

2003 Mercury Grand Marquis



02 introduction to Grand Marquis

06 amenities

10 technology

12 safety features

16 specifications and features

18 available equipment

19 exterior and interior colors

contents

Introducing the new and improved Grand Marquis. For 2003, we improved steering, ride and handling. With V8 power, rear-wheel drive, and other driving enhancements, one test drive will prove how accommodating it can be.





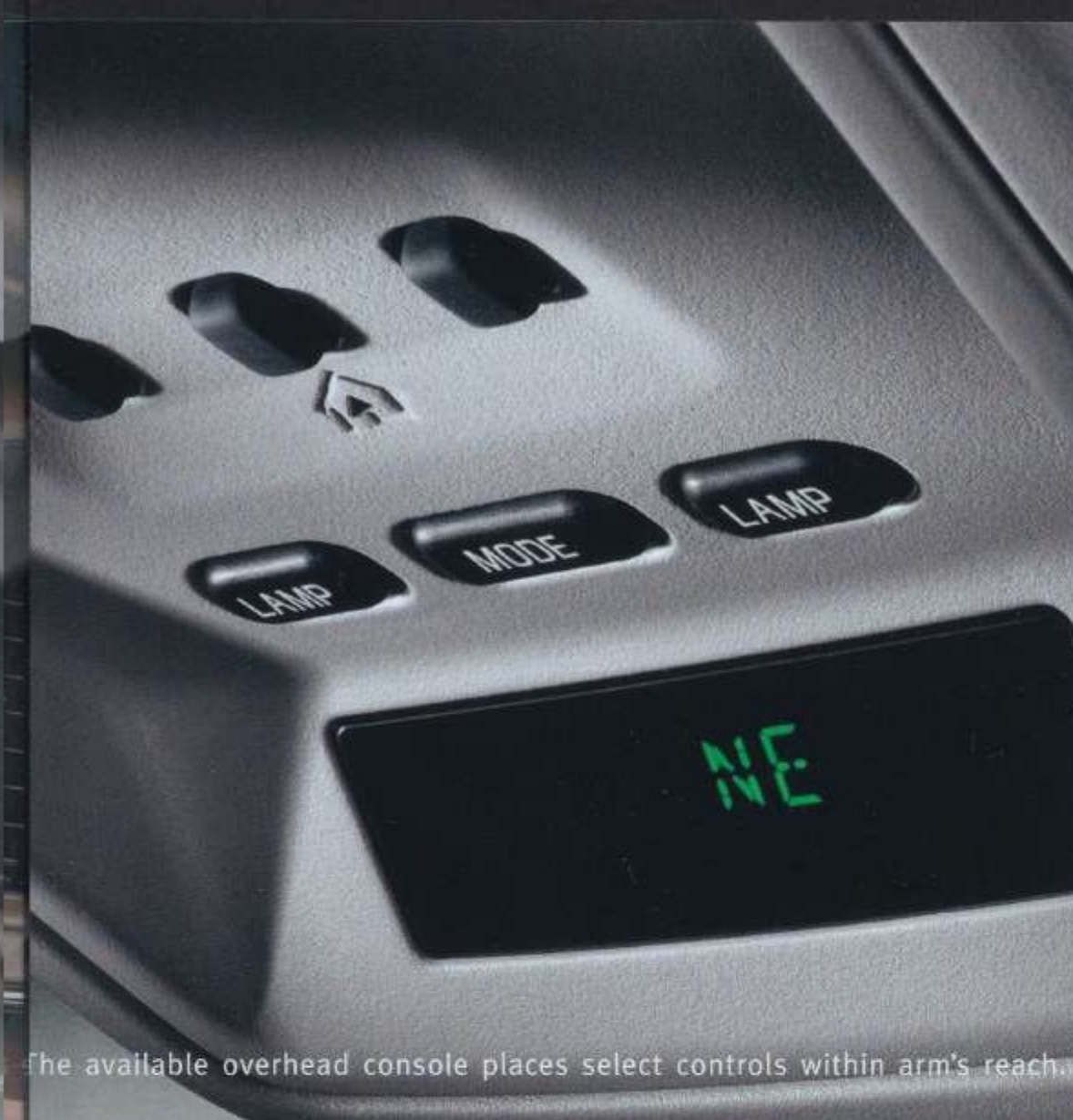
Mercury Grand Marquis LSE in Spruce Green Clearcoat Metallic. Shown with available equipment.

