



MERCURY | NEW DOORS OPENED

'08 Mercury Mariner





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.



Mariner Premier in Moss Green. Shown with available VOGA Package.

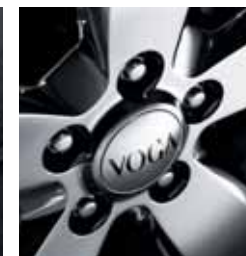


Undeniably in Vogue.

As its name strongly suggests, the new Mariner VOGA Package is designed for Mercury customers who are looking to elevate their already high sense of style. And with plenty of brightwork accenting its Moss Green hue, Mariner VOGA simply shines. Chrome sparkles on the grille, rear fascia trim, unique "VOGA" badging and stylish 17" wheels with "VOGA" center caps. Inside, a high-contrast interior features soft and subtle Cashmere leather-trimmed seats against a Charcoal Black environment. An embroidered "VOGA" logo on the front seatbacks and contrasting Ash stitching complement the Tarragon Green Metallic paint that ties together the instrument panel center stack, center console trim and front window switch bezels. High style. High value. High fashion. Get them all in the 2008 Mercury Mariner VOGA.



Premium front floor mats embroidered with VOGA logo.



17" chrome wheels with VOGA center caps.



Exclusive VOGA badging.



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. Available Ambient Lighting, in a choice of 7 hues, casts a warm glow in the front footwells and cupholders.

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.



Available Ambient Lighting.



Mariner Premier in Silver Metallic. Shown with available equipment.

POWER UP.

THE CHOICE IS YOURS.

The economical Mariner I-4.¹ The spirited 200-hp Mariner V-6. And the efficient Mariner Hybrid.² 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.

¹EPA-estimated 20 mpg city/26 hwy, with FWD, 19 mpg city/24 hwy, with 4WD.
²EPA-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.



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 small 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,¹ which helps keep our air cleaner too. To head down the path to a brighter tomorrow, start up the new 2008 Mercury Mariner Hybrid.

¹AT-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.





FULL HYBRID. FULL OF BENEFITS.

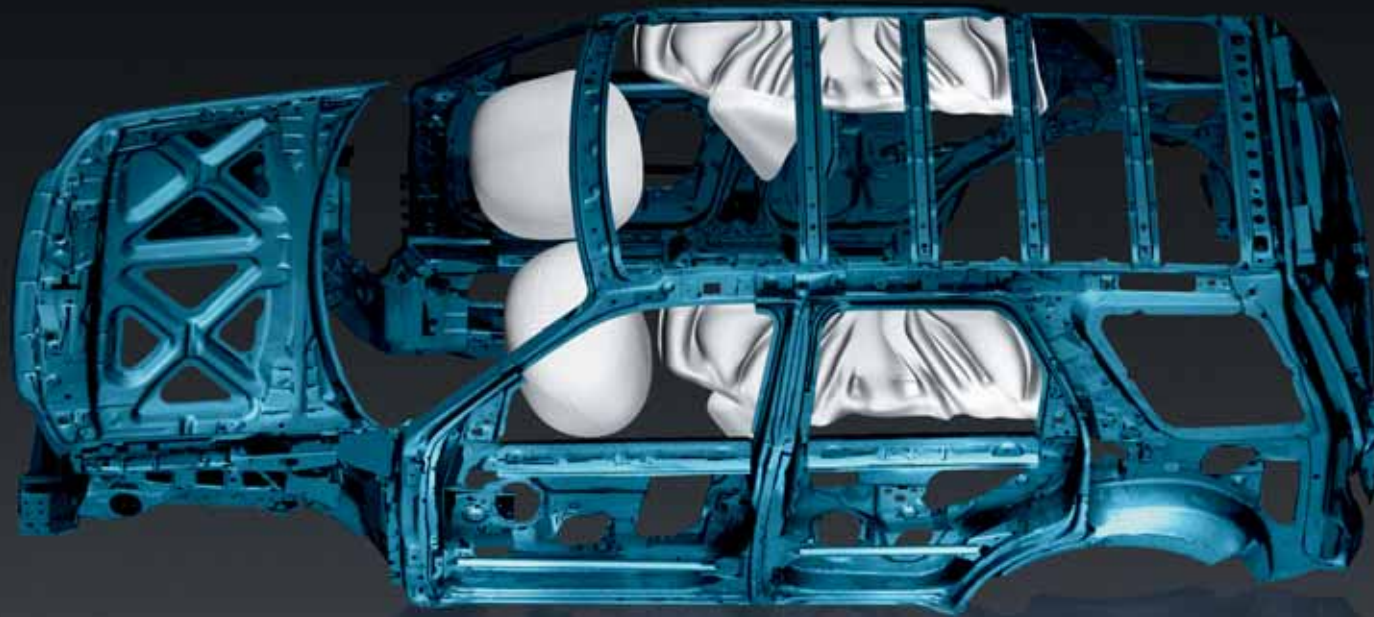
STARTING UP From modest acceleration to speeds up to about 25 mph, Mariner Hybrid can run on electric power alone in Electric Drive mode. Because more time is spent in this mode in urban environments, city mileage is higher than highway mileage for full-hybrid vehicles like Mariner Hybrid.

