



MERCURY

2010 Grand Marquis





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GRAND MARQUIS LS: SILVER BIRCH METALLIC WITH AVAILABLE EQUIPMENT.

Its appeal transcends time.

Traditional Trifecta: Power, Luxury and Value. They're all yours in the 2010 Grand Marquis. Its responsive V-8 engine is configured for Flexible Fuel operation, meaning you can harness the power of ethanol, a renewable biofuel. Exuding American luxury, Grand Marquis has a style all its own – from the signature chrome grille and chrome-accented door handles, to the chrome decklid strip and available chrome-aluminum wheels. With the most spacious interior in its class¹ and a generous trunk in excess of 20 cu. ft., you can accommodate 5 guests and their belongings. Fulfill your desires with an exceptional value: Mercury Grand Marquis.

¹6-Passenger Large Car class.



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GRAND MARQUIS LS: LIGHT ICE BLUE METALLIC.

Self-assured ride.

Induces Enthusiasm. With 224 hp and 275 lb.-ft. of torque leading the way, the 4.6L SOHC V-8 is a powerful ally – made more so with up to 24 mpg highway.¹ A Flexible Fuel configuration gives you the ability to fill up with E85 (85% ethanol/15% gasoline), straight gasoline, or any combination thereof. An advanced Powertrain Control Module automatically adjusts for optimum performance, while the Electronic Throttle Control results in sure shifts.

Inspires Confidence. Rear-wheel drive, gas-charged shocks and speed-sensitive, variable-assist steering promote sure handling. A rear air suspension provides steady, smooth travel. All-Speed Traction Control sees to greater grip. In the meantime, passersby see a beautiful, commanding shape accented with a glint of chrome.

¹EPA-estimated 16 mpg city/24 hwy; 12 mpg city/17 hwy, when operating on E85. See *Fuel Economy Guide* for more information.



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GRAND MARQUIS LS: LIGHT CAMEL LEATHER TRIM WITH WOODGRAIN ACCENTS AND AVAILABLE WOOD- AND LEATHER-TRIMMED STEERING WHEEL.

Class-best space for 6.¹

Thoughtful. Mercury Grand Marquis values what you hold dear: Family and friends travel amidst the luxury of leather-trimmed seating and Renaissance Burl woodgrain accents. For added comfort, the 6-way power driver and right-front-passenger seats feature power lumbar and are available heated. A fold-down rear-seat center armrest houses dual cupholders, and individual reading lights in back help make the hours whisk by on longer trips.

Sensible. Whether for a casual get-together or a formal engagement, Grand Marquis helps you arrive feeling relaxed and refreshed. The leather-wrapped, tilt steering wheel fits perfectly. Electronic Automatic Temperature Control maintains selected cabin temperature effortlessly. Individual driver and right-front-passenger armrests provide handy flexibility. And a message center with trip computer keeps track of outside temperature, elapsed drive time, average fuel economy, plus a host of other functions – constantly.

¹6-Passenger Large Car class.



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Listening With Utmost Pleasure.

Music, news, talk – AM, FM or CD – your preference, with a multitude of settings. Enjoy it all with multiple speakers strategically placed throughout the interior.



Adjusting Myriad Ways.

The 6-way power driver seat includes a special, ergonomic recline feature for the seatback itself.



Bolstering Lower Back Support.

Driver and right-front-passenger seats are endowed with power lumbar to make the ride all the more invigorating.

Sophisticated comforts.



Chasing Away the Chill.

For the ultimate in cold-weather contentment, heated front seats (for the driver and right-front passenger) are a smart option – adding warmth in either of 2 settings.



Living It Up. Rich and supple, the leather-trimmed seats are detailed to perfection – grained and stitched with consummate craftsmanship.



Lending an Assist.

Available power-adjustable brake and accelerator pedals can be repositioned up to 2" forward or back for optimum comfort.



Keeping Goods in Place.

