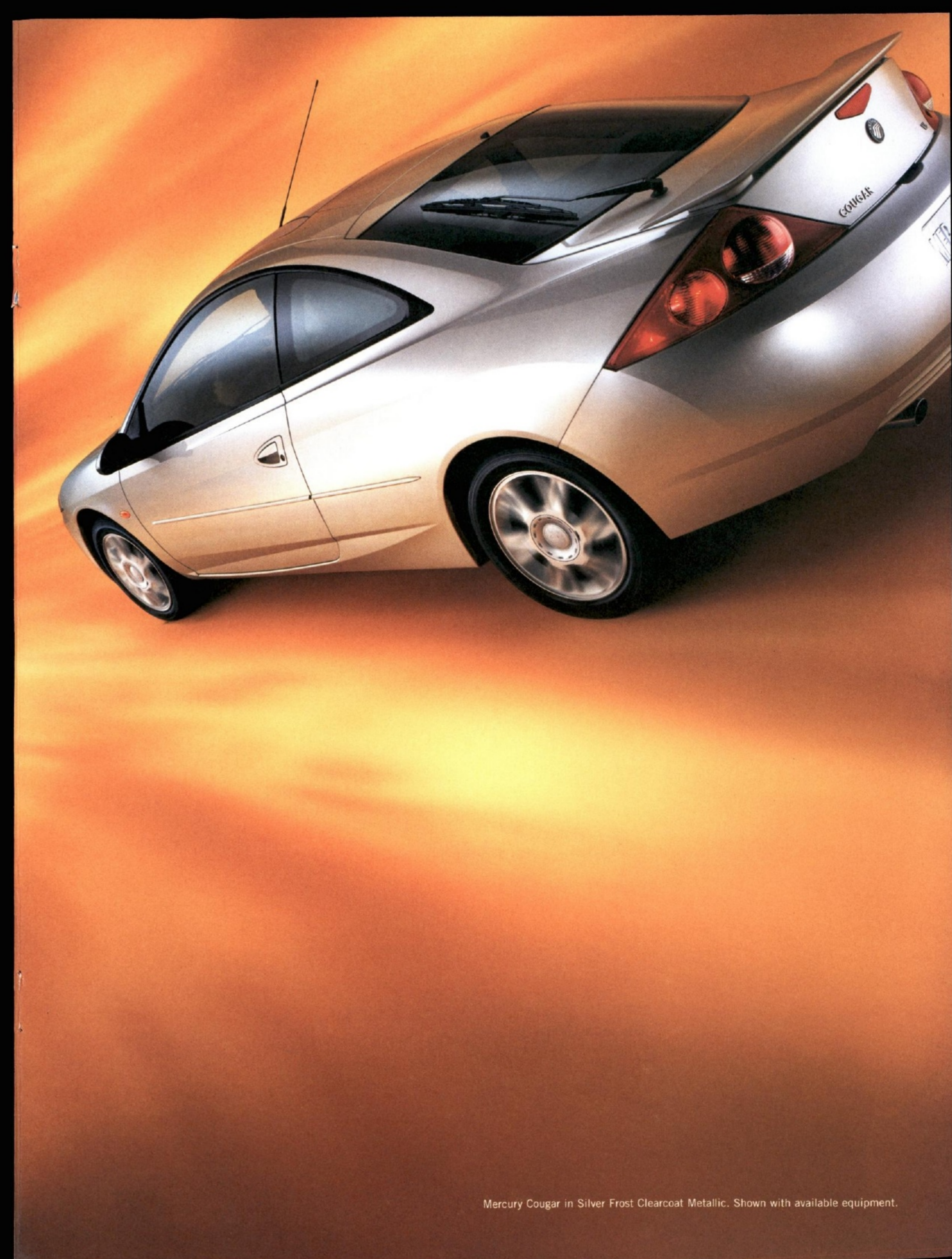
