









Maximize your mileage.

2.5L I-4

Fuel Efficiency. Prefer to sip? Milan is committed to your cause. For starters, its new 2.5L I-4 engine can be teamed with one of 2 efficient 6-speed transmissions. Choose the standard 6-speed manual or the available 6-speed automatic, depending on how shifty you feel. With the automatic, you'll achieve up to 34 mpg on the highway, best in its class.¹ And great satisfaction along the way.

I-4 Facts

- Employs intake variable cam timing (iVCT) to increase power, improve efficiency
- Advanced sensors in the Electronic Throttle Control compute optimal throttle position

3.0L V-6

Responsible Power. Born to zip? Experience the pull of Milan Premier's available 240-hp 3.0L V-6 Flex Fuel (FFV) engine. It's mated to an efficient 6-speed SelectShift Automatic[™] transmission,² making Milan the first midsize sedan to offer all 6-speed transmissions. A techno-wonder, SelectShift gives you the power to shift for yourself if you prefer, or automatically chooses the optimal gear for any situation.

V-6 Facts

- V-6 Flex Fuel (FFV) engine runs on E85, gasoline or any blend of the 2
- An industry-first Cam Torque-Actuated intake variable cam timing (iVCT) technology improves tip-in performance feel and fuel economy

2.5LI-4 HYBRID

Fully Hybrid. Ready for a new trip? How does 41 mpg city/36 hwy. sound? The all-new Milan Hybrid is powered by a 2.5L I-4 engine that uses Atkinson-cycle combustion to get the most from each drop of gas. An electronically controlled Continuously Variable Transmission (eCVT) keeps shifts smooth. Behind the rear seats, a 275-volt sealed nickel-metal-hydride (NiMH) battery pack lets it operate solely in pure electric mode at speeds of up to 47 mph, recharging itself every time you brake.

Hybrid I-4 Facts

- City driving range on a single tank of gas is over 700 miles³
- Smaller, lighter battery pack (shown above) produces 20% more power than the one in Mercury's first hybrid system
- Smarter climate control system monitors cabin temperature and runs the gas engine only as needed to heat the cabin; the electric air conditioning compressor provides cold air even when the gas engine isn't running

¹EPA-estimated 23 mpg city/34 hwy, Milan I-4 automatic with Rapid Spec 100A. Midsize class per R.L. Polk & Co. Non-hybrid. ²EPA-estimated 18 mpg city/27 hwy. with 3.0L V-6 engine and 6-speed SelectShift Automatic transmission (FWD). ³Based on EPA-estimated 41 mpg city. Actual mileage will vary.







Gauge your choice.

MILAN

Ice Blue™ Instrumentation. As bold as ice. Thanks to new Ice Blue lighting on the instrument cluster gauges, center console controls, door lock and window switches, and steering wheel controls, all are highly visible in Milan. Radiating a crisp, cool glow, Ice Blue lighting makes quite an impression – especially at night. In addition to making gauges and switches easy to find and operate, Ice Blue lighting brings harmony to the interior and pleases the most important instrument of all: your eyes.

MILAN HYBRID

Liquid Crystal Displays. You're the Chief Information Officer in Milan Hybrid. Its exclusive new SmartGauge[™] with EcoGuide features 2 customizable 4.3" Liquid Crystal Display (LCD) screens that flank the luminous speedometer, supplying as much (or as little) information as you'd like to guide you on your hybrid experience. Choose from one of 4 modes to Inform, Enlighten, Engage or Empower yourself. Settings for both screens are controlled by switches on the steering wheel.

Efficiency Forest. Turn over a new leaf. Again. And again. And again. Watch more efficiency leaves grow on the brightly lit vine the longer you keep Milan Hybrid in Electric Drive. In this mode, you can run on electric power alone and achieve your best mileage. More leaves = more mpg (up to 41 mpg city). After shutdown, the system even reviews your performance and gives kudos for outstanding achievement.





Indulge your designer.

Interior Arrangements. Your inner designer, that is. Depending on the model, seats in Milan are covered in premium cloth, monotone or two-tone leather trim with contrast stitching, or elegant Cashmere-colored leather trim with tone-on-tone stitching in Milan VOGA. It's a pity you can only choose one. Soft-feel surfaces wrap pleasingly around you, while Ice Blue™ interior lighting accentuates its graceful lines. Standard on Premier and Hybrid, Ambient Lighting casts a glow – in your choice of 7 colors – in the front cupholders and front and rear footwells.





¹Based on EPA-estimated 41 mpg city/36 hwy. Actual mileage will vary. Midsize class per R.L. Polk & Co.



