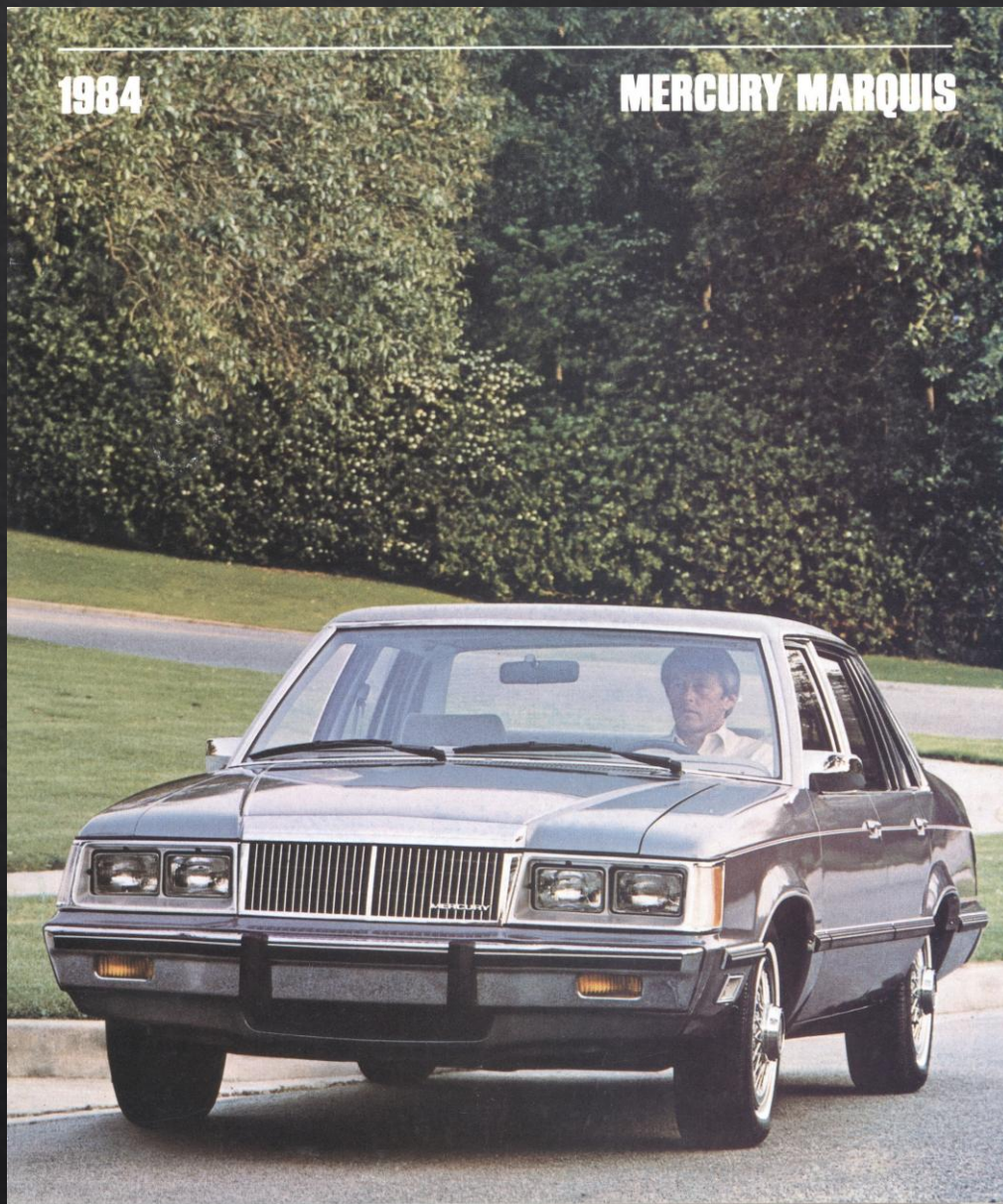


1984

MERCURY MARQUIS



Mercury Marquis, an intelligent approach to the family-size car.

Almost anybody who knows automobiles knows the Marquis name—and its reputation for elegant styling, roomy comfort, and a smooth, quiet ride. What some people may not know is that the classic virtues of Marquis have been designed into a trim, more contemporary package.

The 1984 Mercury Marquis is an automobile that combines many

advantages that once could not be found in the same car. It is a family car, to be sure, with four doors and ample room for up to six.

