



| GRAND MARQUIS |

2004

|



MERCURY

Welcome to Mercury Grand Marquis for 2004, where power and stability blend with uncommon brush strokes of grace and elegance. With the wealth of luxuries that it affords both driver and passengers, it's no wonder that so many choose Grand Marquis. And they know they can rely on it. Why else would Grand Marquis be ranked Most Dependable Full-Size Car by J.D. Power and Associates?* It's all part of the Mercury philosophy of providing a little more than the expected.



Above: Grand Marquis LS Ultimate with Medium Parchment leather-trimmed interior. Shown on cover: Grand Marquis LS Ultimate in Silver Birch Metallic.

RESPONSIBLE INDULGENCE



For years, Grand Marquis has been known as the preeminent V-8-powered, rear-wheel-drive, full-size sedan.

4.6L SOHC V-8 A smooth-revving gem, this engine delivers 224 hp and 275 lb.-ft. of torque and lives for the open road.

Tuned Suspension A quiet, stable ride and crisp, sure handling are Grand Marquis hallmarks. Credit goes to its front independent Short- and Long-Arm (SLA) suspension with coil-over-shock design, and rear Watt's linkage suspension with monotube shocks mounted outside the frame rails.



Safe and Secure For 8 years, Grand Marquis has received the highest government frontal crash safety rating (1996-2003). This commitment is built on innovative safety features like available side-impact airbags* and the standard Personal Safety System.™ The system includes dual-stage driver and right-front-passenger airbags, a crash severity sensor, front outboard safety belt usage sensors, driver's-seat position sensor, front-passenger-seat weight sensor, front outboard safety belt pretensioners and front outboard energy-management safety belt retractors.



Heated Front Seats Chase the chills away or just soothe a tender back at the touch of a button. Available on the LS series.



20.6 cu. ft. of Trunk Cargo Space To complement its roomy interior, Grand Marquis also includes a cavernous trunk. To pack it all in, choose the convenient trunk organizer. It levels the loadfloor and features a two-tier design with flexible partitions to increase usable storage space. Available on GS Convenience and the LS series.

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

*The Mercury Grand Marquis was the highest-ranked Full-Size Car in J.D. Power and Associates 2003 Vehicle Dependability Study™ of 2000 model-year vehicles. Study based on a total of 55,483 consumer responses indicating owner-reported problems during the previous 12 months of ownership. www.jdpower.com

Modern

Smart

GRAND MARQUIS Key Standard Features

GS

Exterior

- 2-speed, intermittent wipers
- Power, heated exterior mirrors
- Solar-tinted glass
- White sidewall all-season tires

Safety/Security

- Fail-safe engine cooling system
- Lower anchors and tether anchors for child safety seats
- Personal Safety System™
- SecuriLock® passive anti-theft system

Interior

- 6-passenger seating
- AM/FM stereo/single CD player with 4 speakers
- Manual air conditioning
- Power door locks and windows
- Speed control

Mechanical

- 100,000-mile tune-up interval¹
- 4.6L SOHC V-8 engine
- Independent front suspension
- Power 4-wheel disc brakes with Anti-lock Brake System (ABS)
- Power steering
- PrecisionTrac® Watt's linkage rear suspension
- Stainless-steel exhaust

Exterior Colors³

Vibrant White



Gold Ash
Metallic



Arizona Beige
Metallic



Spruce Green
Metallic



Light Ice Blue
Metallic



Dark Blue Pearl
Metallic



Dark Toreador
Red Metallic



Silver Birch
Metallic



Black

GS Convenience

Includes the GS features plus:

Exterior

- Paint stripe

Interior

- Power-adjustable pedals
- Remote Keyless Entry system

Mechanical

- All-Speed Traction Control

Available Equipment

- AM/FM stereo/cassette/single CD player with 4 speakers
- Leather-trimmed seats

LS Premium

Includes the GS Convenience features plus:

Exterior

- 16" 9-spoke aluminum wheels

Interior

- 8-way power driver and front-passenger seats
- Electrochromic (auto-dimming) rearview mirror
- Electronic Automatic Temperature Control
- Leather-wrapped steering wheel

Available Equipment

- 16" split-spoke aluminum wheels
- 6-disc CD changer
- AM/FM stereo/cassette/single CD player with 4 speakers
- Handling Package
- Heated front seats
- Laminated side-window glass
- Leather-trimmed seats
- Limited Package
- Side-impact airbags²

LS Ultimate

Includes the LS Premium features plus:

Interior

- AM/FM stereo/cassette/single CD player with 4 speakers
- Electronic instrumentation
- Wood- and leather-trimmed steering wheel with duplicate audio/climate controls

Mechanical

- Rear air suspension with stabilizer bar

Available Equipment

- 16" split-spoke aluminum wheels
- 6-disc CD changer
- Handling Package
- Heated front seats
- Laminated side-window glass
- Leather-trimmed seats
- Side-impact airbags

¹Under normal driving conditions with routine fluid and filter changes. ²Always wear your safety belt and secure children in the rear seat. ³Not all colors are available on all models. Please see your Lincoln Mercury Dealer for color/trim combinations.

Following the 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 Lincoln 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. 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.