2011 Milan + Milan Hybrid

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The new 2011 Milan lineup, featuring America’s most fuel-efficient midsize sedan.¹

41 mpg city¹ for Milan Hybrid. 33 mpg hwy² for Milan.

¹EPA-estimated 41 city/36 hwy/39 combined mpg, Milan Hybrid. Actual mileage will vary. Midsize class per R. L. Polk & Co. ²EPA-estimated 23 city/33 hwy/26 combined mpg, 2.5L I-4 automatic, FWD.
Top speed of 47 mph in pure electric mode.

In stop-and-start city driving, Milan Hybrid excels. That’s why city mileage (41 mpg) is higher than highway mileage (36 mpg). You can actually achieve more than 700 miles on a single tank of gas in the city. Milan Hybrid’s 2.5L I-4 Atkinson-cycle engine works with the electric traction motor to create 191 net hp. That motor captures kinetic energy during regenerative braking (every time you brake) and uses it to help recharge the 275-volt sealed battery pack. The pack completes the cycle by supplying energy to start the engine, to drive at low speeds and to boost acceleration. A continuously variable transmission keeps shifts as smooth as the ride.

1EPA-estimated 41 mpg city with 17.5-gallon fuel tank. Actual mileage will vary.

Milan Hybrid. Steel Blue Metallic.
More leaves for more mpg.

Watch fresh efficiency leaves grow on the brightly lit vine the longer you keep Milan Hybrid in Electric Drive. You achieve your best mileage running on electric power alone. After shutdown, the system reviews your performance and gives kudos for outstanding achievement.

Exclusive SmartGauge™ with EcoGuide on Milan Hybrid features 2 customizable 4.3-in. liquid crystal display (LCD) screens that flank the luminous speedometer. Choose from one of 4 modes to Inform, Enlighten, Engage or Empower yourself. Screen settings are controlled by switches on the steering wheel. Obtain as much information as desired to help guide you on your remarkable, and remarkably efficient, hybrid experience.

- **Inform**: Adds fuel level and battery-charge status
- **Enlighten**: Adds electric vehicle mode indicator and tachometer
- **Engage**: Adds engine output power and battery output power
- **Empower**: Adds power to wheels, engine pull-up threshold and accessory power consumption

<table>
<thead>
<tr>
<th>Trip Summary</th>
<th>Value</th>
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<tbody>
<tr>
<td>Distance</td>
<td>1.3 mi</td>
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<tr>
<td>Fuel Economy</td>
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<tr>
<td>Fuel Used</td>
<td>0.0 gallons</td>
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<tr>
<td>Long Term Fuel Economy</td>
<td>36.0 mpg</td>
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</table>
Of performance, efficiency and radar sensors.

Care to sip? The 175-hp 2.5L I-4 engine on Milan can be teamed with either a standard 6-speed manual or an available 6-speed automatic transmission. If automatic is your preference, you’ll achieve up to 33 mpg\(^1\) on the highway. And immense satisfaction along the way.

Born to zip? In Milan Premier, experience the pull of an available 240-hp 3.0L V6 Flex Fuel (FFV) engine – fill up with E85, gasoline or any blend of the two. The V6 is mated to an efficient 6-speed SelectShift Automatic™ transmission with thumb-switch action. A techno-wonder, SelectShift enables you to shift for yourself, or automatically chooses the optimal gear for any situation. Up your enthusiasm every time you turn the key.

Class-exclusive\(^2\) BLIS® (Blind Spot Information System) with cross-traffic alert utilizes 2 radar sensors – located in the rear quarter panels – to help detect vehicles in adjacent lanes. If sensors detect any in your blind-spot zones, this available system alerts you with a warning light in the appropriate sideview mirror. To further enhance BLIS, cross-traffic alert scans for traffic approaching from either side when you’re slowly backing out of a parking spot or driveway, and can detect vehicles up to 45 feet away. Brilliant technology to help prevent a bad day.

