



MERCURY
NEW DOORS OPENED

2010 MERCURY MILAN



The new 2010 Mercury Milan features more fuel-efficient powertrain options, class-exclusive technologies and a more refined, sophisticated design. Equipped with the 2.5-liter I-4 engine, the Milan is expected to deliver at least three mpg better on the highway than the Honda Accord and two mpg better than Toyota Camry.

Exterior design changes focus on the grille, fenders, hood, and front and rear fascias. The chin was pulled forward and the fascia was pulled down for a wider, sportier look. These changes, as well as substantial underbody work, make for a cleaner, more aerodynamic vehicle.

The interior features a more contemporary, technical look with metallic new finishes on the instrument panel that carry through on the center console, doors and steering wheel. The all-new instrument panel is finished with a soft upper and lower skin. A redesigned leather-wrapped steering wheel, new shifter, and wrapped and padded armrests also have been added, to increase Milan's sportiness and comfort.



The seat contour also has been revised, with more side support and smoother bolsters for a more comfortable seat. More-textural inserts and contrasting stitching and leather seat inserts give the Milan even more attitude.

NEW TOUCHES TO UPGRADED INTERIOR

- Gauge cluster designed with daytime backlighting, a black lens and 3-D elements to create a high tech jewel-like appearance
- A new "welcome" sequence with gauge needles that sweep back and forth as the lighting and new chimes come on
- Ambient lighting system offers the option of illuminating the front and rear footwells and front cupholders
- Two-tone interior continues as a Milan signature, with satin-aluminum accents and a wood finish around the center stack
- Dark Charcoal Black, Medium Light Stone and Camel interior choices through the Premier Series, which includes embossed leather

SAFETY/STANDARD

SOS Post Crash Alert System, four-wheel disc anti-lock braking system (ABS) and Ford's Personal Safety System, which includes:

- Seat Track Position Sensor – Driver seat position is monitored to determine inflator output.
- Load-Limiting Retractors – Provide a suitable level of restraining force through the safety belt to the occupants.
- Steering Column – Design provides an optimum level of energy absorption.
- Dual Stage Air Bags – Additional levels of inflation provided by incorporating a variable time delay between the 1st and 2nd stage output.
- Enhanced Occupant Classification System – A front passenger seat sensor identifies three states of occupant classification: empty seat, child presence and adult presence.

NEW IN 2010

- Six-speed transmissions
- 2.5-liter I-4 engine
- 3.0-liter V-6 Duratec Flex-Fuel engine
- AdvanceTrac® with Electronic Stability Control (ESC)
- Electric Variable Assist Power Steering (2.5-liter / 3.0-liter)
- 16-inch aluminum wheel; 17-inch aluminum wheels with premium paint; 17-inch design wheels with silver paint, 17-inch chrome-clad wheels with VOGA cap
- Cabin air filter
- Easy Fuel™ capless refueling
- Available Blind Spot Information System with Cross Traffic Alert
- Available reverse camera system
- Available 12-speaker Sony sound system
- Available voice-activated navigation system and SIRIUS® Travel Link™
- Available Mercury SYNC™ with 911 Assist and Vehicle Health Report



VITAL STATS

Production Location: Hermosillo Stamping and Assembly Plant, Mexico

Powertrain: Choice of Ford's 2.5-liter Duratec 25 inline four-cylinder, 175 hp @ 6,000 rpm (estimated), 172 lb.-ft. torque @ 4,500 rpm; or 3.0-liter Duratec 30 V-6 Flex-Fuel engine, 240 hp @ 6,500 rpm (gas, estimated), 250 hp @ 6,500 rpm (E85, estimated), 223 lb.-ft. torque @ 4,300 rpm (gas, estimated), 228 lb.-ft. torque @ 4,800 rpm (E85, estimated)

Series: Milan, Milan Premier



MERCURY
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2010 MERCURY MILAN HYBRID



The 2010 Mercury Milan Hybrid and Ford Fusion Hybrid offer class-leading fuel economy, besting the Toyota Camry hybrid by at least six mpg in the city. They join the Ford Escape and Mercury Mariner Hybrids, doubling both the size and volume of Ford's hybrid lineup.

The second-generation powertrain system combines the best attributes of the gasoline engine and electric battery-driven motors to deliver the optimal experience for the customer in terms of driving performance and fuel economy. The propulsion system for the 2010 Mercury Milan Hybrid transitions between gas and electric power and back more efficiently and seamlessly.

The overall system upgrade allows the Milan Hybrid to operate longer at higher speeds in electric mode. It can operate up to 47 mph in pure electric mode, approximately twice as fast as some competitors. The city driving range on a single tank of gas is expected to be more than 700 miles.

THE HYBRID PROPULSION SYSTEM

The next-generation hybrid system features:

- New 2.5-liter four-cylinder engine (155 hp/136 lb.-ft. of torque) running the proven Atkinson cycle, mated to an electronically controlled continuously variable transmission (e-CVT).
- Intake Variable Cam Timing (iVCT) allows the vehicle to more seamlessly transition from gas to electric mode and vice-versa. The spark and cam timing are varied according to the engine load to optimize efficiency and emissions.
- Enhanced electronic throttle control reduces airflow on shutdowns, reducing fueling needs on restarts.
- Wide-band lambda sensor analyzes the air-fuel ratio and adjusts the lean/rich mixture accordingly to keep the system in balance and to minimize emissions.
- An added variable voltage converter boosts the voltage to the traction battery to operate the motor and generator more efficiently.
- A new smaller, lighter nickel-metal hydride battery has been optimized to produce 20 percent more power. Improved chemistry allows the battery to be run at a higher temperature and it is cooled using cabin air.
- A new high-efficiency converter provides 14 percent increased output to accommodate a wider array of vehicle features.
- Smarter climate control system monitors cabin temperature and only runs the gas engine as needed to heat the cabin; it also includes an electric air conditioning compressor to further minimize engine use.
- The regenerative brake system captures the energy normally lost through friction in braking and stores it. Nearly 94 percent energy recovery is achieved by first delivering full regenerative braking followed by friction brakes during city driving.
- A simulator brake actuation system dictates brake actuation and delivers improved brake pedal feel compared to the previous generation braking system.

STANDARD

The 2010 Mercury Milan Hybrid includes all I-4 Premier equipment plus:

- 110-volt power point
- SmartGauge™ with EcoGuide dual LCD cluster
- Reverse sensing system
- 17-inch, 15-spoke aluminum wheels
- Eco-friendly cloth seating
- Road and Leaf badge
- SOS Post Crash Alert System, four-wheel disc anti-lock braking system (ABS) and Ford's Personal Safety System



VITAL STATS

Production Location: Hermosillo Stamping and Assembly Plant, Mexico

Powertrain: Gasoline engine: Duratec 2.5-liter DOHC 16-valve Atkinson cycle; 156 hp @ 6,000 rpm, 135 lb.-ft. of torque at 2,250 rpm; Electric motor: Permanent magnet AC synchronous motor, 106 hp @ 6,500 rpm, 275 volts maximum, Electronically Controlled Continuously Variable Transmission, 191 net horsepower