



MERCURY

2006MY MONTEGO

Marketing Strategy and Mix Recommendations

Marketing Strategy Key Points:

- Provides a modern move-up vehicle within the Mercury line-up
- The Montego offers incomparable passenger room, command seating and the peace of mind of all wheel drive. Key points to emphasize:
 - High seating position
 - Confident and commanding driving experience
 - Effortless entry and exit
 - Unparalleled convenience and storage
 - Exceptional interior roominess
 - Safety and confidence of AWD

Key Why Buys:

- **Distinctive Styling**
 - Exterior – available 18-inch, 15-spoke aluminum wheels; standard LED tail lamps, satin finish aluminum grille and fog lamps
 - Interior – available leather seating surfaces; standard satin aluminum and chrome finishes and woodgrain accents
- **Unexpected Versatility**
 - Capacity & Functionality – standard class exclusive fold-down front passenger seat; 60/40 split fold-down rear seat; exceptionally spacious rear passenger area (leg and headroom); "Best-In-Class" trunk space (21.2 cu. ft.)
 - All-condition driving confidence – available AWD with rear load-leveling suspension and all-speed traction control; standard ABS
- **Premium Amenities**
 - Comfort – available premium heated leather trim seats, memory power driver seat, side mirrors and adjustable pedals; standard dual-zone electronic temperature controls
 - Safety & Security – standard HID headlamps; available side air bags, Safety Canopy™, HomeLink® and Reverse Sensing System; standard driver door keyless entry keypad

Recommended Mix:

	Retail Mix **	
	Luxury	Premier
	40%	60%
Drivetrain		
FWD	75%	50%
AWD	25%	50%
Engine Type		
3.0L Duratec Engine	100%	100%
Key Packages		
Comfort	75%	—
Safety and Security	30%	50%
Key Options		
Power Moonroof	35%	50%
Reverse Sensing System	20%	30%
Traction Control	100%	100%
Rear Seat Entertainment System	5%	10%
Navigation System	—	20%

** Rates above represent full model year projections.

2006 MONTEGO MAJOR PRODUCT CHANGES

OVERVIEW

The 2006 Mercury Montego features interior appearance and package upgrades designed to maintain its leadership among mid-series.

EXTERIOR CHANGES

- **Colors Added:**
 - Satellite Silver Clearcoat Metallic (T3)
 - Dark Blue Pearl Clearcoat Metallic (DX)
 - Vivid Red Clearcoat Metallic (G2)
- **Colors Deleted:**
 - Norsesea Blue Clearcoat Metallic
 - Silver Frost Clearcoat Metallic

INTERIOR CHANGES

- Leather-wrapped steering wheel with satin aluminum cuffs
- New optional Rear Seat Family DVD Entertainment System
- New optional Navigation System

2006 MONTEGO ORDER COMBINATIONS

Luxury FWD 3.0L Duratec, 6-Speed Automatic

- Body Code: M40
- Order Code: 100A

Luxury AWD 3.0L Duratec, CVT Automatic

- Body Code: M41
- Order Code: 110A

Premier FWD 3.0L Duratec, 6-Speed Automatic

- Body Code: M42
- Order Code: 120A

Premier AWD 3.0L Duratec, CVT Automatic

- Body Code: M43
- Order Code: 130A

Product Changes and Features Availability

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

2006 MONTEGO MAJOR PRODUCT SUMMARY

The 2006 Montego features interior appearance and package upgrades designed to maintain its leadership among mid-series.

The following equipment is standard as indicated. Each series includes the standard equipment of the previous series, except where additions/exceptions are noted:

Luxury	Premier
<p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Brakes – 4-wheel disc Anti-Lock Braking System (ABS) • Engine – 3.0L 4V V6 Duratec engine • Transmission <ul style="list-style-type: none"> – 6-Speed automatic transmission (FWD only) – Continuously Variable Transmission (CVT) – (AWD only) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Grille – satin waterfall grille & surround • Headlamps <ul style="list-style-type: none"> – Automatic headlamps on/off/delay – HID headlamps • Fog lamps • Keyless entry keypad • Mirrors – painted body color, heated, folding exterior power side w/puddle lamps • Moldings – bodyside, painted body color • Remote keyless entry w/key fob • Remote perimeter lighting (incl. puddle lamps on exterior mirrors) • Tail lamps – LED tail lamps • Tires – P215/60R17 BSW • Wheels – 17" 7-spoke aluminum w/Mercury center cap • Power windows, locks & mirrors • Windshield wipers – fixed interval <p><u>Interior</u></p> <ul style="list-style-type: none"> • Accessory delay • Air ducts in rear of front console (for rear seat passenger) • Audio – AM/FM stereo/single CD • Climate control – dual-zone Electronic Automatic Temperature Control (EATC) • Clock – analog • Console <ul style="list-style-type: none"> – Front row center w/armrest, storage & cupholders – Overhead w/dome/maplight & sunglass storage • Driver window – one-touch up/down • Floor mats – carpeted, front & rear • Glass – solar tinted • Glove box – locking, dampened • Instrument panel storage bin • Linear woodgrain appearance appliqué on center stack, instrument panel & console • Map pockets – front seat backs • Message Center – trip computer w/compass • Mirror – electrochromic rearview • Power points – 2, 12V power points • Power steering – hydraulic • Premium Sound Package (NVH isolation) • Reading lamps for rear seat passengers • Shift knob – leather-wrapped • Seats <ul style="list-style-type: none"> – 5-passenger seating – Driver - 6-way power – Driver - manual lumbar & seat back recline – Head restraints – rear seat adjustable – Passenger fold-down seat back – Passenger seat – 2-way manual – Passenger seat – manual seat back recline – Rear seat 60/40 split – Rear seat center fold-down armrest w/cupholders • Steering column – tilt adjustable, manual • Steering wheel – leather-wrapped w/audio & speed controls & satin aluminum cuffs • Visors – sliding w/illuminated vanity mirrors <p><u>Safety/Security</u></p> <ul style="list-style-type: none"> • Driver & passenger air bags • Battery saver • Belt-Minder® • Child locks • Illuminated entry • LATCH System • Occupant classification sensor • Personal Safety System™ • SecuriLock® Passive Anti-Theft System (PATS) 	<p><i>All Luxury content, plus:</i></p> <p><u>Powertrain/Functional</u></p> <ul style="list-style-type: none"> • Transmission <ul style="list-style-type: none"> – 6-Speed automatic transmission (FWD only) – Continuously Variable Transmission (CVT) (AWD only) <p><u>Exterior</u></p> <ul style="list-style-type: none"> • Mirrors – painted body color, heated, folding exterior power side w/MEMORY & puddle lamps • Tires – P225/55R18 BSW all-season • Wheels – 18" 15-spoke aluminum w/Mercury center cap <p><u>Interior</u></p> <ul style="list-style-type: none"> • Adjustable pedals w/MEMORY feature • Audio – AM/FM stereo/CDx6/MP3 Audiophile Sound System • Burl woodgrain appliqué on center stack, I/P, console & doors • Cargo net • Clock – analog • Outside temperature display • Console – overhead console w/dome lamp, maplight, sunglass storage & HomeLink® • Rear storage compartment in armrest (standard w/leather trim) • Seats: <ul style="list-style-type: none"> – Heated front seats – Driver – 8-way power (6-way plus power seat back recline) – Passenger – 2-way power (plus power seat back recline) – Passenger – manual lumbar – Driver seat w/MEMORY function

Please see Standard Equipment page for more details.

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.

2006 MONTEGO STANDARD EQUIPMENT

The following items are standard on every 2006MY MONTEGO vehicle:

<p>POWERTRAIN/FUNCTIONAL</p> <ul style="list-style-type: none"> • Battery – heavy duty battery (68 AH) • Brakes – 4-wheel Anti-Lock Braking System (ABS) • Engine – 3.0L 4V V6 Duratec • Fuel tank – 19.0 gallon <p>EXTERIOR</p> <ul style="list-style-type: none"> • Fog lamps • Grille – satin waterfall & surround • Mirrors – folding exterior power side mirrors • Headlamps – High Intensity Discharge (HID) • Tail lamps – LED • Keyless entry keypad • Tire – mini spare • Power windows, lock & mirrors • Remote keyless entry w/2 fobs • Windshield wipers – fixed interval <p>INTERIOR</p> <ul style="list-style-type: none"> • 12V power points (2) • Accessory delay • Air conditioning – dual-zone Electronic Automatic Temperature Control (EATC) • Audio – Premium Sound Package (sound isolation) • Coat hooks (2) • Console <ul style="list-style-type: none"> — Front row center console w/armrest, storage & cupholders (2) — Overhead console w/dome lamp, maplight & sunglass holder • Cupholders/bottle holders (8) • Driver window – one-touch up/down • Horn – dual electric horn • Floor mats – carpeted (1st & 2nd row) • Front & rear grab handles (3 total, no driver side) • Grocery bag hooks in trunk 	<p>INTERIOR (Continued)</p> <ul style="list-style-type: none"> • Heated backlite (rear window defroster) • Hydraulic power steering • Instrument panel storage bin • Instrumentation (tachometer, lamp outage, low washer fluid, low oil pressure, fuel cap, oil change, door ajar and low coolant indicator) • Glove box – locking, dampened glove box • Map pockets & bottle holders in four door panels • Message center/trip computer w/compass • Reading lamps for rear seat passengers • <u>Seats:</u> <ul style="list-style-type: none"> — 5-Passenger seating — Fold-down front passenger seat — Front row bucket seats — Front seat back map pockets — Rear seat 60/40 split-fold down seat back — Rear seat heat ducts • Sliding driver & passenger visors w/illuminated mirrors • Solar tinted glass • Speed control on steering wheel • Trunk release – power remote trunk release (inside vehicle) • Tilt adjustable steering column – manual <p>SAFETY/SECURITY</p> <ul style="list-style-type: none"> • Belt-Minder (driver & passenger) • Battery saver • Child locks • Illuminated entry • LATCH (Lower Anchors & Tethers for Children) system 2 or 3 in 2nd row • Occupant Classification System • Personal Safety System™ (seat belt pretensioners, load-limiting retractors, dual-stage front air bags, driver seat position sensing, crash severity sensing) • SecurILock® Passive Anti-Theft System (PATS)
---	--

