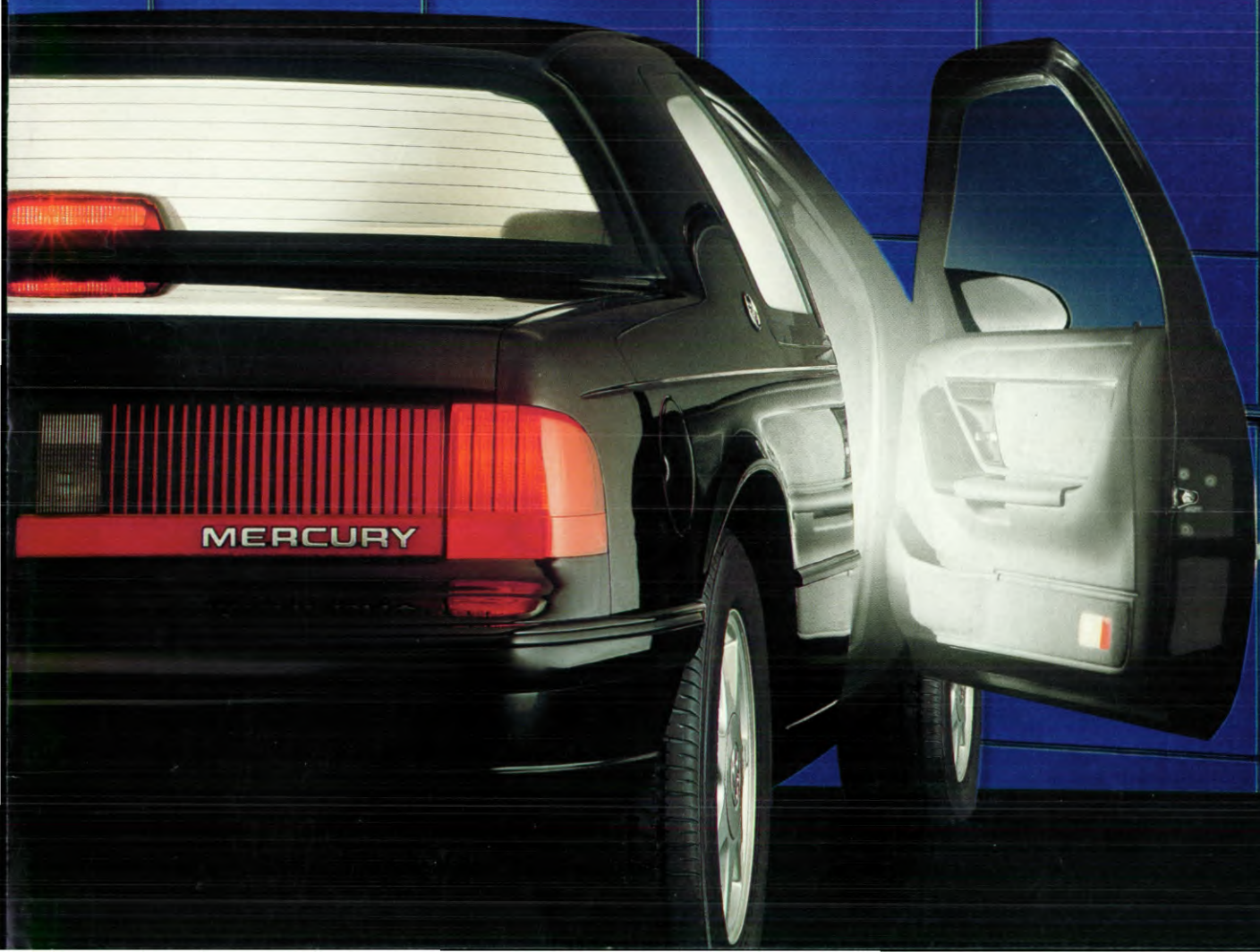


# MERCURY<sup>'89</sup> COUGAR







Cougar XR7 in Black. Some features shown may be optional. See option list page 20.