But Marquis also places strong design emphasis on driver comfort and control. The 105.6-inch wheelbase is long enough to deliver a ride you might not have thought possible in anything less than a full-size car, yet it is short enough to be agile in traffic and easy to park.

CLASSIC VIRTUES COMBINE WITH HIGH TECHNOLOGY

Though Marquis offers many traditional advantages, it is at the same

time engineered with the latest technology. For example, it features aerodynamic styling, with a sloping front and a raised rear deck—design characteristics that contribute to less wind noise, improved handling and directional control, more efficient engine cooling, and less need for power and fuel to overcome wind resistance. Improved fuel economy* and performance are the primary benefits.

Marquis's advanced engineering is nowhere more evident than in its superb Nitro-cushion suspension,

shown on the next page. Sophisticated nitrogen-gas pressurized front struts and rear shocks work with the coil springs to soak up bumps before they are transmitted to the driver and passengers. Hence, a smoother, quieter ride than can be achieved with a conventional, non-pressurized design.

A DRIVER'S KIND OF CAR

The MacPherson-type strut front suspension with stabilizer bar and four-link rear suspension combine with Marquis's variable-ratio rack-and-pinion steering to offer responsive

handling and superb driver control. The steering is power-assisted—and it's standard.

Also standard is the 2.3 liter overhead cam four-cylinder engine,

coupled with a 3-speed SelectShift automatic transmission. Standard, too, is an Electronic Engine Control system (EEC-IV) which controls engine operations to maintain

balanced performance and economy.

Here, then, is a car of solid value. One with an impressive balance of performance and economy, with a smooth ride, ample room for

up to six and crisp maneuverability. Indeed, the 1984 Mercury Marquis is a car of ingenuity and integrity.

*EPA estimates were not available at the time this catalog was published. However, Mercury Marquis should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.



Mercury Marquis Brougham in Medium Charcoal Metallic. Options shown are listed on page 12.



Room for up to six to ride in comfort and style.

The ideal mid-size car should have an interior that is more than just big enough to fit up to six people. It should have an interior big enough to accommodate all of them in stretched-out comfort and elegant style.

Mercury Marquis for 1984. Its trim mid-size body encloses a surprisingly roomy passenger compartment which, as shown on the

next page, features a deep-well floor design that provides extra legroom, particularly for rear-seat passengers.

Consider the Marquis Brougham interior with its Twin Comfort Lounge seats, featuring dual recliners and individual fold-down center armrests. It presents a beguiling blend of rich luxury seasoned with a hearty helping of practicality. Elegant cloth upholstery is standard. Optional vinyl trim is also available. And, of course, so are leather seating surfaces. A Flight Bench seat is also available.

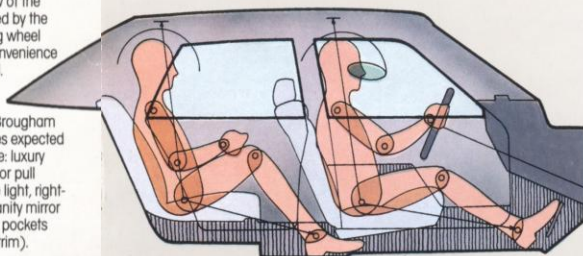
All choices are fashioned and fitted with painstaking care and a commitment to quality to enhance Marquis's driving and riding pleasure.

IT'S NICE TO BE IN THE DRIVER'S SEAT

As in all 1984 Marquis models, the Brougham seat is shaped to the human form. The idea is not only to provide continuous support, but to hold the driver comfortably in place in tight turns. Also, the automatic retracting front seat belts feature a tension reliever, to increase comfort and encourage their use.

Every Marquis driver also will appreciate the open view of the instrument panel provided by the sensible A-frame steering wheel design, as well as the convenience of its center horn control.

On top of all these comforts and conveniences, Marquis Brougham offers the special touches expected in a car of such elegance: luxury door trim panels with door pull straps, dual-beam dome light, right-hand illuminated visor vanity mirror and front seatback map pockets (not available with vinyl trim).



LUXURY AS YOU LIKE IT

A gratifying list of options is also available, including the electronic instrument cluster with electronic Tripminder® computer and the Automatic Temperature Control Air Conditioner. The Tripminder® computer displays a full range of data—hour/minute/day/date; elapsed time; distance traveled and average speed; fuel consumption; and both instantaneous and trip-average fuel economy. All at the push of a button. All to make your driving

experience more convenient and enjoyable.

Luxurious comfort, ample room, sheer elegance—combined with pure practicality. That's the idea inside Marquis and Marquis Brougham.

