



| 2004 MOUNTAINEER |


MERCURY



Shown above and on cover: Mountaineer Luxury in Silver Birch Metallic with Mineral Grey Metallic lower accents. Shown with available roof-rail crossbars.

Welcome to Mercury Mountaineer for 2004, where outward elegance and inner beauty unite. Artfully crafted, expressively detailed and purposefully designed, this sport utility vehicle offers life's little luxuries to those who seek to live – one memorable moment at a time.

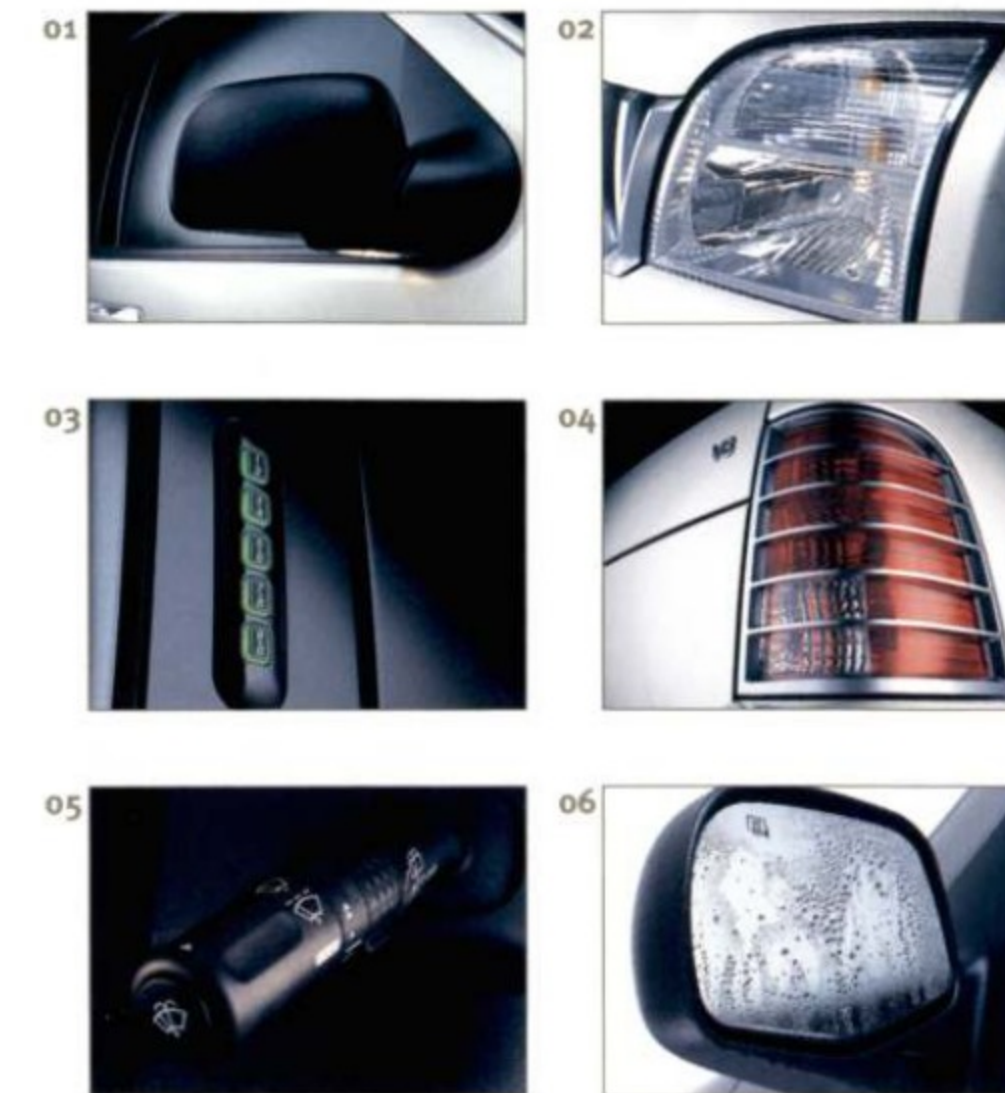


| Modern

| Smart



Mountaineer Convenience AWD in Oxford White with Light French Silk Metallic lower accents. Shown with optional Security Group.



