



2010 MERCURY



Mercury Milan Hybrid

1.0

Completely Engaging.

With its exclusive **SmartGauge™ with EcoGuide** (shown at right) helping you drive efficiently, you can rest easy while getting up to **41 mpg in the city¹** in the 2010 Mercury Milan Hybrid. Two dramatic 4.3" LCD screens flank the luminous speedometer. Just set the display to "Inform," "Enlighten," "Engage" or "Empower" to receive as little or as much information as you'd like. As you drive efficiently, more leaves grow on the brightly lit vine. Stomp on the gas: The vine fades. More leaves = more mpg. "The instrument panel is like nothing available in other cars," says *CNET.com*. Get engaged in the fun-loving 2010 Milan Hybrid.

¹EPA-estimated 41 mpg city/36 hwy. with 17.5-gallon fuel tank. Actual mileage will vary. Midsize class per R. L. Polk & Co.



The Most Fuel-Efficient Midsize Sedan in America.¹

With up to **41 mpg** in the city, Mercury Milan Hybrid allows you to travel over 700 city miles on a single tank of gas.¹



MILAN HYBRID: ATLANTIS GREEN METALLIC.

Mercury Milan

2.0



Milan Delivers Unsurpassed Combined Automatic Fuel Economy!

The 2010 Milan delivers **34 mpg hwy**, when equipped with the 2.5L I-4 engine and available 6-speed automatic transmission.



¹EPA-estimated 23 mpg city/34 hwy./27 combined, Milan I-4 automatic with Rapid Spec 101A. Midsize class per R. L. Polk & Co. Non hybrid. ²Remember 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.

Safety. In Style.

With 6 standard airbags and **AdvanceTrac® electronic stability control**,² which manages engine torque and applies engine braking to help keep the vehicle on its intended path, safety is always in style in the 2010 Mercury Milan. An available **Rear View Camera** can even alert you to certain objects behind Milan when backing up, delivering a full-color image to the 8" screen of the available Navigation System. It's definitely worth a look. On Premier models, dual chrome exhaust tips hint at the compelling 240 hp from an available 3.0L V-6 Flex Fuel (FFV) engine. It's mated to a 6-speed **SelectShift Automatic™ transmission** that picks the right gear for your driving demands, or allows you to shift for yourself.



MILAN: WHITE PLATINUM METALLIC TRI-COAT.

Mercury Mariner Hybrid

3.0



MARINER HYBRID: KIWI GREEN METALLIC.

Highly Efficient.

Embrace a brighter tomorrow in a 2010 Mercury Mariner Hybrid. With room for 5 passengers, the availability of a 4-wheel-drive (4WD) configuration, plus all the space and storage capacity you'd expect, Mariner Hybrid is **100% SUV**. On the road, you'll be pleasantly reminded that it's a **100% full-hybrid** vehicle that achieves up to **34 mpg city** and 31 hwy. (FWD). This year, with a new available **Rear View Camera** and available **Active Park Assist** – which helps parallel park Mariner Hybrid with very little assistance from you – it continues those innovative ways. "The Mariner Hybrid puts versatility and economy together in a classy, compact package," says Dan Lyons of *autoMedia.com*.



**The Most Fuel-Efficient
SUV on the Planet.***

*Based on unadjusted city fuel economy from EPA (11/09) and VCA (4/09). EPA-estimated 34 mpg city/31 hwy, FWD. Actual mileage will vary. Excludes vehicles built for Mazda.

Mercury Mariner

4.0



The 2010 Mariner provides **28 mpg¹ hwy.** when equipped with the 2.5L I-4 engine.



¹EPA-estimated 28 mpg hwy. with I-4 engine, automatic transmission and FWD.

Savvy Practicality.

In your choice of front-wheel drive (FWD) or with the available Intelligent 4WD System, the sleek Mercury Mariner enhances any street scene. For 2010, there's more to get excited about. An available **new Rear View Camera** helps when backing up by delivering a color image to the screen of the available Navigation System, or in the rearview mirror (in models not equipped with the Navigation System). And even more amazing, available **Active Park Assist** uses ultrasonic sensors to measure for available parallel parking spots, prompts you when it's ready to park, then automatically steers the vehicle into the spot. For 2010, Mariner and Mariner Premier are simply more impressive than ever.



