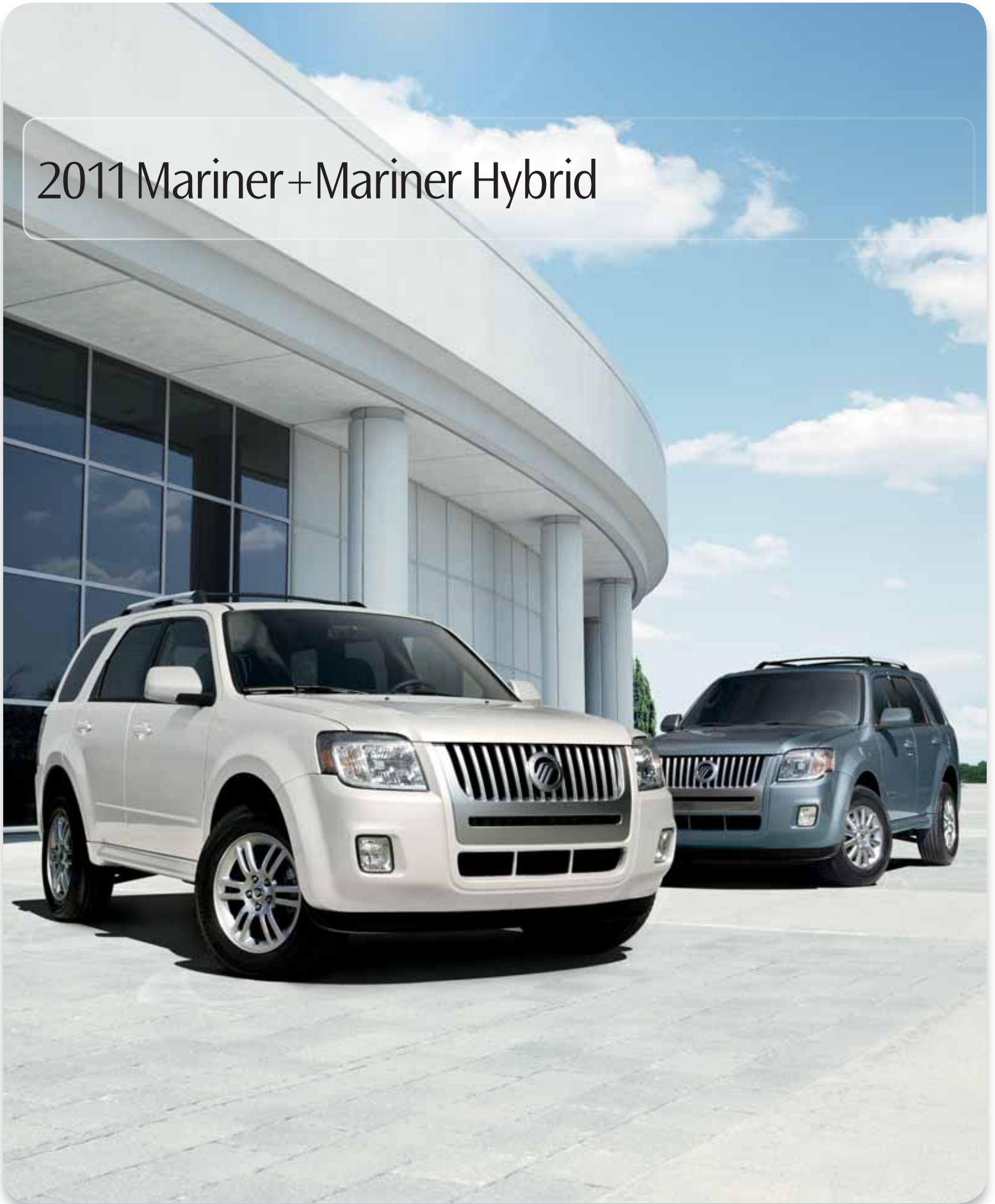


2011 Mariner + Mariner Hybrid



mercuryvehicles.com



The new 2011 Mariner lineup,
featuring America's most fuel-efficient SUV!¹



34 mpg city¹ for Mariner Hybrid. (28 mpg hwy² for Mariner.)

¹EPA-estimated 34 city/31 hwy/32 combined mpg for Mariner Hybrid FWD. Actual mileage will vary. Excludes vehicles built for Mazda. ²EPA-estimated 21 city/28 hwy/23 combined mpg, 2.5L I-4 automatic, FWD.



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100% hybrid. 100% SUV. (Go with the percentages.)

