



1994 MERCURY TRACER

*"The Mercury
of small cars."*





"Tracer offers more than you expect in a compact car."

Typically, driving a small car means making big compromises in room, ride, comfort and amenities. Unless, of course, the small car you drive is a Mercury Tracer.

Tracer is, quite simply, the Mercury of small cars. Which means that, even though it's economical to own and operate, Tracer offers more than you expect in a compact car. As in more interior room than many cars in its class. The peace of mind of a driver-side air bag Supplemental Restraint System (SRS). Plus a lengthy list of standard conveniences that includes dual map lights, dual power remote mirrors, a rear window defroster and

remote releases for the trunk and fuel-filler door.

Tracer's four-wheel independent suspension provides a surprisingly comfortable, nimble ride. And Tracer is powered by a responsive yet economical 1.9-liter engine with such sophisticated attributes as sequential electronic fuel injection, a distributorless electronic ignition and EEC-IV, an on-board computer that continuously monitors a host of specific engine and drivetrain functions.*

If you want a small car because you really like small cars, but don't like to sacrifice everything to drive one, Mercury Tracer provides the perfect solution.

*See EPA statement in the back of this brochure.



1. Tracer's smooth-shifting manual transaxle includes a 5th-gear over-drive for efficient highway cruising.*
2. Tracer's dual electric mirrors, operated by this remote switch on the instrument panel, conveniently adjust for a

3. Believe it or not, a tachometer costs extra with some compact cars. Not surprisingly, it's standard with Tracer.
4. Tracer's peppy 1.9L four-cylinder engine includes Sequential

5. The cup holder and coin tray includes a removable rubber liner for easy cleaning in those hard to reach areas.
6. The 1.9L engine includes a distributorless ignition that requires no maintenance while greatly improving spark accuracy.

7. Tracer's roomy five-passenger interior, pictured here in Mocha cloth, includes a rear seat that folds down either
8. The fuel cap is tethered so it can never be left behind accidentally at a service station.

9. An AM/FM stereo with four speakers is standard in Tracer. It's an option you'll pay extra for with some competitors.

TRACER STANDARD FEATURES INCLUDE:

- Driver-side air bag Supplemental Restraint System (SRS)
- 1.9-liter SOHC 4-cylinder engine
- Sequential multi-port Electronic Fuel Injection (SEFI)
- Distributorless electronic ignition
- 5-speed manual overdrive transaxle
- Power front disc/rear drum brakes
- 4-wheel independent suspension
- Front and rear stabilizer bars
- P178R14 steel belted radial tires with full wheel covers
- Power rack-and-pinion steering
- 5-mph impact front and rear bumpers
- Individual reclining front seats
- Driver's seat tilt adjustment
- 60/40 split-fold rear seats with integral headrests
- Electronic AM/FM stereo radio with integral clock
- 2-speed variable interval windshield wipers
- Rear window defroster
- Remote releases for the fuel-filler door and trunk
- Dual power remote control mirrors
- Dual map lights
- Dual illuminated visor mirrors
- Light Group
- Side window demisters
- Rear seat heat ducts



Tracer is pictured here in Electric Red Clearcoat Metallic. Some features shown may be optional.



"Tracer LTS is one of the few real fun-to-drive cars that can meet the needs of the real world."

You've always wanted one of those high-revving, sporty numbers that could make your spirits soar on a winding road.

Yet something was always missing. Like a back seat that could actually seat somebody. Or a trunk that was large enough to hold stuff like suitcases and grocery bags.

Fortunately, there's Tracer LTS, one of the few real fun-to-drive cars that can also meet the needs of the real world.

If it's performance you seek, Tracer LTS (the letters designate Luxury Touring Sedan) has a dual overhead cam 16-valve engine and other fun features like a slick-shifting 5-speed, a fully independent sport suspension and

four-wheel disc brakes. You can even choose optional anti-lock brakes.