TRAVEL LINK/weather NE pt 78" 7:30 Detroit Metro Area Current 5 Day 94 into SAT SUN FR Today Tomorrow 80°F/55°F 787/517 787/537 75 F/503 87F/47F Partly cloudy Partly cloudy Partly cloudy Mostly Sunny Sunny 8 68 17 72 SIRIUS A

Link your life.

Voice-Activated Navigation with SIRIUS Travel Link.[™] Check movie listings and showtimes. See if an accident lies ahead. Find the cheapest fuel. Handle all this and more from the massive 8" touch screen of the available Navigation System – thanks to Milan's class-exclusive SIRIUS Travel Link¹ with introductory 6-month subscription. Get real-time traffic updates. See current and forecasted weather, complete with radar images. Even check the scores and schedules of your favorite teams. This information-rich data stream only enhances an easy-to-use voice-activated Navigation System that plots your course as soon as you state your destination. In Route Guidance mode, upcoming street names are called out – in male or female voice. A bird's-eye view includes major landmarks for additional reference. And with nearly 10 gigabytes of hard drive storage, you can also store photos for your "home" screen and rip entire CDs or just your favorite songs (up to 2400 of them). This multifunctional system even lets you watch DVDs on-screen when Milan is in "Park." That's one powerful driving companion.

Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service not available in Alaska or Hawaii. ²Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. ³The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. ⁴Coming Summer 2009. ⁵Service not available in Alaska or Hawaii. See your Lincoln Mercury Dealer or contact SIRIUS at 1-888-539-7474 for more information.

Mercury SYNC[®] with 911 Assist.[™] Enter Milan with your paired Bluetooth®-enabled phone, or plug your digital media player or thumb drive into its USB port, and available Mercury SYNC² knows you're there. Press a steering wheel button, say, "Call home," and it follows your commands. New this year: SYNC can make an emergency call from your phone if any airbag deploys.³ And unlike other systems, SYNC connects you directly to a 911 operator. The latest version features up-to-the-minute weather, traffic alerts, turn-by-turn directions and more.⁴ Developed in concert with Microsoft,[®] SYNC with class-exclusive 911 Assist also lets you request a Vehicle Health Report that can be viewed online. How's that for staying connected?

SIRIUS® Satellite Radio. With over 130 channels of crystal clear, digital-quality sound, available SIRIUS Satellite Radio⁵ is your passport to an amazing range of 100% commercial-free music, plus sports, news, talk and entertainment – and includes a 6-month subscription to the SIRIUS service.

Sony® 5.1 Surround Sound. Featuring surround sound and DSP processing, the available Sony Audio System features Dolby® Automotive Entertainment Program (DAEP) 5.1 Surround Sound to bring the home theater performance of Dolby Pro Logic® II into Milan. With 390 watts of continuous power, 12 high-quality speakers and 2 amplifiers working together, Sony's unique, rich sound is more than delivered.







Improve your grip.

AdvanceTrac® ESC. According to a National Highway Traffic Safety Administration (NHTSA) study,¹ electronic stability control (ESC) reduced single vehicle crashes among passenger cars by 35% when compared to similar models without this technology. So what is it, exactly?

With sensors to measure oversteer and yaw, Milan and Milan Hybrid's standard AdvanceTrac ESC² constantly monitors vehicle speed, throttle position and steering wheel angle. If it senses wheel slip or loss of traction, the system automatically modulates engine power or selectively applies the brakes to individual wheels to help keep Milan on its intended path.

Intelligent All-Wheel Drive (AWD). When rain turns to snow, formerly smooth blacktop is now very slick. As adrenaline floods your body to keep you alert, the optional Intelligent All-Wheel-Drive (AWD) system on Milan V-6 models reacts as well, seamlessly distributing more torque to the wheels with the best grip. Between front and rear axles and side to side on each axle, torque moves automatically to help maintain traction. As you reach your unplowed side street, traction is reduced to one wheel, so Intelligent AWD sends most torque there to help keep you moving forward. Up the driveway. Into the garage. Power off. Home.

¹U.S. Dept. of Transportation study, September 2004 (www.nhtsa.gov). ²Remember 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.





Raise your awareness.