THE STANDARDS OF MERCURY MOUNTAINEER

From the beginning, the Mercury philosophy has been to provide more than is expected. To have attention to detail, distinctive form and intelligent thinking define the Mercury name. As the Mercury of sport utility vehicles, Mountaineer clearly exemplifies these standards. At the same time, it provides more of them: more of the meaningful features that make driving truly enjoyable. And they're all standard on the 2004 Mountaineer.

- 01 Security Approach Lamps**
Illuminate the ground; provide extra security at night
- 02 Automatic Headlamps**
Light sensing; turn on/off based on ambient lighting
- 03 Driver's-Side Keyless Entry Keypad**
Unlocks the doors after personalized code is entered
- 04 Satin-Aluminum Finish Taillamp Grilles**
Distinctive appearance; protect bi-color lamps
- 05 Speed-Sensitive Wipers**
Automatically adjust to vehicle speed
- 06 Dual Power, Heated Exterior Mirrors**
Dissolve ice/moisture effortlessly; adjust with ease

TAKE CONTROL
OF YOUR ROAD

From its high level of detailing to its available **All-Wheel Drive capability**, Mountaineer exudes an air of confidence. "Drive the Mountaineer a few times and marvel at its accommodating interior, **easy-going road manners, all-weather confidence and slick-shifting transmission,**" says *USA TODAY*. For more control, choose Mountaineer's 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.* In Mountaineer, you'll take command of your surroundings.

07 5-Speed Automatic Transmission Electronic controls read your driving style and tailor each shift accordingly, withholding upshifts for those who desire more performance.

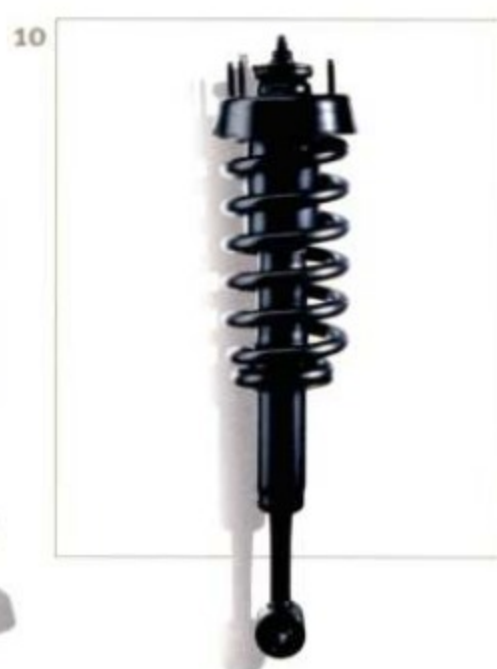
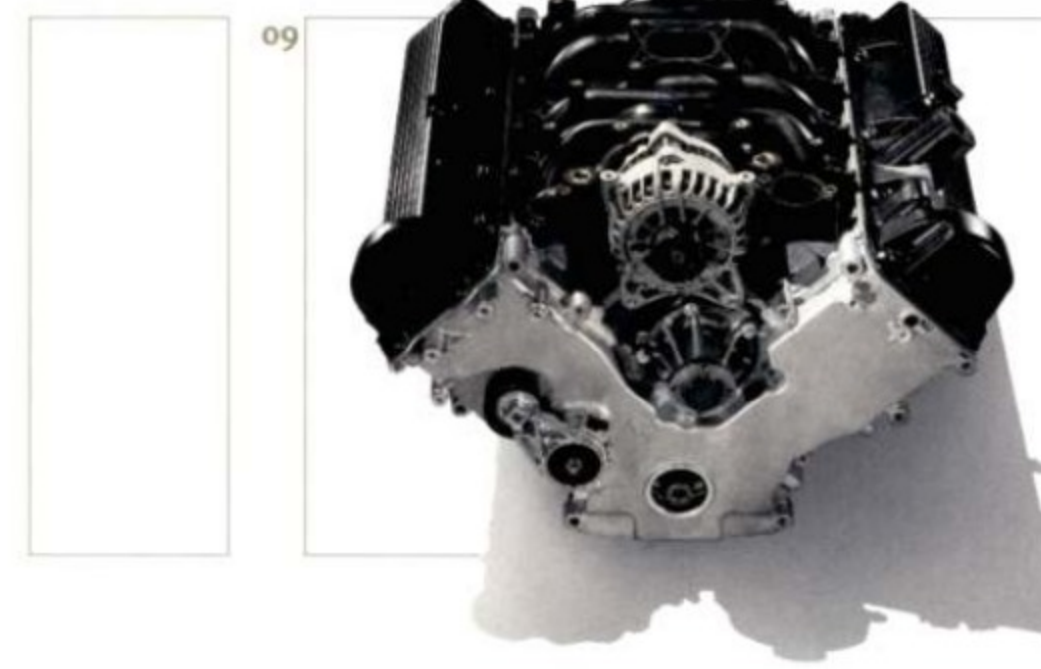
08 Power Rack-and-Pinion Steering Designed for precise response and excellent feel of the road, this system also contributes to Mountaineer's tight turning radius of 36.8 feet.

