



MERCURY | NEW DOORS OPENED

'08 Mercury Mariner





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Mariner Premier in Silver Metallic. Shown with available equipment.

SLEEK, SOPHISTICATED STYLE.

THE NEW '08 MERCURY MARINER.

While its glistening satin accents and shapely silhouette remain, Mariner's presence is greatly enhanced by a chiseled new hood, new headlamps and taillamps, a high side beltline, large wheel arches, a prominent waterfall grille, and a fresh new color palette that includes Kiwi Green, Light Ice Blue and Black Pearl Slate. Functionality is defined by the choice of front-wheel-drive (FWD) or Intelligent 4-wheel-drive (4WD) configurations, in gasoline and Hybrid platforms. Inside, a multi-tone interior is combined with crisp new Ice Blue interior lighting and modern accents of satin-pewter and chrome. In the new 2008 Mercury Mariner, you'll be in style all season long. Especially with the available new 17" 6-spoke satin-finished aluminum wheel, one of 3 new wheels for 2008.



Ice Blue interior lighting.



Satin-pewter and chrome accents.



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Mariner Premier in Black leather trim with contrast stitching and Stone Alcantara® inserts.

SUV SPACE. SPORT-SEDAN SOPHISTICATION.

Inside the new Mercury Mariner, you really can have it all. 29.2 cu. ft. of cargo space behind the 60/40 split rear seat is enough to handle the fresh produce from the organic market, as well as all the cooking supplies needed to prepare it. Fold down the rear seat, and even more room (66.3 cu. ft.) is at your disposal. Satin-pewter accents on the door-trim panels brighten the interior, as do the door handles and new floor-mounted shifter that are finished in chrome. Mariner models feature monotone seats in cloth or available leather trim, while Mariner Premier two-tone seats are outfitted in premium leather trim with unique Alcantara inserts.

Passengers in the 2008 Mariner will appreciate an interior that's 15% quieter inside at highway speeds, making it the quietest Mariner ever. Credit goes to a new acoustic-laminate windshield, thick side-window glass, aerodynamically tuned sideview mirrors, new low-profile wipers, and additional sound-absorbing material inside the vehicle. With an interior as stylish as the new Mariner, passengers will be talking.



Available heated front seats.



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POWER UP.

THE CHOICE IS YOURS.

The economical Mariner I-4.* The spirited 200-hp Mariner V-6. And the efficient Mariner Hybrid.** However you like to get up and go, there's a new 2008 Mercury Mariner that's powered just for you.

With a retuned, fully independent suspension that delivers a smoother, more refined ride than before, the new Mariner is perfect for the tight turns and narrow straightaways of the urban jungle. This responsive architecture gives Mariner precise steering and handling, while its unibody construction and low stance contribute to its nimble maneuverability.

Should the need arise, Mariner V-6 models can tow up to 3500 lbs. when properly equipped with the optional Class II Trailer Tow Package.

*EPA-estimated 20 mpg city/26 hwy. with FWD, 19 mpg city/24 hwy. with 4WD.

**EPA-estimated 34 mpg city/30 hwy. with FWD, 29 mpg city/27 hwy. with 4WD.

MOVE OUT.

IN FWD OR 4WD.

To best handle the driving conditions you face every day, Mariner can be equipped in standard FWD or optional 4WD. The choice is yours. If additional traction is needed for snowy climates or uneven road surfaces, Mariner's Intelligent 4WD System is always on and always working. It automatically monitors traction and adjusts torque distribution as needed to give you maximum grip. In a Mariner equipped with the Intelligent 4WD System, you're free to change course as often as you like.



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Mariner Hybrid in Kiwi Green Metallic. Shown with available equipment.

HYBRID TECHNOLOGY MEETS MARINER VERSATILITY.

THE NEW '08 MARINER HYBRID.

As the earth's first full-hybrid premium SUV, the original Mercury Mariner Hybrid offered the best of both worlds: outstanding hybrid efficiency and generous SUV capability. Redesigned for 2008, our 2nd-generation model continues its innovative ways. Available for the first time in a front-wheel-drive (FWD) model, Mariner Hybrid delivers better fuel economy and goes farther on a tank of gas than its conventional gas-powered sibling. If snow is your winter companion, an Intelligent 4-wheel-drive (4WD) configuration is available as well. Both models meet California's strict Advanced Technology Partial Zero Emissions Vehicle requirements,* which helps keep our air cleaner too. To head down the path to a brighter tomorrow, start up the new 2008 Mercury Mariner Hybrid.