BLIS® (Blind Spot Information System) with Cross Traffic Alert. You want to change lanes. You check your sideview mirror. As you move over, a sharp horn beep from another driver lets you know the lane is occupied. To help make you more aware of those vehicles, radar sensors in Milan's available class-exclusive¹ BLIS (Blind Spot Information System) with Cross Traffic Alert are constantly scanning your blind spots. As soon as the sensors detect a vehicle there, the system flashes an amber light in your driver-side or passenger-side sideview mirror to help warn you. Additionally, the Cross Traffic Alert function sounds a warning when the sensors detect a vehicle approaching from either side as you back Milan out of a parking spot. **Rear View Camera.** The "thunk" of a bicycle against your rear bumper. Not the best way to start your morning. Milan's Rear View Camera, part of the available Driver's Vision Package, uses a tiny, rearmounted camera to deliver a big, full-color image on the 8" screen of the available voice-activated Navigation System, or in the rearview mirror (in models not equipped with the Navigation System). It's always worth a second look. An available Reverse Sensing System can also help. When you're slowly backing up, its sensors help alert you (with audible signals) to certain objects behind the vehicle so you can avoid contact.





Savor your surroundings.

Seat Yourself. Surrounded by volumes of airy room, it's hard to feel anything other than soothed in Mercury Milan. A hidden dash-top storage bin is the perfect place to store your cell phone, change, toll road tickets and more. The front center console features two-tiered storage and doubles as an armrest. And because the front-passenger seat and 60/40 split-folding rear seat fold down,¹ you can fit items almost 9' long into Milan's spacious interior. An available power tilt-and-slide moonroof is the perfect finishing touch.





Peak your performance.

Highway Cruiser. Is much of your day spent on the road? Do you travel long distances for your job? If so, the 2.5L I-4 engine on Milan or the available 3.0L V-6 Flex Fuel engine on Milan Premier will answer the call. These gasoline-powered engines are teamed with 6-speed manual or 6-speed automatic transmissions to smartly balance performance with fuel efficiency.

City Driver. You'll find a soul mate in the all-new 2010 Milan Hybrid. In stop-and-start city driving, Milan Hybrid excels. Its full-hybrid system enables the vehicle to travel at speeds up to 47 mph on the electric motor alone. That's why city mileage (41 mpg) is higher than highway mileage (36 mpg)¹. This requires a whole new way of thinking – and driving. Gentle acceleration, consistent brake pressure, and the fine art of coasting will help you get the most from Milan Hybrid's full-hybrid system.



On the road, Milan Hybrid's 2.5L I-4 engine works with the electric traction motor to create 191 net hp. That motor captures kinetic energy during Regenerative Braking and uses it to recharge the 275-volt sealed battery pack. The battery pack completes the cycle by supplying energy to start the engine, to drive at low speeds, and to boost acceleration.



Elements of sophistication.



Preparation. Never have power when you need it? Now you do. To power laptops, digital media players, portable gaming systems and more, a convenient 110-volt outlet is always at the ready in Milan Hybrid.



Automation. As the sprinkles turn into a downpour, Milan's speed-sensitive wipers can maximize visibility by speeding up on their own, allowing you to keep your hands on the steering wheel. You're free to focus on the road while other drivers are fumbling for their wipers.



Integration. Milan's LED taillamps use less energy and illuminate more quickly than conventional bulbs. On Milan and Milan Hybrid, they're further accentuated by an available rear spoiler.



Organization. Ultimate control comes to those who keep their worlds uncluttered. To help, Milan's spacious trunk includes a storage net that's perfect for holding items that are prone to "rolling." Not shown: A dash-top storage bin that keeps items at your fingertips at all times, as well as 6 bottle/beverage holders in Milan's interior.



Illumination. An automatic headlamps feature on Milan Premier and Milan Hybrid turns the headlamps on and off automatically based on ambient light conditions.



Activation. On models equipped with Milan's available voice-activated touch-screen Navigation System, the Dual-zone Electronic Automatic Temperature Control can be operated 2 ways: by voice (say "Temperature Up" or "Temperature Down"); or by touching the up or down arrows on the Navigation System's Climate screen.



Invitation. Green. White. Yellow. Aqua. Red. Blue. Purple. To give your 2010 Milan Premier or Milan Hybrid an inviting glow, Ambient Lighting allows you to scroll through these 7 different colors to create the mood you desire – illuminating from within the front cupholders and from the front and rear footwells.



Specifications

BASE MODEL DIMENSIONS

Wheelbase 107.4" Length 189.0" Width (excl. mirrors/incl. mirrors) 72.2"/80.1" Height 56.9" Front track 61.7" Rear track 61.3" Head room (front/rear) 38.7"/37.8" Shoulder room (front/rear) 57.4"/56.5" Leg room (front/rear) 42.3"/37.1"

CAPACITIES

Fuel capacity FWD: 175 gal. AWD: 16.5 gal. Cargo volume Milan: 16.5 cu. ft. Milan Hybrid: 11.8 cu. ft. Seating capacity 5 Total passenger volume Milan: 100.3 cu. ft. Milan Hybrid: 99.8 cu. ft.

