

MERCURY

'91

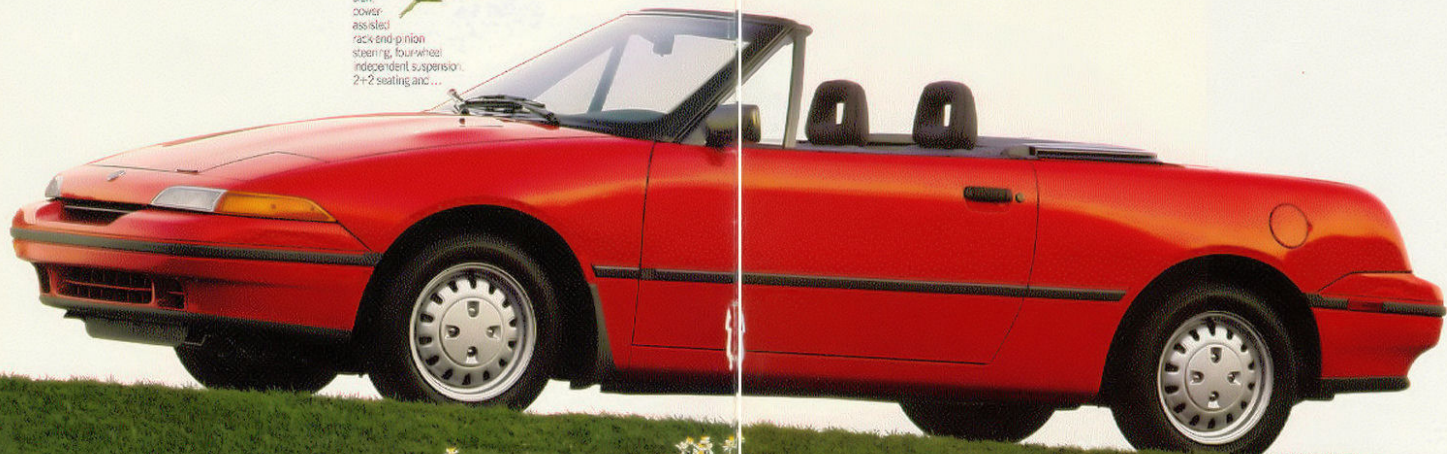
CAPRI



MY TEN-SPEED LETS ME CATCH SOME
SO DOES MY CAPRI, BUT IT'S EASIER

SUMMER'S
HERE. IT'S
TIME TO
COME OUT
OF YOUR
SHELL.

Introducing the perfect
place to spend summer.
The all-new 1991
Mercury Capri. This
15-valve, dual-overhead
cam, fuel-injected con-
vertible comes
equipped with
front-wheel
drive, a
5-speed
transmis-
sion,
power
assist
rack and pinion
steering, four-wheel
independent suspension,
2+2 seating and ...



SUNSHINE WHILE TRAVELING.
BRINGING FRIENDS ALONG FOR THE RIDE.