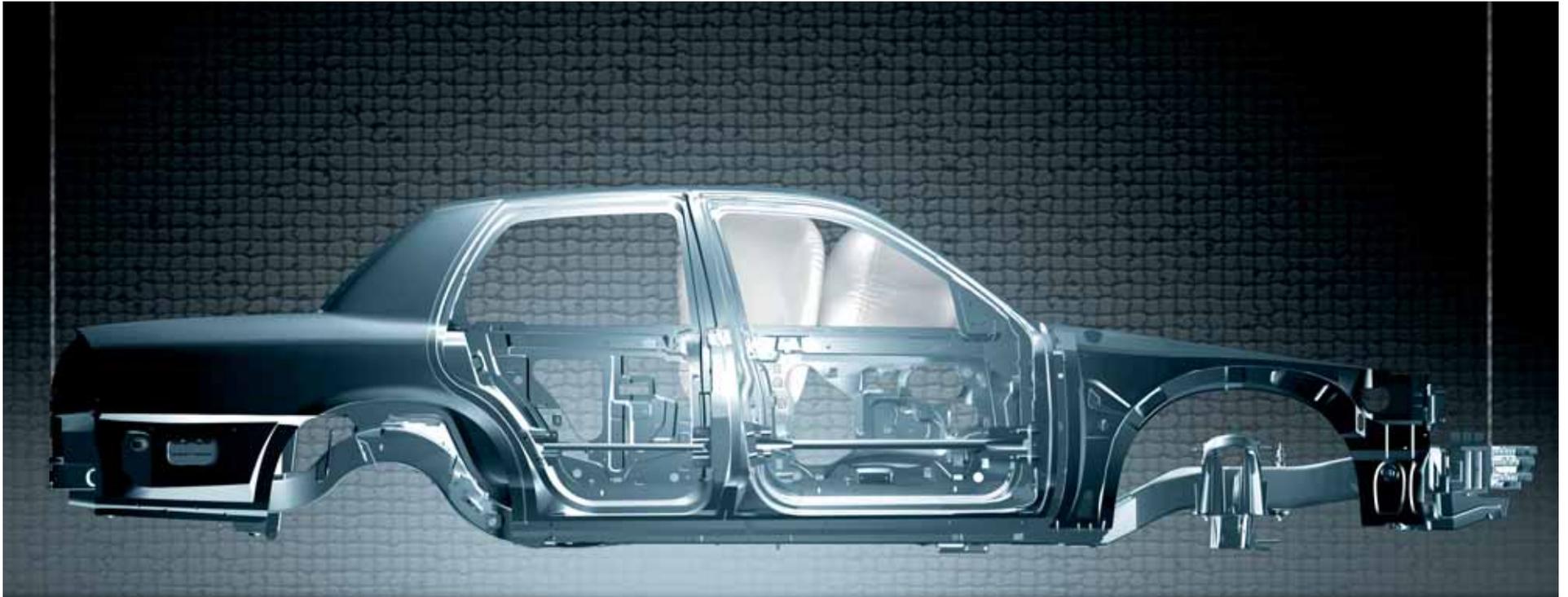
Get maximum use of the cavernous trunk with an assist from the cargo organizer.¹ Its adjustable dividers create handy storage units, and top panels are designed to form a flat floor whenever the unit is closed.

¹Available through your Mercury Dealer from the Mercury Custom Accessories collection.



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Protection that's proven.

All-Around Safety. For 15 consecutive years (1996–2010), Grand Marquis has received the government's highest 5-Star frontal crash test rating.¹ But the good news doesn't stop there: With its standard front-seat side airbags, Grand Marquis rates 5 Stars in all 5 government categories – driver frontal impact, front-passenger frontal impact, front-seat side impact, rear-seat side impact and rollover resistance – an achievement it's garnered 7 years running (2004–2010).

Side-Intrusion Safety. High-strength-steel door beams add structural stability, absorb energy and help reduce passenger compartment intrusion in certain side impacts.

Braking and Tire-Pressure Safety. Rely on the 4-wheel disc Anti-lock Brake System (ABS) to help you maintain control during hard stops in adverse conditions, and the Tire Pressure Monitoring System to alert you if pressure in any tire² falls below specified limits.

Peace-of-Mind Safety. Dual front airbags are equipped with a crash-severity sensing system. Power, heated sideview mirrors quickly clear away mist, and melt ice and snow buildup. And the SecuriLock[®] passive anti-theft ignition system requires a properly coded key to start the engine. Be sure to add reassurance to the comprehensive list of reliable, effective safety and security features on Grand Marquis.

¹Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). ²Excludes spare tire.



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Specifications

DIMENSIONS

Wheelbase 114.6"
 Length 212.0"
 Width (excl. mirrors) 78.3"
 Width (incl. mirrors) 84.5"
 Height 58.3"
 Front track 63.4"
 Rear track 65.6"
 Head room (front/rear) 39.5"/37.8"
 Shoulder room (front/rear) 60.6"/60.0"
 Hip room (front/rear) 57.4"/56.1"
 Leg room (front/rear) 41.6"/38.0"

CAPACITIES

Fuel capacity 19.0 gal.
 Total passenger volume 107.5 cu. ft.
 Cargo volume 20.6 cu. ft.
 Seating capacity 6

HORSEPOWER, TORQUE AND 2010 EPA-ESTIMATED FUEL ECONOMY

Horsepower 224 @ 4800 rpm
 Torque 275 lb.-ft. @ 4000 rpm
 16 mpg city/24 hwy.¹

STANDARD FEATURES/OPTIONS

POWERTRAIN/FUNCTIONALITY

4.6L SOHC V-8 FEV engine
 4-speed electronic automatic transmission with overdrive
 4-wheel disc brakes with Anti-lock Brake System (ABS)
 All-Speed Traction Control
 Front and rear stabilizer bars
 Independent front suspension
 Rear air suspension
 Speed-sensitive, variable-assist power steering

