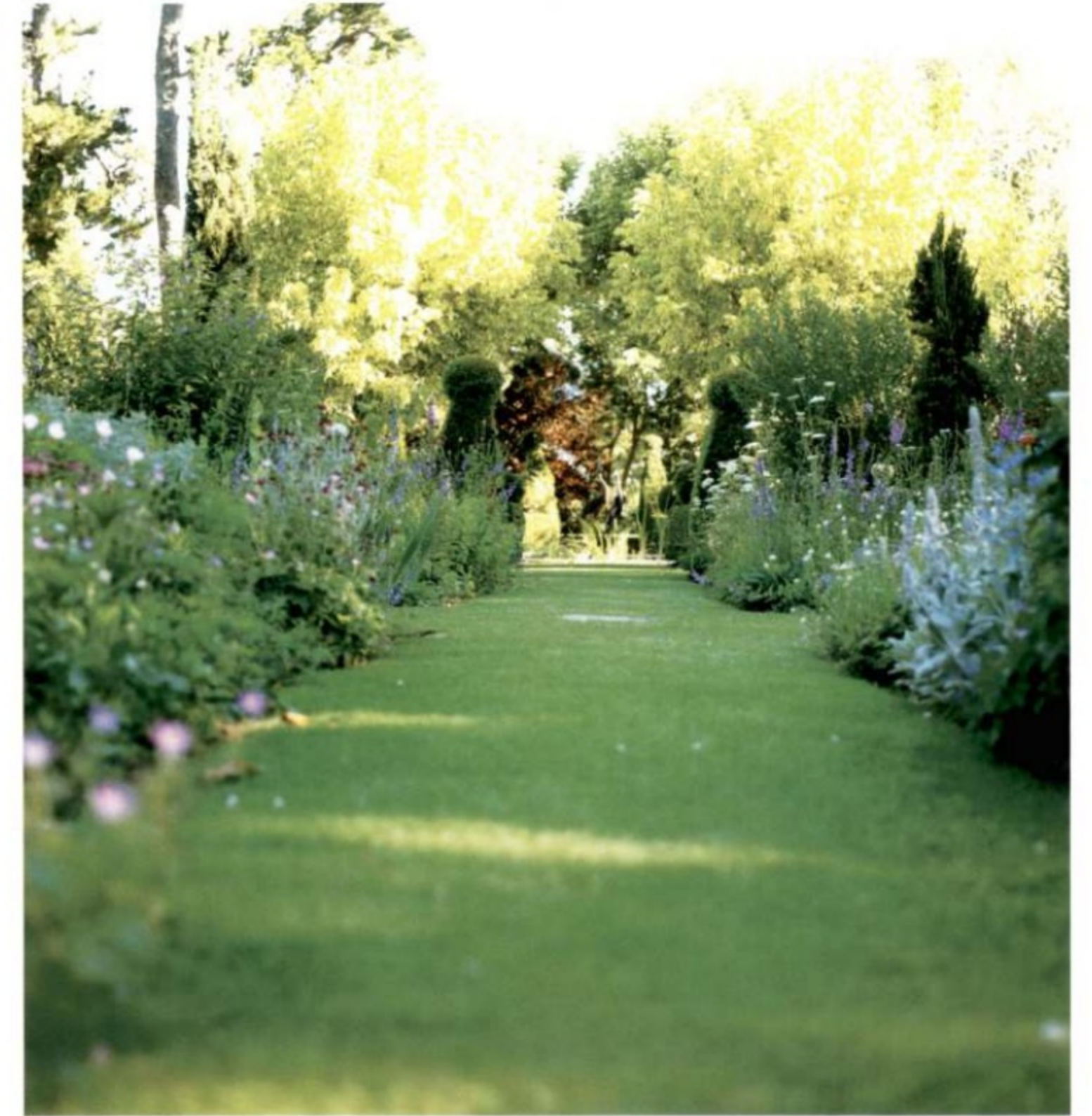


2008 ●

Mercury ●





The Path to Discovery.

In each of us there's a yearning to break free. To stand apart from the crowd. At Mercury, we're dedicated to producing cars and SUVs that embody this spirit of discovery. With satin-aluminum accents and striking, multi-tone interiors, our vehicles possess a sophisticated sense of style, along with all the technology to help you stay connected to what matters most. On every route, there will be plenty of twists and turns. Enjoy them fully in a Mercury.



Your Mercury. Your Life. Now in Sync.

