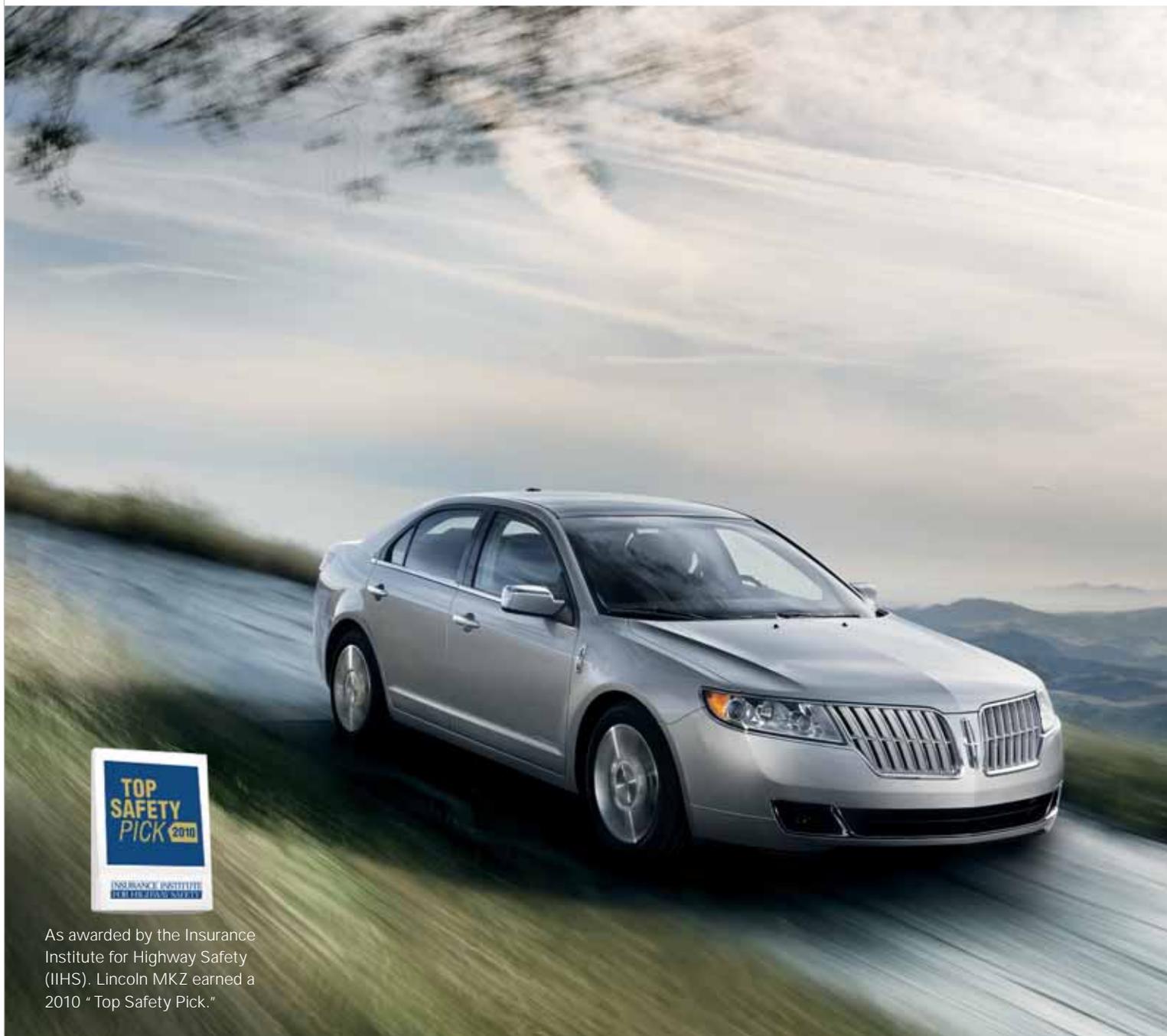


LINCOLN MKZ + HYBRID 2011



LINCOLN

THE MOST FUEL-EFFICIENT LUXURY CAR IN AMERICA.¹



As awarded by the Insurance Institute for Highway Safety (IIHS). Lincoln MKZ earned a 2010 "Top Safety Pick."