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.





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 airbags¹ 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.

¹Always 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.



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.



TUNE IN.

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.

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.

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.

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 Radio¹ 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.

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

SPECIFICATIONS
STANDARD FEATURES
POWERTRAIN/FUNCTIONALITY

	MARINER	PREMIER
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 washer	■	■

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-window 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, ¹ Safety Canopy® System with side-curtain airbags ¹ 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	■	■

■ STANDARD □ AVAILABLE

SECURITY/SAFETY (continued)

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	■	■
Tire Pressure Monitoring System (excludes spare)	■	■

PACKAGES

Amenities Package – Includes illuminated visor vanity mirrors, auto-dimming rearview mirror, overhead console with dual storage bins, compass, outside temperature readings and autolamp

AVAILABLE FEATURES

3.0L DOHC Duratec 30 V-6 engine with 4-speed automatic transmission	□	
6-way power driver seat	□	
17" 6-spoke satin-finished aluminum wheels ²	□	□
All-weather floor mats, front and rear, Ebony-colored ³	□	□
AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 4 speakers	□	
Ambient Lighting	□	□
Audiophile® Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability, 7 speakers and automatic volume control	□	□
DVD-based Navigation System (6.5" screen); includes Audiophile Sound System	□	□
Full-size spare wheel/tire (non-matching) ⁴	□	□
Integrated side step bars	□	□
Intelligent 4WD System	□	□
Power Code™ Remote Start System – Requires and only available w/automatic transmission ³	□	□
Roof-rack side rails with crossbars (with satin-aluminum inserts on Premier)	□	□
SIRIUS Satellite Radio (with 6-month subscription)	□	□

AVAILABLE PACKAGES

Amenities Package (package contents listed above)	□	
Class II Trailer Tow Package with 3500-lb. maximum towing capacity ²	□	□
Heated Package – Includes heated front seats and sideview mirrors, and secondary audio controls on steering wheel		□
Leather Trim Package – Includes premium leather-trimmed front bucket seats with 6-way power driver seat and driver-side manual lumbar support	□	
Moon & Tune Package – Includes 6-disc in-dash CD changer and power moonroof	□	
Moon & Tune Elite Package – Includes SIRIUS Satellite Radio, power moonroof and roof-rack side rails with Satin-Aluminum inserts and black crossbars		□
Rear Cargo Convenience Package – Includes retractable cargo area cover and Interior Cargo Management System with lockable wet storage area	□	□
VOGA Package (available on Mariner Premier models) – Moss Green exterior paint; 17" chrome wheels with "VOGA" center caps; Cashmere leather-trimmed seats with contrasting Ash wood trim; unique stitching and embroidered "VOGA" logo on front seatbacks; chrome grille and rear fascia trim; available roof rack with chrome inserts ⁵ ; Tarragon Green Metallic paint treatment on instrument panel center stack, center console and front window switch bezels; premium front floor mats with embroidered "VOGA" logo; unique "VOGA" exterior badging; and high-contrast interior environment	□	□