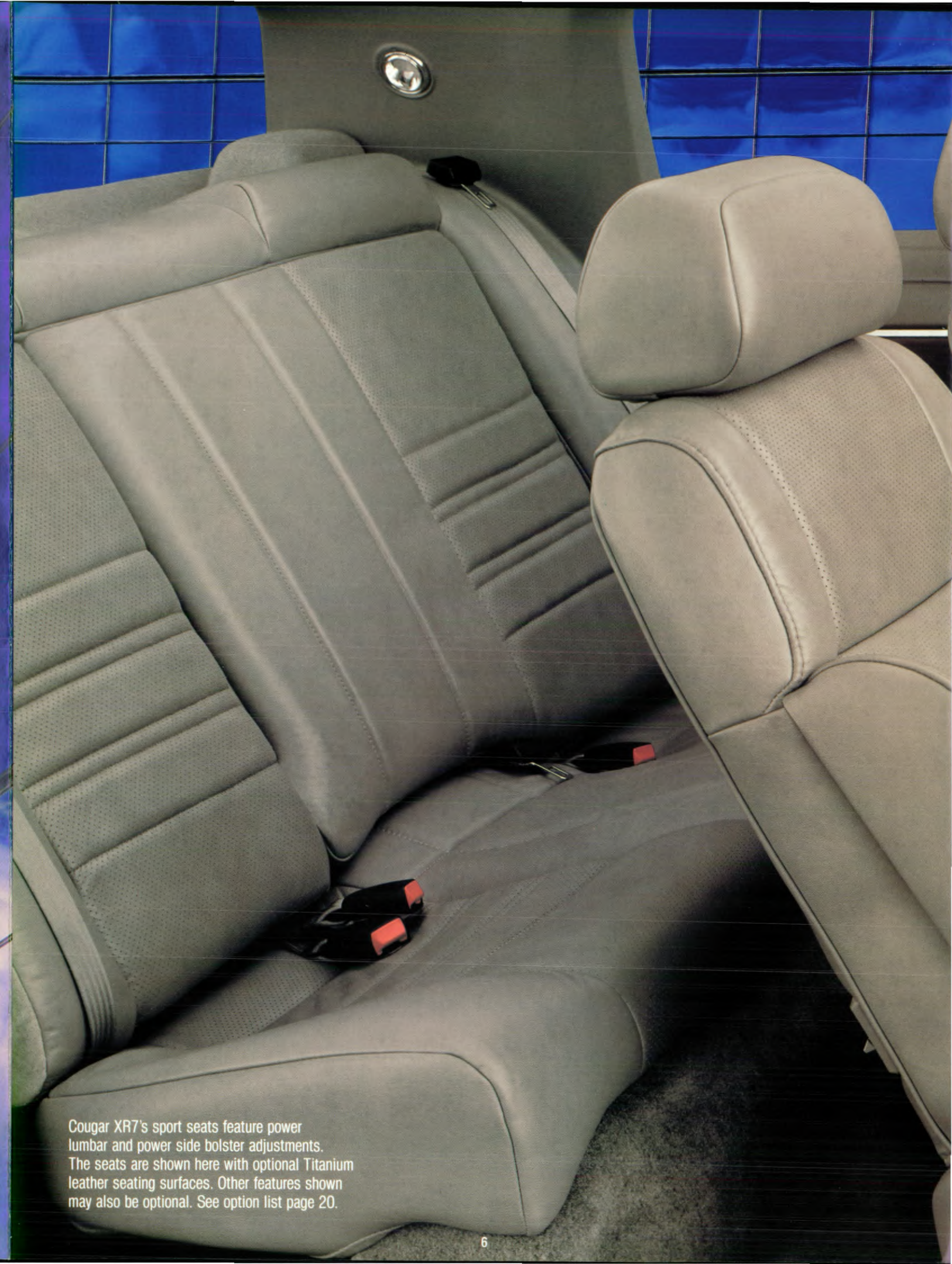
## A DRAMATIC STEP FORWARD IN THE EVOLUTION OF MERCURY COUGAR.

Nineteen eighty-nine marks a dramatic step forward in the evolution of Mercury Cougar. With bold aerodynamic styling and impressive technical advancements, this new Cougar represents a masterful blend of comfort and control.

The '89 Cougar provides the benefits of a new four-wheel independent suspension and electronic speed-sensitive variable-assist power steering. Each system has been carefully tailored to meet the specific objectives of each Cougar model. Both Cougar LS and XR7 place a strong emphasis on luxury, while the XR7 adds an extra measure of performance.

In the following pages, we will provide you with a close look at the impressive features of the new Cougar LS and XR7. We trust that once you have learned more about them and experienced them firsthand at your local Mercury dealer, you will share our enthusiasm for these outstanding new automobiles.

Mercury Cougar. Where comfort and control are one.



Cougar XR7's sport seats feature power lumbar and power side bolster adjustments. The seats are shown here with optional Titanium leather seating surfaces. Other features shown may also be optional. See option list page 20.









