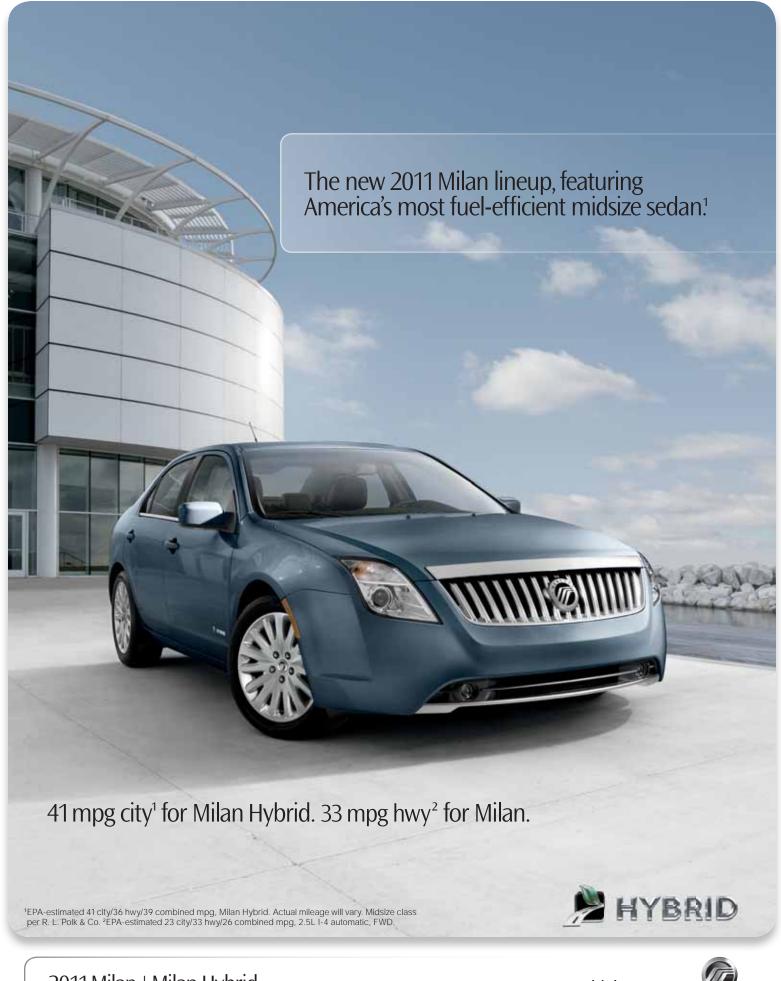
2011 Milan+Milan Hybrid





Top speed of 47 mph in pure electric mode.

