



MERCURY | NEW DOORS OPENED

'08 Mercury Mountaineer





Mountaineer Premier in Silver Birch Metallic.

MAKE A GRAND ENTRANCE.

WITH MOUNTAINEER, FIRST IMPRESSIONS WILL BE LASTING ONES.

Your first step into new surroundings can leave quite an impression. So as Mountaineer Premier's available power-deployable running boards glide out to ease the way, rest assured that your entrance will not go unnoticed. Up front, the bold presence of Mountaineer's gleaming satin-aluminum-finish grille capably announces your arrival. Standard 17" machined-aluminum wheels on Mountaineer and 18" satin-aluminum chrome-clad wheels on Premier (shown) add to its already impressive stance. Red Light-Emitting Diode (LED) taillamps have clear lenses and artfully accented satin-aluminum-finish grilles, while subtle "Mercury" detailing sets off the bright step that anchors the rear bumper.



Mountaineer Premier leather-trimmed seats in Charcoal Black with Sand Alcantara inserts.

SOPHISTICATED STYLING. REMARKABLE COMFORT.

"What an absolutely beautiful-looking vehicle, inside and out," says *AutoWeek*. For proof, just begin in Mountaineer Premier with the standard 10-way power driver seat and two-tone leather-trimmed seats in your choice of stunning Charcoal Black (shown) or Camel with Sand Alcantara® inserts. In the 2nd row, a standard 60/40 split seat completes the interior for 5-passenger models. For 6-passenger seating, select the available quad bucket seating with 2nd-row center console. And if you need seating for 7 (shown), Mountaineer can be outfitted with the 60/40 split seat in the 2nd row and the 50/50 split seat behind that. A manual-fold version of the 3rd-row seat is standard on Premier and optional on Mountaineer, while the handy, first-in-class¹ PowerFold™ 3rd-row seat is optional on Mountaineer Premier.

¹Truck-based midsize SUV class.



On Premier, a PowerFold 3rd-row seat is available as part of the 3rd-row Seat Elite Package.



Mountaineer's 2nd- and 3rd-row seats fold down to provide plenty of loadable room.



PACKAGED JUST RIGHT.

A host of new packages this year will help you tailor Mountaineer exactly to your liking. If you prefer pampering, select the available Comfort Package on Mountaineer and you'll be treated to heated, leather-trimmed 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, the available Amenities Package provides power-deployable running boards, a Universal Garage Door Opener and a Reverse Sensing System. If entertainment suits you more, the available Moon & Tune Elite Package on both models includes a power moonroof, an Audiophile® Sound System with 6-disc CD changer and SIRIUS Satellite Radio.¹ A courtesy 6-month subscription to the SIRIUS service is included.

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



Available power-adjustable pedals.



Available heated, leather-trimmed 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 PLAYING

- 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.



Mountaineer Premier in Silver Birch Metallic. Shown with available equipment.

STRENGTH IN NUMBERS.

AVAILABLE 292-HP V-8 POWERS MOUNTAINEER PREMIER.

In the 2008 Mercury Mountaineer, the numbers really add up in your favor. The 4.6L 3-valve V-8 engine, available on Mountaineer Premier, tops the numbers list with 292 hp and 300 lb.-ft. of torque. Also providing assistance is the first-in-class, available 6-speed automatic transmission, whose evenly spaced gear ratios make the most of the V-8's powerband. On Mountaineer and Mountaineer Premier, a standard 4.0L V-6 engine 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.

Mountaineer's Independent Rear Suspension features a compact, trailing-arm setup. It works with the front suspension and stiff frame to deliver a refined ride and excellent handling. Heightening that connectivity is Mountaineer's available full-time All-Wheel-Drive (AWD) system. This intuitive system smartly adapts to changing road and weather conditions as they occur, instantly transferring power to the axle with the best grip to help Mountaineer really hold the road.



Mountaineer Premier in Black with available equipment, including Chrome Package.

PUT A SHINE TO IT.

The available new Chrome Package allows you to clad your 2008 Mountaineer Premier in a liberal dose of chrome. Start up front with Premier's signature Mercury grille, now resplendent in chrome. Check out the reflective 18" bright chrome-clad wheels, the chrome sideview mirror caps and chrome roof-rack side rails. In the rear, chrome covers the taillamp surrounds, bumper insert plate and license plate appliqué. Chrome Mountaineer nameplates in the rear and on the side complete the package. Available only in Vivid Red Metallic, Vapor Silver Metallic and Black, a Mountaineer Premier with the Chrome Package will shine brightly.