Marquis Brougham reclining Twin Comfort Lounge seats in Oxford Gray. Options shown are listed on page 12.





Mercury Marquis, a driver's kind of family car.

Mercury Marquis proves that a family sedan doesn't have to sentence the driver to a dull driving experience. A fuel efficient* 2.3 liter four-cylinder engine and three speed SelectShift automatic transmission combine with variable-ratio power rack-and-pinion steering and Mercury's unique Nitro-cushion suspension – all standard – to provide a balance between performance and economy all-too-often compromised in cars of Marquis's class.

But herein lies the beauty of Marquis. To be sure, the sedan's standard four-cylinder engine and automatic transmission are responsive to most everyone's economy and performance needs. Realizing, however, that there are those who require more of one than the other, Mercury offers the following choices.

PERFORMANCE OR ECONOMY?

Marquis sedans offer an optional propane-fueled 2.3 liter four-cylinder engine together with the standard SelectShift automatic transmission. Or, when higher performance is needed, Marquis offers an electronically fuel injected 3.8 liter V-6 engine, available with SelectShift automatic transmission (standard on the

Marquis Wagons). Electronic Fuel Injection (EFI) replaces the conventional carburetor and provides totally accurate fuel/air metering, for peak performance. For a smooth blending of convenience, fuel economy and performance team the 3.8 liter V-6 engine with the optional four-speed automatic over-drive transmission. It automatically shifts into overdrive at about 40 miles per hour. The engine then works less hard, running at a lower rpm, to maintain cruising speed.

PERSONALIZING MARQUIS

Many options are available to tailor Marquis to individual taste. For instance, there is a carriage roof in cloth or vinyl, or one of five Tu-Tone paint schemes to distinguish Marquis's aerodynamic lines. There are six-way power assists to enhance the comfort of Marquis's standard Twin Comfort Lounge seats. There is a 20-gallon fuel tank (sedans only) to extend Marquis's driving range and cut down on fuel stops. And there is a trailer towing option which is described on page 8.

Mercury Marquis. The value-packed 1984 mid-size family car that knows how to cater to the individual needs of the driver and his or her passengers.

*See EPA mileage statement on page 3.

Mercury Marquis in Black.



Marquis reclining Twin Comfort Lounge seats in Canyon Red. Options shown are listed on page 12.

**Marquis Wagon,
function and elegance
beautifully combined.**

Without doubt, here is a most sensible way to have the well-appointed style of a mid-size car and the functional carrying capacity of a wagon all in one. The Mercury Marquis Wagon for '84. It provides the trim good looks and roomy comfort similar to the sleek Marquis Sedan, in special station wagon style. And features a spacious glassed-in cargo area large enough for groceries, luggage, sports equipment, shrubs—whatever you need to carry.

The Marquis Wagon offers easy access to its carpeted cargo area with either an easy-to-lift tailgate or an optional two-way liftgate. And once inside, plenty of capacity here—75.4 cubic feet* with the rear seat down, 41.6 cubic feet when it's up. To help keep valuable items out-of-sight, a locking storage compartment is provided. Other important Marquis Wagon standard features include a liftgate-open warning light and a cargo area lamp that conveniently illuminates the cargo area.

FOR WORK OR PLAY

The husky standard 3.8 liter V-6 with the SelectShift automatic transmission makes easy work of hauling. And, under normal load conditions, Marquis Wagon's standard Nitro-cushion suspension helps see to it that the ride is nice and easy.

To extend Marquis Wagon's towing capacity up to 3,500 pounds, a medium-duty (Class II) Trailer Towing Package is available. Among the special equipment this option

provides is: a heavy-duty battery, heavier duty suspension components, conventional spare tire, a 3.45 rear axle ratio, wiring harness, heavy-duty radiator and auxiliary transmission and power steering external oil coolers. For a complete list, please consult your salesperson.

While Marquis can be one hard-working wagon, up front you get the same outstanding appointments and comforts as with Marquis Sedans—reclining Twin Comfort Lounge seats with fold-down center armrests, or optional Flight Bench seat—thick sixteen-ounce color-keyed carpeting, padded vinyl door trim panels with cloth inserts and front door map pockets. (See page 11 for a more complete listing of standard features.)

A WAGON THAT'S FUN TO DRIVE

As in all Marquis models, great emphasis has been put on driving satisfaction. Power rack-and-pinion steering, front stabilizer bar, power brakes, and steel-belted radial tires—all standard—combine to make driving this wagon a pure pleasure. Large expanses of glass allow visibility all around. Marquis's trim size helps provide superb maneuverability in heavy traffic and lets you slide into tight parking places. At night, standard halogen headlamps shed a bright, white light on the road ahead, to help make night driving easy.