Yet if practicality is also a concern, Tracer LTS delivers here as well with four doors and a real-sized back seat that actually fits a couple of real-sized adults. There's even a generous

12.1 cubic feet of trunk space that can hold even more thanks to an ingenious 60/40 split-fold rear seatback. Plus a driver-side air bag and an even higher number of standard amenities than you'll find in a Tracer Sedan.

Yes, there is a car that can satisfy your thrill-seeking nature and still leave ample room for the real world. It's called Tracer LTS.

1. Standard remote fuel-filler and trunk releases allow a gas station attendant or bellhop to do their job without you lifting more than a finger from the comfort of your driver's seat.



2. The LTS instrument panel is thoughtfully designed around a simple assumption—the easier instruments are to read and controls are to operate, the more comfortable and capable you'll feel behind the wheel.



3. Here's further proof that drivers are our favorite people. The LTS steering wheel is wrapped in soft, supple leather, it's attached to a tilt steering column that adjusts to fit your driving dimensions, and standard speed control is at your fingertips.

4. Attention, thrill seekers! Tracer LTS engine particulars read like this: 127 horsepower, dual overhead camshafts, four valves per cylinder, electronic multi-port fuel injection and a sophisticated variable inertia charging system which varies air intake to match engine speed for optimal

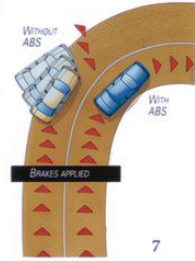
performance in both high and low ranges.

5. The best place to hear good music is on a lone-some road with both the windows and the volume cranked up. To satisfy the urge, Tracer LTS includes a new AM/FM cassette stereo radio with

Dolby® B noise reduction.

6. A great driver's car deserves a great driver's seat—and the one in LTS has four-way adjustments with side bolsters to fit you like a glove.

7. Tracer LTS now offers an optional four-wheel disc Anti-lock Brake System (ABS) that helps the driver maintain steering control during hard braking or while braking on ice, snow or rain-slick roads.



TRACER LTS STANDARD FEATURES INCLUDE:

- Driver-side air bag Supplemental Restraint System (SRS)
- 1.8-liter dual-overhead cam 16-valve 4-cylinder engine
- 5-speed manual overdrive transaxle
- 4-wheel power disc brakes
- 4-wheel independent sport handling suspension
- Front and rear stabilizer bars
- P185B0R14 82H steel-belted radial tires
- Cast aluminum wheels with locking lug nuts
- Power rack-and-pinion steering
- 5-inch impact front and rear bumpers
- Black leather-wrapped steering wheel
- Tilt steering column
- 4-way adjustable driver's seat
- Individual reclining front seats
- Driver's seat tilt adjustment
- 60/40 split-fold rear seats with integral head restraints
- Electronic AM/FM stereo radio with cassette and integral clock
- 2-speed/variable interval windshield wipers
- Dual power remote control mirrors
- Rear window defroster
- Finger tip speed control
- Dual lighted visor mirrors
- Dual map lights
- Side window demisters
- Rear seat heat ducts
- Remote deck lid release
- Remote fuel-filler door release

Tracer LTS is pictured here in Medium Royal Blue Clearcoat Metallic. Some features shown may be optional.





"How can a car that holds this much look this good?"

A station wagon is such a practical vehicle that a lot of folks couldn't get by without one. It can handle anything from transporting an entire infield and their gear to the Little League game, to hauling home a weekend's worth of projects from the hardware store.

Tracer Wagon has all of this going for it, along with something that a lot of other wagons quite frankly lack—style. Which begs the question: How can a car that holds this much look this good?

The answer is simple. Tracer Wagon is every inch a Mercury. Which means that, along with all its cargo-hauling capabilities, Tracer Wagon is designed and built by

people who really know how to design and build good looking cars. And being a Mercury also means that Tracer Wagon is loaded before you put a thing into it. With a powerful yet efficient 1.9-liter engine.* A 4-wheel independent suspension that can handle a heavy load or a sweeping curve with equal ease. A standard driver-side air bag Supplemental Restraint System. Plus all the characteristic Mercury standard features and amenities pictured here.

