



MERCURY

2007MY MARINER HYBRID

Marketing Strategy

Marketing Strategy Key Points:

- Mariner HEV is the uniquely upscale hybrid compact SUV...it's Different, Smarter, Better
- A compelling example of Mercury's new direction, it allows drivers to be environmentally conscious without giving up style, comfort or versatility
- Mariner is a no compromise SUV. It has all the advantages of a full hybrid system AND the benefits of a Mercury Mariner, including interior roominess, cargo space, Intelligent 4WD and V6-like acceleration performance
- Improved fuel efficiency: 50-55% fuel economy improvement over V6 base Mariner
- Improved range: 400+ mile range on one tank of gas in city driving
- Environmentally conscious: Qualifies as an AT-PZEV that meets strict California emissions as well as Tier 2, Bin 4 Federal standard
- Acceleration performance similar to a V6, but with a smaller gas engine
- No special fuel and no need to plug in

Key Messages:

STATE OF THE ART HYBRID TECHNOLOGY

- "Full hybrid" technology allows the engine to run exclusively on electric power and engages gasoline combustion power when needed
- One of the industry's cleanest and most fuel efficient SUVs (based on Mercury preliminary data) with projected 33 mpg city/29 mpg highway. Actual mileage will vary based on driving habits

SOPHISTICATED STYLING AND PREMIUM AMENITIES

- Exterior – unique grille, front and rear fascias, monotone bodyside cladding, side repeater lamps
- Interior – center console gearshift, wood and satin aluminum trim , unique interior trim
- Upscale amenities – available Hybrid Energy Audiophile and Navigation System, standard 6-way power driver seat, available heated leather-trimmed seats and heated mirrors, standard in-dash 6-CD player, available moonroof

VERSATILITY AND SAFETY

- Room for up to 5-passengers and up to 65.5 cu. ft. of cargo space
- Standard intelligent 4WD for real SUV-capability, with independent suspension for car-like ride
- Advanced safety features – available side curtain air bags and front side impact air bags, standard Anti-Lock Braking System (ABS)

2007 MARINER HYBRID MAJOR PRODUCT CHANGES

OVERVIEW

The 2007 Mariner Hybrid has most of the same features found on the 2007 conventional gas Mariner; however, it also has added exclusive hybrid features. The Mariner Hybrid is designed to deliver the clean, fuel efficient features of a full hybrid vehicle with SUV capability: cargo and people carrying capacity and 4WD capability, all at the right size

MODEL/SERIES AVAILABILITY

- 1 array (4WD)
- Body code designation change to U39

EXTERIOR CHANGES

- **Colors Added:**
 - Tungsten Grey Clearcoat Metallic (T8)
 - Light Sage Clearcoat Metallic (NH)
- **Carryover Colors:**
 - Vivid Red Clearcoat Metallic (G2)
 - Charcoal Beige Clearcoat Metallic (T7)
 - Black Clearcoat (UA)
- Roof rack crossbars are now available as a dealer accessory

EXTERIOR FEATURES

- Body color front and rear fascias, side cladding and rocker moldings
- Front fog lamps
- Hybrid Battery Thermal Management System air vent located on driver side rear quarter panel window
- Satin aluminum-plated vertical bar grille
- Side repeater lamps
- Unique Hybrid badges on front driver side and passenger side doors and on right hand side of tailgate

INTERIOR CHANGES

- Power driver leather now available as a stand alone option

INTERIOR FEATURES

- Front and rear floor mats standard
- Message center standard
- Optional Hybrid Energy Audio and Navigation System (3.8" screen) with AM/FM, MP3 and Satellite-ready, audio 6-CDDJ (Navigation capability with full map and turn-by-turn voice direction), energy flow graphic and fuel economy display
- Seats / Premium leather seating surfaces available as a stand alone option
- Unique instrument panel cluster and finish

FUNCTIONAL FEATURES

- Anti-Lock Braking System (ABS)
- Dual-stage driver and single-stage front passenger air bags with Occupant Classification Sensor
- Electric Power Assisted Steering (EPAS)
- Hybrid System:
 - 2.3L I4 Atkinson cycle engine
 - Permanent magnet electric motor
 - Regenerative Braking System
 - 330V Sealed Nickel-Metal Hybrid (Ni-MH) battery
 - Electronically-controlled Continuously Variable Transmission (ECVT)
- Power 4-wheel disc brakes

SPECIAL PACKAGE FEATURES

- Premium Package (18P) is available and offers the following comforts and features:
 - Cargo shade
 - Hybrid Energy Audio and Navigation System
 - Heated exterior side mirrors
 - Premium heated leather seating surfaces
 - Reverse Sensing System
 - Safety Package
- Safety Package (85S)
 - Safety Canopy™ side air curtains and front side impact air bags are offered in combination to make up the Safety Package. This package provides added side impact, head and rollover protection