7  
W/STER LUMBAR





In designing the controls and instrumentation, Cougar's engineers were guided by ergonomics—the study of the interaction between man and machine. Shown here is XR7's performance analog instrumentation. Some features shown may be optional. See option list page 20.









Cougar XR7 in Bright Red.  
Some features shown  
may be optional.  
See option list page 20.



## **COUGAR XR7. COMFORT JUST GOT A SHOT OF ADRENALINE.**

The objective was to combine comfort and control with uncommon quickness. The result is the new Cougar XR7.

Its adrenaline takes the form of a 210-horsepower supercharged V-6 engine with an air-to-air intercooler. Standard equipment includes a five-speed manual transmission while a four-speed automatic with overdrive is optional.

XR7 provides you with the comfort and control of four-wheel disc anti-lock brakes, electronic speed-sensitive variable-assist power rack-and-pinion steering and a four-wheel independent suspension with electronic automatic/firm ride control.

Inside, it's easy to see XR7 was designed by people who spend time behind a steering wheel, not just behind a desk. The performance analog instrumentation includes speedometer, tachometer, oil pressure gauge, coolant temperature gauge and supercharger vacuum/boost gauge.







Cougar LS in Oxford White.  
Some features shown  
may be optional.  
See option list page 20.



## **COUGAR LS. LUXURY, STYLE AND A UNIQUE LEVEL OF COMFORT.**

The new Cougar LS offers a superb combination of style and comfort. With low profile aero headlamps and a steeply raked windshield (63.9 degrees), its refined exterior design provides the practical benefits of aerodynamics while conveying a look of pure elegance. Power is delivered by a 140-horsepower 3.8-liter V-6 engine with sequential multi-port electronic fuel injection. Complementing the engine is Cougar's four-speed automatic transmission with overdrive.

The LS for 1989 also features a new four-wheel independent suspension, a wheelbase that's nearly nine inches longer (113.0 inches) than last year's model, a new wider track and electronic speed-sensitive variable-assist power rack-and-pinion steering. The result is Cougar LS's unique approach to comfort and control.







Cougar LS in Shadow  
Blue cloth. Some  
features shown may be optional.  
See option  
list page 20.

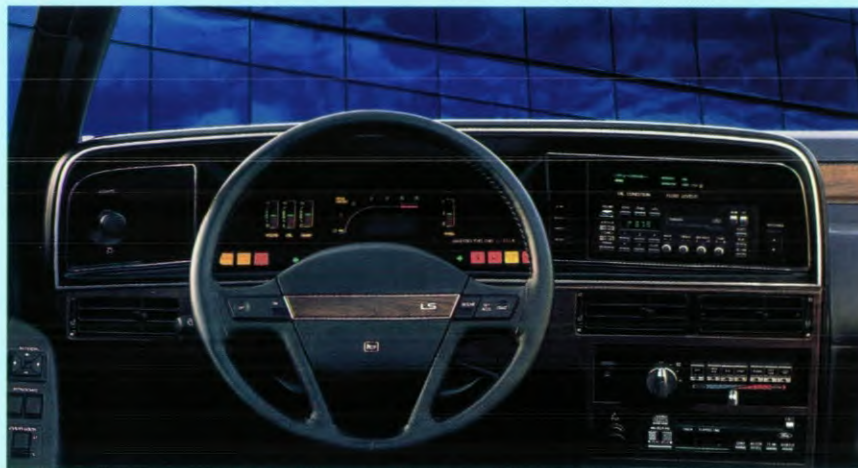


## **COUGAR LS. A COMFORTABLE SOURCE OF INNER BEAUTY.**

The attention to detail afforded the interior of Cougar LS makes it an integral part of the car's comfort and control. Because the LS not only looks good, it feels good. Up front there are reclining bucket seats. Comfortable and supportive, these seats are upholstered in a beautiful contemporary fabric tastefully coordinated to Cougar's exterior color. Luxurious leather seating surfaces are also available on an optional basis.

Cougar LS comes standard with an electronic instrument cluster with LCD digital speedometer/odometer/trip odometer and tachometer. Also included is an oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features and a fuel/distance computer. The fuel/distance computer displays distance-to-empty, average fuel economy and instantaneous fuel economy. Standard equipment on the LS also includes air conditioning, power side windows, tinted glass, dual power outside mirrors, interval wipers and an electronic AM/FM stereo radio with four speakers.

