



| 2004 GRAND MARQUIS |


MERCURY



Welcome to Mercury Grand Marquis for 2004, where power and stability blend with uncommon brush strokes of grace and elegance. By offering life's little luxuries to those who desire more, Grand Marquis turns simple drives into journeys of discovery.



Grand Marquis LS Premium with Limited Package, in Spruce Green Metallic.
Shown on cover: Grand Marquis LS Ultimate in Silver Birch Metallic.

| Modern

| Smart



THE STANDARDS OF MERCURY GRAND MARQUIS

From the beginning, the Mercury philosophy has been to provide more than is expected. To have attention to detail, distinctive form and intelligent thinking define the Mercury name. Ranked **"Most Dependable Full-Size Car"** by J.D. Power and Associates, Grand Marquis clearly lives up to these standards. At the same time, it provides more of them: more of the meaningful features that make driving truly enjoyable. And they're all standard on the 2004 Grand Marquis.

- 01 Automatic Headlamps**
Light-sensing, turn on/off based on ambient lighting
- 02 Dual Power, Heated Exterior Mirrors**
Dissolve ice/moisture effortlessly, adjust with ease
- 03 Spacious Seating**
Quiet, cushioned cabin accommodates up to 6
- 04 4-Wheel Disc Anti-Lock Brakes**
Help maintain steering control, prevent brake lockup
- 05 4.6L SOHC V-8 Engine**
224 horsepower, enhanced road handling of rear-wheel drive
- 06 Driver's Seat Power Lumbar**
Provides additional lower back support





Grand Marquis GS Convenience in Silver Birch Metallic. Shown with available 16" chrome-plated wheel covers.

| Design

| Details |



Grand Marquis LS Ultimate with Medium Parchment leather-trimmed interior.



THE PERFECT PLACE TO OPEN UP

In Grand Marquis, family and friends can travel together in one car and in complete comfort. Seating accommodates up to 6, and with **wood tone accents** all around, your passengers will feel perfectly pampered and surrounded by luxury. "Sit in the Grand Marquis and you'll be treated to huge, thick seats that are as comfortable as an old pair of shoes," says *NewCarTestDrive.com*. Reserve your seat now.

07 Heated Front Seats Warm the bottom and back of the seat to chase the chills away. Available on the LS series.

08 Power-Adjustable Pedals Brake and accelerator pedals can be adjusted up to 3" to improve driver comfort. Standard on GS Convenience and the LS series.