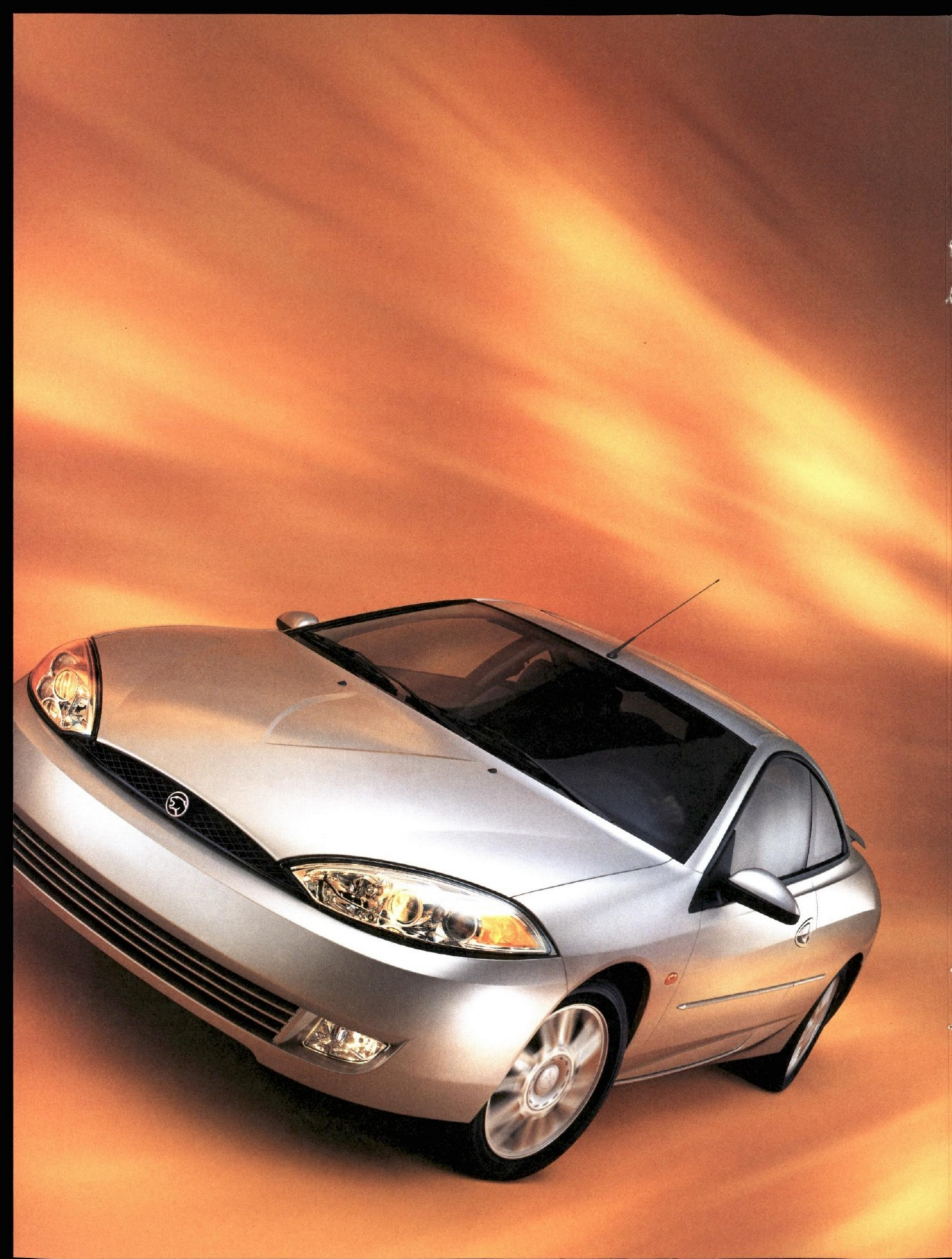


