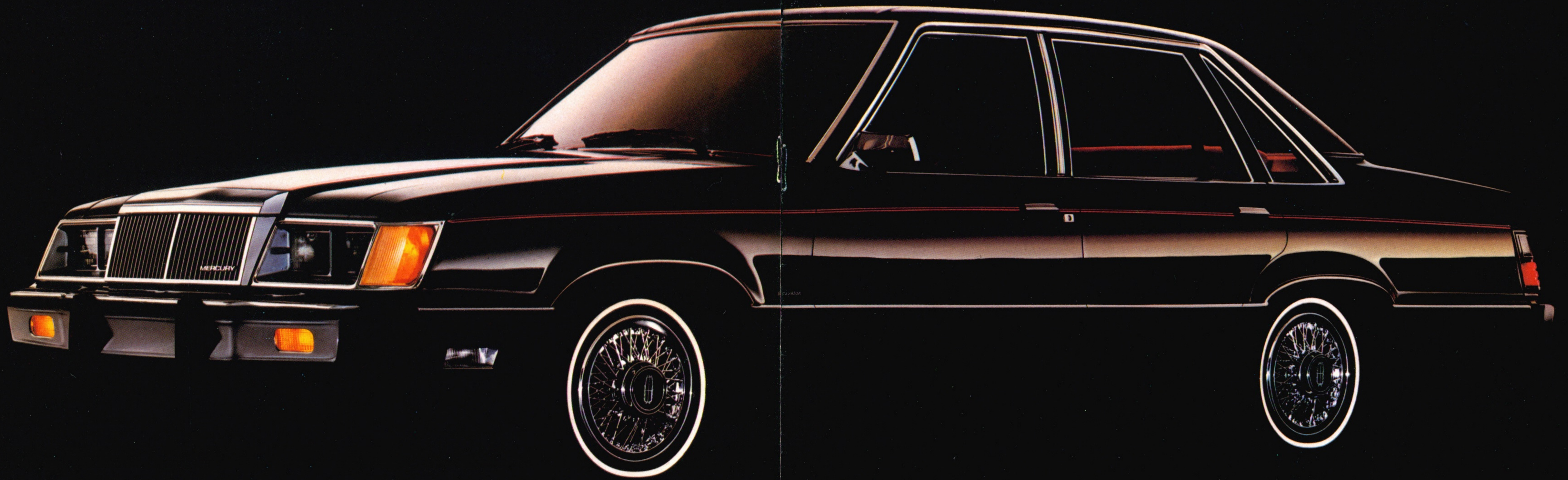


MERCURY MARQUIS '83

MERCURY

A close-up, low-angle photograph of the front of a Mercury Marquis '83. The image is dominated by the car's grille, which features vertical chrome slats. The word "MERCURY" is embossed in a bold, sans-serif font at the bottom of the grille. To the right, the headlight assembly is visible, showing a rectangular lens and a chrome bezel. The lighting is dramatic, with strong highlights on the chrome and deep shadows in the recessed areas, creating a sense of depth and luxury.



Mercury Marquis Brougham in Black with optional wire wheel covers.

MID-SIZE MAGIC

Mercury Marquis for '83. This is Marquis as you've never known it before. Trim, yet smooth riding. Elegant, yet aerodynamic. Space-efficient, yet a full five-passenger automobile.

In short, this is a Marquis for the '80s. Born of high technology. As dedicated to quality and substance as any Marquis before it. Carefully built to comfort you in the Marquis manner. Thoughtfully engineered to meet the

concerns of contemporary drivers, while still maintaining many of the traditional values long associated with the Marquis nameplate.

The look is classic Marquis reshaped by hours of wind tunnel testing to reach new levels of aerodynamic efficiency. From the fast sloping front end to the distinctive decklid, this Marquis is as clean and fresh looking a precision-size Mercury as has ever

touched pavement.

If that pavement happens to be less than smooth, relax. The ride engineers have exercised their expertise in compensating for road surface irregularities.

Sophisticated gas shocks work in conjunction with a refined front strut/rear coil spring suspension system to reduce harshness, while a front stabilizer bar keeps

Marquis on track through twisting roads and tight turns.

There's also quiet to go with the smoothness, thanks to a luxury sound package. It's just one of many standard features that make the 1983 Marquis a brilliantly conceived and executed automobile worthy of both the Marquis name and heritage.

Mercury wouldn't have it any other way. And neither would you.

Some of the equipment shown may be available only at extra cost and only on specific models. Please see pages 9 through 11 for specific information regarding standard and optional equipment.



Marquis Brougham's standard luxury cloth-covered seating in Dark Red.

INNER VISIONS

There are many ways of looking at the interior of the new precision-size Marquis. Traditional luxury car owners will see the obvious richness and comfort of the standard Marquis Brougham seating shown above.

There's plenty of room for five in every '83 Marquis. The Brougham covers that room in luxury cloth on the seats and door panels. But every Marquis offers more than enough luxury

to suit the most discriminating drivers and passengers.

