



2009MY LINCOLN MKZ

Marketing Strategy and Mix Recommendations

Positioning Statement:

- Spirited Driving and Fuel for More

Overall Value Message:

- A refined, dynamic entry luxury sedan offering a superior value proposition

Key Why Buys:

- **Refined, yet Dynamic American Design:**
- **Clean, crisp lines and a solid dynamic stance:**
 - Exterior lighting package that incl. quad beam halogen headlamps, or available HID, fog lights and LED tail lamps
 - Chrome-tipped dual exhausts
- **Smoothness and power that deliver an effortless and invigorating drive experience:**
 - 3.5L DOHC V6 engine w/263 HP and 249 lb-ft torque mated to a smooth-shifting 6-Speed Automatic Transmission
 - Available Intelligent AWD system
- **In command of the driving environment, vehicle and connections to the world around you:**
 - SYNC™ – Voice-Activated Communication and Entertainment System
 - Available THX® II Certified Audio System w/ 600W of power, 14 speakers (incl. 2 subwoofers) and 12 amplifier channels w /MP3 audio input jack
 - SIRIUS® Satellite Radio (service not available in AK/HI)
 - Available DVD-based Navigation System w /turn-by-turn voice guidance, high-quality graphics and touch-screen simplicity
 - Reverse Sensing System
 - All-Speed Traction Control and power 4-wheel disc Anti-lock Braking System (ABS)
 - Advance Trac® (Electronic Stability Control)
- **Comfortable and invigorating environment that seamlessly integrates the driver and passengers :**
 - Heated/Cooled 10-way power driver/passenger Soho leather trimmed seats w/ power lumbar and driver memory settings
 - Choice of natural wood inlays (Light Figured Maple or Ebony Wood) or satin Nickel aluminum inlays; chrome accents; and satin nickel trim
 - Cool-white LED light to illuminate controls and switches in the cabin
 - Safety features including side curtains w/roll-fold technology

Recommended Mix:

	<i>Retail Mix*</i>
	<i>Lincoln MKZ</i>
Key Options	
17" Chrome Wheels	40%
AWD	45%
High Intensity Discharge (HID) Headlamps	45%
Interior Satin Aluminum Trim	20%
MIDNIGHT BLACK – MKZ SPECIAL EDITION PACKAGE	12%
Power Moonroof	55%
THX® Premium Audio	35%
Ultimate Package	27%
Voice-Activated DVD Navigation System	35%
White Platinum Tri-Coat Paint	15%

*Rates above represent full model year projections

2009 LINCOLN MKZ MAJOR PRODUCT FEATURES

MODEL/SERIES/AVAILABILITY

- 1 Available Array
- V6 MKZ

EXTERIOR CHANGES

- New Exterior Colors
 - ★ Tuxedo Black Clearcoat Metallic (UH)
 - ★ Brilliant Silver Clearcoat Metallic (UI)
 - ★ Smoke Stone Clearcoat Metallic (HG)
 - ★ White Platinum Tri-Coat Clearcoat (UG)

PACKAGE CHANGES

- New Midnight Black – MKZ Special Edition Package (14M)
- New Ultimate Package (14U)

POWERTRAIN/FUNCTIONAL

- Available AWD
- Tire Pressure Monitoring System (TPMS)
- Reverse Sensing System
- Standard Advance Trac® (ESC)

2009 LINCOLN MKZ ORDER COMBINATIONS MKZ

- Body Code: M26 / M28 (AWD)
- Order Code: 100A
- Order Code: 200A (AWD)

LATEST ORDER GUIDE UPDATES

- Add new Ultimate Package (14U)
- Add Ultimate Package to Recommended Mix table
- Add Ultimate Package footnote in the Optional Equipment Page
- Update color description – Dark Ink Blue (DI)
- Remove Sport Blue Clearcoat Metallic (U1)
- Add Vapor Silver Clearcoat Metallic (ZY)
- Add Genuine Lincoln Accessories (All-Weather Floor Mats and Remote Start)

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.

