Mercury grand marque

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From to , it was the premium model of the Mercury Marquis line of full-size sedans , becoming a standalone model line in For and , it was sold alongside the revival of the Mercury Marauder. For 31 years, the Grand Marquis and Crown Victoria were functionally identical twins, built together on the same assembly line in Canada with only minor trim styling separating them. Produced across three generations, the Grand Marquis was offered nearly exclusively as a four-door sedan; a two-door sedan was marketed from to From to , the model line included the wood-trimmed Mercury Colony Park station wagon. While the discontinuation of the Mercury brand was announced during , Mercury produced a limited run of vehicles. On January 4, , the final Grand Marquis rolled off the assembly line, becoming the final Mercury vehicle ever produced. From to , the Marquis was a two-door hardtop version of the Mercury Monterey. For , Mercury reconfigured its full-size model range. While the Marquis was expanded to a full model range, the Montclair and Park Lane were discontinued, with the Marquis adopting the Brougham trim of the Park Lane; the Colony Park station wagon was integrated into the Monterey line. Replacing the S, the Marauder was revived as a fastback variant of the Marquis, lasting through For , the Grand Marquis nameplate made its first appearance, introduced as an interior trim package of the Marquis Brougham. To expand its full-size model range upward, the Grand Marquis became the highest-trim Marquis, slotted above the Brougham. The Grand Marquis was equipped with the V8; 4-wheel disc brakes were offered as an option. For , in the interest of fuel economy, a cubic-inch V8 became standard through , with a cubic-inch V8 becoming standard for , except in California where the V8 was standard. The remained available as an option. For this generation, four-door models were thin-pillar sedans, with frameless door glass but a thin fixed B pillar between the doors. Coupes retained the hardtop body from pre cars but had fixed rear windows. For the model year, as Ford and Mercury downsized their full-size model lines, the Grand Marquis made its return, gaining interior space over its predecessor. For , Mercury downsized its full-size model line for the first time, with the Grand Marquis making its return as the premium model of the Mercury Marquis model range. Seventeen inches shorter and nearly pounds lighter dependent on powertrain than its predecessor. While its exterior footprint closely matched the Cougar Montego intermediate sedan, the Grand Marquis saw gains in interior and luggage space. During the early s, all three Ford divisions underwent a substantial revision of their full-size and mid-size model ranges. Within Mercury, for , the Fox mid-size platform was repackaged as the Marquis, with an all-new Cougar produced solely as a two-door coupe the Zephyr was discontinued, replaced by the front-wheel drive Topaz. The Grand Marquis was left as the sole full-size Mercury; for the first time since , the division produced a single sedan nameplate alongside the Colony Park station wagon. During its production, the first-generation Grand Marquis was marketed against the Buick Electra , Oldsmobile 98 , and Chrysler New Yorker and Fifth Avenue both in size and price; by , it would be the final vehicle in its segment produced with a rear-wheel drive layout and a V8 engine. The first-generation Grand Marquis was built on the rear-wheel drive Ford Panther platform. While Ford and Mercury sedans had shared common chassis underpinnings since , the Panther chassis marked the first time the two model lines shared a common wheelbase Although reduced in size, the Grand Marquis would retain the basic suspension design of its predecessor, with a live rear axle suspension and double wishbone independent front suspension , with coil springs at all four wheels. In , gas-charged shock absorbers were standardized for the model line, with load-leveling rear air suspension introduced as an option. For , inch wheels made their return as standard equipment after having been an option since As the Grand Marquis became a distinct model line for , its powertrain underwent several revisions. The standard 4, Both the 5. The first-generation Grand Marquis was offered by Mercury solely as a sedan, in two-door and four-door configurations. For only, the Grand Marquis was offered as a station wagon effectively a Colony Park without woodgrain trim ; from onward, all full-size Mercury wagons were Colony Parks. While styled nearly identical to the LTD Crown Victoria, the first-generation Grand Marquis was three inches longer than its Ford counterpart; alongside the doors and front and rear windows, only the bumpers are externally shared between the two model lines. After the model year, the two-door Grand Marquis was discontinued; only 4, were produced. In contrast to the stainless-steel band surrounding the B-pillars of the LTD Crown Victoria, the Grand Marquis was offered with multiple vinyl roof configurations, sharing the B-pillar "coach lamps" of the Lincoln Town Car. The Grand Marquis was styled with a different rear fascia, using full-width taillamps separated by the license plate. During its production, the first-generation Grand Marquis underwent minor changes. For , simulated vents were removed from the front fenders. For , as the Grand Marquis became a distinct model line, the grille and taillamps were redesigned. For , the Grand Marquis underwent a mid-cycle revision, with restyled front and rear fascias, better integrating the bumpers into the bodywork. To save weight, steel bumpers were replaced by aluminum. From to , the Grand Marquis sedan was

