



MERCURY | NEW DOORS OPENED

'08 Mercury Milan





Milan Premier V-6 in Vapor Silver Metallic. Shown with available equipment.

PUT YOUR STYLE IN HIGH GEAR.

WITH THE 2008 MERCURY MILAN, YOU CAN LEAVE THE ANONYMITY TO OTHERS.

Who wants to blend in? Certainly not you. And not the 2008 Mercury Milan. With stylish colors and satin-aluminum accents, Milan is instantly recognizable. "Catch a glimpse of the Milan's hindquarters from across a parking lot and Mercury's styling does its job," says *Edmunds.com*. "There are some undeniable European – maybe even Italian – elements to its taillamps, badging and rear quarter panels." An available Reverse Sensing System alerts you to items behind the vehicle when backing up, while an available rear spoiler hints at Milan's racy side. Standard 17" wheels on Premier (shown) draw admiring glances, while dual chrome exhaust tips hint at the 221 horsepower that's under the hood of Milan V-6 models. Seeking an enviable balance of performance, style and 5-passenger comfort? You'll find just what you're looking for in Mercury Milan.



"Highest Ranked Midsize Car in Initial Quality,"¹ according to J.D. Power and Associates.

¹Mercury Milan received the lowest number of problems per 100 vehicles among midsize cars in the proprietary J.D. Power and Associates 2007 Initial Quality Study.SM Study based on responses from 97,390 new-vehicle owners measuring 250 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2007. Your experiences may vary. Visit jdpower.com



Milan Premier V-6 in Silver Birch Metallic. Shown with available equipment.

GREET THE STREET WITH CONFIDENCE.

ATHLETIC PERFORMANCE, EXCEPTIONAL EFFICIENCY AND AVAILABLE AWD GIVE MILAN AN EDGE.

Dodge potholes with ease. And hug an S-curve so tightly you may have to say you're sorry. Thanks to an advanced Short- and Long-Arm independent design up front, plus a multilink independent in the rear, Milan's responsively tuned suspension can handle it all. To enhance that control, an optional Intelligent All-Wheel-Drive (AWD) system on Milan V-6 models reacts automatically to changes in traction for confident all-weather driving. This active AWD system seamlessly distributes torque between front and rear wheels for optimum traction. And since the wheels with the best grip always receive the most power, Milan AWD really enhances control when the weather turns nasty.

Under the hood, Milan's available 3.0L Duratec V-6 engine is teamed with a 6-speed automatic transmission to produce a lively 221 hp and an EPA-estimated highway mileage of 26 mpg. If fuel economy matters most to you, Milan's 2.3L Duratec I-4 engine produces an EPA-estimated highway mileage of 29 mpg – and 160 hp – with the standard 5-speed manual transmission. A 5-speed automatic transmission is also available. And all Milan I-4 models earn the Environmental Protection Agency's "Smart Way" designation – given to vehicles that the EPA feels are very good environmental performers.



Milan Premier in Dark Charcoal/Medium Light Stone two-tone leather trim.

GO WITH THE GLOW.

MILAN'S 5-PASSENGER INTERIOR ADDS EVEN MORE STYLE.

New this year, available Ambient Lighting can give your 2008 Milan its own unique glow. You can scroll through 7 different colors to create the mood you want, with Light-Emitting Diode (LED) lighting illuminating the front and rear footwells, and from within the front cupholders.

Premium cloth seating surfaces in your choice of Camel, Dark Charcoal or Medium Light Stone are standard. On Milan Premier, luxurious leather-trimmed seats in Camel or Dark Charcoal feature elegant contrasting stitching. To really wow 'em, go for a dramatic two-tone effect (above) on Premier with Medium Light Stone inserts between Dark Charcoal bolsters and light contrasting stitching. And with your digital media player broadcasting through Milan's standard audio input jack, it will certainly be enjoyable.



Brighten up drive time with available Ambient Lighting.



Milan Premier with satin-aluminum accents. Shown with available equipment.

A BREATH OF FRESH FLAIR.

TO DEPART FROM CONVENTION, PLEASE STAY SEATED.

Mercury Milan is so much more than mere transportation. Standard satin-aluminum accents set a cool, modern tone throughout the 5-passenger interior. For a more classic look, select the available Wales Mahogany Wood Appearance Package to outfit the center stack and instrument panel with a dark woodgrain. On the steering wheel, you'll find secondary audio and cruise controls that allow you to keep your hands on the wheel while you make adjustments. An available voice-activated, DVD-based Navigation System (shown) displays maps and menus on a large 6.5" color LCD screen, so locating the nearest ATM, hotel or restaurant is easy. In the center console, an audio input jack gives you plug-and-play capability with your MP3 player. Thoughtful touches like these can be found everywhere you look in the stylish 2008 Mercury Milan.