06 amenities

Grand Marquis places you and your guests at the center of attention. At your fingertips are simple controls for an impressive set of features, including a standard 4-speaker audio system with AM/FM stereo/cassette and single CD player, as well as an available Electronic Automatic Temperature Control system that lets you establish your desired temperature settings. Want to enhance the luxury of Grand Marquis? Consider the available wood- and leather-trimmed steering wheel, shown here.



Grand Marquis LS Ultimate features a wood- and leather-trimmed steering wheel with digital instrument cluster.



The available overhead console places select controls within arm's reach.



The audio and climate systems are uncomplicated to use, easy to enjoy.



Power-Adjustable Foot Pedals
The front seat adjusts to you. The tilt steering wheel adjusts to you. And now so can your foot pedals. Grand Marquis is available with innovative power-adjustable accelerator and brake pedals that can be adjusted over two inches. It's just another example of how we use ergonomic design for improved driver comfort.

Trunk Organizer
To make the most of the spacious Grand Marquis trunk, the available trunk organizer levels the trunk floor and features flexible partitions and a two-tier design that increases the amount of usable storage space. The lower bin is waterproof and is easily removed for cleaning, and perfect for storing items such as jumper cables and washer fluid without cluttering your trunk. Removable carpeted covers provide the trunk with a finished look, yet access to the items beneath is easy.



Spacious Seating Choices

Grand Marquis is available as the five-passenger LSE model (shown above) or with standard six-passenger seating. Either way, its spacious accommodations offer room for adults to stretch out. Sit tall and relax in the quiet, cushioned cabin that is a hallmark of Grand Marquis.

