

MERCURY '89

T R A C E R





Tracer four-door hatchback in Light Canyon Red.
Some features shown may be optional. See
option list page 17.

WITH 68 STANDARD FEATURES, TRACER PLACES YOU COMFORTABLY IN CONTROL.

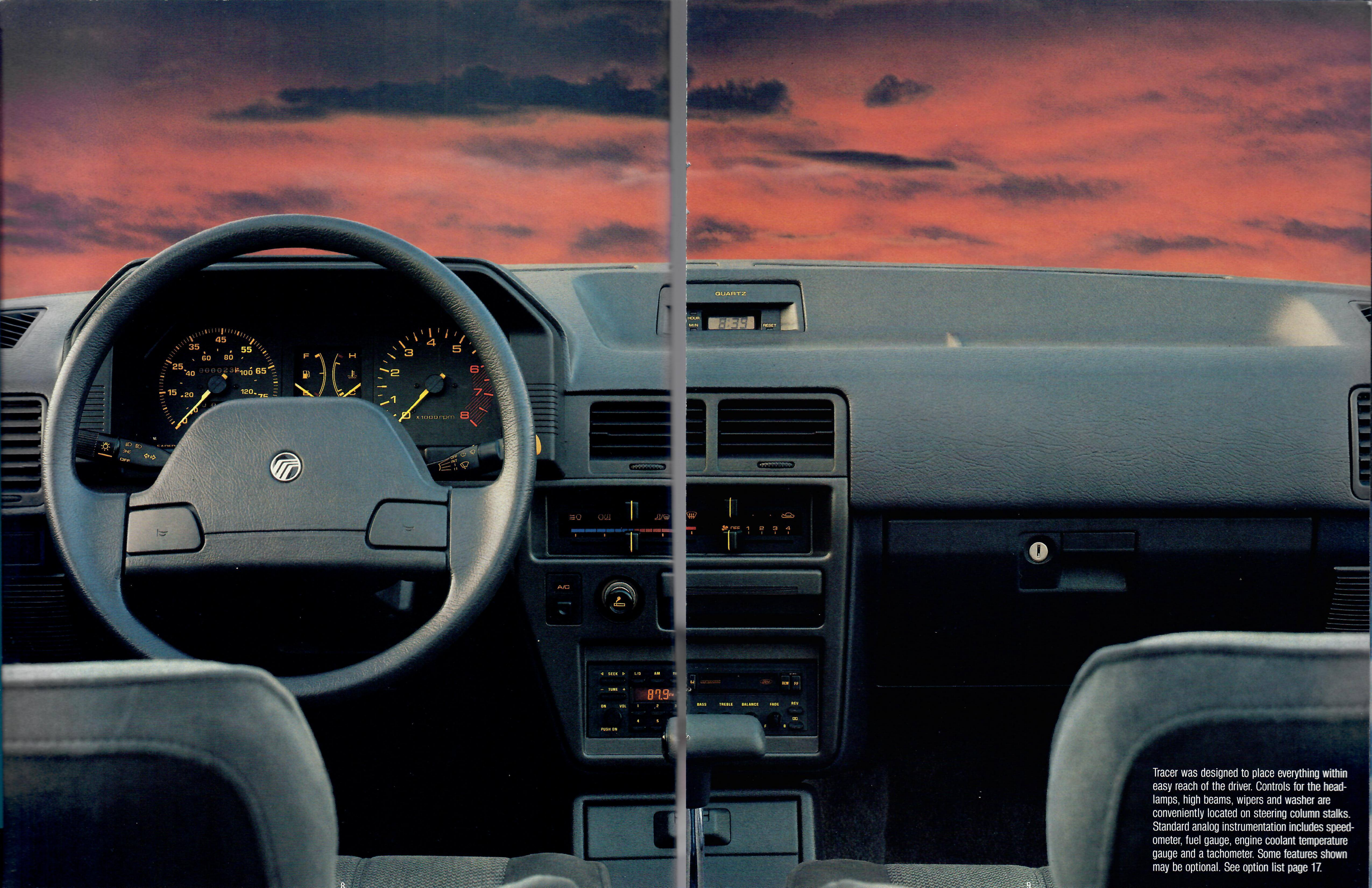
Tracer has a way of making a lot of other small cars look...well, small. That's because Tracer comes with 68 standard features. It's so complete, in fact, there are only a few options from which to choose. Tracer. A delightful blend of comfort and control available in three distinctive body styles — two- and four-door hatchbacks and a four-door wagon.