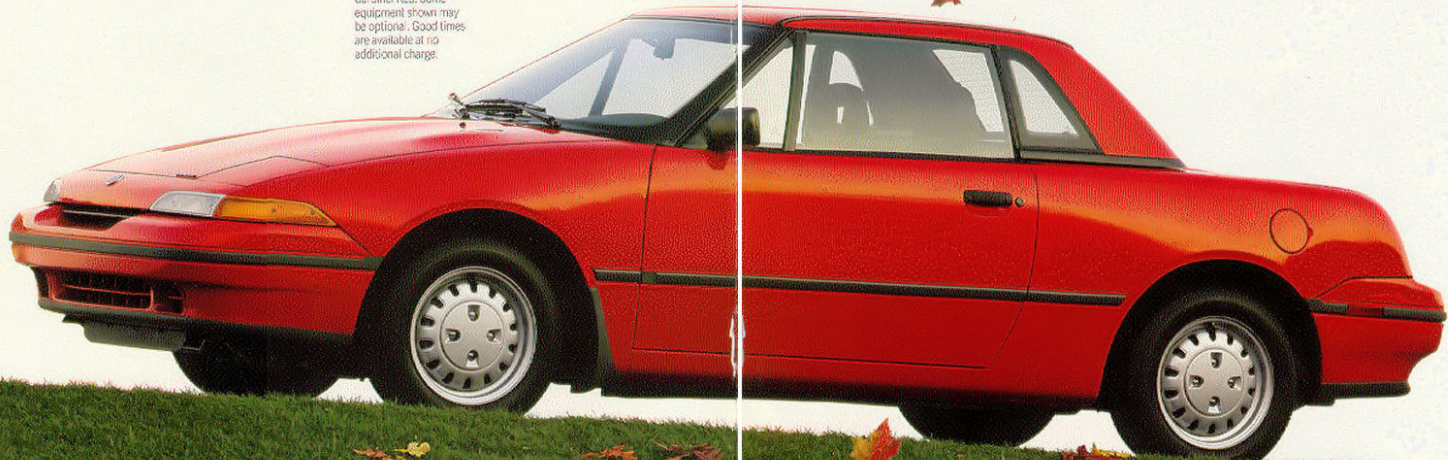


JUST BECAUSE IT'S COLD OUTSIDE DOESN'T

SUMMER'S
OVER. 
NOW
WHAT'S
YOUR
PLAN?

You can even get an optional removable hard top. Read on and discover what Capri and its turbocharged twin, Capri XR2 are all about. Then put yourself behind the wheel. What happens next is entirely up to you.

Capri pictured in Cardinal Red. Some equipment shown may be optional. Good times are available at no additional charge.



MEAN YOU'RE SUPPOSED TO HIBERNATE.



LET'S HEAR IT FOR PHYSICAL ATTRACTION

Women will be their hair in loads just to drive a Capri. Men have been known to shed their shirts.

Are you not? This car plays storage tricks on people.

You'll find Capri perfectly equipped to let the good times roll its way. 2+2 seating arrangement means you're taking up to three fellow sun-seekers to the store. The wide, flat-toe floor lets you roll the top down to create extra room for anything from a cooler to a more than ample supply of towels.

Capri is more than just a great place to put things. Standard features include tinted glass, dual power mirrors and 16-way steel wheels. Plus there's an AM/FM stereo with 4-speaker speakers to provide the soundtrack for your fun. Capri features a rear window rack with Gray Interloc.

Capri is more than just a great place to put things. Standard features include tinted glass, dual power mirrors and 16-way steel wheels. Plus there's an AM/FM stereo with 4-speaker speakers to provide the soundtrack for your fun. Capri features a rear window rack with Gray Interloc.

WHY SPEND YOUR MONEY ON NEW CLOTHES WHEN YOU CAN LOOK GOOD IN THE SAME THING EVERY DAY?



RUFUS CAN'T SING, HE CAN'T EARN A LIVING AND HE CAN'T HELP ME PUT THE TOP

DOWN. THEN AGAIN, I CAN DO THOSE THINGS MYSELF.



**POP, POP,
POP, LIFT,
FOLD. APPLY
SUNSCREEN.**

Simply release two latches on the windshield, a third latch in the rear, lift the hinged steel boot lid, fold the top in to the boot, lower the boot lid back into place and you're ready to turn any trip into a day at the beach. To make the conversion even easier, Capri offers standard power windows that raise and lower with the touch of a switch. Capri shown here in Cardinal Red with Gray interior. Dog not included.



CAPRI SHOWS ME THINGS I NEVER LEARNED IN SCHOOL.

Since the human body moves in many ways, so does Capri's driver's seat. It reclines fully, offers lumbar support and even adjusts for height. Capri has a safety-conscious side, too, with a driver's side air bag. Supplemental Restraint System located in the steering wheel. The cloth-trimmed sport bucket seats are pictured here in Red.