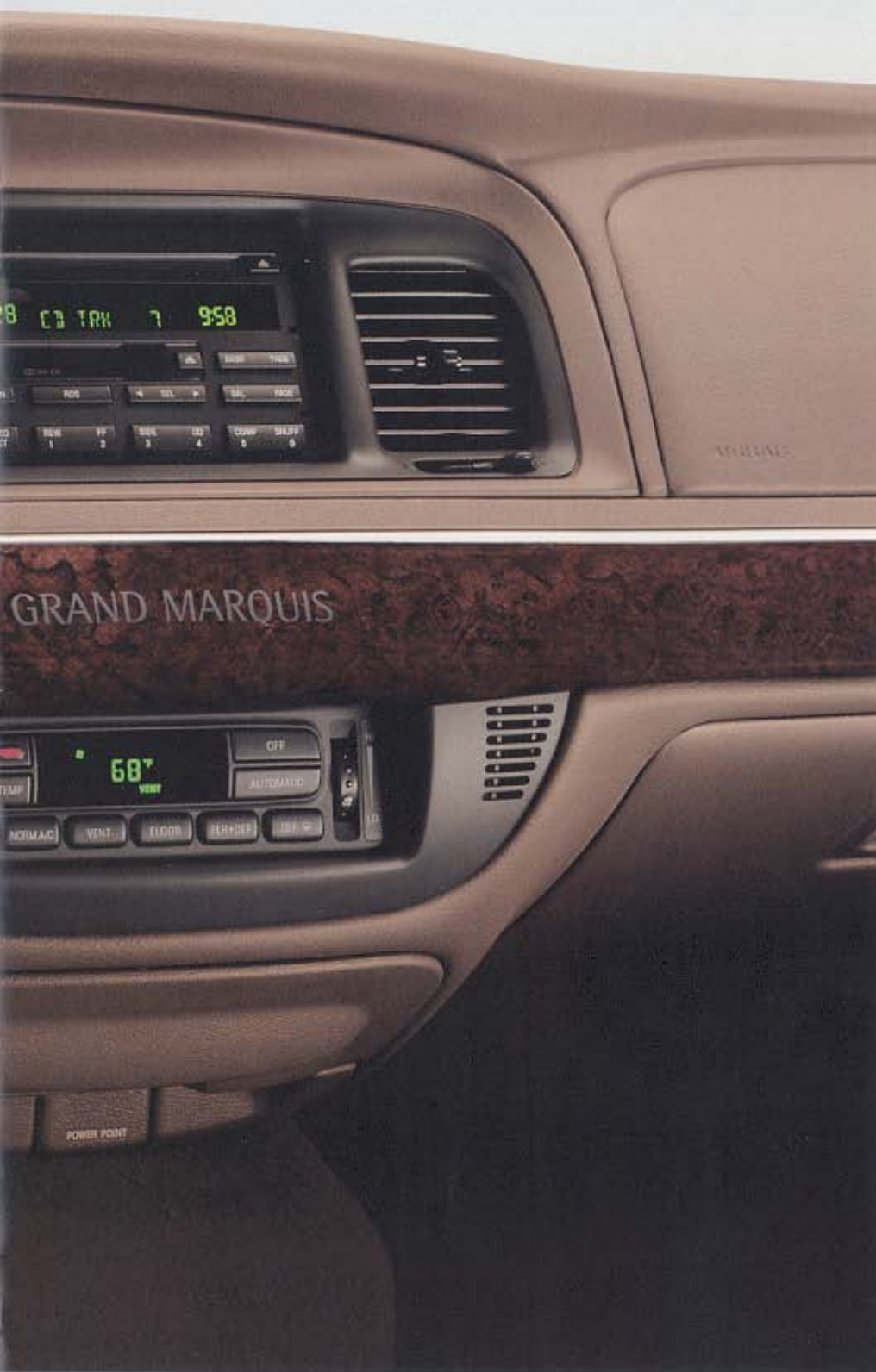
09 8-Way Power Driver's Seat Adjustable power lumbar and recline help make every journey more enjoyable.

10 Rear-Seat Center Armrest With dual cupholders for your passengers' favorite beverages. Standard on the LS series, available on GS Convenience with leather-trimmed seats.

11 Trunk Organizer A hefty 20.6 cu. ft. of cargo space in the trunk demands organization. This organizer levels the loadfloor and features a two-tier design with flexible partitions to increase usable storage space. Available on GS Convenience and the LS series.



Grand Marquis LS Ultimate in Medium Parchment.



**DELIGHT
IN THE
DETAILS**

Classic lines. Functional features that add elegance and are easy to use. In Grand Marquis, these merits of good design find true expression. Like **Electronic Automatic Temperature Control** on the LS series that maintains your chosen temperature. Or large, easy-to-read analog gauges on GS, GS Convenience and LS Premium that keep you informed with just a glance. On LS Ultimate, it's **electronic instrumentation** and a wood- and leather-trimmed steering wheel with **integrated audio and climate controls**. In encouraging our designers to be creative, no interior detail was overlooked.

12 Front-Seat Center Armrests The driver and right-front passenger have more flexibility than with a traditional single armrest.

13 Overhead Console A model of efficient space management, it includes a digital compass, dome/map lights and the HomeLink® Universal Transceiver that activates your garage door opener plus 2 additional home-based units. Standard on the LS series.

14 Dual-Media Audio System Listen to your CDs or cassettes with the AM/FM stereo/cassette/single CD player. Standard on LS Ultimate, available on GS Convenience and LS Premium.



Grand Marquis GS Two Tone Edition in Spruce Green Metallic and Gold Ash Metallic.

buick.com

buick



THE 2004 GRAND MARQUIS GS TWO TONE EDITION

Life is full of surprises. For Grand Marquis, that surprise is the 2004 GS Two Tone Edition (available on GS Convenience). From its exclusive Mercury hood ornament to the raised "Grand Marquis" lettering as you enter the vehicle, GS Two Tone Edition delivers more of what you've come to expect from the standard in full-size sedans: more comfort, more refinement, more style. In short, more Grand Marquis.