All Tracer models are protected by a 6-year/60,000-mile powertrain warranty and a 6-year/100,000-mile corrosion warranty. Some restrictions and a deductible apply. Ask a Lincoln-Mercury dealer for a copy of these limited warranties and take the time to read them.

Mercury Tracer. Where comfort and control are one.



Tracer's driver seat is six-way adjustable, including height and lumbar (lower back) settings. Both front seats have reclining seatbacks while the rear seats are three-way adjustable on hatchbacks and seven-way on the wagon. Tracer interior shown here in Gray. Some features shown may be optional. See option list page 17.



Tracer was designed to place everything within easy reach of the driver. Controls for the headlamps, high beams, wipers and washer are conveniently located on steering column stalks. Standard analog instrumentation includes speedometer, fuel gauge, engine coolant temperature gauge and a tachometer. Some features shown may be optional. See option list page 17.

A WAGON THAT PLAYS AS HARD AS IT WORKS.

When it comes to hauling things around, Tracer wagon is a real work horse. But because it has the same high level of standard equipment as other Tracers, it's also a lot of fun to drive. In fact, it's easy to forget that it's a wagon until it comes time to move something. Then, fold down the 50/50 split rear seat and you have a generous 57.6 cubic feet of cargo space for your use. Or, if you only need part of that space, simply fold half of the rear seatback down. That way, you have added carrying capacity without eliminating all rear-seat passenger room.



Tracer four-door wagon in Oxford White. Some features shown may be optional. See option list page 17.

WE LEFT THE FINAL TOUCHES UP TO YOU.

There are many unexpected little touches that make life with Tracer a very pleasant experience. So many that you may be surprised to learn that you can order additional features to make your Tracer even more enjoyable.

Stay cool even when the outside temperature climbs by ordering your Tracer with air conditioning. And for added convenience, Tracer is also available with a three-speed automatic transmission and speed control. Power steering comes standard on the four-door and wagon models and is optional on the two-door. Stylish cast-aluminum wheels, standard on Tracer wagon, are available as an option on both the two-door and four-door models.



A clever sliding storage tray is located beneath the front passenger seat.



