



| 2004 MOUNTAINEER |



MERCURY



Above: Mountaineer Premier two-tone leather-trimmed interior (1st and 2nd rows). Shown with available quad bucket seating in Midnight Grey. Shown on cover: Mountaineer Luxury in Silver Birch Metallic with Mineral Grey Metallic lower accents and available roof-rail crossbars.

**Meet Mercury Mountaineer for 2004.** From the outside, its character is defined by distinctive attention to detail and the confidence provided by available All-Wheel Drive and the available AdvanceTrac® Electronic Stability Enhancement System. In certain understeer and oversteer situations, AdvanceTrac automatically adjusts braking, traction control and engine output to correct vehicle direction to better follow steering input.

Inside, versatility is paramount. There's seating for up to 7, or available 2nd-row quad bucket seats with individual seating adjustments that provide more than your passengers ever expected. After all, that's the Mercury philosophy.

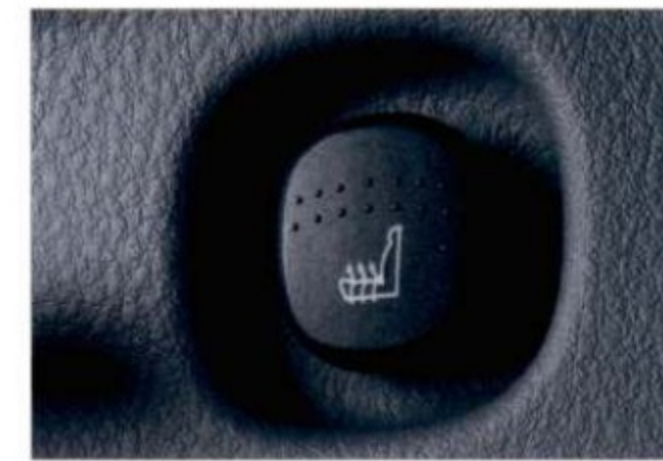


### THE INSIDE STORY

While many SUVs focus on getting you "out there," Mountaineer is a pioneer – in here – where you spend most of your time.

**Heated Front Seats** On a cold day, these bring quick comfort with the touch of a button. Standard on Luxury and Premier.

**Dual-zone Electronic Automatic Temperature Control** The driver and front-seat passenger can independently control their temperature settings. Standard on Luxury and Premier.



**Cavernous Cargo Area with Concealed Storage** Not only does Mountaineer provide 3 generous rows of passenger seating, it also provides 2nd- and 3rd-row seats that fold flat. The result is an instant 81.4 cu. ft. of cargo space. There's even a hidden, under-the-floor storage area to stow away small items securely.

**Rear-Seat Entertainment System** Passengers can watch their favorite DVDs on the ceiling-mounted flip-down LCD screen. Wireless headphones allow them to enjoy the show without disturbing others. Available on Luxury and Premier.



**Proven Protection** Mountaineer has been named a Best Pick from the Insurance Institute for Highway Safety (IIHS): Added peace of mind comes from Mountaineer's Safety Canopy™ System with Rollover Protection Sensors. In certain types of side-impact collisions or rollover events, the system deploys side-curtain airbags\*\* from the headliner to enhance head protection for occupants in the 1st and 2nd rows. It's standard on Premier, available on Convenience and Luxury.

\*40-mph frontal offset crash test.  
\*\*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

PC0416998

Modern

Smart



MERCURY

MOUNTAINEER Key Standard Features

Convenience

Exterior

- 16" aluminum wheels with all-season black sidewall tires
- Fog lamps
- Keyless entry keypad
- Power, heated exterior mirrors
- Rear window washer/wiper

Safety/Security

- Lower anchors and tether anchors for child safety seats
- Personal Safety System™
- SecurILock® passive anti-theft system
- Security approach lamps

Interior

- AM/FM stereo/single CD player
- Cloth bucket seats
- Fold-into-the-floor 3rd-row bench seat
- Leather-wrapped steering wheel
- Manual air conditioning
- Remote Keyless Entry system
- Speed control

Mechanical

- 100,000-mile tune-up interval<sup>1</sup>
- 4.0L SOHC V-6 engine
- Independent front suspension
- Power 4-wheel disc brakes with Anti-lock Brake System (ABS)
- Power rack-and-pinion steering
- Rear-wheel drive
- Tire Pressure Monitoring System
- Trailer towing hitch receiver (Class II)

Exterior Colors<sup>2</sup>

Oxford White



Light French Silk Metallic



Estate Green Metallic



Dark Blue Pearl Metallic



Vivid Red Metallic



Silver Birch Metallic



Mineral Grey Metallic



Black

Luxury

Includes the Convenience features plus:

Exterior

- 17" aluminum wheels with all-terrain black sidewall tires

Interior

- Dual-zone Electronic Automatic Temperature Control
- Electrochromic (auto-dimming) rearview mirror
- HomeLink® Universal Transceiver
- Leather-wrapped steering wheel with speed control and duplicate audio/climate controls
- Message center
- Power-adjustable pedals with memory
- Two-tone, leather-trimmed 1st- and 2nd-row seats

Available Equipment

- 4.6L SOHC V-8 with fail-safe cooling system
- AdvanceTrac® Electronic Stability Enhancement System
- All-Wheel Drive
- Audiophile Sound System with 6-disc in-dash CD changer, Sirius Satellite Radio capable
- Auxiliary climate controls
- Power moonroof
- Quad bucket seats<sup>3</sup>
- Rear-Seat Entertainment System (DVD)
- Security Group – Includes Safety Canopy System and Reverse Sensing System
- Upgraded Trailer Towing Package

Premier

Includes the Luxury features plus:

Safety/Security

- Security Group – Includes Safety Canopy System and Reverse Sensing System

Interior

- Audiophile Sound System with 6-disc in-dash CD changer, Sirius Satellite Radio capable
- Power moonroof

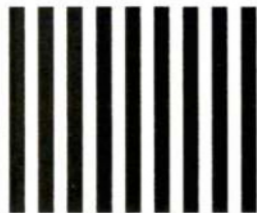
Packages

- Premier Edition Package (monochromatic appearance with bright exhaust tip and bright roof rails)

Available Equipment

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- AdvanceTrac Electronic Stability Enhancement System
- All-Wheel Drive
- Auxiliary climate control
- Quad bucket seats<sup>3</sup>
- Rear-Seat Entertainment System (DVD)
- Upgraded Trailer Towing Package

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POSTAGE WILL BE PAID BY ADDRESSEE

MERCURY PO BOX 71867 MADISON HEIGHTS MI 48071-9775



<sup>1</sup>Under normal driving conditions with routine fluid and filter changes. <sup>2</sup>Colors are representative only. Not all colors are available on all models. Please see your Lincoln Mercury Dealer for color/trim combinations. <sup>3</sup>Required on 4x2 Luxury and Premier, unless 3rd-row seat delete is ordered.

Following the publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.