Standard audio input jack in center floor console.



Available heated front seats.



SYNC Is

VOICE-ACTIVATED, HANDS-FREE CALLING

UNINTERRUPTED CONNECTIONS

RING-TONE SUPPORT²

INSTANT VOICE RECOGNITION

AUTOMATIC PHONE BOOK TRANSFER²

MULTILINGUAL INTELLIGENCE

SUPPORT FOR UP TO 12 PHONES

ADVANCED CALLING FEATURES

VOICE-ACTIVATED DIGITAL MEDIA PLAYER

SUPPORT FOR POPULAR PLAYERS AND FORMATS

ACCESS BY ARTIST, TRACK, GENRE, ALBUM, PLAYLIST

USB DEVICE CHARGING

PLAY "SIMILAR MUSIC" FEATURE

PODCAST AND AUDIO BOOK SUPPORT

BLUETOOTH STREAMING AUDIO²

MERCURY SYNC IS OPTIONAL ON MILAN, MOUNTAINEER AND SABLE.

GO TO SYNCMYRIDE.COM FOR MORE DETAILS.



YOUR MERCURY. YOUR LIFE. NOW IN SYNC.

Mercury SYNC™ developed in association with Microsoft® is a voice-activated, customizable media system that will revolutionize the way you drive. With Microsoft Auto software actually embedded in your Mercury vehicle, SYNC allows you to operate most Bluetooth®-enabled mobile phones¹ and most portable digital media players¹ using simple voice commands. Play a song? Make a call? Just say the word – in English, French or Spanish – and SYNC responds. The *Detroit Free Press* calls SYNC "the slickest piece of consumer electronics to hit the market this year." *Forbes* magazine placed it on their "Gadgets We Love" list. It's sure to make yours too as soon as you take it for a test drive. You talk. SYNC listens.

¹Some digital media players and some mobile phones may not be fully compatible. ²Requires a Bluetooth-enabled phone with this capability. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. Only use mobile phones and other devices, even with voice commands, when it is safe to do so, and use extreme caution. Driving while distracted may take the driver's focus off the road, which can result in loss of vehicle control, accident and injury. The driver's primary responsibility is the safe operation of the vehicle.



SYNC your Mercury with your digital media player.



SYNC your Mercury with your mobile phone.



Milan V-6 in Silver Birch Metallic. Shown with available Appearance Package.

APPEARANCES MATTER.

MAKE THE MOST OF YOURS.

In Silver Birch, Black or White Suede, a Mercury Milan I-4 or V-6 model equipped with the available Appearance Package can't help but get you noticed. The body-color rear spoiler catches eyes first, followed closely by the fog lamps and 17" wheels with painted pockets. Inside, stylish Dark Charcoal leather-trimmed seats feature contrasting stitching and Alcantara® inserts in Ice Blue. Door-trim inserts and contrasting stitching on the steering wheel and center console, in Ice Blue of course, complete the dramatic appearance.



Dark Charcoal leather-trimmed seats with Ice Blue inserts.



Ice Blue contrasting stitching accents the steering wheel.



SPECIFICATIONS

MILAN

POWERTRAIN/FUNCTIONALITY

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
2.3L Duratec DOHC I-4 engine with 5-speed manual transmission ¹	■	■		
3.0L Duratec V-6 engine with 6-speed automatic transmission			■	■
4-wheel disc Anti-lock Brake System (ABS)	■	■	■	■
Front-wheel drive	■	■	■	■
Short- and Long-Arm (SLA) independent front suspension	■	■	■	■
Multilink independent rear suspension	■	■	■	■
Power rack-and-pinion steering	■	■	■	■
Dual chrome exhaust tips			■	■
Traction Control			■	■

EXTERIOR

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
16" 7-spoke deluxe steel wheel covers	■			
16" 9-spoke aluminum wheels			■	
17" 14-spoke machined-aluminum wheels		■		■
Automatic headlamps		■		■
Fog lamps		■		■
Light-Emitting Diode (LED) taillamps	■	■	■	■
Power heated body-color sideview mirrors	■	■	■	■

