





Most fuel-efficient suv on the planet! Mercury Mariner Hybrid: 34 mpg city.²

Make Your Move. Embrace a brighter tomorrow in a new Mercury Mariner Hybrid. You really have nothing to lose. With room for 5 passengers, the availability of a 4-wheel-drive (4WD) configuration, plus all the space and storage capacity you'd expect, Mariner Hybrid is 100% SUV. On the road, you'll be pleasantly reminded that it's a 100% full-hybrid vehicle that achieves up to 34 mpg city and 31 mpg hwy. (FWD). This year, with a new available Rear View Camera and available Active Park Assist – which helps parallel park Mariner Hybrid with very little assistance from you – it continues those innovative ways. "The Mariner Hybrid puts versatility and economy together in a classy, compact package," says Dan Lyons of autoMedia.com. The best of both worlds is yours in Mercury Mariner Hybrid.



Minimize your impact. EMBRACE THE HYBRID EXPERIENCE.

City Slicker. In stop-and-start city driving, Mariner Hybrid excels. In fact, from light acceleration to speeds up to about 44 mph, Mariner Hybrid can run on electric power alone in Electric Drive mode. That's why city mileage is higher than highway mileage. 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 Mariner Hybrid's full-hybrid system.

Daily Driver. When you leave low speeds behind, there's a seamless transition from electric power to gas engine operation. Mariner Hybrid's 2.5L I-4 engine uses Atkinsoncycle combustion to make the most from each drop of gas, producing a peppy 177 net hp when combined with the 70-watt electric motor.

Acceleration. During full acceleration, the electric motor gives the gas engine an extra boost of power and torque in Hybrid Drive mode, giving you power when you need it. An electronically controlled Continuously Variable Transmission (eCVT) helps keep shifts smooth. Remember, though, that you will achieve your best mileage with slow, gentle acceleration.

Regenerative Braking. When you apply the brakes, the electric motor captures this kinetic energy and uses it to recharge the battery pack. In essence, Mariner Hybrid recharges itself – so there's never any need to plug it in. This 330-volt nickel-metal-hydride (NiMH) battery pack then supplies energy to start the engine, to drive at low speeds and to boost acceleration.

Stopping. As you come to a complete stop, the gasoline engine will shut off if it's not needed, conserving fuel and reducing emissions. As soon as you start up, the cycle begins again.







Mercury Mariner: Up to 28 mpg hwy.'

Power. Mercury Mariner achieves unsurpassed highway fuel economy of 28 mpg, along with a lively 171 hp, when equipped with the 2.5L Duratec® I-4 engine. An available robust 3.0L Duratec V-6 engine delivers 240 hp. A Flexible Fuel configuration makes the V-6 even more noteworthy by giving you a choice – E85 or gasoline. It can run on E85 (85% ethanol/15% gasoline), regular gasoline or any blend of the two. As you drive, an advanced Powertrain Control Module determines the ethanol/gas mixture and adjusts for optimum performance. Both engines feature intake variable cam timing (iVCT) to ensure the most efficient combustion, and both are paired with a 6-speed automatic transmission to maximize performance feel and fuel efficiency. Mariner V-6 models can tow up to 3500 lbs. when properly equipped with the available Class II Trailer Tow Package.

Precision. The advantages of electric power aren't solely the domain of Mariner Hybrid. Instead of using a hydraulic power steering system that draws power from an engine accessory drive, reducing fuel efficiency, all Mariners employ advanced Electric Power Steering (EPS) that is powered by an electric motor. EPS improves steering feel at low speeds, provides precise steering on the highway, and helps improve fuel economy by using that motor to provide assist to the steering system, applying power only when it's needed.

Traction. If additional traction is needed for snowy climates or uneven road surfaces, Mariner's available Intelligent 4WD System can handle it. Always on and always working, it automatically monitors traction (200 times per second – much faster than any person could) and adjusts torque distribution as needed for maximum grip. In a Mariner equipped with Intelligent 4WD, you can challenge difficult conditions as often as you like.





Enjoy your view.

Grace and Space. Inside Mercury Mariner, you really do have it all. Satin-pewter accents on the door-trim panels brighten the mood, as do the door handles and floor-mounted shifter that are trimmed in gleaming chrome. Mariner models feature monotone seats in cloth or available leather trim, while Mariner Premier leather-trimmed seats feature contrast stitching (two-tone leather-trimmed seats with Alcantara® inserts are available). Passengers will appreciate an interior that's hushed at highway speeds. Credit goes to an acoustic-laminate windshield, thick side-window glass, aerodynamically tuned sideview mirrors, low-profile windshield wipers and additional sound-absorbing material. After all, you'll want to hear what your passengers are saying.





