We've even taken measures to make it easier for you to purchase the Cougar you want, equipped the way you want. Mercury's Preferred Equipment Packages (PEP) allow you to order groups of options by simply specifying a particular PEP number. Specific equipment and PEP numbers are listed on page 22. Ordering options this way is easy and can help save you money when compared to ordering the options individually.



The Cougar LS electronic instrument cluster. Some features shown may be optional. See option list page 20.



## CONVENIENT FEATURES ADD TO COUGAR'S COMFORT AND CONTROL.

While Cougar comes with a great number of standard features, we have some special items you can add as optional equipment.

Cougar comes standard with an electronic AM/FM stereo radio and four speakers. However, you may wish to order the optional electronic AM/FM stereo radio with cassette or the high-level electronic radio with C-Quam® AM stereo/FM stereo and cassette which includes an 80 watt (total RMS) premium sound amplifier and four premium speakers.

Or, go all out and order the fabulous Ford JBL audio system. This system includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 140 total watts RMS. The Ford JBL audio system features enclosed speakers to provide better sound reproduction. A compact digital disc player is also available with this system.

The sun, moon and stars are at your fingertips with Cougar's optional power moonroof. Just the push of a button opens your Cougar to as much of the outdoors as you wish. The moonroof panel can also be tilted open at the rear only to improve the flow of fresh air.

It's hard to beat Cougar's optional fingertip speed control for convenience. With the on/off and set/resume controls located on the steering wheel, this system can be operated without the driver's hands having to leave the wheel.

Forget about searching for your keys with Cougar's optional keyless entry system. You easily gain access to your Cougar by entering a simple code on the keypad located con-



The compact digital disc player option is available with the optional high level and Ford JBL audio systems.



A convenient keyless entry option provides pushbutton access.



veniently on the driver's door. (Of course, you may override the system at any time by using your key).

And it'll take just one shopping trip or sports outing for you to fully appreciate Cougar's thoughtfully designed low-liftover trunk. Loading and unloading the trunk just got a whole lot easier.

Notice the ribbed door atop Cougar's instrument panel? Slide it open to reveal a uniquely designed secondary glovebox. As an auxiliary to the primary glovebox, this handy topside unit conveniently stores maps, valuables or other items out of view. There are also handy map pockets located on the lower portions of each door.

And, for those times when you may wish to increase carrying capacity without eliminating all of the rear seat passenger room, there is an optional 70/30 split folding seatback available on XR7. For instance, you could fold the smaller section down to carry long items like skis and still have rear seating for two passengers. You can fold either section of the seatback down inde-

pendently or you can fold both down for maximum carrying capacity. This feature also allows access to the trunk from the passenger compartment.

For a complete list of standard and optional features available with Cougar LS and XR7 models, consult page 20 at the back of this brochure.

A split fold-down rear seat-back is available as an option with XR7.

Cougar's low-liftover trunk is designed for easy loading or unloading.



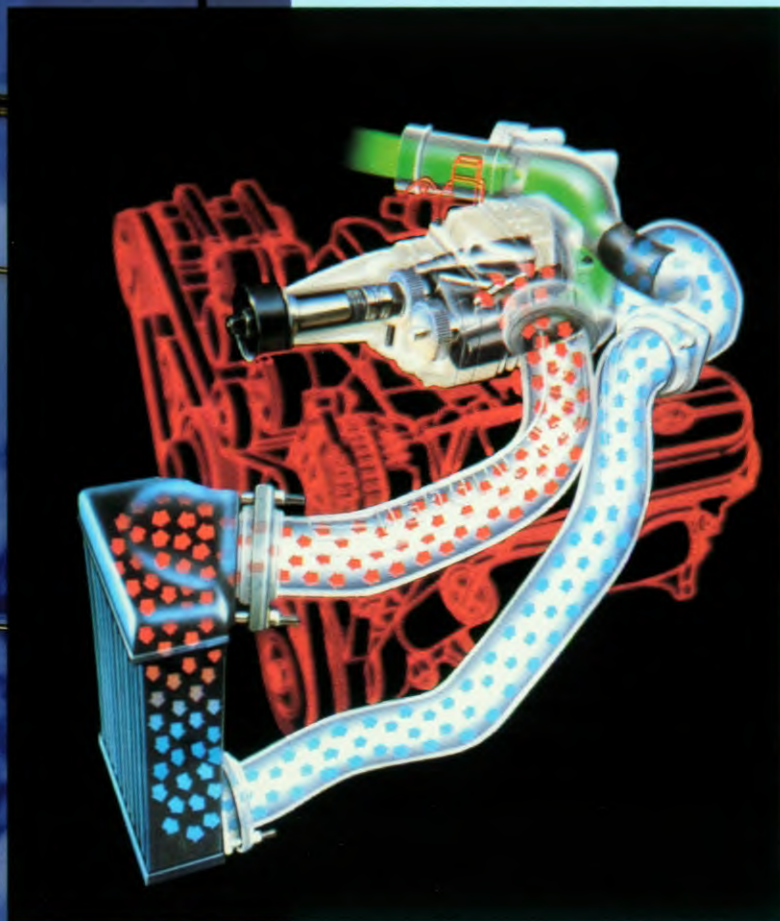
A handy secondary glovebox is provided atop Cougar's dash.