Mid-size on the outside, spacious on the inside. Function and elegance beautifully combined. 1984 Mercury Marquis Wagon.

*Based on MMMA ratings.

Marquis Wagon in Dark Walnut Metallic. Options shown are listed on page 12.

Marquis Wagon in Light Academy Blue Metallic.

Marquis Wagons feature an easy-lifting tailgate—standard—and offer the extra convenience of an optional two-way liftgate.



Marquis, designed for today's kind of driving.

Marquis is the product of an engineering commitment to comfort and efficiency. The goal was to create a fine balance between the feel and room associated with larger automobiles and the efficiency and exterior dimensions of traditional mid-size automobiles.

CONSTRUCTION

To achieve size, strength and weight objectives, unitized body construction was chosen. This technique resulted in the formation of a strong body shell without the weight of body-frame construction. It also provided an excellent design for reaching the ride and handling objectives. The exterior was where the designers were allowed to really exercise their creativity to achieve efficiency through aerodynamics—important because of the many ways in which aerodynamics affects vehicle performance.

One of the most obvious benefits is found in fuel efficiency. For every 10% improvement that can be made in aerodynamics, a gain of approximately 2% can be realized in fuel economy at highway speeds.*

This attention to aerodynamic detail is evident in many areas. For instance, not only is Marquis's front-end sloped to allow air to easily flow over the body, rather than under it to help reduce lift, the windshield is also steeply angled to reduce wind resistance, while the rear deck is raised and features a sharp, sculpted end to direct air flow and reduce drag. Even the front and rear 5-mph, impact-absorbing bumpers are fitted with soft plastic moldings to channel the air properly.

After more than 61 hours of wind tunnel testing, the Marquis emerged with a drag coefficient (CD) of .37—one of the most efficient of non-hatchback 5-passenger sedans.

QUALITY

Over 14,000 owners of new 1983 vehicles across the country were asked to evaluate the quality of their cars. Everything from engine performance, electric systems and paint, to squeaks, rattles and wind noise. The results? They showed Ford Motor Company building the highest quality cars of all major U.S. manufac-

turers—and beating, or tying, many overseas car companies which, until now, had the image of being better.*

Consistent with the results of this newest survey is the fact that, since its introduction in a new form last year, Marquis has consistently received high quality rankings.† Naturally, for 1984, the goal is to be even better. And one of the key elements in the attainment of this quality is the people who build Marquis.

EMPLOYEE INVOLVEMENT

Employee involvement begins well before the assembly line ever starts, and continues through the entire process. Employee Involvement Groups, made up of volunteer workers from specific areas, meet on a regular basis to discuss ways in which they can improve the quality of their work and the product.

Also, Quality/Reliability Teams, made up of representatives from Engineering, Manufacturing, Assembly, Service, and outside suppliers meet to examine new plans or proposed changes in their earliest stages.

There are some areas, of course, in which the search for quality must surpass the realm of human ability. State-of-the-art technology assures excellent quality in several phases of Marquis assembly.

For monitoring the uniformity of metal surfaces an instrument known as Surtronic 3 is often used. This quality audit device is so sensitive that it can detect surface irregularities, most of which are beyond the perception of the human eye.

The sophistication of the computer age has revolutionized the speed and accuracy with which Marquis's electrical system can be checked. A pre-delivery inspector simply plugs a black box called UNIMETS into the cigarette lighter and, without ever moving from the front seat, can perform a test of the electrical system.

EEC-IV

This is the fourth generation of Ford Motor Company's Electronic Engine Control Systems, which employ state-of-the-art microcomputer technology to control engine operations.

EEC-IV senses when the engine is operating rich or lean, then orders the Electronic Fuel Injection system (EFI) to modify the fuel/air ratio to increase combustion efficiency, providing better starting, driveability, and performance. It has an electronic

diary that continuously records engine operation information for quick, easy diagnosis at service intervals. EEC-IV even shuts off the air conditioning compressor so as not to divert power when maximum acceleration is needed such as when passing on the highway. It also continuously adjusts many functions to maintain a smooth idle: fuel/air ratio, spark timing, and volume of incoming air. Additionally, EEC-IV is programmed to compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.