15 Exclusive Hood Ornament

Mercury logo in ornament sets you apart

16 Two Tone Leather-Trimmed Seats

Supple, supportive and stylish with debossed Mercury logo

17 Brushed-Aluminum Scuff Plates

Functional, yet distinctive with raised "Grand Marquis" lettering

18 Unique Badging

Mercury logo graces side-window pillar

| Two Tone

| Edition |



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A COMMITMENT TO SAFETY

Grand Marquis has received the **highest government frontal crash safety rating** for 8 consecutive years (1996-2003). This commitment is built on innovative safety systems. For starters, all Grand Marquis models are equipped with the **Personal Safety System,[™]** featuring dual-stage driver and right-front-passenger airbags, a crash severity sensor, front outboard safety belt usage sensors, driver's-seat position sensor, front outboard safety belt pretensioners and front outboard energy-management safety belt retractors. In addition, Grand Marquis features:

19 Traction Control Works at all vehicle speeds by using the ABS computer to sense wheel slippage and improve traction on slippery or loose surfaces. Standard on GS Convenience and the LS series.

20 Steel Side-Guard Door Beams Enhance occupant safety in certain side-impact collisions. Along with integrated front and rear crumple zones that help absorb the impact of a collision, these measures help preserve the integrity of the passenger compartment.

21 Side-Impact Airbags To lessen the impact forces acting on the head and upper torso for outboard front-seat

occupants, these deploy in certain side impacts. Available on the LS series.

22 4-Wheel Disc Anti-lock Brake System Using computer-controlled wheel sensors, ABS helps prevent wheel lockup during hard or emergency braking. The result: greater steering control.

23 Laminated Side-Window Security Glass A micro-thin sheet of plastic is layered between 2 pieces of safety glass for a wealth of benefits: the windows are harder for thieves to break and they're UV coated to help keep the interior cool. Available on the LS series.





Grand Marquis shown with available power moonroof.

| Safe | Secure |



Grand Marquis GS Convenience in Vibrant White.

STROK

MSRP



**IN TOTAL
COMMAND OF
THE ROAD**

"[The Grand Marquis] has the kind of natural steering accuracy and feel that only a front engine/rear driver ever seems to produce," says *Road & Track*. That's because Grand Marquis – as the **preminent V-8-powered, rear-wheel-drive, full-size sedan** – is different by design. You'll savor that difference on every drive, whether on a short errand or a cross-country journey. Like a trusted friend, the stability, power and control of Grand Marquis help set you at ease, every time you're behind the wheel.

24 4.6L SOHC V-8 Grand Marquis' standard engine is a smooth-revving gem. With 224 hp and 275 lb.-ft. of torque, it lives for the open road. For even more performance, select the Handling Package available on the LS series for a dual exhaust system that ups the horsepower to 239 and adds a 3.27:1 axle ratio, 16" aluminum wheels, rear air suspension with unique springs and rear stabilizer bar.

25 4-Speed Electronic Automatic Over-drive Transmission Advanced electronics control its smooth-as-silk shifting. At the instance of each shift, a computer signals the engine to adjust timing, ushering in each gear change with quiet precision.

26-27 Suspension Design A quiet, stable ride and crisp, sure handling are Grand Marquis hallmarks. Credit goes to its unique suspension: front independent Short- and Long-Arm (SLA) suspension with coil-over-shock design and rear Watt's linkage suspension with monotube shocks mounted outside the frame rails. Responsive steering comes courtesy of the power, speed-sensitive, variable-assist rack-and-pinion steering system. At highway speeds, limited assist ensures even inputs; at low speeds, assist increases for easy parking and tight turning.

| Responsive

| Performance

GS
GS CONVENIENCE
LS PREMIUM
LS ULTIMATE

EXTERIOR

◆◆◆◆	ANTENNA - concealed radio antenna
◆◆◆◆	BUMPERS - with chrome inserts; 5-mph impact
◆◆◆◆	DECKLID - low liftover design
◆◆◆◆	DEFROSTER - electric rear-window
◆◆◆◆	GLASS - solar-tinted
— — ◆◆	- laminated side-window
◆◆◆◆	GRILLE - chrome
◆◆◆◆	HOOD - gas-assist struts
◆◆◆◆	MIRRORS - color-keyed, folding, dual power, heated exterior
◆◆ — —	MOLDINGS - narrow color-keyed bodyside moldings with bright inserts
— — ◆◆	- wide color-keyed bodyside moldings with bright inserts
— ◆◆◆	PAINT STRIPE - upper bodyside paint stripe
◆◆◆◆	TIRES - P225/60TRX16 white sidewall all-season
◆◆ — —	WHEELS - 16" painted wheel covers
◆◆ — —	- 16" chrome-plated wheel covers
— — ◆◆	- 16" 9-spoke aluminum
— — ◆◆	- 16" split-spoke aluminum (available as part of Handling Package)
◆◆◆◆	WINDSHIELD WIPERS - 2-speed and intermittent feature

