

'08 Mercury Grand Marquis



MERCURY | NEW DOORS OPENED



A Command Performance.

STEADY PERFORMANCE AND SOPHISTICATED LINES DEFINE GRAND MARQUIS.

Responsible power, traditional luxury and exceptional value: discover them all in the 2008 Mercury Grand Marquis. Its standard V-8 engine, signature chrome grille and spacious 6-passenger interior have long been staples of the open road. And with the standard flexible fuel configuration of its FFV V-8 engine, Grand Marquis can harness the power of ethanol – a renewable fuel made from corn or other feedstock. Depending on availability in your area, you can fill Grand Marquis with E85 (a blend of up to 85% ethanol and 15% gasoline), regular gasoline, or a combination of the two. Adapting to today's changing landscape is just another way that Mercury Grand Marquis remains the essential expression of American road travel.



THE 2008 MERCURY GRAND MARQUIS.

With its signature chrome grille, chrome-accented door handles, a chrome trunk lid strip and chrome wheel covers, Mercury Grand Marquis possesses a classic style all its own. And thanks to its 20.6 cu. ft. of trunk capacity, Grand Marquis allows you to carry whatever you need for the journey – or pick up along the way.

GRAND MARQUIS LS IN LIGHT ICE BLUE METALLIC.



ELEGANT STYLE. SUPREME COMFORT. PERFECTLY BALANCED.

Whether the evening is a casual get-together with friends or a formal engagement at the theater, Grand Marquis LS helps you arrive feeling relaxed and refreshed. While Electronic Automatic Temperature Control effortlessly maintains the chosen cabin temperature of both driver and right-front passenger, a leather-wrapped steering wheel fits comfortably in the driver's hands. To accommodate various tastes in music, as well as formats, Grand Marquis offers a range of audio systems. The standard AM/FM stereo features a single-CD player, while Grand Marquis LS models can be equipped with one of two available systems: the Audiophile® Sound System that includes a 6-disc in-dash CD changer along with 8 speakers and a subwoofer, or a Dual-Media audio system that plays both CDs and cassettes.

**STILL SIZED JUST RIGHT.**

Mercury Grand Marquis for 2008 values the items you hold dear. Like spacious 6-passenger seating, where family and friends can travel together – in one car – and in complete comfort. Or thoughtful design and functional features that are still standard equipment: an 8-way power driver seat with power lumbar and recline; illuminated visor vanity mirrors for both driver and front-seat passenger; cruise control; tilt steering column; carpeted floor mats; and elegant Renaissance Burl woodgrain accents all around. Grand Marquis LS adds standard leather-trimmed seating (heated front seats are

optional), power-adjustable brake and accelerator pedals, a leather-wrapped steering wheel for the driver, and an 8-way power seat with power lumbar for the front passenger. Those seated comfortably in the rear of Grand Marquis LS will enjoy their own advantages. A fold-down rear-seat center armrest features 2 cupholders, while reading lights help the hours pass by on longer trips. And with 20.6 cu. ft. of cargo space in its cavernous trunk, Grand Marquis can hold everything you need to bring along for the ride.

GRAND MARQUIS LS IN LIGHT CAMEL LEATHER TRIM (OPTIONAL ON GS AS PART OF THE GS COMFORT APPEARANCE PACKAGE).



The Power of Flexibility.

STANDARD FFV V-8 ENGINE IS FLEXIBLE FUEL CAPABLE.

With 224 hp and 275 lb.-ft. of torque to lead the way, the 4.6L SOHC V-8 in Grand Marquis has always been a powerful ally. A flexible fuel configuration makes it even more noteworthy by giving you a choice: E85 or gasoline. The 2008 Grand Marquis can run on E85 (85% ethanol/15% gasoline), straight gasoline, or any combination of the two – just fill up with your fuel of choice. As you drive, an advanced Powertrain Control Module determines the ethanol/gas mixture and automatically adjusts for optimum performance. Electronic Throttle Control manages all that muscle for smooth shifts from the 4-speed electronic automatic transmission with overdrive.

Sure handling results from an independent front suspension, Watts linkage rear suspension, gas-charged shocks and speed-sensitive, variable-assist power rack-and-pinion steering. An available rear air suspension makes the already smooth ride of Grand Marquis even more comfortable. For added stability, a 4-wheel disc Anti-lock Brake System helps you maintain control during hard braking, while the available All-Speed Traction Control improves grip on loose or slippery surfaces.