\(^1\)EPA-estimated 23 city/33 hwy/26 combined mpg, 2.5L I-4 automatic, FWD.  
\(^2\)Class is Midsize Sedans.

Stop wondering. Start knowing.

The available Navigation System (shown) features a vibrant 8-in. LCD touch screen and colorful maps that you can zoom and scroll. This system plays DVDs while Milan is in Park and provides nearly 10 gigs of photo and music storage space. It also includes an introductory 6-month subscription to SIRIUS Traffic™ and SIRIUS Travel Link™, which provides fuel prices, weather reports, movie listings, sports scores and more.

Added assistance: A convenient rear view camera is part of the available Driver’s Vision Package. Shift into Reverse – a full-color image from the decklid-mounted camera appears in the rearview mirror. Or on the available navigation screen.

*Real-time traffic monitoring available in select markets. Some features unavailable while driving. Subscription required after introductory 6 months expire.
SYNC, plus serious acoustics.

SYNC. Say the word. Voice-activated Mercury SYNC® is an award-winning, available system that works with your paired Bluetooth®-enabled mobile phone and your digital media player. It provides hands-free calling, plays music, delivers Vehicle Health Reports and 911 Assist.™ With the touch of a button and voice commands, SYNC with Traffic, Directions and Information services provides turn-by-turn directions, personalized traffic alerts and more.¹ SyncMyRide.com has the latest details.

With SIRIUS® Satellite Radio, enjoy an introductory 6-month subscription to over 130 channels including 100% commercial-free music, plus the best in sports, news, talk and entertainment, 24/7, coast-to-coast. New for 2011, you can add The Best of XM channels at no charge.²

Bring the home-theater, 390-watt performance of Dolby® Pro Logic® II into your Milan. The available Audio System from Sony® mesmerizes with Dolby Automotive Entertainment Program (DAEP) 5.1 Surround Sound. One dozen high-quality speakers and an amplifier work in concert to more than deliver Sony's unique, rich tonality.

¹Driving 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. Real-time traffic and turn-by-turn directions available in select markets. Standard text messaging and data rates apply. ²Subscription required after introductory 6 months expire. Call 1-800-351-4517 for details on The Best of XM.
Stay the course.

Operating with the 4-wheel disc Anti-Lock Brake System (ABS) and traction control, AdvanceTrac® electronic stability control constantly monitors vehicle speed, throttle position and steering wheel angle. When wheel slip is sensed, the system automatically modulates engine power and/or selectively applies the brakes to help keep Milan on its intended path.

If the going gets especially slick, the available Intelligent All-Wheel-Drive (AWD) System on Milan V6 models reacts, seamlessly distributing more torque to the wheels with the best grip. To help maintain traction, torque flows between the front and rear axles – plus side to side on each. Should traction be reduced to one wheel, AWD directs the majority of torque there to help keep you moving forward. Positively.

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.

New Appearance Package

- Bright chrome finish on grille
- Chrome sideview mirror caps
- 18-in. wheels with premium polished finish
- Rear decklid spoiler
- Dark Charcoal leather-trimmed seats with Silversmoke Metallic piping
- Unique black finish on center stack, instrument panel and door switch inserts
- Premium carpeted floor mats with "MILAN" logo

Confidence stems from resting assured.

In case of emergency, Milan helps to protect you with a **steel safety cage**, high-strength side-intrusion door beams, and robust rocker panels that act to resist, absorb and divert impact forces. Six airbags are on alert too: dual-stage front airbags in the **Personal Safety System**™ front-seat side airbags, and side-curtain airbags that cover both rows. If any airbag deploys or a safety belt pretensioner activates, the **SOS Post-Crash Alert System**™ takes action - the horn automatically sounds and the hazard lights flash so you and your passengers may be more readily located.

*SOS 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.

