



SABLE
2005



MERCURY



DISCOVER THE VIEW IN MERCURY SABLE FOR 2005. A spacious and flexible interior environment. Seating for up to 6 people. The way some manufacturers talk, you'd think these were new ideas. In Mercury Sable, these "discoveries" have already been perfected. So we've focused our energy on infusing Sable and the expanding lineup of Mercury vehicles with innovative technology, progressive style, modern design cues and eye-catching details. Clearly, the time to discover Mercury is now.

Above: Sable LS interior shown in Medium Graphite with available LS Premium Package. Shown on cover: Sable LS Sedan in Silver Frost Metallic.

DISCOVER COMFORT AND CONVENIENCE



Interior Design Wherever you look, you'll discover rewards that elevate Mercury Sable into a league of its own. Triple-sealed doors help keep road noise at bay. Rear-floor heat ducts maintain comfort throughout the cabin. Leather-trimmed seats are available on all models, accented by a standard wood- and leather-trimmed steering wheel and faux-wood shift knob on Sable LS (shown). Even 6-passenger seating, a rarity in its class, is standard on Sable GS. The 6-passenger configuration features a unique front-row flip-fold center console that opens to reveal dual cupholders, a tray for sunglasses and a generous storage bin. Plus, you've got a padded armrest to enhance your comfort while driving. Mercury Sable has also been recognized by Polk for having the Highest Model Loyalty in the Midsize Car Category.* With all that Sable provides, it should come as no surprise.

*According to R.L. Polk statistics for the Midsize Car Category in the 2003 model year, Sable ranked highest by having the greatest percentage of households return to purchase or lease another Sable.



Best Pick in Safety Every Mercury Sable includes the Personal Safety System™ to provide enhanced protection for the driver and front passenger. Side-impact airbags (shown) are also available on all models. This emphasis on safety engineering helped the 2005 Sable earn Best Pick** honors from the Insurance Institute for Highway Safety, the 14th year in a row that the IIHS has given Mercury Sable its highest award.



All-Speed Traction Control This system inspires additional driving confidence by monitoring wheel spin, then using the engine and brakes to help a spinning drive wheel regain traction – thereby helping the driver maintain control. Available as part of the Secure Group; requires optional Anti-lock Brake System on Sable GS.



Keyless-Entry Keypad On Sable LS, just enter your personalized code and you're in. No keys required. On all Sable models, the SecuriLock® passive anti-theft system's electronically encoded ignition key is designed to help prevent the engine from being started unless a coded key programmed to your vehicle is used.

**Based on 40-mph frontal offset crash test.

FOR MORE INFORMATION, PLEASE VISIT
WWW.MERCURYVEHICLES.COM
 OR DETACH AND MAIL THIS CARD.

First Name

Middle Initial

Last Name

Address

City

State

ZIP

Telephone (including area code)

1. I am interested in:

Grand Marquis

Mariner

Montego

Monterey

Mountaineer

Sable

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.

E-mail address: _____

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MERCURY | NEW DOORS OPENED

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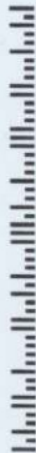


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SABLE KEY STANDARD FEATURES

GS

POWERTRAIN/FUNCTIONALITY

- 3.0L OHV 12-valve Vulcan V-6 engine
- 100,000-mile tune-up interval*
- Front-wheel drive
- Power, variable-assist rack-and-pinion steering

EXTERIOR

- 16" deluxe locking wheel covers
- Body-color bodyside moldings
- Chromed grille
- Power-adjustable sideview mirrors
- Solar-tinted glass

INTERIOR

- 6-passenger seating with column shifter and flip-fold console
- 60/40 split-folding rear seatback
- AM/FM stereo/cassette with 4 speakers
- Power door locks and windows
- Power points (2)
- Remote keyless-entry system
- Speed control

SAFETY/SECURITY

- Personal Safety System™
- SecuriLock® passive anti-theft system

AVAILABLE EQUIPMENT

- 5-passenger seating
- 16" 6-spoke machined-aluminum wheels
- Anti-lock Brake System (ABS)
- Leather-trimmed seats
- MACH® Audio System
- Secure Group – Side-impact airbags** and All-Speed Traction Control (requires ABS)

LS

Includes the GS features, plus:

POWERTRAIN/FUNCTIONALITY

- 3.0L DOHC 24-valve Duratec V-6 engine
- Anti-lock Brake System (ABS)

EXTERIOR

- 16" 6-spoke machined-aluminum wheels
- Body-color bodyside moldings with bright inserts
- Dual power, heated, body-color sideview mirrors with security approach lamps
- Fog lamps
- Keyless-entry keypad

INTERIOR

- 5-passenger cloth seating with floor shifter and center console
- 6-way power driver's seat with manual lumbar
- AM/FM stereo/single-CD player
- Auto-dimming rearview mirror
- Visors – Driver and front-passenger with illuminated mirrors
- Wood- and leather-trimmed steering wheel and faux-wood shift knob

SAFETY/SECURITY

- Perimeter anti-theft system
- Security approach lamps

AVAILABLE EQUIPMENT

- 6-passenger seating
- 16" 5-spoke Chrometec™ aluminum wheels
- HomeLink® Universal Transceiver
- Leather-trimmed seats
- LS Premium Package – AM/FM stereo/cassette player, Electronic Automatic Temperature Control, automatic on/off headlamps with delay, and leather-trimmed seats
- MACH Audio System
- Platinum Edition Package – Monochromatic exterior with body-color grille, decklid appliqué and bodyside moldings; select satin-aluminum-finish interior trim; unique 14-spoke machined-aluminum wheels; unique "Platinum Edition" fender badge; two-tone leather-trimmed front and rear seats; and rear decklid spoiler (requires LS Premium Package)
- Power front-passenger's seat (requires leather-trimmed seats)
- Power moonroof
- Rear decklid spoiler
- Secure Group – Side-impact airbags and All-Speed Traction Control

EXTERIOR COLORS*



- 1 Arizona Beige Metallic
- 2 Gold Ash Metallic
- 3 Vibrant White
- 4 Dark Shadow Grey Metallic
- 5 Black
- 6 Silver Frost Metallic
- 7 Light Tundra Metallic††
- 8 Windveil Blue Metallic††
- 9 Merlot Metallic

††New for 2005.

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

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