Technology and efficiency drive the all-new 2011 Lincoln MKZ Hybrid, the first hybrid with Lincoln luxury. Powered by an award-winning 2.5L I-4 Atkinson-cycle engine and electric traction motor, MKZ Hybrid achieves **up to 41 mpg city** – besting its nearest competitor by 6 mpg. That's good for over 700 city miles² on one tank of gas. On the highway, you'll enjoy 36 mpg. All in the comfort of the quietest interior in its class³, with **extraordinary standards** like an acoustic-laminate windshield, Bridge of Weir™ leather trim, genuine wood, heated and cooled front seats, and the Lincoln SYNC® voice-activated connectivity system. Loaded. And ready to impress. Introducing "The Most Fuel-Efficient Luxury Car in America." The 2011 MKZ Hybrid.

¹EPA-estimated 41 city/36 hwy/39 combined mpg. Actual mileage will vary. Excludes diesels. ²41 mpg city, 17.5-gallon tank. Actual mileage will vary. ³Based on Ford test data. Class is Luxury Midsize Hybrid Sedans vs. 2010 competitors.

Lincoln MKZ Hybrid in Ingot Silver Metallic. Available equipment shown.

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BLOSSOMS WITH RENEWABLE ENERGY.

The stunning focal point of the all-new 2011 MKZ Hybrid is the **SmartGauge™ with EcoGuide** instrument cluster. Displayed on 2 dramatic 4.3-in. LCD screens flanking a luminous center speedometer, it actually rewards you for driving efficiently. Inspirational **leaves and blossoms** represent your **short- and long-term efficiency**. As you drive with mpg's in mind, leaves begin to grow. Keep driving efficiently and apple blossoms are earned in 3 stages. Exceptional beauty and **eco-friendly qualities** also come together in the wood interior trim, which is sourced from well-managed forests and other rigorously controlled sources. Thanks to the **Regenerative Braking System**, MKZ Hybrid even captures the kinetic energy that's released when you brake and uses it to recharge the battery pack. Now that's smart recycling.

MKZ Hybrid leather-trimmed seats in Dark Charcoal. Walnut swirl wood accents. Available equipment shown, including Executive Package.



MOVES WITH UNBRIDLED ENTHUSIASM.



The **3.5L Duratec® V6 engine** in Lincoln MKZ rewards your passion with a great deal of enthusiasm of its own. Like 263 spirited horsepower. Along with 27 mpg hwy.¹ "The 3.5L V6 delivers strong acceleration; there's plenty of power to get you up to speed quickly and effortlessly," says *Cars.com*.² Its standard **6-speed SelectShift Automatic™ transmission** pulls double duty as well, supplying the freedom of a "manual mode" – if you prefer handling upshifts and downshifts for yourself – with the convenience of an automatic.

To enhance the visual volume, select the available Sport Appearance Package (shown). **Sport Appearance Package:** Chrome grille with black bars, darkened headlamps, 18-in. polished aluminum wheels, body-color door handles, sport-tuned suspension, Interior Aluminum Trim Package, unique floor mats with MKZ badge, and Bridge of Weir™ Dark Charcoal leather-trimmed seats with Cashmere-colored piping.

¹EPA-estimated 18 city/27 hwy/21 combined mpg, MKZ FWD. ²From the car review: "2010 Lincoln MKZ" by Mike Hanley, *Cars.com*, August 20, 2009.

Lincoln MKZ in Ingot Silver Metallic. Available equipment shown.

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LINCOLN

EXTENDS YOUR REACH TO THE STARS.

SIRIUS
SATELLITE RADIO

THE BEST OF
((XM))

With colorful maps, the available **Navigation System** allows you to zoom, scroll and preview your route on its vibrant 8-in. LCD touch screen. An introductory 6-month subscription to **SIRIUS Traffic™** and **SIRIUS Travel Link™** enhances this capability with continuously updated traffic, plus current and forecasted weather, gas prices and stations, live sports scores and schedules, and movie times with theater locations.¹ And with nearly 10 gigabytes of hard drive storage for a **music jukebox and built-in photo gallery**, the Navigation System goes beyond functional to flat-out fun. You can even watch DVDs, in full THX® II Certified 5.1 Surround sound, when Lincoln MKZ is parked.