*AT-PZEV 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 (3) emissions standards.





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FULL HYBRID. FULL OF BENEFITS.

STARTING UP From modest acceleration to speeds up to about 25 mph, Mariner Hybrid can run on electric power alone in Electric Drive mode. Because more time is spent in this mode in urban environments, city mileage is higher than highway mileage for full-hybrid vehicles like Mariner Hybrid.

NORMAL DRIVING As you leave low speeds behind, there's a seamless transition from electric power to gas engine operation. Mariner Hybrid's 2.3L I-4 engine uses Atkinson-cycle combustion to squeeze the most from each drop of gas, producing 124 lb.-ft. of torque and a peppy 155 net hp, when combined with the 70-watt electric motor.

REGENERATIVE BRAKING When you apply the 4-wheel disc brakes, the electric motor captures this kinetic energy and uses it to recharge the battery pack. In essence, Mariner Hybrid is recharging itself – so there's never any need to plug it in.

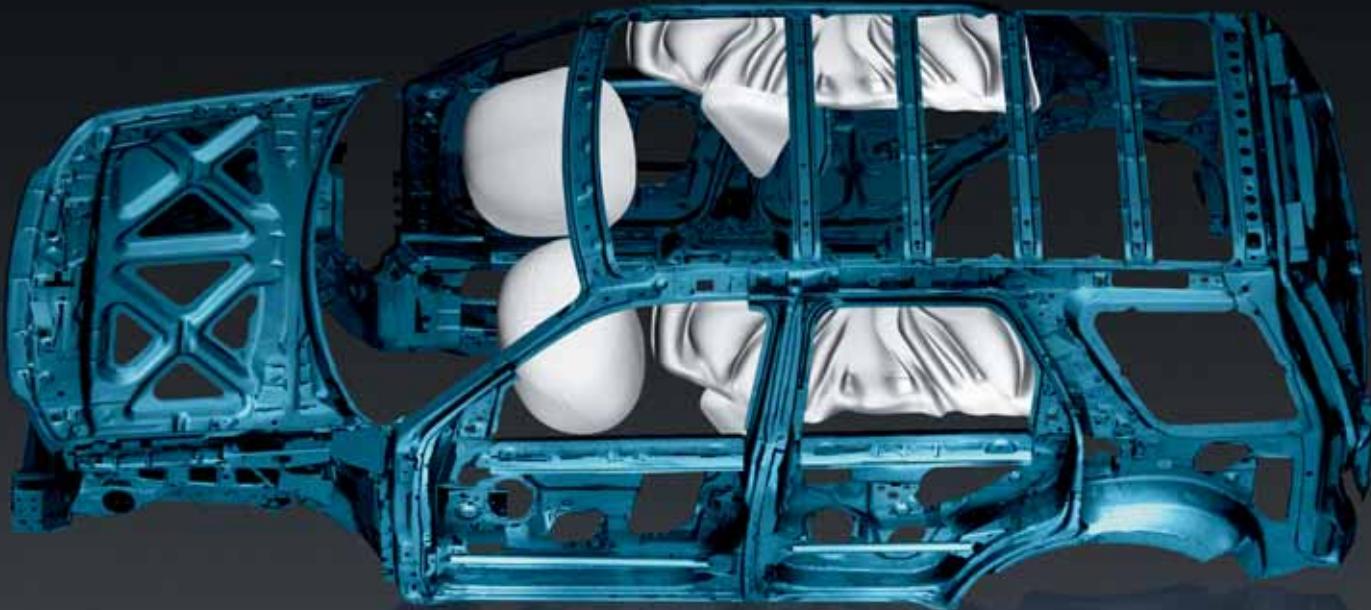
STOPPING As you come to a stop, the gasoline engine can shut off if it is not needed, conserving fuel and reducing emissions. As soon as you start up, the cycle begins again.





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SUITE PROTECTION.

THE SAFEST MARINER EVER.

Every 2008 Mercury Mariner features a suite of 6 standard airbags to enhance your protection in the event of an accident. The dual front airbags* in the Personal Safety System® are joined by front-seat side airbags, and the side-curtain airbags and rollover sensor in the Safety Canopy™ System.

Additional occupant protection improvements in all 2008 models include new front airbags (the driver airbag is bigger), new front and side crash sensors, a new steering column angle, new door-trim panels with softened armrests, new doors with side-impact foam bolsters and side-intrusion door beams, and new front-seat safety belt retractor pretensioners.

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

ON THE LEVEL.

ENHANCE YOUR STABILITY.