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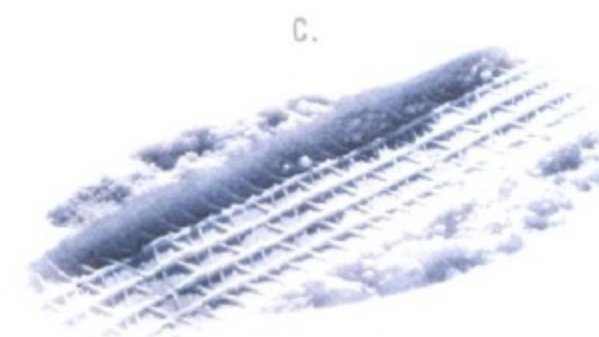
SINCE ITS INCEPTION, THE MERCURY COUGAR HAS offered what drivers are looking for: Style. Comfort. Performance. So it should be no surprise that, for 2001, Cougar's reputation remains unchanged. From the available V6 engine to the amenity-laced interior to the sophisticated safety features, Cougar offers plenty of reasons to enjoy the open road. And its finely sculpted exterior—with aerodynamic angles—will impress onlookers. If you're looking for a car that will capture your passion for driving, we encourage you to experience the Mercury Cougar.





Mercury Cougar in Silver Frost Clearcoat Metallic. Shown with available equipment.

THE COSWORTH-CASTING PROCESS OF THE AVAILABLE 2.5L DOHC 24-valve Duratec V6 maximizes Cougar's performance and durability. This all-aluminum engine generates 170 horsepower and 165 lb-ft of torque. And the MacPherson strut independent front and Quadralink rear suspension systems help keep all that power firmly under your control. Add the available V6 Sport Group with sixteen-inch alloy wheels, rear spoiler, four-wheel disc brakes and available Anti-lock Brake System, and the 2001 Mercury Cougar becomes even more impressive.

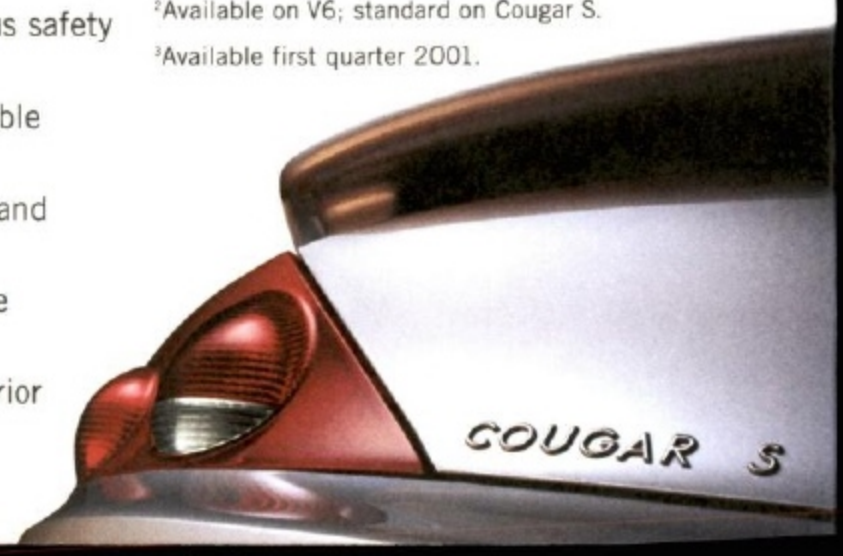


lights. And a panic button activates the horn and parking lamps. C. Available **All-Speed Traction Control**[®] allows the driver to maintain steering and handling control. A limited availability Mercury Cougar features standard front disc and rear drum brakes with available **Anti-lock Brake System (ABS)**. Or, the available V6 Sport Group with four-wheel disc brakes and available ABS. The MacPherson strut independent front and Quadralink rear suspension systems perform on various road surfaces. A. Available **side-impact head/chest airbags**¹ for driver and front passenger are two of Cougar's numerous safety features. B. Cougar's available **remote keyless entry system** and key fob lock and unlock the doors and activate the interior

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Cougar S² boasts a 2.5L DOHC 24-valve high output Duratec V6 engine, unique badging, seventeen-inch alloy wheels, an AM/FM stereo/cassette/single CD player with Premium Sound, rear spoiler, dual exhaust system with bright exhaust tips and unique Sport bucket seats with leather seating surfaces.

¹Always wear your safety belt and secure children in the rear seat.
²Available on V6; standard on Cougar S.
³Available first quarter 2001.





COUGAR'S INTERIOR AMENITIES ARE almost too numerous to count. A few of the more noticeable changes for this year are a satin aluminum-faced instrument panel, as well as a steering wheel with easy-to-reach speed control switches. Standard conveniences include the sophisticated Safety Cell construction, the Particulate Air Filtration System, front and rear cupholders, a full-length center console with storage bin, cupholders and power point, a 50/50 split-fold rear seatback and a convenient hatchback, which accommodates many of your cargo needs.