The carpeting is thick. The headliner, sun visors and headrests are all cloth-covered. The front seats are individually reclining and feature lumbar-type contours for added support. Flocked map pocket bins grace the door panels. And there's a locking, lighted glove box.

People with driving ambitions will admire the "Euro-style" seat design, the luxury four-spoke steering wheel, steering column-mounted controls and the optional high-tech electronic "Tripfinder"® computer.

Those of a more practical nature will see the many standard features and the long list of options which allows them to tailor Marquis to their specific needs. To the standard items

already mentioned, they can add automatic temperature control air conditioning, power assists... even leather seating.

People seriously considering a new mid-size car or a luxury sedan should consider that they're really getting both in the '83 Marquis. Who could ask for more?



Mercury Marquis in Medium Charcoal Metallic. Marquis' standard cloth-covered seating in Charcoal.



DEPTH OF CHARACTER

It shouldn't surprise anyone that a great deal of substance lies beneath the surface of the new Marquis. This is a car offering more than just comfort, a commitment to quality and refined aerodynamic styling.

Mercury has always believed that the creation of a fine automobile begins with the basics of design and engineering. For the '83 Marquis that means starting with an up-to-

date, mid-size chassis. A 2682mm (105.6") wheelbase that's long enough to offer good ride characteristics and room for five passengers. Yet is trim enough to be agile in traffic and exceedingly space-efficient.

The quality design concept continues with a proven modified MacPherson-type strut front suspension (including stabilizer bar) and a four-bar link rear suspension.

Precise rack-and-pinion steering, low-friction ball joints, gas shocks and struts, and P185/75R14 low rolling resistance radial tires complete the package. The results? Responsive handling worthy of a modern mid-size, riding comfort worthy of the Marquis name.

A truly contemporary automotive design must offer more than ride and handling. A

wide range of advanced engine and transmission designs is a must. The '83 Marquis offers a choice of three power train combinations: the standard 2.3 litre four-cylinder engine with automatic transmission, an optional propane gas fueled 2.3 litre four-cylinder engine with automatic transmission, and the 3.8 litre V-6 with standard automatic transmission.

Another important facet of Marquis' overall design philosophy is body shape. You'll notice that Marquis' styling reflects this concern for aerodynamic efficiency, but not at the expense of elegant lines or a maximum utilization of interior dimensions.

Beyond that sleek sheet metal are a big 60.5 litre (13.3 imp. gal.) fuel tank, a roomy, well-trimmed trunk, and a spacious five-passenger

interior outfitted with some of the finest materials and most thoughtful comfort and convenience features to be found in the Mercury approach to luxury.

1983 Marquis. Isn't it good to know that there are some cars you can still take seriously?

STANDARD FEATURES



MARQUIS SEDAN STANDARD FUNCTIONAL FEATURES

- 2.3 litre engine
- Three-speed automatic transmission
- Rack-and-pinion steering
- Power front disc/rear drum brakes
- Gas-filled struts and shock absorbers
- Hybrid MacPherson strut front suspension
- Four-bar link rear suspension
- Front stabilizer bar
- Low friction ball joints
- P185/75R14 BSW low rolling resistance steel-belted radial tires
- Luxury sound package
- Flash-to-pass headlamp feature
- Electric rear window defroster
- Fluidic windshield washer
- Maintenance-free battery
- Electronic voltage regulator
- Dual note horn
- Inside hood release
- Gas cap tether
- 60.5 litre (13.3 imp. gal.) fuel tank capacity
- AM radio with dual instrument panel speakers (may be deleted for credit)
- Coolant recovery system
- Dual quartz halogen headlamps
- Aerodynamic front end and decklid styling
- Audible disc brake wear indicators

STANDARD EXTERIOR FEATURES

- Bright vertical bar grille and grille hood moulding
- Bright steel bumpers with integral colour-keyed wraparound sight shield
- Front bumper guards
- Wraparound side markers
- Bright headlamp surround mouldings
- Bright sail-mounted left-hand remote-control mirror
- Dual hood and bodyside accent stripes
- Centre pillar appliqué
- Bright door frame mouldings
- Bright windshield and backlight mouldings
- Bright drip rail moulding
- Colour-keyed vinyl insert wide bodyside moulding with partial bright wheel-lip mouldings
- Deluxe full wheel covers
- Wraparound taillamps
- Lower bodyside protection

STANDARD INTERIOR FEATURES

- Individual reclining Twin Comfort Lounge seats in cloth
- Cloth headlining and sun visors
- Padded door trim panels with cloth inserts, flocked map pocket bins, and carpeted lower portion
- 16-ounce floor carpeting
- Luxury 4-spoke steering wheel with woodtone highlights
- Locking glove box with flocked interior
- Glove box light
- Steering column-mounted controls for turn