AdvanceTrac® with RSC® (Roll Stability Control), an electronic stability enhancement system that actually measures what other manufacturers' systems ignore or can only estimate, is standard on all non-hybrid Mercury Mariner models.

Working in conjunction with the Anti-lock Brake System (ABS), traction control and yaw control, a unique vehicle-roll motion sensor directly measures the vehicle's roll-rate over 100 times every second. If understeer, oversteer or a loss of traction is detected, the system will apply individual brakes and modify engine power to help keep all 4 wheels firmly planted.

Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



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HANDLE WITH CARE.

Sometimes that applies to your cargo. Maybe it's expensive and you want it out of sight. Or maybe it's dripping wet, and you don't want it on the seats or carpet. Maybe it's just lying around. Whatever the challenge, Mariner has some innovative space and storage solutions.

For starters, Mariner's redesigned center console with a 3-tier storage system features 2 removable bins. Leave them in place inside the console, or remove and attach them to the front-passenger side or rear of the console. A bottom storage level goes nearly to the floor of the vehicle, with hidden storage that's large enough for a laptop computer or purse.

Behind the rear seats, the optional Interior Cargo Management System includes a hidden, lockable storage space under the carpet that's perfect for wet items. The rear carpet is also reversible – with an easy-to-clean rubber surface on the underside. Rest assured, your cargo will be well handled in the new Mariner.



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TUNE IN.

READY TO BROADCAST. With a standard audio input jack at the base of the center stack, your music library now has wheels. Just connect your personal music player to the input jack, and you can broadcast all of your favorite tunes through Mariner's speakers.

DIGITAL DIRECTIONS. You've folded your last map! With Mariner's optional DVD-based Navigation System, it's easy to locate the nearest ATM, organic market, spa or restaurant. Neatly integrated into an Audiophile Sound System, maps and menus are clearly displayed on a large, touch-screen 6.5" color LCD monitor.

⁵Service not available in Alaska or Hawaii. See your Lincoln Mercury Dealer or contact SIRIUS at 1-888-539-7474 for more information.



FOR YOUR INFORMATION. To display information at eye level – making it easy to read while driving – engineers completely redesigned Mariner's center stack. A convenient top-of-dash display provides key information on all Mariner models. On Premier models, outside temperature and direction of travel readings will also be displayed.

CHECK YOUR MESSAGES. The standard message center, located between the tachometer and speedometer, displays trip computer readings and other vital information.

SATELLITE READY. Music matters. And with over 130 channels, optional SIRIUS Satellite Radio⁶ delivers commercial-free music, along with news, sports and personalities. Optional on all Mariner models, SIRIUS Satellite Radio includes a complimentary 6-month subscription when ordered.



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SPECIFICATIONS

STANDARD FEATURES

POWERTRAIN/FUNCTIONALITY

- 2.3L DOHC Duratec 23 I-4 engine with 4-speed automatic transmission
3.0L DOHC Duratec 30 V-6 engine with 4-speed automatic transmission
4-wheel Anti-lock Brake System (ABS)
4-wheel independent suspension
16" 6-spoke painted-aluminum wheels with P235/70R16 all-season BSW tires
16" 12-spoke machined-aluminum wheels with P235/70R16 all-season BSW tires
Electric Power Steering (EPS)
Front-wheel drive
Power front disc and rear drum brakes

EXTERIOR

- Chrome exhaust tip
 - Front fog lamps and side repeater lamps
 - Liftgate with flip-up glass
 - Power sideview mirrors with manual-fold feature
 - Privacy glass on rear doors, rear quarter windows and liftgate
 - Reverse Sensing System
 - Satin-aluminum grille
 - Variable-intermittent front windshield wipers, 2-speed rear with wash

INTERIOR

- Air conditioning
 - Dual-zone Electronic Automatic Temperature Control
 - AM/FM stereo/single-CD player with MP3 capability and clock
 - AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 4 speakers
 - Audio input jack
 - Covered visor vanity mirrors
 - Floor console with 3-tier storage system, removable bins, and front and rear cupholders
 - Ice Blue interior lighting
 - Leather-wrapped steering wheel with cruise control and tilt column
 - Power door locks with child-safety rear door locks
 - Power windows with one-touch-down driver-side feature
 - Premium cloth front bucket seats with 2-way manual driver seat
 - Premium leather-trimmed front bucket seats with Alcantara® inserts, 6-way power driver seat and driver-side manual lumbar support
 - Rear 60/40 split-folding seat with tip-fold-flat feature