offered solely as a six-passenger sedan with a front bench seat. While largely similar to its Ford counterpart, the dashboard of the Grand Marquis was trimmed with brushed stainless steel; in place of the horizontal speedometer, the Grand Marquis was fitted with two square pods for the fuel gauge, warning lights, and speedometer. In , the dashboard underwent several revisions. Alongside the adoption of a single-DIN radio unit phased in across all Ford vehicles , the 8-track cassette player and CB radio options were discontinued; control of the horn shifted from the turn signal stalk to the steering wheel. As part of the revision, the interior was updated with all-new seats distinguished by taller head restraints , an updated dashboard with more wood trim and revised gauges. For , the interior underwent a second major revision. To comply with passive-restraint regulations, the Grand Marquis was given a driver-side airbag; the rear outboard seats received 3-point seatbelts. From to , the Grand Marquis returned as a sub-model of the Mercury Marquis model line. For , the Grand Marquis was expanded to an unnamed standard trim and the top-trim LS. The former effectively replaced the Marquis Brougham the Brougham nameplate was adopted by the mid-size Marquis and the latter was a trim designation adopted across the Mercury model line during the s. The badging of the model line underwent a revision, as the script lettering used since its introduction was replaced by block-style lettering in the style of the Sable, Topaz, and Tracer ; the Lincoln-style hood ornament was replaced by a version with the Mercury "flying M" badge", which were added to the trunk lid and wheels. Unveiled on November 28, , for the model year , both Ford and Mercury Panther-platform cars underwent their most extensive changes since their introduction for While the chassis was retained, the body was all-new from the ground up. After thirteen years on the market, the full-size sedans from Mercury and Ford were struggling against far more modern competition. Additionally, as an unintentional consequence of years of badge engineering , the Grand Marquis and its LTD Crown Victoria counterpart were left as virtual identical twins. In a significant break from precedent, the Grand Marquis and Ford Crown Victoria no longer an LTD model were allowed completely different bodies; the only visually shared body parts were the front doors and the windshield. Development began in early , with a design approval in , January 14, start of production, and March 21, introduction. In line with the rest of Ford Motor Company vehicles sold in North America, aerodynamics and fuel economy played a large role in the design of the new Grand Marquis. Unlike the Crown Victoria, which followed the design themes of the Ford Taurus, the Grand Marquis would combine contemporary design with traditional styling features seen in full-size sedans such as full-width taillights, a formal roofline, and a chrome waterfall grille. In various forms, the chrome waterfall grille became a signature styling feature across the Mercury product line from the late s onward. Revisions to the suspension and steering were made to improve both ride and handling. LS models are distinguished by front cornering lamps. From onward, the Grand Marquis was produced solely as a four-door sedan, as the Colony Park station wagon was discontinued. Ford's Keyless Entry System became optional on lower-trim packages, and standard on upper trim packages. While the Panther platform was carried over from , an all-new engine would be used for the Grand Marquis. The replacement for the OHV 5. An optional handling package, including a heavy-duty suspension, 3. All models of the Grand Marquis were coupled to a 4-speed automatic transmission. During the retooling for production of models at its St. After , General Motors ended production of its B-platform sedans, discontinuing the Buick Roadmaster and Chevrolet Caprice; without its closest direct competitors, Ford and Lincoln-Mercury were left with a highly profitable market niche essentially to themselves; [24] however, several competitors began to introduce competitive vehicles in the segment. For , the Toyota Avalon was the first Japanese-brand sedan sold with six-passenger seating although assembled in the United States ; an extended-wheelbase version of the Camry, the Avalon was considered a full-size sedan on the basis of its interior space. The third-generation Grand Marquis went on sale in late for the model year with an evolutionary update to the exterior and interior. While the Crown Victoria was better received in the marketplace than the new-for Chevrolet Caprice, its exterior design inspired by the Ford Taurus was not as popularly accepted as the Grand Marquis. The love-or-hate styling factor was bolstered by the fact that the Grand Marquis outsold the Crown Victoria in and , despite the Vic's police and fleet sales advantage. Ford took note and kept the Grand Marquis' design language in place for while bringing much of it to the Crown Victoria to pivot away from "Aero" look. To streamline production, Ford and Mercury returned to a shared rear roofline between the two model lines, using the formal rear styling of the Grand Marquis; the configuration would remain in use through the end of production in With General Motors' full-size B-body vehicles discontinued in to focus on more profitable SUVs and trucks, the third-generation Grand Marquis mostly competed against its Ford Crown Victoria counterpart and remained successful, selling over , units per year. The third-generation Grand Marquis retained the Panther chassis from its predecessors, lengthened in wheelbase to To upgrade