¹Always wear your safety belt and secure children in the rear seat. ²Requires V-6 engine. ³Dealer-installed Genuine Mercury Accessory. ⁴Not available with 17" 6-spoke satin-finished aluminum wheels. ⁵Available with Moon & Tune Elite Package only.

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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


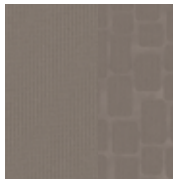
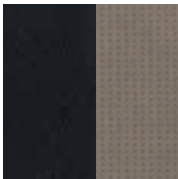


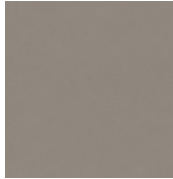
	I-4	V-6
FWD (mpg city/hwy.)	20/26	18/24
4WD (mpg city/hwy.)	19/24	17/22

EXTERIOR PAINT COLORS

 LIGHT SAGE	 SILVER	 BLACK PEARL SLATE ²
 LIGHT ICE BLUE ²	 VIVID RED	 BLACK
 OXFORD WHITE	 TUNGSTEN GREY	 MOSS GREEN ³

Mercury uses clearcoat paint for beauty and protection. All exterior paints are Metallic except for Oxford White and Black. Colors are representative only. ²New for 2008. ³VOGA Package available on Mariner Premier models. ⁴Requires V-6 engine.

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

WHEELS



16" 6-SPOKE PAINTED-ALUMINUM
STANDARD ON MARINER



16" 12-SPOKE MACHINED-ALUMINUM
STANDARD ON PREMIER



17" 6-SPOKE SATIN-FINISHED ALUMINUM⁴
OPTIONAL ON MARINER AND PREMIER



17" CHROME WITH VOGA CENTER CAPS
AVAILABLE WITH VOGA PACKAGE

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-hydrate (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 and 6-way power driver seat • Standard secondary audio controls

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

AVAILABLE PACKAGES

- **Hybrid Energy/Navigation/Audiophile System** Hybrid energy-flow graphic; fuel economy display; Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer with MP3 capability and 7 speakers; touch-screen DVD-based Navigation System (full map, turn-by-turn, voice direction and points of interest) • **Premium Package** Premium leather-trimmed, heated front bucket seats; heated sideview mirrors; Hybrid Energy/Navigation/Audiophile System; retractable cargo area cover; roof-rack side rails with satin-aluminum inserts and black crossbars; Reverse Sensing System; body-color sideview mirrors • **Hybrid Moon & Tune Package** Power moonroof with sunshade and mini-overhead console; SIRIUS Satellite Radio
- **Leather Trim Package** Premium leather-trimmed front bucket seats with lumbar controls

2008 EPA-ESTIMATED FUEL ECONOMY

FWD (mpg.city/hwy.)	34/30
4WD (mpg.city/hwy.)	29/27

¹Always wear your safety belt and secure children in the rear seat.

EXTERIOR PAINT COLORS



OXFORD WHITE



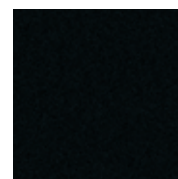
SILVER



LIGHT ICE BLUE



KIWI GREEN

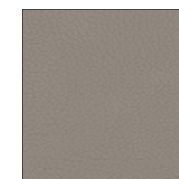


BLACK

INTERIOR CLOTH/LEATHER COLORS



STONE CLOTH



STONE LEATHER

HYBRID WHEEL



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



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 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 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.