



MERCURY

2004 MERCURY GRAND MARQUIS QUICK REFERENCE GUIDE

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All information contained in this
Mercury Quick Reference Guide was
accurate at the time of duplication. We
reserve the right to change features,
operation and/or functionality of any
vehicle specification at any time. Your
Lincoln Mercury dealer is the best
source for the most current information.

For detailed operating and safety
information, please consult your
Owner's Guide.



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SPECIFICATIONS

LOCATION OF THE SPARE TIRE AND JACK

Your vehicle will be equipped with either a full-size spare or a temporary spare. The temporary spare is smaller than a regular tire and designed for emergency use only. Either spare will be located on a shelf in the trunk, just under the rear window. The jack may be located under the mini spare tire or in front of the full size spare tire.

FUSES

If electrical components in your vehicle are not working, a fuse may have blown. Blown fuses are identified by a broken wire within the fuse. To learn about changing fuses, please consult your Owner's Guide.

UNLEADED FUEL RECOMMENDATIONS
Use "Regular" unleaded gasoline with an (R+M)/2 octane rating of 87. Mercury does not recommend using "Regular" gasoline with an octane rating of 86 or lower in high altitude areas.

TIRE PRESSURE

Adjust the tire pressure to the recommended specifications found on the Certification label. When checking pressure, use an accurate tire pressure gauge. Check tire pressure when the tires are cold, after the vehicle has been parked for at least one hour or has been driven less than 3 miles. **Warning:** Improperly inflated tires can affect vehicle handling and can fail suddenly, possibly resulting in loss of vehicle control.

ROADSIDE ASSISTANCE

During your vehicle's 3-year/36,000-mile limited warranty period, every new Mercury vehicle includes the assurance and support of a 24-hour emergency Roadside Assistance program. Roadside Assistance includes such services as fuel delivery, tire changes, jump starts, and help when you are locked out of your vehicle.

Please complete your Roadside Assistance identification card and keep it in your wallet for quick reference. This card can be found in your glove compartment, in your Mercury Owner's Guide portfolio.

FUEL PUMP SHUT-OFF SWITCH

If you're involved in a collision and attempt to restart your vehicle, your engine may crank but not start. That may mean the fuel shut-off switch has been activated. You'll find the switch on the left side of the trunk behind the left rear taillight and the trunk liner. For information on resetting, please see your Owner's Guide.

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ADDITIONAL FEATURES

TRUNK RELEASE

Your trunk release is located on the trim panel of the driver's door; press the control to open the trunk.

ELECTRONIC COMPASS (IF EQUIPPED)

Located in the overhead console, this compass may be affected when you drive near large buildings, bridges, power lines and powerful broadcast antennas. To make compass adjustments, please see your Owner's Guide.

POWER SEATS (IF EQUIPPED)

The power seat controls are located inside each front door. Press the top of the control to recline the seat back forward or backward. Slide the lower control to move the seat forward or backward. Press either end of the same control to move the seat cushion up or down.

REMOTE ENTRY SYSTEM

The remote entry system allows you to lock or unlock all vehicle doors without a key.

Unlocking the doors

Press this control to unlock the driver's door. The interior lamps will illuminate with the ignition OFF. Press the control a second time within five seconds to unlock all doors.

Locking the doors

Press this control to lock all doors. The horn will chirp and the parking lamps and tail lamps will flash to confirm the control was pressed.

Opening the trunk

Press this control once to open the trunk.

Sounding the panic alarm

The panic feature operates with the key in the OFF position. Press this control to activate the alarm. To deactivate the alarm, press the control again, or turn the ignition to ACC or ON.



HOOD RELEASE

The hood release handle is located below the instrument panel. Pull the handle toward you to release. From the front of your vehicle, release the auxiliary latch under the front center of the hood and lift until the lift cylinders hold it open.

POWER WINDOWS

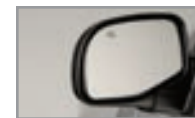
Press the bottom portion of the switch to lower, the upper portion to raise. To use the one touch down feature, press double arrow and release quickly; the window will open fully. Depress again to stop window operation. The window lock feature allows only the driver to operate the power windows. Press the left side of the window lock to prevent passengers from lowering power windows; press the right side to restore use of the controls.

EXTERIOR MIRRORS

Power Side View Mirrors: To adjust these mirrors, select the left arrow to adjust to the left mirror, the right arrow to adjust the right mirror. Move the control in the direction you would like to adjust the mirror. Return to the center position to lock the mirrors in place.

Heated Mirrors (if equipped): These mirrors warm up to remove ice, mist and fog when the rear window defrost is activated; attempting to remove ice from these mirrors by hand can damage the glass.