FEATURES NOT AVAILABLE

- Class II Trailer Tow
- Cargo floor hooks
- Roof rack crossbars
- Step bars

2007 MARINER HYBRID ORDER COMBINATIONS

4WD Hybrid Powertrain System, Automatic ECVT

- Body Code: U39
- Order Code: 600A

05/01/06 ORDER GUIDE UPDATES

- Roof rails clarification – no crossbars
- Light Sage New Color

Product Changes and Features Availability

Features, options and package content subject to change. Please check www.fmcdealer.com or Dealer eStore for the most current information.

05/01/06

2007 MARINER HYBRID MAJOR PRODUCT SUMMARY

The 2007 Mariner Hybrid has very streamlined orderable combinations. Most features are standard with only a few option choices

The following equipment is standard as indicated:

Hybrid

Powertrain/Functional

- Brakes – power 4-wheel disc brakes w/Anti-lock Braking System (ABS)
- Electric Power Assisted Steering (EPAS)
- Hybrid Powertrain System
 - 2.3L 4V I4 Atkinson Cycle engine
 - Electronically-controlled Continuously Variable Transmission (ECVT)
 - Permanent Magnet electric motor
 - Regenerative Braking System
- Intelligent 4WD System
- Mirror – auto-dimming (electrochromic) rearview mirror
- Power Group (incl. power windows, locks, mirrors & accessory delay)
- Remote keyless entry w/2 key fobs & driver side entry keypad

Exterior

- Cladding – body color front & rear fascias side cladding & rocker moldings
- Front fog lamps
- Grille – satin aluminum-plated vertical bar grille
- Roof side rails
- Side repeater lamps
- Tires – P235/70R16 A/S BSW
- Wheels – Hybrid-unique 16" aluminum wheels w/brushed aluminum center cap

Interior

- Air conditioning – manual
- Assist handles – (2) in 1st row, (2) in 2nd row w/coat hooks (NA w/85S Safety Pkg.)
- Audio – AM/FM, MP3 Satellite-ready, 6-disc in-dash CD player
- Floor mats – color keyed carpeted (front driver w/retention hook)
- Floor shift & console w/2 cupholders & storage bin
- Glove box
- Lamps – center dome w/maplights (NA w/moonroof) & rear cargo area light
- Message center
- Power point – (1) w/cap (in center console)
- Seats
 - Front – low back buckets w/map pockets (driver & passenger), premium herringbone cloth
 - Power 6-way driver seat
 - Rear – 60/40 split seat w/tip fold-flat latch, premium herringbone cloth
- Steering wheel – leather-wrapped w/speed control
- Visors – cloth driver & passenger w/dual illuminated vanity mirrors

Safety/Security

- Air bags – dual-stage driver & single-stage front passenger w/Occupant Classification Sensor
- Battery saver feature
- Illuminated entry
- LATCH (Lower Anchors & Tethers for Children) system in rear outboard seats
- Mini-size spare wheel & tire
- Perimeter alarm
- SecuriLock® Passive Anti-Theft System
- Wheel nut wrench & jack

Please see Standard Equipment pages for more details.

Product Changes and Features Availability

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★ = New for this model year.

2007 MARINER HYBRID STANDARD EQUIPMENT

The following items are standard on every 2007MY MARINER HYBRID vehicle:

POWERTRAIN/FUNCTIONAL

- Brakes
 - Anti-lock Braking System (ABS)
 - Power 4-wheel disc
- Electric Power Assisted Steering (EPAS)
- Fuel tank – 15.0 gallon
- Mariner Hybrid Powertrain System
 - 2.3L 4V I4 Atkinson Cycle Engine
 - 330V Sealed Nickel-Metal Hydride (Ni-MH) battery
 - Electronically-controlled Continuously Variable Transmission (ECVT)
 - Permanent Magnet electric motor
 - Regenerative Braking System
- Message center
- Mirror – auto-dimming (electrochromic) rearview mirror
- Power Group (incl. power windows w/one-touch down on driver side, locks, mirrors & accessory delay)
- Remote keyless entry w/2key fobs & driver side keyless entry keypad
- Suspension – 4-wheel independent
- Tire Pressure Monitoring System
- Wheelbase – 103"