handling stability, the three-link rear axle in use on large Fords since was replaced by a four-link rear axle with a Watt's linkage , though a solid rear axle was retained. The third-generation Grand Marquis retained the same powertrain as the Grand Marquis, with a 4. In a minor revision, several underhood components were relocated, with the power steering reservoir was attached to the engine and the coolant overflow reservoir was relocated onto the radiator both were located on a fender. For , the standard-equipment V8 with single exhaust was increased in output to hp from The handling suspension package continued in production, paired with the dual-exhaust version of the 4. For , the engines were re-tuned to and hp, respectively. For and early , a 3. While bearing a strong resemblance to the previous generation, the Grand Marquis shared only the roof stamping and doors from its predecessor. Designers revised the front and rear bumpers, squaring off their design. The exterior trim was largely simplified, deleting the chrome trim above the headlamps. The rear fascia is similar to the Crown Victoria but instead uses a red lens panel between the taillights. The grille was restyled slightly as a larger version of the design. The interior was carried over from the update, with a two-spoke steering wheel replacing the previous four-spoke design. The chrome trim was deleted from the column-mounted gear shifter and the turn signal lever. For , the Grand Marquis saw an extensive styling update, and the Ford Panther chassis was redesigned for the first time since its introduction for During the s, Mercury would introduce two additional full-size sedans: the Mercury Marauder and the Mercury Montego rebranded the Mercury Sable. In addition, the Grand Marquis largely replaced the Ford Crown Victoria in the retail market since the CV was removed from retail sale for the model year. This was reflected in the fourth generation Grand Marquis' styling shifting over to the more generic look of the third-generation Crown Victoria, combining elements of both vehicles into one model that would serve both customer bases. In , the Grand Marquis marked 35 years of production, overtaking the Cougar as the longest-produced nameplate sold by the Mercury brand. In September , after a short production run, the final versions for retail sale were produced. Slated to end production in December , the production of fleet models was extended due to a parts shortage at the St. Thomas, Ontario factory. On January 4, , the last Grand Marquis was produced in St. Thomas; it was the last Mercury produced by Ford. While styling changes to the Grand Marquis were evolutionary, the changes to the Panther platform were far more extensive. To improve chassis rigidity, an all-new frame was introduced with fully boxed and hydroformed frame rails. In an effort to improve handling, the front and rear suspension were redesigned along with the brakes. A quiet EBD brake booster with a mechanical panic assist system was added. The new suspension changes required changing wheel designs to those with a high positive offset. Rack and pinion steering replaced the old recirculating ball system in an effort to increase steering precision and reduce costs. In standard versions of the Grand Marquis, the rear-axle ratio was 2. The handling package was standard equipment on LS-trim export models. For , the Handling and Performance Package, as well as the 5-passenger front bucket-seat option, were both discontinued; both were similar to the Crown Victoria's LX Premium Sport and Handling Package. These were the only post Grand Marquis variants produced for North America to be equipped with dual exhaust. For the model year, the Grand Marquis retained the version of the Modular V8 introduced in During the redesign, a number of changes were made to the engine. Other changes included an intake manifold with an aluminum water crossover and an electronic returnless fuel system. The new engine was distinguished by a redesigned engine cover, featuring a chrome "V8" emblem; the oil filler cap was moved to the passenger-side valve cover and the power steering fluid reservoir was moved off of the engine block onto the radiator shroud. In , the engine was given flex-fuel capability E All versions of the Grand Marquis were sold with variants of the AOD 4-speed overdrive automatic transmission. From to , the 4R70W was used. In , it was replaced by the 4R75E shared with the Ford truck lineup. As part of the redesign, Lincoln-Mercury stylists were tasked with giving the Grand Marquis a more contemporary look, bringing it in line with other Mercury-division vehicles. While largely evolutionary, a number of changes modernized the exterior. In a change similar to the Town Car redesign, the heavily rounded bumpers seen on the Grand Marquis since gave way to a squared-off lower look. The trunk and taillight trim was simplified with more contemporary badging. In the front, to improve cooling, a larger grille introduced the Grand Marquis to the Mercury waterfall-style grille trim. Grand Marquis LS Limited Editions were equipped with a hood ornament, seen for the first time since ; the option also marked the return of factory-produced two-tone paint. To ease production, the Grand Marquis adopted body-color trim for the B-pillars, similar to the Crown Victoria. In , for a single year, the radio antenna became externally mounted, to the rear fender. After years of declining sales, chrome wire wheel covers were optional from the factory for the last time. For , the Grand Marquis was given a mid-cycle exterior update, in what would be the last styling update for the Panther vehicles.