CRADLED IN COMFORT.

The starting point for a comfortable journey is the standard 8-way power driver seat in Mercury Grand Marquis. With power recline and a power lumbar feature for additional back support, it's easy to find your perfect position. For the ultimate in cold-weather comfort, available heated front seats chase any chill away.

Additional help for the driver comes from available power-adjustable brake and accelerator pedals that can move up to 2" forward or back. An overhead console, standard on Grand Marquis LS, includes a digital compass, dome/map lights and a Universal Garage Door Opener to activate your garage door. An available power moonroof and a choice of audio options raise the comfort quotient even further.

It's only appropriate that such a spacious interior should have an equally spacious trunk. How about 20.6 cu. ft.? That's enough to fit 6 golf bags. For even more utility, get the available trunk organizer (shown far right). It fits deep inside the trunk and features top panels that provide a flat floor when the unit is closed. Removable, adjustable dividers create handy storage compartments that help keep items in place.





A Perfect Dozen.

That's the number of consecutive years (1996-2007) that Mercury Grand Marquis has received the government's highest 5-Star frontal crash test safety rating. But the good news doesn't end there. When equipped with available front-seat side airbags* (shown left), Grand Marquis receives a 5-Star crash test safety rating in all 5 categories – driver frontal impact, front-passenger frontal impact, front-seat side impact, rear-seat side impact and rollover resistance – an achievement it has garnered 4 years in a row (2004-2007).

Steel beams in the side doors add structural stability, absorb energy and help reduce cabin intrusion in certain side impacts. Available power, heated sideview mirrors melt ice and snow buildup, keeping your view clear. Standard 4-wheel disc anti-lock brakes help you maintain control in adverse conditions, while the standard Tire Pressure Monitoring System alerts you if any tire's pressure falls below specified limits.

By bringing you some of the most advanced, reliable and effective safety and security technologies on the road, you can add peace of mind to Grand Marquis' long list of safety features.

*Not available on Grand Marquis GS.



PALM BEACH
EDITION



Quintessential Grand Marquis.

THE 2008 PALM BEACH EDITION.

Rear-wheel drive, expansive room and V-8 power. The great American road trip begins in Mercury Grand Marquis. And the ultimate expression for 2008 is the Grand Marquis Palm Beach Edition.

Inside, amenities include Cashmere leather-trimmed seats with Palm Beach logo embroidery on the front seatbacks, a leather-wrapped steering wheel, elegant satin interior accents, and front-seat side airbags. Outside, Palm Beach exterior badging, 16" 9-spoke chrome-aluminum wheels and power, heated sideview mirrors with chrome caps distinguish this Grand Marquis from all others.

From behind the wheel of the Grand Marquis Palm Beach Edition, the road ahead has never looked sunnier.

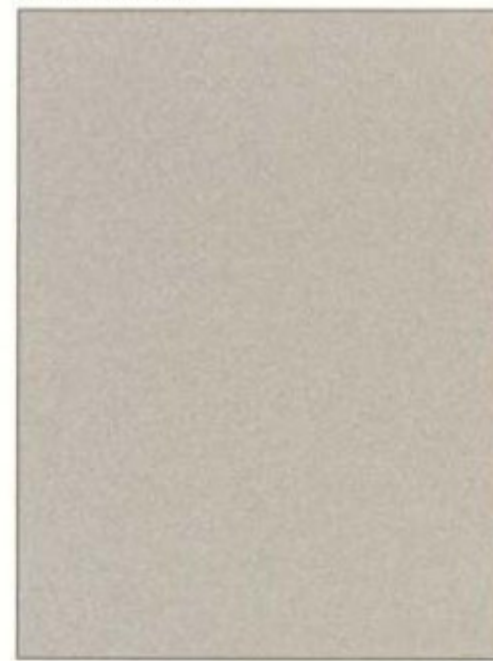


Mercury uses clearcoat paint for beauty and protection. All exterior paints are Metallic except for Vibrant White and Black. Colors are representative only.