Allow others to drive your Milan - on your own terms. The multifaceted **MyKey® owner controls feature** lets you program ignition keys to help encourage smart driving habits. Buckling up. Traveling at appropriate speeds. And many more such aids. On the driver's door, a **SecuriCode™ keypad** allows entry with just a personalized code.
Milan
Includes all standard features, plus:
RAPID SPEC 100A
2.5L DOHC Duratec I-4 engine with iVCT
6-speed manual transmission
16-in. 5-spoke painted aluminum wheels
P205/60R16 all-season tires
Automatic halogen headlamps
8-way power driver’s seat with manual lumbar
2-way manual front-passenger seat
60/40 split-fold spring-assisted rear seat
AM/FM stereo/single-CD player with MP3 capability
and 6 speakers
Single-zone manual air conditioning
Power windows with one-touch-up/-down driver’s side window feature

Milan Premier
Includes select Milan features, plus:
RAPID SPEC 200A
6-speed automatic transmission
17-in. 7-spoke painted aluminum wheels
P225/50R17 all-season tires
Fog lamps
10-way power driver’s seat with power lumbar
4-way power front-passenger seat
Leather-trimmed seats
Heated front seats
Carpeted front and rear floor mats
Ambient lighting
Dual-zone electronic automatic temperature control
Auto-dimming rearview mirror
Mercury SYNC® voice-activated, in-vehicle connectivity system
Power windows with global open and one-touch-up/-down for driver and front passenger
Universal garage door opener

Milan Hybrid
Includes select Milan Premier features, plus:
RAPID SPEC 300A
2.5L iVCT I-4 Atkinson-cycle engine with permanent-magnet AC-synchronous electric motor
Electronically controlled continuously variable transmission (eCVT)
275-volt sealed nickel-metal-hydride (NiMH) battery
Driver’s knee airbag
Fixed rear seats
Regenerative Braking System
17-in. 15-spoke painted aluminum wheels
Reverse Sensing System
SmartGauge™ with EcoGuide instrument cluster with 2 configurable LCD screens and message center
AM/FM stereo/6-disc CD changer, MP3 capability and 6 speakers

APPEARANCE
Rear decklid spoiler
EXTERIOR
Locking fuel plug
Hood deflector
Moonroof deflector
Side window deflectors
Chrome door handles
Splash guards
WHEELS
18-in. wheels

INTERIOR
Leather-trimmed interior seating by Katzkin
Interior light kit
Hard cargo organizer
Soft cargo organizer (large and standard sizes)
Soft cargo cooler bag
Cargo area protector
All-weather floor mats
Cargo net
Auto-dimming rearview mirror
Ash cup/coi holder with or without lighter element

INVISION is a trademark of Audiovox Corporation.
Inilex is a registered trademark of Inilex, Inc.
Garmin is a registered trademark of Garmin Ltd.
THULE is a registered trademark of Thule Sweden AB.
Katzkin is a registered trademark of Katzkin Leather, Inc.

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

Genuine Mercury Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-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. Mercury Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. 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.
Milan Available Rapid Specs

**RAPID SPEC 101A**
6-speed automatic transmission

**RAPID SPEC 102A**
6-speed automatic transmission, carpeted front and rear floor mats, 17-in. 5-spoke-design steel wheels with silver-painted covers, and P225/50R17 all-season tires

**RAPID SPEC 103A**
6-speed automatic transmission, carpeted front and rear floor mats, 17-in. 5-spoke-design steel wheels with silver-painted covers, P225/50R17 all-season tires, fog lamps, rear spoiler, and Sun & SYNC Package, which includes power tilt-and-slide moonroof, compass, auto-dimming rearview mirror, and Mercury SYNC® voice-activated, in-vehicle connectivity system

Available Options and Packages

- Carpeted front and rear floor mats
- Mercury SYNC®
- Remote Start System
- Reverse Sensing System
- Sun & SYNC Package

**Available Options and Packages**

- Carpeted front and rear floor mats
- Mercury SYNC®
- Remote Start System
- Reverse Sensing System
- Sun & SYNC Package

Colors are representative only. See your dealer for actual paint/trim options.