09 4.6L V-8 Engine For peak power, choose Mountaineer's available V-8 with 239 hp and 282 lb.-ft. of torque. This robust engine also features a fail-safe cooling system and a 100,000-

mile scheduled tune-up interval.** A torque-rich 4.0L V-6 that delivers 210 hp is standard.

10 4-Wheel Independent Suspension Having each wheel respond independently to dips and bumps in the road enhances Mountaineer's handling while reducing the amount of road noise and vibration that reach the passengers.

*Remember 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.
**Under normal driving conditions with routine fluid and filter changes.



Mountaineer Premier in Monochromatic Black. Shown with available roof-rail crossbars.



Mountaineer Premier two-tone leather-trimmed interior (1st and 2nd rows). Shown with available quad bucket seating in Midnight Grey.



**CAPTAIN'S
QUARTERS**

There are friends, and there are *friends*. Just as there are SUVs, and there is *Mountaineer*. Its elegant interior has long been a haven for those who demand more from their utility vehicle. For 2004, available **quad bucket seating** on Luxury and Premier continues a heritage of exceeding expectations. This package outfits each of *Mountaineer*'s first 2 rows with 2 leather-trimmed captain's chairs and a center console – giving driver and passengers the freedom to adjust each seat to their own comfort level. Looking for more in an SUV? You've found it in *Mountaineer*.

11 Rear-Seat Entertainment System Passengers can watch their favorite DVDs on the available ceiling-mounted 7" flip-down LCD screen. Listening is courtesy of 2 sets of wireless headphones, allowing rear passengers to enjoy movies or games without disturbing others.

12 Leather-Trimmed Seats Perforated two-tone leather on Luxury and Premier "breathes" better for enhanced comfort. A memory feature on the 6-way power driver's seat remembers programmed positions for 2 different drivers. Even the front-seat passenger enjoys a power-adjustable seat.

13 Power Moonroof Increase the airy feel of *Mountaineer*'s spacious interior at the touch of a button. The glass can be fully retracted or vented open. Standard on Premier; optional on Convenience and Luxury.

14 2nd-Row Center Console Included with *Mountaineer*'s available quad bucket seating is a convenient center floor console. The large, padded cover provides the perfect place for a laptop computer or board game. Inside, you'll find a cavernous storage bin with 2 cupholders.



Mountaineer Premier instrument panel and color-keyed, leather-wrapped steering wheel with audio and climate controls.



**EVEN THE
DETAILS
HAVE
DETAILS**

Inside Mountaineer, things are always more than what they seem. A modern **satin-aluminum finish** enlivens the instrument and door trim panels. Front and rear floor mats are carpeted *and color-keyed*. Visor mirrors for the driver and front passenger are color-keyed and **illuminated**. Even scuff plates on the door and liftgate sills, which help protect those areas from scratches, are color-keyed. Sometimes, as they say, it all comes down to the details. Since Mountaineer takes care of those things, you can confidently take care of yours.

15 HomeLink® Universal Transceiver To minimize interior clutter and make your life easier, HomeLink lets you conveniently activate up to 3 items by remote control (e.g., your garage door). Standard on Luxury and Premier.

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

17 Dual-Zone Temperature Control Driver and front-seat passenger can independently control their temperature settings with front, Dual-zone Electronic Automatic Temperature Control. Standard on Luxury and Premier.

18 Power-Adjustable Pedals Brake and accelerator pedals can be adjusted up to 3" for driver comfort and control. Optional on Convenience. Standard on Luxury and Premier, including a 2-position memory feature.

19 Electrochromic (Auto-Dimming) Mirror The rearview mirror minimizes the reflection of vehicle headlights by automatically dimming glare. Standard on Luxury and Premier.