Fold-Away Mirrors: Pull the side mirrors in carefully when driving through a narrow space, like an automatic car wash.



Message Center (if equipped)

With the ignition in the ON position, the message center (located on your instrument cluster) displays important vehicle information through a constant monitor of vehicle systems.

Trip A and Trip B: This system registers the miles of individual journeys. Trip A and Trip B are completely independent and must be reset individually. To reset either trip feature to zero, press the RESET control while TRIP A or TRIP B are displayed.

Distance to Empty: Gives you an estimate of how far you can drive with your remaining fuel under normal driving conditions.

Average Fuel Economy: Use this feature to determine average fuel economy per gallon. Remember to press the RESET control after setting the speed control for accurate highway fuel economy readings.

Average Speed: Select this function to display average speed in miles per hour.



Premium AM/FM Stereo/Cassette/Single CD Audio System (if equipped*)



1| VOLUME/POWER CONTROL

Press the control to turn the audio system on or off. Turn the control to raise or lower the volume.

2| TO CHOOSE TAPE OR CD

With a tape already in place, choose TAPE to begin tape play while in radio or CD mode. With a CD already in place, choose CD to begin CD play while in radio or tape mode. The first track of the CD will begin playing.

3| SEEK FUNCTION

The SEEK function control works in radio, tape and CD modes. In radio mode, press the left arrow to find the next listenable station down the frequency band, the right arrow to find the next listenable station up the frequency band. In tape or CD mode, press the left arrow for the previous selection or track, the right arrow for the next selection or track.

4| AM/FM SELECTION

The AM/FM select control works in radio, tape and CD modes. In radio mode, use this control to switch between AM, FM1 or FM2 memory preset stations. In tape or CD mode, use this control to stop and begin playing the radio.

5| TUNE ADJUST

To move to the next frequency down the radio band, press the left arrow. Press the right arrow to move up the band to the next station; hold the arrow to move quickly through the other stations.

6| SCAN FUNCTION

The SCAN function works in radio, tape or CD modes. Press SCAN to hear a brief sampling of all listenable stations in radio mode, or to sample all selections in tape or CD modes. Press scan again to stop at the desired selection.

7| BASS + TREBLE CONTROL

Press BASS or TREB; press the left SEL arrow to decrease the level of BASS or TREB, the right SEL arrow to increase the level.

8| BALANCE + FADE

Press BAL and use the left SEL arrow to shift the sound to the left speakers, the right SEL arrow to shift sound to the right speakers. Press FADE and the right arrow to shift sound to the front speakers, the left arrow to shift sound to the rear.

9| RADIO STATION MEMORY PRESET

These controls can be used to select up to six preset AM stations and twelve FM stations (six in FM1 and six in FM2). Choose the frequency band with the AM/FM select control; select a station - press and hold the memory preset control until the sound returns. Your selection will be held in the memory.

10| FAST FORWARD + REWIND FOR CD AND TAPE

To fast-forward, press FF; to rewind, press REW.

11| EJECTING THE TAPE OR CD

Press EJ to stop and eject a tape or CD. For more detailed information on the functions of this audio system, please see your Owner's Guide.

* If your Grand Marquis is equipped with a AM/FM stereo with cassette radio, please see your owner's guide for more detailed information.



MERCURY

MODEL YEAR
2004

GRAND MARQUIS

QUICK REFERENCE GUIDE

2004 GRAND MARQUIS

Thank you for choosing Mercury Grand Marquis.

This luxurious sedan will give you and your passengers room to stretch out, whether your trips take you around the corner or across the country. En route, you're sure to appreciate responsive V8 power, rear-wheel drive performance and the added confidence of advanced safety features.

Your new Grand Marquis also has many sophisticated features designed for your comfort, convenience and security. This guide will help you get acquainted with them. (For a comprehensive review of all vehicle features, please take time to review your Owner's Guide.)

We wish you and yours many pleasant miles.



INTERIOR FEATURES

1| HEADLAMP CONTROL

Headlamps: The first position clockwise will illuminate the parking lamps; the second position will illuminate the headlamps.

Autolamps: Turn the control counterclockwise to have the light-sensitive system automatically control your headlamps.

High Beams: Your high beams are located in your turn signal stalk. Push it forward to activate your high beams; pull it towards you to deactivate.

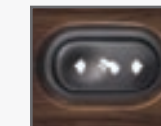
Daytime Running Lamps (If equipped): To turn your highbeam headlamps on with reduced output, initiate high beams while key is in ON position, parking brake is released and headlamp is in the OFF or parking lamps position.