With standard **SIRIUS® Satellite Radio**,² you'll 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. And new for 2011, you can add The Best of XM channels at no charge.³

²Subscription required after introductory 6 months expire. ³Call 1-800-351-4517 for details.

¹Continuously updated traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory 6 months expire.



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TEAMS LOGIC WITH UNCOMPROMISING LUXURY.



Sumptuous Bridge of Weir™ leather trims the heated and cooled, 10-way power front seats of Lincoln MKZ. Genuine walnut swirl or olive ash wood enriches the instrument panel, door-trim panels and leather-wrapped steering wheel. It's world-class luxury, with a logical side. Voice-activated **Lincoln SYNC®** is an award-winning connectivity 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! SyncMyRide.com has the latest details.

*Driving 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. Traffic alerts and turn-by-turn directions available in select markets. Standard text messaging and data rates may apply.

Bridge of Weir leather-trimmed seats in Dark Charcoal with Rust piping. Walnut swirl wood. Available equipment shown.

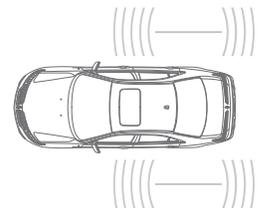
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MAKES WAVES IN TRAFFIC.



When radar waves from the available **BLIS® (Blind Spot Information System)** with cross-traffic alert¹ detect a vehicle in one of your blind spot zones, an amber warning light illuminates in your sideview mirror (shown below) – alerting you to stay where you are until it's clear.

Cross-traffic alert also uses radar to watch for traffic when slowly backing out of a parking spot. When it detects vehicles approaching from either side up to 45 feet away (about 5 parking spaces), the system sends an audible warning, a message center alert and a visual display in the corresponding mirror.

Smartly integrated convex spotters in the standard sideview mirrors (not shown) reflect the image of approaching vehicles as they enter your blind spot zones. If you see a vehicle there, just stay in your lane until it passes. All brilliant technology to help prevent a bad day.

¹BLIS replaces standard integrated blind spot mirrors.



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REWARDS EVERY HOUR SPENT HERE.



With the available **THX® II Certified 5.1 Surround Audio System**, specifically designed and acoustically engineered for the MKZ interior, rich home-theater sound rewards every passenger. Experience DVD-audio discs in true surround sound and listen to CDs, MP3 files and SIRIUS Satellite Radio like never before. Bass notes thump, drum beats pop, and vocals are presented with astounding clarity. Fourteen strategically aimed and focused speakers ensure a high-impact listening event.



New this year, and also included with the available Navigation Package, **HD Radio™** technology presents your favorite AM and FM stations in crystal clear digital sound. HD Radio also gives you local HD2-HD3 channels, on-screen information and much more.



1

A center-channel **THX Slot Speaker™** array produces a wide, spacious sound stage and home-theater-like ambience.

2

A jukebox feature in the available **voice-activated Navigation System** has nearly 10 gigabytes of hard drive storage so you can rip, store and manage up to 2,400 tracks.

3

Lincoln SYNC® allows you to connect and voice-activate your Bluetooth-enabled mobile phone, digital media player or even a USB drive.

4

DTS Neural Surround™ delivers surround sound experiences from CDs and digital music stored on MP3 players and mobile phones.

5

A 12-channel amplifier produces **600 watts of power** from 20Hz to 20kHz with minimal harmonic distortion.

6

Flanking the rear center-channel speaker, **2 subwoofers** deliver rich, deep bass.

7

Sophisticated **Digital Signal Processing** provides spectral balance, wide dynamic range and exceptional acoustic performance, while volume-processing technologies compensate for increases in vehicle speed.





MAINTAINS YOUR GRIP.