20 Steering Wheel Audio and Climate Controls Luxury and Premier models allow you to adjust these systems without removing a hand from the leather-wrapped steering wheel.

21 Audiophile 6-Disc In-Dash CD Changer Standard on Premier and available on Luxury, the Audiophile Sound System features premium speakers and an 8" subwoofer for tight bass riffs, clear midrange and crisp highs. To get even more performance, add over 100 channels of coast-to-coast music, news and entertainment with the Sirius Satellite Radio service. For installation and activation details, see your Lincoln Mercury Dealer.



THE INSIDE STORY

While many SUVs only focus on getting you "out there," Mercury Mountaineer has been a pioneer – in here. There's seating for up to 7, or available 6-passenger seating with new quad bucket seats. The expansive cargo capacity of a large loadfloor is easily accessible, thanks to 2nd- and 3rd-row seats that fold down without having to be removed. And unique design elements provide uncommon solutions, like an available 40/20/40 2nd-row seat that gives you storage under the center seat cushion. For those who want more *inside* their vehicles – where most of their time is spent – the smart choice continues to be Mountaineer.

- 22 Flip-Fold 2nd-Row Seats**
Lever release; provides wide access to the 3rd row from either side
- 23 Concealed Cargo Storage**
Extra space hidden in loadfloor; easily accessed from the rear
- 24 2nd-Row Middle-Seat Storage** (7-passenger seating only)
Convenient storage available by lifting the center seat cushion
- 25 Cavernous Cargo Capacity**
2nd- and 3rd-row seats fold into the floor to create 81.3 cu. ft. of space

Cargo and load capacity limited by weight and weight distribution.



Mountaineer Convenience with standard 7-passenger seating. Shown with available leather-trimmed seating (1st and 2nd rows) in Midnight Grey.

| Versatile |

| Spacious |

YOUR BEST PICK FOR SAFETY AND SECURITY

Mercury Mountaineer features an extensive list of standard safety and security features. Named a **Best Pick by the Insurance Institute for Highway Safety**,^{*} Mountaineer exemplifies the Mercury philosophy of going beyond what is expected – especially in this critical area.

*40-mph frontal offset crash test.

- Tire Pressure Monitoring System
- Side-Impact Door Beams
- SecuriLock® Passive Anti-Theft System
- Remote Keyless Entry System
- Security Approach Lamps
- 4-Wheel Disc Anti-Lock Brake System

Mountaineer's standard **Personal Safety System™** features dual-stage driver and front-passenger airbags, a crash severity sensing system, front outboard safety belt usage sensors, driver's-seat position sensor, front outboard safety belt pretensioners and front outboard energy-management safety belt retractors. Within milliseconds of a collision, the system estimates accident severity and certain occupant conditions, then manages the front safety belts' tension and front airbags' deployment levels to provide enhanced protection for occupants.

26 Safety Canopy™ System with Roll-over Protection Sensors In certain types of side-impact collisions or rollover events, side-curtain airbags deploy from the headliner to enhance head protection for occupants in the 1st and 2nd rows. Standard on Premier, and available on Convenience and Luxury as part of the Security Group.

27 Reverse Sensing System Like another set of eyes, it audibly alerts you to the closing distance when backing toward an object. Standard on Premier, and available on Convenience and Luxury as part of the Security Group.

28 Message Center You'll find important vehicle information here: distance-to-empty, fuel level, outside temperature, average fuel economy and other details. You'll also be alerted to low oil pressure or high transmission temperatures. Standard on Luxury and Premier.



Mountaineer Luxury in Black with Light French Silk Metallic lower accents. Shown with available roof-rail crossbars.