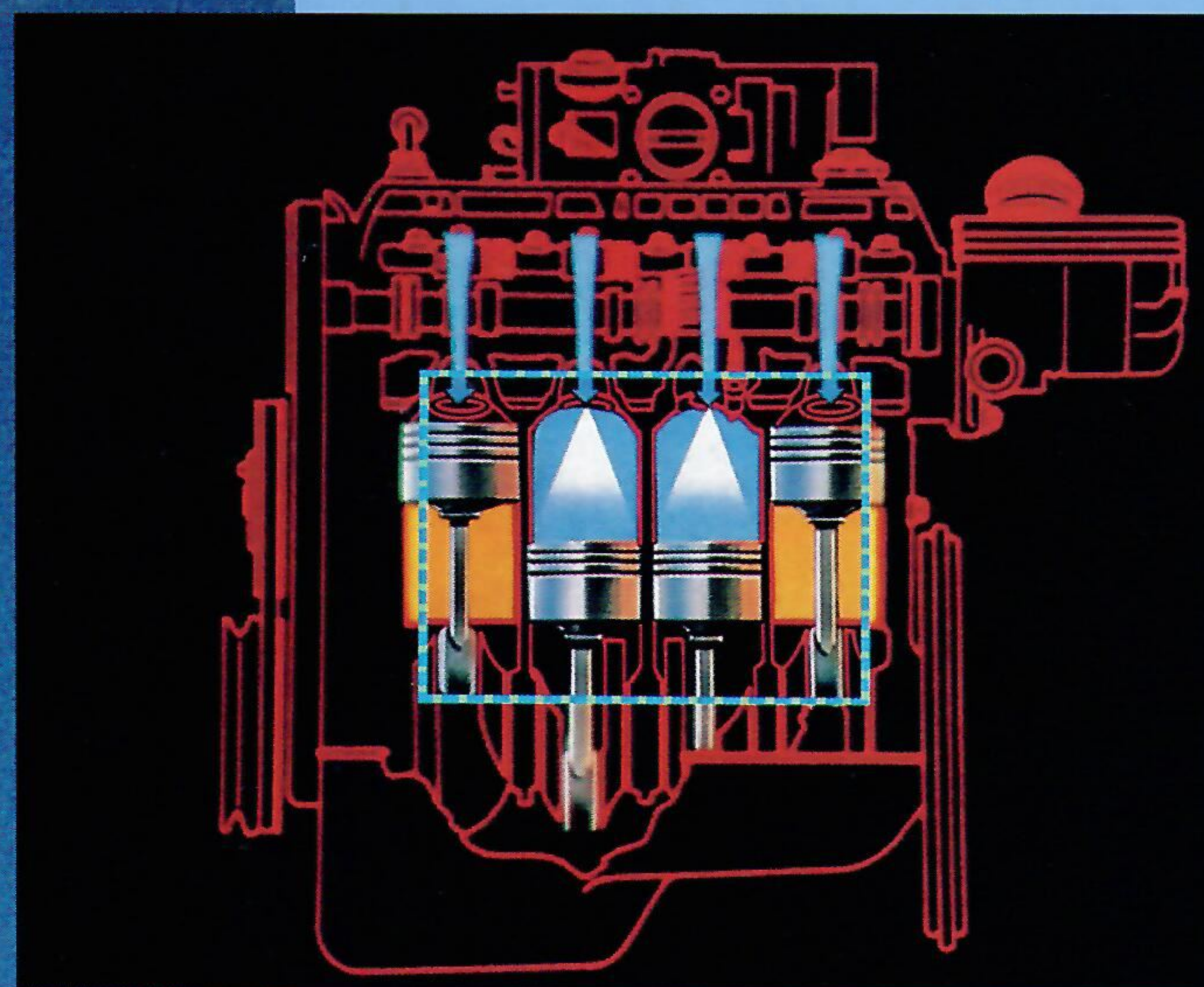
Tracer two-door in Black. Some features shown may be optional. See option list page 17.

TAKE A TEST DRIVE OF TRACER'S TECHNOLOGY.

Few people realize what kind of technology is at work each time they drive a car. In Tracer's case, it's worth discussing.