Add it all together and you have a car that can work hard all week long and still look good on a Saturday night out on the town. That's Tracer Wagon.

*See the EPA statement in the back of this brochure.



- 1. Tracer Wagon includes a rear cargo cover to conceal anything you care to carry with you.
- 2. Tracer Wagon's dual electric mirrors, operated by this remote switch on the instrument panel, conveniently adjust for a clear focus on the traffic behind you.
- 3. Front wipers include high and low speeds as well as variable intermittent wiper action to handle anything from a mist to a heavy downpour.
- 4. Tracer Wagon's spacious interior, pictured here in

- Royal Blue cloth, has a 60/40 split-fold rear seat that allows you to carry extra cargo, extra passengers or a combination of both.
- 5. A standard rear window wiper/washer assures good rearward visibility on a rainy day.
- 6. To clear up your view on winter mornings, Tracer Wagon also includes a standard rear window defroster.

TRACER WAGON STANDARD FEATURES INCLUDE:

- Driver-side air bag Supplemental Restraint System (SRS)
- 1.9 liter SOHC 4-cylinder engine
- Sequential multi-port Electronic Fuel Injection (SEFI)
- Distributorless electronic ignition
- 5-speed manual overdrive transaxle
- Power front disc/rear drum brakes
- 4-wheel independent suspension
- Front and rear stabilizer bars
- P175/65R14 steel-belted radial tires with full wheel covers
- Power rack-and-pinion steering
- 5-mph impact front and rear bumpers
- Individual reclining front seats
- Driver's seat tilt adjustment
- 60/40 split-fold rear seats with integral headrests
- Electronic AM/FM stereo radio with integral clock
- 2-speed/variable interval windshield wipers
- Dual power remote control mirrors
- Dual map lights
- Dual illuminated visor mirrors
- Rear window washer/wiper
- Rear window defroster
- Remote fuel-filler door release
- Side window demisters
- Rear seat heat ducts
- Cargo cover
- Light Group



Tracer Wagon is pictured here in Oxford White. Some features shown may be optional.

While Tracer may be a small car, it is also a substantial one. And it's this substance that contributes to the security you'll feel owning a Tracer.

Safety is certainly an essential part of feeling secure. And Tracer's design places great emphasis on the protection of its occupants, from the standard driver's air bag to the many safety considerations incorporated into its very structure.



"Tracer offers a great many reasons to feel secure."

Yet the security of owning a Tracer extends well beyond its many safety features. You can find it in the road-gripping confidence you feel while navigating a sweeping curve. Or in durability-enhancing features like two-sided galvanized steel and special coatings that protect against paint chipping. You can even appreciate

the security found in small details, like knowing you won't have to stoop to avoid bumping your head when loading or unloading the trunk.

A closer examination of the facts presented on these pages reveals that a lot of happy owners already know. Tracer offers a great many reasons to feel secure.

The trunk combines low lift-over gaping access into the generous Tracer is pictured here in Bright



height with a high-lift lid to create a 12.1 cubic feet of cargo capacity inside. Calypso Green Clearcoat Metallic.

Every new Tracer includes the security of a standard driver-side air bag Supplemental Restraint System. In the unfortunate event of certain moderate to severe frontal collisions, it inflates in about 1/20 of a second, or less time than it takes to blink an eye, to greatly reduce the risk of head and chest injuries to the driver. Of course, it can't do its job properly unless you do yours first. Always wear your safety belt.