- signals, horn, windshield wiper/washer, headlamp dimmer and flash-to-pass
- Right-hand visor vanity mirror
- Ashtray light
- Cigarette lighter
- Carpeted package tray
- Rear-seat ashtrays
- Rear door courtesy light switches
- Luggage compartment light
- Moulded burloom luggage compartment trim with rear lining board
- Colour-keyed seat belts
- AM radio with dual instrument panel speakers (radio may be deleted for credit)
- Flocked front-seat coin trays with woodgrain surrounds (with automatic transmission only)
- Lower door trim panel carpeting



MARQUIS BROUGHAM SEDAN

- Includes all standard Marquis Sedan features plus these additions and/or differences:
- Twin Comfort Lounge seats with luxury trim
 - Luxury door trim panel with cloth insert and pull straps
 - Luxury luggage compartment trim including carpeted spare tire cover, side and rear lining boards
 - Right-hand illuminated visor vanity mirror
 - Light Group, including engine compartment light, dual beam dome light, instrument panel-mounted and front footwell courtesy lights (2)
 - Electronic digital clock
 - Electronic warning chimes
 - Automatic parking brake release (not

- available with console)
- Brougham nameplate on fender



MARQUIS STATION WAGON

- Includes all standard Marquis Sedan features plus these additions and/or differences:
- 3.8 litre six-cylinder engine
 - Automatic transmission
 - "Liftgate open" warning light
 - Tinted liftgate glass
 - Cargo area light
 - Fold-down rear seat with carpeted seatback
 - Carpeted cargo area (including inner liftgate trim panel)
 - Lockable stowage compartment
 - Bright liftgate glass, liftgate lower edge and taillamp mouldings



MARQUIS STATION WAGON WITH EXTERIOR WOODTONE OPTION

- Includes all standard Marquis Wagon features plus these additions and/or deletions:
- Medium rosewood woodtone on bodyside and liftgate
 - Bright surround rails with medium rosewood woodtone inserts
 - Delete colour-keyed bodyside moulding and partial wheel-lip mouldings
 - Delete bodyside accent stripes



Marquis Wagon in Desert Tan Metallic with standard deluxe wheel covers.

Marquis Wagon in White with exterior woodtone option and optional luxury wheel covers.

LOAD STAR

If you want a sneak preview of the direction luxury wagons will be taking in the years ahead, you needn't look any farther than this year's Marquis.

Here's a wagon of decidedly deceptive dimensions. Trim and purposeful from all outward appearances, yet a veritable storehouse for large quantities of luggage.

Access to the carpeted cargo area can be achieved through the optional flip-up rear window when there are small parcels or open the entire liftgate for major items.

You'll find plenty of room inside... 1057mm

(41.6 cu. ft.) with the rear seat up, 1915mm (75.4 cu. ft.) with it down. And a locking storage compartment for smaller valuables.

So load up. Marquis' gas shock suspension will keep things smooth and easy for both packages and passengers. A standard 3.8 litre six-cylinder engine and automatic transmission help with the hauling, while a standard "Liftgate Open" warning light and handy cargo area light add to the convenience.

Up front, you'd never know this was a hard-working wagon. The driver and as many as

four others are surrounded by traditional Marquis luxury. Soft seating, thick carpeting, map pockets and more.

Slice through heavy traffic, slide into tight parking spaces. Rack-and-pinion steering, power brakes and steel-belted radial tires make the driving easy. Large expanses of glass all around make even backing up a breeze. Standard halogen headlamps are your guiding lights at night.

'83 Marquis Wagon. Your star ship has arrived.

SPECIFICATIONS

	Marquis Sedan	Marquis Wagon
Wheelbase	2682mm (105.6")	2682mm (105.6")
Overall Length	4991mm (196.5")	NA
Overall Height	1361mm (53.6")	1379mm (54.3")
Overall Width	1803mm (71.0")	1803mm (71.0")
Tread—Front	1438mm (56.6")	1438mm (56.6")
—Rear	1448mm (57.0")	1438mm (57.0")
Headroom—Front	983mm (38.7")	993mm (39.1")
—Rear	955mm (37.6")	975mm (38.4")
Legroom		
—Front (Max.)	1064mm (41.9")	1064mm (41.9")
—Rear (Min.)	912mm (35.9")	914mm (36.0")
Shoulder Room		
—Front	1427mm (56.2")	1427mm (56.2")
—Rear	1427mm (56.2")	1427mm (56.2")
Hiproom—Front	1331mm (52.4")	1331mm (52.4")
—Rear	1364mm (53.7")	1275mm (50.2")
Luggage/Cargo Capacity litres (cu. ft.)	428 (15.1)	2135 (75.4)
Fuel Tank Capacity litres (imp. gal.)	60.5 (13.3)	60.5 (13.3)
Curb Weight kilograms (lbs.)	1355 (2988)	1406 (3099)

*With rear seat folded down.
1178 litres (41.6 cu. ft.) with rear seat up.