EXTERIOR

- Cladding – body color front & rear fascias, side cladding, door handles & rocker moldings
- Front fog lamps
- Glass
 - Privacy glass – rear doors, rear quarter windows & rear liftgate flip-up glass
 - Solar tinted on front door glass
- Grille – satin aluminum-plated vertical grille
- Headlamps – complex refractor
- Rear window defroster
- Roof side rails
- Side repeater lamps
- Tires – P235/70R16 A/S BSW
- Wheels – Hybrid-unique 16" aluminum w/brushed aluminum center cap
- Windshield wipers & washers – front variable intermittent/low/high & rear 2-speed

INTERIOR

- Accessory delay for power windows
- Air conditioning – manual

INTERIOR (Continued)

- Assist handles – (2) in 1st row, (2) in 2nd row w/coat hooks (NA w/85S Safety Pkg.)
- Audio – MP3, Satellite-ready, 6-disc in-dash CD changer w/4-speakers
- Door handles – chrome-plated
- Floor mats – color keyed carpeted, front w/driver retention hook
- Floor shift & console w/2 cupholders & storage bin
- Glove box
- Lamps
 - Center dome lamp w/maplights (NA w/moonroof)
 - Interior lights-off delay
 - Rear cargo area light
- Power point – (1) w/cap in center console
- Seats
 - Front – low back buckets w/adjustable head restraints, premium herringbone cloth, driver & passenger map pockets
 - Power 6-way driver seat
 - Rear – 60/40 split seat, premium cloth w/tip fold-flat latch & adjustable head restraints
 - Removable rear seat cushion
- Steering wheel – leather-wrapped w/speed control
- Unique center finish panel w/Sappele wood
- Visors – cloth driver & passenger w/dual illuminated vanity mirrors

SAFETY/SECURITY

- Air bags – dual-stage driver & single-stage front passenger w/Occupant Classification Sensor
- Battery saver w/headlamps-off delay
- Child safety locks (rear doors)
- Illuminated entry
- LATCH (Lower Anchors & Tethers for Children) system on rear outboard seat locations
- Mini-size spare wheel & tire (underbody-mounted)
- Perimeter alarm
- Safety belts
 - Belt-Minder®
 - Safety belt pretensioners & height adjustable D-rings on driver & front passenger seats
 - Safety belt restraint system – manual 3-point shoulder & lap safety belt system on all seating positions, including rear center seating position
- SecuriLock® Passive Anti-Theft System
- Side intrusion door beams
- Wheel nut wrench & jack

★ = New for this model year.

• = Available

2007 MARINER HYBRID
FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 2.93

WHEEL AVAILABILITY



16" Aluminum Wheel
Standard

03/27/06

2007 MARINER HYBRID OPTIONAL EQUIPMENT

		Hybrid
BODYSTYLE		
Intelligent 4WD System (4-Wheel Drive)	Body Code	U39
	Order Code	600A
WHEELS		
16" Aluminum Wheels		S
TIRES		
P235/70Rx16 A/S BSW		S
KEY INTERIOR OPTIONS		
Audio		
AM/FM, MP3 , 6-Disc In-Dash, 4-Speakers (NA w/60N Hybrid Energy Audio & Navigation System)		S
Audiophile (320-watt) MP3 & Satellite-Ready, 6-Disc In-Dash, 7-Speakers	588	O
Seats		
Premium Herringbone Cloth w/6-Way Power Driver Seat & Driver/Passenger Map Pockets		S
Premium Leather-Trimmed w/6-Way Power Driver Seat & Driver/Passenger Map Pockets	88P	O/P-18P
GROUPS & PACKAGES (See Packaged Options/Emissions Page for Pkg. Content)		
Premium Package	18P	O
Safety Package	85S	O
OTHER OPTIONS		
Hybrid Energy Audio & Navigation System ¹	60N	O/P-18P
Power Moonroof ²	43M	O

¹ Includes 4-speakers when ordered as a stand alone option. Includes 7-speakers when ordered as part of Premium Package (18P).

² Requires Premium Package (18P).

★ = New for this model year.

S = Standard, O = Optional, P = Packaged Option
F = Fleet Option with valid FIN code
Lincoln Mercury

05/01/06

**2007 MARINER HYBRID
COLOR & TRIM AVAILABILITY**

		Interior Color Environment
		Seat Color: Pebble
		Insert Color: Lt. Parchment
Hybrid	Premium Cloth Bucket Seats w/Herringbone Cloth Inserts	MH
	Premium Leather Bucket Seating Surfaces w/Perforated Leather Inserts	PH
EXTERIOR COLOR	CODE	Availability
Vivid Red Clearcoat Metallic	G2	•
★Light Sage	NH	•
Charcoal Beige Clearcoat Metallic	T7	•
★Tungsten Grey	T8	•
Black Clearcoat	UA	•