The trapezoidal grille seen since was replaced by a rectangular one with a waterfall pattern similar to the Montego; the headlight clusters no longer extended to the sides of the grille, in a fashion similar to the Grand Marquis. A redesign of the lower bumper allowed the addition of foglights as an option for the first time. In the rear, the trunk trim was changed from red to gray. While not as extensive as changes to the exterior or chassis, Mercury made a number of changes to update the interior of the Grand Marquis in its redesign. Updated door panels and redesigned switchgear improved interior ergonomics, while the dashboard from remained in place. In , due to several mechanical modifications, several changes are made. A fully electronic throttle moves the cruise control function into the main engine computer. For the front seats, occupant weight sensors were added, which allowed the front passenger airbag to be disabled. For , another major change was made as the instrument panel on all Panther-platform cars was redesigned; the optional digital instrument panel was discontinued, as was the use of an analog odometer. While the oil pressure and voltage gauges were removed, a notable addition was a tachometer ; the Grand Marquis was one of the last Ford vehicles sold without one. Similar to other Ford vehicles, the new instrument panel features a Driver Information Center trip computer , consolidating many functions previously seen in the overhead console in between the speedometer and tachometer. In , an auto-dimming rearview mirror was added as an option, along with a full-size spare tire making its return. In , due to federal regulations, side airbags became standard equipment along with recessed window switches. As part of the redesign, Mercury would change the Grand Marquis trim lineup for In place of the traditional two-model line, the Grand Marquis was expanded to five. Introduced at the Chicago Auto Show in February , and in showrooms by May, the LSE was designated as the LS Premium with a heavy-duty rear suspension, shorter rear-axle ratio, and a hp dual-exhaust engine; it offered 5-passenger seating with leather, dual power bucket seats, with a center console and floor shifter. The LSE was short-lived, as its production ended in December ; it made a brief return for From to a Limited Edition version of the LS model was sold. This included an appearance package with chromed mirrors, body-colored door handles, and a two-tone leather interior. Limited Edition models also came with side airbags standard. They included a Mercury badge hood ornament , making its return for the first time since For LS models, a Palm Beach trim option was available; it consisted primarily of special upholstery and badging. For , following the introduction of a "No-Stock" marketing guideline by Lincoln-Mercury, the Grand Marquis trim line underwent a revision. The former was available exclusively for fleet purchase in the United States while the latter was available only by dealer special order to minimize unsold inventory of cars. On June 2, , Ford announced that it would end production of all Mercury vehicles by the end of as it discontinued the brand after 72 years. As a result of an unplanned delay in parts shipments, the final Grand Marquis was produced on January 4, at am. In continuous production for 36 years, the Grand Marquis was the longest-produced Mercury. In total, over 2. The Panther platform served as the basis for Grand Marquis design for 32 years. Nearly unmatched by other automakers for longevity, the external appearance of the Grand Marquis remained largely unchanged for the last 19 years of its production life along with its engine, the model shared a number of body panels with its counterpart. During its production, the Grand Marquis was sold throughout North America, although it was not always badged as a Mercury. Outside of North America, exports were concentrated on the Middle Eastern market, where its large size and V8 power were attributes still sought by buyers towards the end of production. After , Ford of Canada discontinued sales of the Ford Crown Victoria outside of commercial fleets and law enforcement, concentrating civilian sales in Canada on the Mercury Grand Marquis. Following the model year, the Mercury brand was phased out in Canada, though Ford of Canada would market the Grand Marquis through its Ford dealerships. Sales continued through the end of production in , as it was replaced by the redesigned Ford Taurus introduced for The Grand Marquis wagon was produced and sold for the Mexican market as the Ford Grand Marquis Country Squire; it was sold through the model year. From to it was manufactured in Mexico. Thomas, Ontario, Canada. Although the Ford Grand Marquis was considered a sales success in Mexico and developed a reputation for luxury and prestige as the most expensive domestic nameplate available for sale, as in the United States, sales began to decline as the model aged. The GCC-Spec vehicles initially offered a lower price, reliability, and relative simplicity compared to German and Japanese luxury sedans , but the GCC-spec Mercury Grand Marquis began to lose market share in the s towards updated competitors such as the Holden-produced Chevrolet Caprice and Dodge Charger. Produced alongside North American examples in St. All were fitted with the High Ambient Temperature and Speed Package, heavy-duty battery, and an auxiliary transmission fluid cooler. Prior to , export vehicles included a catalytic converter delete option. All standard-wheelbase examples were fitted with true dual exhaust. The counterpart to the Handling and Performance Package sold in the United States, the Export

