



MERCURY

2010 Mountaineer



1.0

Classically contemporary.

YOUR STYLE IS APPARENT THE MOMENT YOU ARRIVE.



1.1 Ready. Aptly named, 2010 Mountaineer is not only able to take on mountain roads and trails, it can also tow a boat, wave runners or snowmobiles. At the same time, it's completely at home on the highway or out for a night on the town in style and comfort.



MOUNTAINEER PREMIER. BRILLIANT SILVER METALLIC, AVAILABLE EQUIPMENT.

Powerfully poised.

20

2.1 Strength. A 4.6L, 3-valve V-8 engine, available on Mountaineer Premier, supplies 292 hp and 315 lb.-ft. of torque. It's matched to a first-in-class,* smooth-shifting 6-speed automatic transmission to make the most of the V-8's wide powerband, all while delivering up to 21 mpg.²

2.2 Thrift. The standard 4.0L V-6 engine on Mountaineer and Mountaineer Premier is teamed with a wide-ratio 5-speed automatic transmission. With 210 hp and 254 lb.-ft. of torque, this clean-burning engine even meets strict Ultra Low Emissions Vehicle II (ULEV II) standards.³

2.3 Grace. Mountaineer's 4-wheel independent suspension delivers a refined connection to the road. Heightening that connectivity is an available full-time All-Wheel-Drive (AWD) system. This smart system adapts to changing road and weather conditions as they occur, instantly transferring power to the axle with the best grip to help really hold the road. For added confidence while towing, standard Trailer Sway Control works with AdvanceTrac[®] with RSC[®] (Roll Stability Control[™]) to help keep your Mountaineer and trailer on your intended path.⁴

In the 2010 Mercury Mountaineer, quiet power is backed by impressive poise.



*Truck-based midsize SUV class. ²2009 EPA-estimated 15 mpg city/21 hwy, with 4.6L engine on 4x2. ³ULEV II is a rating approved by the California Air Resources Board. Vehicles sold in federally regulated states meet the Environmental Protection Agency's Tier 2/Bin (5) emissions standards. ⁴Remember 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.



MOUNTAINEER, EBONY, AVAILABLE EQUIPMENT



3.1 Interior Arrangements. Select from a range of available interior trims, such as these leather-trimmed seats with perforated inserts* in Charcoal Black. Choose seating for 5, 6 or 7 passengers, depending on the model. A manual-fold 3rd-row seat is standard on Premier and optional on Mountaineer. The handy, first-in-class PowerFold® 3rd-row seat is optional on Premier.

*1st- and 2nd-row-outboard positions. 3rd row is vinyl-trimmed.



Quietly confident.

3.0

Simply high-tech.

4.0



4.1 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" screen of the available Navigation System – thanks to Mountaineer's class-exclusive SIRIUS Travel Link with introductory 6-month subscription! Get real-time traffic updates. See current and forecasted weather. Even check the scores 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. It calls out turn-by-turn directions in Route Guidance mode. 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.

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

4.3 New Mercury SYNC® with Traffic, Directions and Information. Developed in concert with Microsoft® our available Mercury SYNC system works with your Bluetooth®-enabled mobile phone to make calls, and your digital media player or thumb drive to play music – all with the touch of a button or a voice command.* And 911 Assist™ can make an emergency call from your phone if any airbag has deployed.† This latest version of Mercury SYNC includes these convenient Driver Services:

- Turn-by-turn directions*
- Business searches*
- Real-time weather and traffic*
- Personalized business, sports and entertainment news, and more*
- Vehicle Health Reports

For more details, visit SyncMyRide.com.

*Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service only available in the 48 contiguous United States and the District of Columbia. †Driving 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. *SYNC with Traffic, Directions and Information available Summer 2009. These SYNC services not available with SIRIUS Travel Link or Navigation System. See your dealer for details.