OPTIONS

	Marquis		
	Marquis Sedan	Brougham Sedan	Marquis Wagon
<input type="checkbox"/> Air Conditioning, Manual	OPT	OPT	OPT
<input type="checkbox"/> Air Conditioning, Automatic	OPT	OPT	OPT
<input type="checkbox"/> Axle - Traction-Lok*	OPT	OPT	OPT
<input type="checkbox"/> Battery - Heavy-Duty*	OPT	OPT	OPT
<input type="checkbox"/> Brougham Decor Option	NA	NA	OPT
<input type="checkbox"/> Bumper Guards - Rear	OPT	OPT	OPT
<input type="checkbox"/> Bumper Rub Strips - Front and Rear	OPT	OPT	OPT
<input type="checkbox"/> Clock - Electronic Digital, Day-Date	OPT	OPT	OPT
<input type="checkbox"/> Cornering Lamps - Front	OPT	OPT	OPT
<input type="checkbox"/> Diagnostic Warning Lights	OPT	OPT	OPT
<input type="checkbox"/> Exterior Woodtone Option	NA	NA	OPT
<input type="checkbox"/> Fuel Tank - Extended 75.7 litres (16.6 imp. gal.) Capacity*	OPT	OPT	NA
<input type="checkbox"/> Glass, Tinted Complete*	OPT	OPT	OPT
<input type="checkbox"/> Illuminated Entry System	OPT	OPT	OPT
<input type="checkbox"/> Instrument Cluster - Electronic	OPT	OPT	OPT
<input type="checkbox"/> Liftgate - Two-Way	NA	NA	OPT
<input type="checkbox"/> Luggage Rack - Roof-Mounted	NA	NA	OPT
<input type="checkbox"/> Mirrors, Dual Illuminated Visor Vanity	OPT	OPT	OPT
<input type="checkbox"/> Mirror - Right-Hand	OPT	OPT	OPT
<input type="checkbox"/> Remote-Control Convex Paint, Glamour*	OPT	OPT	OPT
<input type="checkbox"/> Paint, Tu-Tone*	OPT	OPT	OPT
POWER			
<input type="checkbox"/> Power Lock Group*	OPT	OPT	OPT
<input type="checkbox"/> Power Seats	OPT	OPT	OPT
<input type="checkbox"/> Power Side Windows*	OPT	OPT	OPT
<input type="checkbox"/> Power Steering	OPT	OPT	OPT
RADIOS			
<input type="checkbox"/> AM/FM Monaural	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Stereo	OPT	OPT	OPT
<input type="checkbox"/> AM/FM with Cassette Tape	OPT	OPT	OPT
<input type="checkbox"/> AM/FM with 8-Track Tape	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Electronic Search	OPT	OPT	OPT
<input type="checkbox"/> AM/FM Electronic Search with Cassette Tape	OPT	OPT	OPT
<input type="checkbox"/> Premium Sound System	OPT	OPT	OPT
<input type="checkbox"/> Roof, Flip-Up Open Air*	OPT	OPT	NA
<input type="checkbox"/> Roof, Full-Vinyl	OPT	OPT	NA
<input type="checkbox"/> Speed Control - Fingertip	OPT	OPT	OPT
<input type="checkbox"/> Steering Wheel - Leather-Wrapped*	OPT	OPT	OPT

	Marquis		
	Marquis Sedan	Brougham Sedan	Marquis Wagon
<input type="checkbox"/> Steering Wheel - Tilt*	OPT	OPT	OPT
<input type="checkbox"/> Trim - Cloth*	STD	STD	STD
<input type="checkbox"/> Trim - Leather	NA	OPT	OPT
<input type="checkbox"/> Trim - Vinyl	OPT	OPT	OPT
<input type="checkbox"/> Tripminder® Computer*	OPT	OPT	OPT
<input type="checkbox"/> Shift Indicator Light	OPT	OPT	NA
<input type="checkbox"/> Windows - Pivoting Front Vent	OPT	OPT	OPT
<input type="checkbox"/> Wipers - Interval Windshield	OPT	OPT	OPT
<input type="checkbox"/> Wiper/Washer - Liftgate	NA	NA	OPT

ENGINES/TRANSMISSIONS

<input type="checkbox"/> 2.3 Litre Propane Gas Fueled/Auto trans. only*	OPT	OPT	NA
<input type="checkbox"/> 3.8 Litre V-6/Automatic	OPT	OPT	STD

RADIAL TIRES/WHEELS

<input type="checkbox"/> P185/75R14 WSW Radial	OPT	OPT	OPT
<input type="checkbox"/> P195/75R14 WSW Radial	OPT	OPT	OPT
<input type="checkbox"/> P195/75R14 W/WSW Radial	OPT	OPT	OPT
<input type="checkbox"/> 195/75R14 W/WSW Radial* (puncture-sealant)	OPT	OPT	OPT
<input type="checkbox"/> Conventional Spare Tire	OPT	OPT	OPT
<input type="checkbox"/> Luxury Wheel Covers*	OPT	OPT	OPT
<input type="checkbox"/> Wire Wheel Covers*	OPT	OPT	OPT
<input type="checkbox"/> Cast Aluminum Wheels	OPT	OPT	OPT