No need to sacrifice your lifestyle. With the availability of a gripping Intelligent 4-Wheel-Drive (4WD) System, a 4-wheel independent suspension, ample room for 5, commanding views, plus all the storage capacity you'd expect, Mariner Hybrid is an SUV through and through.

You'll be just as impressed by its full-hybrid capabilities. The **2.5L I-4 Atkinson-cycle engine** makes the most out of every drop of gas. When you need a boost, hybrid drive mode kicks in – the I-4 engine and electric traction motor combine for a rousing 177 net hp. Passing and merging, no problem. Mariner Hybrid's **continuously variable transmission** seamlessly ensures ultra-smooth acceleration.

Drive it your way: 34 city/31 hwy/32 combined mpg¹ FWD or 30 city/27 hwy/29 combined mpg¹ 4WD.

¹EPA-estimated.

Mariner Hybrid. Steel Blue Metallic. Available equipment.



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100% pure electric mode. (Possible at up to 44 mph.)

Stopping actually helps you go: Mariner Hybrid recharges every time the brakes are applied. The **Regenerative Braking System** captures kinetic energy for the 330-volt battery pack. That stored energy provides the drive power at lower speeds. As your rate of travel increases, the gas engine automatically takes charge. Track your miles on every outing with the **Hybrid Energy Flow monitor**. Its real-time readouts are included with the available Navigation System. Embrace a brighter tomorrow today.



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Additional means of empowerment.

You don't need a hybrid to achieve excellent highway fuel economy – Mariner's **171-hp 2.5L IVCT I-4 engine** achieves up to 28 mpg.¹ For more exhilaration, travel in the company of the available **240-hp 3.0L V6**. Its flexible fuel configuration gives you a choice of E85 (85% ethanol/15% gasoline), regular gasoline or any blend of the two. Mariner V6 models can also flex their muscles and tow up to 3,500 lbs. when properly equipped with the available Class II Trailer Tow Package. With either powerplant, you benefit from a smart-shifting, **6-speed automatic transmission**.

Mariner and Mariner Hybrid are equipped with **electric power-assisted steering** for ease of effort, especially apparent during low-speed maneuvers. For peak performance in all weather conditions and utmost agility on roads less traveled, the available **Intelligent 4WD System** is ideal for you. Always on, it keeps tabs on traction – 200 times per second – and automatically adjusts torque distribution. In a word, surefooted.

¹EPA-estimated 21 city/28 hwy/23 combined mpg for Mariner FWD with 2.5L IVCT I-4.

Mariner. Ingot Silver Metallic. Available equipment.



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SYNC, and so much more.

SYNC. Say the word. Voice-activated **Mercury SYNC®** is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone and your digital media player. It provides hands-free calling, plays music, delivers Vehicle Health Reports and 911 Assist.™ With the touch of a button and voice commands, SYNC with **Traffic, Directions and Information** services provides turn-by-turn directions, personalized traffic alerts and more.¹ SyncMyRide.com has the latest details.

The available **Navigation System** (shown) features a vibrant 8-in. LCD touch screen and colorful maps that you can zoom and scroll. This system plays DVDs while Mariner is in Park and provides nearly 10 gigs of photo and music storage space. It also includes an introductory 6-month subscription to **SIRIUS Traffic™** and **SIRIUS Travel Link™²** which provides fuel prices, weather reports, movie listings, sports scores and more. All this, in addition to over 130 channels of SIRIUS® Satellite Radio.

¹Driving 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. Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. ²Some features unavailable while driving. Subscription required after introductory 6 months expire.



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Makes short work of parallel parking.

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** takes measurements and prompts you when it's ready to park. You simply respond, controlling vehicle speed with the gear shifter, plus the gas and brake pedals. It handles the hard part, figuring out if the spot is big enough and automatically steering Mariner into place.

Mariner Premier. White Suede. Available equipment.

2011 Mariner+Mariner Hybrid

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Uniquely yours.

Give your Mariner that certain glow: Available **ambient lighting** illuminates footwells and the front cupholders – configurable in your choice of green, white, yellow, aqua, red, blue or purple LED hues – as the mood strikes. With gauges and controls backlit in Ice Blue,[™] plus accents of satin-pewter and chrome, you've got an environment long on tranquility.

Mariner Premier. Black leather trim. Stone Alcantara[®] inserts. Available equipment.



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MERCURY

Because there are times to play it safe.

Precisely why Mariner and Mariner Hybrid are outfitted with a class-exclusive electronic stability control system with 2 gyroscopic sensors.