SIRIUS
TRAVEL LINK™



SYNC
powered by Microsoft

SIRIUS
SATELLITE RADIO

5.1 Your Way. Available options and packages let you tailor Mountaineer to your driving tastes and lifestyle. Select the 5-Passenger or 7-Passenger Value Package and you'll be treated to heated, leather-trimmed front bucket seats, a 10-way power driver seat with power lumbar, a 6-way power passenger seat and Dual-zone Electronic Automatic Temperature Control. On Mountaineer Premier, spice things up with the Navigation option, 20" polished-aluminum wheels and power-deployable running boards. If towing a boat or a pair of jet skis is part of your plans, equip Mountaineer Premier (4x2) with the Trailer Tow Upgrade Package and available 4.6L V-8 engine and you can pull up to 7215 lbs.



Exceptionally accommodating.

5.0

MOUNTAINEER PREMIER: LEATHER TRIM, CHARCOAL BLACK AVAILABLE EQUIPMENT.



Carefully protective.

6.0



6.1 AdvanceTrac® with RSC® (Roll Stability Control™).

Standard on every Mountaineer, this is the industry's only stability control system with 2 gyroscopic sensors, one of which is a unique vehicle-roll motion sensor that directly measures the roll rate 100 times every second. Working in conjunction with the Anti-lock Brake System (ABS), traction control and yaw control, AdvanceTrac with RSC¹ uses the roll rate and other information to automatically determine when and how it will apply individual brakes and modify engine power to help keep all 4 wheels firmly planted. Not available on any of Mountaineer's competitors, this system really proves its worth when you have to make an emergency maneuver; drive on slippery surfaces; or travel on uneven surfaces, such as in construction zones.

6.2 Airbags = 2+2+2. The Intelligent Safety System™ deploys 2 front airbags that use adaptive venting technology to help tailor airbag power to occupant size and needs. Additionally, 2 front-seat side airbags help provide an extra measure of chest protection for the driver and front passenger in certain side-impact events. And our standard Safety Canopy® System features 2 large, side-curtain airbags that help enhance protection for outboard-seated occupants in the 1st and 2nd rows.

6.3 SOS Post-Crash Alert System.™ Peace of mind comes from the SOS Post-Crash Alert System,² designed to make Mountaineer easier to see and hear after an accident in which any airbag has deployed or a safety belt pretensioner has activated. If either of these occurs, the system automatically sounds the horn and flashes the hazard lights 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.





MOUNTAINEER PREMIER. BRILLIANT SILVER METALLIC. AVAILABLE EQUIPMENT.



7.1 Illumination. Tri-color taillamps with satin-aluminum surrounds grace the back of every Mountaineer.



Generously optioned.

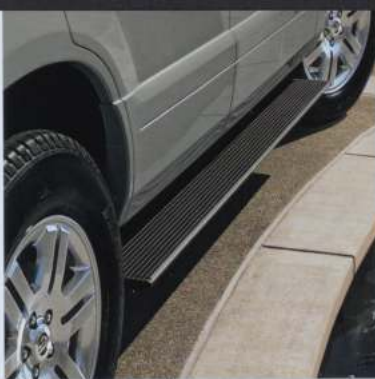
7.0



7.5 Adaptation. Fold all the seats behind the 1st row, and 7-passenger models hold up to 83.7 cu. ft. of gear. 5-passenger models hold up to 85.8 cu. ft.



7.2 Manipulation. The first-in-class PowerFold® 3rd-row 50/50 split bench seat is optional on Premier. Just a push of the buttons quickly and easily opens up 43.9 cu. ft. of cargo space behind the 2nd row.



7.3 Automation. Available power-deployable running boards automatically slide out to graciously help you down to the pavement. The available Reverse Sensing System can alert you to certain objects within 6' of the rear bumper as you slowly back into a parking space or out of your driveway.



7.4 Jubilation. With a standard audio input jack inside the front center floor console, your digital music library has wheels. Connect your media player and broadcast your favorite tunes, audiobooks or podcasts through the speakers. With the available Premium Sound System, there are 7 strategically placed speakers (8" subwoofer included), as well as a 6-disc CD changer and 290 watts of maximum power for rich, clear sound.