Mercury Cougar in Silver Frost Clearcoat Metallic. Shown with available equipment.

performance and safety features

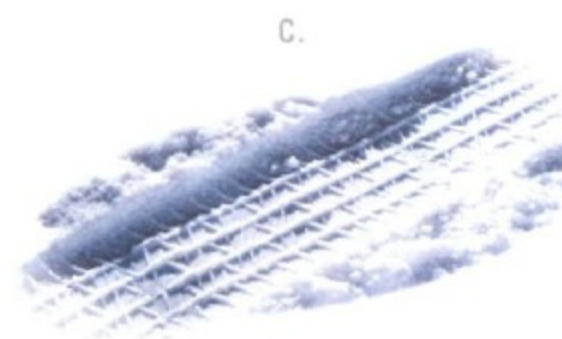
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interior features

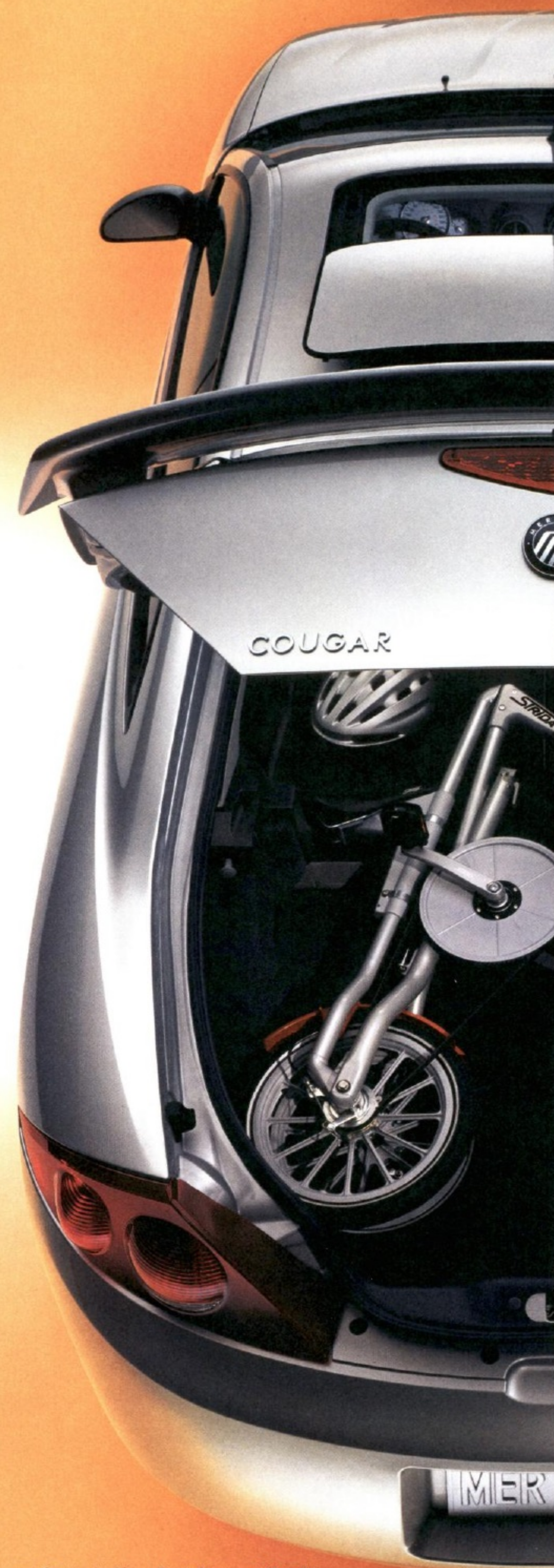
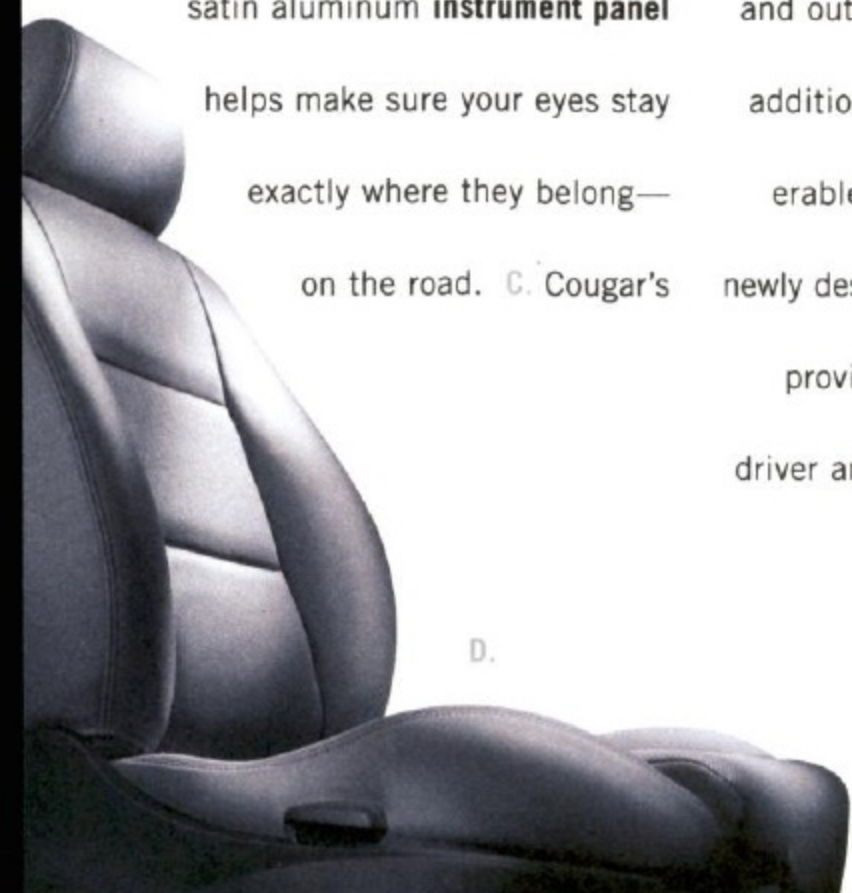
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The **removable radio face plate** on the standard, four-speaker AM/FM stereo/CD player with Premium Sound is just one of many thoughtful security features. A. Included on the V6 Sport and standard on Cougar S¹ models are **aluminum pedals**, for an added touch of style. B. To further demonstrate our never-ending commitment to building responsible and sound automobiles, the new ergonomic, easy-to-read, satin aluminum **instrument panel** helps make sure your eyes stay exactly where they belong—on the road. C. Cougar's