| Safe | Secure |

CONVENIENCE 4x2/AWD
LUXURY 4x2/AWD
PREMIER 4x2/AWD

EXTERIOR

- ◆ ◆ ◆ ANTENNA - fixed mast
- ◆ ◆ ◆ BODYSIDE LOWER ACCENTS - painted
- ◆ ◆ ◆ BUMPERS - painted
- ◆ ◆ ◆ DEFROSTER - rear window
- ◆ ◆ ◆ DOOR HANDLES - body-color
- ◆ ◆ ◆ FOG LAMPS
- ◆ ◆ ◆ GLASS - privacy glass in rear doors, rear quarter windows and liftgate
- solar-tinted in front doors and windshield
- ◆ ◆ ◆ GRILLE - satin-aluminum finish
- ◆ ◆ ◆ HOOD - gas-assist struts
- ◆ ◆ ◆ KEYLESS ENTRY KEYPAD - driver's door-mounted
- ◆ ◆ ◆ LIFTGATE - one-piece, top-hinged with flip-open rear liftgate glass
- ◆ ◆ ◆ MIRRORS - black, dual power, heated, fold-away
- ◆ ◆ ◆ REPEATER LAMPS - side-mounted
- ◆ ◆ ◆ ROOF RAILS - black
- satin-aluminum finish
- ◆ ◆ ◆ ROOF-RAIL CROSSBARS - black
- ◆ ◆ ◆ RUNNING BOARDS - black
- color-keyed
- ◆ ◆ ◆ WHEELS - 16" machined-aluminum
- 17" machined-aluminum
- ◆ ◆ ◆ WINDSHIELD WIPERS - speed-sensitive, intermittent
- ◆ ◆ ◆ WIPER - rear window wiper/washer

SAFETY/SECURITY

- ◆ ◆ ◆ ADVANCETRAC®
- ◆ ◆ ◆ AUTOLOCK - locks all doors at 5 mph
- ◆ ◆ ◆ BATTERY SAVER
- ◆ ◆ ◆ BRAKE/SHIFT INTERLOCK
- ◆ ◆ ◆ CHILD SAFETY LOCKS - rear doors
- ◆ ◆ ◆ LOWER ANCHORS AND TETHER ANCHORS FOR CHILDREN (LATCH) - 2nd row (outboard)
- ◆ ◆ ◆ PERSONAL SAFETY SYSTEM™ - dual-stage driver and front-passenger airbags¹ with crash severity sensing system, front outboard safety belt usage sensors, driver's-seat position sensor, front outboard safety belt pretensioners and front outboard energy-management safety belt retractors
- ◆ ◆ ◆ REVERSE SENSING SYSTEM (optional as part of Security Group)
- ◆ ◆ ◆ SAFETY CANOPY™ SYSTEM - side-curtain airbags for 1st- and 2nd-row passengers plus rollover protection sensors (optional as part of Security Group)
- ◆ ◆ ◆ SAFETY BELTS - 3-point safety belts for all seating positions, 1st- and 2nd-row outboard height-adjustable belts and driver's-seat Belt-Minder® System
- ◆ ◆ ◆ SECURILOCK® - passive anti-theft system
- ◆ ◆ ◆ SECURITY APPROACH LAMPS - under exterior mirrors
- ◆ ◆ ◆ TIRE PRESSURE MONITORING SYSTEM

INTERIOR

- ◆ ◆ ◆ ACCENTS - satin-aluminum finish on instrument panel and door trim panels
- ◆ ◆ ◆ ACCESSORY DELAY
- ◆ ◆ ◆ AIR CONDITIONING - manual temperature controls
- Dual-zone Electronic Automatic Temperature Control
- auxiliary climate controls
- ◆ ◆ ◆ AUDIO - premium AM/FM stereo with single CD player
- Audiophile Sound System with AM/FM stereo, 6-disc in-dash CD changer and 8" subwoofer, 290 peak watts
- ◆ ◆ ◆ AUTOLAMP - on/off headlamp delay system
- ◆ ◆ ◆ COAT HOOKS - 4 color-keyed
- ◆ ◆ ◆ CONCEALED CARGO STORAGE - below loadfloor
- ◆ ◆ ◆ CONSOLE, 1ST-ROW FLOOR - includes storage bin, 2 front and 2 rear cupholders, 1st- and 2nd-row power points, coin holder, tissue/map holder on underside of armrest, molded mat with penholder, low heat vents and high AC register
- ◆ ◆ ◆ CONSOLE, OVERHEAD - includes 2 map lights with dome function, ticket clip, sunglasses holder and garage door opener bin (mini console with moonroof)

◆ STANDARD ◆ OPTIONAL — NOT AVAILABLE

CONVENIENCE 4x2/AWD
LUXURY 4x2/AWD
PREMIER 4x2/AWD

INTERIOR (continued)