INTERIOR

AM/FM stereo with single-CD player
 Auto-dimming rearview mirror
 Carpeted floor mats
 Chrome door-release handles
 Cruise control
 Dual front cupholders
 Electronic Automatic Temperature Control
 Exterior temperature display
 Fold-down front-seat center armrests
 Fold-down rear-seat center armrest with dual cupholders
 Illuminated entry with theater-dimming feature
 Leather-trimmed seats with 6-way power driver and front-passenger seats with power lumbar and recline
 Leather-wrapped steering wheel
 Message center with trip computer
 Power door locks with remote decklid release
 Power windows with one-touch-down driver-window feature
 Rear-seat reading lights
 Rear-window defroster
 Renaissance Burl woodgrain accents
 Sun visors with illuminated vanity mirrors
 Tilt steering column

EXTERIOR

17" 14-spoke painted-aluminum wheels
 P225/60TR17 all-season tires
 Automatic on/off headlamps with delay
 Black door handles with chrome surround
 Bodyside moldings
 Chrome grille
 Cornering lamps
 Fog lamps
 Power, heated sideview mirrors with body-color caps
 Solar-tinted glass
 Spare tire - Space saver
 Variable-intermittent wipers
 Wraparound taillamps

SECURITY/SAFETY

Personal Safety System™ for driver and right-front passenger with dual-stage front airbags,² safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
 Front-seat side airbags²
 Remote keyless-entry system with SmartLock™ feature
 SecuriCode™ keyless-entry keypad
 SecuriLock® passive anti-theft ignition system
 Side-intrusion door beams
 Tire Pressure Monitoring System (excludes spare)

AVAILABLE OPTIONS

17" 18-spoke chrome-aluminum wheels
 Dual-Media AM/FM stereo with cassette and single-CD player
 Heated front seats
 Power-adjustable pedals
 Smoker's Package
 Wood- and leather-trimmed steering wheel with secondary audio and climate controls

Comparisons based on 2009 competitive models (6-Passenger Large Car class), 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.

¹EPA-estimated 12 mpg city/17 hwy, when operating on E85. See *Fuel Economy Guide* for more information.

²Always wear your safety belt and secure children in the rear seat.



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Exterior Colors

Interior Colors



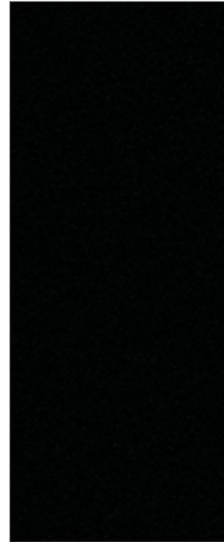
Vibrant White



Silver Birch Metallic



Smokestone Metallic



Black



Light Ice Blue Metallic



Norsea Blue Metallic



Dark Toreador Red Metallic



Medium Light Stone Leather¹



Light Camel Leather²

Colors are representative only.

¹Not available with Dark Toreador Red Metallic exterior color.

²Not available with Vibrant White or Black exterior colors.



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Wheels



TOP TO BOTTOM:

17" 14-SPOKE PAINTED-ALUMINUM WHEELS
Standard

17" 18-SPOKE CHROME-ALUMINUM WHEELS
Available

Available Accessories

- Interior soft cargo organizer (standard size) _____
- Interior soft cargo cooler bag _____
- Wiper Shaker de-icer and debris cleaner¹ _____
- SmartAlert™ GPS tracking and recovery¹ _____
- Rear spoiler _____
- Electrochromic mirrors _____
- Vehicle security system _____
- Side window deflectors _____
- Interior cargo net _____
- Splash guards _____
- All-weather floor mats _____

¹Mercury Licensed Accessories.



Garmin® portable navigation systems¹

Interior soft cargo organizer (large size)



Remote start systems

To learn more about Mercury Custom Accessories and to buy them online, visit mercuryaccessories.com.



Garmin is a registered trademark of Garmin Ltd.

Ford Credit Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at fordcredit.com.

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.

Ford Extended Service Plan For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Peace of mind comes from a 3-year/36,000-mile bumper-to-bumper **New Vehicle Limited Warranty** that covers repair, replacement or adjustment of parts at no additional cost, as well as a 5-year/60,000-mile powertrain limited warranty which features no deductible and is fully transferable. Roadside Assistance for 5 years or 60,000 miles provides the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Lincoln Mercury Dealer will provide complete details.

Custom Accessories Genuine Mercury Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Lincoln Mercury Dealer for details and a copy of the limited warranty. Mercury Licensed Accessories (MLA) are warranted by the accessory manufacturer's warranty. Contact your Lincoln Mercury Dealer for details regarding the manufacturer's limited warranty and/or a copy of the MLA product limited warranty offered by the accessory manufacturer.

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