well-designed instrument panel includes a **trip computer** that quickly gives the driver vital information like average fuel economy, distance to empty, average speed, trip odometer and outside temperature. D. In addition to providing a considerable degree of support, the newly designed **Sport bucket seats** provide comfort for both the driver and front seat passenger.

¹Available first quarter 2001.



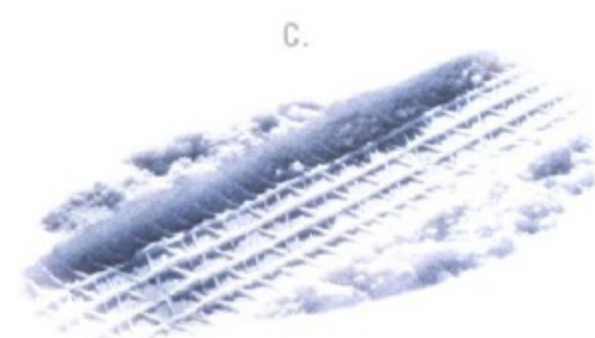
Mercury Cougar in Silver Frost Clearcoat Metallic. Shown with available equipment.



A.



B.



C.

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Strida bicycle

Designed for Strida

by Mark Sanders.



specifications

		I-4	V6	S ¹
engines	Type	DOHC 16-valve Zetec I-4	DOHC 24-valve Duratec V6	DOHC 24-valve Duratec V6
	Displacement	2.0 liter	2.5 liter	2.5 liter
	Horsepower (SAE net)	125 @ 5500 rpm	170 @ 6250 rpm	196 @ 6750 rpm
	Torque (SAE net)	130 lb-ft @ 4000 rpm	165 lb-ft @ 4250 rpm	168 lb-ft @ 5500 rpm
	Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
	Compression ratio	9.6:1	9.7:1	10.25:1
	Engine control	EEC-V Electronic Engine Control	EEC-V Electronic Engine Control	EEC-V Electronic Engine Control
	Scheduled tune-up interval	100,000 miles ²	100,000 miles ²	100,000 miles ²
transaxle	Standard	5-speed manual transaxle	5-speed manual transaxle	5-speed manual transaxle
	Optional		4-speed electronic automatic transaxle with overdrive and overdrive lockout	
brakes	Standard	Front: Ventilated disc; Rear: Drum	Front: Ventilated disc; Rear: Drum	4-channel, 4-wheel disc ABS
	Optional	4-channel, 4-wheel disc ABS	4-channel, 4-wheel disc ABS	
steering		Variable-rate power rack-and-pinion with low-friction ball joints and tie-rod ends		
suspension	Front	Fully independent, MacPherson compact strut located by lower A-arm, anti-roll bar	Fully independent, MacPherson compact strut located by lower A-arm, anti-roll bar	Fully independent, MacPherson compact strut located by lower A-arm, anti-roll bar with sport tuning
	Rear	Fully independent Quadralink system with strut-type coil spring/damper units, two transverse and one trailing arm per side incorporating passive rear-wheel steering, anti-roll bar	Fully independent Quadralink system with strut-type coil spring/damper units, two transverse and one trailing arm per side incorporating passive rear-wheel steering, anti-roll bar	Fully independent Quadralink system with strut-type coil spring/damper units, two transverse and one trailing arm per side incorporating passive rear-wheel steering, anti-roll bar with sport tuning
capacities	Fuel tank	15.5 gal	15.5 gal	15.5 gal
	Cargo (rear seat up/down)	14.5 cu ft/24 cu ft	14.5 cu ft/24 cu ft	14.5 cu ft/24 cu ft
	Curb weight	2861 lbs	3013-3201 lbs	3103 lbs
dimensions (inches)	Headroom	Front: 37.8 Rear: 34.7	Front: 37.8 Rear: 34.7	Front: 37.8 Rear: 34.7
	Legroom	Front: 42.6 Rear: 33.2	Front: 42.6 Rear: 33.2	Front: 42.6 Rear: 33.2
	Shoulder room	Front: 53.9 Rear: 51.3	Front: 53.9 Rear: 51.3	Front: 53.9 Rear: 51.3
	Hiproom	Front: 51.2 Rear: 46.1	Front: 51.2 Rear: 46.1	Front: 51.2 Rear: 46.1
	Length	185.0	185.0	185.0
	Track	Front: 59.3 Rear: 58.7	Front: 59.3 Rear: 58.7	Front: 59.3 Rear: 58.7
	Width	69.6	69.6	69.6
	Height	52.2	52.2	52.2
	Wheelbase	106.4	106.4	106.4

dimensions



exterior



¹Available first quarter 2001 on Cougar S.

optional equipment/groups

- | | | |
|---|---|--|
| <p>I-4 convenience group</p> <ul style="list-style-type: none"> ▪ Speed control with tap-up/tap-down feature | <ul style="list-style-type: none"> ▪ Rear window wiper/washer ▪ Remote Keyless Entry system | <ul style="list-style-type: none"> ▪ Illuminated entry |
| <p>V6 convenience group</p> <ul style="list-style-type: none"> ▪ Speed control with tap-up/tap-down feature ▪ Rear window wiper/washer | <ul style="list-style-type: none"> ▪ Remote Keyless Entry system ▪ Illuminated entry | <ul style="list-style-type: none"> ▪ AM/FM stereo/cassette/single CD player with Premium Sound |
| <p>V6 sport group</p> <ul style="list-style-type: none"> ▪ Leather-wrapped steering wheel and shift knob ▪ 16-inch painted aluminum wheels ▪ Rear spoiler ▪ 4-wheel disc brakes ▪ Sport cloth-covered bucket seats with height-adjustable head restraints and passenger seatback map pocket | <ul style="list-style-type: none"> ▪ Fog lamps ▪ Light Group: glove box lamp, map lamps, dual front visor mirrors with covers and illuminated driver's side, auxiliary warning system that includes displays for low washer fluid, frost warning, ice warning, door ajar and service reminder | <ul style="list-style-type: none"> ▪ Bright door sill trim plate ▪ Full-length center console with storage bin, cupholders, power point, center armrest and rear storage tray ▪ Aluminum footrest, clutch, brake and accelerator pedal pads ▪ Passenger seat map pockets |