BSW - Black Sidewall WSW - White Sidewall
W/WSW - Wide White Sidewall

OPTIONAL PACKAGES

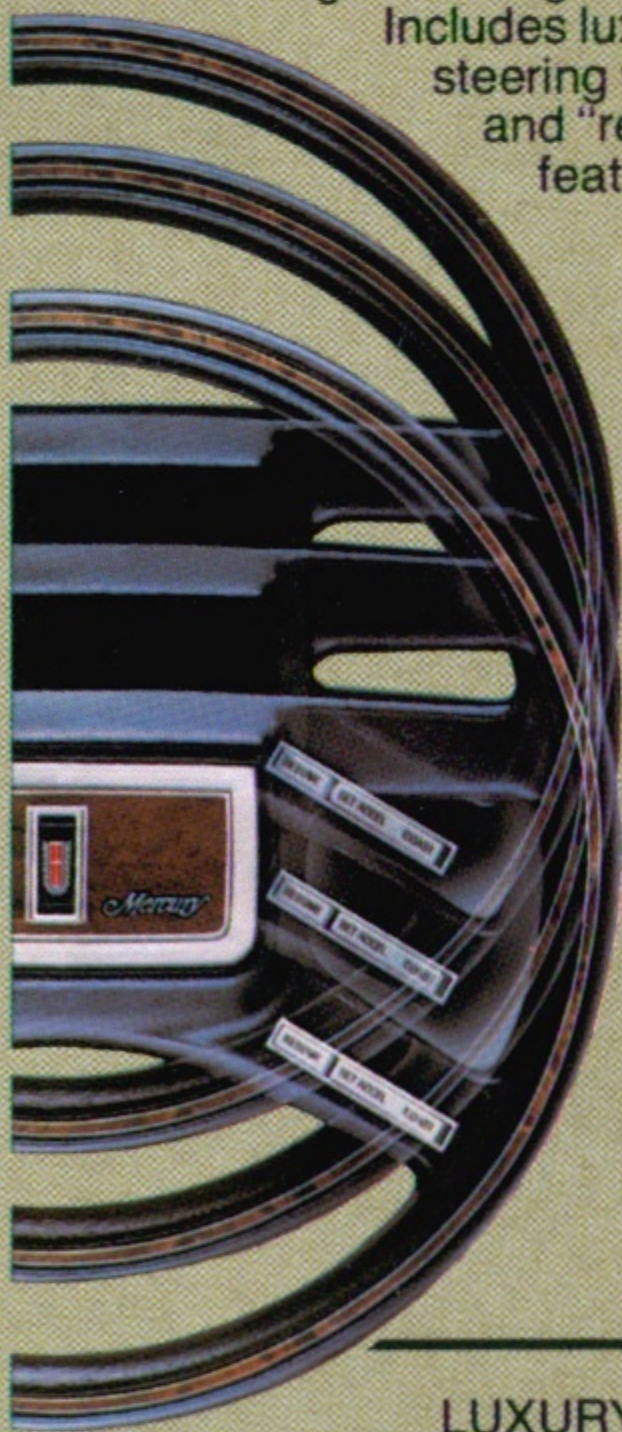
- APPEARANCE PROTECTION GROUP** - Includes door-edge guards, license plate frame(s) and carpeted front floor mats.
 - COLD WEATHER GROUP** - Includes heavy-duty battery, heavy-duty alternator, and engine immersion heater.
 - LIGHT GROUP** - Includes engine compartment light, dual beam dome/map light, and under instrument panel courtesy lights (std. on Brougham).
 - HEAVY-DUTY SUSPENSION** - Includes heavy-duty shock absorbers, heavy-duty springs and 14x5.5-inch wheels (std. on wagons).
- STD - Standard OPT - Optional
NA - Not Available

*This equipment is subject to additional ordering requirements or limitations. Please consult your Mercury dealer for details.



TRIPMINDER® COMPUTER
High-technology option offers you, at the push of a button, information such as the time, day, and date; trip odometer, trip average speed; instantaneous fuel economy data, trip average fuel economy, and fuel used.

FINGERTIP SPEED CONTROL
is also available to lessen driving fatigue on long trips. Includes luxury steering wheel and "resume" feature.



LUXURY STEERING WHEEL WITH "TILT" FEATURE. Adjusts to five different angles to give you the best possible driving position. Also makes for easy entry to and exit from the driver's seat.

