

WHICH OF ITS 196 REFINEMENTS WOULD YOU LIKE TO HEAR ABOUT FIRST?

We could have left well enough alone. After all, the Mercury Lynx we introduced in 1981 was a very successful car.

Instead, we rethought.

Reworked.

And every year found there were still things we could do better.

So today, in addition to the front-wheel drive, four-wheel independent suspension, and efficient performance that you've come to expect from a technologically advanced car, we offer more.

Like an optional engine control system that uses the most advanced on-board computer ever put in a car, to keep seven different engine functions constantly working at peak performance.

Side window de-foggers for good visibility.

Rear seats that fold flat (and split in most models) to give you more storage space when needed.

And a completely redesigned instrument panel that places driver controls where research has found you're likely to reach for them.

There have been major refinements such as the offering of five different power plants, including a newly designed diesel model that delivers fuel-economy ratings of 68 EST. HWY. 46 EPA EST. MPG. With its 13-gallon fuel tank, Lynx's estimated range is 598 miles,

and its estimated highway range is an incredible 884 miles*.

And small painstaking additions that are perhaps even surer signs of the Mercury commitment to quality.

Like a small strip of laminate placed just ahead of the rear wheels to cut down on abrasion from rocks thrown up from the road.

Listening to Lynx owner suggestions has also led to changes.

Refinements to Lynx, for example, have

helped it require less scheduled maintenance than most cars.

Even Lynx's quality ratings have improved, so they're better than the best-selling Japanese import model**.

We could go on and name all 196 of the refinements we've made since 1981 to make Lynx a better car.

But more important than knowing what each specific improvement entailed, is understanding the principle that lies behind

all of them.


That making a successful automobile isn't something you do once.

But something you never stop doing.

Call us toll-free at 1-800-MERCFAX for a copy of the 1984 Lynx catalog.

*Use for comparison. Actual mileage and range may differ depending on speed, trip length and weather. Actual highway mileage and range lower. Applicable to L Series 3-door diesel units without air conditioning or power steering. Not available in California.
**Based on a survey of owner-reported problems during the first three months of ownership of 1983 Mercury Lynx and Nissan Sentra automobiles.

MERCURY. A MORE ENLIGHTENED APPROACH.

LINCOLN-MERCURY DIVISION 

MERCURY LYNX