## ENGINEERED TO PROPEL YOU INTO THE NEXT DECADE.

Cougar backs up its striking new appearance with an array of technical features. Some are common to both LS and XR7 while certain performance-oriented features are exclusive to XR7.



Outside air (green) is drawn into the XR7's supercharger and compressed by spinning rotors (red). This action also causes a heating of the air. To cool it and make it more dense (for improved power), it is routed through the intercooler (blue) and then on to the intake manifold.

One of the most intriguing features is the XR7's new 3.8-liter supercharged intercooled V-6 engine. The supercharger performs much like a turbocharger in that it provides an on-demand increase in power by compressing the air entering the engine. The main difference between the two is that a turbocharger is powered by exhaust gases while the supercharger is directly driven by the engine. This difference rewards the supercharged engine with more responsive power by eliminating the "lag" experienced by many turbocharged engines.

The purpose of the intercooler is to cool the compressed air coming from the supercharger before it enters the intake manifold. This increases density and oxygen content which results in

increased power output. The XR7's supercharged, intercooled engine produces 210 horsepower at 4000 rpm and 315 lb.-ft. of torque at 2600 rpm.

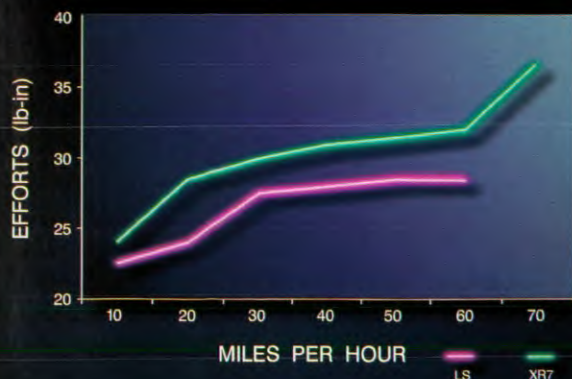
The real beauty of this on-demand system is that it provides you with added power when you want it, yet allows the engine to operate more fuel efficiently\* when you don't need the added power.

Standard on XR7 and optional on LS is a four-wheel disc anti-lock brake system (ABS). On slick surfaces ABS can help reduce braking distance by up to 40 percent. ABS helps achieve this by not allowing the wheels to lock. It is designed to keep the wheels at the threshold of lockup. It is there that maximum braking efficiency is achieved.

Both LS and XR7 models benefit from a sophisticated new electronic speed-sensitive variable-assist rack-and-pinion power steering system. This system provides for maximum steering assist for ease of steering during

\*See EPA statement page 23.





Cougar electronic speed-sensitive variable-assist rack-and-pinion power steering is specially tuned to suit LS and XR7 models individually.

low speed maneuvers such as parking and increases steering effort as vehicle speed increases to enhance road feel. As the chart to the left shows, the LS and XR7 each feature different levels of steering effort throughout the speed range with the XR7 featuring higher steering effort in keeping with its more performance-oriented character.

While LS and XR7 both feature a new four-wheel independent suspension for enhanced ride and handling, the XR7 takes it a step further with its impressive automatic/firm ride control system. This computer managed system gives XR7 the ability to actually modify its over-the-road behavior to maximize both ride and handling qualities.

A control module monitors signals from speed, brake pressure and steering sensors, as well as acceleration signals from the EEC-IV electronic engine control module. Based on this input, the microprocessor, in milliseconds, automatically adjusts shock absorber damping to firm or soft.

For instance, during hard cornering the microprocessor would select a firm setting for flatter, more controlled handling. Yet on a typical straight stretch of interstate, it would disengage the firm setting to maximize ride comfort. The driver also has the option to select the firm mode manually to maintain a firm ride under all conditions.

