



1985

Ford Cars

Ford Trucks

Mercury Cars

Lincoln Cars

Merkur XR4Ti

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**Mercur XR4Ti**







Ford Motor Company of Canada, Limited  
Ford du Canada Limitée

Kenneth W. Harrigan  
President and Chief Executive Officer

The Canadian Road  
Oakville, Ontario  
L6J 5E4

Dear New Car and Truck Buyer:

Quality is Job 1 at Ford Motor Company. This isn't just a phrase. It's a commitment to total quality.

Total quality begins with the design and engineering of our vehicles and continues through the life of the product. We plan them with a vision of the customer - of you - sitting behind the wheel of a new car or truck.

Total quality will be apparent to you through functional performance, overall vehicle integrity, the "look and feel" of materials, satisfying aesthetics, reliability, durability, safety, serviceability and cost of ownership.

Total quality requires continuous improvement in everything we do. Every employee at Ford Motor Company is involved in the process of meeting your needs and expectations.

I invite you to look over our new 1985 cars and trucks in your dealer's showroom. Test drive them on the road. When you do, I think you'll understand all that's involved in the total quality concept at Ford Motor Company.

K.W. Harrigan  
President and Chief Executive Officer  
Ford Motor Company of Canada, Limited



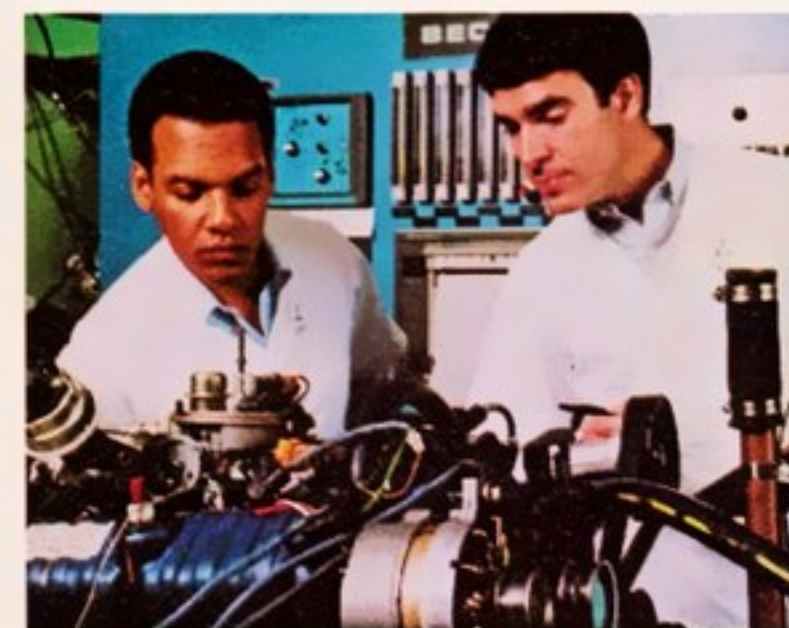
# Quality and Workmanship

Ford Motor Company is committed to building cars and trucks that meet the high quality standards expected by those who drive them.

Every aspect of a vehicle's design has a purpose, whether it be aerodynamic efficiency or interior comfort.

Engineering systems - the engine and suspension, for example - are manufactured and assembled under strict quality controls.

The hood, doors, decklid, moldings - everything has stringent fit tolerances. The paint finish is smooth and lustrous. Behind the quality of every Ford car



and truck are the dedicated people who produce them.

## Design and engineering, where quality begins.

Quality demands that before a vehicle can be built right, it must first be designed and engineered right.

Today, engineers can measure with amazing accuracy how a car or truck responds to actual on-road conditions long before it is built. It's done with simulations of full-scale vehicles and individual components in action on computer screens.

Vehicles can be driven around pylons at various speeds, climb steep grades, run over potholes, just as they would be in real testing at a proving ground. The computer displays in close detail the intricate movements of the suspension and other systems. They're evaluated to high

standards of performance, redesigned and retested if necessary.

Even with this advanced technology, however, the art of automotive design and engineering remains in the hands of designers and engineers. The computer is there to assist them.

## Withstanding stress. The ultimate test of a vehicle's quality.

Drivers expect their cars and trucks to function properly in everyday use. So vehicles are road-tested over hundreds of thousands of miles, are subjected to extreme stress and load conditions over paved and unpaved surfaces, up and down steep grades, through corrosive salt baths. They run the full course of demanding acceleration, cornering and braking maneuvers.

But even before these road tests, Ford engineers put prototype cars and trucks through numerous laboratory tests, the Electrodynamic Actuator, for example, drives a car continuously under a variety of road and weather conditions. One objective is to eliminate squeaks and rattles caused by bumps and jolts and the effects of hot and cold temperatures.

## Computers, robots and lasers in manufacturing and assembly.

Monitoring engine performance, checking electrical systems for accuracy, helping ensure smooth paint applications for finish quality - these are some of the vital roles that computers play in the assembly of Ford vehicles.

Ford places great importance also on robotics to achieve high quality in fit, finish and function. Robots are programmed to provide consistency and control to an extraordinary degree. They can do the 2,000 welds on a car's body quickly, completely, with the precision the blueprints demand.

The laser, another advanced-technology tool, helps improve quality by providing accurate measurement of everything from engine castings and door margins to nuts and bolts and fasteners.

## Ingenuity and teamwork. The essential ingredients of high quality.

At Ford, striving for high quality is a team effort. This is nowhere more evident than in the hundreds of recommendations for quality improvements submitted every year by more than 1,100 Employee Involvement (EI) groups in 80 Ford facilities across North America.

In addition to the EI groups, there are "durability-reliability" teams specially

trained to carry out extensive quality control programs before production begins, and "quality" teams whose primary responsibility is quality improvement after production gets under way.

With all the technology and resources at work producing quality products, the people at Ford realize that quality is a never-ending preoccupation. This attitude is essential to Ford's total commitment to quality.

## The Ford DURAGUARD System



Every 1985 model North American built passenger car offered by Ford of Canada is protected with the DURAGUARD System,

which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels, hoods, and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- an electrocoat process to apply corrosion resistant primer paint on the entire body;
- aluminized wax sprayed into hard-to-reach lower body areas, and the inside surfaces of doors;
- protective vinyl or urethane coating behind the wheel openings and along the lower bodyside area.

