



SABLE

2004



MERCURY



Welcome to Mercury Sable for 2004. Its intricate blend of style, functionality and smooth performance results in a richly rewarding driving experience. And incredible versatility stems from Sedan or Wagon choices. So whether you crave individuality or togetherness, Sable is more than prepared to please.



Above and on cover: Sable LS Premium Sedan in Silver Frost Metallic. Shown with available power moonroof.

| Modern

| Smart



THE STANDARDS OF MERCURY SABLE LS PREMIUM

From the beginning, the Mercury philosophy has been to provide more than is expected. To have attention to detail, distinctive form and intelligent thinking define the Mercury name. As a highly refined sedan and wagon, Sable clearly lives up to these standards. At the same time, it provides more of them: more of the meaningful features that make driving truly enjoyable. And they're all included on the 2004 Sable LS Premium.

- 01 Leather-Trimmed Seats**
Elegant touch; offered at no charge – an outstanding value
- 02 Anti-lock Brake System**
Helps prevent wheel lockup; offered at no charge
- 03 Automatic Headlamps**
Light sensing, turn on/off based on ambient light
- 04 Security Approach Lamps**
Increase security with bright pools of light
- 05 Dual Power, Heated Exterior Mirrors**
Dissolve ice/moisture effortlessly; adjust with ease
- 06 Keyless Entry Keypad**
Unlocks doors with your personalized code



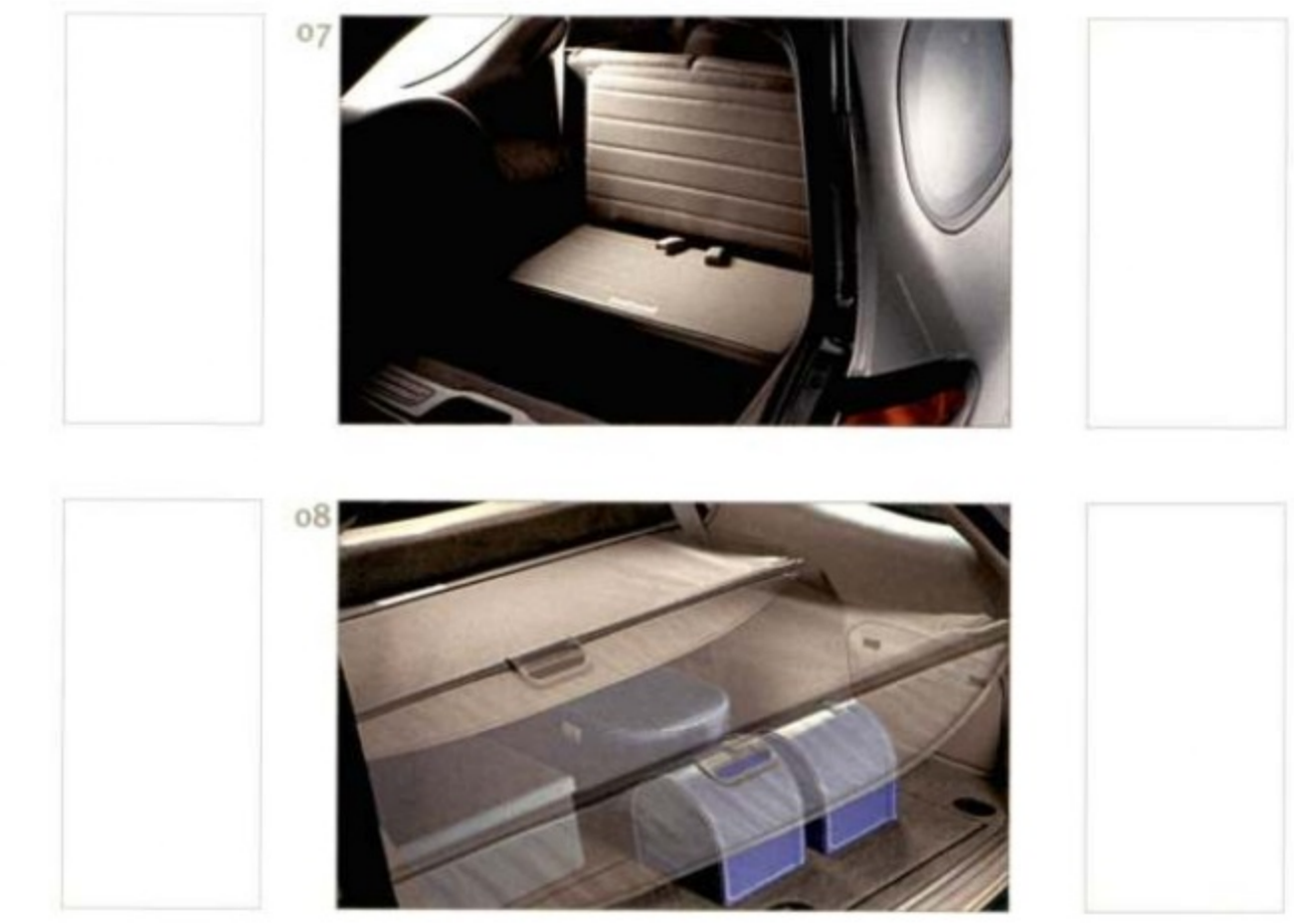
Sable LS Premium Sedan in Dark Shadow Grey Metallic.