**TAKE A SEAT.
KICK BACK.
CLASS IS ABOUT TO BEGIN.**

Capri's interior is designed to give drivers a lesson on how to relax and still feel in control behind the wheel. The instrument panel and controls wrap around you in cockpit fashion, almost like they were tailored to your body. The leather-wrapped steering wheel is thick and sure-griped. Analog gauges can be viewed at a glance. The 5-speed stick shift is close by your side. There's even a user-friendly console with a storage bin, coin holders, and two cup holders. Some equipment shown may be optional.

XR2 IS THE MOST FUN I'VE EVER HAD WITHOUT

GETTING WET.



5-speed manual transmission.

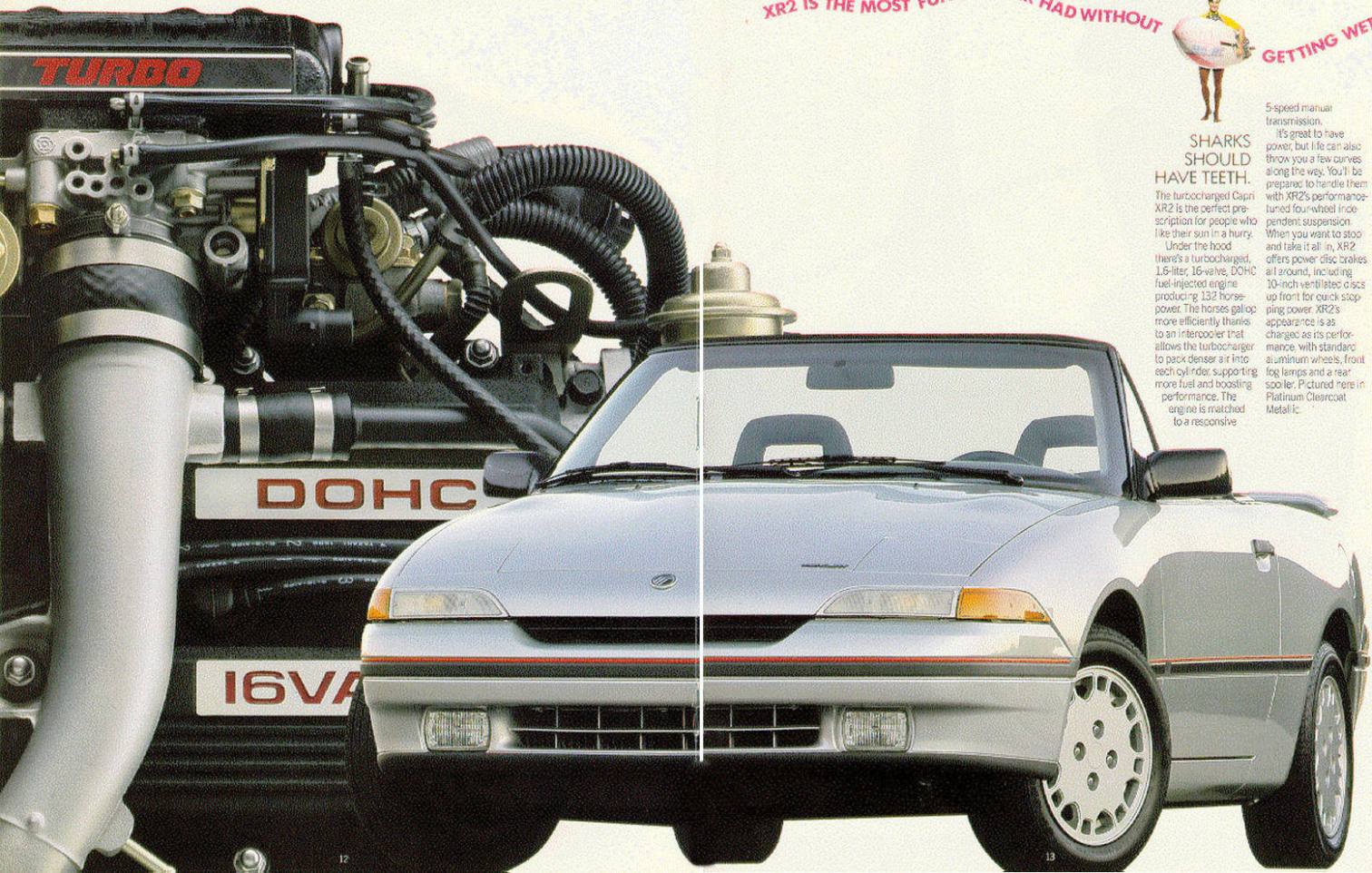
It's great to have power, but life can also throw you a few curves along the way. You'll be prepared to handle them with XR2's performance-tuned four-wheel independent suspension.

