

# MERCURY '83



# MERCURY. THE SUBSTANCE SHOWS.

Lincoln-Mercury's commitment to quality is readily apparent in its 1983 model lineup. These are truly cars of substance...more than elegant lines and sleek shapes designed to please the eye alone. The 1983 Mercurys have been thoughtfully engineered and are carefully built to provide the kind of quality, style, and riding comfort today's sophisticated drivers are demanding.

You'll find all that in cars like the new mid-size, five-passenger Marquis Sedans and Wagons, which offer advanced aerodynamics, a sophisticated gas-pressurized front strut/rear shock suspension system, and luxurious contoured seating.

Interior motives for choosing a 1983 Mercury go beyond just comfortable seating choices available in a wide variety of materials and a wide range

of colors. Even though many interior offerings like the new Sport seats\* (optional on Capri, standard on Lynx RS\* and LN7 RS\*) feature reclining seatbacks and folding center armrests, your attention can't help but be drawn to the many thoughtful gauges and warning lights as well as the many convenient controls.

You'll enjoy shifting even more this year, if you choose one of our small



## CAPRI. BEYOND BEAUTY.

This is a car that performs as well as it looks. A car that gives you style and backs it up with substance. Beneath the new bubbleback design reminiscent of some of

Europe's finest sports cars lurks an impressive array of both standard and optional features chosen to put even more distance between Capri and ordinary cars.

The performance begins with a standard 2.3 liter overhead cam engine and continues with your choice of 3.8 liter V-6 or potent 5.0 liter V-8 options. For curves,

cars. A new 5-speed is now standard on LN7 and optional on Lynx (standard on Lynx RS). Both cars also receive the benefits of standard Electronic Fuel Injection (EFI)\* in their RS versions—a feature that adds to the front-wheel, fun-to-drive flavor of these cars.

For 5.0 liters of fun, there's Capri with new four-barrel carburetion for the performance of a lifetime. Those 5.0

liters of V-8 power come with EFI standard on the latest edition six-passenger, full-size Grand Marquis Sedans and Colony Park Wagons.

Even the smart money car, Zephyr, has added under-the-hood appeal in the form of the newly improved 2.3 liter engine it shares with the new five-passenger Marquis. This refined four-cylinder power plant just might cause you to overlook other important fea-

tures like Zephyr's handsome new interior appointments.

But probably not. When there's a lot of substance to appreciate, it has a way of getting the recognition it deserves. Even when someone doesn't take a lot of time to point it out. Read on and discover even more for yourself. You may even find the Mercury that's just perfect for you.

\*Available fall of 1982.



there's an optional handling suspension. For comfort, the optional Sport seat interior shown above. For convenience, a

handy rear hatch and folding rear seat. Capri for '83. For you. And the way you like to drive.

*Opposite page: Mercury Capri RS. Above: Mercury Capri RS interior with optional Sport seats...available fall of 1982.*



**LYNX FIVE-DOOR. FOURSOME PLUS SOME.**

Here's the family car for the family that likes to travel together. Lynx five-door offers first-class accommodations for four

adults. There's a door for each passenger and a handy rear hatch for cargo like groceries, luggage or even the family pet. Lynx five-door. For the family that has

everything...and wants to take it with them wherever they go.

*Above: Mercury Lynx LS five-door.*



**LYNX RS. TRACK STAR.**

Front-wheel drive takes on a whole new meaning the moment you turn the key in Lynx RS. The 1.6 liter overhead cam

engine comes alive as an Electronic Fuel Injection system goes into action.

Slip the new five-speed transmission into gear and launch yourself far beyond

mere motoring as Michelin TRX tires grab the pavement and a special handling package takes charge.