| Design

| Details



Sable LS Premium Wagon in Spruce Green Metallic.



THE ORIGINAL ACTIVITY VEHICLES

Increased cargo and seating capacity. Flexible interior environments. Plenty of configurations and model choices. The way some manufacturers talk these days, you'd think these were new ideas. These design themes have already been perfected – in Mercury Sable Sedan and Wagon. Sable Sedan is a standout with its classic good looks and artfully designed interior. Sable Wagon, with available **seating for up to 8 and a generous 81.3 cu. ft. of cargo volume** with the 2nd- and 3rd-row seats folded down, can be loaded with plenty of cargo or people. And both have an extensive list of comfort and convenience items sure to impress those along for the ride. It's nothing less than you'd expect from a pair of originals: Mercury Sable Sedan and Wagon.

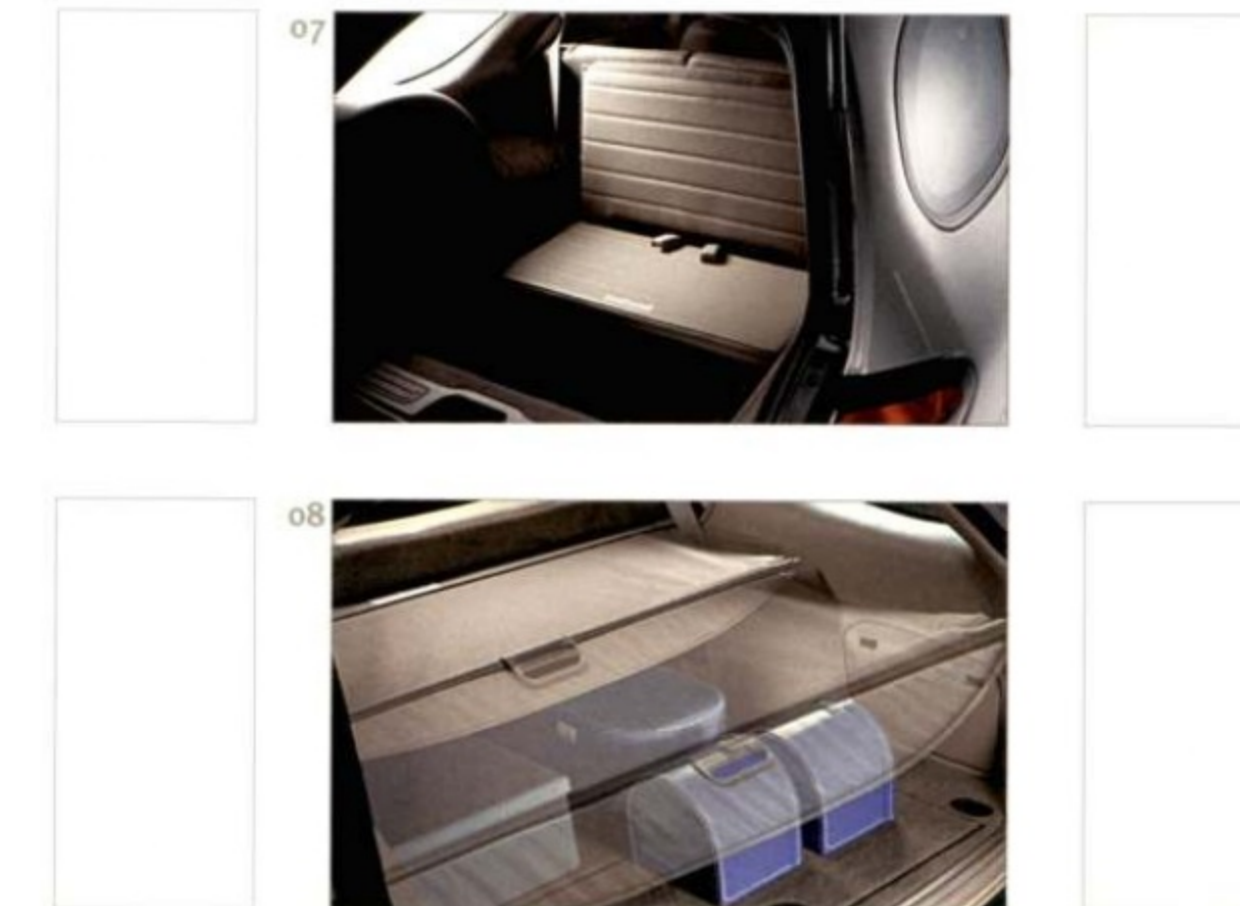
07-08 3rd-Row Seat/Cargo Cover To increase the functionality of Sable Wagon, an available Wagon Group includes a rear-facing seat with room for 2 and a retractable cargo cover that helps keep packages safely out of sight.