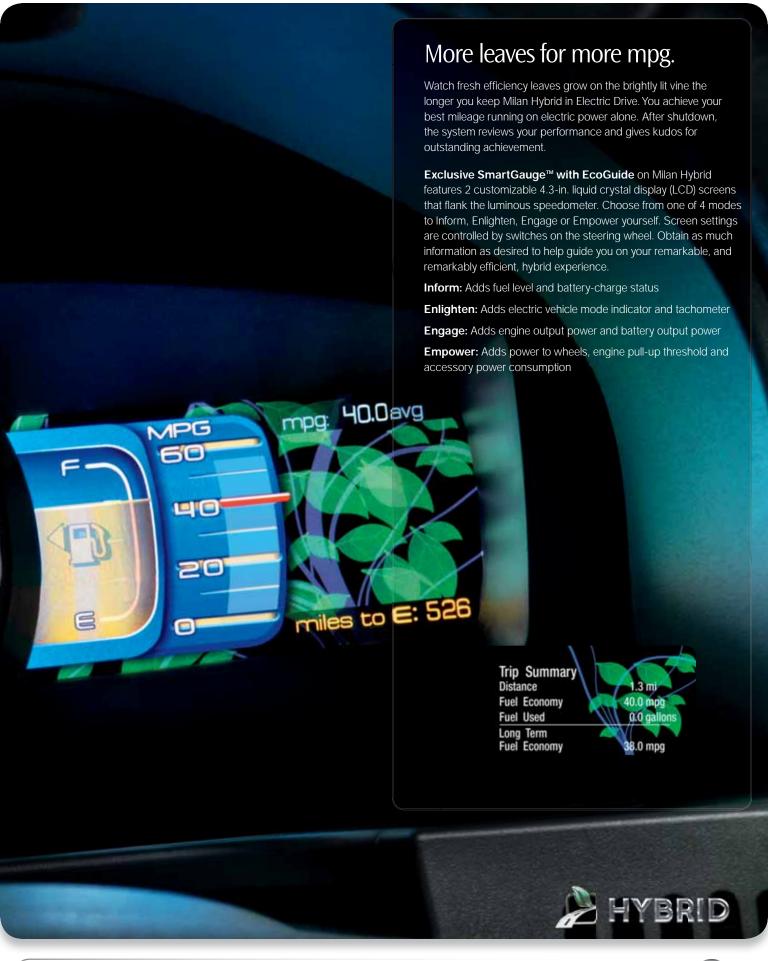
In stop-and-start city driving, Milan Hybrid excels. That's why city mileage (41 mpg) is higher than highway mileage (36 mpg). You can actually achieve more than **700 miles' on a single tank of gas** in the city. Milan Hybrid's **2.5L I-4 Atkinson-cycle engine** works with the electric traction motor to create 191 net hp. That motor captures kinetic energy during regenerative braking (every time you brake) and uses it to help recharge the 275-volt sealed battery pack. The pack completes the cycle by supplying energy to start the engine, to drive at low speeds and to boost acceleration. A continuously variable transmission keeps shifts as smooth as the ride.

¹EPA-estimated 41 mpg city with 17.5-gallon fuel tank. Actual mileage will vary.

Milan Hybrid. Steel Blue Metallic.







Of performance, efficiency and radar sensors.

Care to sip? The 175-hp **2.5L I-4 engine** on Milan can be teamed with either a standard 6-speed manual or an available 6-speed automatic transmission. If automatic is your preference, you'll achieve up to 33 mpg¹ on the highway. And immense satisfaction along the way.

Born to zip? In Milan Premier, experience the pull of an available 240-hp 3.0L V6 Flex Fuel (FFV) engine – fill up with E85, gasoline or any blend of the two. The V6 is mated to an efficient 6-speed SelectShift Automatic™ transmission with thumb-switch action. A techno-wonder, SelectShift enables you to shift for yourself, or automatically chooses the optimal gear for any situation. Up your enthusiasm every time you turn the key.



Class-exclusive² **BLIS*** (**Blind Spot Information System**) with cross-traffic alert utilizes 2 radar sensors – located in the rear quarter panels – to help detect vehicles in adjacent lanes. If sensors detect any in your blind-spot zones, this available system alerts you with a warning light in the appropriate sideview mirror. To further enhance BLIS, **cross-traffic alert** scans for traffic approaching from either side when you're slowly backing out of a parking spot or driveway, and can detect vehicles up to 45 feet away. Brilliant technology to help prevent a bad day.

¹EPA-estimated 23 city/33 hwy/26 combined mpg, 2.5L I-4 automatic, FWD. ²Class is Midsize Sedans.