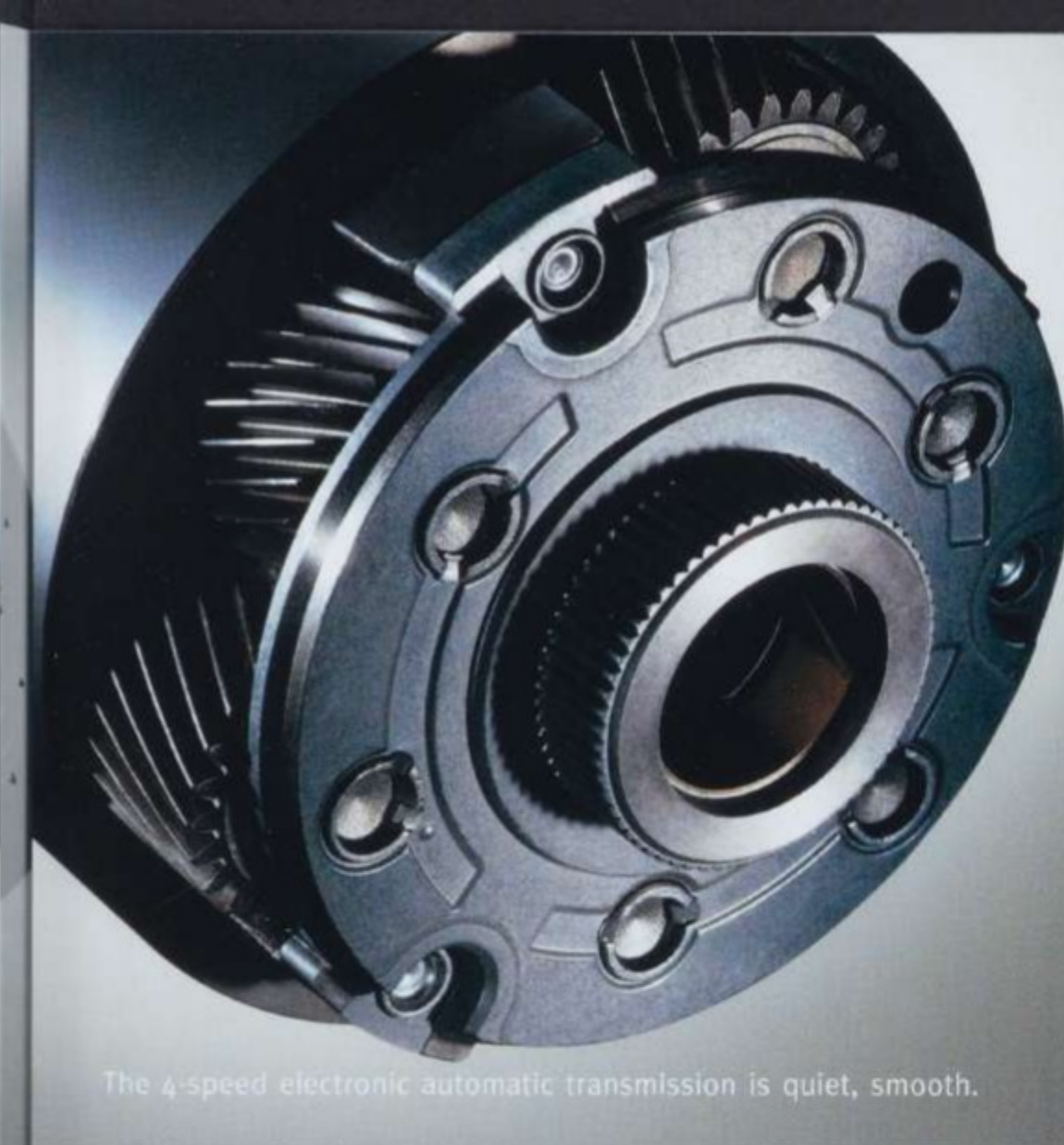


Mercury Grand Marquis LS Premium with Light Flint Interior. Shown with available equipment. Inset shown in Medium Parchment.

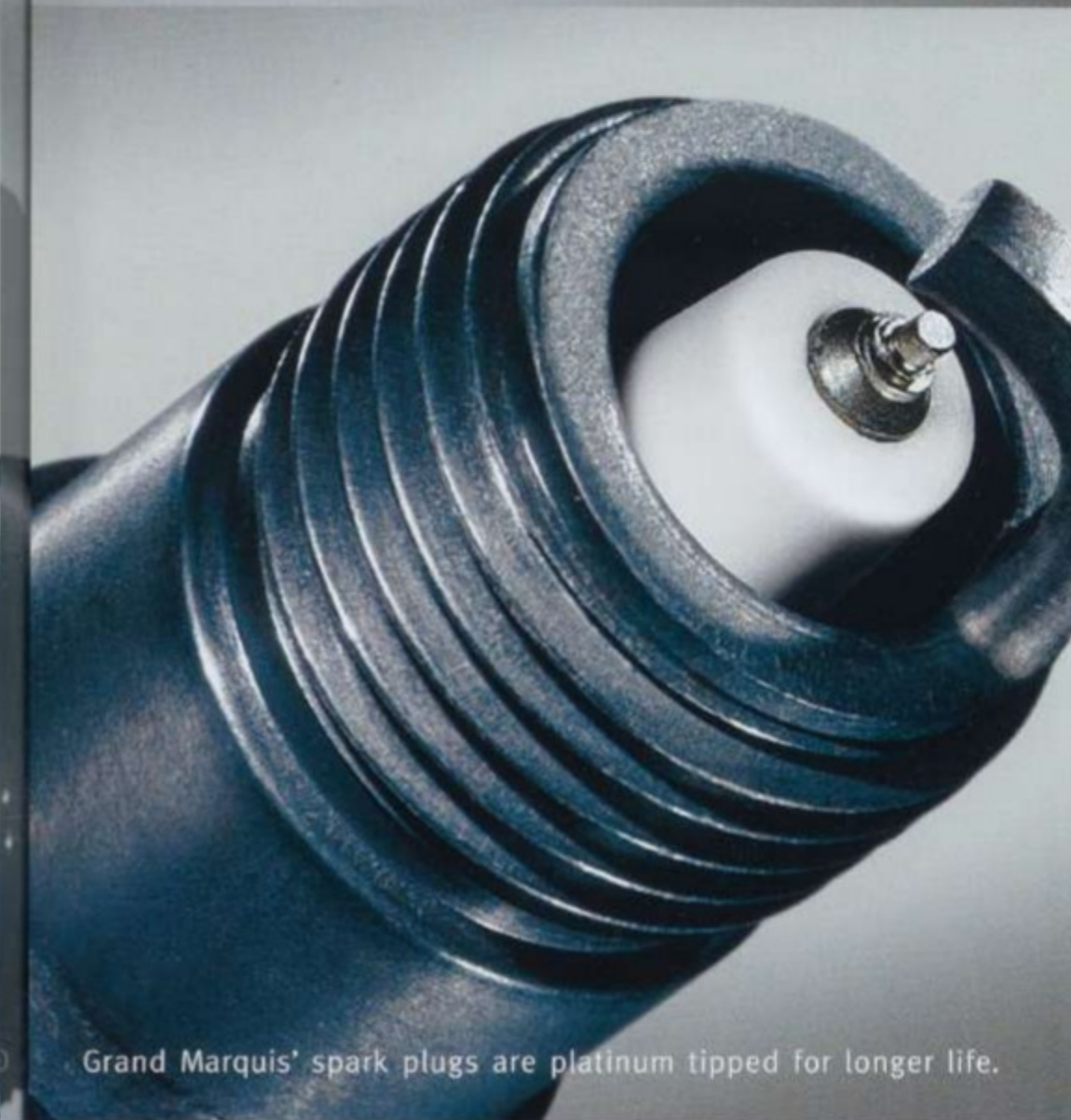
With 224 horsepower from its 4.6-liter SOHC V8 engine, Grand Marquis gives you commanding acceleration. And with its PrecisionTrac™ suspension system, featuring a new aluminum cross-member, improved steering control and driving ability are yours, too. And for more performance and handling, consider Grand Marquis LSE. With 239 horsepower and 287 lb.-ft. of torque, 3.27:1 axle ratio and rear air suspension with air springs, it's a compelling balance of capability and comfort.