SPECIFICATIONS

MOUNTAINEER

POWERTRAIN/FUNCTIONALITY

	MOUNTAINEER	MOUNTAINEER PREMIER
4.0L 2-valve SOHC V-6 engine with 5-speed automatic transmission	■	■
4-wheel power disc brakes with 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

17" machined-aluminum wheels with P245/65R17 all-terrain BSW tires	■	■
18" satin-aluminum chrome-clad wheels with P235/65R18 all-season BSW tires	■	■
Black roof rails	■	■
Color-keyed running boards	■	■
Easy Fuel™ capless fuel-filler system	■	■
Fog lamps	■	■
Intermittent rear wiper with washer	■	■
Keyless-entry keypad	■	■
Power, heated sideview mirrors with security approach lamps	■	■
Privacy glass for rear doors, rear quarter windows and liftgate window	■	■
Satin-aluminum roof rails, mirror caps and exhaust tip	■	■
Solar-tinted windshield and front door glass	■	■
Speed-sensitive, intermittent windshield wipers	■	■

INTERIOR

1st-row cloth bucket seats with 6-way power driver seat, including manual lumbar and recline	■	■
1st-row leather-trimmed bucket seats with Alcantara® inserts, 10-way power driver seat including power lumbar, and manual passenger seat	■	■
2nd-row fold-flat 60/40 split bench seat with 2-way adjustable head restraints and integrated seat restraints for middle passenger	■	■
3rd-row vinyl-trimmed 50/50 split bench seat	■	■
4-line message center with compass, distance-to-empty, outside temperature and other information	■	■
Auto-dimming rearview mirror	■	■
Color-keyed, leather-wrapped steering wheel with secondary audio and cruise controls	■	■
Dual-zone Electronic Automatic Temperature Control	■	■
Front center floor console with storage bin, power point and audio input jack; 2 front and 2 rear cupholders; front and rear power points; low heat vents and high air conditioning register	■	■
Illuminated visor vanity mirrors	■	■
Mercury SYNC™ voice-activated communications and entertainment system	■	■
Overhead console includes 2 map lights with dome function, sunglasses holder and garage door opener holder (except when Auxiliary Climate Control or moonroof is ordered)	■	■
Power door locks and windows with one-touch-down driver-window feature	■	■
Premium AM/FM stereo/single-CD player and audio input jack (located in front center floor console)	■	■
Remote keyless-entry system with 2 key fobs, panic alarm button and illuminated-entry system	■	■
Tilt steering column	■	■

SECURITY/SAFETY

Intelligent Safety System™ with adaptive steering column; driver and front-passenger adaptive load-limiting retractors; driver and front-passenger front airbags¹ with adaptive venting and front-passenger adaptive tether; driver and front-passenger front-seat side airbags;¹ and Front-Passenger Sensing System	■	■
AdvanceTrac® with RSC® (Roll Stability Control™)	■	■
Lower anchors and tether anchors for child-safety seats (LATCH) for all 2nd-row seating positions, and tether anchor for 3rd-row center position	■	■
Safety belts – 3-point safety belts for all seating positions	■	■
Safety Canopy™ System with side-curtain airbags¹ for 1st- and 2nd-row-outboard passengers, with rollover sensor	■	■
SecuriLock® passive anti-theft ignition system	■	■
Tire Pressure Monitoring System	■	■

■ STANDARD □ AVAILABLE

AVAILABLE FEATURES

	MOUNTAINEER	MOUNTAINEER PREMIER
20" polished-aluminum wheels with BSW tires	□	■
4.6L 3-valve SOHC V-8 engine with 6-speed automatic transmission	□	■
All-weather floor mats² – Front and rear, Ebony-colored	□	■
Color-keyed running boards	□	■
Full-time All-Wheel-Drive (AWD) system	□	■
Leather-trimmed front bucket seats with perforated leather inserts and 10-way power driver seat, including power lumbar and recline	□	■
Leather-trimmed, heated front bucket seats with perforated leather inserts and 10-way power driver seat, including power lumbar, recline, memory and easy entry/exit, and 6-way power passenger seat with manual lumbar	□	■
Mercury SYNC voice-activated communications and entertainment system	□	■
Power-adjustable pedals³	□	■
Power Code™ Remote Start System²⁴	□	■
Quad bucket seating⁵ with recline-and-fold feature, plus 2nd-row center floor console with 2 cupholders	□	■
Rear-Seat DVD Entertainment System – Overhead DVD player with 8" pull-down screen, 2 sets of wireless headphones and remote control	□	■
Reverse Sensing System	□	■
Roof-rail crossbars	□	■