| Sedan

| Wagon



Sable LS Premium Wagon in Spruce Green Metallic.



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| Sedan

| Wagon |



Sable LS Premium Sedan's leather-trimmed interior in Medium Graphite. Shown with available Wood Steering Wheel and Shift Knob Package (late availability).



WHERE TO SEAT
THE LOYAL
FOLLOWING

A close look at Mercury Sable reveals some extraordinary details. Refined touches include wood-grain trim (on LS Premium Sedan and Wagon), padded armrests, ergonomically placed controls and an abundance of useful storage. And since nothing feels quite as luxurious as real leather, we're pleased to offer optional **leather-trimmed seating at no charge** on Sable LS Premium Sedan and Wagon. With all that Sable provides, it should come as no surprise that the 2003 Sable was the **Highest Ranked Premium**

Midsize Car in the Initial Quality Study by J.D. Power and Associates.* Witness it for yourself, and you're sure to join its loyal following.

09 Flip-Fold Console GS Sedan and Wagon's standard padded center console adds versatility and convenience. For 6-passenger seating, fold it flat. Or flip it forward to reveal dual cupholders, a tray for sunglasses and a storage bin. With the console open, you can still fold down the armrest.

10 60/40 Split-Folding Rear Seat Standard on all Sable models, the seat allows 3 passengers to ride comfortably in the back in its upright position. Fold either or both sides down to provide added space for transporting long or oddly shaped objects.

*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





Sable LS Premium Sedan shown in Medium Graphite with available Wood Steering Wheel and Shift Knob Package (late availability).



A REWARDING VIEW

No matter where you look, you'll discover rewards that elevate Sable into a class by itself. Triple-sealed doors keep road noise at bay. Rear-seat heat ducts maintain comfort. On Sable LS Premium, **power, heated exterior mirrors** help keep your view clear in cold and inclement weather. With available **Electronic Automatic Temperature Control**, set your ideal temperature and the system maintains it. In Sable, you'll be impressed by all of its details.

11 Electrochromic (Auto-Dimming) Mirror This courteous feature makes night driving more comfortable by automatically dimming the glare of headlight reflections in the rearview mirror. Standard on LS Premium Sedan and Wagon.

12 Steering Wheel Controls Illuminated speed controls grace the leather-wrapped steering wheel of LS Premium Sedan and Wagon.

13 MACH® Audio System Few pleasures compare to cruising while surrounded by your favorite music. Sable's optional MACH system features an AM/FM stereo/cassette and 6-disc CD changer. Full, rich sound is courtesy of 6 strategically placed premium speakers, an external amplifier and vehicle-specific equalization. Available on LS Premium Sedan and Wagon.