1. Tracer's exhaust system includes a stainless steel muffler for long life and a flexible coupling that helps reduce noise and vibration.
2. Standard wipers offer intermittent, low and high speeds to provide a clear view, whether you're driving in a light drizzle or a heavy downpour.
3. Tracer's wheel bearings are sealed for life so they never need lubrication, reducing maintenance needs.
4. When activated, child-proof rear door locks keep children in back from opening doors from inside the car, while parents can still open doors from the outside.
5. Heavy-gauge steel beams are mounted inside each side door for protection in a side impact.
6. Tracer's unitized body structure includes front and rear "crumple zones" that help absorb the impact of a collision before it reaches the passenger compartment.
7. The front pillars and the roof are specially reinforced to withstand a



static force roof crush test equal to 1 1/2 times Tracer's weight.

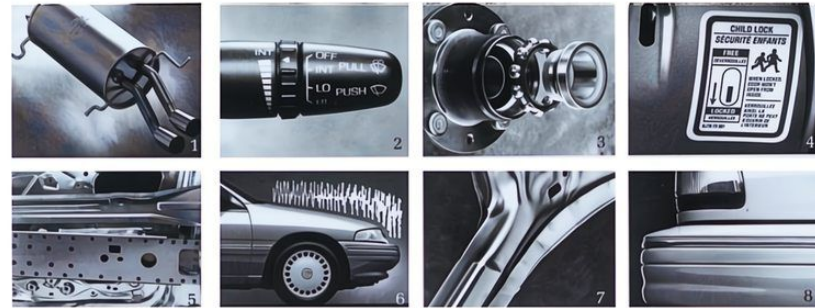
8. Tracer's front and rear bumpers are built to withstand impacts up to five mph.

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It's used extensively on outer body panels to guard against rust and corrosion. And in areas where paint chipping is most likely to occur, special primer coatings are applied that will absorb an impact from road debris, for instance, and act as a protective shield for your basecoat.

protection help keep your new Tracer looking new. Two-sided galvanized steel is used extensively on outer body panels to guard against rust and corrosion. And in areas where paint chipping is most likely to occur, special primer coatings are applied that will absorb an impact from road debris, for instance, and act as a protective shield for your basecoat.



- STANDARD SAFETY FEATURES INCLUDE:**
- Driver-side air bag
 - Supplemental Restraint System (SRS)
 - Front motorized automatic shoulder safety belts with manual lap belts
 - Rear 3-point outboard safety belts
 - Center rear manual lap safety belt
 - Split service hydraulic brake system with warning light
 - Corrosion-resistant brake lines
 - Hazard warning flasher
 - Backup lamps
 - High-mount brake lamp
 - Clutch interlock for starter motor (manual transable only)
 - Brake/shift interlock (automatic transable only)
 - Safety hood latch system
 - Front and rear crumple zones
 - Safety-designed roof structure
 - Steel guard rails in side doors
 - Safety-designed door hinges and safety door latches
 - Child proof rear door locks
 - Child seat tether anchorages
 - Energy-absorbing steering column and steering wheel
 - Adjustable front head restraints
 - Rear head restraints for outboard seating positions
 - Impact absorbing laminated safety glass windshield
 - Tempered safety glass for side and rear windows
 - 2-speed/variable interval windshield wipers



Drive what you really want to drive.

More and more people are choosing a Red Carpet Lease from Ford Credit as an alternative to buying a new Mercury. That's because a



Red Carpet Lease allows a qualified customer to drive a brand-new Mercury more often for a lot less than you'd think. Which means you can afford to drive what you really want to drive. When you fulfill your lease, you can return the car and lease another brand-new vehicle all over again. Ask for all the benefits of a Red Carpet Lease at your Lincoln-Mercury dealer.

Assurance that travels with you.

Every new Mercury includes the assurance of an emergency Roadside Assistance Program provided by Ford Auto Club, Inc. during the 3-year/36,000-mile bumper-to-bumper warranty period. Help is a toll-free phone call away 24 hours a day, anywhere in the continental United States should you need any towing assistance, fuel delivery, tire change, a jump start or even help when you've locked yourself out of your car. Ask your Lincoln-Mercury dealer for complete details on the Ford Roadside Assistance Program and a copy of the limited warranty.