AdvanceTrac® with RSC® (Roll Stability Control™)¹ includes a unique vehicle-roll motion sensor. When understeer, oversteer or loss of traction is detected, the system takes decisive action in concert with the Anti-Lock Brake System (ABS), traction control and yaw control. AdvanceTrac automatically modulates engine power and/or selectively applies individual brakes to help keep Mariner on its intended path.

In case of emergency, Mariner helps to protect you with a **steel safety cage**, high-strength side-intrusion door beams, and robust rocker panels that act to resist, absorb and divert impact forces. Six airbags are on alert too: dual-stage front airbags in the **Personal Safety System™**, front-seat side airbags, and side-curtain airbags for both rows as part of the Safety Canopy® System (replete with a rollover sensor). If any airbag deploys or a safety belt pretensioner activates, the **SOS Post-Crash Alert System™**² takes action – the horn automatically sounds and the hazard lights flash so you and your passengers may be more readily 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.



Allow others to drive your Mariner – on your own terms. The multifaceted **MyKey® owner controls feature** lets you program ignition keys to help encourage smart driving habits. Buckling up. Traveling at appropriate speeds. And many more such aids. On the driver's door, a **SecuriCode™ keypad** allows entry with just a personalized code.



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BASE MODEL DIMENSIONS

Wheelbase 103.1"
Length 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: 3,346 lbs./4x4: 3,492 lbs.
Cargo volume behind front row 67.2 cu. ft.
Cargo volume behind rear row 31.4 cu. ft.
Seating capacity 5
Maximum loaded trailer weight 3,500 lbs.¹

EPA-ESTIMATED FUEL ECONOMY

I-4 FWD
21 city/28 hwy/23 combined mpg
I-4 4WD
20 city/26 hwy/22 combined mpg
V6 FWD
19 city/25 hwy/21 combined mpg
V6 4WD
18 city/23 hwy/20 combined mpg
Hybrid FWD
34 city/31 hwy/32 combined mpg
Hybrid 4WD
30 city/27 hwy/29 combined mpg

¹When properly equipped.

²Always wear your safety belt and secure children in the rear seat.

Alcantara is a registered trademark of Alcantara S.p.A., Italy.

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Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a trademark of Bluetooth SIG, Inc. HD Radio is a proprietary trademark of iBiquity Digital Corp.

Standard Features

POWERTRAIN/FUNCTIONALITY

4-wheel Anti-Lock Brake System (ABS)
4-wheel independent suspension
Electric power-assisted steering
Front-wheel drive
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 quarter 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)
Audio input jack
Floor console with 3-tier storage system, 2 removable bins, and front and rear cupholders
Ice Blue™ Lighting
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's side window feature
Rear 60/40 split-fold 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, driver's seat 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 – 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
MyKey® owner controls feature
Remote Keyless Entry System with 2 integrated keys, SecuriCode™ keyless entry 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 System
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

Comparisons based on 2010 competitive models (Mariner and Mariner Hybrid: Class is Small SUVs), publicly 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 or limitations. Dimensions shown may vary due to optional features and/or production 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.

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.

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.

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.

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.



Mariner

Includes all standard features, plus:

RAPID SPEC 100A

2.5L iVCT Duratec® I-4 engine with 6-speed automatic transmission

16-in. 6-spoke painted aluminum wheels with P235/70R16 all-season BSW tires

Air conditioning

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's seat

Roof-rack side rails (Black)

Mariner Premier

Includes all standard features on Mariner, plus:

RAPID SPEC 200A

16-in. 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 includes retractable cargo area cover, Interior Cargo Management System with lockable wet trunk, and Black crossbars

Illuminated visor vanity mirrors

Mercury SYNC® voice-activated, in-vehicle connectivity 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 leather inserts and 6-way power driver's seat, and driver's side manual lumbar support

Roof-rack side rails with satin-aluminum inserts

Mariner Hybrid

Includes all standard features, plus:

RAPID SPEC 300A

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-hydrate (NiMH) battery

Regenerative Braking System

16-in. 5-spoke machined aluminum wheels

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

SYNC voice-activated, in-vehicle connectivity 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's seat

Roof-rack side rails and crossbars (Black)