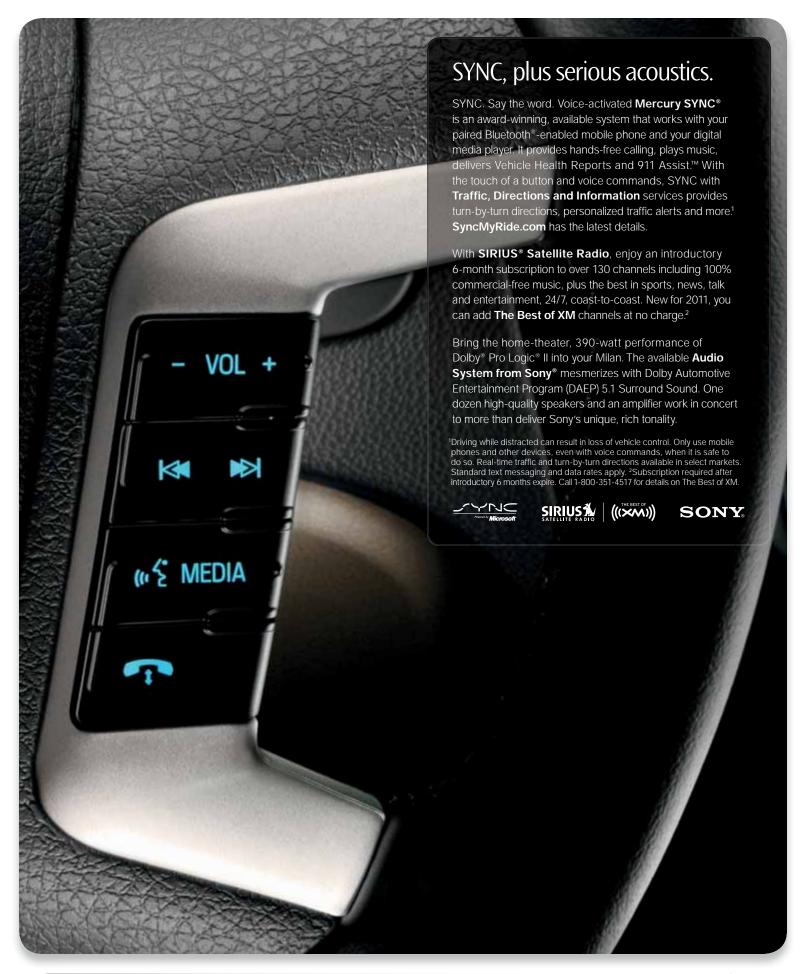
Milan Premier. White Platinum Metallic Tri-coat. Available equipment.













Stay the course.

Operating with the 4-wheel disc Anti-Lock Brake System (ABS) and traction control, **AdvanceTrac® electronic stability control¹** constantly monitors vehicle speed, throttle position and steering wheel angle. When wheel slip is sensed, the system automatically modulates engine power and/or selectively applies the brakes to help keep Milan on its intended path.

If the going gets especially slick, the available **Intelligent All-Wheel-Drive (AWD) System** on Milan V6 models reacts, seamlessly distributing more torque to the wheels with the best grip. To help maintain traction, torque flows between the front and rear axles – plus side to side on each. Should traction be reduced to one wheel, AWD directs the majority of torque there to help keep you moving forward. Positively.

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



Confidence stems from resting assured.

In case of emergency, Milan helps to protect you with a **steel safety cage**, high-strength side-intrusion door beams, and robust rocker panels that act to resist, absorb and divert impact forces. Six airbags are on alert too: dual-stage front airbags in the **Personal Safety System**,™ front-seat side airbags, and side-curtain airbags that cover both rows. If any airbag deploys or a safety belt pretensioner activates, the **SOS Post-Crash Alert System™** takes action – the horn automatically sounds and the hazard lights flash so you and your passengers may be more readily located.

SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.

Allow others to drive your Milan – on your own terms. The multifaceted **MyKey® owner controls feature** lets you program ignition keys to help encourage smart driving habits. Buckling up. Traveling at appropriate speeds. And many more such aids. On the driver's door, a **SecuriCode™ keypad** allows entry with just a personalized code.







BASE MODEL DIMENSIONS

Wheelbase 107.4"

Length 190.9"

Width (excl. mirrors/incl. mirrors) 72.2"/80.1"

Height 56.9"

Front track 61.7"

Rear track 61.3"

Head room (front/rear) 38.7"/37.8"

Shoulder room (front/rear) 57.4"/56.5"

Hip room (front/rear) 54.0"/53.4"

Leg room (front/rear) 42.3"/37.1"

CAPACITIES

Fuel capacity FWD 17.5 gal.

AWD 16.5 gal

Cargo volume

Milan 16.5 cu. ft.

Milan Hybrid 11.8 cu. ft.

Seating capacity 5

Total passenger volume Milan 100.3 cu. ft. Milan Hybrid 99.8 cu. ft.