Tracer Sedan and Wagon feature an electronic AM/FM stereo radio (1), while the LTS system also includes a cassette deck. All Tracers offer an optional Premium Sound system with an 80-watt AM/FM stereo cassette radio and four upgraded speakers (2). Newly available is the musical clarity of an optional CD radio which includes Premium Sound (3).

FUNCTIONAL FEATURES	SEDAN	WAGON	LTS
Diverside air bag Supplemental Restraint System	S	S	S
5-speed manual overdrive transaxle	S	S	S
4-speed electronically controlled automatic overdrive transaxle	O	O	O
Power assisted rack-and-pinion steering	S	S	S
Uniquely tuned sport handling suspension			S
Anti-lock Brake System			O
48-amp/hr. maintenance-free battery	S	S	S
Underbody PVC coating	S	S	S
EXTERIOR FEATURES			
5-mph impact front and rear bumpers	S	S	S
Aero halogen headlights	S	S	S
Tinted glass	S	S	S
Lower body-side protection	S	S	S
Body color body-side moldings with bright insert (red insert on LTS)	S	S	S
Semi-flush side glass	S	S	S
Body color door handles	S	S	S
Rear window wiper/washer		S	
Front air dam			S
Translucent grille	S	S	S
Decklid spoiler			S
Dual electric remote-controlled breakaway mirrors	S	S	S
Luggage rack		O	
Power moonroof			O
Ski carrier	A	A	A
Front end cover	A	A	A
Car cover	A	A	A
Remote keyless entry	A	A	A
INTERIOR COMFORT AND CONVENIENCE FEATURES			
Reclining front bucket seats with adjustable head restraints	S	S	S
60/40 split-fold down rear seat with integral head restraints	S	S	S
Cloth interior trim (unique on LTS)	S	S	S
Variable interval windshield wipers	S	S	S
Side window demisters	S	S	S
Rear seat heat ducts	S	S	S
Front door map pockets	S	S	S
Front 2-point automatic shoulder belt restraint system with manual lap belts	S	S	S
3-point outboard active rear safety belts	S	S	S
Full center console with storage and cup holders	S	S	S

S Standard feature **O** Optional feature **A** Dealer-installed accessory

Option Availability: 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.

EPA Statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Mercury Tracer, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information.

DIMENSIONS (in inches)		Wheelbase	Overall length	Overall height	Overall width	Track, front/rear	Headroom, front/rear	Legroom, front/rear	Shoulder room, front/rear	Hiproom, front/rear
Sedan and LTS	98.4	170.9	52.7	66.7	56.5/56.5	38.4/37.4	41.7/34.6	53.0/53.7	50.4/48.0	
Wagon	98.4	171.3	53.6	66.7	56.5/56.5	38.4/38.5	41.7/34.6	53.0/53.7	50.4/48.0	

ENGINES		Type	Displacement	Horsepower	Torque	Fuel delivery	Compression ratio	Engine control
Sedan/Wagon	Single overhead cam inline-4	1.9 liters	88 @ 4400 rpm	108 ft.-lbs. @ 3800 rpm	Sequential multi-port electronic fuel injection	9.0:1	EEC-IV, Electronic engine control	
LTS	Dual overhead cam 16-valve inline-4	1.8 liters	127 @ 6500 rpm	114 ft.-lbs. @ 4500 rpm	Multi-port electronic fuel injection	9.0:1	Electronic engine control	