Color your world.

Ice Bold. Illuminating the instrument cluster, center stack, door lock and window switches, and steering wheel controls, Ice Blue™ lighting makes quite an impression – especially at night.

In the Glow. Give your Mariner its own unique glow. Available Ambient Lighting provides 7 colors to create any mood you want. Illuminating from within the front door handles, cupholders and front and rear footwells are Light-Emitting Diodes (LEDs) in your choice of green, white, yellow, aqua, red, blue or purple. Along with satin-pewter and chrome accents, you've got an environment that's long on tranquility.





¹Real-time traffic monitoring available in select markets. Some features are unavailable while driving. ²Service available in the 48 contiguous states and Washington, D.C. ³Driving 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. 'The 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. ⁵SYNC with Traffic, Directions and Information not available with optional Navigation System. See your dealer for details.

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 6.5" color screen of the available Navigation System – thanks to Mariner Premier's class-exclusive SIRIUS Travel Link^{1,2} with introductory 6-month subscription. Get real-time traffic updates. See current and forecasted weather. Even check the scores of your favorite team's games. 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. 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 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 in "Park." That's one powerful driving companion.

SIRIUS® Satellite Radio? Surf more than 130 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment, coast-to-coast. Includes a 6-month subscription to SIRIUS.

Mercury SYNC® with 911 Assist.™ Enter Mariner with your paired Bluetooth®-enabled phone, or plug your digital media player or thumb drive into its USB port, and available Mercury SYNC³ 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.⁴ And unlike other systems, SYNC connects you directly to a 911 operator. The latest version also features up-to-the-minute weather, traffic alerts, turn-by-turn directions, and more.⁵ Developed in concert with Microsoft,® SYNC also lets you request a Vehicle Health Report that can be viewed online. How's that for connectivity?



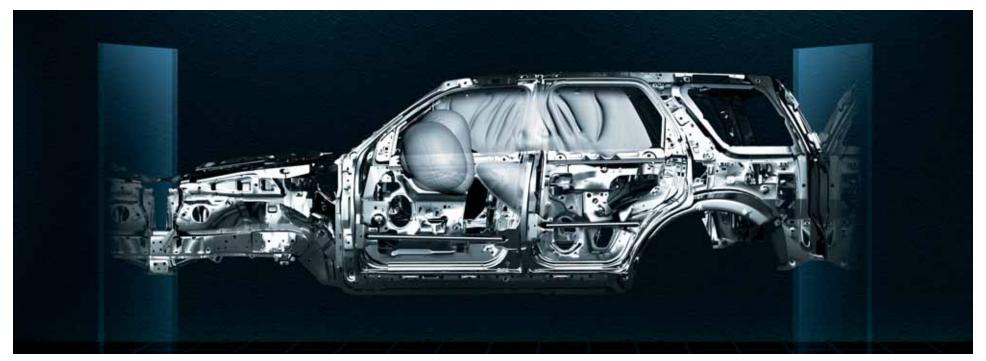


Simplify your arrival.

Amazing Assistance. In as little as 24 seconds. Just press a button and drive by potential parallel parking spots to activate the system. Available Active Park Assist uses its sensors to take some measurements and prompts you when it's ready to park. You simply respond to system prompts and control vehicle speed using the gear shifter, gas and brake pedals – while it handles the hard part – figuring out if the spot is big enough and automatically steering the vehicle into the spot. New for 2010, this remarkably intelligent system is bound to be your new best friend.

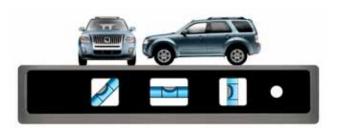
Owner Controls. Mariner's standard new MyKey[™] owner controls feature lets you program the ignition keys to help encourage smart driving habits. You can use it to remind drivers to buckle up and travel at appropriate speeds, set the low-fuel warning to chime earlier, and even prohibit the shutoff of key accident–avoidance features like AdvanceTrac® with RSC® (Roll Stability Control™).





Maintain your level.

AdvanceTrac® with RSC® (Roll Stability Control™). The industry's only electronic stability control system with two gyroscopic sensors, AdvanceTrac with RSC¹ includes a unique vehicle-roll motion sensor that directly measures the roll rate over 100 times every second. When understeer, oversteer or a loss of traction is detected, the system takes decisive action. Working in conjunction with the Anti-lock Brake System, traction control and yaw control, it uses the roll rate and other information to determine when and how it will apply individual brakes and modify engine power to help keep all 4 wheels firmly planted.