MARINER: INGOT SILVER METALLIC.

Mercury Mountaineer

5.0



MOUNTAINEER: BRILLIANT SILVER METALLIC.

Roomy Capability.

With exciting features to keep you connected and on the go, the 2010 Mercury Mountaineer lets you (and 5 or 6 of your closest friends) fully express yourself. Start with beautiful, available **20" polished-aluminum wheels** that complement the style and elegance of Mountaineer's exterior design. Inside, an available voice-activated Navigation System becomes the ultimate trip advisor with its suite of **SIRIUS Travel Link** services. Check the weather, find the cheapest fuel, and more. Then use available **Mercury SYNC®¹ with 911 Assist™** to place a call from your paired Bluetooth®-enabled mobile phone and you'll see how easy and convenient life can be in a 2010 Mountaineer.



Select from a range of available interior trims in Mountaineer, such as **leather-trimmed seats with perforated inserts²** in Charcoal Black (shown). Choose seating for 5, 6 or 7 passengers, depending on the model.

¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. ²1st- and 2nd-row outboard positions. 3rd row is vinyl-trimmed.

Smart Technologies

6.0

Radar sensors in Mercury Milan's available class-exclusive BLIS (Blind Spot Information System) with Cross Traffic Alert are constantly scanning your vehicle's blind spots. As soon as sensors detect a vehicle, the system illuminates an amber light in your driver-side or passenger-side sideview mirror to help warn you. Additionally, Cross Traffic Alert sounds a warning when sensors detect a vehicle approaching from either side as you slowly back Milan out of a parking spot.

BLIS®



SIRIUS Travel Link.

See if an accident is ahead. Check movie listings. Find the cheapest fuel. Thanks to available SIRIUS Travel Link,¹ you can access it all from the color screen of the available voice-activated Navigation System in Milan and Milan Hybrid, Mariner and Mariner Hybrid, and Mountaineer. Get real-time traffic updates. See current and forecasted weather. Check scores of your favorite pro teams. It won't be long before you're in love with this powerful driving companion.

¹Real-time traffic monitoring available in select markets. Some features unavailable while driving. Subscription required after introductory 6 months expire. ²The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. ³These SYNC services not available with the optional factory-installed Navigation System. See your dealer for details.

An available Rear View Camera on Milan and Milan Hybrid, Mariner and Mariner Hybrid, and Mountaineer uses a tiny, rear-mounted camera to deliver a big, full-color image to the screen of the available voice-activated Navigation System, or in the rearview mirror (in models not equipped with the Navigation System). It's always worth a second look.

Rear View Camera.



SYNC® with 911 Assist.™

Make and take calls, play music, and more – all with the touch of a button and simple voice commands. And if voice-activating your paired Bluetooth®-enabled mobile phone or digital media player weren't cool enough, SYNC with class-exclusive 911 Assist can make an emergency call from that phone (directly to a 911 operator) if any airbag deploys.² This latest version also includes these convenient and easy-to-use Driver Services: turn-by-turn directions;³ real-time weather and traffic;³ personalized business, sports and entertainment news;³ and more. You can also request a Vehicle Health Report that can be viewed online. Available on Milan and Milan Hybrid, Mariner and Mariner Hybrid, and Mountaineer. SYNC. Say the word.

Milan Hybrid

KEY STANDARD FEATURES¹

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
Regenerative Braking System
Electric Power Steering (EPS)
4-wheel disc Anti-lock Brake System (ABS)
AdvanceTrac[®] electronic stability control
Front-wheel drive (FWD)
SecuriCode[™] keyless-entry keypad
17" 15-spoke painted-aluminum wheels
Easy Fuel[™] capless fuel filler
Rear spoiler
Reverse Sensing System
Mercury SYNC[®]
SmartGauge[™] with EcoGuide instrument cluster with 2 configurable LCD screens and message center
110-volt AC power outlet
Dual-zone Electronic Automatic Temperature Control
Leather-trimmed seats with heated front seats
7 airbags²
SOS Post-Crash Alert System³

Drivers Vision Group includes BLIS[®] (Blind Spot Information System) with Cross Traffic Alert and Rear View Camera

Moon & Tune Package includes power tilt-and-slide moonroof and Sony[®] Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers

KEY AVAILABLE FEATURES¹

All-weather floor mats
Hard drive-based, voice-activated Navigation System features SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage; includes Sony Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/single-CD/DVD, MP3 capability and 12 speakers
Premium floor mats

Milan

KEY STANDARD FEATURES¹

2.5L Duratec[®] I-4 engine with 6-speed manual transmission
4-wheel disc Anti-lock Brake System (ABS)
AdvanceTrac[®] electronic stability control
Front-wheel drive (FWD)
Dual chrome exhaust tips
SecuriCode[™] keyless-entry keypad
Power, heated body-color sideview mirrors
Easy Fuel[™] capless fuel filler
Fold-down front-passenger seat
6-way power driver seat with manual lumbar
Air conditioning
AM/FM stereo/single-CD player with MP3 capability
SIRIUS Satellite Radio
Audio input jack
Power windows with one-touch-up/-down driver-window feature
6 airbags²
Tire Pressure Monitoring System (excludes spare)
SOS Post-Crash Alert System³

KEY AVAILABLE FEATURES¹

3.0L Duratec V-6 FFV engine with 6-speed SelectShift Automatic[™] transmission
6-speed automatic transmission (I-4 Milan)
18" luster nickel wheels
Intelligent All-Wheel Drive (AWD)
Reverse Sensing System
Leather-trimmed seats with heated front seats
Premium floor mats
Dual-zone Electronic Automatic Temperature Control
Sony Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers
BLIS (Blind Spot Information System) with Cross Traffic Alert
Rear View Camera
SYNC
Navigation System with SIRIUS Travel Link
VOGA Package

Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations.

Grand Marquis

KEY STANDARD FEATURES¹

4.6L SOHC V-8 FFV engine with 4-speed electronic automatic transmission with overdrive
4-wheel disc Anti-lock Brake System (ABS)
17" 14-spoke painted-aluminum wheels
Automatic on/off headlamps with delay
Rear air suspension
SecuriCode[™] keyless-entry keypad
Power, heated sideview mirrors
Leather-trimmed seats with 6-way power driver and front-passenger seats with power lumbar and recline
Leather-wrapped steering wheel with cruise control
Electronic Automatic Temperature Control
AM/FM stereo with single-CD player
Power door locks with remote decklid release
Message center with trip computer
Front-seat side airbags²
All-Speed Traction Control
Dual-stage front airbags² for driver and right-front passenger
Tire Pressure Monitoring System (excludes spare)

KEY AVAILABLE FEATURES¹

Heated front seats
Wood- and leather-trimmed steering wheel with secondary audio and climate controls
Power-adjustable brake and accelerator pedals

¹The specifications in this brochure include selected features and options only. For more detailed information, please see your Lincoln Mercury Dealer, refer to a model-specific brochure, or visit mercuryvehicles.com. ²Always wear your safety belt and secure children in the rear seat. ³SOS 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.

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Comparisons based on 2009 and 2010 competitive models, publicly available information and Ford certification data at time of printing. 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 publication of this brochure, 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.

Mariner Hybrid

KEY STANDARD FEATURES¹

2.5L iVCT I-4 Atkinson-cycle engine with Permanent-Magnet AC-synchronous electric motor
Electronically controlled Continuously Variable Transmission (eCVT)
330-volt sealed nickel-metal-hydrate (NiMH) battery
Regenerative Braking System
Electric Power Steering (EPS)
Front-wheel drive (FWD)
MyKey[®] owner controls feature
SYNC
SIRIUS Satellite Radio
16" 5-spoke aluminum wheels with brushed-aluminum center caps
Unique badging on side and rear liftgate
Roof-rack side rails with crossbars
Premium cloth front bucket seats
110-volt AC power outlet
6-way power driver seat
6 airbags (including Safety Canopy[®] System)²
AdvanceTrac with RSC[®] (Roll Stability Control)TM
SOS Post-Crash Alert System³

KEY AVAILABLE FEATURES¹

Intelligent 4WD System
Rear View Camera
Active Park Assist
Power moonroof with sunshade and mini-overhead console
16" 12-spoke machined-aluminum wheels
Hybrid Energy/Navigation/Premium Sound System includes Hybrid energy-flow graphic; fuel economy display; Premium Sound System with AM/FM stereo/single-CD/DVD, MP3 capability and 7 speakers; hard drive-based, voice-activated Navigation System features SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music
Premium leather-trimmed, heated front bucket seats
Heated sideview mirrors
Ambient Lighting
Reverse Sensing System