Introducing Mercury SYNC™, the new standard for in-vehicle communications. Developed in association with Microsoft®, SYNC¹ is a voice-activated, customizable media system that fully integrates your vehicle with your Bluetooth®-enabled mobile phone and digital media player. Thanks to the Microsoft Auto software actually embedded in your Mercury vehicle, SYNC allows you to operate most Bluetooth-enabled mobile phones and most portable digital media players using simple voice commands. Make a call? Play a song? Just say the word – in English, French or Spanish – and SYNC responds. Voice-activated, hands-free phone calling. Voice-activated, hands-free digital media playing. The future is now, with Mercury SYNC.

¹Available on the 2008 Mercury Milan, Mountaineer and Sable. Some mobile phones and some digital media players may not be fully compatible. Go to SyncMyRide.com for more details. Driving while distracted can result in a loss of vehicle control. Only use mobile phones (even with voice commands) and other devices not essential to driving when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. iPod® is a registered trademark of Apple Inc. All rights reserved. Research In Motion, the RIM logo, BlackBerry, the BlackBerry logo and SureType are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries – these and other marks of Research In Motion are used under license.

The advertisement features a dark blue background with a hexagonal pattern. On the left is an iPod displaying a music player interface with the text "12:43 AM", "1 of 1", "American Miles", "Wild", "Greatest Hits", "0:18", and "-4:43". On the right is a BlackBerry phone displaying a contact card for "Vanessa" with the phone number "+12481234567" and the word "Work". In the center, several dark blue hexagons contain voice command examples: "Play Genre: (rock).", "Play Artist: (name).", "Play Track: (name).", "Call Vanessa: Work.", "Dial 1-248-123-4567.", and "Call Amy: Home.".



The All-New Mercury Sable

Rated One of the Safest Cars on the Road!¹

¹Based on both NHTSA 5-Star crash test ratings and with optional electronic stability control, IHS Top Safety Pick. Star ratings are part of U.S. Dept. of Transportation's Safercar.gov program (www.safercar.gov).

SABLE PREMIER IN BLACK. SHOWN WITH AVAILABLE EQUIPMENT.



MILAN V-6 IN SILVER BIRCH METALLIC. SHOWN WITH AVAILABLE APPEARANCE PACKAGE.



Mercury Milan
"Highest Ranked Midsize Car in Initial Quality,"
according to J.D. Power and Associates.

Mercury Milan received the lowest number of problems per 100 vehicles among midsize cars in the proprietary J.D. Power and Associates 2007 Initial Quality Study.SM Study based on responses from 97,390 new-vehicle owners, measuring 250 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2007. Your experiences may vary. Visit jdpower.com.



Mercury Mariner



MARINER PREMIER IN SILVER METALLIC. SHOWN WITH AVAILABLE EQUIPMENT.



Mercury Mariner Hybrid



MARINER HYBRID IN KIWI GREEN METALLIC. SHOWN WITH AVAILABLE EQUIPMENT.



MOUNTAINEER PREMIER IN SILVER BIRCH METALLIC. SHOWN WITH AVAILABLE EQUIPMENT.



Mercury Mountaineer



Mercury Grand Marquis



GRAND MARQUIS LS IN SILVER BIRCH METALLIC.

2008 MERCURY CARS

SABLE

KEY STANDARD FEATURES¹

3.5L Duratec V-6 engine with 6-speed automatic transmission
 4-wheel disc Anti-lock Brake System (ABS)
 Front-wheel drive (FWD)
 17" 7-spoke bright-aluminum wheels
 Remote keyless-entry system with 2 integrated key fobs and driver-side keyless-entry keypad
 Power sideview mirrors with satin-finish accents
 LED (Light-Emitting Diode) taillamps
 Dual chrome exhaust tips
 Power windows with one-touch-up/-down driver-window feature
 AM/FM stereo/single-CD player with clock and audio input jack
 Rear 60/40 split-folding seat with tip-fold-flat feature
 6 airbags (including Safety Canopy[®] System)²
 Traction Control

KEY AVAILABLE FEATURES¹

18" 7-spoke bright-aluminum wheels
 18" 7-spoke chrome-clad aluminum wheels
 Voice-activated Navigation System
 Intelligent All-Wheel Drive (AWD)
 AdvanceTrac[®] Electronic Stability Control³
 Dual-zone Electronic Automatic Temperature Control
 Audiophile[®] Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 8 speakers
 Premium leather-trimmed front bucket seats
 8-way power driver seat with memory
 Heated driver and front-passenger seats with 2 heat settings
 Power-adjustable pedals with memory
 Power moonroof with one-touch-open/-close
 Rear-Seat DVD Entertainment System with 2 sets of wireless headphones
 SIRIUS Satellite Radio