1 Requires Rapid Spec 102A. 2 Requires Rapid Spec 102A or 103A. 3 Additional cost.
Available Options and Packages

3.0L Duratec® V6 FFV engine with iVCT and 6-speed SelectShift Automatic™ transmission

**Appearance Package** includes 18-in. premium polished aluminum wheels; chrome mirror caps; bright chrome grille; rear spoiler; sport-tuned suspension; mini-spare; Dark Charcoal leather-trimmed seats with Silverstone Metallic contrasting piping; front and rear premium carpeted floor mats with “MILAN” logo; unique black center stack appliqué, instrument panel spear appliquéd and door switch bezel appliquéd

Intelligent All-Wheel-Drive (AWD) System (3.0L V6 only)

Hard drive-based, voice-activated Navigation System features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription), plus about 10 gigabytes of digital storage for pictures and music; and HD Radio™ technology

**Moon & Tune Package**

*Premium front and rear floor mats, plus trunk mat*

*Rear spoiler*

*Reverse Sensing System*

*Red Candy Metallic Tinted Clearcoat paint*

*White Platinum Metallic Tri-coat paint*

Colors are representative only. See your dealer for actual paint/trim options.


**Available Interiors:**

- Dark Charcoal Leather with Perforated Inserts
- Agate Leather with Medium Light Stone Inserts
- Dark Charcoal Leather with Silverstone Metallic Piping
- Agate Leather with Medium Light Stone Inserts
- Dark Charcoal Leather with Perforated Inserts
- Camel Leather with Perforated Inserts
- Tuxedo Black Metallic
- Steel Blue Metallic
- Sterling Gray Metallic
- Ingot Silver Metallic
- Blue Flame Metallic
- Bordeaux Reserve Red Metallic
- Red Candy Metallic Tinted Clearcoat
- White Suede
- Tuxedo Black Metallic
- Steel Blue Metallic
- Sterling Gray Metallic
- Ingot Silver Metallic
- White Platinum Metallic Tri-coat
- Red Candy Metallic Tinted Clearcoat
- Sterling Gray Metallic
- Ingot Silver Metallic
- Blue Flame Metallic
- Bordeaux Reserve Red Metallic
- Camel Leather with Perforated Inserts
- Agate Leather with Medium Light Stone Inserts
- Dark Charcoal Leather with Perforated Inserts
- Dark Charcoal Leather with Silverstone Metallic Piping

**Available Wheels:**

- 17-in. 7-Spoke Painted Aluminum Wheels
  - Standard on I-4 Premier and V6 Premier

- 18-in. Premium Polished Aluminum Wheels
  - Included with Appearance Package
Milan Hybrid Available Rapid Spec

RAPID SPEC 301A
Driver's Vision Package includes BLIS® (Blind Spot Information System) with cross-traffic alert and rear view camera
Hard drive-based, voice-activated Navigation System features SIRIUS Traffic and SIRIUS Travel Link (with introductory 6-month subscription) and about 10 gigabytes of digital storage for pictures and music; and HD Radio™ technology
Heated front seats
Leather-trimmed seats
Moon & Tune Package includes power tilt-and-slide moonroof and Audio System from Sony® with Dolby® Automotive Entertainment Program (DAEP) 5.1 Surround Sound, AM/FM stereo/6-disc in-dash CD changer, MP3 capability and 12 speakers
Rear spoiler

Available Options and Packages
Hard drive-based, voice-activated Navigation System features SIRIUS Traffic and SIRIUS Travel Link¹
Moon & Tune Package²
Premium front and rear floor mats, plus trunk mat
Red Candy Metallic Tinted Clearcoat paint³
White Platinum Metallic Tri-coat paint³
Colors are representative only. See your dealer for actual paint/trim options.

¹Requires Rapid Spec 300A. ²Additional cost.

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Features that make Milan the complete package.

Speed-sensitive wipers. White electroluminescent instrumentation. Configurable ambient lighting.\(^1\)
Dual-zone electronic automatic temperature control.\(^1\) Rear view camera.\(^1\)

\(^1\)Available.