## The Ford DURAGUARD Warranty

The DURAGUARD System is backed by a no-extra-charge 5 year unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of sheet metal and all other components except exhaust system, caused by corrosion.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase.

Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind.

Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

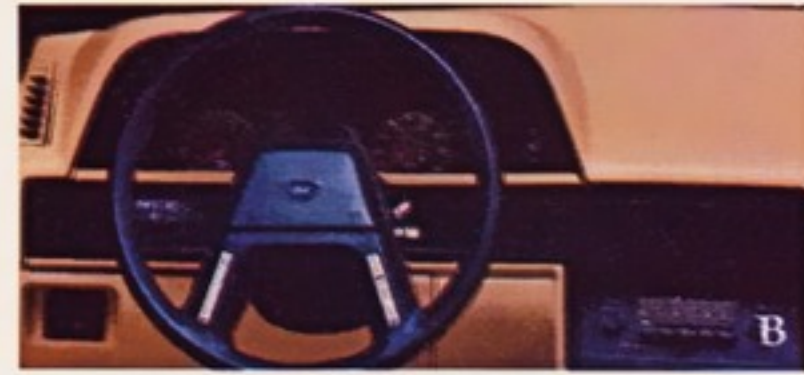


# Ford Escort



Escort is Ford's most popular fun-to-drive car. Escort has front-wheel drive, four-wheel independent suspension, and the powerful 1.6 litre CVH engine. To these features, add comfortable seating for four passengers, three body styles, and an impressive model lineup: Escort GT and Turbo GT, Escort LX, Escort GL, Escort L and S.

The 2-door hatchback Escort GT is powered by a 1.6 litre electronic fuel-injected CVH engine, the Turbo GT has the EFI turbo-charged engine. Both have standard 5-speed transmissions and special handling suspensions. They're hot little cars. For the not so sporty, Ford offers the Escort LX with the TR suspension and the 1.6 litre EFI engine with 5-speed manual. LX has an impressive list of interior appointments to match.



Escort S, L, GL, and LX models represent Escort versatility. They offer performance coupled with economy. All come with a long list of standard features.

(A) Escort LX 4-Door Hatchback  
(B) Escort LX interior and instrument panel  
Some equipment shown may be optional.

Well equipped and sporty, from the deluxe LX to the high-performance Cobra GT and SVO series. Power-teams range from the economical 2.3 litre engine on up to the powerful 5.0 litre HO V-8. There is also a variety of suspension packages engineered for whatever kind of road you like to drive and how you like to drive it.

This year, Mustang comes sporty

and really sporty.

Mustang Cobra GT and Mustang SVO deliver outstanding performance with 5.0 litre HO V-8 and inter-cooled turbocharged 2.3 litre engines. 5-speed manual transmissions and special handling suspensions are standard. These Mustangs capture the spirit of the car that has been a North American legend for over 20 years.

For the practical driver who would still like the sport feel and luxury, Ford has the Mustang LX. Standard power team is the well proven 2.3 litre engine with 4-speed manual transmission plus an impressive list of performance and comfort features.

For those of you who enjoy the wind in your hair, Mustang has two convertibles: the LX with electronic fuel-injected 3.8 litre V-6 and the Mustang Cobra GT. Both have a power operated soft top.

(A) Mustang Cobra GT 3 Door  
(B) Mustang LX interior and instrument panel  
Some equipment shown may be optional.



# Ford Mustang



# Ford Tempo



Quality and advanced engineering have made Ford Tempo a tremendous success across North America.

The reasons: Tempo has front-wheel-drive, a four-wheel independent suspension, the efficient 2300 HSC engine. A 2.0 litre diesel is available for even higher fuel economy. And inside the Tempo 2-door or 4-door model, you can seat five adults in comfort.

Tempo gives you a choice of three models. The Tempo GLX is the top-

of-the-line. A 5-speed transmission, AM/FM stereo, power steering, tilt steering wheel, instrument package (including tachometer) are all standard. Plus a lot more.

Tempo GL has four ways to equip this mid-series model— from standard on up to luxury and sport models. The exciting new Sport GL is powered by the 2300 HSO-EFI engine, with special handling suspension, P185/70R 14 tires and 7-spoke aluminum wheels. Whatever the level of your exuberance, Tempo GL has a model for you.

Finally, the Tempo L. The lowest priced Tempo, but still with an impressive list of standard features such as: 5-speed manual transmission, power brakes, halogen headlamps and all season P-metric steel-belted radials. It's not surprising Tempo was the best-selling new nameplate of 1984.

(A) Tempo Sport GL 4 Door Sedan  
(B) Tempo GLX interior and instrument panel  
Some equipment shown may be optional.



# Ford Thunderbird



Thunderbird is a pure driver's car in every respect – in performance and personal luxury. Thunderbird's shape is highly aerodynamic for fuel efficiency, handling stability and interior quietness. Standard are a 3.8 litre V-6 with automatic transmission, a suspension system with nitrogen gas-pressurized shocks and variable ratio power rack and pinion steering.

Thunderbird's new features for 1985 are:

reclining front split bench seats with console, AM/FM stereo radio, side window demisters and larger P205/75R 14 all-season tires. The instrument cluster is also new, featuring electronic speedometer, odometer/trip odometer. Thunderbird élan includes luxury cloth seating surfaces, 24-oz. carpeting, an AM/FM stereo/cassette sound system. In fact, there is very little you can add to this Thunderbird.

For the fashion conscious, Ford offers the Fila Thunderbird. Inspired

by the world famous designer of sportswear, it is distinguished by its special exterior trim and interior appointments.