The following features are standard on select all-new 2006MY MONTEGO vehicles:

POWERTRAIN/FUNCTIONAL	Luxury	Premier
3.0L Duratec w/CVT transmission	• (AWD)	• (AWD)
3.0L Duratec w/6-speed automatic transmission	• (FWD)	• (FWD)
KEY EXTERIOR FEATURES		
Mirrors		
Body color – heated folding exterior power side mirrors w/puddle lamps	•	
Body color – heated folding exterior power side mirrors w/MEMORY & puddle lamps		•
Tires		
P215/60Rx17 BSW tires	•	
P225/55Rx18 BSW tires		•
Wheels		
17" 7-spoke aluminum wheel w/exposed lug nuts	•	
18" 15-spoke aluminum wheel		•
KEY INTERIOR FEATURES		
Audio/Entertainment		
AM/FM Stereo/Single CD	•	
AM/FM Stereo/CDx6/MP3 Audiophile Sound System		•
Convenience		
HomeLink® (universal garage door opener)		•
MEMORY adjustable pedals – power		•
Seats		
Front row bucket seats/rear seat w/60/40 split-fold down seat back – cloth trim	•	
Front row bucket seats/rear seat w/60/40 split-fold down seat back – leather trim		•
Driver manual seat back recliner	•	
Driver power seat back recliner		•
Driver seat – 6-way power (fore/aft, tilt front up/down, tilt rear up/down)	•	
Driver seat – 8-way power (6-way plus power recline)		•
MEMORY driver seat		•
Heated front seats (cushion & back)		•
Passenger 2-way manual seat (fore/aft)	•	
Passenger manual seat back recline	•	
Passenger 4-way power seat (fore/aft, power recline)		•
Passenger manual lumbar		•
Storage		
Rear storage compartment in armrest w/cupholders (2) (standard w/leather trim)		•
Trunk cargo net		•

★ = New for this model year.

2006 MONTEGO FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.46 (FWD 6-Speed) / 5.19 (AWD CVT)

WHEEL AVAILABILITY



17" 7-Spoke Aluminum Wheel
w/Exposed Lug Nuts
Standard on Luxury



18" 15-Spoke Aluminum Wheel
Standard on Premier

04/12/05

2006 MONTEGO OPTIONAL EQUIPMENT

		Luxury FWD	Luxury AWD	Premier FWD	Premier AWD
	Body Code	M40	M41	M42	M43
	Order Code	100A	110A	120A	130A
DRIVE TYPE					
FWD (Front Wheel Drive)		S	—	S	—
AWD (All Wheel Drive)		—	S	—	S
POWERTRAIN					
3.0L Duratec w/CVT Automatic Transmission		—	S	—	S
3.0L Duratec w/6-Speed Automatic Transmission		S	—	S	—
AUDIO					
AM/FM Stereo/Single CD		S	S	—	—
AM/FM Stereo/CDx6/MP3		P-53C	P-53C	—	—
AM/FM Stereo/CDx6/MP3 Audiophile Sound System		—	—	S	S
SEATS					
Front Row Bucket Seats/Rear Seat w/60/40 Split-Fold Down Seat Back, Cloth Trim	M	S	S	—	—
Front Row Bucket Seats/Rear Seat w/60/40 Split-Fold Down Seat, Leather Trim (incl. storage compartment in rear armrest)	H	O	O	S	S
Driver Manual Seat Back Recliner		S	S	—	—
Driver Power Seat Back Recliner		P-53C	P-53C	S	S
Heated Seats (cushion & back)		—	—	S	S
Passenger 2-Way Manual Seat		S	S	—	—
Passenger 2-Way Power Seat		P-53C	P-53C	S	S
GROUPS & PACKAGES (See Packaged Options/Emissions Page for Pkg. Content)					
Comfort Package	53C	O	O	—	—
Safety Package	53F	O	O	O	O
OTHER OPTIONS					
License Plate Bracket – Front	153	O	O	O	O
Moonroof – Power	439	O	O	O	O
Navigation System ¹	58N	—	—	O	O
Rear Seat Entertainment System – 2 nd Row Overhead DVD Player & Screen ²	96E	O	O	O	O
Reverse Sensing System	76R	O	O	O	O
Traction Control (100% required No Charge Option for the entire 2006MY)	553	O	S	S	S

¹ Navigation System not available in Alaska.