VIBRANT WHITE



SILVER BIRCH



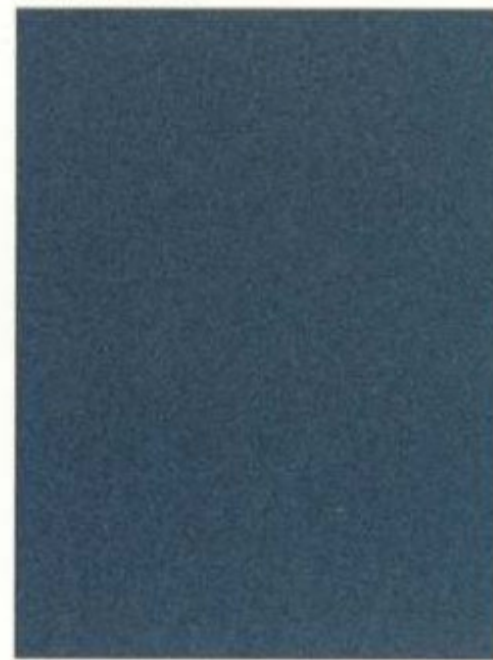
SMOKESTONE



LIGHT ICE BLUE



NORSEA BLUE



DARK TOREADOR RED



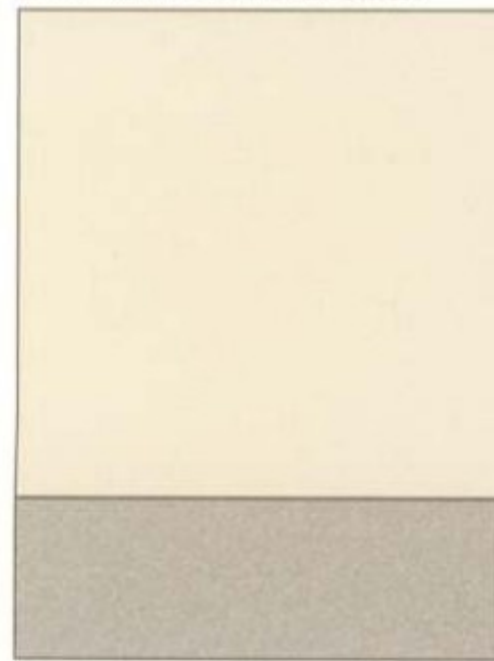
BLACK



VIBRANT WHITE/SMOKESTONE



VIBRANT WHITE/SILVER BIRCH



MEDIUM LIGHT STONE LEATHER



CHARCOAL BLACK LEATHER²



LIGHT CAMEL TWO-TONE CLOTH¹



LIGHT CAMEL LEATHER¹



CASHMERE LEATHER³



MEDIUM LIGHT STONE TWO-TONE CLOTH



CHARCOAL BLACK TWO-TONE CLOTH²



¹Not available with Silver Birch or Light Ice Blue. ²Not available with Vibrant White or Norsea Blue. ³Available only with Palm Beach Edition.

■ STANDARD □ AVAILABLE

INTERIOR (continued)

	GS	LS
Message center with trip computer		■
Overhead console with compass, dome/map lights and Universal Garage Door Opener		■
Power-adjustable brake and accelerator pedals		■
Power door locks with remote decklid release	■	■
Power windows with one-touch-down driver-side feature	■	■
Premium cloth seats with 8-way power driver seat including power lumbar and recline	■	
Rear-seat reading lights		■
Rear-window defroster	■	■
Sun visors with illuminated mirrors	■	■

SECURITY/SAFETY

Personal Safety System [®] for driver and right-front passenger with dual-stage front airbags, ¹ safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System	■	■
Securilock [®] passive anti-theft ignition system	■	■
Tire Pressure Monitoring System	■	■

AVAILABLE FEATURES

16" 9-spoke chrome-aluminum wheels		□
Audiophile [®] Sound System with AM/FM stereo, 6-disc in-dash CD changer, 8 speakers and a subwoofer		□
Front-seat side airbags ²		□
Heated front seats ³		□
Perimeter alarm	□	□
Power moonroof		□
Rear air suspension	□	□
Smoker's Package	□	□
Trunk organizer		□
Two-tone paint	□	□
Wood- and leather-trimmed steering wheel with secondary audio and climate controls ⁴		□