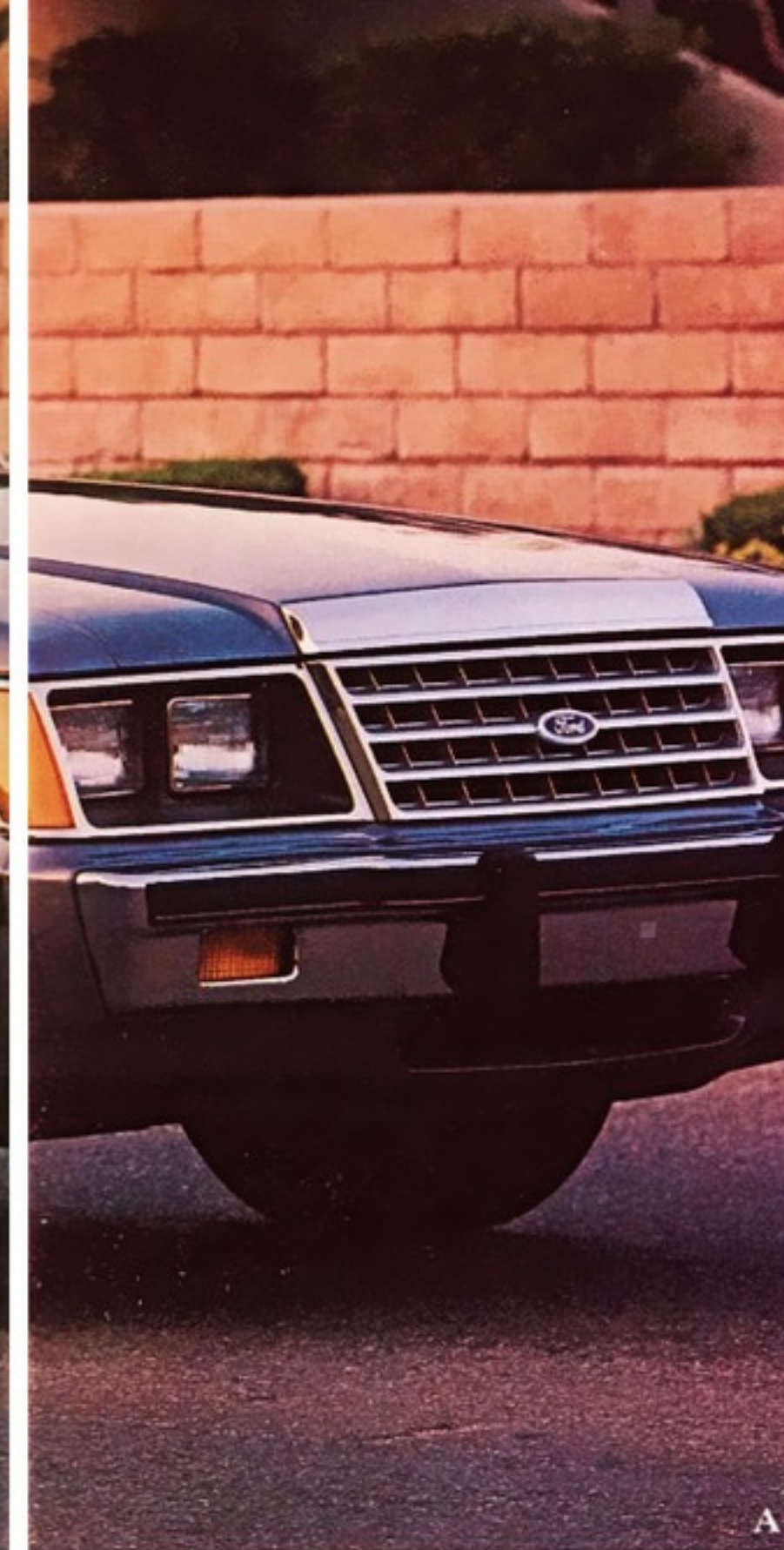
Finally, the world-class touring car, the Turbo Coupe. Powered by the 2.3 litre EFI turbocharged engine with either 5-speed manual or optional automatic, this is the Thunderbird that flies.



(A) Standard Thunderbird  
(B) Thunderbird interior and instrument panel  
Some equipment shown may be optional.



**Ford  
LTD**



Ford LTD sedan and wagon models are roomy and comfortable. And capable on the road, with an aerodynamic shape for stability along with a suspension that features nitrogen gas-pressurized shocks and struts for excellent ride and handling.

The standard LTD has reclining split bench front seats, or a full-width flight bench seat that makes LTD a 6-passenger car.

Power brakes and P 195/75R 14 all-season steel-belted radial tires and the 2.3 litre 4-cylinder engine with EEC-IV computer and SelectShift automatic transmission are standard.

In Brougham, luxury is standard. The split bench seats have a knit-cloth seating surface, plus seatback map pockets. Deep colour-keyed 453 g (16-oz.) carpeting covers the floor. And Brougham comes with all the features of the Light Group including a dual beam map light.



**LTD LX** is an outstanding performance car with its High Output fuel-injected 5.0 litre engine, handling suspension, Goodyear Eagle GT P205/70HR 14" performance tires and 15: steering gear. It's a family sedan with a single-minded purpose.

**LTD Wagon** is powered by a standard 3.8 litre V-6 engine with Select-Shift automatic transmission.

LTD Wagon comes with a lockable rear storage compartment, carpeted cargo floor and cargo area light—in addition to all the features standard in the LTD Sedan.

(A) LTD Brougham 4 Door Sedan  
(B) LTD Brougham interior  
Some equipment shown may be optional.

Few cars can match LTD Crown Victoria in riding comfort, quietness and 6-passenger roominess. LTD Crown Victoria is engineered with solid body-on-frame construction. A full coil spring suspension system with new nitrogen gas-pressurized shocks is standard. A 5.0 litre V-8 with Automatic Overdrive transmission gives Crown Victoria a trailer towing capability of up to 2268 kg (5,000 lbs.) (2722 kg

(6,000 lbs.) with the optional 5.8 litre V-8) with the optional heavy-duty trailer towing package.

**LTD Crown Victoria Sedans** are luxuriously appointed. The flight bench seat with dual recliners is upholstered in soft cloth seating surfaces. Door trim panels are richly padded. Carpeting is thick 453 g (16 oz) cut-pile and no other sedan has more trunk space than LTD Crown Victoria's 634 L (22.4 cu. ft.).