XR7's automatic/firm ride control suspension system.

CONTROL RELAYS  
ARC/EVO CONTROL MODULE  
ACTUATOR  
FIRM RIDE LIGHT  
MODE SELECT SWITCH  
BRAKE SENSOR  
ACCELERATION SIGNAL (EEC IV)  
ACTUATOR

ACTUATOR  
ADJUSTABLE SHOCK  
SPEED SENSOR  
STEERING SENSOR  
ACTUATOR  
ADJUSTABLE SHOCK  
EVO ACTUATOR (POWER STEERING)



## SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINES	LS	XR7
<b>Front engine/rear-wheel drive</b>		
Type	V-6	Supercharged intercooled V-6
Displacement	3.8 liters	3.8 liters
Horsepower (SAE net)	140 @ 3800 rpm	210 @ 4000 rpm
Torque (SAE net)	215 lb-ft @ 2400 rpm	315 lb-ft @ 2600 rpm
Fuel delivery	Sequential multi-port electronic fuel injection	Sequential multi-port electronic fuel injection
Compression ratio	9.0:1	8.2:1
Engine control	EEC-IV electronic engine control	EEC-IV electronic engine control
<b>TRANSMISSIONS</b>		
Automatic	Four-speed automatic overdrive, fourth gear overdrive reduces engine speed by one-third to improve highway fuel economy	
Manual	Five-speed with overdrive fifth gear, synchronized reverse, self-adjusting clutch (XR7 only)	
<b>SUSPENSIONS</b>		
Front	Long spindle SLA with upper "A" arm, lower arm, tension strut, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic firm/soft adjustable on XR7), front sub-frame	
Rear	Independent with lower "H" arm, upper arm, stabilizer bar, variable rate coil springs, nitrogen gas-pressurized hydraulic shock absorbers (automatic firm/soft adjustable on XR7), rear sub-frame	
<b>STEERING</b>		
Type	Speed-sensitive, electronic variable-assist power rack-and-pinion steering	
<b>BRAKES</b>		
Type	LS	XR7
	Dual hydraulic (diagonally linked front to rear) with power assist. Anti-lock brakes (ABS) with four-wheel discs are standard on XR7 and optional on LS	
Front	10.8-inch disc	10.8-inch disc
Rear	9.8-inch drum	10.0-inch disc
Brake swept area	294.0 in <sup>2</sup>	357.4 in <sup>2</sup>

Based on official 1989 MVMA specifications

<b>DIMENSIONS (in inches)</b>	
Wheelbase	113.0
Overall length	198.7
Overall height	52.7
Overall width	72.7
Track, front/rear	61.6/60.2
Headroom, front/rear	38.1/37.5
Legroom, front/rear	42.5/36.5
Shoulder room, front/rear	59.1/59.1
Hiproom, front/rear	57.6/56.6
<b>CAPACITIES</b>	
Cargo volume	14.7 cu. ft.
Fuel	19.0 gal.
Oil	4.5 qt. (w/filter)
Engine coolant	12.3 qt.
Curb weight	3,570 lb. (LS) 3,776 lb. (XR7 w/five-speed) 3,794 lb. (XR7 w/auto)

### MERCURY COUGAR

FUNCTIONAL FEATURES	LS	XR7
3.8-liter V-6 sequential multi-port fuel injection	S	—
Supercharged 3.8-liter V-6 engine with intercooler	—	S
Four-speed automatic overdrive transmission	S	O
Five-speed manual transmission with fifth gear overdrive	—	S
Traction-Lok rear axle	O	S
Electronic speed-sensitive variable-assist power rack-and-pinion steering	S	S
Power-assist brakes with audible wear sensors on front	S	—
Power four-wheel disc brakes with Anti-lock Brake System (ABS)	O	S
Automatic/firm ride control handling suspension	—	S
58-amp/hr maintenance-free battery	S	—
72-amp/hr maintenance-free battery	O	S
75-amp alternator	S	—
110-amp alternator	—	S
Cold weather group including engine block heater	O	O
Tinted glass	S	S