SUSPENSION
In the initial design of Marquis, significant steps were taken to achieve a smooth, comfortable ride. Therefore, Mercury's unique Nitro-cushion suspension, with its nitrogen-gas pressurized front struts and rear shock absorbers, was incorporated. Unlike conventional hydraulic shock absorbers—that can lose their damping characteristics through aeration of the fluid during hard use—these gas-pressurized shocks and struts provide a more consistent damping force, especially during severe usage. Nitrogen pressurization virtually eliminates aeration from occurring.

Marquis's smooth, comfortable ride is also a result of the use of Teflon-coated front strut pistons, minimum friction strut oil seals, and double microfinished and chromed strut rods.

OPERATING SAFETY

All too often, people think of safety only in terms of the protection a motor vehicle will provide in an emergency situation. Marquis, however, is engineered to help the driver take an active part in operating safety.

Marquis comes standard with precise rack-and-pinion steering which delivers sensitive road feel. In an emergency braking situation on dry pavement, with a car like Mercury Marquis, most of the braking forces must be absorbed by the front brakes. For that reason, Marquis is equipped with large diameter power front disc/rear drum brakes (10-inch

front/9-inch rear on sedans; 10-inch front and rear on wagons).

OCCUPANT PROTECTION

Marquis is engineered to meet or exceed all applicable federal safety regulations.

Marquis is designed to help protect its occupants in a frontal impact from forces that tests show are equivalent to one that would be generated by dropping the vehicle on its nose from a height of 30 feet.

Both the front and rear ends of the Marquis are purposely intended to crush in a predictable manner upon barrier impact. This absorbs some of the impact energy and can result in reducing the force that otherwise would be transmitted to occupants.

Inside, Marquis has been designed to be free, wherever possible, of extreme protrusions, that could aggravate the risk of injury during a collision. The instrument panel top, armrests, door panels, and even the sun visors are padded to help absorb impact forces. And of course, seat belts are installed for each passenger.

Occupant protection is not limited to adults, however. Several recent studies have shown that the proper use of child protection restraint systems prevents injuries and saves



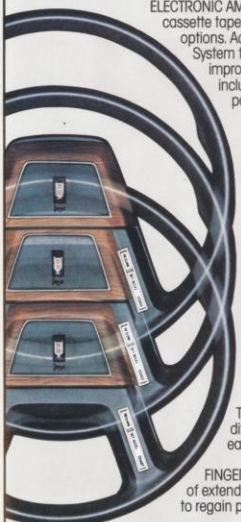
young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal requirements. Both are easy to install and use the seat belts already in Marquis. Mercury strongly recommends regular use of both child restraints and seat belts, whether you're going around the block or across the country.

Mercury Marquis. A trim-size car designed to make driving a pleasure.

Selected Options



ELECTRONIC AM/FM STEREO SEARCH RADIO with cassette tape player. One of three Marquis radio options. Add the optional Premium Sound System to any of the stereo radios for great improved sound quality. This system includes dual rear and dual instrument panel speakers.



TRIPMINDER* COMPUTER. Provides day, date, time and data on fuel economy and average speed.



TILT STEERING WHEEL. Adjusts to five different positions for driving comfort, ease of entry and exit.



WHEELS AND WHEEL COVERS. Add the perfect finishing touch to your Marquis with a choice of Polycast road wheels, locking wire-style wheel covers, luxury wheel covers, or Deluxe wheel covers (standard).



AIR CONDITIONER. Available with either manual or automatic temperature control. For cool comfort on even the hottest summer days.

Motorcraft

QUALITY REPLACEMENT PARTS

The 1984 Mercury Marquis comes equipped with factory-engineered and approved parts including a 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.

MAINTENANCE SCHEDULE

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, important progress is being made in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1984, Marquis 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; 52,500 miles or three years between engine coolant replacement. The Company is proud of these improvements, and is working constantly to make them even better.



EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered 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.



LIFETIME SERVICE GUARANTEE

Participating Lincoln-Mercury Dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury Marquis 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. Even if the car is kept a lifetime. It doesn't matter where the car was purchased, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. See your participating Lincoln-Mercury Dealer for details.

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 Marquis.

To get copies of any adjustment program for your Marquis 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
P.O. Box 95427, Atlanta, GA 30347

Please include your name and address; year, make, model and vehicle identification number, as well as engine size.

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 Marquis.

To get copies of these Technical Service Bulletins and explanations for your Marquis 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
P.O. Box 95427, Atlanta, GA 30347

Please include your name and address; year, make, model, and vehicle identification number, as well as engine size.

Get it together—buckle up.