MILAN

KEY STANDARD FEATURES¹

2.3L Duratec I-4 engine with 5-speed manual transmission
 4-wheel disc Anti-lock Brake System (ABS)
 Front-wheel drive (FWD)
 16" 7-spoke deluxe steel wheel covers
 Driver-side keyless-entry keypad
 Power, heated sideview mirrors
 Fold-down front-passenger seat
 6-way power driver seat with manual lumbar
 Air conditioning
 AM/FM stereo/single-CD player with MP3 capability
 Audio input jack
 Power windows with one-touch-down driver-window feature
 6 airbags²
 Perimeter anti-theft alarm
 Tire Pressure Monitoring System (excludes spare)

KEY AVAILABLE FEATURES¹

3.0L Duratec V-6 engine with 6-speed automatic transmission
 5-speed automatic transmission (I-4 Milan)
 16" 9-spoke aluminum wheels
 17" 14-spoke machined-aluminum wheels
 Intelligent All-Wheel Drive (AWD)
 Leather-trimmed seats
 Heated front seats
 Leather-wrapped steering wheel with cruise and secondary audio controls
 Electronic Automatic Temperature Control
 Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 6 speakers
 Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 8 speakers
 SIRIUS Satellite Radio
 Voice-activated Navigation System
 Traction Control

GRAND MARQUIS

KEY STANDARD FEATURES¹

4.6L SOHC Flexible Fuel Vehicle (FFV) V-8 engine with 4-speed electronic automatic transmission with overdrive
 4-wheel disc Anti-lock Brake System (ABS)
 16" chrome wheel covers
 Automatic on/off headlamps with delay
 Remote keyless-entry system with key fob and driver-side keyless-entry keypad
 Power sideview mirrors
 Premium cloth seats with 8-way power driver seat, including power lumbar and recline
 Air conditioning
 AM/FM stereo with single-CD player
 Power door locks with remote decklid release
 Dual-stage front airbags² for driver and right-front passenger
 Tire Pressure Monitoring System (excludes spare)

KEY AVAILABLE FEATURES¹

16" 16-spoke painted-aluminum wheels
 16" 9-spoke chrome-aluminum wheels
 Power, heated sideview mirrors
 Leather-trimmed seats with 8-way power driver and front-passenger seats with power lumbar and recline
 Heated front seats
 Wood- and leather-trimmed steering wheel with secondary audio and climate controls
 Power-adjustable brake and accelerator pedals
 Electronic Automatic Temperature Control
 Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer, 8 speakers and subwoofer
 Message center with trip computer
 Power moonroof
 Rear air suspension
 Trunk organizer
 Palm Beach Edition Package
 Front-seat side airbags²
 All-Speed Traction Control

2008 MERCURY SUVs

MARINER

KEY STANDARD FEATURES¹

2.3L Duratec I-4 engine with 4-speed automatic transmission
 4-wheel Anti-lock Brake System (ABS)
 4-wheel independent suspension
 Electric Power Steering (EPS)
 Front-wheel drive (FWD)
 Front fog lamps and side repeater lamps
 Power sideview mirrors with manual-fold feature
 16" 6-spoke painted-aluminum wheels
 Chrome exhaust tip
 Leather-wrapped steering wheel
 AM/FM stereo/single-CD player with MP3 capability and clock
 Audio input jack
 Ice Blue interior lighting
 Rear 60/40 split-folding seat
 6 airbags (including Safety Canopy System)²
 AdvanceTrac with RSC[®] (Roll Stability Control)TM

KEY AVAILABLE FEATURES¹

3.0L Duratec V-6 engine with 4-speed automatic transmission
 16" 12-spoke machined-aluminum wheels
 17" 6-spoke satin-finished aluminum wheels
 Intelligent 4WD System
 Reverse Sensing System
 Premium leather-trimmed front bucket seats with Alcantara[®] inserts and driver-side manual lumbar support
 6-way power driver seat
 Dual-zone Electronic Automatic Temperature Control
 Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer, 7 speakers and automatic volume control
 Navigation System with 6.5" touch screen
 Integrated side step bars
 Power moonroof
 SIRIUS Satellite Radio
 Rear Cargo Convenience Package