HORSEPOWER, TORQUE AND EPA-ESTIMATED FUEL ECONOMY

2.5L iVCT DURATEC® I-4 ENGINE

Horsepower 175 @ 6,000 rpm

Torque 172 lb.-ft. @ 4,500 rpm

6-speed manual 22 city/32 hwy/25 combined mpg

6-speed automatic 23 city/33 hwy/26 combined mpg

3.0L iVCT DURATEC V6 FFV ENGINE¹

Horsepower 240 @ 6,550 rpm Torque 223 lb.-ft. @ 4,300 rpm

6-speed SelectShift Automatic™ (FWD)

20 city/28 hwy/23 combined mpg 6-speed SelectShift Automatic (AWD)

18 city/26 hwy/20 combined mpg

2.5L IVCT I-4 ATKINSON-CYCLE ENGINE WITH PERMANENT-MAGNET AC-SYNCHRONOUS ELECTRIC MOTOR

Net horsepower 191

Electronically controlled continuously variable transmission (eCVT) 41 city/36 hwy/39 combined mpg

¹Fuel economy when operating on E85 will yield different values than gasoline. See fueleconomy.gov for more information.

²Always wear your safety belt and secure children in the rear seat. Subscriptions governed by SIRIUS Terms and Conditions

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 $\ensuremath{\mathsf{HD}}$ Radio is a proprietary trademark of iBiquity Digital Corp.

Standard Features

POWERTRAIN/FUNCTIONALITY

4-wheel disc Anti-Lock Brake System (ABS)

Front-wheel drive (FWD)

Short- and long-arm (SLA) independent front suspension

Multilink independent rear suspension

Power rack-and-pinion steering

EXTERIOR

Chrome exhaust tips

Easy Fuel® capless fuel filler

Light-emitting diode (LED) taillamps

Power, heated, body-color sideview mirrors with security approach lamps and integrated blind spot mirrors

Solar-tinted glass

Speed-sensitive windshield wipers

INTERIOR

Audio input jack

Cabin air filtration system

Dash-top storage bin

Front center console with armrest, two-tiered storage and 2 beverage holders (non-Hybrid only)

Ice Blue™-lit instrument panel cluster

Leather-wrapped steering wheel with cruise and audio controls

Message center

Power door locks with child-safety rear door locks

Power remote trunk release

SIRIUS Satellite Radio includes satellite receiver, antenna and introductory 6-month subscription

Tilt/telescoping steering column

SECURITY/SAFETY

Personal Safety System™ for driver and front passenger with dual-stage front airbags? safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System

3-point safety belts for all seating positions

AdvanceTrac® electronic stability control with brake-actuated traction control

Anti-theft perimeter alarm

Front-seat side airbags²

Lower anchors and tether anchors for child-safety seats (LATCH)

MyKey® owner controls feature

SecuriCode™ keyless entry keypad

SecuriLock® Passive Anti-Theft System

Side-curtain airbags²

Side-intrusion door beams

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

Comparisons based on 2010 competitive models (Milan and Milan Hybrid: Class is Midsize Sedans), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is the best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

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Ford Motor Company Insurance Services Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. 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.

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11MMNRPDF



Milan

Includes all standard features, plus:

RAPID SPEC 100A

2.5L DOHC Duratec I-4 engine with iVCT

6-speed manual transmission

16-in. 5-spoke painted aluminum wheels

P205/60R16 all-season tires

Automatic halogen headlamps

8-way power driver's seat with manual lumbar

2-way manual front-passenger seat

60/40 split-fold spring-assisted rear seat

AM/FM stereo/single-CD player with MP3 capability and 6 speakers

Single-zone manual air conditioning

Power windows with one-touch-up/-down driver's side window feature

Milan Premier

Includes select Milan features, plus:

RAPID SPEC 200A

6-speed automatic transmission

17-in. 7-spoke painted aluminum wheels

P225/50R17 all-season tires

Fog lamps

10-way power driver's seat with power lumbar

4-way power front-passenger seat

Leather-trimmed seats

Heated front seats

Carpeted front and rear floor mats

Ambient lighting

Dual-zone electronic automatic temperature control

Auto-dimming rearview mirror

Mercury SYNC® voice-activated, in-vehicle connectivity system

Power windows with global open and one-touch-up/-down for driver and front passenger