At your service: 272 lb.-ft. of torque from a 4.6-liter V8 engine.



The 4-speed electronic automatic transmission is quiet, smooth.



Grand Marquis' spark plugs are platinum tipped for longer life.



Sure-Footed on the Road

To passengers, Grand Marquis possesses the character of a large, smooth-riding luxury sedan. But to the driver, Grand Marquis offers a more spirited feel, with crisp handling and a controlled ride. How? A front suspension design featuring a coil-over-shock setup that brilliantly balances the conflicting demands of ride and handling.

Light on Its Feet

Power-assisted steering is engine-speed sensitive on Grand Marquis. So when rpms are relatively high—at highway speeds, or when you're accelerating—the level of assist is minimal. At other times when rpms are low, as when parallel parking or making a slow turn, greater assistance is introduced. The steering is light to the touch, and maneuvering Grand Marquis is easy.

Every year, the National Highway Traffic Safety Administration conducts crashworthiness tests for cars and trucks. Grand Marquis was the only vehicle in its class to receive the **five-star** crash-test rating every year since 1996—for both the driver and front passenger.

This remarkable record of safety engineering achievement is the result of countless, complex factors including the integration of front and rear crumple zones designed to help absorb the impact forces in certain types of collisions.



Side-Impact Airbags¹

Now Grand Marquis is available with side-impact airbags for front seat occupants seated in the outboard positions. In the event of certain side impacts, these airbags deploy to help lessen impact forces acting on the head and upper torso.

¹Always wear your safety belt and secure children in the rear seat.



Personal Safety System™

The Personal Safety System™ is a comprehensive restraint strategy. It includes dual-stage driver and right front passenger airbags,¹ crash severity sensor, front outboard safety belt usage sensors, driver's seat position sensor, front outboard safety belt pretensioners, and front outboard energy-management safety belt retractors that help reduce the force of the belts on the occupants' chests.