SAFETY/SECURITY

— — ◆◆	AIRBAGS¹ - side-impact
◆◆◆◆	BATTERY SAVER
◆◆◆◆	CHILD SAFETY LOCKS - rear doors
◆◆◆◆	FAIL-SAFE ENGINE COOLING SYSTEM
◆◆◆◆	LOWER ANCHORS AND TETHER ANCHORS FOR CHILDREN (LATCH) - rear, 2 outboard lower and 3 upper tether anchors
◆◆◆◆	PERSONAL SAFETY SYSTEM™ - dual-stage driver and right-front-passenger airbags with crash severity sensing system, front outboard safety belt usage sensors, driver's-seat position sensor, front outboard safety belt pretensioners and energy-management safety belt retractors
◆◆◆◆	SAFETY BELTS - front and rear outboard 3-point safety belts with front outboard height-adjustable D-rings, manual lap belt for front-center and 3-point safety belt for rear-center occupants
◆◆◆◆	SECURILOCK® - passive anti-theft system
◆◆◆◆	SMARTLOCK™ - anti-lockout system
◆◆◆◆	VALET KEY

INTERIOR

◆◆ — —	AIR CONDITIONING - manual temperature control
— — ◆◆	- Electronic Automatic Temperature Control
◆◆◆◆	ARMRESTS - front-seat driver and front-passenger center fold-down
— — ◆◆	- rear-seat center fold-down with 2 cupholders
◆◆◆◆	AUDIO - AM/FM stereo/single CD with 4 speakers
— ◆◆◆	- AM/FM stereo/cassette/single CD player with 4 speakers
— — ◆◆	- 6-disc trunk-mounted CD changer
◆◆◆◆	AUTOLAMP - automatic on/off delay system
◆◆◆◆	CUPHOLDERS - dual, ashtray-mounted
◆◆◆◆	DECKLID RELEASE - electric remote
◆◆◆◆	DUCTS - rear floor heat outlets
◆◆◆◆	FLOOR MATS - carpeted, front and rear
◆◆◆◆	GLOVE BOX - lockable and illuminated
◆◆◆◆	GRAB HANDLES - collapsible passenger-assist handles located in headliner
◆◆◆◆	INSTRUMENTATION - analog with speedometer, fuel gauge, temperature gauge, voltmeter, oil pressure gauge, odometer and trip odometer
— — — ◆	- electronic
◆◆◆◆	INSTRUMENT PANEL - wood-tone appliqué, side-window demisters and cupholders
◆◆◆◆	LIGHTS - courtesy interior theater lighting, glove box, under instrument panel and map lights
◆◆◆◆	LOCKS - power door locks with nighttime illumination and single-key entry/ignition
◆◆◆◆	LUXURY SOUND INSULATION PACKAGE
◆◆◆◆	MAP POCKETS - in front seatbacks
— — ◆◆	MIRROR - electrochromic (auto-dimming) interior rearview mirror
— — ◆◆	OVERHEAD CONSOLE - with digital compass, dome/map lights and HomeLink™ Universal Transceiver
— ◆◆◆	PEDALS - power-adjustable

GS
GS CONVENIENCE
LS PREMIUM
LS ULTIMATE

INTERIOR (continued)

— — ◆◆	POWER MOONROOF
— ◆◆◆	REMOTE KEYLESS ENTRY SYSTEM - 2 key fobs with panic alarm button, illuminated entry and keyless entry keypad on driver's door
◆◆◆◆	SCUFF PLATES - front and rear doors
◆◆◆◆	SEATS - 6-passenger seating with premium cloth twin-comfort front, 2-way cloth-covered front head restraints and 8-way power driver's seat with power lumbar and power recline
— — ◆◆	- 8-way power driver and front-passenger seats with power lumbar
— ◆◆◆	- heated front (requires side-impact airbags and leather trim)
— ◆◆◆	- leather-trimmed
◆◆◆◆	SPARE TIRE COVER
◆◆◆◆	SPEED CONTROL - fingertip with tap-up/tap-down feature
◆◆◆◆	STEERING COLUMN - tilt
◆◆ — —	STEERING WHEEL - color-keyed soft grip with speed control
— — ◆◆	- leather-wrapped with speed control
— — — ◆	- wood- and leather-trimmed with speed control and duplicate audio/climate controls
— ◆◆◆	TRUNK ORGANIZER
◆◆◆◆	VISOR MIRRORS
— ◆◆◆	VISOR MIRRORS - illuminated
◆◆◆◆	WINDOWS - power with express-down driver's window

