



MOUNTAINEER
2005



MERCURY



TAKE COMMAND OF YOUR SURROUNDINGS IN THE 2005 MERCURY MOUNTAINEER. Resolute power emanates from its available 239-hp V-8 engine, while sure-footed agility springs from available All-Wheel Drive (AWD). Inside, seating flexibility allows you to equip Mountaineer to seat 5, 6 or 7 passengers, all surrounded by the comfort you've come to expect from Mercury. According to R.L. Polk, Mountaineer has achieved the Highest Model Loyalty in its category* 3 years in a row. With all that Mountaineer provides, that should be no surprise.

*According to R.L. Polk statistics for the Midsize SUV Category in the 2001-2003 model years, Mountaineer ranked highest by having the greatest percentage of households return to purchase or lease another Mountaineer.

Above: Seat 6 in complete comfort with available quad bucket seating. Mountaineer Premier shown in Midnight Grey with two-tone leather-trimmed seating (1st and 2nd rows). Shown on cover: Mountaineer Premier in Black with available roof-rail crossbars.



AdvanceTrac® with Roll Stability Control™ (RSC) You'll find this innovative system standard on every 2005 Mercury Mountaineer. By automatically applying the brakes and modulating engine torque to help maintain control whenever it detects wheel slip, AdvanceTrac gives you more control in adverse conditions such as ice, gravel or rain. Class-exclusive** RSC utilizes a gyroscopic sensor to closely monitor the vehicle's roll stability condition and engages AdvanceTrac as soon as an unstable situation is detected, further enhancing vehicle stability under fully loaded conditions and when driving on uneven surfaces. It's peace of mind and driving confidence you can't find anywhere else.

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.
**Midsize SUV class.

DISCOVER SOPHISTICATION



Rear-Seat DVD Entertainment System Keep your passengers happily occupied for hours on end with this fun feature. Available on Luxury and Premier, the system includes a ceiling-mounted 7" flip-down LCD screen, remote control, storage for up to 3 DVDs, and 2 sets of wireless headphones.



Safety Canopy™ System In certain types of moderate-to-severe side-impact events, or if a rollover is imminent, this available system uses a rollover sensor and side-curtain airbags to provide supplemental head protection for the 1st- and 2nd-row outboard-seated occupants. Mountaineer is also an Insurance Institute for Highway Safety (IIHS) Best Pick!



Audiophile Sound System Seeking tight bass riffs, clear midrange and crisp highs? The available Audiophile 6-disc in-dash CD changer with 7 premium speakers (including an 8" subwoofer) is the answer. Add SIRIUS Satellite Radio™ service for over 120 channels of coast-to-coast music, news and entertainment.



Reverse Sensing System This available feature audibly alerts you to the proximity of objects behind the vehicle when in Reverse. It's incredibly handy when you're parallel parking or maneuvering your way out of a crowded shopping center.

*Based on 40-mph frontal offset crash test.
**See your Lincoln Mercury Dealer for SIRIUS installation and activation details.

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 (including area code)

1. I am interested in:

Grand Marquis

Mariner

Montego

Monterey

Mountaineer

Sable

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)

Model (e.g., Mercury)

Year (e.g., 2002)

Year (e.g., 2002)

Model (e.g., Mercury)

Year (e.g., 2002)

4. Yes, I'd like to receive product information or special offers from Mercury via e-mail.

E-mail address: _____

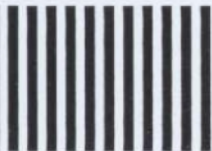
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MERCURY | NEW DOORS OPENED

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 25 DEARBORN MI

POSTAGE WILL BE PAID BY ADDRESSEE

MERCURY PROGRAM HEADQUARTERS

PO BOX 1483
DEARBORN, MI 48121-9700



MOUNTAINEER KEY STANDARD FEATURES

CONVENIENCE

POWERTRAIN/FUNCTIONALITY

- 4.0L SOHC V-6 engine
- Rear-wheel drive (4x2)

