



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