A Suite of Protection. Six standard airbags enhance your protection in the event of an accident. The dual front airbags of the Personal Safety System™ are joined by front-seat side airbags and the sidecurtain airbags and rollover sensor of the Safety Canopy® System.

Attention Getter. Additional peace of mind comes from Mariner's standard SOS Post-Crash Alert System, which is triggered in the event of airbag deployment or safety belt pretensioner activation. If either of these occurs, the hazard lights flash and the horn sounds so that you and your passengers may be more easily located.

¹Remember 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. ²SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.



2010 Mariner VOGA Package





Subtle Embroidery. The available VOGA Package features embroidered "VOGA" logos on the Cashmere-colored front seats, as well as contrast Ash stitching. Everyone will know this Mariner is something special.



Name Recognition. Unique chrome "VOGA" badging, as well as a rear chrome trim accent, graces the liftgate.



Black+White. Inside, a high-contrast interior teams soft and subtle Cashmere-colored leather-trimmed seats — exclusive to VOGA — with a Charcoal Black environment. Add all this finery to Mariner Premier standards like Mercury SYNC,® heated front seats and Ambient Lighting.



Glitz+Glam. Chrome sparkles on the grille, roof rack and exclusive 17" chrome wheels with "VOGA" center caps.



Ensemble Piece. Embroidered "VOGA" logos on front floor mats complement the glossy black paint that ties together the instrument panel center stack, center console trim and front window switch bezels.





Exclamation. For your listening pleasure, an audio input jack at the base of the center stack (left) lets you play your personal digital media player through Mariner's speakers.



Preparation. Behind the 60/40 split rear seat, there's 31.4 cu. ft. of cargo space to handle the fresh produce from the farmer's market, as well as all the cooking supplies needed to prepare it. Fold down the rear seat, and even more room (67.2 cu. ft.) is at your disposal.



Recreation. After your adventures are over, the available Cargo Package includes a hidden, lockable "wet trunk" under the carpet that's perfect for damp items,

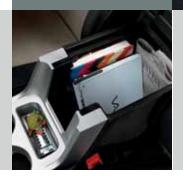
helping keep the carpet dry. If dirt is your issue, the rear carpet is also reversible – with an easy-to-clean rubber surface on the underside. A retractable cargo area cover

Consideration. A standard message center, located between the tachometer and speedometer, displays trip computer readings and other vital information. Check your messages frequently.

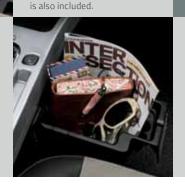
Savvy functionality.



Activation. Heated front seats activate at the touch of a button to chase the chills away on Mariner Premier (standard) and Mariner Hybrid (included in the available Premium Package).



Hibernation. Mariner's center console is large enough to keep a laptop computer or large purse completely tucked away – and safely out of sight.



Integration. You can attach the 2 removable bins from Mariner's center console to the front-passenger side and rear of the console for use as trash receptacles or extra storage containers.



Specifications

BASE MODEL DIMENSIONS

Wheelbase 103.1" Lenath 175.1" Width (excluding mirrors) 71.1" Width (including mirrors) 81,3" Width (mirrors folded) 77.9" Height (without options) 67.9" Front track 60,7" Rear track 60,2" Head room (front/rear) 40,4"/39,2" Hip room (front/rear) 53.3"/49.1" Leg room (front/rear) 41.6"/35.6"

WEIGHTS AND CAPACITIES

Fuel capacity 17.5 gal. Curb weight 4x2: 3346 lbs./4x4: 3492 lbs. Cargo volume behind 1st row 67.2 cu. ft. Cargo volume behind 2nd row 31.4 cu. ft. Seating capacity 5 Maximum loaded trailer weight 3500 lbs.1

2009 EPA-ESTIMATED FUEL ECONOMY I-4 FWD

20 mpg city/28 hwy.

I-4 4WD

19 mpg city/25 hwy.

V-6 FWD

18 mpg city/26 hwy.

V-6 4WD

17 mpg city/24 hwy.

HYBRID FWD

34 mpg city/31 hwy.

HYBRID 4WD

29 mpg city/27 hwy.