MARINER HYBRID

KEY STANDARD FEATURES¹

2.3L I-4 Atkinson-cycle engine with Permanent-Magnet AC-synchronous electric motor
 Electronically controlled Continuously Variable Transmission (eCVT)
 330-volt sealed nickel-metal-hydride (NiMH) battery
 Regenerative Braking System
 Electric Power Steering (EPS)
 Front-wheel drive (FWD)
 16" 5-spoke aluminum wheels with brushed-aluminum center caps
 Unique badging on side and rear liftgate
 Roof-rack side rails
 Premium cloth front bucket seats with cloth inserts
 6-way power driver seat
 6 airbags (including Safety Canopy System)²

KEY AVAILABLE FEATURES¹

A/C 110-volt power outlet
 Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 7 speakers and automatic volume control
 Intelligent 4WD System
 60/40 split-folding spring-assisted rear seat
Hybrid Energy/Navigation/Audiophile System – Hybrid energy-flow graphic; fuel economy display; Audiophile Sound System; and touch-screen Navigation System (full map, turn-by-turn, voice direction and points of interest)
Premium Package – Premium leather-trimmed, heated front bucket seats; heated sideview mirrors; Hybrid Energy/Navigation/Audiophile System; retractable cargo area cover; roof-rack side rails with satin-aluminum inserts and black crossbars; Reverse Sensing System; and body-color sideview mirrors
Hybrid Moon and Tune Package – Power moonroof and SIRIUS Satellite Radio
Leather Trim Package – Premium leather-trimmed front bucket seats with lumbar controls

MOUNTAINEER

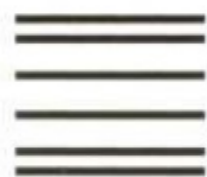
KEY STANDARD FEATURES¹

4.0L 2-valve V-6 engine with 5-speed automatic transmission
 4-wheel disc Anti-lock Brake System (ABS)
 Front and rear independent suspensions
 Rear-wheel drive (4x2)
 17" machined-aluminum wheels
 Power, heated sideview mirrors with security approach lamps
 Black roof rails
 Class II trailer hitch receiver
 1st-row cloth bucket seats with 6-way power driver seat, including manual lumbar and recline
 2nd-row fold-flat 60/40 split bench seat
 Leather-wrapped steering wheel with cruise and secondary audio controls
 Audio input jack
 6 airbags (including Safety Canopy System)²
 AdvanceTrac with RSC (Roll Stability Control)

KEY AVAILABLE FEATURES¹

4.6L 3-valve V-8 engine with 6-speed automatic transmission
 18" satin-aluminum chrome-clad wheels
 Full-time All-Wheel-Drive (AWD) system
 Color-keyed running boards
 Satin-aluminum roof rails and exhaust tip
 1st-row leather-trimmed bucket seats with Alcantara inserts, including 10-way power driver seat with power lumbar
 Leather-trimmed, heated front bucket seats
 Audiophile Sound System
 Voice-activated Navigation System
 Power-adjustable pedals
 Power-deployable running boards
 Power moonroof
 Quad bucket seating
 Rear-Seat DVD Entertainment System
 Reverse Sensing System
 Roof-rail crossbars
 3rd-row PowerFold[™] 50/50 split bench seat
 Chrome Package

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 DEARBORN MI 48121-9700



MERCURY | NEW DOORS OPENED

¹The specifications in this brochure include selected features and options only. For more detailed information, please see your Lincoln Mercury Dealer, refer to a model-specific brochure, or visit mercuryvehicles.com.
²Always wear your safety belt and secure children in the rear seat. 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.

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Comparisons based on 2007 and 2008 competitive models, publicly available information and Ford certification data at time of printing. 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 publication of the catalog, 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.