Handling Package consisted of rear air suspension with stiffer springs , a larger front stabilizer bar, and a heavy-duty rear stabilizer bar. In contrast to the U. Following , the model was identified by a trunk lid spoiler shared with the Mercury Marauder. To accommodate for the Middle Eastern climate, cloth seats are standard equipment, with leather upholstery as an option. In addition, the language of warning labels are in Arabic. Middle Eastern versions of the Grand Marquis are equipped with slightly different options and features than their North American counterparts. Prior to , six different trim levels were available:. The GSL is a long-wheelbase model offering millimetres 6. The once-optional gauge cluster is standard, with controls located on the center of the dashboard, between the headunit and climate controls. In North America , this model was only available to fleet customers as a commercial taxi version of the Ford Crown Victoria. For , the Grand Marquis was only available in two different trim levels: GSL and LS, both of which were near-identical in terms of features and options. The LS was a Fleet model, which was heavily de-contented, losing once-standard features such as an overhead console with a compass and a power passenger seat. The Export Handling Package was dropped, eliminating features such as the Mercury Marauder spoiler and rear air suspension. For , the GS model reappeared in the lineup, and several features such as the Mercury Marauder spoiler became available as standalone options. The Export Handling Package was made standard along with a power passenger seat. In Kuwait, the LS model M7F was not available to the general public in , as they are heavily sold to fleet buyers, such as the Ministry of Defense, Ministry of Interior, Ministry of Health and state-owned Kuwait Oil Company , where they are given to employees as fringe benefits. The LS Ultimate Edition remains a Fleet model and differed slightly from the GS, equipped with leather seats, electronic automatic temperature control EATC , and an automatically dimming rear-view mirror. Lumbar support was no longer available. From Wikipedia, the free encyclopedia. Motor vehicle. It launched on March 21, as an early model. Radios are redesigned with a new control layout. Exterior trim features increased use of body-color trim and less chrome. On the front, a larger, rounder grille is better integrated to the body, while all lights on the front are changed to clear lenses. The license plate is now centered in between the taillamps. On the trunk lid, the Mercury and Grand Marquis lettering is italicized and reduced in size. Inside, much of the interior receives an update, with new seats, door panels, and the entire dashboard is redesigned with attention paid to ergonomics. Switching locations with the climate controls, a Double-DIN radio featured large buttons and knobs; on models without automatic climate controls, rotary knobs replaced sliding controls. The power seat controls, if specified, were now located on the door panels along with enlarged buttons for the power windows and door locks. The outdated horizontal speedometer was replaced by the instrument cluster used in the Crown Victoria adding a voltmeter and oil-pressure gauge ; a digital instrument panel with the trip computer was still an option. Inside, the Ford "brick" airbag wheel in use since was replaced with a new design shared with many Ford and Lincoln-Mercury cars, integrating the horn into a smaller steering wheel hub. The Mercury emblems are removed from the C-pillars. Archived from the original on October 2, Retrieved January 26, Retrieved June 24, A concise guide to the Ford and Mercury full-size automobile production Belvedere Publishing, Retrieved June 20, Retrieved April 15, Retrieved May 19, Retrieved July 31, Police use". Retrieved February 5, Retrieved May 20, Archived from the original on May 1, Retrieved December 10, Kent; Clark, Kim B. Popular Mechanics. House of Representatives, on investigation no. International Trade Commission. September 28, The New York Times. Archived from the original PDF on November 7, Retrieved April 27, Archived from the original PDF on May 22, Ford Motor. Archived from the original PDF on August 21, Retrieved February 13, Mercury vehicles. A division of Ford Motor Company , â€" Category Commons. Categories : Mercury vehicles Rear-wheel-drive vehicles Full-size vehicles Goods manufactured in Canada Cars introduced in s cars s cars s cars s cars Sedans Ford Panther platform Flagship vehicles. 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