- ◆ ◆ ◆ FLOOR MATS - carpeted, 1st and 2nd rows
- ◆ ◆ ◆ GLOVE BOX - illuminated
- ◆ ◆ ◆ GRAB HANDLES - 3
- ◆ ◆ ◆ HOMELINK® UNIVERSAL TRANSCEIVER - for 3 remote-controlled devices (including garage door opener)
- ◆ ◆ ◆ INSTRUMENT PANEL - with side-window demisters and full-width windshield defroster
- ◆ ◆ ◆ INSTRUMENTATION - analog with speedometer, tachometer, fuel gauge, temperature gauge, voltmeter, oil pressure gauge, plus digital odometer and trip odometer
- ◆ ◆ ◆ LOCKS - power door locks with nighttime illumination and single-key entry/ignition
- power door lock switch in cargo area
- ◆ ◆ ◆ MESSAGE CENTER - with compass, outside temperature, distance-to-empty and other information
- ◆ ◆ ◆ MIRROR - day/night rearview mirror
- electrochromic (auto-dimming) rearview mirror
- ◆ ◆ ◆ MOONROOF - power with mini-overhead console
- ◆ ◆ ◆ PEDALS - power-adjustable
- power-adjustable with memory
- ◆ ◆ ◆ REMOTE KEYLESS ENTRY SYSTEM - 2 key fobs with panic alarm button, 2-stage unlocking with illuminated entry and liftgate glass release
- ◆ ◆ ◆ SEATS - cloth trim, 6-way power driver's seat with manual lumbar
- single-tone leather trim (1st and 2nd rows), 6-way power driver's seat with manual lumbar
- two-tone leather trim (1st and 2nd rows), 6-way power driver's seat with manual lumbar and memory, 6-way power front-passenger seat with manual lumbar, heated driver and front-passenger seats
- ◆ ◆ ◆ SEATS, 1ST ROW - sport bucket seats with adjustable head restraints
- ◆ ◆ ◆ SEATS, 2ND ROW - 40/20/40 tip-flip seats, easy-entry/easy-exit seat latch and storage bin inside center seat²
- quad bucket seating with recline and fold features, plus center console with 2 cupholders³
- ◆ ◆ ◆ SEATS, 3RD ROW - seat folds down into floor
- 3rd-row seat delete with 60/40 folding 2nd row⁴
- ◆ ◆ ◆ SPEED CONTROL - fingertip control with tap-up/tap-down feature
- ◆ ◆ ◆ STEERING COLUMN - tilt
- ◆ ◆ ◆ STEERING WHEEL - black leather-wrapped with speed control
- color-keyed, leather-wrapped with speed control and audio/climate controls
- ◆ ◆ ◆ VISOR MIRRORS - illuminated
- ◆ ◆ ◆ WINDOWS - power with express-down driver's side

MECHANICAL

- ◆ ◆ ◆ 100,000-MILE TUNE-UP INTERVAL⁵
- ◆ ◆ ◆ BRAKES - Anti-lock Brake System (ABS), power 4-wheel disc
- ◆ ◆ ◆ DRIVE - rear-wheel drive (4x2)
- full-time All-Wheel Drive (AWD) with transfer case
- ◆ ◆ ◆ ENGINE - 4.0L SOHC V-6
- 4.6L SOHC V-8 with fail-safe cooling system
- ◆ ◆ ◆ FUEL TANK - 22.5-gallon capacity
- ◆ ◆ ◆ SHOCK ABSORBERS - heavy-duty, gas-charged
- ◆ ◆ ◆ STEERING - power rack-and-pinion
- ◆ ◆ ◆ SUSPENSION - front and rear independent with coil springs and stabilizer bars
- ◆ ◆ ◆ TIRES - P235/70R16 all-season BSW
- P245/65R17 all-terrain BSW
- ◆ ◆ ◆ TRAILER TOWING - Class II hitch receiver with 4-pin electrical connector
- ◆ ◆ ◆ TRANSMISSION - 5-speed electronic automatic with overdrive and lockout switch

PACKAGES

- ◆ ◆ ◆ PREMIER EDITION PACKAGE - includes monochromatic appearance, power moonroof, Security Group, plus satin-aluminum finish on rear "Premier" badge, single exhaust tip and roof rails
- ◆ ◆ ◆ REAR-SEAT ENTERTAINMENT SYSTEM - includes overhead DVD player and pull-down 7" color screen, 2 wireless headphones, remote control and storage compartment for up to 3 DVDs or CDs
- ◆ ◆ ◆ SECURITY GROUP - includes Safety Canopy System and Reverse Sensing System
- ◆ ◆ ◆ UPGRADED TRAILER TOW PACKAGE - includes 3.73 limited-slip rear axle, Class III/IV trailer hitch with 4- and 7-pin electrical connectors

¹Always wear your safety belt and secure children in the rear seat.
²Available on 4x2 Luxury and Premier with 3rd-row seat delete.
³Required on 4x2 Luxury and Premier, unless 3rd-row seat delete is ordered.
⁴2nd-row center lap belt.
⁵Under normal driving conditions with routine fluid and filter changes.