HORSEPOWER, TORQUE AND 2010 EPA-ESTIMATED FUEL ECONOMY

2.5L iVCT DURATEC® I-4 ENGINE Horsepower 175 @ 6000 rpm Torque 172 lb.-ft. @ 4500 rpm 6-speed manual 22 mpg city/31 hwy.¹ 22 mpg city/39 hwy.² 6-speed automatic 23 mpg city/34 hwy.¹ 22 mpg city/31 hwy.²

3.0L iVCT DURATEC V-6 FFV ENGINE³

Horsepower 240 @ 6550 rpm Torque 223 lb.-ft. @ 4300 rpm 6-speed SelectShift Automatic[™] (FWD) 18 mpg city/27 hwy. 6-speed SelectShift Automatic (AWD) 18 mpg city/25 hwy.

2.5L IVCT ATKINSON-CYCLE I-4 ENGINE WITH PERMANENT-MAGNET AC-SYNCHRONOUS ELECTRIC MOTOR

Net horsepower 191 Electronically controlled Continuously Variable Transmission (eCVT) 41 mpg city/36 hwy.

STANDARD FEATURES

POWERTRAIN/FUNCTIONALITY 4-wheel disc Anti-lock Brake System (ABS)
Front-wheel drive (FWD)
Short- and Long-Arm (SLA) independent front suspension
Multilink independent rear suspension
Power rack-and-pinion steering
EXTERIOR
Chrome exhaust tips
Easy Fuel [™] capless fuel-filler system
Light-Emitting Diode (LED) taillamps
Power, heated body-color sideview mirrors with security approach lamps
Solar-tinted glass
5
INTERIOR
Audio input jack
Cabin air filtration system
Dash-top storage bin
Front center console with armrest, two-tiered storage and 2 beverage holders (non-Hybrid only)
Ice Blue [™] -lit instrument panel cluster
Leather-wrapped steering wheel with cruise and audio controls

Message center Power door locks with child-safety rear door locks

Power remote trunk release

Power windows with one-touch-up/-down driver-window feature SIRIUS® Satellite Radio includes satellite receiver, antenna and introductory 6-month subscription

Tilt/telescoping steering column

SECURITY/SAFETY

Comparisons based on 2009 competitive models (Midsize Sedan class), publicly available information and Ford certification data at time of PDF. 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 release of this PDF, 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-todate information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations. Mercury Accessories reserves the right to change product availability at any time without incurring obligations. Visit mercuryaccessories.com or see your local dealer for the most up-to-date product information and availability.

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Dolby and Pro Logic are registered trademarks of Dolby Laboratories.

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¹Rapid Spec 100A and 101A. ²Rapid Spec 102A and 103A. ³Fuel economy when operating on E85 will yield different values than gasoline. See Fuel Economy Guide for more information. ⁴Always wear your safety belt and secure children in the rear seat. ⁵SOS hardware may become damaged or the battery may lose power during a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt preventor.



Build Your Milan

MILAN - Rapid Spec 100A

Includes all the standard features, plus:
2.5L DOHC Duratec [®] I-4 engine with iVCT
6-speed manual transmission
16" 5-spoke painted-aluminum wheels
P205/60R16 all-season rolling resistance tires
Halogen headlamps
6-way power driver seat with manual lumbar
2-way manual fold-down front-passenger seat
60/40 split-folding spring-assisted rear seat (non-hybrid only)
AM/FM stereo/single-CD player with MP3 capability
Single-zone manual air conditioning

AVAILABLE OPTION GROUPS

Rapid Spec 102A – 6-speed automatic transmission, carpeted front and rear floor mats, 17" 5-spoke-design steel wheels with silver-painted covers, and P225/50R17 all-season tires

Rapid Spec 103A –6-speed automatic transmission, carpeted front and rear floor mats, 17" 5-spoke-design steel wheels with silver-painted covers, P225/50R17 all-season tires, fog lamps, rear spoiler, and Sun & SYNC Package, which includes power tilt-and-slide moonroof, auto-dimming rearview mirror with microphone and compass, and Mercury SYNC® voiceactivated, in-vehicle communications and entertainment system

AVAILABLE OPTIONS AND PACKAGES

Rapid Spec 101A –6-speed automatic transmission
All-weather floor mats
Auto-dimming rearview mirror ¹ with microphone and compass
Mercury SYNC ¹ voice-activated, in-vehicle communications and entertainment system
Remote start systems ²
Reverse Sensing System ³
Sun & SYNC Package ¹