With sophisticated sensors to measure oversteer and yaw, standard **AdvanceTrac® electronic stability control** with brake-actuated traction control helps improve management of slippery surfaces like snowy, muddy, wet or gravel roads. Constantly monitoring vehicle speed, throttle position and steering wheel angle, AdvanceTrac automatically modulates engine power or selectively applies the brakes if it senses wheel slip or loss of traction, helping you stay on your intended path.¹

To help increase traction on all road surfaces, choose available **intelligent all-wheel drive (AWD)**. As rain turns formerly smooth blacktop very slick, intelligent AWD reacts instantly, distributing torque to the wheels with the best grip. Between front and rear axles and side to side on each axle, torque moves automatically to maintain traction. In fact, even if traction is reduced to one wheel, intelligent AWD sends most torque there to keep Lincoln MKZ moving. Up the driveway. Into the garage. Ignition off. Home.

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.

Lincoln MKZ in Ingot Silver Metallic. Available equipment shown.

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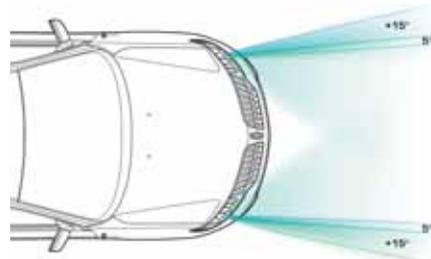
LINCOLN



As part of the available Navigation Package, the **rear view camera** displays its image on the vibrant 8-in. screen of the Navigation System whenever Lincoln MKZ is put in Reverse. Integrated sight lines even give you a handy reference point as you're backing up.



The standard **MyKey® owner controls feature** lets you program your ignition key fob transmitter. Use it to set the low-fuel warning to chime earlier, prohibit the shutoff of key accident-avoidance features like AdvanceTrac® electronic stability control, or remind other drivers to buckle up or travel at appropriate speeds.



Available **adaptive HID headlamps** are truly illuminating. Based on steering wheel angle and vehicle speed, motorized low-beam projector headlamps turn in the same direction as MKZ – rotating 5° inboard and 15° outboard. This simple swivel action helps make more of the roadway visible around a curve.



Available **ambient lighting** features 7 different colors to give your MKZ interior an inviting glow. Colored light illuminates from the front door handles, front sill plates, within the front cupholders, and over the front and rear footwells.



When moisture is sensed on the windshield, available **rain-sensing wipers** begin clearing the water automatically. With 5 sensitivity settings, the wipers speed up or slow down on their own depending on the amount of moisture. Or, if you prefer, you can exit rain-sense mode and simply use the HI and LO speed settings.



Swaths of walnut swirl wood trim elevate the available **Executive Package**, covering the full center console, the instrument and door-trim panels, and part of the steering wheel. Premium floor mats and Dark Charcoal (shown) or Cashmere-colored leather-trimmed seating surfaces complete the package.



STANDARD LUXURY FEATURES: Rapid Spec 100A

ENGINE

3.5L DOHC 24-valve Duratec® aluminum V6
263 hp @ 6,250 rpm/249 lb.-ft. of torque @ 4,500 rpm
Intake variable cam timing (iVCT) and electronic throttle control
10.3:1 compression ratio
Sequential multipoint electronic fuel injection
Stainless steel exhaust system with dual chrome exhaust tips
2011 EPA-estimated fuel economy
FWD 18 city/27 hwy/21 combined mpg (17.5-gal. capacity)
AWD 17 city/24 hwy/19 combined mpg (16.5-gal. capacity)

DRIVETRAIN

6-speed SelectShift Automatic™ transmission
Front-wheel drive (FWD)

WHEELS | TIRES

17-in. 9-spoke machined aluminum wheels with painted pockets
P225/50R17 all-season V-rated performance tires

BRAKES

Anti-Lock Brake System (ABS)
Electronic brakeforce distribution (EBD)
Power 4-wheel disc brakes with ventilated rotors

SUSPENSION | STEERING

24-mm front and 17-mm rear stabilizer bars
Independent short- and long-arm front suspension with coil springs over shocks
Multilink independent rear suspension
Power rack-and-pinion steering