15-inch five-spoke cast aluminum



16-inch six-spoke painted aluminum

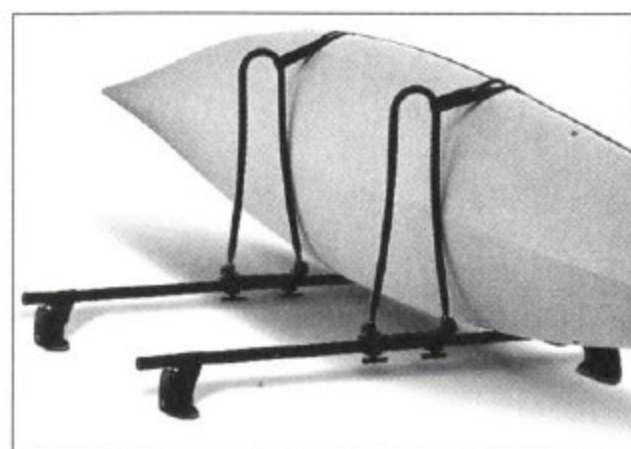


16-inch six-spoke machined aluminum



17-inch six-spoke machined aluminum³

accessories



For those who like to be one with nature, the available Kayak Carrier by Yakima allows two kayaks to be carried on edge, and can be installed easily and without any tools.



Mountaintop enthusiasts will appreciate the Yakima Snowboard Adapter, which allows multiple boards to be stowed on the roof, leaving plenty of room for passengers.



The available Frame Mount Bike Carrier by Yakima uses a locking arm with durable Kraton™ padding to protect your bike's finish.