Specifications and descriptions 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. Buy or lease your Marquis from your Lincoln-Mercury Dealer.

*See EPA mileage statement on page 3.

†Based on a survey of owner-reported problems during the first 3 months of ownership of 1983 cars designed and built in the U.S.

†Based on surveys of new-vehicle owners during the last year.

Standard Features

MARQUIS SEDAN SELECTED STANDARD FUNCTIONAL FEATURES

- 2.3 liter 1-bbl. four-cylinder engine with Electronic Engine Controls (EEC-IV)
- SelectShift automatic transmission
- Variable ratio power rack-and-pinion steering
- Power front disc/rear drum brakes
- MacPherson strut-type front suspension with stabilizer bar
- Four-bar link rear suspension
- Nitro-cushion suspension
- P185/75R14 BSW steel-belted radial tires
- Electronic voltage regulator
- Low profile fluidic windshield wiper system
- Luxury sound package
- 16-gallon fuel tank capacity
- Audible disc brake wear indicators
- Dual quartz halogen headlamps
- Increased use of precoated steel panels

SELECTED STANDARD INTERIOR FEATURES

- Reclining Twin Comfort Lounge seats in cloth, with cloth headrests
- Color-keyed front seat belts with tension relevers
- A-frame steering wheel with center horn control
- Steering column-mounted controls for turn signals, windshield wiper/washer, headlamp dimmer and flash-to-pass
- 16-ounce floor carpeting
- Carpeted package tray
- Cloth headlining and sun visors
- Padded door trim panels with cloth inserts, flocked map pocket bins, and carpeted lower portion
- Molded luggage compartment trim
- Luggage compartment light
- Rear door courtesy light switches
- Passenger's side visor vanity mirror
- AM radio with dual instrument panel speakers (may be deleted for credit)

SELECTED STANDARD EXTERIOR FEATURES

- Deluxe full wheel covers
- Bright steel bumpers with front bumper guards
- Dual hood and bodyside accent stripes
- Bright vertical bar grille
- Bright moldings on door frames, windshield, rear window, drip rail, and headlamp doors
- Bright sail-mounted driver's side remote-control mirror
- Color-keyed vinyl insert wide body-side molding with accent stripe and bright partial wheel-lip moldings

MARQUIS BROUGHAM SEDAN

Includes all standard Marquis Sedan features plus the following selected additions and/or differences:

- Luxury cloth seat trim in unique sew style
- Luxury door trim panels with cloth inserts and door pull straps
- Map pockets on front seatbacks (not available with vinyl trim)
- Luxury luggage compartment trim including carpeted spare tire cover
- Passenger's side illuminated visor vanity mirror
- Light Group, including engine compartment light, dual beam dome light, instrument panel courtesy lights
- Electronic digital clock
- Automatic parking brake release

STANDARD EXTERIOR COLORS

Black
Oxford White
Light Desert Tan
Light Wheat
Dark Academy Blue Metallic
Silver Metallic
Medium Charcoal Metallic
Midnight Canyon Red Metallic
Dark Blue Metallic
Dark Walnut Metallic
French Vanilla Metallic

OPTIONAL GLAMOUR COLORS

Light Academy Blue Metallic
Desert Tan Metallic

MARQUIS STATION WAGON

Includes all standard Marquis Sedan features plus the following selected additions and/or differences:

- 3.8 liter V-6 engine with Electronic Fuel Injection
- Carpeted cargo area (including liftgate)
- Lockable storage compartment behind wheel well
- Cargo area light
- Tinted liftgate glass and liftgate-open warning light
- Fold-down rear seat with carpeted seatback

MARQUIS STATION WAGON WITH EXTERIOR WOODTONE OPTION

Includes all standard Marquis Wagon features plus the following selected additions and/or differences:

- Woodtone on bodyside and liftgate
- Bright surround rails with woodtone inserts

STANDARD EXTERIOR COLORS

Black
Oxford White
Light Desert Tan
Light Wheat
Dark Academy Blue Metallic
Silver Metallic
Medium Charcoal Metallic
Midnight Canyon Red Metallic
Dark Blue Metallic
Dark Walnut Metallic
French Vanilla Metallic

OPTIONAL GLAMOUR COLORS

Light Academy Blue Metallic
Desert Tan Metallic

STANDARD INTERIOR COLORS

Canyon Red
Oxford Gray
Wheat
Desert Tan
Charcoal
Academy Blue

VINYL ROOF COLORS

Medium Canyon Red
Oxford White
Light Desert Tan
Desert Tan
Light Wheat
Dark Blue
Black

DARK ACADEMY BLUE LIGHT CHARCOAL

Black
Desert Tan
Dark Blue
Dark Brown
Oxford White
Light Wheat

SEATING CHOICES

Twin Comfort Lounge seats in cloth are standard on Marquis Sedan. Also available with optional vinyl seating surfaces. Color choices are Charcoal, Canyon Red, Academy Blue, Desert Tan, and Wheat.