EXTERIOR

Chrome door handles
Easy Fuel® capless fuel filler
Fog lamps with bright bezels
Light-emitting diode (LED) taillamps
Lincoln split-wing grille
Power, heated, chrome-capped sideview mirrors with integrated blind spot mirrors, security approach lamps, memory and auto-dimming driver's side
Quad-beam halogen headlamps with autolamp automatic on-off feature with delay
Rear-window defroster
Reverse Sensing System
Solar-tinted glass
Speed-sensitive windshield wipers

INSTRUMENTATION | DRIVER CONTROLS

Auto-dimming rearview mirror
Power windows with global open and one-touch-up/-down for driver and front passenger
Steering wheel-mounted cruise control, media controls and secondary audio controls
Universal garage door opener
White LED-backlit instrument cluster with speedometer, tachometer, fuel level gauge, coolant temperature gauge, and message center

SEATING

5-passenger seating
10-way power driver's seat with power lumbar and memory feature
10-way power front-passenger seat with power lumbar
Bridge of Weir™ leather-trimmed seating
Heated and cooled driver and front-passenger seats
60/40 split-fold rear seat with center armrest and 2 cupholders

INTERIOR

Accessory delay for power features
Cabin air filtration system
Dual-zone electronic automatic temperature control
Front center floor console with adjustable armrest and two-tiered storage
Genuine wood accents in walnut swirl or olive ash on the instrument panel and door trim
Illuminated Entry System with theater-dimming feature
Leather-wrapped shift knob
Leather-wrapped steering wheel with genuine wood accent in walnut swirl or olive ash
Remote, power decklid release
Tilt/telescoping steering column

AUDIO | COMMUNICATION SYSTEMS

Auxiliary audio input jack in front center floor console
Lincoln SYNC® voice-activated, in-vehicle connectivity system
Premium AM/FM audio system with 6-disc in-dash CD changer, MP3 capability and 9 speakers
SIRIUS Satellite Radio, including SIRIUS Satellite Radio receiver, low-profile antenna, and introductory 6-month subscription

SAFETY | SECURITY

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's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
AdvanceTrac® electronic stability control with brake-actuated traction control
Belt-Minder® front safety belt reminder
Child-safety rear door locks
Emergency glow-in-the-dark, in-trunk release handle
Front-seat side airbags¹
Integrated keyhead transmitter remotes (2)
Lower anchors and tether anchors for child-safety seats (LATCH)
MyKey® owner controls feature
Perimeter anti-theft system
Power door locks
SecuriCode™ keyless entry keypad
SecuriLock® Passive Anti-Theft System
Side-curtain airbags¹ with roll-fold technology
Side-intrusion door beams
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)



MKZ Hybrid: Rapid Spec 200A

Includes content of Rapid Spec 100A, plus:

2.5L iVCT I-4 Atkinson-cycle engine with permanent-magnet AC-synchronous electric motor
191 net horsepower
Electronically controlled continuously variable transmission (eCVT)
275-volt sealed nickel-metal-hydride (NiMH) battery
Driver knee airbag¹
Fixed rear seat
Regenerative Braking System
SmartGauge™ with EcoGuide instrument cluster with 2 configurable LCD screens and message center
2011 EPA-estimated fuel economy
FWD 41 city/36 hwy/39 combined mpg (17.5-gal. capacity)

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

AVAILABLE LUXURY FEATURES:

Navigation Package: Rapid Spec 101A or 201A

Voice-activated, hard drive-based Navigation System with 8-in. high-resolution display; integrated SIRIUS Traffic and SIRIUS Travel Link features (with introductory 6-month subscription) for continuously updated traffic, weather and fuel price updates; HD Radio™ technology; driver-configurable home screen, plus hard disc drive for music and data storage; MKZ includes premium AM/FM audio system with single-CD player, MP3 capability and 9 speakers; MKZ Hybrid includes THX® II Certified 5.1 Surround Audio System with AM/FM stereo/single-CD/DVD/Jukebox, MP3 capability, 14 speakers (including two 6 in. x 9 in. subwoofers), 600 watts of power and 12-channel amplifier