Sable LS Premium Sedan in Merlot Metallic. Shown with available 16" 5-spoke Chrometec Wheel.



DESIGNED FOR PEACE OF MIND

Sable's emphasis on design includes an emphasis on keeping you out of harm's way and protecting you in the event of an accident. In fact, Mercury Sable has received the **highest government frontal crash safety ratings 6 years in a row** (1998-2003).

Sable's commitment to occupant safety is built on innovative systems. For starters, all Sable models are equipped with the **Personal Safety System™** featuring dual-stage driver and right-front-passenger airbags, front outboard safety belt pretensioners, front outboard safety belt energy-management retractors and a series of advanced sensors. In the event of an impact, the system quickly estimates accident severity and certain occupant conditions, then manages the front belts'

tension and front airbags' deployment energy levels to provide improved protection for occupants.

To help avoid an accident in the first place, Sable offers **anti-lock brakes (ABS)** as a no-charge option on all Sable models. ABS reduces wheel lockup when braking to help you maintain steering control on slippery surfaces.

For added confidence, Sable also offers **All-Speed Traction Control**. It monitors wheel spin at all speeds, then uses the engine and brakes to help a spinning drive wheel regain available traction – and helps the driver maintain control. Available on all models as part of the Secure Package. Requires optional ABS.

14 Side-Impact Airbags In certain side-impact collisions, these airbags deploy from the seat bolsters to help protect the driver and right-front passenger. Available on all models as part of the Secure Package.

15 Keyless Entry Keypad Just enter your personalized code and you're in. Standard on Sable LS Premium Sedan and Wagon.

16 Side-Impact Door Beams A steel beam in each door helps preserve the integrity of the passenger compartment in certain side-impact collisions.

17 SecuriLock® Passive Anti-Theft System An encoded ignition key guards against unauthorized starting of your vehicle. Just in case.

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POWER TO PERFORM

On the road is where Sable truly shines. It features plenty of power; along with a smooth, even ride and nimble handling characteristics. An **electronically controlled 4-speed automatic overdrive transaxle**, front-wheel drive, MacPherson-strut independent front suspension and a wide wheelbase all contribute to Sable's exceptional on-road feel.

18 3.0L DOHC 24-valve V-6 Engine Durable aluminum construction and 24-valve technology provide the power behind Sable LS Premium Sedan and Wagon. The 3.0L Duratec V-6 engine delivers 200 hp and 207 lb.-ft. of torque as smoothly as you'd expect from a Mercury. A 3.0L OHV engine comes standard on GS models.

19 Independent Suspension Sable's spring rates and suspension mounts are carefully tuned to produce a most impressive ride.

20 Adaptive Shift Control Sable's automatic transmission has the ability to learn and anticipate your driving habits. Called Adaptive Shift Control, the system also helps to optimize its operation for the smoothest shifts, drive after drive.



Sable GS Sedan in Silver Frost Metallic. Shown with available 16" 6-spoke aluminum wheels.

| Driving

| Dynamics

**GS SEDAN
GS WAGON
LS PREMIUM SEDAN
LS PREMIUM WAGON**

EXTERIOR

- ◆ — ◆ — ANTENNA - fixed-mast
- ◆ — ◆ - power
- ◆ — ◆ BACK WINDOW - flip-up glass with gas cylinders
- ◆ ◆ ◆ ◆ BUMPERS - color-keyed front/rear 5-mph impact
- ◆ — ◆ - rear bumper with molded-in step pads
- ◆ ◆ ◆ ◆ DEFROSTER - rear window
- — ◆ ◆ FOG LAMPS
- ◆ ◆ ◆ ◆ GLASS - solar-tinted
- ◆ ◆ ◆ ◆ GRILLE - chrome
- ◆ ◆ ◆ ◆ HOOD - gas-assist struts
- — ◆ ◆ KEYLESS ENTRY KEYPAD - driver's-door-mounted
- ◆ — — LUGGAGE RACK - with adjustable crossbars and tie-downs
- ◆ ◆ — — MIRRORS - color-keyed, dual power
- — ◆ ◆ - color-keyed, dual power, heated, with security approach lamps
- ◆ ◆ — — MOLDINGS - color-keyed bodyside
- — ◆ ◆ - color-keyed bodyside with bright inserts
- ◆ ◆ — — WHEELS - 16" deluxe locking wheel covers
- ◆ ◆ ◆ ◆ - 16" 6-spoke aluminum
- — ◆ ◆ - 16" 5-spoke Chrometec
- ◆ ◆ ◆ ◆ WINDSHIELD WIPERS - 2-speed and variable-intermittent
- ◆ — ◆ WIPER - rear window wiper/washer