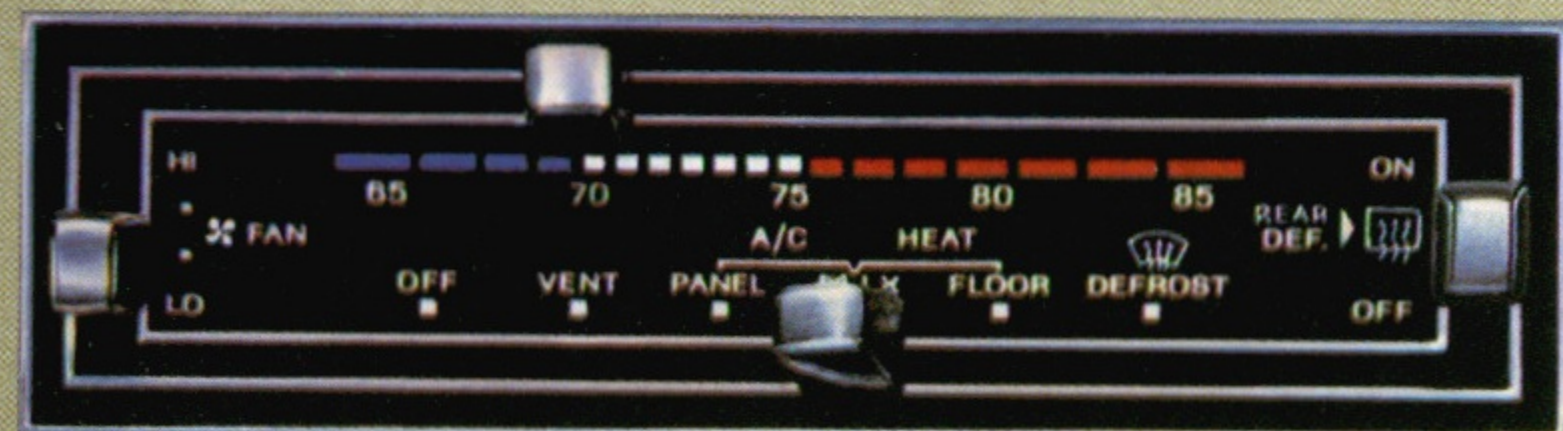
power

Power Door Locks
Power Decklid Release
Power Seats
Power Steering
Power Windows



ELECTRONIC AM/FM STEREO SEARCH RADIO with 8-track tape is one of six Marquis radio options. Add the optional Premium Sound System to any of

the stereo radios for greatly improved sound quality. This system includes upgraded rear speakers (electronically-tuned radio only), and power amplifier.



AIR CONDITIONING is available with either manual or Automatic Temperature Control to keep you and your passengers cool and

comfortable inside your new Marquis on even the hottest of days.



WHEELS AND WHEEL COVERS. Dress up your Marquis with a choice of (from left to right)

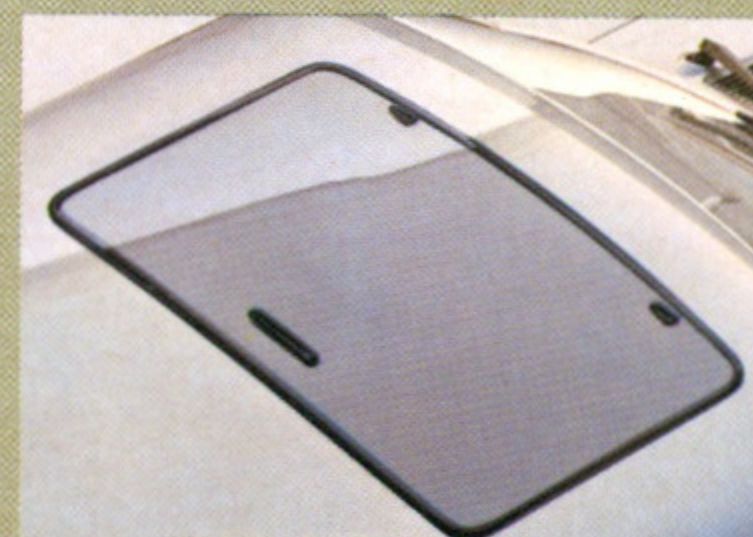
cast aluminum wheels, wire wheel covers and luxury wheel covers.



OPTIONAL TWO-WAY LIFTGATE offers added versatility when loading. Liftgate window opens separately for loading small packages, or you can raise the whole liftgate assembly for larger parcels.

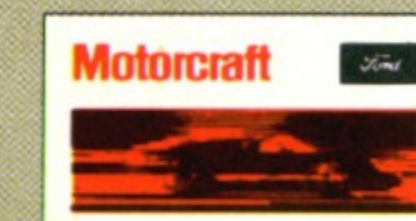


FLIP-UP/OPEN AIR ROOF. Easy-to-handle feature lets the moonlight in - sunshine and fresh air, too.



THE FORD EXTENDED SERVICE PLAN

When you're choosing options for your Mercury Marquis, consider the merits of ordering the Ford Extended Service Plan. Your dealer has full details. It provides extended repair cost protection, as specified, for parts and labour, for repairs to major components of the mechanical and electrical systems. The plan is offered by Ford Motor Company of Canada, Limited, and is honoured by participating Ford and Mercury dealers throughout Canada and the United States.