BLIS® (Blind Spot Information System) with cross-traffic alert

Rear view camera

Ultimate Package: Rapid Spec 102A or 202A

17-in. 9-spoke chrome-clad aluminum wheels

Adaptive HID headlamps

Ambient lighting

Navigation Package

Power moonroof

Rain-sensing windshield wipers

THX II Certified 5.1 Surround Audio System

Chrome Wheel & Moonroof Discount Package¹

17-in. 9-spoke chrome-clad aluminum wheels

Power moonroof

Interior Aluminum Trim Package

Aluminum trim on the instrument panel and front and rear doors, with leather-wrapped steering wheel

Executive Package²

Bridge of Weir™ leather-trimmed, heated and cooled front seats in Dark Charcoal with Miko® Suede inserts and tuxedo seam, or Cashmere-colored with leather seat inserts and tuxedo seam

Front and rear premium floor mats with Lincoln Star logo and Miko Suede edge

Genuine walnut swirl wood accents on the instrument panel and center console

Unique door-trim inserts with accent stitching

Unique front center console armrest insert

Sport Appearance Package³

18-in. 10-spoke polished aluminum wheels

Body-color door handles

Bridge of Weir Dark Charcoal leather-trimmed seats with Cashmere-colored piping

Darkened headlamp treatment

Interior Aluminum Trim Package

Sport-tuned suspension

Unique chrome grille with accented black bars

Unique floor mats with MKZ badge

AVAILABLE EQUIPMENT

17-in. 9-spoke chrome-clad aluminum wheels²

Intelligent all-wheel drive (AWD)⁴

Power moonroof

Premium floor mats with embroidered Lincoln Star and suede edging, plus trunk mat

THX II Certified Audio System (requires Rapid Spec 101A)

AVAILABLE LINCOLN CUSTOM ACCESSORIES

Remote start systems

Forward or reverse bumper-mounted parking assist system by EchoMaster®⁵

GPS tracking and recovery by SmartAlert™⁵

Portable navigation systems by Garmin®⁵

Dual head restraint DVD by INVISION™⁵

Wiper de-icer and debris cleaner by Wiper Shaker⁵

Racks and carriers by THULE®⁵

Hood deflector

Moonroof deflector

Side window deflectors

Splash guards

Locking fuel plug

Interior light kit

Cargo area protector⁴ and organizers

All-weather floor mats

Cargo net

18-in. wheels⁴

To learn more about Lincoln Custom Accessories and to shop online, visit lincolnaccessories.com.

Length	189.8"	Head room (front/rear)	38.7"/37.8"	Passenger volume	99.0 cu. ft.
Wheelbase	107.4"	Shoulder room (front/rear)	57.2"/55.8"	Cargo volume	16.5 cu. ft. (MKZ) 11.8 cu. ft. (MKZ Hybrid)
Width (excluding mirrors)	72.2"	Hip room (front/rear)	54.0"/53.5"	Total interior volume	115.5 cu. ft. (MKZ) 110.8 cu. ft. (MKZ Hybrid)
Width (including mirrors)	80.1"	Leg room (front/rear)	42.3"/36.7"		
Height	56.9"				

¹Not available with Rapid Spec 102A or 202A. ²Not available with Rapid Spec 100A or 200A. ³Not available with Rapid Spec 100A or MKZ Hybrid. ⁴Not available on MKZ Hybrid. ⁵Lincoln Licensed Accessories.