STANDARD FEATURES

POWERTRAIN/FUNCTIONALITY

4-wheel Anti-lock Brake System (ABS) 4-wheel independent suspension Electric Power Steering (EPS) Front-wheel drive (FWD)

Power front disc and rear drum brakes

EXTERIOR

Chrome exhaust tip

Front fog lamps

Liftgate with flip-up glass

Privacy glass on rear doors, rear guarter windows and liftgate

Satin-aluminum grille

Variable-intermittent front windshield wipers; 2-speed rear with washer

INTERIOR

Accessory delay for power features

Adjustable head restraints (5)

Air conditioning

Audio input jack

Floor console with 3-tier storage system, 2 removable bins, and front and rear cupholders

Ice Blue™ interior liahtina

Leather-wrapped steering wheel with cruise and secondary audio controls, and tilt column

Power door locks with child-safety rear door locks

Power windows with one-touch-down driver-window feature

Rear 60/40 split-folding seat with tip-fold-flat feature

SIRIUS Satellite Radio (with introductory 6-month subscription)

SECURITY/SAFETY

Personal Safety System[™] for driver and front passenger with dual-stage front airbags,² safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driverseat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System

AdvanceTrac® with RSC® (Roll Stability Control™)

Battery saver

Belt-Minder® front safety belt reminder

Dynamic Side-Impact Airbag Package with front-seat side airbags,² Safety Canopy[®] System with side-curtain airbags² and rollover sensor, and side-impact foam bolsters

Lower anchors and tether anchors for child-safety seats (LATCH) on rear seat positions

MvKev[™] owner controls feature

Remote keyless-entry system with 2 integrated keys, SecuriCode™ keypad and illuminated entry

Safety belt restraint system with 3-point safety belts in all seating positions and front height-adjustable shoulder belts

SecuriLock® passive anti-theft ignition system

Side-intrusion door beams

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

¹When properly equipped. ²Always wear your safety belt and secure children in the rear seat.

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Microsoft is a registered trademark of Microsoft Corporation.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

Ford Credit Get the ride you want. Whether you plan to lease or finance, you'll find the Peace of mind comes from a 3-year/36,000-mile bumper-to-bumper New Vehicle Limited Comparisons based on 2009 competitive models (Small Sport Utility Vehicle class), publicly choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at 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 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 a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

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 or limitations. Dimensions shown may vary due to optional features and/or production of the vehicle or need towing. Your Lincoln Mercury Dealer will provide complete details.

Custom Accessories Genuine Mercury Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Lincoln Mercury Dealer for details and a copy of the limited warranty. Mercury Licensed Accessories (MLA) are warranted by the accessory manufacturer's warranty. Contact your Lincoln Mercury Dealer for details regarding the manufacturer's limited warranty and/or a copy of the MLA product limited warranty offered by the accessory manufacturer.

available information and Ford certification data at time of release. 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 variability. Following release of the 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-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

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Specifications

MARINER - Rapid Spec 100A

Includes all standard features, plus:

2.5L iVCT Duratec® I-4 engine with 6-speed automatic transmission 16" 6-spoke painted-aluminum wheels with P235/70R16 all-season BSW tires

AM/FM stereo/single-CD player with MP3 capability, clock and 4 speakers
Black power sideview mirrors with manual-fold feature and integrated
Blind Spot Mirrors

Covered visor vanity mirrors

Message center

Premium cloth front bucket seats with 2-way manual driver seat. Roof-rack side rails (Black)

AVAILABLE OPTION GROUPS

Rapid Spec 101A – Sun & SYNC Package includes Mercury SYNC,® power moonroof with sunshade and mini-overhead console, and auto-dimming rearview mirror with microphone

Rapid Spec 102A – Sun & SYNC Package and Leather Package, which includes premium leather-trimmed front bucket seats with 6-way power driver seat and driver-side manual lumbar support, and Ambient Lighting

AVAILABLE OPTIONS AND PACKAGES

3.0L iVCT Duratec V-6 FFV engine with 6-speed automatic transmission
6-way power driver seat¹

Amenities Package² includes automatic headlamps and message center with compass and outside temperature display

Cargo Package includes retractable cargo area cover, Interior Cargo Management System with lockable wet trunk and Black crossbars

Class II Trailer Tow Package² with 3500-lb. maximum towing capacity (V-6. only)

Integrated side step bars (Black)²

Intelligent 4WD System

Mercury SYNC voice-activated, in-vehicle communications and entertainment system

¹Requires Rapid Spec 101A. ²Requires Rapid Spec 101A or 102A. ³Requires Rapid Spec 201A, 202A or 203A. ⁴Requires Rapid Spec 202A or 203A. ⁵Requires Rapid Spec 501A.

