

03 MERCURY GRAND MARQUIS



SO QUIET, SO SMOOTH, SO POWERFUL, SO SPACIOUS.

IT WILL LEAVE YOU WONDERING WHY YOU EVER DROVE
ANYTHING OTHER THAN A MERCURY GRAND MARQUIS.





Mercury Grand Marquis LS Premium in Light Ice Blue Clearcoat Metallic. Shown with available equipment.



Few sedans are truly spacious. Fewer still offer what Grand Marquis can: your choice of seating configurations. As a six-passenger model, shown here, or as an available five-passenger LSE model, its generous accommodations let you stretch out, sit tall and relax in the quiet, cushioned cabin that is a hallmark of Grand Marquis. You're entertained

by an audio system with an available AM/FM stereo/cassette and single CD player, and comforted by an available Electronic Automatic Temperature Control that allows you to choose your desired temperature settings. Grand Marquis LS Ultimate, with its wood- and leather-trimmed steering wheel, puts controls for both systems at your fingertips. And its large digital gauges are easy to read at a glance.



INTERIOR

OVERHEAD CONSOLE



Also available is an overhead console that integrates several convenience features: digital compass, HomeLink® Universal Transceiver, dome/map lights, sunglass storage and valet clip.

¹ HomeLink is a registered trademark of Prince Corporation.

AUDIO AND CLIMATE SYSTEMS



The audio system with available AM/FM stereo/cassette and single CD player is easy to operate. The Electronic Automatic Temperature Control on LS Premium, LSE and LS Ultimate is easy, too: Just set it and forget it.

An available trunk organizer levels the trunk floor and features flexible partitions and a two-tier design to increase the amount of usable storage space. The waterproof lower bin removes for easy cleaning. Removable carpeted covers help give the trunk a finished look.

TRUNK ORGANIZER



POWER-ADJUSTABLE FOOT PEDALS



Grand Marquis is available with innovative power-adjustable accelerator and brake pedals that can be adjusted over two inches for improved driver comfort.

There is an elegance to Grand Marquis that is impossible to miss. Its formal proportions house a truly full-size passenger cabin and a trunk that is spacious enough to carry luggage for an interstate journey. Yet the classic style of Grand Marquis carries with it the substance of highly advanced engineering: its shape has been honed in the wind

tunnel to produce an aerodynamically refined body that cuts wind noise and remains stable in cross winds. And beneath its beautiful surface lies a rear-wheel-drive chassis, engineered to carry you in safety. Its Electronic Brakeforce Distribution with dual-rate brake booster along with ABS assists you in panic braking situations. And its PrecisionTrac® rear suspension helps preserve handling stability.



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



FORM AND FUNCTION

Grand Marquis delivers robust response with 224 horsepower from its 4.6-liter SOHC V8 engine. For even more torque, consider Grand Marquis LSE: With its 239 horsepower and 287 lb.-ft. of torque, an axle ratio of 3.27:1 and rear air suspension with air springs, LSE balances capability and comfort.

4.6-LITER SOHC V8 ENGINE



4-SPEED AUTOMATIC TRANSMISSION



The secret to the smooth-as-silk shifting and seamless acceleration of Grand Marquis is electronics. At the instant of each shift, a computer signals the engine to adjust timing, ushering in each gear change with quiet precision.

INDEPENDENT SUSPENSION

A front suspension design featuring a coil-over-shock setup brilliantly balances the conflicting agendas of ride comfort and agility. The result is a quiet ride coupled with crisp, sure handling. And the additional front stabilizer bar adds stability while cornering.



RESPONSIVE STEERING

The power-assisted rack-and-pinion steering varies the rate of assist. At highway speeds, limited assist ensures even inputs; at low speeds, assist increases for easy parking and tight turning.





SAFETY

The crash protection engineering of Grand Marquis includes integrated front and rear crumple zones. Designed to help absorb impact energy in certain types of collisions, the crumple zones help preserve the integrity of the passenger compartment and help to show our commitment to occupant safety.

To enhance the safety of occupants in certain side-impact collisions, Grand Marquis is fitted with steel beams across each door. Another example of what makes this vehicle so reassuring to drive.



PERSONAL SAFETY SYSTEM™

The Personal Safety System, with its dual-stage driver and right front passenger airbags¹, crash severity sensor, front outboard safety belt usage sensors, driver's seat position sensor, passenger seat sensor, front outboard safety belt pretensioners and front outboard energy-management safety belt retractors, is a comprehensive restraint strategy designed to help protect you in the event of frontal collisions.

SIDE-IMPACT AIRBAGS

Grand Marquis is available with side-impact airbags¹ 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.

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





Mercury Grand Marquis LS Ultimate in Silver Frost Clearcoat Metallic. Shown with available equipment.