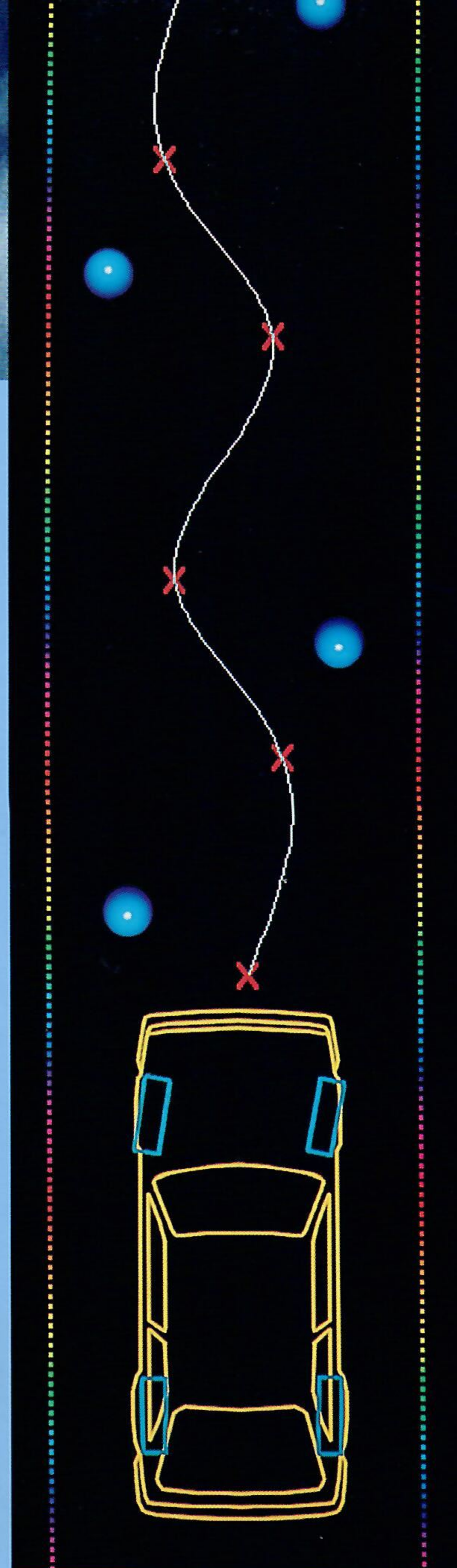
Start Tracer's 1.6-liter engine and a sophisticated computer goes to work. It considers the outside temperature, and the altitude. Then it decides the optimum fuel and air mixture that the engine should burn—both for power and fuel economy.* And it does all this in fractions of a second.