All-Speed Traction Control and Anti-lock Brake System

With two advanced features, Grand Marquis adds to your control when accelerating and steering on less-than-ideal road surfaces. The All-Speed Traction Control monitors wheel spin at all speeds, then responds using a combination of engine and/or braking controls to help regain available traction. And the Anti-lock Brake System (ABS) prevents wheel lockup to preserve steering control.



Side-Impact Door Beams

To help enhance the safety of occupants in a side-impact collision, Grand Marquis is fitted with steel beams across each door. It's another example of what makes Grand Marquis so reassuring to drive.



Mercury Grand Marquis LS Premium in Silver Frost Clearcoat Metallic.

16 specifications and features



114.7 in
212.0 in



56.8 in

84.9 in

specifications

engine	Type	SOHC 16-valve V8	
	Displacement	4.6 liter	
	Horsepower (SAE net)	224 @ 4800 rpm / 239 @ 4900 rpm (LSE)	
	Torque (SAE net)	272 lb.-ft. @ 4000 rpm / 287 lb.-ft. @ 4100 rpm (LSE)	
	Compression ratio	9.4:1	
Fuel delivery	Sequential multi-port electronic fuel injection		
emissions	NLEV electronic returnless fuel delivery system		
	Engine control	EEC-V Electronic Engine Control	
	Scheduled tune-up interval	100,000 miles ¹	
transmission	4-speed electronic automatic overdrive control		
axle ratio	2.73:1 / 3.27:1 (LSE)		
brakes	Power, 4-wheel Anti-lock Brake System (ABS) with dual-piston front calipers		
steering	Power, engine speed-sensitive, variable-assist rack-and-pinion		
chassis	Body-on-frame; new hydroframed front rails and cast-aluminum crossmember		
suspension	Front: Independent Short- and Long-Arm with revised suspension geometry, coil-over-shock springs with monotube shocks, bushings and Gripper™ stabilizer bar		
	Rear: Solid-axle with 4-bar link and PrecisionTrac™ with Watt's linkage, coil-over-shock springs with monotube dampers and double-acting, gas-pressurized hydraulic shock absorbers		
	Front: Uniquely tuned suspension—shocks, spring rates and rear stabilizer bar (LSE)		
	Rear: Air suspension with unique springs (LSE)		
capacities	Fuel tank	19.0 gal.	
	Seating capacity	6 passengers	LSE: 5 passengers
	Cargo volume	20.6 cu. ft.	
	Curb weight	GS: 3957 lb.	LS: 3970 lb.
dimensions (Inches)	Headroom	Front: 39.3	Rear: 37.9
	Legroom	Front: 42.5	Rear: 39.6
	Shoulder room	Front: 60.8	Rear: 60.3
	Hiproom	Front: 58.0	Rear: 58.7
	Length	212.0	
	Track	Front: 63.4	Rear: 65.6
	Width (including mirrors)	84.9	
	Height	56.8	
	Wheelbase	114.7	

standard equipment

GS—The GS and all Grand Marquis models are equipped with the following standard equipment:

- AIR CONDITIONING—manual temperature control
- AIRBAGS—dual-stage driver and front passenger airbags²
- ALL-SPEED TRACTION CONTROL
- ANTENNA—concealed radio antenna
- ARMRESTS—front and rear door trim panels and fold-down front seat center armrests
- BATTERY SAVER—turns off interior lights and headlamps to save battery life
- BELT-MINDER™—when activated, a warning light illuminates and a warning chime sounds for 6 seconds every 30 seconds for approximately 5 minutes
- BRAKES—power, 4-wheel disc Anti-lock Brake System (ABS) with dual-piston front calipers, Electronic Brake Force Distribution and dual-rate brake booster with “panic assist,” automatic parking brake release and brake shift interlock
- BUMPERS—color keyed front/rear 5 mph impact with chrome-trimmed inserts and extensive corrosion protection
- CLOCK—digital
- CUPHOLDERS—dual front ashtray-mounted cupholders
- DEFROSTER—rear window
- DUCTS—rear heat floor outlets
- EXHAUST—single, stainless steel
- FAIL-SAFE COOLING SYSTEM
- FLOOR MATS—carpeted front and rear
- FUEL DOOR—remote fuel filler door release button
- GLASS—solar tinted
- GLOVE BOX—lockable and illuminated
- GRAB HANDLES—collapsible passenger assist handles located in headliner
- GRILLE—chrome
- HEADLAMPS—wraparound complex reflector lamps with crystalline lenses, parking and integrated cornering lamps, and autolamp on/off delay system
- ILLUMINATED ENTRY SYSTEM
- INSTRUMENT PANEL—analog instrumentation with rotary-style dimmer switch, speedometer, fuel gauge, temperature gauge, voltmeter, oil pressure gauge, odometer and trip odometer
- LIGHTS—illuminated switches for all doors with theater lighting feature, luggage compartment, glove box, high mounted rear brake, dual beam map/dome lamps and traction control “off” indicator located in traction control switch
- LOCKS—child-safety locks on rear doors, power door locks with nighttime illumination and single key entry/ignition
- LOWER ANCHORS AND TETHER ANCHORS FOR CHILDREN (LATCH)—rear, 2 outboard lower and 3 upper tether anchors
- MAP POCKETS—front door trim panels, front seatbacks and front seat storage pouches
- MIRRORS—folding, dual power heated exterior
- MOLDINGS—narrow color-keyed bodyside moldings with bright inserts
- PARTICULATE AIR FILTRATION SYSTEM
- PERSONAL SAFETY SYSTEM™—dual-stage front airbags², crash severity sensor, front outboard safety belt usage sensors, driver's seat position sensor, front outboard safety belt pretensioners and energy-management belt retractors

- POWER POINT—located in ashtray
- RADIO—AM/FM stereo/cassette and single CD player with clock
- SAFETY BELTS—front and rear outboard 3-point safety belts with front outboard height-adjustable D-rings, manual lap belt for front and 3-point safety belt for rear center occupants
- SEATS—6-passenger seating, luxury twin comfort cloth seats, 2-way front head restraints, 8-way power driver's seat with increased seat travel, power recline and power lumbar support
- SECURILOCK™—passive anti-theft system
- SMARTLOCK™—anti-lockout system
- SPEED CONTROL—fingertip with tap-up/tap-down feature
- STEERING COLUMN CONTROLS—stalk-mounted control on steering column for turn signals, headlamp-on and high beam, flash-to-pass, windshield wiper/washer
- STEERING WHEEL—leather wrapped with tilt column
- TAILLAMPS—complex reflector with large reverse lights
- TIRES—P225/60TR16 white sidewall all-season with T125/80R16 black sidewall mini spare
- TRUNK—fully trimmed with low liftover design, cargo net, spare tire cover, phosphorescent manual emergency trunk release handle inside trunk and remote decklid release located on driver's door trim panel
- VALET KEY
- VISORS—driver and passenger visor vanity mirrors with secondary sun visors
- WARNING CHIME SYSTEM—safety belt reminder, headlamps-on and door open/key-in-ignition
- WARNING LIGHTS—low fuel, check engine, fail-safe cooling, emissions system, airbag² readiness alert, safety belt reminder, parking brake, ABS and All-Speed Traction Control
- WHEELS—16-inch painted wheel covers
- WINDOWS—power with illuminated switches and express-down driver's window
- WINDSHIELD WIPERS—2-speed variable intermittent setting with steering column lever and auto headlamps-on when activated

GS Convenience—In addition to or in place of the GS standard equipment, the GS Convenience is equipped with the following:

- PAINT STRIPE—upper bodyside paint stripe
- POWER-ADJUSTABLE FOOT PEDALS—pedals that adjust over 2 inches at the touch of a button
- REMOTE KEYLESS ENTRY SYSTEM—2 key fobs with panic alarm button, illuminated entry and keyless entry keypad on driver's door

LS Premium—In addition to or in place of the GS Convenience standard equipment, the LS Premium is equipped with the following:

- AIR CONDITIONING—Electronic Automatic Temperature Control
- ARMREST—rear center seat fold-down armrest with two cupholders
- LIGHTS—rear seat reading lamps
- MIRROR—electrochromic (auto-dimming) interior rearview mirror
- MOLDINGS—wide color-keyed bodyside moldings with bright inserts
- OVERHEAD CONSOLE—with digital compass, HomeLink® Universal Transceiver, dome/map lights, sunglass storage and valet clip
- SEATS—8-way power passenger seat with power recline and power lumbar
- STEERING WHEEL—leather wrapped
- VISORS—dual illuminated vanity mirrors
- WHEELS—16-inch 9-spoke aluminum