SAFETY/SECURITY

- — ◆ ◆ ANTI-THEFT - perimeter system
- ◆ ◆ ◆ ◆ BATTERY SAVER
- ◆ ◆ ◆ ◆ CHILD SAFETY LOCKS - rear doors
- ◆ ◆ ◆ ◆ LOWER ANCHORS AND TETHER ANCHORS FOR CHILDREN (LATCH) - rear, 2 outboard lower and 3 upper tether anchors
- ◆ ◆ ◆ ◆ PERSONAL SAFETY SYSTEM™ - dual-stage driver and right-front-passenger airbags¹ with crash severity sensing system, front outboard safety belt usage sensors, front-passenger-seat weight sensor, driver's-seat position sensor, front outboard safety belt pretensioners and safety belt energy-management retractors
- ◆ ◆ ◆ ◆ 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
- ◆ ◆ ◆ ◆ SECURILOCK® - passive anti-theft system
- — ◆ ◆ SECURITY APPROACH LAMPS - under exterior mirrors

INTERIOR

- ◆ ◆ — — AIR CONDITIONING - manual temperature control
- — ◆ ◆ - Electronic Automatic Temperature Control
- ◆ ◆ ◆ ◆ - particulate air filtration
- ◆ ◆ ◆ ◆ AUDIO - AM/FM stereo/cassette with 4 speakers
- ◆ ◆ — — - AM/FM stereo/single-CD player
- — ◆ ◆ - MACH® Audio System with AM/FM stereo/cassette, external amplifier, 6-disc CD changer and 6 premium speakers
- — ◆ ◆ AUTOLAMP - automatic on/off headlamps with delay
- ◆ ◆ ◆ ◆ CUPHOLDERS - dual center-console-mounted
- ◆ — ◆ — DECKLID RELEASE - remote
- ◆ ◆ ◆ ◆ DUCTS - rear floor heat outlets
- ◆ ◆ ◆ ◆ FLOOR MATS - carpeted front and rear
- ◆ ◆ ◆ ◆ GLOVE BOX - with dampened door
- ◆ — ◆ — GRAB HANDLES - front
- ◆ — ◆ - rear with integral coat hooks
- ◆ ◆ ◆ ◆ INSTRUMENTATION - analog with speedometer, tachometer, fuel gauge, temperature gauge, odometer, trip odometer and message center
- ◆ ◆ ◆ ◆ INSTRUMENT PANEL - with color-keyed cluster, side-window demisters and full-width windshield defroster
- ◆ ◆ ◆ ◆ INTEGRATED CONTROL PANEL - with climate controls, audio, rear window defroster and clock controls
- ◆ — ◆ LIGHTS - cargo area courtesy light and map lights
- ◆ ◆ ◆ ◆ - courtesy interior lighting and delayed-off dome lamp

**GS SEDAN
GS WAGON
LS PREMIUM SEDAN
LS PREMIUM WAGON**

INTERIOR (continued)