² Not available with Power Moonroof (439) or Single CD Radio.

04/12/05

2006 MONTEGO COLOR & TRIM AVAILABILITY

		Interior Color		
		Pebble (Tan)	Shale (Grey)	Charcoal Black
LUXURY	Premium Two-Tone Cloth buckets with 60/40 Split Rear Bench Two-Tone Leather Buckets with 60/40 Split Rear Bench	M7 H7	MT HT	—
PREMIER	Two-Tone Leather Buckets with 60/40 Split Rear Bench Leather Buckets with 60/40 Split Rear Bench	H7 —	HT —	— HW
EXTERIOR COLOR		CODE	Availability	
LUXURY (M40 & M41)				
Dark Shadow Grey Clearcoat Metallic		CX	•	•
Light Tundra Clearcoat Metallic		DV	•	•
★ Dark Blue Pearl Clearcoat Metallic		DX	•	•
Merlot Clearcoat Metallic		FX	•	•
★ Vivid Red Clearcoat Metallic		G2	•	•
Light French Silk Clearcoat Metallic		G3	•	
▶ ★ Satellite Silver Clearcoat Metallic		T3		•
Black Clearcoat		UA	•	•
Oxford White Clearcoat		YZ	•	•
PREMIER (M42 & M43)				
Dark Shadow Grey Clearcoat Metallic		CX	•	•
Light Tundra Clearcoat Metallic		DV	•	•
★ Dark Blue Pearl Metallic Clearcoat		DX	•	•
Merlot Clearcoat Metallic		FX	•	•
★ Vivid Red Clearcoat Metallic		G2	•	•
Light French Silk Clearcoat Metallic		G3	•	•
▶ ★ Satellite Silver Clearcoat Metallic		T3		•
Black Clearcoat		UA	•	•
Oxford White Clearcoat		YZ	•	•

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

PACKAGED OPTIONS/EMISSIONS

COMFORT PACKAGE (53C)

Availability:

- Optional on Luxury (M40, M41)

Includes:

- AM/FM stereo/CDx6/MP3
- Passenger seat, 2-way power
- Driver seat, power recline

SAFETY PACKAGE (53F)

Availability:

- Optional on Luxury and Premier (M40, M41, M42, M43)

Includes:

- Safety Canopy™ with rollover sensor (provides coverage for both first and second row occupants)
- Side impact air bags

MISCELLANEOUS

Pre-delivery only ¹	361
COV Required	79V
Priced DORA.....	C09

50 STATE EMISSIONS SYSTEM

Standard on all units.....	425
----------------------------	------------

ENGINE BLOCK HEATER

Standard and only available in AK, MN, ND, SD, MT, WI and WY states. Other states available via FCSD.. **41H**

NOTE: Fleet Only – Engine block heater optional in all states with valid FIN code.

¹For eligible California dealers only. Dealers must have a pre-existing contract with a pre-delivery service company in order to take advantage of this option.

2006 MONTEGO POWERTRAIN/DIMENSIONS

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
FWD					
3.0L 4V V6 Duratec	6-Speed Automatic	21	29	\$ 876	28.0
AWD					
3.0L 4V V6 Duratec	CVT Automatic	20	27	\$1,174	26.5

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
FWD				
3.0L 4V V6 Duratec	6-Speed Automatic	10.0	203 @ 5750	207 @ 4500
AWD				
3.0L 4V V6 Duratec	CVT Automatic	10.0	203 @ 5750	207 @ 4500

DIMENSIONS*

MODEL	Measurements
Wheelbase	112.9
Overall Length	200.4
Overall Height	61.5
Overall Width	74.5
Front Tread	64.6
Rear Tread	65.0
FRONT/REAR SEATING	
Seating Capacity	5
Head Room (front/rear)	39.4/38.7
Shoulder Room (front/rear)	57.8/57.6
Hip Room (front/rear)	53.7/53.7
Leg Room (front max/rear min.)	41.3/41.3
PASSENGER/LUGGAGE/FUEL CAPACITY	
Passenger Volume (cu.ft.)	107.1
Luggage Capacity (cu.ft.)	21.2
Fuel Capacity (gal.)	20.0
Liftover Height	29.2
Total Interior Volume	128.1

*All dimensions are preliminary figures