AVAILABLE PACKAGES

3rd-row Seat Package – Includes 3rd-row 50/50 split bench seat and Auxiliary Climate Control with controls for driver and rear seat occupants	□	■
3rd-row Seat Elite Package – Includes 3rd-row PowerFold™ 50/50 split bench seat and Auxiliary Climate Control with controls for driver and rear seat occupants	□	■
Amenities Package – Includes power-deployable running boards, Universal Garage Door Opener and Reverse Sensing System	□	■
Chrome Package – Includes 18" bright chrome-clad wheels and chrome grille, roof rails, mirror caps, taillamp surrounds, badging, beltline, bumper insert plate surround and license plate appliqué	□	■
Comfort Package – Includes leather-trimmed, heated front bucket seats with 10-way power driver seat, including power lumbar, recline, memory and easy entry/exit; 6-way power passenger seat with manual lumbar; and Dual-zone Electronic Automatic Temperature Control	□	■
Heated Package – Includes heated front bucket seats with perforated inserts and 10-way power driver seat, including power lumbar, recline, memory and easy entry/exit; 6-way power passenger seat with manual lumbar; and heated windshield	□	■
Moon & Tune Elite Package ⁶ – Includes power moonroof; Audiophile® Sound System with AM/FM stereo, 6-disc in-dash CD changer with MP3 capability, 7 premium speakers including an 8" subwoofer, 290-watt peak output and 6-month SIRIUS Satellite Radio subscription	□	■
Navigation/Moon & Tune Package – Includes voice-activated, DVD-based Navigation System; power moonroof; Audiophile Sound System with AM/FM stereo, 6-disc in-dash CD changer with MP3 capability, 7 premium speakers including an 8" subwoofer, 290-watt peak output and 6-month SIRIUS Satellite Radio subscription	□	■
Trailer Tow Upgrade Package – Class III/IV trailer hitch receiver with 4-/7-pin electrical connectors	□	■

¹Always wear your safety belt and secure children in the rear seat. ²Dealer-installed Genuine Mercury Accessory. See your dealer for details. ³Available with or without memory feature. ⁴Requires and only available with automatic transmission. ⁵Requires 3rd-row Seat Package or 3rd-row Seat Elite Package. Not available with cloth seats or Alcantara inserts. ⁶Includes medium overhead console when optioned with Auxiliary Climate Controls.

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SPECIFICATIONS

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

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

WEIGHTS AND 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)

4.0L SOHC V-6

Horsepower 210 @ 5100 rpm
Torque 254 lb.-ft. @ 3700 rpm
Compression ratio 9.7:1

4.6L SOHC V-8

Horsepower 292 @ 5750 rpm
Torque 300 lb.-ft. @ 3950 rpm
Compression ratio 9.7:1

V-6 TOWING lbs.

4x2 standard 3500
AWD standard 3500
4x2 optional 5295
AWD optional 5000

V-8 TOWING lbs.

4x2 standard 3500
AWD standard 3500
4x2 optional 7220
AWD optional 7055

EXTERIOR PAINT COLORS



WHITE SUEDE¹



VAPOR SILVER^{1,2}



STONE GREEN¹



SILVER BIRCH



VIVID RED²



BLACK²



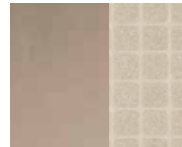
DARK CHERRY



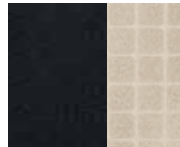
WHITE CHOCOLATE TRI-COAT³

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 Chrome Package. ³Available on Premier only.

INTERIOR CLOTH/LEATHER COLORS



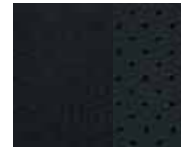
CAMEL LEATHER/SAND ALCANTARA[®] INSERTS ■



CHARCOAL BLACK LEATHER/SAND ALCANTARA INSERTS ■



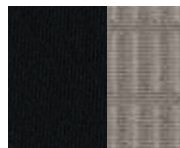
CAMEL LEATHER WITH PERFORATED INSERTS □ □



CHARCOAL BLACK LEATHER WITH PERFORATED INSERTS □ □



CAMEL CLOTH/SAND CLOTH INSERTS ■



CHARCOAL BLACK CLOTH/MEDIUM LIGHT STONE CLOTH INSERTS ■

■ MOUNTAINEER
■ MOUNTAINEER PREMIER
□ AVAILABLE

WHEELS



17" MACHINED-ALUMINUM STANDARD ON MOUNTAINEER



18" SATIN-ALUMINUM CHROME-CLAD STANDARD ON PREMIER



18" BRIGHT CHROME-CLAD AVAILABLE ON PREMIER WITH CHROME PACKAGE



20" POLISHED-ALUMINUM AVAILABLE ON PREMIER



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 (Truck-based midsize SUV 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.