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2009 LINCOLN MKZ MAJOR PRODUCT SUMMARY

The 2009 Lincoln MKZ features interior appearance and luxury upgrades designed to maintain its leadership among premium sport sedans

The following equipment is standard as indicated.

V6 MKZ

Powertrain/Functional

- Engine – 3.5L 24-valve DOHC V6 all aluminum w/ variable cam timing & electronic throttle control
- Remote keyless entry w/ 2 integrated key fobs, driver side Key pad & illuminated entry
- Reverse Sensing System
- Suspension – 4-wheel independent w/ front & rear stabilizer bars
- Tire Pressure Monitoring System (TPMS)
- Transmission – 6-speed automatic

Exterior

- Bumpers – body color
- Mirrors – dual power heated outside fixed rearview mirrors w/ security approach lamps, memory positions & driver side electrochromic auto-dimming
- Tail lamps – LED
- Tires – P225/50R17 BSW All-Season

Interior

- Audio
 - Input Jack
 - Premium AM/FM w/in-dash 6-CD/MP3 & 6-speakers
 - Satellite Radio (service not available in AK/HI)
- Climate – Dual-zone Electronic Automatic Temperature Control (DEATC)
- Mirror – auto-dimming (electrochromic) w/ compass (display in message center)
- Seats
 - Integrated rear head restraints
 - Leather Heated Power 10-way driver & passenger seats w/ power lumbar
 - Perforated Premium leather Heated/ Cooled Front Seats
- Steering column – manual tilt & telescoping
- SYNC™ – Voice-Activated Communication and Entertainment System

Please see Standard Equipment pages for more details.

Product Features Availability

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

★ = New for this model year

2009 LINCOLN MKZ STANDARD EQUIPMENT

The following items are standard on every 2009MY LINCOLN MKZ vehicle:

POWERTRAIN/FUNCTIONAL

- Advance Trac® (ESC)
- Alternator – 150-amp
- Battery – low maintenance, 60-amp
- Brakes, power – 4-wheel ventilated disc Anti-lock Braking System (ABS)
- Decklid release – remote
- Defroster – rear window
- Delayed accessory power shut-off
- Drivetrain – front wheel drive
- Engine – 3.5L 4V Duratec V6
- Engine cover
- Exhaust system – dual exhaust w/ chrome tips
- Fuel tank – 17.5 gallons
- Keyless entry keypad
- Locks – power door
- Pedals – fixed
- Remote Keyless Entry System w/ trunk release (fob integrated into key)
- Reverse Sensing System
- Speed control
- Steering – rack & pinion
- Tire Pressure Monitor System (TPMS)
- Traction control
- Transmission – 6-Speed Automatic
- Windows
 - Global open – front windows & moonroof (if equipped) may be opened w/key or key fob)
 - Power – driver & front passenger one-touch up & down
- Windshield wipers – front speed sensitive

EXTERIOR

- Antenna – radio, hidden in glass
- Door handles – body color
- Fog lamps – front bumper-mounted
- Front license plate bracket (included in states requiring front license plates)
- Glass – solar tinted
- Grille – chrome
- Headlamps – quad w/ AutoLamp on/off delay controls
- Mirrors – chrome caps w/black housing, power adjustable, dual power heated outside fixed rearview mirrors w/security approach lamps, memory positions & driver side electrochromic auto-dimming
- Moldings
 - Beltline – chrome
 - Roof ditch – body color
- Tail lamps – LED
- Tires – P225/50VR17
- Wheels
 - 17"x7" machined aluminum & painted 8 spoke
 - Spare – T145/80D16 mini-spare & steel wheel

INTERIOR

- Appliqués – genuine wood
- Assist handles – (2) front & (2) rear, located in headliner
- Audio
 - Input Jack
 - Premium AM/FM in-dash 6-CD/MP3 & 6-speakers
 - Satellite Radio (service not available in AK/HI)
- Chime – safety belt reminder, headlamp on, door open/key-in-ignition
- Climate – Dual-Zone Electronic Automatic Temperature Control (DEATC)
- Clock – analog