QUALITY REPLACEMENT PARTS FROM FORD.

...FOR SURE

Your new Mercury Marquis comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, spark plugs, shock absorbers, ignition parts and long life oil filter. For continued performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

CORROSION PROTECTION

All Marquis cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;

- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.

The DURAGUARD System is backed by a no-extra charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

Get it together - buckle up.
Buy or lease your Marquis from your Mercury Dealer.

COLOUR CHOICES

STANDARD COLOURS

- Black
- White
- Silver Metallic
- Medium Charcoal Metallic
- Medium Red
- Dark Academy Blue
- Midnight Blue
- French Vanilla
- Pastel French Vanilla
- Walnut Metallic
- Dark Teal Metallic

OPTIONAL GLAMOUR COLOURS

- Light Academy Blue Metallic
- Light Teal Metallic
- Desert Tan Metallic

OPTIONAL TU-TONES

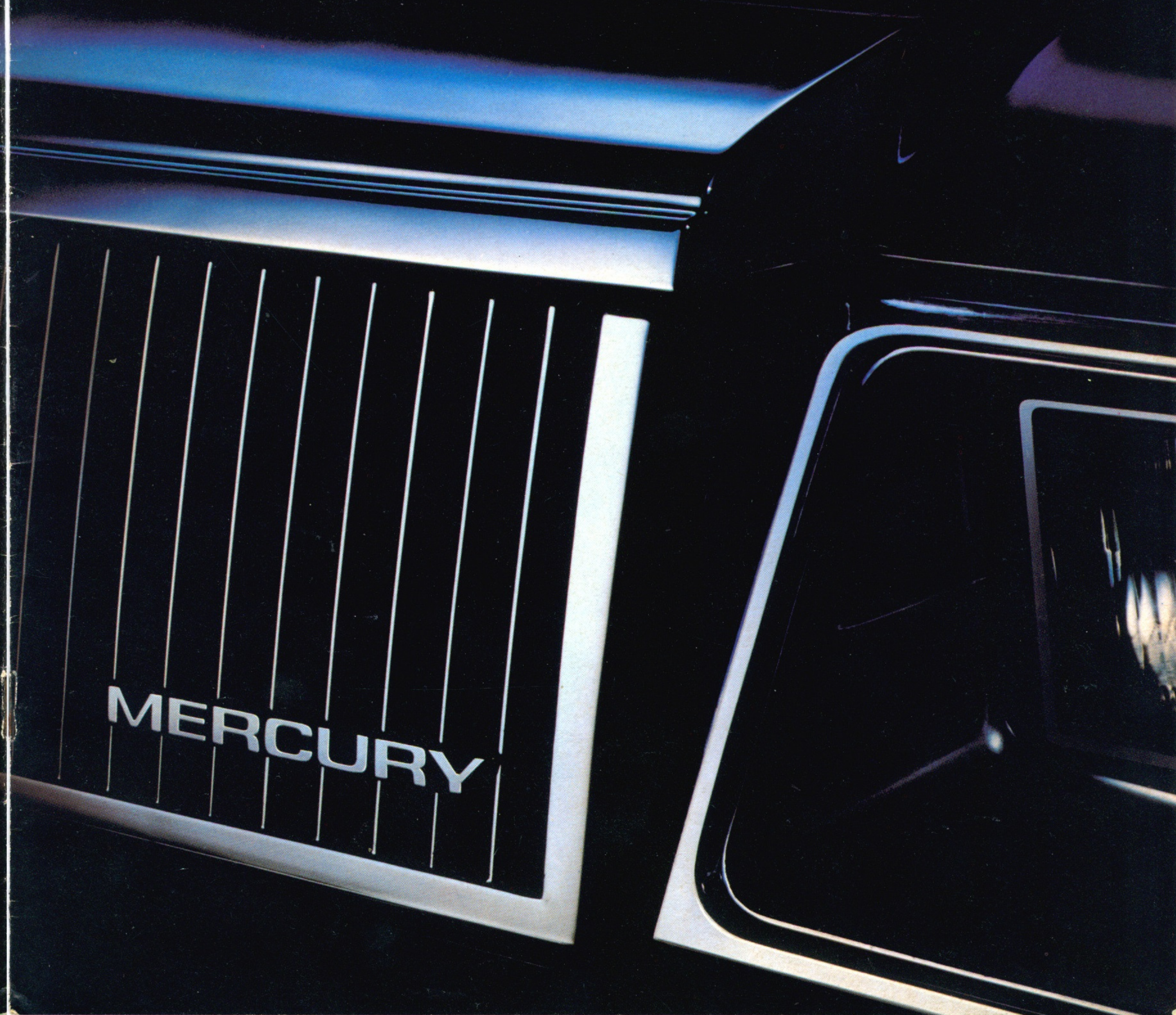
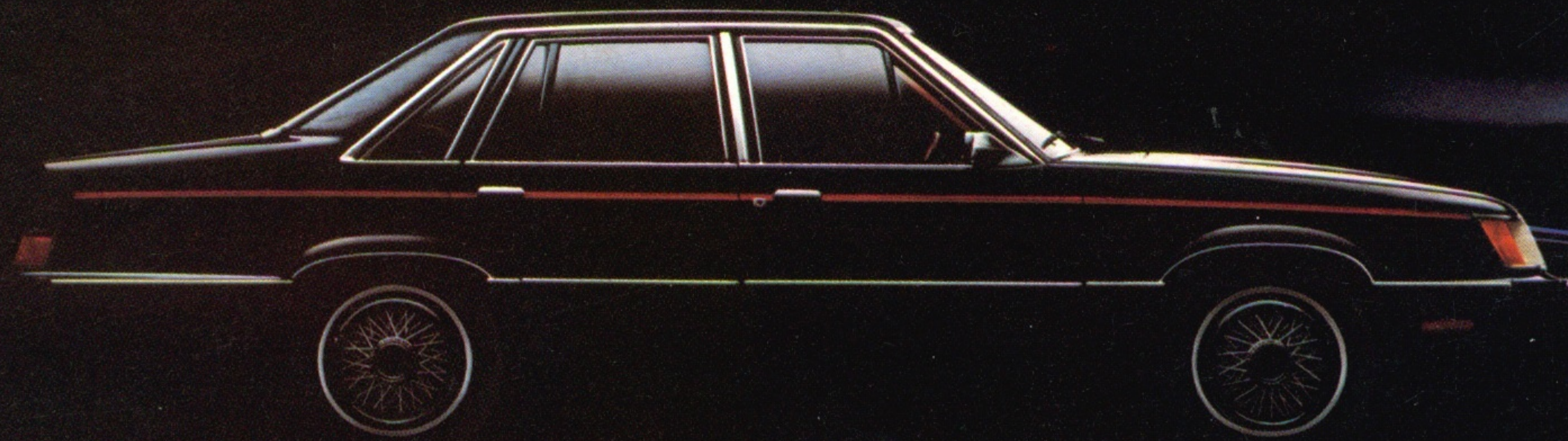
- Silver Metallic/Medium Charcoal Metallic
- Pastel French Vanilla/French Vanilla
- Light Academy Blue Metallic/Dark Academy Blue Metallic
- Light Teal Metallic/Dark Teal Metallic*
- Desert Tan Metallic/Walnut Metallic