Depress Tracer's clutch with starter interlock. This safety feature



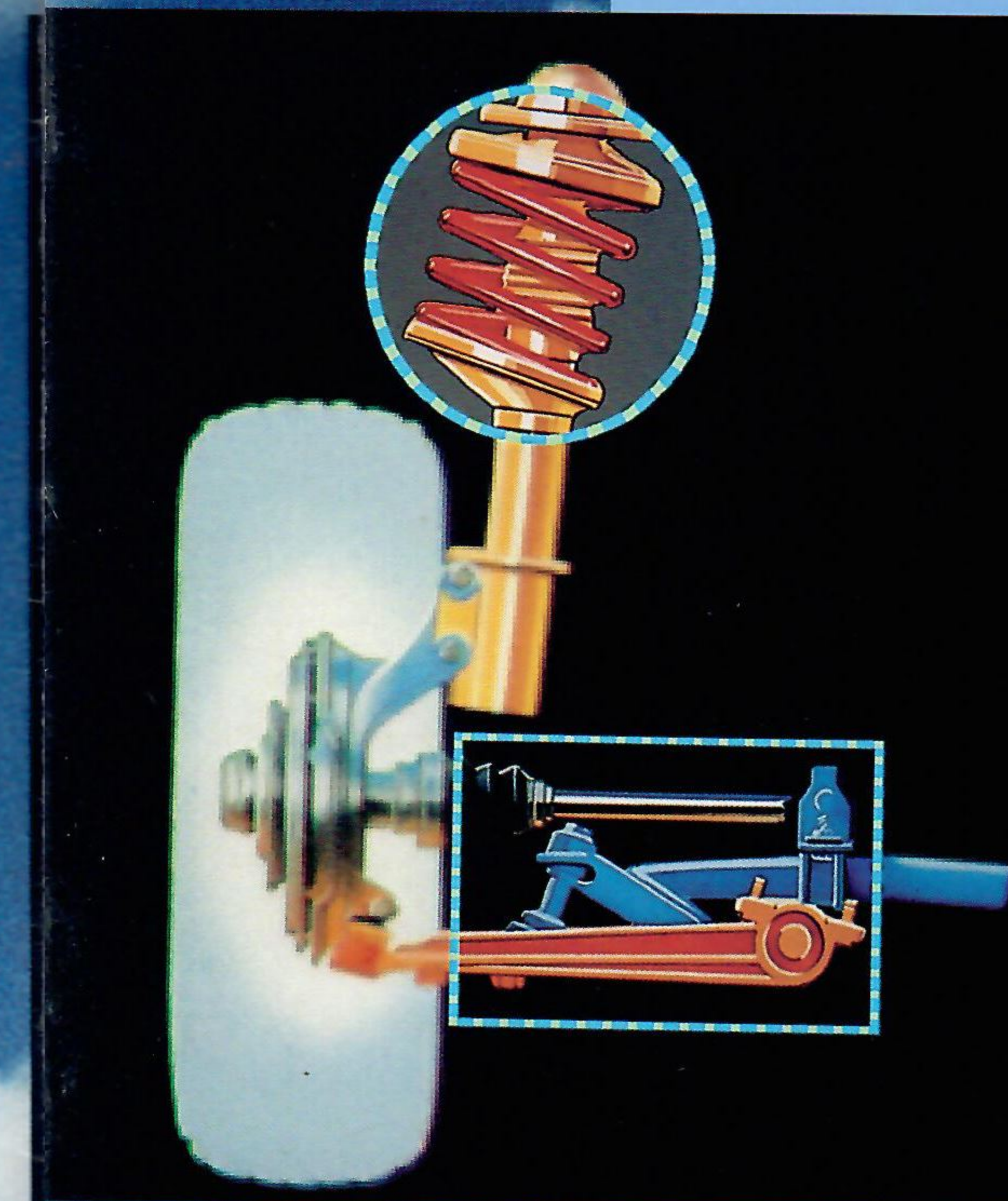
Tracer's 1.6-liter four-cylinder engine is equipped with multi-port electronic fuel injection for measured delivery of fuel to each cylinder. The overhead cam engine develops 82 horsepower (SAE).