Twin Comfort Lounge seats in luxury cloth with unique sew style are standard on Marquis Brougham Sedan. Also available with optional vinyl or leather seating surfaces. Color choices are Charcoal, Oxford Gray, Canyon Red, Academy Blue, Desert Tan, and Wheat.

Twin Comfort Lounge seats in cloth are standard on Marquis Wagons. Optional vinyl seating surfaces also available. Color choices are Canyon Red, Academy Blue, Desert Tan, and Wheat. Optional vinyl or leather seating surfaces available on Marquis Brougham Wagon in same colors. Flight Bench seat, optional on all Marquis models.

Options

	Marquis Sedan	Marquis Brougham Sedan	Marquis Wagon
Air conditioner, manual temperature control (tinted glass recommended)	OPT	OPT	OPT
Air conditioner, automatic temperature control (tinted glass recommended)	OPT	OPT	OPT
Autolamp—on/off delay system	OPT	OPT	OPT
Axle—traction-loc*	OPT	OPT	OPT
Battery—heavy-duty*	OPT	OPT	OPT
Bumper guards—rear	OPT	OPT	OPT
Bumper rub strips—front and rear	OPT	OPT	OPT
Clock—electronic digital, day/date*	OPT	STD	OPT
Cornering lamps—front	OPT	OPT	OPT
Defroster—electric rear window	OPT	OPT	OPT
Dual Acoustic Blue Light Charcoal	OPT	OPT	OPT
Exterior woodtone option	OPT	OPT	OPT
Floor mats—front, carpeted	OPT	OPT	OPT
Fuel tank—extended 20-gallon capacity*	OPT	OPT	OPT
Glass, tinted complete*	OPT	OPT	OPT
Illuminated entry system	OPT	OPT	OPT
Instrument cluster—electronic	OPT	OPT	OPT
Liftgate—two-way	NA	NA	OPT
Light group	OPT	STD	OPT
Luggage rack—roof-mounted	NA	NA	OPT
Mirrors, dual illuminated visor vanity*	OPT	OPT	OPT
Mirror—right-hand remote-control convex	OPT	OPT	OPT
Point, Glamour*	OPT	OPT	OPT
Point, Tu-Tone*	OPT	OPT	OPT
Protection, lower bodyside	OPT	OPT	OPT
POWER			
Power lock group	OPT	OPT	OPT
Power side windows*	OPT	OPT	OPT
RADIOS			
AM/FM stereo	OPT	OPT	OPT
AM/FM with cassette tape player	OPT	OPT	OPT
AM/FM stereo electronic search with cassette tape player	OPT	OPT	OPT
Premium sound system*	OPT	OPT	OPT
Roof, full-vinyl	OPT	OPT	NA
Roof, cariage*	OPT	OPT	NA
Seats, flight bench	OPT	OPT	OPT
Seats, 6-way power twin comfort lounge (driver's side)	OPT	OPT	OPT
Seats, 6-way power twin comfort lounge (driver and passenger)	OPT	OPT	OPT
Speed control—fingertip	OPT	OPT	OPT
Steering wheel—leather-wrapped*	OPT	OPT	OPT
Steering wheel—tint	OPT	OPT	OPT
Trailer towing package	OPT	OPT	OPT
Tripminder* computer	OPT	OPT	OPT
Windows—pivoting front vent*	OPT	OPT	OPT
Wipers—interval windshield	OPT	OPT	OPT
Wiper/washer—liftgate	NA	NA	OPT
ENGINES/TRANSMISSIONS			
2.3 Liter propane gas-fueled with SelectShift automatic transmission	OPT	OPT	NA
3.8 Liter EFI V-6 with SelectShift automatic transmission	OPT	OPT	STD
3.8 Liter EFI V-6 with automatic overdrive	OPT	OPT	OPT

OPTIONS CONTINUED

RADIAL TIRES/WHEELS

P185/75R14 WSW Radial*

P195/75R14 BSW Radial*

P195/75R14 W/WSW Radial

(puncture sealant*)

Luxury wheel covers

Wire-styled wheel covers, locking

Polycast road wheels*

BSW—Black Sidewall WSW—White Sidewall W/WSW—Wide White Sidewall

OPTIONAL PACKAGES

LIGHT GROUP—Includes courtesy lights, engine compartment light, dual beam dome/map light (std. on Brougham).