**LTD Crown Victoria Station Wagons**

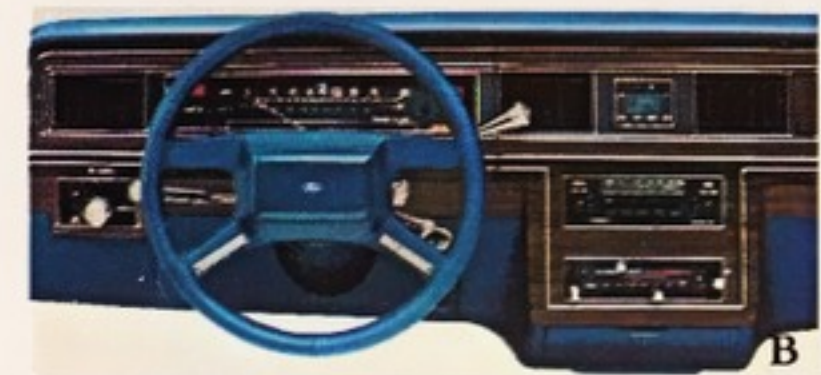
The steel-side LTD Crown Victoria and the classic Country Squire have exclusive wagon features such as Ford's innovative 3-Way Doorgate and two lockable storage compartments in addition to the spacious cargo area.

LTD Crown Victoria Wagon and Country Squire provide a 2534 L (89.5-cu. ft.) cargo volume index. No other wagon offers more.

(A) LTD Crown Victoria 4 Door Sedan  
(B) Interior Luxury Group interior and instrument panel  
Some equipment shown may be optional.



**Ford LTD  
Crown Victoria**







(1,765 pounds).

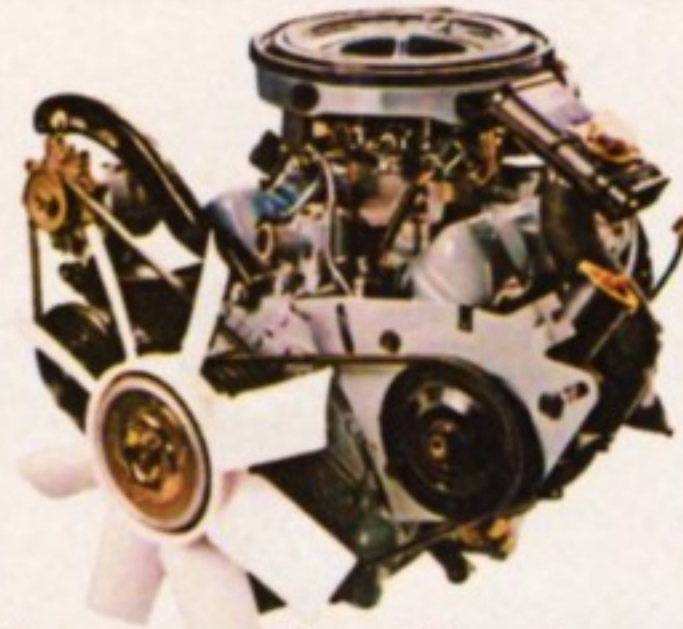
**High-tech under the hood.** EFI and EEC-IV – one of the world's most advanced on-board automotive computers.

The new 2.3L Electronic Fuel Injected 4-cylinder engine benefits from the EEC-IV Computer control system and new multi-point fuel injection.

A 5-speed manual Overdrive transmission is now standard with a new 4-speed Automatic Overdrive transmission available. In addition, the popular and powerful 2.8L V-6 engine is optional. A new 2.3L Turbo diesel engine is optional on Ranger (Available Feb.'85).

**Choice of two- or four-wheel drive.** On the road or off – Ford Ranger gives you the right choice of traction to do your job. Tough 4x4 or 4x2 models.

(A) Ranger XLT 4x4 (B) Ranger XLT interior with optional bucket seats and console (C) Powerful 2.8L V-6. Some equipment shown may be optional.



C

**Unsurpassed quality, plus new power and economy – gas or diesel.** Ranger is Ford's small pickup that looks great and is fun to drive. Ranger is built with a tradition of toughness like the big Fords. It has a solid capacity for work with big payloads ranging up to 801 kg



A



## Ford Ranger 4x2 and 4x4



## Ford F-Series Pickup 4x2 and 4x4



### Ford full-size pickups are tough, powerful and number one!

Big and brawny, Ford Pickups are offered in a complete line, including Regular Cab, SuperCab and Crew Cab models, both 4x2 and 4x4. Ford F-Series Pickups continue to lead the field. Ford has been the sales leader for nine straight years.\*

\*R.L. Polk & Co. cumulative registrations 1976 through May, 1984.

### Performance highlights.

For 1985, Ford offers a choice of engines that range from the standard 4.9L six cylinder, the biggest, most popular engine in its class, to optional 5.0L, 5.8L and 7.5L V-8's and a 6.9L V-8 diesel, the newest, most powerful heavy duty diesel available in pickups today.

**Full-size Regular Cab.** The spacious Ford F-Series Regular Cab has a generous full-width seat with shoulder room for spread-out 3-passenger seating comfort. **SuperCab.** A Ford full-size pickup exclusive, it's the only two-door pickup big enough for an

optional full-width bench seat in back. It's roomy enough for a family of six. **Crew Cab.** Comfortable accommodations for six adults.

**Ford 4-Wheelers.** Here's the same power and cab choice as 4x2s. The convenient floor-mounted lever allows shifting between 2-wheel high and 4-wheel high, without stopping when the hubs are locked. The standard free-running hubs are manual locking with automatic hubs optional on F-150 models. Tough, Twin-Traction Beam front suspension is another key 4x4 feature.



(A) F-150 XLT Lariat Styleside Pickup.  
(B) F-150 XLT Lariat Supercab Pickup.  
Some equipment shown may be optional.





## Ford Bronco II



Bronco II – rugged and versatile off-road, stylish and contemporary around town.

For 1985, Bronco II has a lot to offer in the way of new powerteams. Start with the standard 2.8L V-6 with EEC-IV computer control and 5-speed manual overdrive transmission. For top performance and diesel economy, there's a new 2.3L turbo diesel option. (Feb. '85)

Bronco II's proven built tough features include: Rugged Twin-Traction Beam independent front suspension. Manual-locking, free-running front hubs (automatic locking hubs optional). Power steering. Power front disc/rear drum brakes, and more.