Mariner

KEY STANDARD FEATURES¹

2.5L iVCT Duratec I-4 engine with 6-speed automatic transmission
4-wheel Anti-lock Brake System (ABS)
4-wheel independent suspension
Electric Power Steering (EPS)
MyKey owner controls feature
Power sideview mirrors with integrated Blind Spot Mirrors
16" 6-spoke painted-aluminum wheels
Easy Fuel capless fuel filler
Chrome exhaust tip
Leather-wrapped steering wheel
AM/FM stereo/single-CD player with MP3 capability and clock
Audio input jack
Ice Blue[™] interior lighting
Rear 60/40 split-folding seat
6 airbags (including Safety Canopy System)²
AdvanceTrac with RSC (Roll Stability Control)
SOS Post-Crash Alert System³

KEY AVAILABLE FEATURES¹

3.0L iVCT Duratec V-6 engine with 6-speed automatic transmission
16" 12-spoke machined-aluminum wheels
17" 6-spoke painted-aluminum wheels
Integrated side step bars
Intelligent 4WD System
Rear View Camera
Active Park Assist
Reverse Sensing System
Premium leather-trimmed front bucket seats with Alcantara[®] inserts, 6-way power driver seat and driver-side manual lumbar support
Hard drive-based, voice-activated Navigation System (6.5" screen) features SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music; includes Premium Sound System with AM/FM stereo/single-CD/DVD, MP3 capability and 7 speakers
SYNC
SIRIUS Satellite Radio
VOGA Package

Mountaineer

KEY STANDARD FEATURES¹

4.0L 2-valve V-6 engine with 5-speed automatic transmission
4-wheel disc Anti-lock Brake System (ABS)
Front and rear independent suspensions
Rear-wheel drive (4x2)
17" machined-aluminum wheels
Power, heated sideview mirrors with security approach lamps
Trailer Sway Control
1st-row cloth bucket seats with 6-way power driver seat, including manual lumbar and recline
2nd-row fold-flat 60/40 split bench seat
Leather-wrapped steering wheel with cruise and secondary audio controls
Audio input jack
6 airbags (including Safety Canopy System)²
AdvanceTrac with RSC (Roll Stability Control)
SOS Post-Crash Alert System³

KEY AVAILABLE FEATURES¹

4.6L 3-valve V-8 engine with 6-speed automatic transmission
20" polished-aluminum wheels
Full-time All-Wheel-Drive (AWD) system
Power-deployable running boards
Satin-aluminum roof rails and exhaust tip
Class III/IV Trailer Tow Package
Hard drive-based, voice-activated Navigation System (6.5" screen) features SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music
Leather-trimmed, heated front bucket seats
Power-adjustable pedals
SYNC
Power moonroof
Quad bucket seating
Rear-Seat DVD Entertainment System
Reverse Sensing System
SIRIUS Satellite Radio

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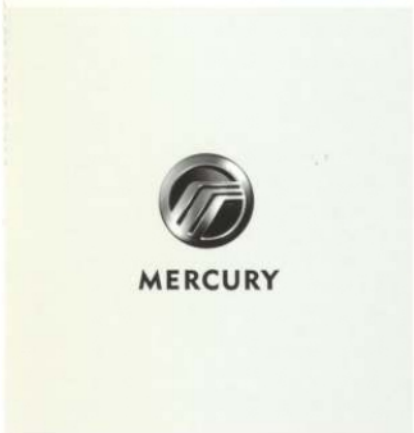
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☐ E-mail: Please provide your e-mail address to receive product information, offers and incentives from Mercury and your local dealer.

First Name _____ Last Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone (including area code) _____

Please send me information on the following vehicle(s). You may choose up to 3.

☐ Milan Hybrid ☐ Milan ☐ Grand Marquis ☐ Mariner Hybrid ☐ Mariner ☐ Mountaineer

We would like to provide you with the appropriate incentive information.
How do you plan to obtain your next vehicle?

☐ Purchase ☐ Lease

When do you plan to acquire your next vehicle?

☐ 0-30 days ☐ 1-3 months ☐ 4-6 months ☐ 7+ months ☐ No Definite Plans

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