INTERIOR

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
6-way power driver seat with manual lumbar	■	■	■	■
2-way manual fold-down front-passenger seat	■	■	■	■
Leather-trimmed seats		■		■
60/40 split-folding spring-assisted rear seat	■	■	■	■
Electronic Automatic Temperature Control		■		■
AM/FM stereo/single-CD player with MP3 capability	■	■	■	■
Premium AM/FM stereo/6-disc in-dash CD changer with MP3 capability		■		■
Audio input jack	■	■	■	■
Auto-dimming rearview mirror with compass display and microphone	■	■	■	■
Dash-top storage bin	■	■	■	■
Front center floor console with armrest, two-tiered storage and 2 beverage holders	■	■	■	■
Leather-wrapped steering wheel with cruise and audio controls		■		■
Mercury SYNC™ – Voice-activated in-vehicle communications and entertainment system	■	■	■	■
Message center	■	■	■	■
Power door locks with child-safety rear door locks	■	■	■	■
Power remote trunk release	■	■	■	■
Power windows with one-touch-down driver-window feature	■	■	■	■
Satin-aluminum interior accents	■	■	■	■
Steering wheel with cruise and audio controls	■	■	■	■
Tilt/telescoping steering column	■	■	■	■

SECURITY/SAFETY

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
3-point safety belts for all seating positions	■	■	■	■
Driver-side keyless-entry keypad	■	■	■	■
Front-seat side airbags ³	■	■	■	■
Lower anchors and tether anchors for child-safety seats (LATCH)	■	■	■	■
Perimeter anti-theft alarm	■	■	■	■
Personal Safety System ⁴ for driver and front passenger with dual-stage front airbags, ⁵ 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	■	■	■	■
Remote keyless-entry system with integrated key fob	■	■	■	■
SecuriLock [®] passive anti-theft ignition system	■	■	■	■
Side-curtain airbags ³	■	■	■	■
Side-intrusion door beams	■	■	■	■
Tire Pressure Monitoring System	■	■	■	■

■ STANDARD □ AVAILABLE

AVAILABLE FEATURES

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
5-speed automatic transmission ¹	□			
16" 9-spoke aluminum wheels with P205/60R16 all-season tires	□			
All-weather floor mats ⁵	□	□	□	□
All-Wheel Drive (AWD)			□	□
Ambient Lighting	□	□	□	□
Audiophile [®] Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 8 speakers		□		□
Auto-dimming rearview mirror with microphone (requires SYNC)	□		□	
Heated front seats		□		□
Mercury SYNC – Voice-activated in-vehicle communications and entertainment system	□		□	
Premium Sound System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 6 speakers	□		□	
Power Code ^{2M} Remote Start System ^{5,6}	□	□	□	□
Rear spoiler	□	□	□	□
Reverse Sensing System ⁶	□	□	□	□
SIRIUS Satellite Radio ⁷ – Includes satellite receiver, antenna and 6-month subscription	□	□	□	□
Voice-activated, DVD-based Navigation System		□		□

AVAILABLE PACKAGES

	I-4 MILAN	I-4 PREMIER	V-6 MILAN ²	V-6 PREMIER
3dCarbon 5-piece Body Kit⁸ – Front and rear valance, right and left side skirt, rear decklid spoiler with light, and dual chrome exhaust tips (only available with select colors)			□	□
3dCarbon 6-piece Body Kit⁸ – Front and rear valance, right and left side skirt, upper rear glass spoiler, rear decklid spoiler with light, and dual chrome exhaust tips (only available with select colors)			□	□
Amenities Package⁶ – Reverse Sensing System, Ambient Lighting and Universal Garage Door Opener		□		□
Appearance Package – 17" 14-spoke machined-aluminum wheels with painted pockets; fog lamps; rear spoiler; Ice Blue contrast stitching on seats, steering wheel and center console; and Ice Blue Alcantara [®] seat and door-trim inserts (available only with Silver Birch, Black, or White Suede exterior colors and Charcoal Black interior)	□		□	
I-4 Auto Package – 5-speed automatic transmission and 16" 9-spoke aluminum wheels	□			
Moon & Tune Package – Power moonroof, Premium Sound System with AM/FM stereo/6-disc in-dash CD changer and MP3 capability, and SIRIUS Satellite Radio	□		□	
Moon & Tune Elite Package – Power moonroof, Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer and MP3 capability, and SIRIUS Satellite Radio		□		□
Wales Mahogany Wood Appearance Package – Instrument panel and center stack accents	□	□	□	□



16" 7-SPOKE DELUXE STEEL WHEEL COVERS STANDARD ON I-4 MILAN



16" 9-SPOKE ALUMINUM STANDARD ON V-6 MILAN; OPTIONAL ON I-4 MILAN



17" 14-SPOKE MACHINED-ALUMINUM STANDARD ON I-4 PREMIER AND V-6 PREMIER



17" 14-SPOKE MACHINED-ALUMINUM WITH PAINTED POCKETS AVAILABLE WITH APPEARANCE PACKAGE

¹Manual transmission only available on dealer special order units. ²V-6 Milan and V-6 Milan AWD only available on dealer special order units. ³Always wear your safety belt and secure children in the rear seat. ⁴Requires either the I-4 Auto Package or the Appearance Package on I-4 Milan. ⁵Dealer-installed Genuine Mercury Accessory. See your dealer for details. ⁶Requires automatic transmission. ⁷Service not available in Alaska or Hawaii. See your Lincoln Mercury Dealer or contact SIRIUS at 1-888-539-7474 for more information.