options and accessories

1
3

features

	I-4	V6	S ¹		I-4	V6	S ¹
exterior features				interior features (continued)			
Body-color dual power heated exterior mirrors	std	std	std	Unique bucket leather seating surfaces with Cougar cat head logo embroidered on front seatbacks	-	-	std
Side repeat turn signal indicators	std	std	std	50/50 split-fold rear seatback	std	std	std
Wraparound projector and reflector headlamp system	std	std	std	Sport cloth-covered bucket seats with height-adjustable head restraints and passenger seatback map pocket	-	grp	-
Variable intermittent wipers	std	std	std	6-way power driver's seat with power lumbar	-	opt ³	std
Rear window defroster	std	std	std	Leather seating surfaces (requires power seat)	-	opt ³	std
Rear window wiper/washer	grp	grp	std	Driver and passenger seat map pockets	-	-	std
Fixed center roof antenna	std	std	std	audio			
Solar-tinted glass	std	std	std	Four premium speakers	std	std	-
Rear spoiler	opt	grp	std	AM/FM stereo/single CD player with Premium Sound	std	std	-
Bodyside moldings	opt	opt	std	AM/FM stereo/cassette/single CD player with Premium Sound	opt	opt/grp	std
100,000-mile scheduled tune-up intervals ²	std	std	std	AM/FM stereo/in-dash 6-disc CD changer	-	opt	opt
Power tilt/slide moonroof	opt	opt	opt	gauges			
Fog lamps	-	grp	std	Analog instrumentation with speedometer, tachometer, trip odometer, engine coolant temperature gauge, fuel gauge, low fuel warning light and integrated trip computer	std	std	std
Unique Cougar S badging	-	-	std	Instrument cluster with satin aluminum face and graphics	std	std	std
Dual exhaust system with bright exhaust tips	-	-	std	safety and security			
interior features				Dual front airbags ⁴	std	std	std
CFC-free air conditioning	std	std	std	Driver and front passenger side-impact head/chest airbags ⁴	opt	opt	opt
Particulate Air Filtration System	std	std	std	3-point lap/shoulder safety belts with height-adjustable D-ring for front outboard occupants	std	std	std
Rear seat heat ducts	std	std	std	3-point lap/shoulder safety belts for all rear seat occupants	std	std	std
Driver's seat manual recline and power height adjustment	std	std	std	Belt-Minder™	std	std	std
Passenger seat tip/slide with memory	std	std	std	Child-seat tether anchors	std	std	std
Remote hatchback release	std	std	std	SecuriLock™ passive anti-theft system	std	std	std
Power door locks and power windows with illuminated switches and one-touch express down driver's window	std	std	std	Heavy gauge steel anti-intrusion door beams	std	std	std
Trip computer: distance to empty, average fuel economy, average speed, trip odometer and outside temperature display	std	std	std	Cross-car beam and rigid steering column support	std	std	std
Tilt steering wheel	std	std	std	Occupant protection cell with front and rear crumple zones	std	std	std
Full-length center console with storage bin, cupholders and power point	std	std	std	Front and rear color-keyed 5-mph impact bumpers	std	std	std
Center armrest and rear storage tray	-	grp	std	4-channel, 4-wheel disc Anti-lock Brake System (ABS)	opt	opt	std
Front door storage compartments	std	std	std	All-Speed Traction Control (requires ABS)	-	opt	std
Carpeted removable rear package tray	std	std	std	Remote Keyless Entry system	grp	grp	std
Fully trimmed luggage compartment with lamp	std	std	std	Illuminated entry	grp	grp	std
Driver's footrest	std	std	std	wheels and tires			
Aluminum footrest, clutch, brakes and accelerator pedal pads	-	grp	std	P205/60R15 black sidewall all-season tires	std	std	-
Front floor mats	std	std	-	P215/50R16 black sidewall all-season "Performance" tires	-	grp	-
Front floor mats with Cougar S embroidery	-	-	std	P215/50ZR17 black sidewall all-season tires	-	-	std
Driver's vanity mirror	std	std	-	15-inch five-spoke cast aluminum wheels	std	std	-
Driver and passenger vanity mirrors with cover and illuminated driver's side	-	grp	-	16-inch six-spoke painted aluminum wheels	-	grp	-
Driver and passenger illuminated vanity mirrors with covers	-	-	std	16-inch six-spoke machined aluminum wheels	-	opt ³	-
Courtesy light delay	std	std	std	17-inch six-spoke machined aluminum wheels	-	-	std
Speed control with tap-up/tap-down feature	grp	grp	std				
Leather-wrapped steering wheel and shift knob	-	grp	std				
Cloth-covered bucket seats	std	std	-				

std = Standard Feature opt = Optional Feature
- = Not Available grp = Included in Optional Group

¹Available first quarter 2001.

²Under normal driving conditions with routine fluid and filter changes.

³Requires the V6 Sport Group.

⁴Always wear your safety belt and secure children in the rear seat.

⁵Standard on Cougar S.

To ensure we're offering our customers the best service possible, we proudly offer the Mercury Personal Consultant. Just visit our Web site at www.mercuryvehicles.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local dealer—at no cost or obligation.



FORD CREDIT Ford Credit provides the convenience of one-stop shopping with a variety of simple-to-understand purchase or Red Carpet Lease programs available right at the dealership. For more information, ask your dealer for details, or visit us on the web at www.fordcredit.com



THE MERCURY CYCLING TEAM is hitting the streets and will be participating in races from coast to coast. Look for this pro cycling team in your area. For more information on Mercury vehicles visit us on the web at www.mercuryvehicles.com

15% POST-CONSUMER FIBER / 45% TOTAL RECYCLED CONTENT

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mercury dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

2001 EPA mileage estimates were unavailable when this brochure was printed. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



cougar



sable



grand marquis



villager



mountaineer

THE MERCURY COMMITMENT™ REFERS TO THE EXTRA comforts of ownership, exemplified in a comprehensive benefits package. It is the assurance that meeting your driving needs will always be our ultimate objective. Ask your dealer for complete details and a copy of the limited warranty.

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Customer Assistance 800.392.3673

Roadside Assistance 800.241.3673

www.mercuryvehicles.com



Mercury
LIVE LIFE
IN YOUR
OWN LANE