LOCK GROUP—Includes power door locks, decklid release (sedans only), remote-control fuel filler door release (deleted with propane-fueled 2.3 liter engine).

ELECTRONIC INSTRUMENT CLUSTER—Includes digital speedometer, graphic fuel gauge, Mph/Kmph conversion switch, electronic day/date/elapsed time clock and black, backlit, right-hand panel appliqué.

STD—Standard OPT—Optional NA—Not Available

*Selection of this equipment may result in the deletion of certain standard equipment, or the addition of deletion of certain options. Please consult your Mercury Dealer for details.

OPTIONAL TU-TONE PAINTS

UPPER COLOR LOWER COLOR INTERIOR VINYL ROOF

Silver Metallic Medium Charcoal Metallic Charcoal Oxford Gray Canyon Red Lt. Charcoal

Silver Metallic Midnight Canyon Red Metallic Lt. Charcoal

Light Desert Tan Metallic Desert Tan Lt. Desert Tan

Light Wheat French Vanilla Metallic Wheat Lt. Wheat

Light Academy Blue Metallic Dark Academy Blue Metallic Academy Blue Not Available

MARQUIS SPECIFICATIONS

Wheelbase 105.6" 105.6"

Turning Diameter 39.1" 39.1"

Overall Length 196.5" 196.5"

Overall Height 53.6" 54.3"

Overall Width 71.0" 71.0"

Tread—Front 56.6" 56.6"

—Rear 57.0" 57.0"

Headroom—Front 38.7" 39.1"

—Rear 37.6" 38.4"

Legroom—Front (Max.) 41.9" 41.9"

—Rear (Min.) 35.9" 35.9"

Shoulder Room—Front 56.2" 56.2"

—Rear 52.4" 52.4"

Hiproom—Front 53.7" 50.2"

—Rear 15.1" 75.4"

Luggage/Cargo Capacity (Cu. Ft.) 16 16

Fuel Tank Capacity (Gals.) 3005 3128

Curb Weight (Lbs.)

*With rear seat folded down.

Selected Options



ELECTRONIC AM/FM STEREO SEARCH RADIO with cassette tape player. One of three Marquis radio options. Add the optional Premium Sound System to any of the stereo radios for great improved sound quality. This system includes dual rear and dual instrument panel speakers.

TRIPMINDER* COMPUTER. Provides day, date, time and data on fuel economy and average speed.

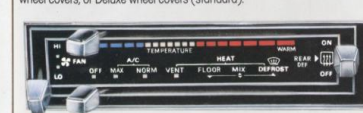


TILT STEERING WHEEL. Adjusts to five different positions for driving comfort, ease of entry and exit.

FINGERTIP SPEED CONTROL. Lessens fatigue of extended driving. Includes "resume" feature to regain pre-set speed after brakes are applied.



WHEELS AND WHEEL COVERS. Add the perfect finishing touch to your Marquis with a choice of Polycast road wheels, locking wire-styled wheel covers, luxury wheel covers, or Deluxe wheel covers (standard).



AIR CONDITIONER. Available with either manual or automatic temperature control. For cool comfort on even the hottest summer days.

Motorcraft

QUALITY REPLACEMENT PARTS

The 1984 Mercury Marquis comes equipped with factory-engineered and approved parts including a 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.

MAINTENANCE SCHEDULE

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, important progress is being made in that direction. For example, in 1973, an engine oil change was called for each 4,000 miles. In 1984, Marquis 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, 52,500 miles or three years between engine coolant replacement. The Company is proud of these improvements, and is working constantly to make them even better.

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 Marquis.

EXTENDED SERVICE PLAN

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered 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.

LIFETIME SERVICE GUARANTEE

LIFETIME SERVICE GUARANTEE

Participating Lincoln-Mercury Dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Mercury Marquis 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. Even if the car is kept a lifetime. It doesn't matter where the car was purchased, or whether it's new or used; the work is still covered by the repairing dealer.

This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. See your participating Lincoln-Mercury Dealer for details.

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 Marquis. To get copies of any adjustment program for your Marquis 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 P.O. Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

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MERCURY MARQUIS
LINCOLN-MERCURY DIVISION