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SPECIFICATIONS

BASE MODEL DIMENSIONS

Wheelbase 107.4"
Length 191.4"
Width (excluding mirrors) 72.2"
Height 57.2"
Front track 61.6"
Rear track 61.3"
Head room (front/rear) 38.7"/37.8"
Leg room (front/rear) 42.3"/37.5"
Shoulder room (front/rear) 57.4"/56.5"

CAPACITIES

Fuel capacity 17.5 gal.
Cargo volume 15.8 cu. ft.
Seating capacity 5
Total passenger volume 100.7 cu. ft.

I-4 MANUAL

Horsepower 160 @ 6250 rpm
Torque 156 lb.-ft. @ 4250 rpm
Compression ratio 9.7:1
Curb weight (lbs.) 3154
2008 EPA-estimated 20 mpg city/29 hwy.

I-4 AUTOMATIC

Horsepower 160 @ 6250 rpm
Torque 156 lb.-ft. @ 4250 rpm
Compression ratio 9.7:1
Curb weight (lbs.) 3211
2008 EPA-estimated 20 mpg city/28 hwy.

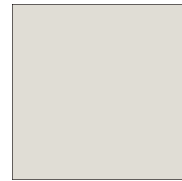
V-6 AUTOMATIC

Horsepower 221 @ 6250 rpm
Torque 205 lb.-ft. @ 4800 rpm
Compression ratio 10.0:1
Curb weight (lbs.) 3324
2008 EPA-estimated 18 mpg city/26 hwy.

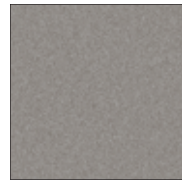
V-6 AUTOMATIC WITH AWD

2008 EPA-estimated 17 mpg city/25 hwy.

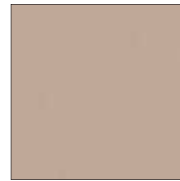
EXTERIOR PAINT COLORS



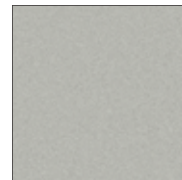
WHITE SUEDE^{1,2}



VAPOR SILVER¹



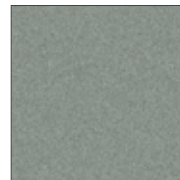
DUNE PEARL³



LIGHT SAGE¹



DARK INK BLUE¹



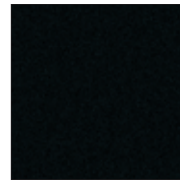
MOSS GREEN¹



SILVER BIRCH²



VIVID RED⁴

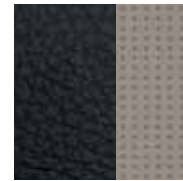


BLACK²

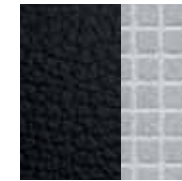
Mercury uses clearcoat paint for beauty and protection. All exterior paints are Metallic except for White Suede and Black. Colors are representative only.

¹New for 2008. ²Available on Appearance Package. ³Available with Camel interior only. ⁴Available on Premier only.

INTERIOR CLOTH/LEATHER COLORS



DARK CHARCOAL LEATHER/MEDIUM LIGHT STONE INSERTS ■



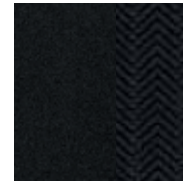
DARK CHARCOAL LEATHER/ICE BLUE ALCANTARA® INSERTS ■



CAMEL LEATHER WITH PERFORATED INSERTS ■



DARK CHARCOAL LEATHER WITH PERFORATED INSERTS ■



DARK CHARCOAL CLOTH ■

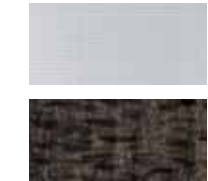


MEDIUM LIGHT STONE CLOTH ■



CAMEL CLOTH ■

SATIN-ALUMINUM ACCENT ■ ■



WALES MAHOGANY ACCENT □ □

■ MILAN ■ MILAN PREMIER ■ APPEARANCE PACKAGE □ AVAILABLE WOOD APPEARANCE PACKAGE



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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 (Midsize Sedan class starting under \$21,000. Excludes Mazda6), 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.