LSE—In addition to or in place of the LS Premium standard equipment, the LSE is equipped with the following:

- FLOOR CONSOLE—front center with chrome- and leather-trimmed floor shifter, storage and 2 cupholders
- SEATS—5-passenger leather seating surfaces, dual 8-way power front seats with power recline and power lumbar support
- STEERING WHEEL—leather wrapped with duplicate audio, climate and speed controls
- HANDLING PACKAGE—larger diameter rear stabilizer bar, P225/60TR16 black sidewall handling tires, uniquely tuned front suspension, rear air suspension with unique springs, 16-inch 9-spoke LSE aluminum wheels and dual stainless steel exhaust³
- WHEELS—16-inch 9-spoke LSE aluminum

LS Ultimate—In addition to or in place of the LSE standard equipment, the LS Ultimate is equipped with the following:

- BADGING—unique interior and exterior
- EXHAUST—single, stainless steel
- INSTRUMENT CLUSTER—digital with built-in message center
- SEATS—6-passenger seating, luxury twin comfort cloth seats, 8-way power front seats with power recline and power lumbar support
- SEATS—leather seating surfaces (no charge option)
- STEERING WHEEL—wood and leather trimmed with duplicate audio, climate and speed controls
- SUSPENSION—rear air
- TIRES—P225/60TR16 white sidewall all-season
- WHEELS—16-inch 9-spoke aluminum

¹ Under normal driving conditions and with routine fluid and filter changes.
² Always wear your safety belt and secure children in the rear seat.
³ Standard on LSE; not available on LS Ultimate.
⁴ Available Fall 2002.
⁵ Not available on LSE.

available equipment

GS—available equipment

- PAINT STRIPE—upper bodyside paint stripe
- TIRE—full-size spare
- TRUNK—organizer (replaces cargo net)

GS Convenience—available equipment

- SEATS—6-passenger seating, leather seating surfaces, 8-way power driver's seat with power recline, power lumbar support and rear center seat armrest with 2 cupholders
- TIRE—full-size spare
- TRUNK—organizer (replaces cargo net)

LS Premium, LSE and LS Ultimate—available equipment

- AIRBAGS—front seat-mounted side-impact head/chest²
- MOONROOF—power⁴
- RADIO—6-disc, trunk-mounted, radio-controlled CD changer
- SEATS—6-passenger, leather seating surfaces (no charge option) with dual 8-way power front seats, power recline, power lumbar support and rear center seat with 2 cupholders⁵
- SEATS—heated (requires leather seating surfaces)⁴
- TIRE—full-size spare
- TRUNK—organizer (replaces cargo net)



16-inch painted wheel covers



16-inch 9-spoke aluminum



16-inch 9-spoke LSE aluminum

To ensure we're offering our customers the best service possible, we proudly offer the **Mercury Personal Consultant**. Just visit our Web site at www.mercuryvehicles.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local dealer—at no cost or obligation.

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mercury dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

FORD CREDIT Ford Credit provides the convenience of one-stop shopping with a variety of simple-to-understand purchase or Red Carpet Lease programs available right at the dealership. For more information, ask your dealer for details, or visit us on the Web at www.fordcredit.com

2003 EPA mileage estimates were unavailable when this brochure was printed. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



To help minimize the impact of this brochure on the environment, Mercury prints on recycle-grade coated paper that contains a minimum of 10% post-consumer waste.

exterior and interior colors

exterior



interior





cougar



sable



grand marquis



villager



mountaineer



The Mercury Commitment® refers to the extra comforts of ownership, exemplified in a comprehensive benefits package. It is the assurance that meeting your driving needs will always be our ultimate objective. Ask your dealer for complete details and a copy of the limited warranty.

Mercury Test Drive 888.566.8888

Customer Assistance 800.392.3673

Roadside Assistance 800.241.3673

mercuryvehicles.com