AVAILABLE PACKAGES

GS Comfort Appearance Package – Includes leather-trimmed seats and 16" 16-spoke painted-aluminum wheels	□	
GS Confidence Package – Includes power, heated sideview mirrors; fog lamps and All-Speed Traction Control	□	
LS Travel Package – Includes Dual-Media audio system with AM/FM stereo and single-CD/cassette player, and full-size spare tire		□
Palm Beach Edition Package – Includes Cashmere leather-trimmed front seats with embroidered "Palm Beach" logo; satin interior accents; front-seat side airbags; unique exterior badging; 16" 9-spoke chrome-aluminum wheels; power, heated sideview mirrors with chrome caps; leather-wrapped steering wheel; available in Vibrant White, Smokestone or Silver Birch		□



16" CHROME WHEEL COVERS
STANDARD ON GS



16" 16-SPOKE PAINTED-ALUMINUM
STANDARD ON LS; AVAILABLE ON
GS COMFORT APPEARANCE PACKAGE



16" 9-SPOKE CHROME-ALUMINUM
AVAILABLE ON LS; STANDARD WITH PALM BEACH EDITION

BASE MODEL DIMENSIONS

Wheelbase 114.6"
Length 211.1"
Width (excluding mirrors) 78.3"
Height 58.3"
Front track 63.4"
Rear track 65.6"
Head room (front/rear) 39.5"/37.8"
Leg room (front/rear) 41.6"/38.0"
Shoulder room (front/rear) 60.6"/60.0"

WEIGHTS AND CAPACITIES

Seating capacity 6
Passenger volume 107.5 cu. ft.
Cargo volume 20.6 cu. ft.

¹Always wear your safety belt and secure children in the rear seat.
²Front-seat side airbags standard with Palm Beach Edition.
³Requires front-seat side airbags.
⁴Requires Audiophile[®] Sound System or LS Travel Package. Not available with Palm Beach Edition.

Audiophile is a registered trademark of Audiophile, Inc.

STANDARD FEATURES

POWERTRAIN/FUNCTIONALITY

4.6L SOHC FFV V-8	■	■
4-speed electronic automatic transmission with overdrive	■	■
2.73:1 axle ratio	■	■
4-wheel disc brakes with Anti-lock Brake System (ABS)	■	■
19-gallon fuel tank capacity	■	■
All-Speed Traction Control		■
Automatic parking brake release	■	■
Front stabilizer bar	■	■
Speed-sensitive, variable-assist power steering	■	■

EXTERIOR

16" chrome wheel covers	■	
16" 16-spoke painted-aluminum wheels	■	■
P225/60R16 all-season WSW tires	■	■
Automatic on/off headlamps with delay	■	■
Bodyside moldings	■	■
Black door handles with chrome surround	■	■
Chrome grille	■	■
Cornering lamps	■	■
Dual bodyside paint stripes	■	■
Fog lamps		■
Power sideview mirrors with body-color caps	■	
Power, heated sideview mirrors with body-color caps		■
Remote keyless-entry system with SmartLock feature (key fob and driver door-mounted keypad)	■	■
Solar-tinted glass	■	■
Variable-intermittent wipers	■	■
Wraparound taillamps	■	■

INTERIOR

Air conditioning	■	■
AM/FM stereo with single-CD player	■	■
Auto-dimming rearview mirror		■
Chrome door-release handles	■	■
Cruise control and tilt steering column	■	■
Dual cupholders	■	■
Electronic Automatic Temperature Control		■
Fold-down front-seat center armrests	■	■
Fold-down rear-seat center armrest with dual cupholders		■
Illuminated entry with theater-dimming feature	■	
Leather-trimmed seats with 8-way power driver and front-passenger seats with power lumbar and recline		■
Leather-wrapped steering wheel		■

Comparisons based on 2007 competitive models (6-passenger Large Car class), publicly available information and Ford certification data at time of printing. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following publication of the catalog, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is the best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.



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 www.fordcredit.com.

Ford Motor Company Insurance Services Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1.877.367.3847, or visit us at www.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.

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

Peace of mind comes from a 3-year/36,000-mile bumper-to-bumper **New Vehicle Limited Warranty** that covers repair, replacement or adjustment of parts at no additional cost, as well as a 5-year/60,000-mile powertrain limited warranty which features no deductible and is fully transferable. Roadside Assistance for 5 years or 60,000 miles provides the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Lincoln Mercury Dealer will provide complete details.



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