7.6 Inspiration. Keep rear-seat passengers happy with the available Rear-Seat DVD Entertainment System. It includes an 8" LCD screen, 2 sets of wireless headphones and a remote control.



7.7 Accommodation. These power features let you feel just right behind the wheel. Available power-adjustable pedals have memory that allows you to store and recall settings for 2 different drivers. Available heated, leather-trimmed front seats help keep the chill away.

8.2 Exterior Colors

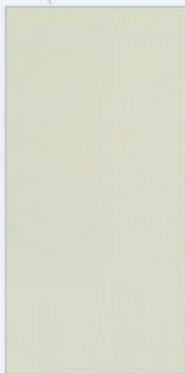
1: Mountaineer 2: Mountaineer Premier

Colors are representative only.



White Platinum Metallic Tri-Coat

1 2



White Suede

1 2



Brilliant Silver Metallic

1 2



Black Pearl Slate Metallic

1 2



Blue Flame Metallic

1 2



Ebony

1 2



Samgria Red Metallic

1 2

8.3 Interior Colors



Camel Cloth with Sand Inserts

1 Standard



Charcoal Black Cloth

1 Standard



Camel Leather
with Sand Perforated Leather Inserts¹

1 Available
2 Standard



Charcoal Black Leather
with Perforated Leather Inserts¹

1 Available
2 Standard

¹1st- and 2nd-row-outboard positions.



TOP TO BOTTOM:

17" MACHINED-ALUMINUM WHEELS
Standard on Mountaineer

18" SATIN-ALUMINUM CHROME-CLAD WHEELS
Standard on Premier

20" POLISHED-ALUMINUM WHEELS
Available on Premier

DIMENSIONS (1st/2nd/3rd row)

Wheelbase 113.7"
 Length 193.5"
 Width (excl. mirrors) 73.5"
 Height (with options) 72.8"
 Minimum running ground clearance 8.7"
 Head room 39.8/38.7/37.4"
 Shoulder room 59.0/58.9/53.1"
 Hip room 55.4/55.5/45.3"
 Leg room 42.4/36.9/34.9"

CAPACITIES

Cargo volume, 5-passenger
 (behind 1st/2nd row)
 85.8/45.1 cu. ft.
 Cargo volume, 7-passenger
 (behind 1st/2nd/3rd row)
 83.7/43.9/13.6 cu. ft.
 Axle ratio 3.55:1 standard; 3.73:1 optional
 (required and only available on 4.0L V-6
 with Trailer Tow Upgrade Package)

V-6 TOWING

4x2 standard 3500 lbs.
 AWD standard 3500 lbs.
 4x2 optional 5305 lbs.¹
 AWD optional 5000 lbs.¹

V-8 TOWING

4x2 standard 3500 lbs.
 AWD standard 3500 lbs.
 4x2 optional 7215 lbs.¹
 AWD optional 7040 lbs.¹

**HORSEPOWER, TORQUE AND
EPA-ESTIMATED FUEL ECONOMY²****4.0L SOHC V-6**

Horsepower 210 @ 5100 rpm
 Torque 254 lb.-ft. @ 3700 rpm
 14 mpg city/20 hwy. (AWD)
 13 mpg city/19 hwy. (AWD)

4.6L SOHC V-8

Horsepower 292 @ 5700 rpm
 Torque 315 lb.-ft. @ 4000 rpm
 15 mpg city/21 hwy. (AWD)
 14 mpg city/19 hwy. (AWD)

¹When equipped with Trailer Tow Upgrade Package.
²EPA fuel economy is based on 2009 rating.
³Always wear your safety belt and secure children in the rear seat.

SIRIUS Travel Link is a trademark of SIRIUS XM Radio Inc. Subscriptions governed by SIRIUS Terms and Conditions at sirius.com/serviceterms.

Microsoft is a registered trademark of Microsoft Corporation.

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

Garmin is a registered trademark of Garmin Ltd.