- ★ = New for this model year
- = Available
- ▶ = Unique to Lincoln Mercury

2007 MARINER HYBRID PACKAGED OPTIONS/EMISSIONS

HYBRID ENERGY AUDIO & NAVIGATION SYSTEM (60N)

Availability:

- Optional and included with Premium Package (18P)

Includes:

- Hybrid energy flow graphic
- Fuel economy display
- AM/FM MP3 and Audiophile radio with 6-CDDJ located under passenger seat and 4-speakers
- Navigation capability (full map, turn-by-turn, voice direction, point of interest)

PREMIUM PACKAGE (18P)

Availability:

- Optional

Includes:

- Premium leather-trimmed seats
- Heated front seats
- Heated side view mirrors
- Hybrid Energy Audio & Navigation System with 7-speakers
- Cargo area retractable cover
- Safety Package (85S)
- Reverse Sensing System

SAFETY PACKAGE (85S)

Availability:

- Optional

Includes:

- Side curtain air bags with rollover sensor
- Front side air bags

MISCELLANEOUS

COV Required.....	79V
Priced DORA	C09

CALIFORNIA EMISSIONS STATES/CROSS BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM..... 422

Required on all units for California, Connecticut, Maine, Massachusetts, New Jersey, New York, Rhode Island and Vermont registration. Optional for Cross Border States

CALIFORNIA EMISSIONS SYTEM NOT REQUIRED 423

Control code for units either shipped to California Emissions States dealers or ordered by California Emissions States dealers for registration in non-California States locations. **NOTE:** In Maine and Vermont, dealers cannot order vehicles for customers in non-California Emission State locations (except Public Service/Emergency Vehicles – 936)

CALIFORNIA PUBLIC SERVICE/EMERGENCY VEHICLE EXCEPTION..... 936

Only available on units sold to authorized governmental units or privately owned ambulance companies. Must also use Code 423 when ordering

NON-CALIFORNIA/NON-CROSS BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION..... 93N

Required on all units ordered by dealers for California Emissions States registrations when the vehicles are being delivered to non-California Emissions, non-Cross Border States locations. Also requires 422 California Emissions System

*****CROSS BORDER STATES**

Cross Border States are Nevada, New Hampshire, Oregon and Pennsylvania

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD

SNOW PLOW USAGE

Not recommended for snow plowing.

TOWING CAPABILITY CLASS I

This vehicle is rated as Class I Trailer Tow-ability to tow up to 1,000 lbs.

2007 MARINER HYBRID POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
4WD 2.3L 4V I4 Atkinson Cycle Engine & Electric Motor	Electronically-controlled Continuously Variable (ECVT)	TBD	TBD	TBD	TBD

HYBRID SYSTEM ENGINE HORSEPOWER AND TORQUE RATINGS

Hybrid System Net Horsepower (hp): Transmission:	155hp (116kW) Electronically Controlled Continuously Variable Transmission (ECVT)
Gasoline Engine: Gasoline Engine Type Displacement Compression Ratio Induction System	14 Atkinson Cycle Engine 2.3L (2,261 CC) 12.3:1 Electronic Throttle Control (ETC) w/Charge Motion Control Valve (CMCV)
Power Output Torque Emission Rating Electric Motor/Generator/Power Storage Motor Type Power Output Voltage Battery Battery Type Power Output Voltage	133hp (99kW) @ 6,000rpm 124 lb-ft @ 4,250rpm SULEV, PZEV Permanent Magnet AC Synchronous Motor 94hp (70kW) @ 5,000rpm 400V Sealed Nickel-Metal Hydride (Ni-MH) 52hp (39kW) 330V

DIMENSIONS*

INTERIOR DIMENSIONS	Measurements
Head Room (inches)	
1 st Row	40.4
2 nd Row	39.2
Shoulder Room (inches)	
1 st Row	56.3
2 nd Row	55.9
Leg Room Maximum Extension (inches)	
1 st Row	41.6
2 nd Row	36.3
Hip Room (inches)	
1 st Row	53.4
2 nd Row	49.1
Total Passenger Volume (cu-ft)	
1 st Row	54.8
2 nd Row	45.3
Combined	100.0
Luggage Capacity Rear Seats (cu-ft)	
Cargo Volume – Rear Seats Down	61.8
Cargo Volume – Rear Seats Up	27.6
Max. Cargo Volume – Rear Cushion Removed	65.5
Load Floor Height	30.4
EXTERIOR DIMENSIONS	
Wheelbase	103.1
Overall Length	174.9
Overall Width	70.1
Overall Height	70.4
Front Overhang	34.0
Rear Overhang	37.7
Ground Clearance	8.45
Front Vehicle Track – Curb Loading	61.3
Front Vehicle Track – Curb Loading	60.9

*All dimensions are preliminary figures