Inside Bronco II, you have the comfort of reclining front bucket seats and a split fold-down rear bench seat. Bronco II adds to your comfort with a completely tailored interior including:



Full length color-keyed carpeting and insulation. Color-keyed quarter trim panels with ashtrays and padded arm-rests. New "soft feel" A-frame steering wheel.

No matter which Bronco II you choose, the standard Bronco II, XLT, or XLS or Eddie Bauer Bronco II, you'll be pleased with the quality and style of Ford's compact 4-wheeler.

(A) Bronco II XLT (B) Bronco II XLT interior (C) Eddie Bauer Bronco II  
Some equipment shown may be optional.

Ford Bronco is the full-size total utility sales leader for the fifth straight year.† And that's because Bronco gives you more of what you want in a full-size 4-wheeler. Start with a comfortable interior that can seat up to six passengers with the optional front bench seat. And the back seat folds forward for added cargo room when the need arises. Bronco is maneuverable, too, with power steering, power front disc/rear drum brakes and high

angles of approach and departure.

Standard Bronco power is supplied by the high-torque 4.9L 6-cylinder engine and 4-speed manual transmission. Optional power combinations include the new 5.0L electronic multi-port fuel-injected V-8, available 11/84, and 4-speed manual transmission. Or for really heavy going like pulling Class III tandem axle trailers, order the 5.8L HO V-8 with 4-barrel carburetor. Optional transmissions include a 4-speed manual with overdrive fourth gear or SelectShift automatic transmission. Or Ford's innovative Automatic Overdrive transmission with the 5.0L EFI V-8 engine.

The Bronco model lineup includes the standard Bronco, XLT and the new for 1985 Eddie Bauer Bronco. Eddie Bauer, a name synonymous with outdoor recreation, adds special interior and exterior style plus the new 5.0L EFI V-8 engine standard.

(A) Eddie Bauer Bronco (B) Bronco XLT (C) Eddie Bauer Bronco interior  
Some equipment shown may be optional.



## Ford Bronco





B



C

in the longer Super Wagon. There's a wide variety of seating arrangements with available quick release passenger seats.

Interior comfort is provided by front bucket seats and a rear bench seat in XL. XLT features reclining Captain's Chairs. There's also full-length color-keyed carpeting, AM radio (may be deleted for credit), interval wipers and gauges for ammeter, oil pressure and temperature, and more, all standard.

Ford's Club Wagon far exceeds the conventional wagon in trailer towing too. The E-250 and E-350 models equipped with the 6.9L diesel V-8 give the Club Wagon a GCWR of 6350 kg (14,000 pounds). Order the improved 7.5L gas V-8 and the GCWR is over 8392 kg (18,500 lbs.).

All in all, Ford Club Wagons are perfect for families on the go.

(A) Club Wagon XLT (B) Club Wagon interior  
(C) Optional Quad Captain's Chairs  
Some equipment shown may be optional.



## Ford Club Wagon

Ford Club Wagon: full-size room, full-size comfort, full-size power. Ford Club Wagons for '85 give you big wagon capability for vacationing in style, trailer towing or van pooling.

Spacious Club Wagons can be tailored to meet the needs of any size family or riding group. Regular Club Wagons seat up to 12 passengers - 15



## Ford Econoline Van

The quality-built Ford Econoline puts it all together for you in a hard-working, versatile van. You get outstanding engineering features like forged Twin-I-Beam front suspension. Exclusive "out-front" design that provides plenty of move-around room up front and easier access to key underhood items. And, Econoline is spacious with a wide range of payload capacities.

Econoline power is provided by the standard 4.9L 6-cylinder engine - the biggest Six in the industry. Or choose from three optional gas-powered V-8s - 5.0L, 5.8L or the big 7.5L with a GCWR of 8392 kg (18,500 lbs.) and gross trailer weight of 4536 kg (10,000 pounds).

### Diesel power, too!

You can order true-truck diesel power for your new Econoline with the 6.9L diesel engine. It's the largest diesel power plant available in a van today, and it has the most power in its class - 35 more horsepower than its closest competitor.



B



C

(A) Econoline Van XL  
(B) Econoline XL shown with optional fixed rear door glass  
(C) Econoline Van interior  
Some equipment shown may be optional.





# Mercury Lynx

Lynx is the small car of big ideas. For example, Lynx has front-wheel-drive for exceptionally good traction in all weather conditions. All Lynx models have rack-and-pinion steering and four-wheel independent suspension for a smooth ride and handling that inspires confidence. Lynx is powered by a standard 1.6 litre CVH high output engine, a power plant that delivers both sprightly performance and fuel economy.

Every Lynx, be it three-door or five-door in L or top-of-the-line GS offers an interior that's practical, pleasurable and comfortable.

Lynx instrumentation and controls are simple to understand and easy to use. The steering wheel design allows a good view of the gauges and warning lights. Vital functions are activated from easy-to-reach stalk-mounted controls. Truly the Lynx interior has been designed with you, the driver, in mind.



Mercury Lynx is the little car that's big in a lot of ways ... like quality, performance, comfort economy and space.

(A) Lynx GS 5 Door. (B) Lynx GS interior. (C) Lynx GS Wagon. Some equipment shown may be optional.

There are still a few cars in this world that let you know their purpose with just one look.

Mercury Capri is one of them. This is a car for people who believe that driving is intended for adventure – not merely day-to-day transportation. For 1985, Mercury offers two Capris: the standard Capri GS and the performance-minded Capri RS.

The Capri GS is powered by a standard 2.3 litre four-cylinder overhead cam engine. A manual four-speed transmission is also standard.

For the horsepower-minded, Capri GS is available with two optional engines, a 3.8 litre V-6 or the awesome high-output 5.0 litre V-8.

Capri RS is the stuff dreams are made of. Equipped with the 5.0 litre HO V-8, five speed overdrive manual transmission and performance suspension, Capri RS has performance that will take your breath away.

Take a ride in a Mercury Capri. It's exciting, it's spirited. It's a car for people who know what driving's all about ... and won't settle for less.

(A) Capri RS  
(B) Capri GS interior  
(C) Capri RS interior  
Some equipment shown may be optional.