Press the accelerator pedal, and the combination of an overhead cam and precise multi-port electronic fuel injection provides quick and



prevents a driver from accidentally starting the car with the transmission engaged. It will start only when the clutch is depressed. This five-speed manual overdrive transmission is standard, while a three-speed automatic is optional.

Precise power rack-and-pinion steering is standard on Tracer four-door and wagon, optional on two-door.



Front suspension is independent MacPherson strut with strut-mounted coil spring.

smooth power. At cruising speed, shift the transmission into fifth-gear overdrive to help maximize fuel efficiency.* And, of course, all Tracers have front-wheel drive which helps provide good traction in most weather conditions. When you slow down and turn the wheel, you can feel the precision of Tracer's rack-and-pinion steering system.

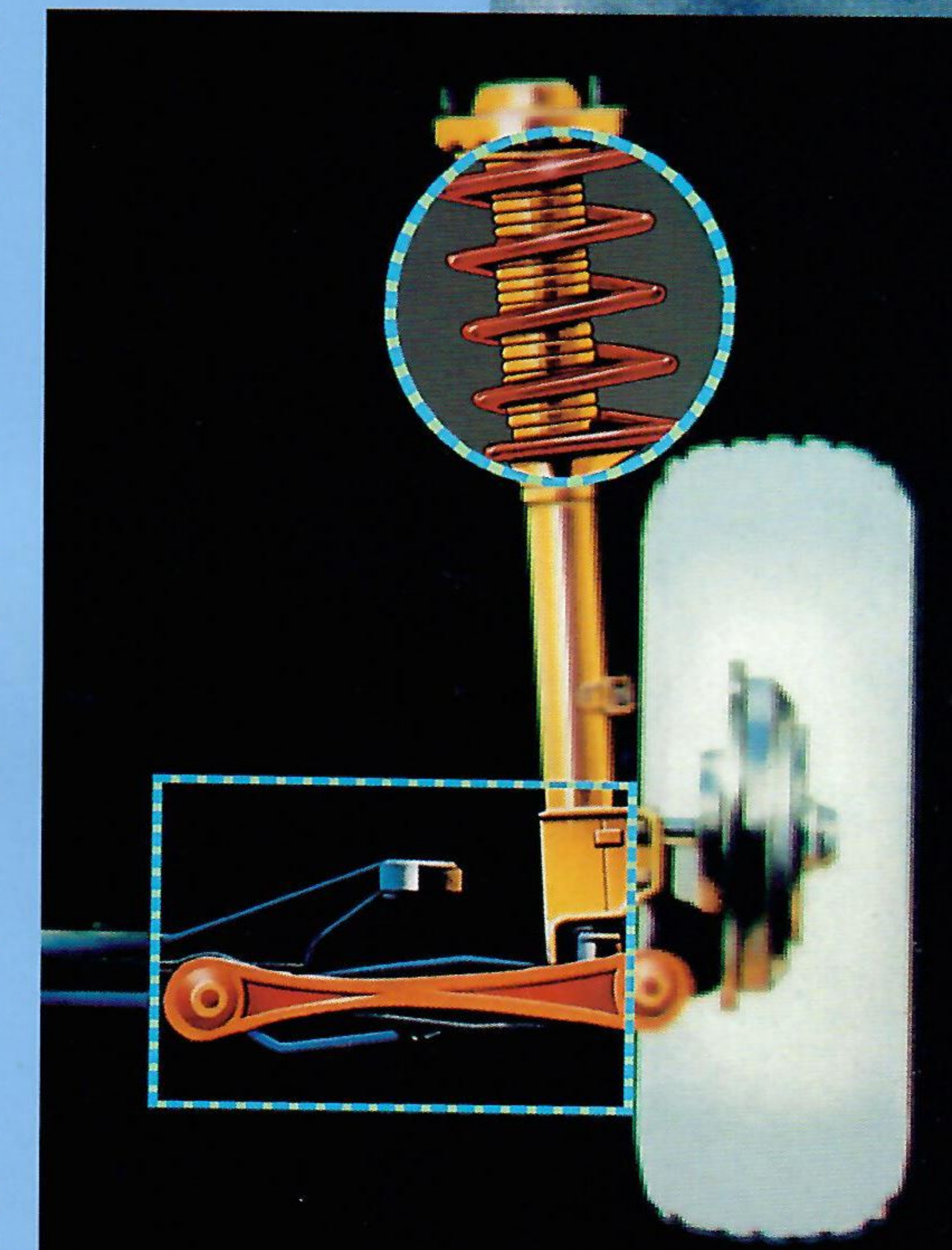
As you travel over rough sections of road, Tracer's MacPherson strut front suspension and independent strut-type rear suspension absorb the bumps. And because each wheel is independently sprung, bumps that jar one wheel aren't passed on to the others. The end result is a smooth and confident ride.

Now, come to a stop using Tracer's power-assisted front disc/rear drum brakes.

Tracer. Where comfort and control are one in a neat, fun-to-drive package.

Selected Safety Features

The following is a partial list of the safety features incorporated into every Tracer: Safety belts for all seating positions ■ Child safety seat tether anchors behind the rear seats ■ Flame-resistant interior materials ■ Energy-absorbing materials in the dashboard, armrests, front seatback tops and sun visors ■ Impact-absorbing laminated safety glass in the windshield ■ Safety-designed radio control knobs and push-buttons ■ Inside rearview mirror designed to yield upon impact ■ Energy-absorbing steering column ■ Front pillars and roof designed to meet a static force test equal to 1½ times the car's weight ■ High strength steel beams in each door designed to withstand 7,000-pound push test ■ Door latches designed to withstand a push-open load in excess of 2,000 pounds to help keep doors closed in the event of an impact ■ All brake lines are corrosion resistant.



Rear suspension is independent strut-type with strut-mounted coil spring.

*See EPA statement page 19.

SELECTED OPTIONAL AND STANDARD FEATURES.