Dimmer: To adjust the brightness of your instrument panel, rotate the dimmer control to the left or right.



2| ADJUSTABLE PEDALS (IF EQUIPPED)

Your accelerator and brake pedals can be adjusted within approximately 3" of original placement to provide you with an extra measure of driving confidence. Stop your vehicle, put the gearshift lever in P (Park) and press the rocker control to adjust the pedals towards you or away from you; adjust until you find the position that offers the greatest comfort and control.



3| TURN SIGNAL AND WINDSHIELD WIPER/WASHER

Push the stalk down to activate your left turn signal, up to activate the right turn signal. Rotate the windshield wiper control forward or backward to the desired interval – low or high-speed position. The bars of varying length indicate the timing of your intermittent wipers. When in the intermittent position, rotate the control forward for fast intervals, downward for slow intervals. Push the end of the stalk to activate the washer. For a longer wash cycle, push and hold.



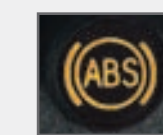
4| TRACTION CONTROL™ (IF EQUIPPED)

The Traction Control™ system allows your vehicle to make better use of available traction on slippery surfaces, especially snow and ice covered roads. If you get stuck in snow, try switching the system off by pressing the control button, then cautiously applying the gas. (Turning the traction control system off may help free the vehicle by allowing the tires to spin freely; applying too much gas may worsen the situation.)



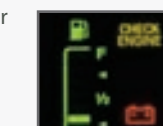
5| ANTI-LOCK BRAKES

"ABS" provides enhanced security by detecting wheel lockup in hard braking situations. The light will illuminate when you start your engine; however, if it stays on, continues to flash or fails to illuminate, see your dealership's service department immediately. (Wheels sometimes accumulate brake dust. Clean them with Detail Wash, available from your authorized Ford, Lincoln or Mercury dealer.)



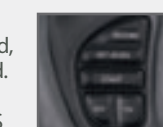
6| CHECK ENGINE

It's normal for warning and control lights to illuminate when you start your engine. If the light remains on, have your vehicle serviced at your first available opportunity. If the light is blinking, it indicates engine misfire, which could damage your catalytic converter. Drive cautiously (avoiding heavy acceleration and deceleration) and have your vehicle serviced as soon as possible.



7| SPEED CONTROL

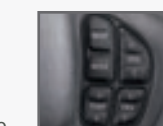
To engage your speed control, make sure you're traveling at or above 30 mph and press "ON". To set a speed, press, SET ACCEL. To set a higher speed, press and hold SET ACCEL; release when you've reached the desired speed. To set a decreased speed, press and hold COAST; release when you've slowed to the desired speed. To return to a previously set speed, press RES ("resume" – you must be traveling above 30 mph). To disengage, depress the brake pedal or press "OFF".



8| STEERING WHEEL, RADIO & CLIMATE CONTROLS (IF EQUIPPED)

Radio control features: Press VOL up or down to adjust the volume. Press BAND/MODE to select AM, FM1, FM2, TAPE or CD (if equipped). In radio mode, press MEM/NEXT to select a preset station from memory. In tape or CD mode, press MEM/NEXT to listen to the next selection or track.

Climate control features: Press TEMP up or down to adjust the temperature, press FAN up or down to adjust fan speed.



9| OVERDRIVE

The normal driving position for the best fuel economy with your automatic transmission is Overdrive. It will increase your fuel economy when cruising at a constant speed for an extended period of time.

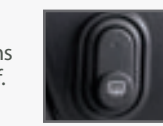
Overdrive: Overdrive "On" ("Off" switch not-depressed) is the normal driving position for this automatic overdrive transaxle.

To deactivate overdrive: If your vehicle is equipped with a column-shift transmission, press the Transmission Control Switch located on the end of the gearshift lever.



10| REAR WINDOW DEFROSTER

Push to clear the rear window of thin ice and fog. The defroster turns off automatically after 10 minutes, or when the ignition is turned off.



11| CLOCK

Press the RDS control until SELECT HOUR or SELECT MINS is displayed. Use the left arrow of the SEL control to decrease hours/minutes, or the right arrow of the SEL control to increase hours/minutes.



Electronic Automatic Temperature Control System (if equipped)



Simply press AUTO (automatic) and use the temperature controls to select the temperature you prefer. This system will then heat or cool to achieve that temperature, determining fan speed, airflow location and choosing between use of outside or recirculated air.

If unusual conditions exist, the manual overrides allow you to select airflow locations and fan speed. To return to automatic control, press AUTO.

Press EXT TEMP/OUTSIDE TEMP to display the outside temperature. See your Owner's Guide for details.