



| Introducing | MONTEREY | 2004 |


MERCURY



Introducing the all-new Mercury Monterey for 2004. It's a clear indication of the bold new direction of Mercury. With distinctive style, exceptional comfort and innovative features, Monterey debuts as the preeminent luxury minivan. And, it's our safest minivan ever.* Come along for the ride.



Fold-Flat-to-Floor 3rd-Row Seat
When your needs shift from people to cargo, Monterey's 3rd-row tailgating seat folds easily, then tucks neatly away into a recessed well in the floor. The result is a flat surface that provides convenient storage and easy loading of whatever larger items you wish to transport.

*Based on available safety features.



SURPRISING FEATURES

Finally, along comes a vehicle that's designed to match your lifestyle: Mercury Monterey. Its expressive styling is matched by its functional, well-thought-out interior space. You can comfortably transport 7 passengers in its 3 rows of flexible seating. Behind the 3rd-row tailgating seat is a carpeted, recessed cargo well that's large enough to hold a set of golf clubs or several potted plants. So whether you're on the green or adding some to your landscape, Monterey is prepared to take on your adventures.

3rd-Row Tailgating Seat Here's one design you're sure to love: Monterey's 3rd-row reversible seat. It quickly and easily tips backward to create a comfortable rear-facing seat,* perfect for parades, parties or just relaxing.

DVD Player with Flip-Down Screen For the best on-the-road entertainment around, just load in a good movie and go. Monterey's available rear-seat DVD system includes a ceiling-mounted 7" color screen that's large enough for even 3rd-row guests to enjoy the show.



Safety Canopy™ System with Rollover Sensing This available system features side-curtain airbags, 1st-row side-impact airbags** and class-exclusive rollover protection sensors. When combined with the standard Personal Safety System,SM it's among the best protection packages available. Standard on all Monterey models, the Personal Safety System quickly estimates accident severity and certain occupant conditions, then manages the front safety belts' tension and front airbags' energy-deployment levels to provide enhanced protection for occupants.

*3rd-row tailgating seat should be changed and used only when vehicle is stopped and in Park. Rear-facing 3rd-row seat is not intended for passenger seating while vehicle is in motion.
**Always wear your safety belt and secure children in the rear seat.

FOR MORE INFORMATION, PLEASE VISIT
WWW.MERCURYVEHICLES.COM
OR DETACH AND MAIL THIS CARD.

First Name _____ Middle Initial _____ Last Name _____
Address _____
City _____ State _____ ZIP _____
Telephone _____
1. I am interested in: Mountaineer Sable Grand Marquis Marauder Monterey
2. I am looking to purchase or lease a new vehicle in:
 0-30 days 1-3 months 4-6 months 7-12 months more than 1 year
3. Vehicles currently in my household:
Year (e.g., 2002) _____ Make (e.g., Mercury) _____ Model (e.g., Mountaineer) _____
Year (e.g., 2002) _____ Make (e.g., Mercury) _____ Model (e.g., Mountaineer) _____
4. Yes, I'd like to receive product information or special offers from Mercury via e-mail.
E-mail address: _____
5. What is most important to you in selecting your next vehicle? (Select one)
 Safety Performance Styling Price

1M04PCMO A0002696

Shown on cover: Monterey Premier in Gold Ash Metallic.

Modern

Smart



MERCURY

MONTEREY Key Standard Features

Convenience

Exterior

- 16" 6-spoke bright machined-aluminum wheels
- Dual sliding side doors – manual
- Fog lamps
- Power mirrors
- Rear-window defroster

Safety/Security

- Forward and Reverse Sensing System
- Lower anchors and tether anchors for child safety seats (LATCH)
- Low Tire Pressure Warning System
- Personal Safety System™
- Remote Keyless Entry system
- SecuriLock® passive anti-theft system

Interior

- 7-passenger seating
- AM/FM stereo/single CD/cassette player
- Cloth seats
- Fold-in-floor 3rd-row tailgating seat
- Full overhead console with conversation mirror
- Message center
- Power door locks and windows
- Power vent rear windows
- Speed control
- Tri-zone manual air conditioning with rear auxiliary controls

Exterior Colors*



Gold Ash Metallic



Arizona Beige Metallic



Silver Birch Metallic



Spruce Green Metallic



Matador Red Metallic



Norsea Blue Metallic



Black

Luxury

Includes the Convenience features, plus:

Exterior

- Heated power mirrors with integrated turn signals and memory
- Keyless entry keypad
- Power dual sliding side doors
- Roof rails – Black

Safety/Security

- Perimeter anti-theft system
- Safety Canopy System
- Security approach lamps

Interior

- AM/FM stereo with 6-disc in-dash CD changer
- Autolamp
- Automatic Temperature Control
- Electrochromic (auto-dimming) rearview mirror
- Heated driver and front-passenger seats
- HomeLink® Universal Transceiver
- Leather-trimmed 1st- and 2nd-row seats
- Personal Audio System with rear-seat controls
- Power-adjustable pedals with memory

Available Equipment

- AdvanceTrac® with Brake Assist and All-Speed Traction Control
- Self-sealing tires

Premier

Includes the Luxury features, plus:

Exterior

- 16" 6 split-spoke bright machined-aluminum wheels
- Roof rails – Satin aluminum

Interior

- Heated and cooled driver and front-passenger seats
- Premium perforated leather-trimmed seats (1st and 2nd rows)

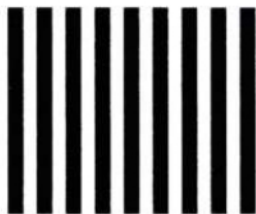
Mechanical

- AdvanceTrac with Brake Assist and All-Speed Traction Control

Available Equipment

- Self-sealing tires

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 273 ROYAL OAK MI

POSTAGE WILL BE PAID BY ADDRESSEE

MERCURY
PO BOX 71867
MADISON HEIGHTS MI 48071-9775



*Under normal driving conditions with routine fluid and filter changes. †Not all colors are available on all models. Please see your Lincoln Mercury Dealer for color/trim combinations.

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