Universal garage door opener

Milan Hybrid

Includes select Milan Premier features, plus:

RAPID SPEC 300A

2.5L iVCT I-4 Atkinson-cycle engine with permanent-magnet AC-synchronous electric motor

Electronically controlled continuously variable transmission (eCVT)

275-volt sealed nickel-metal-hydride (NiMH) battery

Driver's knee airbag²

Fixed rear seats

Regenerative Braking System

17-in. 15-spoke painted aluminum wheels

Reverse Sensing System

SmartGauge™ with EcoGuide instrument cluster with 2 configurable LCD screens and message center

AM/FM stereo/6-disc CD changer, MP3 capability and 6 speakers



APPEARANCE

Rear decklid spoiler

ELECTRONICS

Remote start systems

Vehicle security system

Forward or reverse bumper-mounted parking assist system by EchoMaster®2

GPS tracking and recovery by SmartAlert™2

Portable navigation systems by Garmin®2

Wiper de-icer and debris cleaner by Wiper Shaker²

EXTERIOR

Locking fuel plug

Hood deflector

Moonroof deflector

Side window deflectors

Chrome door handles

Splash guards

INTERIOR

Leather-trimmed interior seating by Katzkin®2

Interior light kit

Hard cargo organizer

Soft cargo organizer (large and standard sizes)

Soft cargo cooler bag

Cargo area protector³

All-weather floor mats

Cargo net

Auto-dimming rearview mirror

Ash cup/coin holder with or without lighter element

WHEELS

18-in. wheels³

Wheel locks

INVISION is a trademark of Audiovox Corporation. SmartAlert is a registered trademark of Inilex, Inc. Garmin is a registered trademark of Garmin Ltd. THULE is a registered trademark of Thule Sweden AB. Katzkin is a registered trademark of Katzkin Leather, Inc.

¹Always wear your safety belt and secure children in the rear seat. ²Mercury Licensed Accessories. ³Not for use with Hybrid.







To learn more about Mercury Custom Accessories and to shop online, visit **mercuryaccessories.com**.

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16-in. 5-Spoke Painted Aluminum Wheels Standard

Blue Flame Metallic



17-in. 5-Spoke-Design Steel Wheels with Silver-Painted Covers Available

Milan Available Rapid Specs

RAPID SPEC 101A

6-speed automatic transmission

RAPID SPEC 102A

6-speed automatic transmission, carpeted front and rear floor mats, 17-in. 5-spoke-design steel wheels with silver-painted covers, and P225/50R17 all-season tires

RAPID SPEC 103A

6-speed automatic transmission, carpeted front and rear floor mats, 17-in. 5-spoke-design steel wheels with silver-painted covers, P225/50R17 all-season tires, fog lamps, rear spoiler, and **Sun & SYNC Package**, which includes power tilt-and-slide moonroof, compass, auto-dimming rearview mirror, and Mercury SYNC® voice-activated, in-vehicle connectivity system

Available Options and Packages

Carpeted front and rear floor mats

Mercury SYNC¹

Remote Start System

Reverse Sensing System²

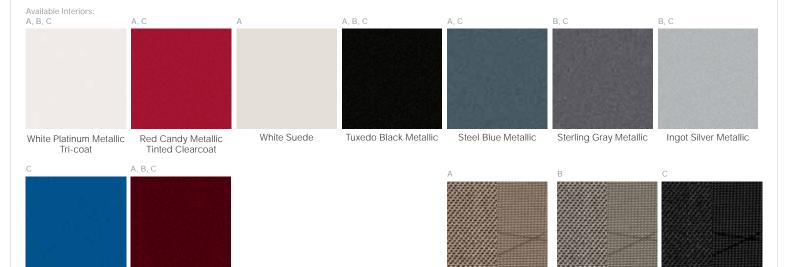
Sun & SYNC Package¹

Red Candy Metallic Tinted Clearcoat paint³

White Platinum Metallic Tri-coat paint^{2,3}

Colors are representative only. See your dealer for actual paint/trim options.