ENGINE	
Type	1.6L OHC inline 4-cylinder
Displacement	1.6 liters
Horsepower (SAE net)	82 @ 5000 rpm
Torque (SAE net)	92 @ 2500 rpm
Fuel delivery	Multi-port electronic fuel injection
Compression ratio	9.3:1
Engine control	Electronic engine controls
TRANSMISSIONS	
Manual	Five-speed with fourth and fifth-gear overdrive and clutch starter interlock
Automatic	Three-speed with lockup torque converter
SUSPENSION	
Front	Independent MacPherson strut with strut-mounted coil spring
Rear	Independent strut type with strut-mounted coil spring
STEERING	
Type	Manual rack-and-pinion with 20.0:1 overall ratio Power-assisted rack-and-pinion with 17.6:1 overall ratio
BRAKES	
Type	Dual hydraulic with power assist
Front	9.4-inch disc
Rear	7.9-inch drum
Brake swept area	208.8 sq. in.

Based on official 1989 MVMA specifications.

DIMENSIONS (in inches)	TWO- and FOUR-DOOR	WAGON
Wheelbase	94.7	94.7
Overall length	162.0	169.7
Overall height	53.0	53.7
Overall width	65.2	65.2
Track, front/rear	54.9/56.0	54.9/56.0
Headroom, front/rear	38.3/37.0	38.2/38.1
Legroom, front/rear	41.5/34.7	41.5/34.7
Shoulder room, front/rear	51.9/51.9	51.9/51.9
Hiproom, front/rear	52.8/43.6 (two-door) 52.8/42.7 (four-door)	52.8/42.7
CAPACITIES		
Cargo volume seatback up/seatback down	14.5/28.9 cu. ft.	25.4/57.6 cu. ft.
Fuel	11.9 gal.	11.9 gal.
Oil	3.6 qt.	3.6 qt.
Engine coolant	5.3 qt. (manual trans.) 6.3 qt. (auto trans.)	5.3 qt. (manual trans.) 6.3 qt. (auto trans.)
Curb weight	2205 lb. (two-door) 2240 lb. (four-door)	2335 lb.



Mercury Tracer Sport. This attractive option includes cast-aluminum wheels, Tu-Tone paint treatment and lower body tape stripe. It is available on hatchbacks only.

MERCURY TRACER	TWO-DOOR	FOUR-DOOR	WAGON
FUNCTIONAL FEATURES			
1.6-liter overhead camshaft engine	S	S	S
Multi-port electronic fuel injection	S	S	S
Electronic engine controls	S	S	S
Independent MacPherson strut front suspension	S	S	S
Independent strut type rear suspension	S	S	S
Five-speed manual transmission	S	S	S
Rack-and-pinion steering			
— Manual	S	—	—
— Power	O	S	S
Power-assisted front disc brakes	S	S	S
Front-wheel drive	S	S	S
50-amp/hr maintenance-free battery	S	S	S
Clutch/starter interlock	S	S	S
Rear window defroster	S	S	S
Side window demisters	S	S	S
Three-speed wipers with pause feature	S	S	S
Rear door child-proof locks	—	S	S
Tachometer	S	S	S
Engine coolant temperature gauge	S	S	S
Trip odometer	S	S	S
Backlit instrument cluster	S	S	S
Flash-to-pass headlamp feature	S	S	S
Rear wiper/washer	—	—	S
Lower bodyside corrosion protection	S	S	S
Temporary spare tire	S	S	S
EXTERIOR FEATURES			
Aero-halogen headlamps	S	S	S
Dual power outside mirrors	S	S	S
Five-mph impact bumpers front and rear	S	S	S
Bodyside moldings	S	S	S
Tinted glass	S	S	S
Front and rear stone/mud guards	S	S	S