SECURITY/SAFETY

- Personal Safety System® for driver and front passenger with dual-stage front airbags,¹ safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System AdvanceTrac® with RSC® (Roll Stability Control)
Battery saver
Belt-Minder® safety belt reminder
Dynamic Side-Impact Airbag Package with front-seat side airbags, Safety Canopy™ System with side-curtain airbags and rollover sensor, and side-impact foam bolsters
Lower anchors and tether anchors for child-safety seats (LATCH) on rear outboard seat positions
Remote keyless-entry system with 2 integrated key fobs, driver door-mounted keypad and illuminated entry

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| | MARINER | Premier |
|---|-------------------------------------|-------------------------------------|
| SECURITY/SAFETY (continued) | | |
| Safety belt restraint system with 3-point safety belts in all seating positions and front height-adjustable shoulder belts | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| SecuriLock® passive anti-theft system | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Side-intrusion door beams | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Tire Pressure Monitoring System | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| PACKAGES | | <input checked="" type="checkbox"/> |
| Amenities Package – Includes illuminated visor vanity mirrors, auto-dimming rearview mirror, overhead console with dual storage bins, compass, outside temperature readings and autolamps | | |
| AVAILABLE FEATURES | | |
| 3.0L DOHC Duratec 30 V-6 engine with 4-speed automatic transmission | <input type="checkbox"/> | |
| 6-way power driver seat | <input type="checkbox"/> | |
| 17" 6-spoke satin-finished aluminum wheels ² | <input type="checkbox"/> | <input type="checkbox"/> |
| AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 4 speakers | <input type="checkbox"/> | |
| Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 7 speakers and automatic volume control | <input type="checkbox"/> | <input type="checkbox"/> |
| DVD-based Navigation System (6.5" screen); includes Audiophile Sound System | <input type="checkbox"/> | <input type="checkbox"/> |
| Full-size spare wheel/tire (non-matching) ³ | <input type="checkbox"/> | <input type="checkbox"/> |
| Integrated side step bars | <input type="checkbox"/> | <input type="checkbox"/> |
| Intelligent 4WD System | <input type="checkbox"/> | <input type="checkbox"/> |
| Power moonroof with sunshade and mini-overhead console | <input type="checkbox"/> | <input type="checkbox"/> |
| Roof-rack side rails with crossbars (with satin-aluminum inserts on Premier) | <input type="checkbox"/> | <input type="checkbox"/> |
| SIRIUS Satellite Radio (with 6-month subscription) | <input type="checkbox"/> | <input type="checkbox"/> |
| AVAILABLE PACKAGES | | |
| Amenities Package (package contents listed above) | <input type="checkbox"/> | |
| Class II Trailer Tow Package with 3500-lb. maximum towing capacity ² | <input type="checkbox"/> | <input type="checkbox"/> |
| Heated Package – Includes heated front seats and siderview mirrors, and secondary audio controls on steering wheel | <input type="checkbox"/> | |
| Leather Trim Package – Includes premium leather-trimmed front bucket seats with 6-way power driver seat and driver-side manual lumbar support | <input type="checkbox"/> | |
| Rear Cargo Convenience Package – Includes retractable cargo area cover and Interior Cargo Management System with lockable wet storage area | <input type="checkbox"/> | <input type="checkbox"/> |



**16" 6-SPOKE PAINTED-ALUMINUM
STANDARD ON MARINER**



**16" 12-SPOKE MACHINED-ALUMINUM
STANDARD ON PREMIER**



17" 6-SPOKE SATIN-FINISHED ALUMINUM²
OPTIONAL ON MARINER AND PREMIER

¹Always wear your safety belt and secure children in the rear seat. ²Requires V-6 engine. ³Not available with 17" 6-spoke satin-finished aluminum wheel.

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SPECIFICATIONS

BASE MODEL DIMENSIONS

Wheelbase 103.1"
Length 175.2"
Width
Excluding mirrors 71.1"
Including mirrors 81.3"
Mirrors folded 77.9"
Height (without options) 67.7"
Front track 61.1"
Rear track 60.4"
Head room (front/rear) 40.4"/39.2"
Leg room (front/rear) 41.6"/35.6"
Hip room (front/rear) 53.4"/49.1"

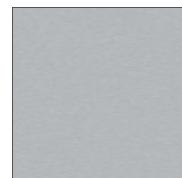
WEIGHTS AND CAPACITIES

Fuel capacity 16.5 gal.
Curb weight
4x2: 3341 lbs./4x4: 3493 lbs.
Cargo volume behind 1st row
66.3 cu. ft.
Cargo volume behind 2nd row
29.2 cu. ft.
Seating capacity 5
Maximum loaded trailer weight
3500 lbs.¹
¹When properly equipped.