*Not available on wagons.



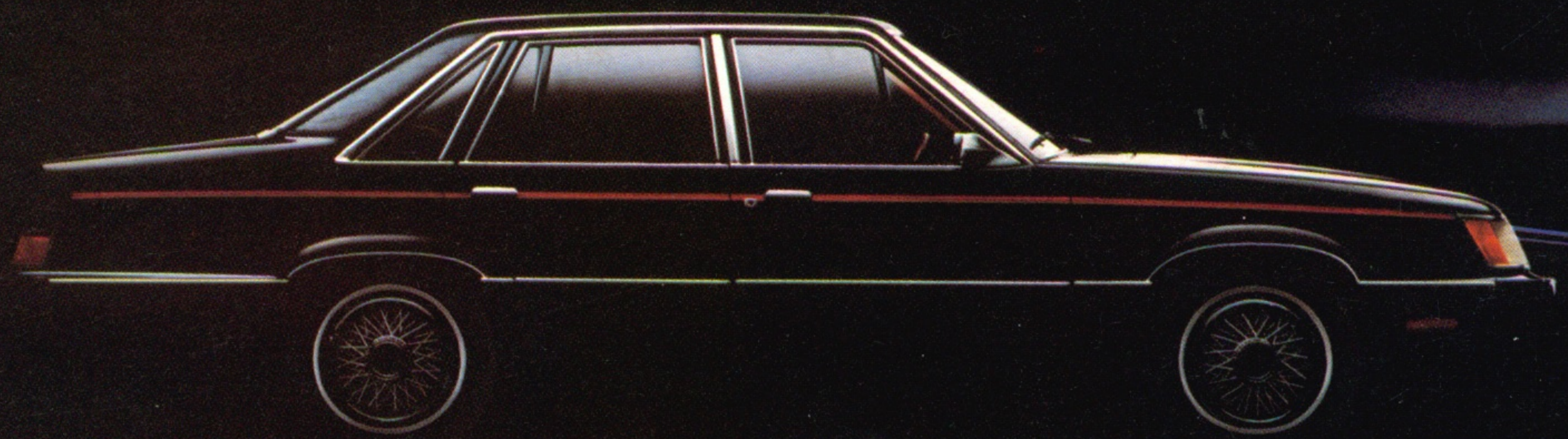
Ford MERCURY

MERCURY MARQUIS '83



MERCURY MARQUIS





MERCURY MARQUIS