MECHANICAL

◆◆◆◆	100,000-MILE TUNE-UP INTERVAL²
◆◆◆◆	AUTOMATIC PARKING BRAKE RELEASE
◆◆◆◆	BODY-ON-FRAME CONSTRUCTION
◆◆◆◆	BRAKES - power, 4-wheel disc Anti-lock Brake System (ABS) with dual-piston front calipers, Electronic Brake Force Distribution and brake/shift interlock
◆◆◆◆	ENGINE - 4.6L SOHC V-8
◆◆◆◆	EXHAUST - single, stainless steel
◆◆◆◆	FUEL TANK - 19-gallon capacity
◆◆◆◆	IGNITION - distributorless, electronic coil-on-plug
◆◆◆◆	SHOCK ABSORBERS - nitrogen gas-pressurized monotube design
◆◆◆◆	SPARE TIRE - mini T125/BDR16
— ◆◆◆	- conventional tire and wheel
◆◆◆◆	STEERING - power, speed-sensitive, variable-assist rack-and-pinion
◆◆◆◆	SUSPENSION - front independent Short-/Long-Arm (SLA) with coil springs and stabilizer bar
◆◆◆◆	- rear PrecisionTrac™ with Watt's linkage
— — — ◆	- rear air suspension with stabilizer bar
— ◆◆◆	TRACTION CONTROL - All-Speed
◆◆◆◆	TRANSMISSION - electronic automatic 4-speed with overdrive

PACKAGES

— ◆ — —	GS TWO TONE EDITION - two tone exterior paint appearance, two tone leather-trimmed seats, paint stripes, color-keyed bodyside molding, unique scuff plates, unique C-pillar badging, body color-keyed door handles and surrounds, hood ornament and Mercury logo debossed in front seatbacks
— — ◆◆	HANDLING PACKAGE - 3.27:1 axle ratio, rear stabilizer bar, 16" unique aluminum wheels, P225/60R16 all-season black sidewall tires, rear air suspension with unique springs and dual exhaust for 239-hp engine
— — ◆ —	LIMITED PACKAGE - 16" unique 9-spoke aluminum wheels with argent painted pockets, two tone leather-trimmed seats, "Limited" embroidered on front seatbacks, heated driver and front-passenger seats, driver and front-passenger side-impact airbags, unique badging, chrome exterior mirror covers, brushed-aluminum scuff plates with "Limited Edition" embossing and conventional spare tire and wheel
— — ◆◆	PREMIUM PLUS AUDIO PACKAGE - premium AM/FM stereo, 2-way speakers, cassette player, single CD player and trunk-mounted 6-disc CD changer

◆ STANDARD ◆◆ OPTIONAL — NOT AVAILABLE

¹Always wear your safety belt and secure children in the rear seat.
²Under normal driving conditions with routine fluid and filter changes.

SPECIFICATIONS

	STANDARD	HANDLING PACKAGE
ENGINE	4.6L SOHC 16-valve V-8	
HORSEPOWER @ RPM	224 @ 4000	239 @ 4900
TORQUE: LB.-FT. @ RPM	275 @ 4000	287 @ 4100
COMPRESSION RATIO	9.3:1	
TRANSMISSION	Electronic 4-speed automatic	
AXLE RATIO	2.73:1	3.27:1
CURB WEIGHT	4038 (GS) 4094 (LS)	
DIMENSIONS (IN.)	FRONT	REAR
HEADROOM	39.3	37.9
LEGGROOM	42.0	38.4
SHOULDER ROOM	60.3	60.3
HIP ROOM	58.0	58.7
LENGTH	212.0	
WIDTH (INCL. MIRRORS)	84.9	
HEIGHT	56.8	
WHEELBASE	114.7	
TRACK	63.4	65.6



WHEELS



16" Painted
Wheel Cover
Standard on GS and
GS Convenience



16" Chrome-Plated
Wheel Cover
Optional on GS and
GS Convenience



16" 9-Spoke
Aluminum Wheel
Standard on
LS Premium and
LS Ultimate
(Argent accents
with Limited Package)



16" Split-Spoke
Aluminum Wheel
Included with
Handling Package

DEALER ACCESSORIES

28



29



30



31



28 Trunk Cargo Organizer Installs easily, fits in the trunk's deep well and features removable top panels (carpeted) that provide a flat loadfloor when in place. Removable, adjustable dividers help separate belongings and keep things in place.