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

MARINER PREMIER - Rapid Spec 200A

Includes all standard features on Mariner, plus:

16" 12-spoke machined-aluminum wheels with P235/70R16 all-season BSW tires

AM/FM stereo/single–CD player with MP3 capability, clock and 6 speakers Ambient Lighting

Auto-dimming rearview mirror

Automatic headlamps

Cargo Package

Illuminated visor vanity mirrors

Mercury SYNC voice-activated, in-vehicle communications and entertainment system

Message center with compass and outside temperature display

Overhead console with dual storage bins

Power, heated body-color sideview mirrors

Premium leather-trimmed, heated front bucket seats with 6-way power driver seat and driver-side manual lumbar support

Roof-rack side rails with satin-aluminum inserts

AVAILABLE OPTION GROUPS

Rapid Spec 201A – Moon & Tune Elite Package which includes power moonroof with sunshade and mini-overhead console, and Premium Sound System with 7 speakers and automatic volume control

Rapid Spec 202A – Amenities Elite Package includes Dual-zone Electronic Automatic Temperature Control, Universal Garage Door Opener and Reverse Sensing System, and Moon & Tune Elite Package

Rapid Spec 203A – Amenities Elite Package, Moon & Tune Elite Package, and hard drive-based, voice-activated Navigation System (6.5" screen) features SIRIUS Travel LinkTM (with introductory 6-month subscription) and 10 gigabytes of digital storage for pictures and music; includes Premium Sound System with 7 speakers and automatic volume control

AVAILABLE OPTIONS AND PACKAGES

3.0L iVCT Duratec V-6 FFV engine with 6-speed automatic transmission_ 17" 6-spoke painted-aluminum wheels³

Active Park Assist⁴

Class II Trailer Tow Package (V-6 only)3

Integrated side step bars (Black)3

Premium leather-trimmed front bucket seats with Alcantara® inserts³_ Rear View Camera⁴

VOGA Package² includes chrome grille and rear fascia trim; roof rack with chrome inserts; 17" chrome wheels with "VOGA" center caps; unique "VOGA" exterior badging; premium front floor mats with embroidered "VOGA" logo; Cashmere-colored leather-trimmed seats with contrast Ash stitching and embroidered "VOGA" logo on front seatbacks; Black treatment on instrument panel center stack, center console and front window switch bezels; and high-contrast interior environment (available only with Wine Red Metallic or White Suede exterior colors)

MARINER HYBRID - Rapid Spec 500A

Includes all standard features, plus:

2.5L iVCT 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

16" 5-spoke aluminum wheels with brushed-aluminum center caps

110-volt AC power outlet

AM/FM stereo/single-CD player with MP3 capability, clock and 6 speakers

Auto-dimming rearview mirror

Automatic headlamps

Dual-zone Electronic Automatic Temperature Control

Illuminated visor vanity mirrors

Mercury SYNC voice-activated, in-vehicle communications and entertainment system

Message center with compass and outside temperature display

Overhead console with dual storage bins

Premium cloth front bucket seats with cloth inserts and 6-way power driver seat

Roof-rack side rails and crossbars (Black)

Unique badging on sides and rear liftgate

AVAILABLE OPTION GROUP

Rapid Spec 501A – Premium Package includes premium leathertrimmed, heated front bucket seats with driver-side manual lumbar support; body-color, heated sideview mirrors; Hybrid Energy Flow monitor/Navigation System/Premium Sound System; Ambient Lighting; retractable cargo area cover; roof-rack side rails with satin-aluminum inserts and black crossbars; Rear View Camera; Reverse Sensing System and Universal Garage Door Opener

AVAILABLE OPTIONS AND PACKAGES

16" 12-spoke machined-aluminum wheels

Active Park Assist⁵

Intelligent 4WD System

Leather Trim Package includes premium leather-trimmed front bucket seats with driver-side manual lumbar support, and Ambient Lighting

Power moonroof







Interior Colors 1: Mariner 2: Mariner Premier 3: Mariner Hybrid 4: VOGA Package Wheels Black Cloth 1 Stone Cloth Black Leather with Stone Alcantara® Inserts 2 Greystone Leather with Stone Alcantara Inserts Black Leather 2 Stone Leather 1 2 3 TOP TO BOTTOM: 16" 6-SPOKE PAINTED-ALUMINUM WHEELS Standard on Mariner 16" 5-SPOKE ALUMINUM WHEELS Standard on Mariner Hybrid 16" 12-SPOKE MACHINED-ALUMINUM WHEELS Standard on Premier, Optional on Mariner Hybrid 17" 6-SPOKE PAINTED-ALUMINUM WHEELS Cashmere-Colored Leather Available on Premier 17" CHROME WHEELS WITH "VOGA" CENTER CAPS Available with VOGA Package