*Above: Mercury Lynx RS...available fall of 1982.*



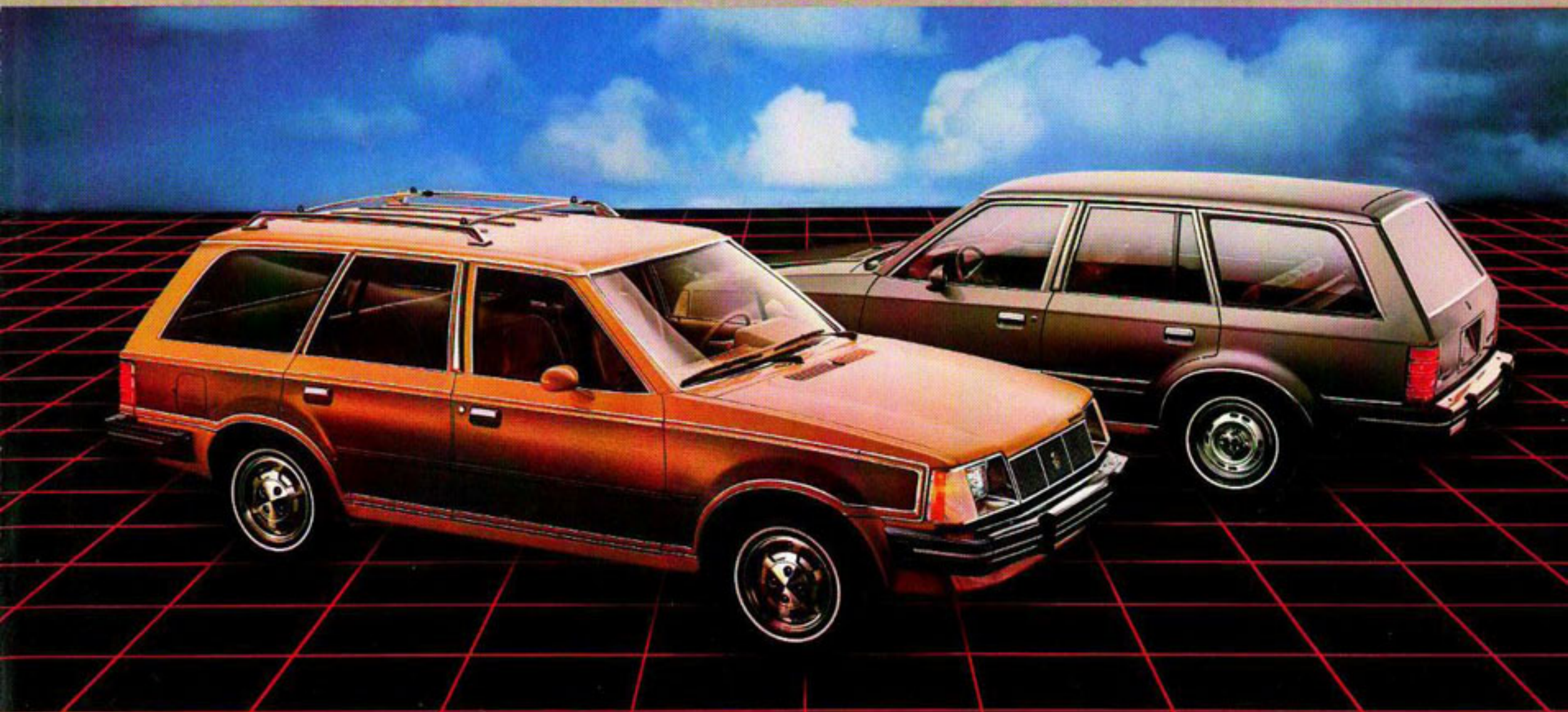
**T H E C O N Q U E S T O F I N N E R S P A C E .**

Front-wheel drive means more than good traction. It also means space efficiency. And that translates into plenty of room for four adults or 26.4\* cubic feet of cargo in

three-door models and 26.1\* cubic feet in five-door models when the rear seat is folded down. The LS interior shown above in rich velour cloth also includes thick, cut-pile carpeting and a folding center armrest.

*Above: Lynx LS five-door interior with reclining individual seats.*

*\*Based on MVMA specifications.*



**L Y N X W A G O N . Y O U R T R A V E L L I N G C O M P A N I O N .**

As you might expect, Lynx wagons are great for travelling because they offer plenty of room for four *plus* 27.8\* cubic feet of luggage space (58.4\* cubic feet with the

rear seat folded down). Not to mention a new, bigger 13-gallon fuel tank and a four-wheel independent suspension for your riding comfort.

*Foreground: Mercury Lynx LS wagon with Villager Option. Background: Mercury Lynx GS wagon.*

*\*Based on MVMA specifications.*



## **LN7. DREAM MACHINE.**

Turn the key and imagine the response of a standard 1.6 liter Higher Output overhead cam engine and five-speed

manual transaxle. Imagine the sportiness of a two-seat interior environment that features reclining seatbacks, a four-spoke

sport steering wheel, tachometer, trip odometer, and electronic digital clock with a stopwatch function.



## **MARQUIS. MID-SIZE MAGIC.**

This is Marquis as you've never known it before. Trim, yet smooth riding. Elegant, yet aerodynamic. Space-efficient, yet a full five-passenger automobile.

With the mid-size 105.6" wheelbase, Marquis boasts a sophisticated suspension system featuring gas-pressurized front struts and rear shock absorbers that help smooth the ride.

Under the hood is a standard 2.3 liter four-cylinder engine or your choice of the optional 3.3 liter six or 3.8 liter V-6. Inside is a rich, handsome interior highlighted by contoured seating covered in cloth, thick



This is no dream. This is LN7. With rack-and-pinion steering, front-wheel drive, and a four-wheel fully independent suspension

system for smooth, heavenly handling. This is the driving technology you've been waiting for. LN7...the substance dream cars are made of.