S—Standard Feature O—Optional Feature



EXTERIOR FEATURES	LS	XR7
Five-mph impact bumpers front/rear	S	S
Low profile aero halogen headlamps	S	S
Flush glass	S	S
Dual power mirrors	S	S
INTERIOR COMFORT AND CONVENIENCE FEATURES		
Front seat motorized shoulder safety belt system with manual lap safety belts	S	S
Rear seat three-point manual shoulder safety belts (outboard) and lap safety belt for center position	S	S
Air conditioning	S	S
Power slide/tilt moonroof with sunshade	0	0
Reclining front bucket seats	S	—
Articulated sport seats with power lumbar and power side bolsters	—	S
Cloth upholstery	S	S
Leather seating surfaces	0	0
Six-way power driver's seat	0	0
Dual six-way power seats	0	0
Split fold-down rear seat (required with XR7 leather option)	—	0
Center console	S	S
Rear seat with integral headrests	—	S
Rear center fold-down armrest	S	S
Rear seat heat ducts	S	S
Courtesy lights	S	S
Map pockets on doors	S	S
Power windows	S	S
Side window demisters	S	S
Electric rear window defroster	0	0
Interval wiper	S	S
Tilt steering wheel	0	0
Anti-theft System	0	0
Sport steering wheel	—	S
Leather-wrapped steering wheel	0	—
Fingertip speed control	0	0
Push-on/push-off parking brake system	S	—
Luggage compartment light	S	S
Carpeted front floor mats	0	0

SOUND SYSTEMS	LS	XR7
Power radio antenna	0	0
Electronic AM/FM stereo radio with four speakers and digital clock (may delete for credit)	S	S
Electronic AM/FM stereo radio with cassette, four speakers and digital clock	0	0
High-level electronic radio with C-Quam® AM stereo/FM stereo and cassette, four premium speakers in four locations, 80 total watts RMS premium sound amplifier and digital clock	0	0
Ford JBL audio system — includes four satellite speaker enclosures with two speakers in each, a seven-inch subwoofer in a 10-liter enclosure and a four channel amplifier with 140 total watts RMS	0	0
Compact digital disc player (available with high-level or Ford JBL systems only)	0	0
INSTRUMENTATION	LS	XR7
Full electronic instrument cluster with LCD digital speedometer/odometer/trip odometer, tachometer, oil pressure gauge, coolant temperature gauge, voltmeter, fuel gauge, speed warning and service interval reminder features, and fuel/distance computer	S	—
Diagnostic maintenance monitor: includes low fluid level indicators for engine oil, coolant, washer fluids and fuel	0	S
Backlighted analog performance cluster tachometer, fuel gauge, coolant temperature gauge, 120 MPH speedometer, oil pressure, and supercharger vacuum/boost gauge	—	S
WHEELS AND TIRES		
P205/70R15 black sidewall, all-season steel-belted radial tires	S	—
P205/70R15 white sidewall, all-season steel-belted radial tires	0	—
P225/60VR16 black sidewall, performance steel-belted radial tires	—	S
P225/60VR16 black sidewall, performance steel-belted, all-weather radial tires	—	0
15-inch luxury wheel covers	S	—
15-inch styled sport wheel covers	0	—
15-inch locking wire style wheel covers	0	—
15-inch cast aluminum wheel with locking lug nuts and P215/70R15 BSW all-season radial tires	0	—
16-inch cast aluminum wheel with locking lug nuts	—	S
Conventional spare tire (Mini spare standard)	0	—

#### OPTIONAL PACKAGES

##### LUXURY LIGHT GROUP

Engine compartment light, dual-beam dome/map light, instrument panel courtesy lights, dual illuminated vanity mirrors, illuminated entry system

##### POWER LOCK GROUP

Includes power door locks, remote decklid release and remote fuel-filler door release

##### LUXURY LAMP GROUP

Automatic headlamp dimmer, autolamp on/off delay system, front cornering lamps, automatic day/night inside rearview mirror

##### KEYLESS ENTRY SYSTEM

Allows driver's door to be unlocked by depressing numbers above door handle in proper sequence. Passenger side door and decklid can also be opened with additional numbers