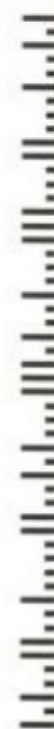


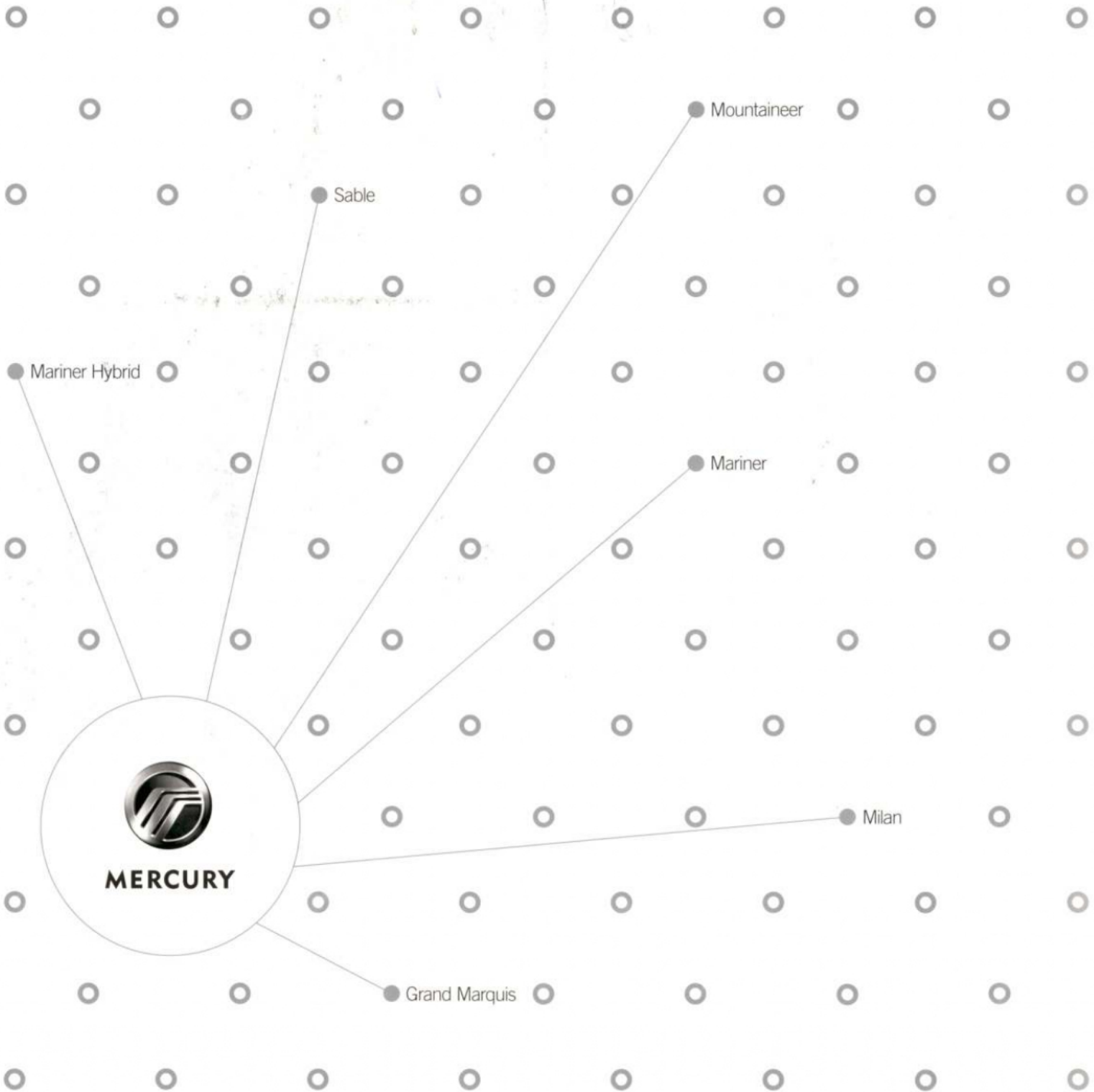
Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at www.fordcredit.com.

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 www.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 an 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.





NEW DOORS OPENED

mercuryvehicles.com

YES, please send me the product info I'm looking for. And, if any great offers come up that Mercury and my local dealer think would be of interest, send those along, too.
 Okay, now all you have to do is fill in the blanks below.

First Name

Last Name

Address

City

State

ZIP Code

E-mail: Please provide your e-mail address to receive product information, offers and incentives by e-mail from Mercury and your local dealer.

Telephone (including area code)

Please send me information on the following vehicle(s). You may choose up to two.

We would like to provide you with the appropriate incentive information. How do you plan to obtain your next vehicle?

When do you plan to acquire your next vehicle?

- Grand Marquis
- Mariner Hybrid
- Mountaineer

- Mariner
- Milan
- Sable

- Purchase

- Lease

- 0-30 days
- 4-6 months
- No Definite Plans

- 1-3 months
- 7+ months