SHARKS SHOULD HAVE TEETH.

The turbocharged Capri XR2 is the perfect prescription for people who like their sun in a hurry.

Under the hood there's a turbocharged, 1.6-liter, 16-valve, DOHC fuel-injected engine producing 132 horsepower. The horses gallop more efficiently, thanks to an intercooler that allows the turbocharger to pack denser air into each cylinder, supporting more fuel and boosting performance. The engine is matched to a responsive

When you want to stop, and take it all in, XR2 offers power disc brakes all around, including 10-inch ventilated discs up front for quick stopping power. XR2's appearance is as changeable as its performance. With standard aluminum wheels, front fog lamps and a rear spoiler. Pictured here in Platinum Clearcoat Metallic.





THE END OF MY WORKDAY OPENS UP ENDLESS
POSSIBILITIES.



TAKE EVERY-
THING
YOU'VE EVER
WANTED IN
LIFE AND
TURBO-
CHARGE IT.

From the first time you take a turn behind the wheel of Capri XR2, you'll experience driving with a whole new perspective.

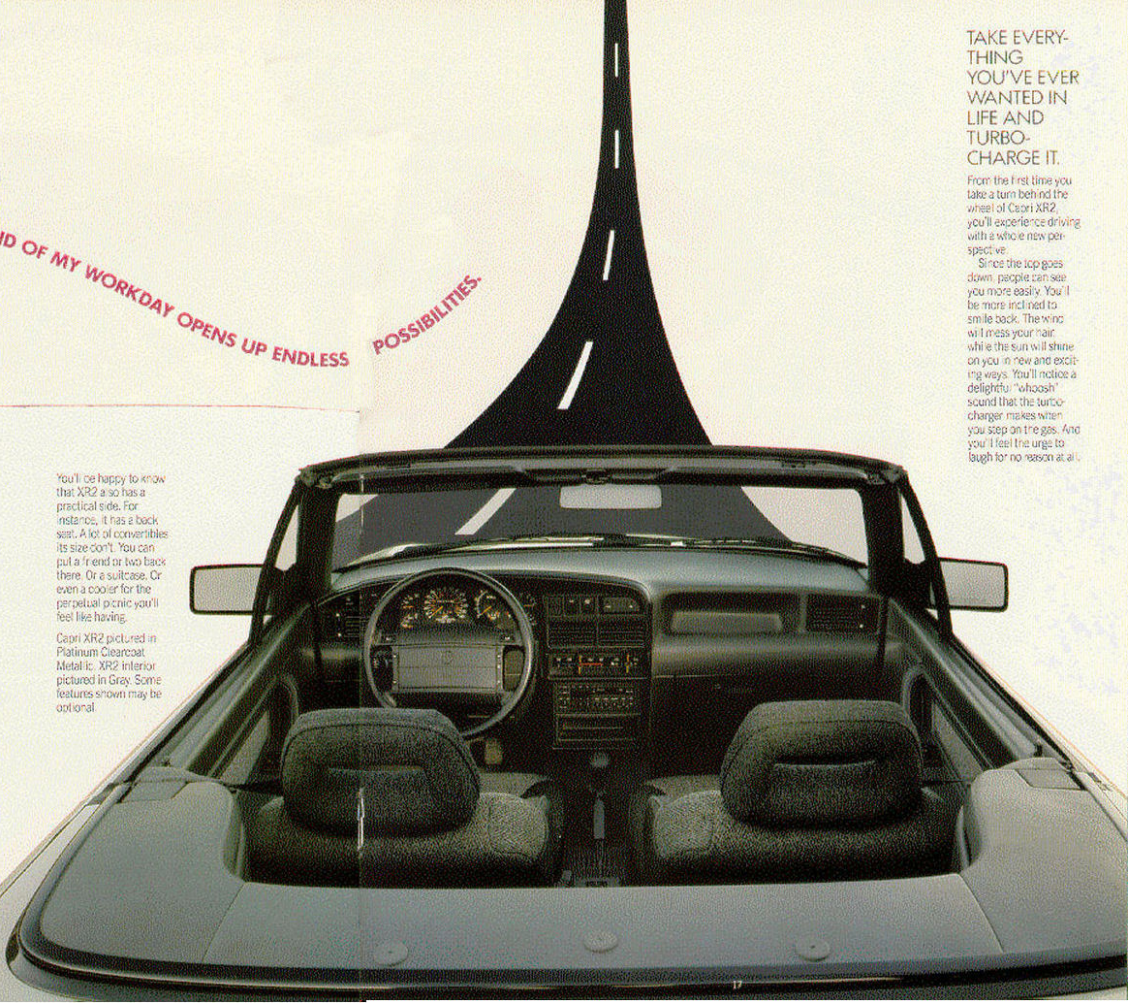
Since the top goes down, people can see you more easily, you'll be more inclined to smile back. The wind will mess your hair, while the sun will shine on you in new and exciting ways. You'll notice a delightful "roosh" sound that the turbo-charger makes when you step on the gas. And you'll feel the urge to laugh for no reason at all.



