



MERCURY

Mercury History

- Mercury originally was created in 1938 as a premium offering to Ford
- Mercury accounts for 0.8 percentage points of Ford's overall 16-percent U.S. market share
- Today, Mercury's customer profile, pricing and margins are almost identical to Ford, while Mercury's incremental sales have been declining

- Ford vehicles are the top cross-shopped vehicles for all Mercury products
- The majority of current Mercury sales are to fleet buyers and customers purchasing through employee, retiree and friends and family discounts



1938 The first model, the 1939 Mercury 8, goes into production. It sold for \$916 and boasted a 95-horsepower V8. Sales for the first year total 65,884 vehicles



1945 Lincoln-Mercury Division was established

1949 The 1949 Mercury was the first new offering from the Lincoln-Mercury Division

1955 The Mercury Montclair is introduced

1955 Lincoln-Mercury becomes two separate divisions

1957 Lincoln-Mercury division is recombined

1958 Mercury, Edsel and Lincoln division are joined to form M-E-L (Mercury-Edsel-Lincoln) Division. Lincoln-Mercury Division is reformed in 1959 with the discontinuation of the Edsel

1966 The 1967 Cougar is introduced as "America's first luxury/sports car at a popular price" and named Motor Trend's Car of the Year



1974 Mercury Monarch is announced for 1975

1983 Topaz is introduced as a 1984 model

1992 First Mercury Villager minivan is built at Ohio Assembly Plant

1996 Mercury enters the SUV market with Mountaineer



2010 The current Mercury lineup consists of four models – the Milan and Mariner, along with their hybrid versions, the Grand Marquis and Mountaineer

1938

1941 The Mercury station wagon is introduced

1945

1950 The one-millionth Mercury, one of 293,658 vehicles manufactured by the division this year, rolls off the line

1950

1953 The height of Mercury's success came in 1953 when the division held 5 percent total market share. Today Mercury holds 0.8 percent U.S. market share

1955

1963-64 First Mercury Marauders and Comet Cyclones debut at the dawn of the muscle car era

1960

1968 The Cougar XR7/XR7 GT-E and GT-G (Gurney) highlighted the pinnacle of Mercury performance with just under 400 horsepower. Boss 302/Boss 428 Cobra Jet powertrain options offered in 1970

1970

1970 The European-built Capri is introduced

1980

1977 Mercury Zephyr is introduced

1990

1975 Grand Marquis nameplate introduced and goes on to become Mercury's longest-running, best-selling nameplate, with more than 2.7 million sold

2000

1985 Sable, offered as a space- and fuel-efficient front-wheel-drive sedan and station wagon, is introduced

2005

2005 Mercury Mariner is introduced. A hybrid version is added for the 2006 model year

2010

2006 Mercury Milan is introduced. A hybrid version follows for the 2010 model year