EXTERIOR

- 16" machined-aluminum wheels
- Fog lamps
- Keyless-entry keypad
- Rear-window defroster
- Remote keyless-entry system
- Satin-aluminum-finish grille
- Side-mounted repeater lamps
- Tow hooks integrated into front bumper

INTERIOR

- 2nd-row 40/20/40 split tip-flip seats (AWD and 4x2 Convenience only)
- 3rd-row fold-down bench seat
- 6-way power driver's seat
- Cargo Management System
- Power door locks with additional switch in rear cargo area
- Power windows with one-touch-up/down driver's-side feature
- Tilt steering column with illuminated speed control

SAFETY/SECURITY

- AdvanceTrac™ with Roll Stability Control™ (RSC)
- Personal Safety System™
- Securilock® passive anti-theft system
- Tire Pressure Monitoring System

AVAILABLE EQUIPMENT

- 4.6L SOHC V-8 engine with fail-safe cooling system
- Auxiliary climate control
- Designer Series Package – Leather-trimmed bucket seats with Preferred Suede® inserts and Mercury logo stitched in seatbacks. "Mountaineer" scuff plates. 17" 5-spoke chrome-clad wheels, and Preferred Suede door-trim-panel inserts.
- Full-time All-Wheel Drive (AWD)
- Power-adjustable pedals
- Power moonroof with mini-overhead console
- Security Group – Safety Canopy™ System and Reverse Sensing System
- Upgraded Trailer Tow Package

LUXURY

Includes the Convenience features, plus:

EXTERIOR

- 17" machined-aluminum wheels
- Color-keyed running boards
- Power, heated sideview mirrors with security approach lamps

INTERIOR

- 8-way power driver's seat and 6-way power front-passenger seat
- Auto-dimming rearview mirror
- Color-keyed leather-wrapped steering wheel with audio and climate controls
- Driver's-seat memory feature
- Dual-zone Electronic Automatic Temperature Control
- Heated front seats
- Two-tone leather-trimmed bucket seats with 2-way adjustable head restraints and driver/passenger lumbar

AVAILABLE EQUIPMENT

- 2nd-row quad bucket seating (AWD)
- Audiophile Sound System with 6-disc in-dash CD changer, SIRIUS Satellite Radio capable
- HomeLink® Universal Transceiver
- Power-adjustable pedals with memory
- Rear-Seat DVD Entertainment System*

PREMIER

Includes the Luxury features, plus:

EXTERIOR

- Monochromatic appearance – Liftgate moldings, front/rear fascias and bodyside cladding
- Satin-aluminum-finish roof rails
- Satin-aluminum round exhaust tip
- Security Group – Safety Canopy System with side-curtain airbags for 1st- and 2nd-row passengers plus rollover protection and Reverse Sensing System

INTERIOR

- Audiophile Sound System with 6-disc in-dash CD changer, SIRIUS Satellite Radio capable
- HomeLink Universal Transceiver
- Power moonroof with mini-overhead console

EXTERIOR COLORS**



- 1 Ivory Parchment Tri-Coat Metallic*
- 2 Satelites Silver Metallic**
- 3 Oxford White
- 4 Dark Blue Pearl Metallic
- 5 Black
- 6 Mineral Grey Metallic*
- 7 Light French Silk Metallic
- 8 Silver Birch Metallic
- 9 Vivid Red Metallic

AVAILABLE CLADDING

- 10 Light Gunmetal Grey Metallic
- 11 Light French Silk Metallic

*New for 2005, and available on Premier only.
**New for 2005. *Luxury only.

*Luxury model requires auxiliary climate control and/or Security Group. **Colors are representative only. Not all colors are available on all models. Please see your Lincoln Mercury Dealer for color/trim combinations. Preferred Suede is a registered trademark of Milliken & Company.

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