Unique badging on side and rear liftgate



APPEARANCE

Mercury custom graphics by Original Wraps™ Inc.¹

ELECTRONICS

Vehicle security system

Portable navigation systems by Garmin®¹

Forward or reverse bumper-mounted parking assist system by EchoMaster®¹

HitchScan™ rear park assist sensor and hitch step by EchoMaster¹

GPS tracking and recovery by SmartAlert™¹

Keyless entry keypad

Wiper de-icer and debris cleaner by Wiper Shaker¹

EXTERIOR

Roof cross bars

Racks and carriers by THULE®¹

Molded running boards

Moonroof deflector

Side window deflectors

Hood deflector

Splash guards

Locking fuel plug

Sportz® SUV tents by Napier¹

Trailer towing accessories²

INTERIOR

Soft cargo organizer (large and standard sizes)

Soft cargo cooler bag

Auto-dimming rearview mirror

Protective seat covers by Covercraft®¹

Cargo-Logic® system

Interior light kit

Cargo security shade

Cargo area protector

Cargo net

All-weather floor mats

Ash cup/coin holder with or without lighter element

WHEELS

Wheel locks

¹Mercury Licensed Accessories. ²Not for use with Hybrid. INVISION is a trademark of Audiovox Corporation. Garmin is a registered trademark of Garmin Ltd. SmartAlert is a registered trademark of Inlinc, Inc. THULE is a registered trademark of Thule Sweden AB. Cargo-Logic is a registered trademark of Lund, Inc.

To learn more about Mercury Custom Accessories and to shop online, visit mercuryaccessories.com.

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. Mercury Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. 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.



Remote Start Systems • Dual Headrest DVD by INVISION™¹ • Rear Roof Spoiler

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MERCURY



Mariner Available Rapid Specs

RAPID SPEC 101A

Sun & SYNC Package includes Mercury SYNC® voice-activated, in-vehicle connectivity system; power moonroof with sunshade and mini-overhead console, and auto-dimming rearview mirror with microphone and illuminated visor vanity mirrors

RAPID SPEC 102A

Sun & SYNC Package, and **Leather Package**, which includes premium leather-trimmed heated front bucket seats with 6-way power driver's seat, with driver's side manual lumbar support and ambient lighting



Black cloth interior. Available equipment.

Available Options and Packages

3.0L iVCT Duratec® V6 FFV engine

6-way power driver's seat¹

All-weather floor mats

Amenities Package 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 Package with 3,500-lb. maximum towing capacity (V6 only)²

Integrated side step bars (Black)²

Intelligent 4WD System

SYNC voice-activated, in-vehicle connectivity system

Colors are representative only. See your dealer for actual paint/trim options.

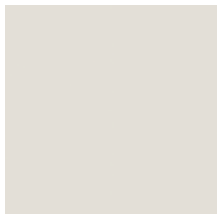
¹Requires Rapid Spec 101A. ²Requires Rapid Spec 101A or 102A.

³Requires Leather Package.



16-in. 6-Spoke Painted Aluminum Wheels

Available Interiors: A, B



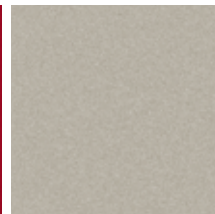
White Suede

A, B, C, D



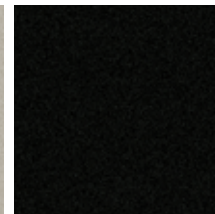
Sangria Red Metallic

A, B, C, D



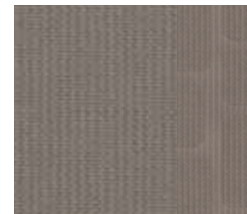
Gold Leaf Metallic

A, B, C, D



Tuxedo Black Metallic

A



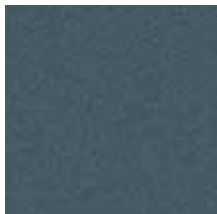
Stone Cloth

B



Stone Leather³

A, B, C, D



Steel Blue Metallic

C, D



Sterling Gray Metallic

A, B, C, D



Ingot Silver Metallic

A, B, C, D



Lime Squeeze Metallic

C



Black Cloth

D



Black Leather³

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Mariner Premier Available Rapid Specs

RAPID SPEC 201A

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

RAPID SPEC 202A

Moon & Tune Elite Package and **Amenities Elite Package**, which features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription), plus nearly 10 gigabytes of digital storage for pictures and music; includes Premium Sound System with single-CD/DVD player, HD Radio™ technology, 7 speakers and automatic volume control

RAPID SPEC 203A

Moon & Tune Elite Package, **Amenities Elite Package** and hard drive-based, voice-activated Navigation System (6.5-in. screen), which features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription), plus nearly 10 gigabytes of digital storage for pictures and music; includes Premium Sound System with single-CD/DVD player, HD Radio™ technology, 7 speakers and automatic volume control



Black leather trim. Stone Alcantara® inserts. Available equipment.