MKZ + HYBRID | TRIM

Available with all exterior colors



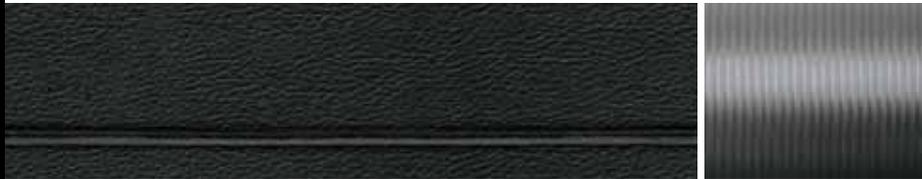
DARK CHARCOAL LEATHER WITH DARK RUST PIPING | WALNUT SWIRL WOOD

Available with all exterior colors except:
Ingot Silver Metallic



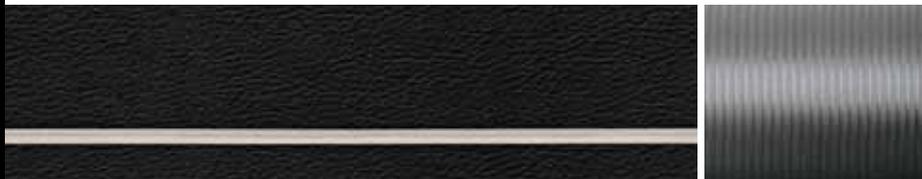
LIGHT CAMEL LEATHER WITH AGATE PIPING | OLIVE ASH WOOD

Interior Aluminum Trim Package
available with all exterior colors except:
Steel Blue Metallic



DARK CHARCOAL LEATHER WITH DARK CHARCOAL PIPING | ALUMINUM TRIM

Sport Appearance Package
available with all exterior colors except:
Steel Blue Metallic
Bordeaux Reserve Red Metallic



DARK CHARCOAL LEATHER AND SEAM WITH CASHMERE-COLORED PIPING | ALUMINUM TRIM

Executive Package

Dark Charcoal is available with
all exterior colors except:
Steel Blue Metallic
Bordeaux Reserve Red Metallic

Cashmere-colored trim is available with
all exterior colors except:
Steel Blue Metallic



DARK CHARCOAL OR CASHMERE-COLORED LEATHER AND SEAM | WALNUT SWIRL WOOD



INGOT SILVER METALLIC



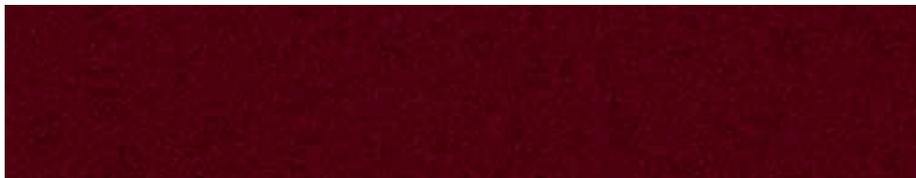
STEEL BLUE METALLIC



TUXEDO BLACK METALLIC



STERLING GRAY METALLIC



BORDEAUX RESERVE RED METALLIC



RED CANDY METALLIC TINTED CLEARCOAT¹



WHITE PLATINUM METALLIC TRI-COAT¹

¹Additional cost.
Colors are representative only.

- A. 17-IN. 9-SPOKE MACHINED ALUMINUM WITH PAINTED POCKETS | STANDARD
- B. 17-IN. 9-SPOKE CHROME-CLAD ALUMINUM | OPTIONAL
- C. 18-IN. 10-SPOKE POLISHED ALUMINUM | STANDARD WITH SPORT APPEARANCE PACKAGE



FORD CREDIT 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 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 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 a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Genuine Lincoln 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 4-year/50,000-mile New Vehicle Limited Warranty. Contact your local Lincoln Mercury Dealer for details and a copy of the limited warranty. Lincoln Licensed Accessories (LLA) are warranted by the accessory manufacturer's warranty. Lincoln 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 LLA product limited warranty offered by the accessory manufacturer.

Complimentary maintenance makes driving your Lincoln even more of a pleasure. Simply bring it to an authorized Lincoln service center, and scheduled maintenance will be performed at no charge throughout your first year of ownership or 15,000 miles, whichever comes first. Additional peace of mind comes from a 4-year/50,000-mile bumper-to-bumper New Vehicle Limited Warranty that covers repair, replacement or adjustment of parts at no additional cost, as well as a 6-year/70,000-mile powertrain limited warranty which features no deductible and is fully transferable. And Roadside Assistance for 6 years or 70,000 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 on all of these privileges.

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DTS is a trademark of DTS, Inc.

Miko is a registered trademark of Miko s.r.l.

SmartAlert is a registered trademark of Inilex, Inc.

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INVISION is a trademark of Audiovox Corporation.

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Comparisons based on 2010/2011 competitive models (class is Luxury Midsize Sedans), 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 release of the PDF, 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 of up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

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