- ◆ ◆ ◆ ◆ LOCKS - power door locks with nighttime illumination and single-key entry/ignition
- ◆ — ◆ — LUGGAGE COMPARTMENT - low liftover and fully trimmed
- ◆ ◆ ◆ ◆ MAP POCKETS - in front doors and front seatbacks
- ◆ ◆ — — MIRROR - day/night rearview
- — ◆ ◆ - electrochromic (auto-dimming) rearview
- — ◆ ◆ MOONROOF - power
- — ◆ ◆ PEDALS - power-adjustable
- ◆ ◆ ◆ ◆ POWER POINTS - 2
- ◆ ◆ ◆ ◆ REMOTE KEYLESS ENTRY SYSTEM - 2 key fobs with panic alarm button and illuminated entry
- ◆ — ◆ ◆ SEATS - 5-passenger cloth with front dual recliners, front seatback map pockets, 2-way head restraints and floor shifter/console; 2nd-row 60/40 split-fold seat
- ◆ ◆ ◆ ◆ - 6-passenger cloth with front dual recliners, front armrest, front seatback map pockets, 2-way head restraints and center flip-fold console; 2nd-row 60/40 split-fold seat
- — ◆ ◆ - leather trim (offered at no charge)
- ◆ ◆ ◆ ◆ - 6-way power driver's seat with manual lumbar
- — ◆ ◆ - power front-passenger's seat (requires Secure Package)
- ◆ — ◆ - rear-facing 3rd-row bench seat (available as part of the Wagon Group)
- ◆ ◆ ◆ ◆ SHIFTER - column-mounted
- ◆ — ◆ ◆ - floor-console-mounted
- ◆ ◆ ◆ ◆ SPEED CONTROL - steering wheel-mounted with tap-up/tap-down feature
- ◆ ◆ ◆ ◆ STEERING COLUMN - tilt
- ◆ ◆ — — STEERING WHEEL - color-keyed with illuminated speed controls
- — ◆ ◆ - leather-wrapped with illuminated speed controls
- ◆ — ◆ STOWAGE - locking under floor and right rear quarter
- — ◆ ◆ TIE-DOWNS - loadfloor
- ◆ — ◆ — TRUNK - cargo hooks (4)
- ◆ ◆ — — VISOR MIRRORS - non-illuminated
- — ◆ ◆ - illuminated
- ◆ ◆ ◆ ◆ WINDOWS - power with express-down driver's window

MECHANICAL

- ◆ ◆ ◆ ◆ 100,000-MILE TUNE-UP INTERVAL²
- ◆ ◆ ◆ ◆ BRAKES - Anti-lock Brake System (offered at no charge)
- ◆ — ◆ - power 4-wheel disc
- ◆ — ◆ — - power, front disc/rear drum
- ◆ ◆ ◆ ◆ DRIVE - front-wheel
- ◆ — ◆ ENGINE - 3.0L OHV 12-valve Vulcan V-6
- — ◆ ◆ - 3.0L DOHC 24-valve Duratec V-6
- ◆ ◆ ◆ ◆ FUEL TANK - 18-gallon capacity
- ◆ ◆ ◆ ◆ STEERING - power, speed-sensitive (Duratec engine only), variable-assist rack-and-pinion
- ◆ ◆ ◆ ◆ SUSPENSION - front independent MacPherson strut with coil springs and stabilizer bar
- ◆ — ◆ - rear independent Quadralink with struts, coil springs and stabilizer bar
- ◆ — ◆ - rear independent Short- and Long-Arm (SLA) with shocks, coil springs and stabilizer bar
- ◆ ◆ ◆ ◆ TIRES - P215/60R16 all-season
- ◆ ◆ ◆ ◆ TRANSAXLE - electronic automatic 4-speed with overdrive

PACKAGES

- — ◆ ◆ WOOD STEERING WHEEL AND SHIFT KNOB PACKAGE - includes wood- and leather-trimmed steering wheel with faux wood shift knob (late availability)
- ◆ ◆ ◆ ◆ SECURE PACKAGE - includes side-impact airbags for driver and right-front passenger and All-Speed Traction Control (requires ABS)
- ◆ — ◆ WAGON GROUP - includes rear-facing 3rd-row seat for 2 passengers and retractable cargo cover

◆ STANDARD ◆ OPTIONAL — NOT AVAILABLE

¹Always wear your safety belt and secure children in the rear seat.
²Under normal driving conditions with routine fluid and filter changes.

SPECIFICATIONS

	GS	LS PREMIUM
ENGINE	3.0L OHV 12V Vulcan V-6	3.0L DOHC 24V Duratec V-6
HORSEPOWER @ RPM	NA	200 @ 5500
TORQUE: LB.-FT. @ RPM	NA	207 @ 4500
COMPRESSION RATIO	NA	10.5:1
TRANSAXLE	Electronic automatic 4-speed with overdrive	Electronic automatic 4-speed with overdrive
AXLE RATIO	3.96:1	3.96:1
CURB WEIGHT SEDAN/WAGON	3308 lbs./3488 lbs.	3315 lbs./3496 lbs.