THE END OF MY WORKDAY OPENS UP ENDLESS
POSSIBILITIES.

You'll be happy to know that XR2 also has a practical side. For instance, it has a back seat. A lot of convertibles its size don't. You can put a friend or two back there. Or a suitcase. Or even a cooler for the perpetual picnic you'll feel like having.

Capri XR2 pictured in Platinum Clearcoat Metallic. XR2 interior pictured in Gray. Some features shown may be optional.



TAKE EVERYTHING YOU'VE EVER WANTED IN LIFE AND TURBO-CHARGE IT.

From the first time you take a turn behind the wheel of Capri XR2, you'll experience driving with a whole new perspective.

Since the top goes down, people can see you more easily. You'll be more inclined to smile back. The wind will mess your hair while the sun will shine on you in new and exciting ways. You'll notice a delightful "whoosh" sound that the turbo-charger makes when you step on the gas. And you'll feel the urge to laugh for no reason at all.

WHEN I WAS A KID, MOM ALWAYS TOLD ME TO GO PLAY OUTDOORS.



TODAY, I'M STILL TAKING HER ADVICE.



YOU'RE TOO OLD FOR VIDEO GAMES AND TOO YOUNG FOR BINGO. WHAT ARE YOU DOING IN THE MEANTIME?

Those who appreciate the difference between games and serious fun will be glad to know that Capri includes some features that let you make the most out of any season.

For example, Capri features front-wheel drive for suresteered traction in rain, snow and other slick road conditions.

And Capri's optional removable hard top includes a built-in rear window defroster that clears your view on icy mornings. The hard top installs easily, fits securely and even has its own storage stand and cover for those times when you don't want a roof over your head. Capri ARZ (pictured) is Platinum Clearcoat Metallic. Some equipment pictured may be optional.



COLORS, SOUNDS AND OTHER SENSATIONS

Although Capri includes a staggering number of standard features, it also offers a short list of options that let you express your individual style.

Start with surface appearances: Capri comes in colors to suit any mood. The optional removable hard top is available in matching colors. Stylish steel wheels are standard, or you can order optional aluminum wheels (they're standard on XR2i). There's even an optional slip-on cover that adds some extra flair to help some folks, while helping to protect your interior from the elements.