SPECIFICATIONS

	V-6	V-8
ENGINE	4.0L SOHC	4.6L SOHC
HORSEPOWER @ RPM	210 @ 5100	239 @ 4750
TORQUE: LB.-FT. @ RPM	254 @ 3700	282 @ 4000
COMPRESSION RATIO	9.7:1	9.4:1
TRANSMISSION	5-speed automatic with overdrive	
AXLE RATIO (STANDARD)	3.55:1	
AXLE RATIO (OPTIONAL)	3.73:1 limited-slip (rear)	
TOWING	(4x2 STANDARD) 3125 (AWD STANDARD) 3275 (4x2 OPTIONAL AXLE) 5645 (AWD OPTIONAL AXLE) 5255	3135 3295 7015 6875
CURB WEIGHT	4427 lbs. (4x2)/4577 lbs. (AWD)	

DIMENSIONS (IN.)	1ST ROW	2ND ROW	3RD ROW
HEADROOM	39.8	38.8	38.9
LEGROOM	42.4	36.8	34.9
SHOULDER ROOM	59.1	58.9	52.7
HIP ROOM	55.0	54.2	45.3
CARGO ROOM (CU. FT. BEHIND ROW)	81.4	44.0	13.7

LENGTH	191.0
WIDTH (INC. MIRRORS)	83.9
HEIGHT (INC. ROOF RACK)	72.0
WHEELBASE	113.8
GROUND CLEARANCE	8.7
TRACK	60.9 (front)/61.3 (rear)



WHEELS



16" Machined-Aluminum Wheel
Standard on Convenience



17" Machined-Aluminum Wheel
Standard on Luxury and Premier

DEALER ACCESSORIES



29 Cargo Security Shade Conceal your belongings with this heavy-duty vinyl shade. The shade mounts behind the rear seat and may be stored on its roll when not in use.

30 Remote Start Laugh at the elements with this remote start. It allows you to start your Mountaineer from up to 500 feet away.

31 Hitch Receiver Cover Keep dirt, mud and snow from clogging the trailer hitch receiver with this special cover.

32 Smoker's Package To add an ashtray and lighter to your Mountaineer, opt for the Smoker's Package. It's removable for easy cleaning.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit us at mercuryaccessories.com.

To ensure we're offering our customers the best service possible, we proudly offer the **Mercury Personal Consultant**. Just visit our Web site at mercuryvehicles.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

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.



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 Extended Service Plan

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

Ford Motor Company Insurance Services

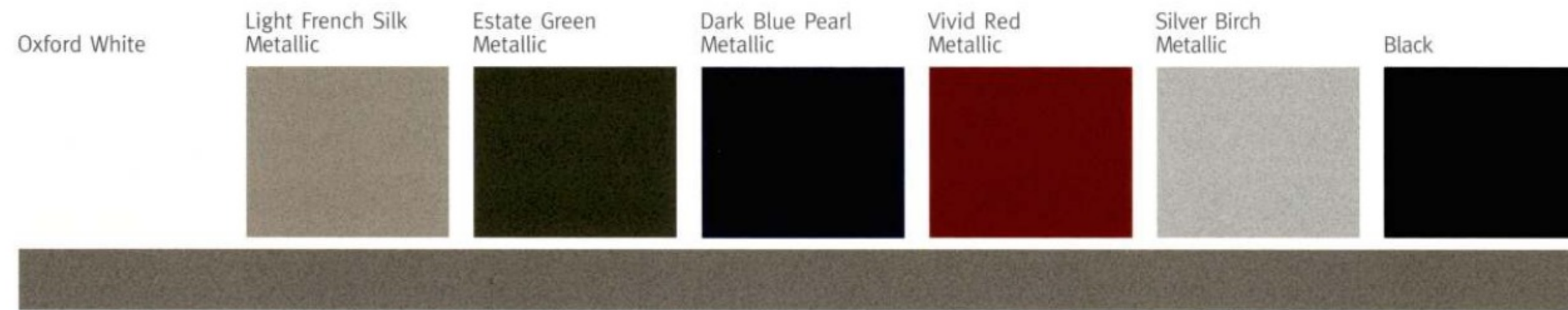
Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 1-877-367-3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