# Mercury Topaz

the simple logic that form should follow function, that shape should serve purpose. This shape carries five people, 368.1 litres (13 cu. ft.) of luggage space and a high-tech front-wheel-drive engine that excels at cheating the wind.

Topaz was built to appeal to drivers who want to be participants not spectators. It is engineered to enhance the partnership between driver and automobile.

Plush, supportive seats and a complement of convenience items are standard in both two and four-door models.

Whatever your preference, the well equipped L, Select L, GS, the luxury GS, or the luxurious LS—every Topaz includes two additional no-cost features: quality materials and excellent workmanship.

(A) Topaz LS 2 Door  
(B) Topaz LS instrument panel and interior  
Some equipment shown may be optional.



# Mercury Cougar



Cougar was designed not only to look beautiful, but also to perform beautifully. Whether it's the Cougar, the standard Cougar LS or the sports-minded Cougar XR-7, state-of-the-art technology is used to deliver a balanced car that offers stunning performance and excellent fuel economy. Underneath the car, for example, Cougar's Nitra-Cushion suspension keeps all four wheels on the road while sending precise signals to the driver. New driver-oriented instrument panels make all controls easy to reach and easy to read.

There's a 2.3 litre, four-cylinder turbo standard in the Cougar XR-7, while the Cougar and Cougar LS offer a standard 3.8 litre V-6. The 2.3 litre engine is equipped with electronic fuel-injection and an advanced on-board computer called EEC-IV.

Understated, tasteful interiors provide a level of luxury that satisfies all your senses. The 1985

Mercury Cougar is ready to meet or exceed your expectations of what a personal luxury car is all about.



(A) Cougar XR-7  
(B) Cougar XR-7 interior and instrument panel  
Some equipment shown may be optional.



# Mercury Marquis



Mercury believes that beauty for beauty's sake alone is fine in the art world. It's not so fine in the practical, everyday world of cars. So, Marquis was designed to be both beautiful and efficient.

Marquis' attractive shape, with its sloped nose, steeply raked windshield and raised rear deck, helps overcome wind resistance for better handling and excellent fuel economy.

Mercury understands that cars must be designed for people.

That means that when Marquis' shape was designed, your shape wasn't forgotten.

Marquis' interior features elegance and comfort for six people (with optional flight bench front seat). Centre fold-down armrests, luxurious cloth upholstery and deep-pile carpeting are a pleasure to the eye and touch.

Standard on the 1985 Marquis



is an efficient 2.3 litre overhead cam four cylinder engine and a three-speed SelectShift automatic. Electronic Engine Control (EEC-IV) is also standard.

In total, the 1985 Mercury Marquis represents a delicate balance between elegance and state-of-the-art technology.

(A) Marquis Brougham 4 Door (B) Marquis Wagons  
(C) Marquis Brougham interior  
Some equipment shown may be optional.

In an age of "down-sizing" it's comforting to know you can still get a traditional "full-size" North American sedan.

That is exactly what the Grand Marquis is... an automobile of substance, a true full-size car that cuddles six in opulent comfort and a plush, quiet ride.

A car of this stature should cradle its occupants in an environment of luxury. Again, Grand Marquis delivers.

All models—Grand Marquis, Grand Marquis LS, or the Colony Park Wagons—have Twin Comfort Lounge seats covered in luxurious cloth.

Whether standard or LS, all Grand Marquis have the Mercury touch of luxury... power windows, quartz clock, AM/FM radio, courtesy lighting and plush cut-pile carpeting that lines the interior.

Finally a car this size should have luggage space. Grand Marquis boasts the largest cargo capacity of any passenger car available today. It's fully carpeted deep-well trunk has 623 litres (22 cu. ft.) of space.

The full-size North American car lives on in a grand tradition... Mercury Grand Marquis.

(A) Grand Marquis 4 Door  
(B) Grand Marquis Wagon and 2 Door Sedan  
(C) Grand Marquis instrument panel  
Some equipment shown may be optional.



# Mercury Grand Marquis





# Lincoln Town Car

For 63 years, the Lincoln name has been identified with distinctive styling, smooth power, comfort, and, above all, a quiet and gracious ride.

This heritage has never been more evident than in the 1985 Lincoln Town Car. It is one of the few remaining traditional six-passenger luxury sedans.

All three Town Car models—the Cartier Designers Series, the Signature Series, and standard Town Car—share the same body-on-frame construction that provides the traditional comfort and quietness

expected of Lincoln luxury sedans.

The three models also share a powerful, responsive 5.0-litre V-8 engine, equipped with Ford Motor Company's remarkable fourth-generation Electronic Engine Control (EEC-IV) system. The heart of the control is a computer chip no larger than a thumbnail, but with the power to conserve fuel, provide easier starting in cold weather, adjust the fuel mixture, and even diagnose a malfunction.

Mechanical sophistication is only one measure of the quality built into every Town Car. That's because quality is not an abstract idea or idle boast at the factory where all Lincolns are assembled. It's a daily commitment.

Lincoln Town Car... no other luxury car measures up to it—in style, comfort, or space.

(A) Cartier Lincoln Town Car  
(B) Cartier Lincoln Town Car interior and instrument panel  
Some equipment shown may be optional.



# Lincoln Continental



Continental is an extraordinary luxury sedan. Masterfully engineered, electronically sophisticated, aerodynamically sleek, and beautifully built with a vigorous commitment to quality, it's the most technologically advanced Continental ever produced. At the same time, its interior is seductively comfortable—with room for up to five adults.

Nowhere is Continental's advanced technology more apparent than in its exceptionally comfortable ride. Its Electronic Air Suspension system is a technological marvel. It replaces conventional springs with cushions of air that provide a remarkably comfortable ride.

High technology also is apparent in Continental's standard 5.0-litre V-8 engine. It features both electronic fuel injection and an Electronic Engine Control system (EEC-IV)—one of the most technologically advanced systems of its kind in the world.

Or, you might choose Continental's European-designed 2.4-litre inline six-cylinder turbo-charged diesel.

In 1985, there are three elegant Continentals to choose from: standard Continental, the Designer Series by Valentino, and the Designer Series by Givenchy.