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 disc Anti-lock Brake System (ABS) with dual-piston front calipers		
STEERING	Power, 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 stabilizer bar	
	Rear	Solid-axle with 4-bar link and PrecisionTrac [®] with Watt's linkage, coil springs with monotube dampers and double-acting, gas-pressurized hydraulic shock absorbers	
	Front (LSE)	Uniquely tuned suspension—shocks, spring rates and rear stabilizer bar	
	Rear (LSE)	Air suspension with unique springs	
CAPACITIES	Fuel tank	19.0 gal.	
	Seating capacity	6 passengers	5 passengers (LSE)
	Cargo volume	20.6 cu. ft.	
	Curb weight	3957 lb. (GS)	3970 lb. (LS)
	EPA mileage estimates	17 (city)	25 (highway)
	DIMENSIONS (INCHES)	Headroom	Front: 39.3
Legroom		Front: 42.5	Rear: 39.6
Shoulder room		Front: 60.8	Rear: 60.3
Hiproom		Front: 58.0	Rear: 58.7
Track		Front: 63.4	Rear: 65.6
Length		212.0	
Width (including mirrors)		84.9	
Height		56.8	
Wheelbase		114.7	



We invite you to visit your Mercury dealer today for a demonstration of all that Mercury offers for 2003: Sable, Mountaineer, Grand Marquis and Marauder. And included with the ownership of your Mercury, the Mercury Commitment[®] is 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

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 right 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
 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 Brakeforce Distribution and dual-rate brake booster with "emergency brake assist" and brake shift interlock
 BUMPERS—color keyed front/rear 5 mph impact with chrome-trimmed inserts and extensive corrosion protection
 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
 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 and front seatbacks
 MIRRORS—folding, dual power heated exterior
 MOLDINGS—narrow color-keyed bodyside moldings with bright inserts

PERSONAL SAFETY SYSTEM™—dual-stage front airbags², crash severity sensor, front outboard safety belt usage sensors, passenger seat sensor, driver's seat position sensor, front outboard safety belt pretensioners and energy-management safety belt retractors
 POWER POINT—located in ashtray
 RADIO—AM/FM stereo cassette 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, high beam, flash-to-pass, and windshield wiper/washer
 STEERING WHEEL—with tilt column
 TAILLAMPs—large reverse lights
 TIRES—P225/60TR16 white sidewall all-season with T125/80R16 black sidewall mini spare

TRUNK—fully trimmed with low liftover design, 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:

LIGHTS—rear seat reading lamps
 PAINT STRIPE—upper bodyside paint stripe
 POWER-ADJUSTABLE FOOT PEDALS—adjust over 2 inches at the touch of a button
 RADIO—AM/FM stereo cassette/single CD player with clock
 REMOTE KEYLESS ENTRY SYSTEM—2 key fobs with panic alarm button, illuminated entry and keyless entry keypad on driver's door
 TRUNK—with cargo net
 VISORS—dual illuminated vanity mirrors

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 2 cupholders
 MIRROR—electrochromic (auto-dimming) interior rearview mirror
 MOLDINGS—wide color-keyed bodyside moldings with bright inserts
 OVERHEAD CONSOLE—with digital compass, HomeLink³ Universal Transceiver, dome/map lights, sunglass storage and valet clip
 SEATS—8-way power passenger seat with power recline and power lumbar; leather seating surfaces (no charge option)
 STEERING WHEEL—leather wrapped
 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 speed controls and duplicate audio/climate controls
 HANDLING PACKAGE—larger diameter rear stabilizer bar, P225/60TR16 black sidewall all-season tires, uniquely tuned front suspension, rear air suspension with unique springs, 16-inch 9-spoke LSE aluminum wheels and dual stainless steel exhaust
 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
 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 speed controls and duplicate audio/climate controls
 SUSPENSION—rear air
 TIRES—P225/60TR16 white sidewall all-season
 WHEELS—16-inch 9-spoke aluminum

GS CONVENIENCE

COLOR PACKAGE—two-tone exterior paint and two-tone leather-trimmed seating surfaces, exterior paint stripes and color-keyed bodyside moldings
 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

AIRBAGS—driver and right front passenger seat-mounted side-impact head/chest²
 LIMITED PACKAGE—unique 16-inch wheels, two-tone leather-trimmed seats with medium parchment bolsters and light parchment center seat cushions, embroidered "Limited" on front seatbacks, heated front seats, driver and right front passenger seat-mounted side-impact head/chest airbags², unique exterior badging on front fenders, chromed skull caps on exterior mirrors and brushed aluminum sill plates with "Limited Edition" insignia⁴
 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—front heated⁵ (requires front seat-mounted side-impact airbags² and leather seating surfaces)
 TIRE—full-size spare
 TRUNK—organizer (replaces cargo net)

¹ Under normal driving conditions with routine fluid and filter changes.

² Always wear your safety belt and secure children in the rear seat.

³ HomeLink is a registered trademark of Prince Corporation.

⁴ Available on LS Premium only.

⁵ Not available on LSE.

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



16-inch painted wheel covers



16-inch 9-spoke aluminum



16-inch 9-spoke LSE aluminum

change product specifications at any time without incurring obligations. 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.



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 on purchase or leasing plans, ask your dealer for details, or visit us on the Web at www.fordcredit.com

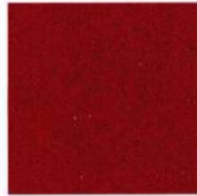
EXTERIOR



Gold Ash
Clearcoat Metallic



Spruce Green
Clearcoat Metallic



Matador Red
Clearcoat Metallic

Vibrant White Clearcoat



Aspen Green
Clearcoat Metallic



Light Ice Blue
Clearcoat Metallic



Silver Frost
Clearcoat Metallic



Arizona Beige
Clearcoat Metallic

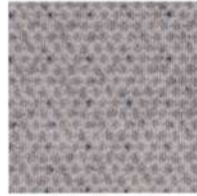


Black Clearcoat⁵

INTERIOR



Light Flint
leather trimmed



Light Flint cloth



Medium Parchment
leather trimmed



Medium Parchment cloth



Dark Charcoal⁵
leather trimmed



Dark Charcoal cloth