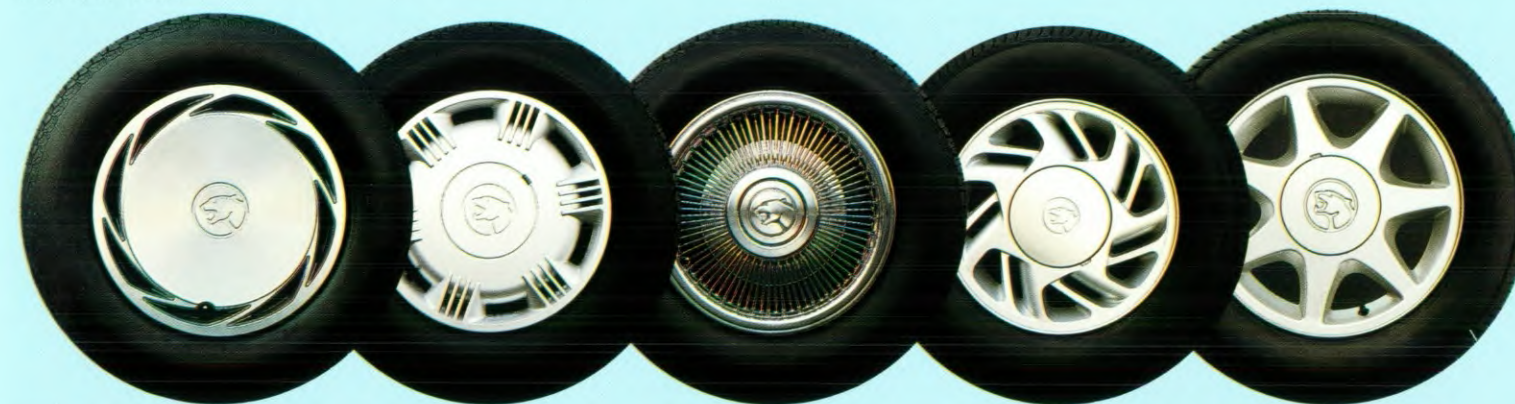
#### PREFERRED EQUIPMENT PACKAGES

To make ordering easy we've grouped certain options together in the *Preferred Equipment Packages* listed below and priced them to cost you less than if they were purchased separately.\*

	Preferred Equipment Package		
	261A	262A	263A
<b>COUGAR LS</b>			
Tilt steering wheel	•	•	•
Fingertip speed control	•	•	•
Electric rear window defroster	•	•	•
Power lock group	•	•	•
Electronic AM/FM stereo cassette radio		•	
Aluminum wheels w/P215/70R15 BSW tires		•	•
Front carpet floor mats		•	•
Leather-wrapped steering wheel		•	•
Six-way power driver's seat		•	
Luxury light group		•	•
Luxury lamp group			•
Dual six-way power seats			•
High level electronic AM/FM stereo cassette radio			•
Power antenna			•
Keyless entry			•
Diagnostic maintenance monitor			•

\*Specific content is subject to change throughout model year. Consult your dealer for the most up-to-date information.

Left to right: luxury wheel cover, styled sport wheel cover, locking wire style wheel cover, 15-inch cast aluminum wheel, 16-inch XR7 cast aluminum wheel.



	Preferred Equipment Package	
	265A	266A
<b>COUGAR XR7</b>		
Tilt steering wheel	•	•
Fingertip speed control	•	•
Electric rear window defroster	•	•
Electronic AM/FM stereo cassette radio	•	
Power lock group	•	•
Six-way power driver's seat	•	
Front carpet floor mats		•
Luxury light group		•
Luxury lamp group		•
High level electronic AM/FM stereo cassette radio		•
Dual power seats		•
Keyless entry		•
Power antenna		•

#### COUGAR COLORS

##### Exterior Solid Colors

Black  
Bright Red  
Almond  
Oxford White

##### Exterior Clearcoat Colors

Light Titanium Clearcoat Metallic  
Currant Red Clearcoat Metallic  
Deep Titanium Clearcoat Metallic  
Light Crystal Blue Clearcoat Metallic  
Crystal Blue Clearcoat Metallic  
Medium Sandalwood Clearcoat Metallic  
Twilight Blue Clearcoat Metallic

##### XR7 Monochromatic Exterior Colors

Black  
Bright Red  
Oxford White

##### Interior Colors

Titanium  
Light Sandalwood†  
Currant Red  
Shadow Blue  
†Not available on XR7



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, and certain restrictions and a deductible apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it. 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 than the vehicle's basic warranty. The cost is so moderate that it could pay for itself the first time it is needed. 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.

the Life-  
on your



Participating Lincoln-Mercury dealers are now offering time Service Guarantee, which guarantees their work Mercury Cougar 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.

**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.

**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 about Ford-paid repair programs and TSBs relating to your Mercury Cougar.

To get copies of materials for your Cougar or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

**EPA statement** 1989 EPA mileage estimates were unavailable when this publication was printed. The 1989 Mercury Cougar, 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 designs without notice and without incurring obligation.

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.

  
**MERCURY**  
WHERE COMFORT AND CONTROL ARE ONE