Available Options and Packages

17-in. 6-spoke painted aluminum wheels with P225/65R17 all-season BSW tires¹ (not available with Chrome Appearance Package)

3.0L iVCT Duratec® V6 FFV engine

Active park assist²

Chrome Appearance Package includes chrome grille and rear fascia trim, roof-rack side rails with chrome inserts, 17-in. 5-spoke chrome-clad wheels with P225/65R17 all-season BSW tires, and chrome exterior badging¹

Front and rear all-weather floor mats

Integrated side step bars¹

Intelligent 4WD System

Premium leather-trimmed front bucket seats with Alcantara inserts¹

Rear view camera²

Trailer Tow Prep Package includes Class II 3,500-lb. receiver and trailer wiring harness with 4-pin connector (V6 only)¹

Colors are representative only. See your dealer for actual paint/trim options.

¹Not available with Rapid Spec 200A. ²Requires Rapid Spec 202A or 203A.



16-in. 12-Spoke Machined Aluminum Wheels Standard



17-in. 6-Spoke Painted Aluminum Wheels Available



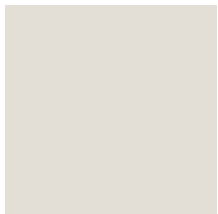
17-in. 5-Spoke Chrome-Clad Wheels Included with Chrome Appearance Package

Available Interiors: A, C

A, B, C, D

A, B, C, D

A, B, C, D



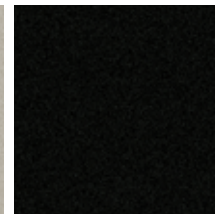
White Suede



Sangria Red Metallic



Gold Leaf Metallic



Tuxedo Black Metallic

A

B



Stone Leather



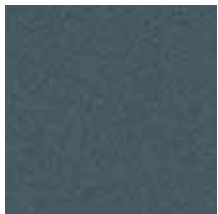
Black Leather

A, B, C, D

B, D

A, B, C, D

A, B, C, D



Steel Blue Metallic



Sterling Gray Metallic



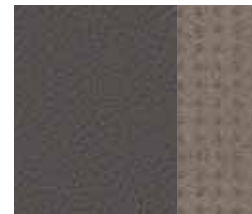
Ingot Silver Metallic



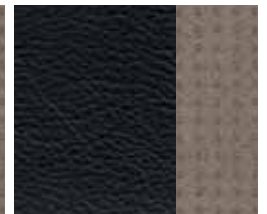
Lime Squeeze Metallic

C

D



Graystone Leather with Stone Alcantara Inserts



Black Leather with Stone Alcantara Inserts

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Mariner Hybrid Available Rapid Spec

RAPID SPEC 501A

Hybrid Premium Package includes premium leather-trimmed, heated front bucket seats with driver lumbar; body-color, heated sideview mirrors; Hybrid Energy/Navigation/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



Stone leather trim. Available equipment.

Available Options and Packages

16-in. 12-spoke machined aluminum wheels

Active park assist¹

Intelligent 4WD System

Leather Package includes premium leather-trimmed front bucket seats with 6-way power driver's seat, with driver's side manual lumbar support and ambient lighting

Power moonroof with sunshade and mini-overhead console

Voice-activated Navigation System with nearly 10-gigabyte hard drive for pictures and music, single-CD/DVD Premium Sound System, HD Radio™ technology, Hybrid Energy Flow and Power & Efficiency monitors, plus SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription)

Colors are representative only. See your dealer for actual paint/trim options.

¹Requires Rapid Spec 501A.



16-in. 5-Spoke Machined Aluminum Wheels
Standard

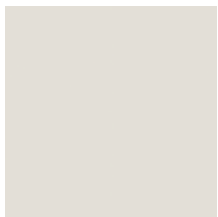


16-in. 12-Spoke Machined Aluminum Wheels
Available

Available Interiors: A, B

A, B

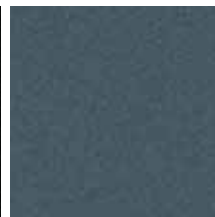
A, B



White Suede



Tuxedo Black Metallic



Steel Blue Metallic

A, B

A, B



Ingot Silver Metallic



Lime Squeeze Metallic

A



Stone Cloth

B



Stone Leather



Features that make Mariner the complete package.

110-volt power outlet!¹ Ice Blue™ Lighting. Heated front seats!¹
Rear view camera!¹ Audio input jack. Split-folding cargo space.

¹Available.