29 Remote Start Allows you to start Grand Marquis from up to 500 feet away, ensure that it's locked and that its remote security system is armed (if equipped).

30 Highway Safety Kit Includes a reflective triangle, flashlight, fire extinguisher, bungee cords, thermal blanket, gloves, hose tape, multi-function knife, screwdrivers and a 12-hour lightstick.

31 Full-Vehicle Cover This breathable cover protects the finish of your Grand Marquis from harmful UV rays and resists rain, snow, acid rain and bird droppings.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit us at mercuryaccessories.com.

To ensure we're offering our customers the best service possible, we proudly offer the **Mercury Personal Consultant**. Just visit our Web site at mercuryvehicles.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

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



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 fordcredit.com.

Ford Extended Service Plan

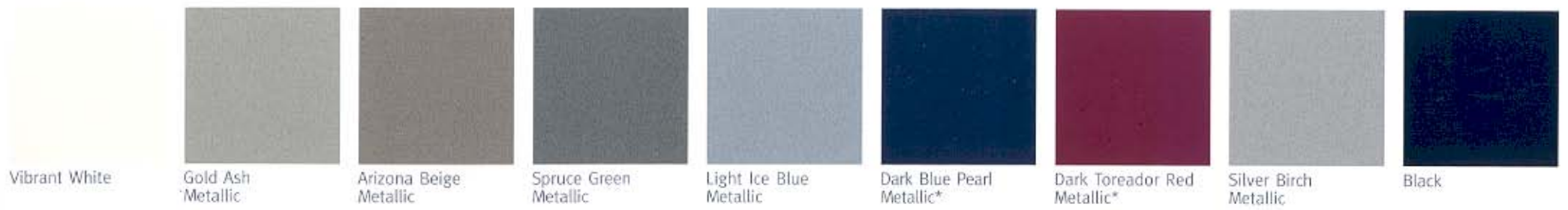
For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your Lincoln Mercury Dealer for an ESP backed by Ford Motor Company and honored at all Ford and Lincoln Mercury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

Ford Motor Company Insurance Services

Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at 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.

EXTERIOR CHOICES

GS/LS



Vibrant White

Gold Ash Metallic

Arizona Beige Metallic

Spruce Green Metallic

Light Ice Blue Metallic

Dark Blue Pearl Metallic*

Dark Toreador Red Metallic*

Silver Birch Metallic

Black

LIMITED



Gold Ash Metallic

Spruce Green Metallic

Dark Toreador Red Metallic*

GS TWO TONE



Vibrant White with Silver Birch Metallic accent

Vibrant White with Gold Ash Metallic accent

Spruce Green Metallic with Gold Ash Metallic accent

INTERIOR CHOICES

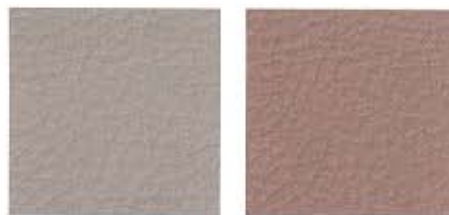
GS



Light Flint cloth

Medium Parchment cloth

Dark Charcoal cloth



Light Flint leather trim

Medium Parchment leather trim

LS



Light Flint cloth

Medium Parchment cloth

Dark Charcoal cloth



Light Flint leather trim

Medium Parchment leather trim

Dark Charcoal leather trim

LIMITED/GS TWO TONE



Medium Parchment Two Tone leather trim

GS TWO TONE



Light Flint Two Tone leather trim

Mercury uses clearcoat paint for beauty and protection. Colors are representative only. Please see your Lincoln Mercury Dealer for actual paint/trim options. *New for 2004. Light Flint interior not available with Arizona Beige or Gold Ash exterior. Medium Parchment interior not available with Silver Birch or Light Ice Blue exterior. Dark Charcoal interior not available with Dark Blue Pearl exterior.



MERCURY

For a personal demonstration of Grand Marquis or other 2004 Mercury vehicles, visit your Lincoln Mercury Dealer today. Be sure to ask about the Mercury CommitmentSM, a comprehensive benefits package for all new Mercury owners.

Mercury Test Drive 888.566.8888

Customer Assistance 800.521.4140

Roadside Assistance 800.241.3673

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