STANDARD FEATURES**POWERTRAIN/FUNCTIONALITY**

4.0L 2-valve V-6 engine with 5-speed automatic transmission.
 4-wheel disc Anti-lock Brake System (ABS)
 Class II trailer hitch receiver with 4-pin electrical connector and 3500-lb. towing capacity
 Front and rear independent suspensions
 Rear-wheel drive (4x2)

EXTERIOR

Easy Fuel™ capless fuel filler
 Fog lamps
 Intermittent rear wiper with washer
 Privacy glass for rear doors, rear quarter windows and liftgate window
 Roof-rail crossbars (Black)
 Solar-tinted windshield and front door glass
 Speed-sensitive, intermittent windshield wipers

INTERIOR

4-line message center with compass, trip computer, mpg calculator and other information
 Auto-dimming rearview mirror
 Color-keyed, leather-wrapped steering wheel with cruise and secondary audio controls
 Illuminated visor vanity mirrors
 Overhead console includes 2 map lights with dome function, sunglasses holder and garage door opener holder (except when auxiliary rear climate control or power moonroof is ordered)
 Power door locks and windows with one-touch-up/down driver-window feature
 Tilt steering column

SECURITY/SAFETY

Intelligent Safety System™ for driver and front passenger includes front airbags³ with adaptive venting and airbag inflators, safety belt pretensioners, adaptive load-limiting safety belt retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module, 5-level front-passenger seat occupant-classification sensor, and adaptive-load steering column
 3-point safety belts for all seating positions
 AdvanceTrac® with RSC® (Roll Stability Control™)
 Front-seat side airbags³
 Lower anchors and tether anchors for child-safety seats (LATCH) for all 2nd-row seating positions (tether anchor for 3rd-row center position when equipped with 3rd row)
 Remote keyless entry with integrated keyhead transmitter remotes (2)
 Safety Canopy® System with side-curtain airbags³ for 1st- and 2nd-row outboard passengers, with rollover sensor
 SecurCode™ keyless-entry keypad
 Securilock™ passive anti-theft ignition system
 SOS Post-Crash Alert System™
 Tire Pressure Monitoring System (excludes spare)

MOUNTAINEER

Includes all standard features, plus:
 17" machined-aluminum wheels with P245/65R17 all-terrain BSW tires

Power, heated sideview mirrors with body-color caps and security approach lamps

Roof side rails (Black)

1st-row cloth bucket seats with 6-way power driver seat, including manual lumbar and recline

2nd-row cloth fold-flat 60/40 split-folding bench seat

Air conditioning

Premium AM/FM stereo/single-CD player with MP3 capability and audio input jack (located in front center floor console)

AVAILABLE OPTION GROUPS

5-Passenger Value Package includes Mercury SYNC® voice-activated, in-vehicle communications and entertainment system; SIRIUS Satellite Radio; 1st-row leather-trimmed, heated bucket seats with 10-way power driver seat including power lumbar, recline and memory, and 6-way power passenger seat with manual lumbar; 2nd-row leather-trimmed fold-flat 60/40 split-folding bench seat; Dual-zone Electronic Automatic Temperature Control; step bars; Reverse Sensing System and power-adjustable pedals with memory

7-Passenger Value Package includes Mercury SYNC; SIRIUS Satellite Radio; 1st-row leather-trimmed, heated bucket seats with 10-way power driver seat including power lumbar, recline and memory, and 6-way power passenger seat with manual lumbar; 2nd-row leather-trimmed fold-flat 60/40 split-folding bench seat; Dual-zone Electronic Automatic Temperature Control; step bars; Reverse Sensing System; power-adjustable pedals with memory; 3rd-row vinyl-trimmed manual-fold 50/50 split bench seat and auxiliary rear climate controls

AVAILABLE OPTIONS AND PACKAGES

Full-time All-Wheel-Drive (AWD) system

Power moonroof with mini-overhead console⁴

Trailer Tow Upgrade Package includes Class III/IV hitch receiver with 4-7/16-pin connectors

⁴Requires 5-Passenger or 7-Passenger Value Package.