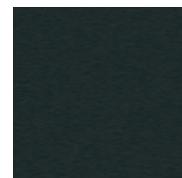
2008 EPA-ESTIMATED FUEL ECONOMY

| | I-4 | V-6 |
|---------------------|-------|-------|
| FWD (mpg city/hwy.) | 20/26 | 18/24 |
| 4WD (mpg city/hwy.) | 19/24 | 17/22 |

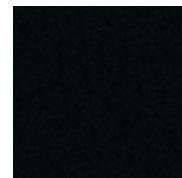
EXTERIOR PAINT COLORS

KIWI GREEN[‡]

SILVER

BLACK PEARL SLATE[‡]LIGHT ICE BLUE[‡]

VIVID RED



BLACK

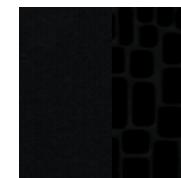


OXFORD WHITE



TUNGSTEN GREY

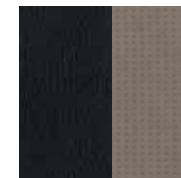
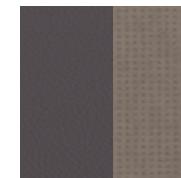
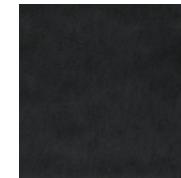
INTERIOR CLOTH/LEATHER COLORS



BLACK CLOTH ■



STONE CLOTH ■

BLACK LEATHER/
STONE ALCANTARA®
INSERTS ■GREYSTONE LEATHER/
STONE ALCANTARA
INSERTS ■

BLACK LEATHER □ □



STONE LEATHER □ □

■ MARINER ■ PREMIER □ AVAILABLE

Mercury uses clearcoat paint for beauty and protection. All exterior paints are Metallic except for Oxford White and Black. Colors are representative only. [‡]New for 2008.



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SPECIFICATIONS

MARINER HYBRID

2008 MARINER HYBRID FEATURES

All the versatility, storage capacity, satin-pewter accents and sophisticated style of the new '08 Mercury Mariner are standard on Mariner Hybrid as well. Making this Mariner even more distinctive is Ford Motor Company's own innovative hybrid technology and other unique features.

POWERTRAIN/FUNCTIONALITY

- 2.3L I-4 Atkinson-cycle engine with Permanent-Magnet AC-synchronous electric motor
- Electronically controlled Continuously Variable Transmission (eCVT)
- 330-volt sealed nickel-metal-hydride (NiMH) battery
- Regenerative Braking System
- Electric Power Steering (EPS)
- Front-wheel drive

EXTERIOR

- 16" 5-spoke aluminum wheels with brushed-aluminum center cap
- Unique badging on side and rear liftgate
- Roof-rack side rails

INTERIOR

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

SECURITY/SAFETY

- Personal Safety System® with dual-stage driver and single-stage front-passenger airbags,¹ and Front-Passenger Sensing System

AVAILABLE EQUIPMENT

- A/C 110-volt power outlet
- Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 7 speakers and automatic volume control
- Intelligent 4WD System



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

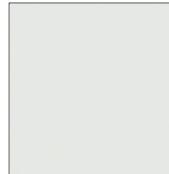
Ford Motor Company Insurance Services Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1.877.367.3847, or visit us at www.fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Ford Extended Service Plan For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Peace of mind comes from a 3-year/36,000-mile bumper-to-bumper **New Vehicle Limited Warranty** that covers repair, replacement or adjustment of parts at no additional cost, as well as a 5-year/60,000-mile powertrain limited warranty which features no deductible and is fully transferable. Roadside Assistance for 5 years or 60,000 miles provides the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Lincoln Mercury Dealer will provide complete details.

Comparisons based on 2007 competitive models (Small Sport Utility Vehicle 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.

EXTERIOR PAINT COLORS



OXFORD WHITE



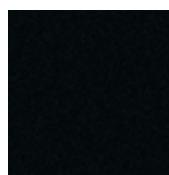
SILVER



LIGHT ICE BLUE



KIWI GREEN



BLACK

INTERIOR CLOTH/LEATHER COLORS



STONE CLOTH



STONE LEATHER

HYBRID WHEEL



16" 5-SPOKE ALUMINUM WITH
BRUSHED-ALUMINUM CENTER CAP