



| 2004 SABLE |



MERCURY



Above: Sable Enhanced LS Premium Wagon in Spruce Green Metallic. Shown on cover: Sable LS Premium Sedan in Silver Frost Metallic.

Welcome to Mercury Sable for 2004. Its intricate blend of style, functionality and smooth performance results in a richly rewarding driving experience – every time you're behind the wheel. Incredible versatility stems from 2 body-style choices: a sophisticated Sedan or a very accommodating Wagon. So whether you crave individuality or togetherness, Sable is more than prepared to please.

### THE IDEAL ALTERNATIVE TO THE EVERYDAY

You'll enjoy the many benefits that come from Sable's smart, thoughtful design. For starters, the 2003 Sable was the Highest-Ranked Premium Midsize Car in the Initial Quality Study by J.D. Power and Associates.\* Sable's emphasis on design also emphasizes safety engineering. Mercury Sable is the only vehicle in its class to receive the highest government frontal crash safety rating 6 years in a row (1998-2003). And the Insurance Institute for Highway Safety named the 2004 Sable the Best Pick in its Class – giving Sable the highest rating for the 5th year in a row.\*\*

\*J.D. Power and Associates 2003 Initial Quality Study.† Study based on a total of 52,105 consumer responses indicating owner-reported problems during the first 90 days of ownership. www.jdpower.com  
\*\*40-mph frontal offset crash test. †Always wear your safety belt and secure children in the rear seat.



**5- or 6-Passenger Seating** GS models offer standard seating for 6 passengers. In 5-passenger models, a front center console folds flat or flips forward to reveal cupholders and additional storage. On Sable LS Premium Sedan or Wagon, add the perfect finishing touch with no-additional-charge leather trim and the available wood-trimmed steering wheel and faux wood shift knob.

**Anti-Lock Brake System (ABS)** A no-charge option on all Sable models, ABS reduces wheel lockup when braking to help you maintain steering control on slippery surfaces.



**Enhanced Protection** Every Sable includes the Personal Safety System™. In the event of an impact, the system quickly estimates accident severity and certain occupant conditions, then manages the front safety belts' tension and front airbags† energy-deployment levels to provide improved protection for occupants. Side-impact airbags are also available on all models.

**Rear Spoiler** Add some sport to Sable's modern design theme. Available on LS Premium Sedan.

FOR MORE INFORMATION, PLEASE VISIT  
[WWW.MERCURYVEHICLES.COM](http://WWW.MERCURYVEHICLES.COM)  
OR DETACH AND MAIL THIS CARD.

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_

1. I am interested in:  Mountaineer  Sable  Grand Marquis  Marauder  Monterey

2. I am looking to purchase or lease a new vehicle in:  0-30 days  1-3 months  4-6 months  7-12 months  more than 1 year

3. Vehicles currently in my household:

Year (e.g., 2002)	Make (e.g., Mercury)	Model (e.g., Mountaineer)
Year (e.g., 2002)	Make (e.g., Mercury)	Model (e.g., Mountaineer)

4.  Yes, I'd like to receive product information or special offers from Mercury via e-mail. Email address: \_\_\_\_\_

5. What is most important to you in selecting your next vehicle? (Select one)

Safety  Performance  Styling  Price

PC045A SMD29764

Modern

Smart



MERCURY

SABLE Key Standard Features

GS  
Sedan and Wagon

LS Premium  
Sedan and Wagon

Includes the GS features, plus:

Exterior

- Luggage rack (Wagon)
- Rear-window defroster

Safety/Security

- Child safety rear-door locks
- Lower anchors and tether anchors for child safety seats
- Personal Safety System™
- SecurILock® passive anti-theft system

Interior

- 6-passenger cloth seating
- AM/FM stereo/cassette with 4 speakers
- Manual air conditioning
- Particulate air filtration
- Power door locks and windows
- Remote Keyless Entry system
- Speed control

Mechanical

- 100,000-mile tune-up interval<sup>1</sup>
- 3.0L 12-valve Vulcan V-6 engine
- All-season tires
- Front-wheel drive
- Power steering

Available Equipment

- 16" 6-spoke aluminum wheels
- 5-passenger cloth seats with floor shifter and center console (Sedan)
- AM/FM stereo/single CD player
- Anti-lock Brake System (ABS) (no charge)
- Power 4-wheel disc brakes (Wagon)
- Secure Package – Includes side-impact airbags and All-Speed Traction Control
- Wagon Group with rear-facing 3rd-row bench seat

Exterior

- 16" 6-spoke aluminum wheels

Safety/Security

- Perimeter anti-theft system
- Security approach lamps

Interior

- 5-passenger cloth seats with floor shifter and center console
- Automatic on/off headlamps
- Electrochromic (auto-dimming) rearview mirror
- Electronic Automatic Temperature Control
- Power-adjustable pedals

Mechanical

- 3.0L DOHC Duratec V-6 engine

Available Equipment

- 6-passenger cloth seats
- Anti-lock Brake System (ABS) (no charge)
- Leather-trimmed seats (no charge)
- MACH® Audio System
- Power moonroof
- Rear decklid spoiler
- Secure Package – Includes side-impact airbags and All-Speed Traction Control
- Wagon Group with rear-facing 3rd-row bench seat
- Wood Steering Wheel and Shift Knob Package
- LS Premium Platinum Edition – Includes monochromatic exterior with body-colored grille, decklid appliqué and bodyside moldings; interior satin-aluminum finish; unique 14-spoke machined-aluminum wheels; unique "Platinum Edition" fender badge; two-tone leather trim on front and rear seats; and rear decklid spoiler
- Enhanced LS Premium Wagon – Includes monochromatic exterior, body-colored grille, body-colored bodyside moldings and unique 14-spoke machined-aluminum wheels

Exterior Colors<sup>2</sup>

Vibrant White



Gold Ash Metallic



Arizona Beige Metallic



Spruce Green Metallic



Medium True Blue Metallic



Merlot Metallic



Silver Frost Metallic



Dark Shadow Grey Metallic

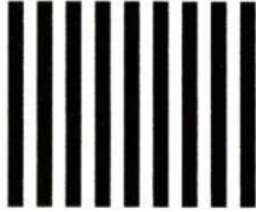


Black

<sup>1</sup>Under normal driving conditions with routine fluid and filter changes. <sup>2</sup>Colors are representative only. Not 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.

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