Now move inside for more choices, like Capri's optional four-speed

electronically controlled automatic transmission (not available on XR2i). You can boost sound quality a notch higher with a Hi-Fi Stereo Sound system that includes AM/FM cassette stereo and an 80-watt power amplifier.

Available air conditioning helps you keep your door locks (standard on XR2i), optional 10-watt XR2i are a handy way to let good folk in and keep bad folk out.

In fact, about the only thing you'll need that Capri doesn't offer is a pair of sunglasses.

- Styled steel wheel
- Aluminum alloy wheel
- Air conditioning
- Zip-open trunk/AM/FM cassette stereo
- Four-speed automatic transmission
- Cardinal Red
- Dark Charcoal Clearcoat Metallic
- Polar White with white hard top
- Indigo Blue Clearcoat hard top
- Premium Clearcoat Metallic with optional hard top



SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINES	CAPRI	CAPRI XR2
Type	1614-4	Inter-cooled, turbocharged, inline-4
Displacement	1.6 liters	1.6 liters
Horsepower (SAE Net)	100 @ 5,750	132 @ 6,000
Torque (SAE Net)	95 lb.-ft. @ 3,500	135 lb.-ft. @ 3,500
Fuel Delivery	Multi-port electronic fuel injection	Multi-port electronic fuel injection
Compression Ratio	9.4:1	7.9:1
TRANSMISSIONS		
Manual	Synchronized 5-speed overdrive with self-adjusting hydraulic clutch on Capri, cable on XR2	
Automatic	Electrically controlled 4-speed overdrive with lock-up torque converter for improved highway fuel economy (N/A Capri XR2)	
SUSPENSION		
Front	Independent 4-link gas pressure-strut MacPherson struts with shock absorbers and stabilizer bar. Anti-dive geometry and negative offset design.	
Rear	Independent twin trailing-arm link with nitrogen gas pressure MacPherson struts, strut-mounted coil springs and stabilizer bar. Self-stabilizing geometry design.	
STEERING		
Type	Power-assisted rack and pinion with 17.6:1 ratio	
BRAKES		
Type	Four-wheel hydraulic, diagonally inboard front to rear with power assist	
Front	10.2-inch vented disc	
Rear	8.7-inch solid disc	
DIMENSIONS		
Wheel base	CAPRI 94.7	CAPRI XR2 94.7
Overall length	166.1	165.1
Overall height	50.2	50.2
Overall width	64.6	64.6
Trunk, front/rear	54.9/56.0	54.9/56.0
Headroom, front	37.8 w/soft top	37.8 w/soft top
	37.0 w/hard top	37.0 w/hard top
Headroom, rear	34.4 w/soft top	34.4 w/soft top
	33.1 w/hard top	33.1 w/hard top
Legroom, front/rear	41.2/25.8	41.2/25.8
Shoulder room, front/rear	50.9/36.2	50.9/36.2
Hiproom, front/rear	52.4/40.6	52.4/40.6

CAPACITIES		
Cargo volume (cu. ft.)	8.6 (top up), 6.2 (top down)	
Fuel	11.1 gallons	
Oil	3.2 qt. (less filter)	
Engine coolant	6.3 qt.	
Base curb weight	2,385 lb.	2,446 lb.
FUNCTIONAL FEATURES		
Front-wheel drive	\$	\$
1.6-liter I-4 dual overhead cam 16-valve engine	\$	—
Inter-cooled, turbocharged 1.6-liter I-4 dual overhead cam 16-valve engine	—	\$
Multi-port electronic fuel injection	\$	\$
Electronic engine control	\$	\$
5-speed manual transaxle w/5th gear overdrive (4th & 5th gear overdrive on XR2)	\$	\$
4-speed electronically controlled automatic transaxle	0	—
Power-assisted 4-wheel disc brakes	\$	\$
Power-assisted rack-and-pinion steering	\$	\$
Uniquely tuned front/rear performance suspension	—	\$
48-amp/hour, maintenance-free battery	\$	\$
Cover, high-griped components for overroad service	\$	\$
EXTERIOR		
Five-rig impact bumpers front/rear	\$	\$
Pop-up retractable halogen headlights	\$	\$
Tinted glass	\$	\$
Dual power mirrors	\$	\$
Unique front fascia w/integrated fog lamps	—	\$
Dark gray body de-molding and bumper rub strips with red piping accent	\$	\$
Dark gray front mud guards	\$	\$
One-piece vinyl soft top w/hard top	\$	\$
Rear decklet spoiler	—	\$
Hard top w/rear window defogger, dome light, corner and interior	0	0
Removable, zip-open tar/leak cover	0	0
Fender flares	A	A
Halogen fog lamps w/covers	A	—