EXTERIOR CHOICES

CONVENIENCE AND LUXURY

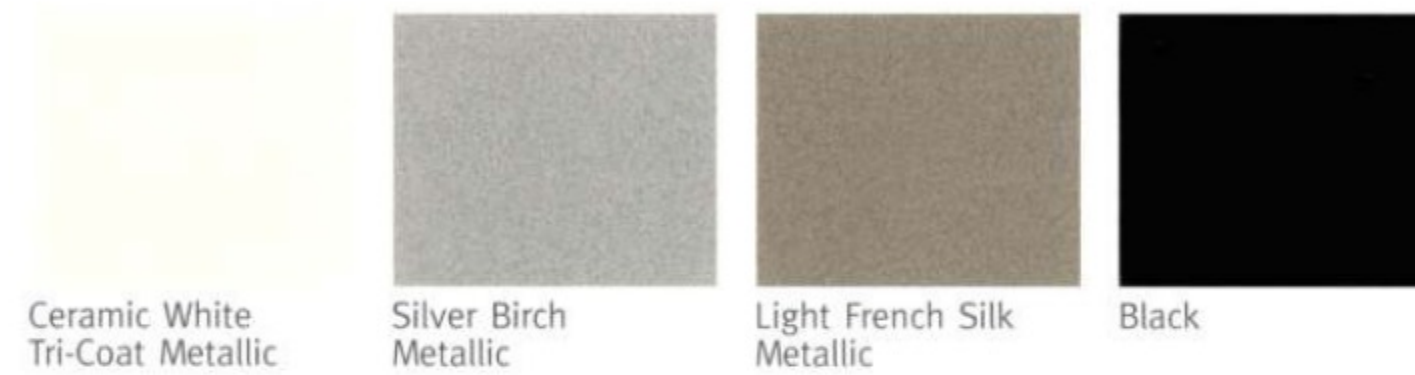


Light French Silk Metallic Lower Accents



Mineral Grey Metallic Lower Accents

PREMIER EDITION MONOCHROMATIC



INTERIOR CHOICES

CONVENIENCE (STANDARD)



Medium Dark Parchment cloth

Midnight Grey cloth

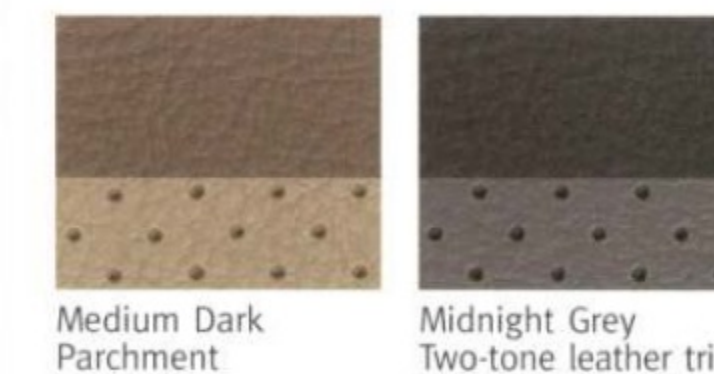
CONVENIENCE (OPTIONAL)



Medium Dark Parchment leather trim

Midnight Grey leather trim

LUXURY AND PREMIER



Medium Dark Parchment Two-tone leather trim (1st and 2nd rows only)

Midnight Grey Two-tone leather trim (1st and 2nd rows only)

Mercury uses clearcoat paint for beauty and protection. Colors are representative only. Please see your Lincoln Mercury Dealer for actual paint/trim options. Midnight Grey interior not available with Estate Green exterior.

*New for 2004. Luxury only.



MERCURY

For a personal demonstration of Mountaineer or other 2004 Mercury vehicles, visit your Lincoln Mercury Dealer today. Be sure to ask about the Mercury Commitment[®], a comprehensive benefits package for all new Mercury owners.

Mercury Test Drive 888.566.8888

Customer Assistance 800.521.4140

Roadside Assistance 800.241.3673



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