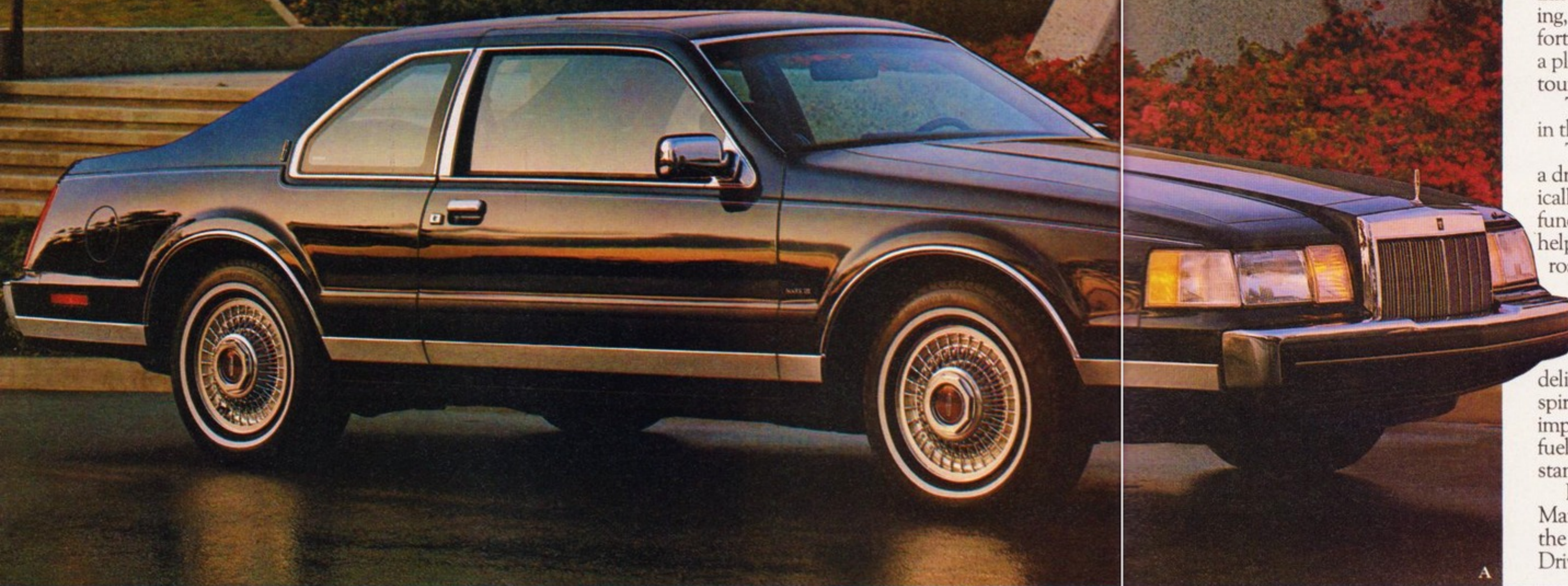
Continental '85. Sophisticated technology has never been packaged so beautifully. Or luxuriously.



(A) Lincoln Continental 4 Door  
(B) Continental interior and instrument panel  
Some equipment shown may be optional.



# Continental Mark VII



Continental Mark VII is a decidedly different kind of luxury automobile – the ultimate expression of Lincoln's driver centered design philosophy. It's innovative technology, dynamic styling, aggressive performance and comfortable yet functional interior earn it a place alongside the world's finest touring coupes.

The Lincoln Mark VII is available in three models.

The Mark VII LSC: for those with a driving passion. LSC's taut, dynamically styled body is attractive yet functional. The LSC's aerodynamics help reduce wind noise and enhance road stability.

Superb road manners are only one facet of the total LSC performance. Quick-ratio power assisted rack-and-pinion steering delivers cat-quick response. LSC's spirited acceleration comes from an improved performance version of the fuel-injected 5.0 litre V-8 engine that is standard in Mark VII.

For all its performance credentials, Mark VII LSC doesn't forget about the accommodation of its occupants. Driver and front-seat passenger are

cradled in new articulated sport seats with leather seating surfaces. The driver's seat has no less than 11 individual adjustments for obtaining comfort and perfect driving position.

Mark VII LSC, an automobile that so perfectly blends luxury and performance – and in a class all its own.

The Bill Blass Designer Series features a distinctive paint and Tu-Tone pinstripe treatment coupled with elegant wire spoke aluminium wheels, and a Carob Brown interior with standard leather seating surfaces.

The look is distinctively Bill Blass. The performance, technology and luxury are distinctively Mark VII.

The Mark VII Versace edition adds panache to performance. The Mark VII Versace features a Navy Clearcoat Metallic exterior with coordinated bodyside and decklid striping and exquisite wire-spoke wheels. Inside, seats are covered with ultra-soft leather in Admiral Blue.

The Mark VII Versace Designer Series. Its dashing looks are the perfect match for its stunning performance.

(A) Versace Continental Mark VII. (B) Bill Blass Continental Mark VII. Some equipment shown may be optional.

## THE LINCOLN CARD.



OUR CONFIRMATION OF QUALITY. FOR THREE YEARS, VIRTUALLY ALL YOU'LL PAY FOR IS GASOLINE.

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year unlimited mileage plan that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by acci-

dents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

Your Lincoln dealer would be more than pleased to review with you all of the information regarding this preferential plan, to make your Lincoln driving years as pleasurable as possible. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the 3 year period.