EXTERIOR COMFORT AND CONVENIENCE FEATURES		
Driver-side air bag Supplemental Restraint System	\$	\$
Front- and rear-seat 3-point shoulder belts	\$	\$
Air conditioning	0	\$
All-cloth dual adjusting front sport bucket seats	\$	\$
Driver-side adjustable lumbar support and seat tilt and height adjustments	\$	\$
Passenger-side rear-seat w/in release	\$	\$
Lockable fold-down rear seat back w/2x16 pass-through	\$	\$
Power windows	\$	\$
Power door locks	0	\$
Fuel center console with ashtray and lighter, coin holder and cassette storage slots/cup holders	\$	\$
Rear-seat belt ducts	\$	\$
Fingertip speed control	A	\$
Locking glove box	\$	\$
Map pockets on doors	\$	\$
Side window demisters	\$	\$
Digital clock	\$	\$
Instrument panel storage bin	\$	\$
Black-nation package including lighter, glove box, trunk and footwell	\$	\$
Interval windshield wipers	\$	\$
INTERIOR		
Rear-seat child seat anchors	\$	\$
Passenger visor mirror	\$	\$
Day/night rearview mirror	\$	\$
Cellular telephone	A	A
Standard equipment	0	Optional equipment
A - Dealer-installed accessory		

Based on 1991 1991 MMVA specifications

AUDIO SYSTEMS		
Electronic AM/FM stereo radio w/400 speakers	\$	—
Electronic AM/FM stereo-cassette radio w/400 speakers	0	\$
Premium electronic AM/FM stereo cassette w/ 50-watt amplifier	0	0
High-Level Audio System AM/FM stereo radio w/compact disc player	A	A
Trunk-mounted 10-CD compact disc changer w/removable control (requires premium cassette)	A	A
INSTRUMENTATION		
Backgrounded analog cluster with 125-mph speedometer, tachometer, fuel gauge, water temperature gauge, oil pressure, oil pressure gauge, odometer and tripmeter (turbo boost gauge on XR2)	\$	\$
Warning lights for alternator, brake failure, parking brake, high beam, turn signal/neutral indicator, air bag and seat belt	\$	\$
WHEELS AND TIRES		
P185-60R14 black sidewall steel-beetle radial	\$	\$
14-inch styled steel wheels w/center cap	0	—
14-inch cast aluminum	\$	\$
EXTERIOR COLORS		
Exterior Paint Colors		
Rear Window		
Platinum Charcoal Metallic		
Cardinal Red		
Ingot Blue Metallic		
Dark Charcoal		
Interior Colors		
Gray		
Red		
Convertible Rear Colors		
Black		
White		
*Included in Premium Equipment Package 6E1A		
\$ - Standard equipment	0	Optional equipment
A - Dealer-installed accessory		

Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry.

An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Motorcraft QUALITY PARTS

Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.



The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicles base warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. As your participating 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.



Participating Lincoln-Mercury dealers offer the Lifetime Service Guarantee, which guarantees their work on your Mercury Capri for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty, and take time to read it.

EPA statement. 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Mercury Capri, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up—together we can save lives.** Buy or lease your Mercury 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 design without notice and without incurring obligation.

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

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

MERCURY



Quality is Job 1.