*Opposite page: Mercury LN7 with RS Package... available fall of 1982. Above: Cloth-covered Sport seats. Standard with LN7's RS Package.*



cut-pile carpeting, door panel map pocket bins, and more.

There's an equally impressive Marquis Wagon that is available—as is the Sedan

shown here—with a wide range of options including electronic instrumentation, leather seating surfaces, power seats, windows and door locks and much, much more. Marquis for '83. Magical.

*Opposite page: Mercury Marquis Brougham four-door Sedan.*

*Above: Marquis Brougham interior with Twin Comfort Lounge seats.*



**G R A N D M A R Q U I S . A L E S S O N I N L U X U R Y .**

Here's the American car the way it was always meant to be for many people. Full-size. Smooth riding. Comfortable. With

plenty of room for six in a luxuriously appointed interior.

Under the classic hoodline resides an electronically fuel-injected 5.0 liter V-8.

The transmission is automatic, of course, with an overdrive fourth gear.

The white sidewall tires are steel-belted radials. The headlamps are halogen.



**C O L O N Y P A R K W A G O N .**

Don't let Grand Marquis Colony Park Wagon's classic styling fool you. Coach lamps and woodtone finish aside, this is one hardworking wagon when you need it

to be. Fold down the rear seat and you can carry 89.3\* cubic feet of cargo. Relax in Twin Comfort Lounge seating or enjoy the versatility of the standard three-way tail-

gate and tinted power tailgate window that help make loading easy. Colony Park Wagon. A working classic.

*Above: Grand Marquis Colony Park Wagon. \*Based on MVMA specifications.*





Steering, brakes, and windows are all power. A carefully engineered suspension system provides exceptional riding comfort.

The full-size Mercury Grand Marquis. Available in both two- and four-door models. Still a leader among a select few. Still the car for you.

*Opposite page: Mercury Grand Marquis LS four-door Sedan.  
Above: Grand Marquis LS" standard Twin Comfort Lounge seating.*



**Z E P H Y R . S M A R T F R O M T H E S T A R T .**

You don't have to be rich to own a new Zephyr four-door Sedan or Z-7 Sport Coupe. Just smart enough to know a good buy when you see one. Smart enough to

appreciate its interior roominess for five or six (depending on the seating selected). Smart enough to like its maneuverability in traffic, its surprisingly responsive 2.3 liter

engine, and its roomy deep-well trunk. And that's just for starters!

*Above: Mercury Zephyr GS four-door Sedan.*

## LYNX

- LYNX L 3-DOOR
- LYNX L 5-DOOR
- LYNX L WAGON
- LYNX GS 3-DOOR
- LYNX GS 5-DOOR
- LYNX GS WAGON

- LYNX LS 3-DOOR
- LYNX LS 5-DOOR
- LYNX LS WAGON
- LYNX RS 3-DOOR
- LYNX LTS 5-DOOR



LYNX LS 3-DOOR



LYNX LS 5-DOOR



LYNX GS WAGON

## CAPRI

- CAPRI
- CAPRI L
- CAPRI GS

- CAPRI RS
- CAPRI BLACK MAGIC



CAPRI RS

## ZEPHYR

- ZEPHYR 4-DOOR SEDAN
- ZEPHYR GS 4-DOOR SEDAN
- ZEPHYR Z-7 2-DOOR SPORT COUPE
- ZEPHYR Z-7 GS 2-DOOR SPORT COUPE



ZEPHYR 4-DOOR SEDAN



ZEPHYR Z-7 SPORT COUPE

## LN7

- LN7
- LN7 SPORT
- LN7 GRAND SPORT
- LN7 RS



LN7

## MARQUIS

- MARQUIS 4-DOOR SEDAN
- MARQUIS WAGON
- MARQUIS BROUGHAM 4-DOOR SEDAN
- MARQUIS WAGON WITH EXTERIOR WOODTONE OPTION



MARQUIS BROUGHAM 4-DOOR SEDAN



MARQUIS WAGON WITH BROUGHAM DECOR OPTION

## GRAND MARQUIS

- GRAND MARQUIS 2-DOOR SEDAN
- GRAND MARQUIS 4-DOOR SEDAN
- GRAND MARQUIS LS 2-DOOR SEDAN
- GRAND MARQUIS LS 4-DOOR SEDAN
- GRAND MARQUIS COLONY PARK WAGON
- GRAND MARQUIS COLONY PARK LS WAGON



GRAND MARQUIS 2-DOOR SEDAN



GRAND MARQUIS 4-DOOR SEDAN



GRAND MARQUIS COLONY PARK WAGON



## QUALITY REPLACEMENT PARTS FROM FORD

Your new Mercury 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 certain selected 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 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 Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for 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.

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Standard and optional equipment listed is 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.

**Get it together—Buckle up.**

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

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LINCOLN-MERCURY DIVISION