INTERIOR COMFORT AND CONVENIENCE FEATURES (continued)	SEDAN	WAGON	LTS
rib handles with rear coat hooks	S	S	S
leather-wrapped steering wheel			S
hild-proof rear door locks	S	S	S
argo cover		S	
rear window defroster	S	S	S
remote fuel-filler door release	S	S	S
overdrive Group: tilt steering column and speed control	O	O	S
easy driver seat adjustment	S	S	S
remote decklid release	S		S
FC-free air conditioner	O	O	O
ower Group: power door locks and power windows	O	O	O
light Group including: cargo area, engine compartment and dual map lights.			
illuminated visor mirrors, headlamp-on warning chime			
nd rear door courtesy light switches	S	S	S
ri-theft system	A	A	A
ellular phone	A	A	A
ront and rear floor mats	A	A	A
NOISE SYSTEMS			
lectronic AM/FM stereo with four speakers	S	S	
lectronic AM/FM stereo cassette radio with four speakers	O	O	S
M/FM stereo compact disc radio with Premium Sound	O	O	O
remium Sound system with 80-watt amplifier and four speakers	O	O	O
INSTRUMENTATION			
acklit analog cluster w/speedometer, tachometer, jet gauge, engine temperature gauge and trip odometer	S	S	S
warning lights for low coolant level, low fuel level, fuel system shutoff (inertia switch), oil pressure, brake failure, parking brake, high beam, safety belt, alternator and air signal/hazard indicators	S	S	S
WHEELS AND TIRES			
175/65R14 black sidewall steel-belted all-season radials	S	S	
4-inch steel wheels with full wheel covers	S	S	
185/60R14 82H black sidewall all-season performance radials			S
4-inch cast aluminum 7-spoke wheels			S

PRODUCT CHANGES

Following publication of this brochure, certain changes in standard equipment, options, prices and the line, 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 Division reserves the right to change product specifications at any time without incurring obligations.

3 qt. with automatic transaxle. For more information on available accessories on official ANMA specifications. Please see your Lincoln-Mercury dealer. Specific content is subject to change without model year. Consult your dealer for the most up-to-date information.

del Availability: Tracer model availability may be limited in certain regions. See your Lincoln-Mercury dealer for details.

VEHICLES	Cargo volume (cu. ft.)	Fuel		Engine coolant	Base curb weight	BRAKES		Type
		Oil (with filter)	Oil (with filter)			Front	Rear	
Sedan/Wagon	12.1 / Wagon, 66.9 (rear seat folded)	11.9 gal.	4.0 qt.	5.3 qt.*	Sedan, 2,393 lb. / Wagon, 2,476 lb.	10.1-inch ventilated disc	9.0-inch drum	Four-wheel hydraulic, diagonally linked front to rear with power assist
	12.1	13.2 gal.	4.1 qt.	5.3 qt.*	LTS, 2,458 lb.	10.1-inch ventilated disc	9.88-inch solid disc	

SAVES	Transmission	SUSPENSION	STEERING
Manual	Synchronized 5-speed overdrive with self-adjusting hydraulic clutch	Four-wheel fully independent suspension with front and rear stabilizer bars	Power-assisted rack-and-pinion with 17.0:1 ratio. Curb-to-curb turning diameter, 31.5 ft.
Automatic	Electronically controlled 4-speed overdrive with lock-up torque converter		

EXTERIOR COLORS



*Available on Sedan and Wagon
*Available only on LTS

INTERIOR TRIM COLORS

Mocha • Opal Grey • Royal Blue (LTS: Opal Grey only)





WHAT MAKES A MERCURY A MERCURY.

*It is our goal to bring you something better: better interior room and comfort,
better ride and handling, better styling and performance.*

*In short, fully equipped, more complete vehicles,
from the economical Tracer to the spacious Villager.*

Cars and minivans that please both drivers and passengers.

*And today, of course, that goal of being better
encompasses advances in safety and technology.*

All of which give you a better idea of the meaning of the words:

"All this and the quality of a Mercury."

Capri



Tracer



Topaz



Cougar XR7



Sable



Grand Marquis



Villager



 **MERCURY**

ALL THIS AND THE QUALITY OF A MERCURY