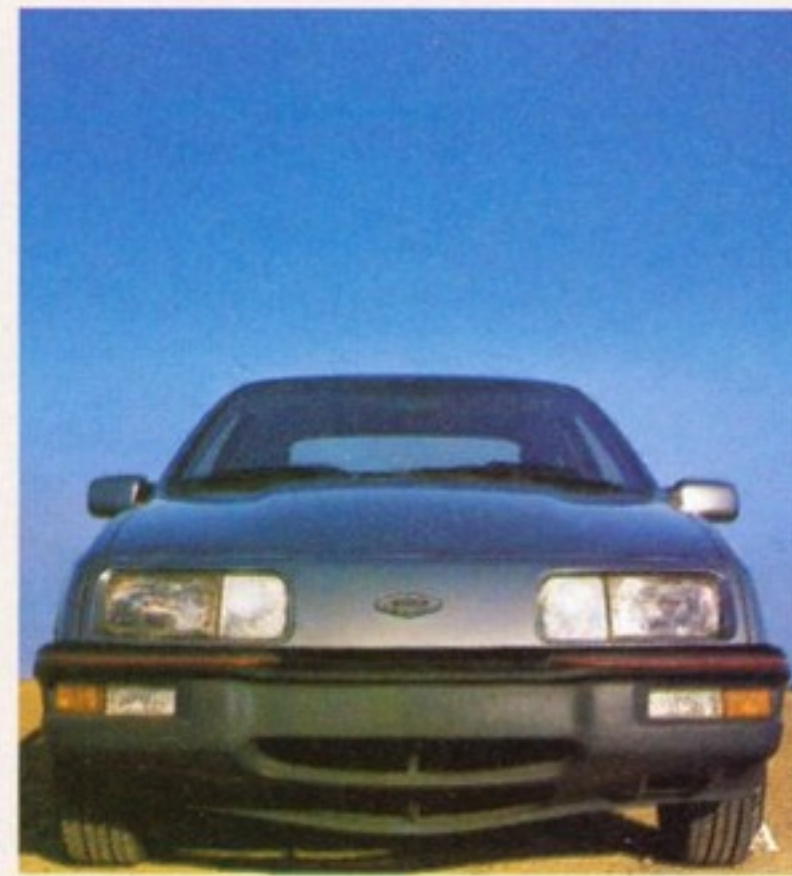
# Merkur XR4Ti



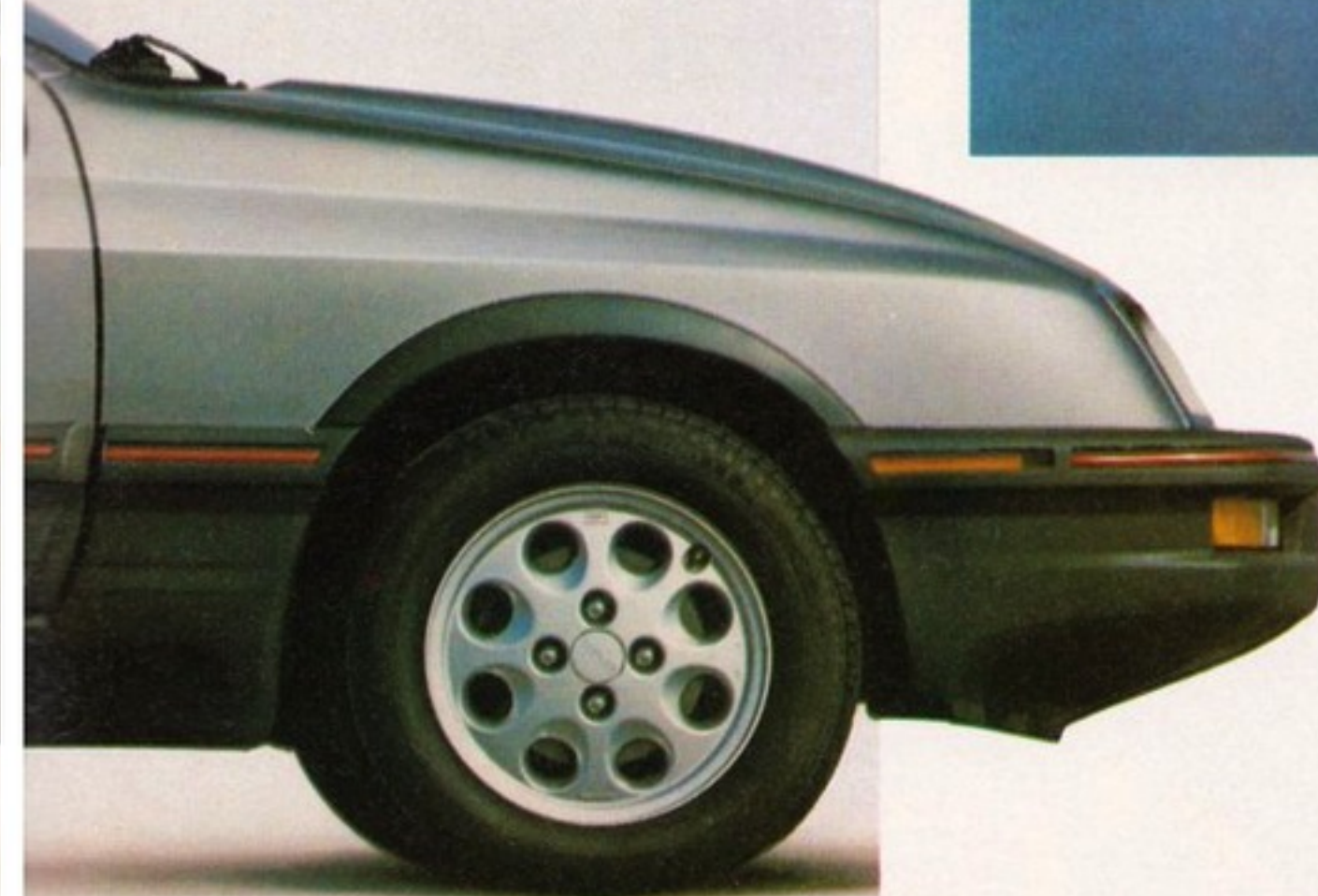
The Merkur XR4Ti brings Ford's European technology to North America. A potent road machine with an autobahn heritage that is readily apparent in both its aerodynamic design and road ability.

Imported from Germany, the XR4Ti is powered by a 2.3 litre, four cylinder turbo charged engine. Engine performance is monitored by Ford's industry leading Electronic Engine Control system (EEC-IV). A five speed manual transmission is standard.

The Merkur XR4Ti is a supremely comfortable grand touring automobile. Full instrumentation including a tachometer is standard as is plush upholstery on contoured seats and deep-pile carpeting. Merkur XR4Ti... for drivers who want a little exuberance in their lives.



(A) Merkur XR4Ti  
(B) Merkur XR4Ti interior and instrument panel  
Some equipment shown may be optional.



A



A



B





Quality is Job 1.

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