 $^1\mbox{Requires}$ Rapid Spec 102A. $^2\mbox{Requires}$ Rapid Spec 102A or 103A. $^3\mbox{Additional cost.}$





Dark Charcoal Cloth

Bordeaux Reserve

Red Metallic

Medium Light

Stone Cloth

Camel Cloth







17-in. 7-Spoke Painted Aluminum Wheels Standard on I-4 Premier and V6 Premier



18-in. Premium Polished Aluminum Wheels Included with Appearance Package

Milan Premier Available Rapid Specs

RAPID SPEC 201A

Rear spoiler, Reverse Sensing System, and **Driver's Vision Package**, which includes BLIS® (Blind Spot Information System) with cross-traffic alert and rear view camera

RAPID SPEC 202A

Rear spoiler, Reverse Sensing System, **Driver's Vision Package**, and **Moon & Tune Package**, which includes power tilt-and-slide moonroof and Audio System from Sony® with Dolby® Automotive Entertainment Program (DAEP) 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers

Available Options and Packages

3.0L Duratec® V6 FFV engine with iVCT and 6-speed SelectShift Automatic™ transmission

Appearance Package includes 18-in. premium polished aluminum wheels; chrome mirror caps; bright chrome grille; rear spoiler; sport-tuned suspension; mini-spare; Dark Charcoal leather-trimmed seats with Silverstone Metallic contrasting piping; front and rear premium carpeted floor mats with "MILAN" logo; unique black center stack appliqué, instrument panel spear appliqué and door switch bezel appliqué

Intelligent All-Wheel-Drive (AWD) System (3.0L V6 only)

Hard drive-based, voice-activated Navigation System² features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription), plus about 10 gigabytes of digital storage for pictures and music; and HD Radio™ technology²

Moon & Tune Package³

Premium front and rear floor mats, plus trunk mat

Rear spoiler³

Reverse Sensing System³

Red Candy Metallic Tinted Clearcoat paint⁴

White Platinum Metallic Tri-coat paint⁴

Colors are representative only. See your dealer for actual paint/trim options.

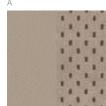
¹Available on Appearance Package. ²Requires Rapid Spec 202A. ³Requires Rapid Spec 200A. ⁴AddItional cost.



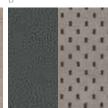


Blue Flame Metallic

Bordeaux Reserve Red Metallic¹



Camel Leather with Perforated Inserts



Agate Leather with Medium Light Stone Inserts



Dark Charcoal Leather with Perforated Inserts



Dark Charcoal Leather with Silverstone Metallic Piping¹







17-in. 15-Spoke Painted Aluminum Wheels Standard

A, B

White Platinum Metallic Trinted Clearcoat

A, B

A, B

Light Ice Blue Metallic Tinted Clearcoat

A, B

A, B

Tuxedo Black Metallic Steel Blue Metallic Ingot Silver Metallic

Milan Hybrid Available Rapid Spec

RAPID SPEC 301A

Driver's Vision Package includes BLIS® (Blind Spot Information System) with cross-traffic alert and rear view camera

Hard drive-based, voice-activated Navigation System features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music; and HD Radio™ technology

Heated front seats

Leather-trimmed seats

Moon & Tune Package includes power tilt-and-slide moonroof and Audio System from Sony® with Dolby® Automotive Entertainment Program (DAEP) 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers

Rear spoile

Available Options and Packages

Hard drive-based, voice-activated Navigation System features SIRIUS Traffic and SIRIUS Travel Link¹

Moon & Tune Package¹

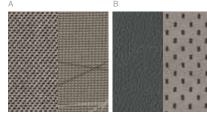
Premium front and rear floor mats, plus trunk mat

Red Candy Metallic Tinted Clearcoat paint²

White Platinum Metallic Tri-coat paint²

Colors are representative only. See your dealer for actual paint/trim options.

¹Requires Rapid Spec 300A.²Additional cost.



Medium Light Stone Cloth

Agate Leather with Medium Light Stone Inserts



Features that make Milan the complete package.

Speed-sensitive wipers. White electroluminescent instrumentation. Configurable ambient lighting.¹ Dual-zone electronic automatic temperature control.¹ Rear view camera.¹

¹Available.