MOUNTAINEER PREMIER

Includes all standard features on Mountaineer, plus:

- 18" satin-aluminum chrome-clad wheels with P235/65R18 all-season BSW tires
- Color-keyed step bars
- Satin-aluminum roof side rails, sideview mirror caps and exhaust tip
- Power moonroof with mini-overhead console
- Universal Garage Door Opener
- Reverse Sensing System
- 1st-row leather-trimmed, heated bucket seats with perforated inserts, 10-way power driver seat with memory, and 6-way power passenger seat
- 2nd-row leather-trimmed fold-flat 60/40 split-folding bench seat with perforated inserts
- 3rd-row vinyl-trimmed manual-fold 50/50 split bench seat
- Power-adjustable pedals with memory
- Dual-zone Electronic Automatic Temperature Control
- Premium Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, a subwoofer and 190 watts of peak output
- Mercury SYNC voice-activated, in-vehicle communications and entertainment system
- SIRIUS Satellite Radio (with introductory 6-month subscription)

AVAILABLE OPTION GROUP

Voice-activated Navigation System with nearly 10-gigabyte hard drive, single-disc Premium Sound System, and SIRIUS Travel Link™ services with 6-month introductory subscription; and 3rd-row vinyl-trimmed PowerFold® 50/50 split bench seat

AVAILABLE OPTIONS AND PACKAGES

- 4.6L 3-valve V-8 engine with 6-speed automatic transmission
- 20" polished-aluminum wheels with P255/50R20 all-season BSW tires
- 3rd-row vinyl-trimmed PowerFold 50/50 split bench seat
- Full-time All-Wheel-Drive (AWD) system
- Power-deployable running boards*
- Quad bucket seating with recline-and-fold feature, plus 2nd-row center floor console with 2 cupholders*
- Rear-Seat DVD Entertainment System Package** includes overhead DVD player with 8" pull-down LCD screen, 2 sets of wireless headphones and a remote control

Trailer Tow Upgrade Package

*Requires Navigation System.

MOUNTAINEER AVAILABLE ACCESSORIES

- Dual INVISION™ DVD Headrests*
- Ambient lighting kit
- Katzkin® Leather seat covers*
- THULE® racks, carriers and cargo holders*
- Electrochromic mirrors
- Vehicle security system
- SmartAlert™
- Moonroof deflector
- Side window deflectors
- Hood deflector
- Cargo-Logic® System
- Interior cargo net
- Interior cargo area protector
- Interior cargo organizers (2nd row)
- Interior soft cargo organizer (standard size)
- Interior soft cargo cooler bag
- EchoMaster® HitchScan™ rear park assist sensor/hitch step*
- Sportz® SUV camping tent*
- Running boards
- Wiper Shaker*
- Wheel locks
- Exterior fuel door
- Trailer hitch balls/draw bars
- Splash guards
- All-weather floor mats
- Ashcup/coin holder/Smoker's Pack

*Mercury Licensed Accessories.



Garmin® nüvi® Portable Navigation System*



Soft cargo organizer (large size)



Remote start systems

custom
accessories

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

Comparisons based on 2009 competitive models (Truck-based midsize SUV class), 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 chosen 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 1-877-865-9642 or visit us at fordfp.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 lower 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.

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 deductibles and fully transferable. Bumper-to-bumper for 3 years or 60,000 miles provides the security of knowing that repairs for any vehicle that ever should you run out of fuel, look yourself out 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: 24 months or 12,000 miles, whichever occurs first, or the remainder of your Bumper-to-Bumper 3-year/60,000-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.



Mixed Sources

Product group from managed forests
Responsible management of the
forest land where the
wood or fiber was produced
Certified to the FSC C010001



Printed in USA. Please recycle.



Two Great Locations To Serve You

www.varsityautos.com

Ford

Ann Arbor 734-996-2300

Lincoln Mercury

Novi/Wixom 248-305-5300