	SEDAN	WAGON
SEATING	5/6	7/8
DIMENSIONS (IN.) FRONT/REAR		
HEADROOM	39.8/36.7	39.4/38.9
LEGROOM	42.2/38.9	42.2/38.5
SHOULDER ROOM	57.3/56.6	57.3/56.7
HIP ROOM	54.5/55.7	54.5/55.4
LENGTH	200.0	198.2
WIDTH (INCL. MIRRORS)	79.7	79.7
HEIGHT	55.5	57.8
WHEELBASE	108.5	108.5
TRACK	61.6/62.1	61.6/62.1
CARGO VOLUME (CU. FT.)	16.0	38.8
WAGON WITH 2ND-ROW SEAT FOLDED		81.3



WHEELS



16" Deluxe Locking Wheel Cover Standard on GS Sedan and Wagon

16" 6-spoke Aluminum Wheel Standard on LS Premium Sedan and Wagon Optional on GS Sedan and Wagon

16" 5-spoke Chrometec Wheel Optional on LS Premium Sedan and Wagon

DEALER ACCESSORIES



21 Remote Start Allows you to start Sable from up to 500 feet away, ensure that it's locked and that its remote security system (if equipped) is armed. Choose from 3 systems: Powercode Bronze for remote start only, Powercode Silver for remote start and keyless entry, and Powercode Gold for remote start, keyless entry and vehicle security.

22 Rear Spoiler Made from tough ABS plastic and manufactured to precise original equipment specifications.

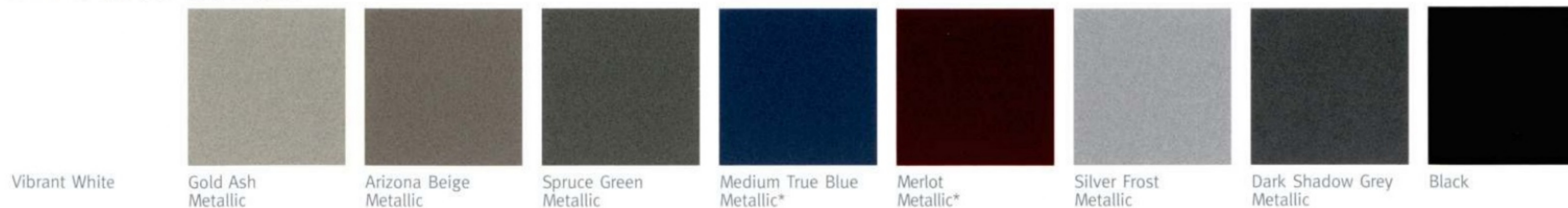
23 Framed Luggage Carrier With a rigid floor for added stability and easy loading, this carrier is covered with durable vinyl to provide an additional 10.5 cubic feet of cargo space. Sable Wagon only.

24 LoadWarrior by Yakima® 6.5" deep, this large, safari-style basket can carry loads of gear, as well as bikes, skis, canoes or kayaks.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit us at mercuryaccessories.com.

EXTERIOR CHOICES

ALL SABLE MODELS



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

INTERIOR CHOICES

GS/LS PREMIUM SEDAN/WAGON



Medium Parchment cloth

Medium Graphite cloth

LS PREMIUM SEDAN/WAGON



Medium Parchment leather trim

Medium Graphite leather trim

LS PREMIUM SEDAN



Dark Charcoal leather trim

Mercury uses clearcoat paint for beauty and protection. Colors are representative only. Please see your Lincoln Mercury Dealer for actual paint/trim options. *New for 2004. Medium Graphite interior not available with Arizona Beige exterior. Medium Parchment interior not available with Silver Frost or Dark Shadow Grey exteriors.

To ensure we're offering our customers the best service possible, we proudly offer the **Mercury Personal Consultant**. Just visit our Web site at 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 Lincoln Mercury Dealer - at no cost or obligation.

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.



Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan

For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your Lincoln Mercury Dealer for an ESP backed by Ford Motor Company and honored at all Ford and Lincoln Mercury dealerships.

Ford Motor Company Insurance Services

Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



MERCURY

For a personal demonstration of Sable or other 2004 Mercury vehicles, visit your Lincoln Mercury Dealer today. Be sure to ask about the Mercury CommitmentSM, a comprehensive benefits package for all new Mercury owners.

Mercury Test Drive 888.566.8888

Customer Assistance 800.521.4140

Roadside Assistance 800.241.3673

Visit mercuryvehicles.com



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