S — Standard feature O — Optional feature

	TWO-DOOR	FOUR-DOOR	WAGON
INTERIOR COMFORT AND CONVENIENCE FEATURES			
Electronic AM/FM stereo (may delete for credit)	S	S	S
Front bucket seats	S	S	S
Front seat head restraints	S	S	S
Front seat recliners	S	S	S
Driver's seat lumbar adjustment	S	S	S
Driver's seat height adjustment	S	S	S
Tilt/slide front passenger seat	S	—	—
50/50 split fold-down rear seat	S	S	S
Adjustable rear seatback	S	S	S
Rear seat head restraints	S	S	—
Rear seat heat ducts	S	S	S
16-ounce cut pile carpeting	S	S	S
Luxury cloth interior trim	S	S	S
Cloth headliner	S	S	S
Passenger side underseat storage bin	S	S	S
Digital clock	S	S	S
Map pockets on back of front seats	S	S	S
Full console with front concealed storage and rear seat ashtray	S	S	S
Map pockets on driver and front passenger doors	S	S	S
Courtesy lamps on front door armrests	S	S	S
Red safety reflectors on front door armrests	S	S	S
Center-mounted light cluster with dome light and individual map lights	S	S	S
Cargo area lamp	S	S	S
Passenger side vanity mirror on visor	S	S	S

	TWO-DOOR	FOUR-DOOR	WAGON
Document strap on driver's visor	S	S	S
Day/night rearview mirror	S	S	S
Grab handles (one front, two rear)	S	S	S
Rear seat coat hook	S	S	S
Cargo area cover	S	S	—
Cargo tiedown straps	—	—	S
Remote fuel-filler door release	S	S	S
Remote hatchback release	S	S	—
Inside hood release	S	S	S
Brake light-out warning lamp	S	S	S
Low fuel warning lamp	S	S	S
Low washer fluid warning lamp	S	S	S
Low oil warning lamp	S	S	S
Headlamps-on reminder	S	S	S
Illuminated ashtray	S	S	S
Illuminated lighter	S	S	S
Illuminated entry system (lighted key slot in driver's door and lighted ignition)	S	S	S
Locking glovebox	S	S	S
OPTIONS			
Electronic AM/FM stereo with cassette	0	0	0
Air conditioner	0	0	0
Speed control	0	0	0
Three-speed automatic transmission	0	0	0
Power steering	0	S	S
Radio delete for credit	0	0	0
Cast-aluminum wheels	0	0	S
Sport option	0	0	—
INSTRUMENTATION			
Analog instrumentation with speedometer, tachometer, engine coolant temperature gauge, fuel gauge and trip odometer	S	S	S
WHEELS AND TIRES			
P175/70R13 black sidewalls	S	S	S
Satin finish wheel covers	S	S	—
Cast-aluminum wheels	0	0	S

TRACER COLORS
Exterior Colors
Black
Silver Clearcoat Metallic
Light Canyon Red
Medium Cabernet
Ondo Blue Clearcoat Metallic
Light Beige
Antique Gold Clearcoat Metallic
Mimosa Yellow
Marine Blue Clearcoat Metallic
Oxford White
Interior Colors
Blue
Gray
Beige

Satin finish wheel cover, cast-aluminum wheel.



Customer satisfaction with Mercury cars may be attributed to the personalized attention given by the sales and service staffs at Lincoln-Mercury dealerships and to the Lincoln-Mercury Quality Commitment program. Its goal is to achieve outright industry leadership in customer satisfaction. We want Lincoln-Mercury customers to be the most pleased in the entire automotive industry. An integral part of the Lincoln-Mercury Quality Commitment is the 6-year/60,000-mile powertrain and 6-year/100,000-mile corrosion warranty. The warranty is limited, and certain restrictions and a deductible apply. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it. Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production. The optional Ford Extended Service Plan covers selected components on new Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could



pay for itself the first time it is needed. Ask your Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada. Participating Lincoln-Mercury dealers are now offering the Life-time Service Guarantee, which guarantees their work on your Mercury Tracer for as long as you own it. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Ask your Lincoln-Mercury dealer for a copy of this limited warranty, and take time to read it.



Ford-paid repair programs after the warranty period Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mercury Tracer.

To get copies of materials for your Tracer or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959, or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

EPA statement 1989 EPA mileage estimates were unavailable when this publication was printed. The 1989 Mercury Tracer, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Buckle up — together we can save lives.** Buy or lease your Tracer from your Lincoln-Mercury dealer.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay.



MERCURY

WHERE COMFORT AND CONTROL ARE ONE



The New Side For Car Brochures

DEZO'S GARAGE