White Platinum Metallic Tri-Coat paint³

MILAN PREMIER - Rapid Spec 200A

Includes all the standard features on Milan, plus:
6-speed automatic transmission
17" 7-spoke painted-aluminum wheels
P225/50R17 all-season tires
Automatic halogen headlamps
Fog lamps
8-way power driver seat with manual lumbar
6-way power fold-down front-passenger seat
Leather-trimmed seats
Heated front seats
Carpeted front and rear floor mats
Ambient Lighting
Dual-zone Electronic Automatic Temperature Control
Auto-dimming rearview mirror with microphone and compass
Mercury SYNC voice-activated, in-vehicle communications and entertainment system
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AVAILABLE OPTION GROUPS

Rapid Spec 201A – Rear spoiler, Reverse Sensing System, and Driver's Vision Package, which includes BLIS[®] (Blind Spot Information System) with Cross Traffic Alert and Rear View Camera

Rapid Spec 202A – Rear spoiler, Reverse Sensing System, **Driver's Vision Package**, and **Moon & Tune Package**, which includes power tilt-and-slide moonroof and Sony[®] Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers

AVAILABLE OPTIONS AND PACKAGES

3.0L Duratec V-6 FFV engine with iVCT and 6-speed SelectShift Automatic[™] transmission

All-weather floor mats

Intelligent All-Wheel Drive (AWD) system (3.0L V-6 only)

Hard drive-based, voice-activated Navigation System features SIRIUS Travel Link^{™4} (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music; includes Sony Audio System with DAEP 5.1 Surround Sound, AW/FM stereo/single-CD/DVD, MP3 capability and 12 speakers

Moon & Tune Package⁵

Rear spoiler Remote start systems

Demons Carelan Cust

Reverse Sensing System VOGA Package includes chrome-accent finishes on grille, rear decklid appliqué and rear badging; 17" 8-spoke chrome wheels with VOGA center caps; unique VOGA exterior badging; unique floor mats with embroidered VOGA logo; Cashmere-colored door-trim inserts; Cashmere-colored leather-trimmed seats with tone-on-tone Cashmere stitching; and VOGA embroidered on front seatbacks (available only with Tuxedo Black or White Suede exterior colors and Dark Charcoal interior)

White Platinum Metallic Tri-Coat paint

MILAN HYBRID - Rapid Spec 300A

Includes all the standard features on Milan Premier, plus: 2.5L iVCT I-4 Atkinson-cycle engine with Permanent-Magnet AC-synchronous electric motor Electronically controlled Continuously Variable Transmission (eCVT) 275-volt sealed nickel-metal-hydride (NiMH) battery Regenerative Braking System 17" 15-spoke painted-aluminum wheels Reverse Sensing System SmartGauge™ with EcoGuide instrument cluster with 2 configurable LCD screens and message center 110-volt AC power outlet Driver's Vision Package includes BLIS (Blind Spot Information System) with Cross Traffic Alert and Rear View Camera

Moon & Tune Package includes power tilt-and-slide moonroof and Sony Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers

AVAILABLE OPTIONS AND PACKAGES

All-weather floor mats

Hard drive-based, voice-activated Navigation System features SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music; includes Sony Audio System with DAEP 5.1 Surround Sound, AM/FM stereo/single-CD/DVD, MP3 capability and 12 speakers_____

Remote start systems

White Platinum Metallic Tri-Coat paint

'Requires Rapid Spec 102A.' Requires Rapid Spec 101A, 102A, or 103A. 'Requires Rapid Spec 102A or 103A. 'Requires Rapid Spec 202A. 'Single-CD Sony Audio System when paired with Navigation System.

Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations.





Mercury uses clearcoat paint for beauty and protection. Colors are representative only.



Interior Colors



Camel Cloth



Dark Charcoal Cloth



Camel Leather with Perforated Inserts



Dark Charcoal Leather with Perforated Inserts

1: Milan 2: Milan Premier 3: Milan Hybrid 4: VOGA Package



Agate Leather with Medium Light Stone Inserts

Cashmere-Colored Leather

23

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1 1 1 1 1

Medium Light Stone Cloth

1

1

Wheels



16" 5-SPOKE PAINTED-ALUMINUM WHEELS Standard on I-4 Milan



17" 7-SPOKE PAINTED-ALUMINUM WHEELS Standard on I-4 Premier and V-6 Premier



Included with VOGA Package



17" 5-SPOKE-DESIGN STEEL WHEELS WITH SILVER PAINT Available on Milan



17" 15-SPOKE PAINTED-ALUMINUM WHEELS Standard on Milan Hybrid