INTERIOR (Continued)

- Consoles
 - Front row center w/ adjustable armrest, two-tier storage & 2 cupholders
 - Overhead w/ sunglass holder
 - Floor mats – Front & Rear
 - Illumination – courtesy lamps (front dome lamp w/ maplights, rear dome w/ maplights)
 - Instrumentation – tachometer, turn signal outage, low oil pressure, fuel cap, door/decklid/hood ajar
 - Instrument cluster – w/message center
 - Map pockets – front seat backs
 - Mirror – auto-dimming (electrochromic) w/compass (display in message center)
 - Power points – (2) 12V, located in front console bin & inside armrest
 - Seats
 - Front bucket
 - Power 10-way Heated/Cooled driver seat w/ power lumbar
 - Power 10-way Heated/Cooled front passenger seat w/ power lumbar
 - Power driver memory settings
 - Premium leather-trimmed seating surfaces
 - Rear 60/40, spring-assisted, split bench w/center armrest w/2 cupholders
 - Shifter knob – leather-wrapped
 - Smoker's Package – cigarette lighter & cup ashtray
 - Steering column – manual tilt/telescopic
 - Steering wheel – leather-wrapped w/genuine wood accents, speed control & redundant audio controls
 - Storage – instrument panel storage bin, glove box, grocery bag hooks located in trunk, front door storage pockets, & 8 cup/bottle holders
 - SYNC™ – Voice-Activated Communication and Entertainment System
 - Universal Garage Door Opener
 - Visors – driver & front passenger visors w/ illuminated mirrors
- ### SAFETY/SECURITY
- Battery saver
 - Belt-Minder® – driver & passenger
 - Child safety locks – rear door
 - Emergency trunk release – glow-in-the-dark manual
 - Illuminated entry
 - LATCH (Lower Anchors and Tethers for CHildren) system – 2nd row (2 or 3)
 - Occupant Classification System
 - Perimeter anti-theft
 - 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)
 - Side impact
 - Air bags – driver & front passenger
 - Air curtains – 1st & 2nd row
 - Protection System

2009 LINCOLN MKZ FUNCTIONAL EQUIPMENT

AXLE AVAILABILITY

Axle Ratio = 3.33

WHEEL AVAILABILITY



17"x7" Machined Aluminum & Painted 8 Spoke
Standard



17"x7" Chromed Aluminum 8-Spoke
Optional (64F)

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2009 LINCOLN MKZ OPTIONAL EQUIPMENT

		MKZ
DRIVE TYPE		
AWD (All Wheel Drive)	Body Code	M28
	Order Code	200A
FWD (Front Wheel Drive)	Body Code	M26
	Order Code	100A
TIRES		
P225/50VR17 All-Season		S
WHEELS		
17" Chrome Aluminum 8-Spoke	64F	O
17" Machined Aluminum 8 Spoke		S
KEY INTERIOR OPTIONS		
Audio		
Premium AM/FM In-Dash 6-CD/MP3 & 6-Speakers		S
THX®-II Certified Premium Sound System w/ AM/FM In-Dash 6-CD/MP3 & 14-Speakers (incl. 2 subwoofers) 12 Amplifier Channels & 600-Watts of Power	917	O
Voice-Activated DVD Navigation System – incl. EC Mirror w/ Microphone	97N	O
GROUPS & PACKAGES (See Packaged Options/Emission Page for Pkg. Content)		
Interior – Satin Nickel Aluminum Trim (incl. Leather Wrapped Steering Wheel) ¹	85E	O
Midnight Black – MKZ Special Edition Package ²¹	14M	O
Ultimate Package ¹³	14U	O
OTHER OPTIONS		
Front License Plate Bracket	153	O
Headlamps – High Intensity Discharge (HID)	51H	O
Moonroof – Power	13B	O
GENUINE LINCOLN ACCESSORIES, PRE-INSTALLED		
All-Weather Floor Mats – Front & Rear, Ebony Colored	55M	O
Power Code™ Remote Start System	55S	O
FLEET ONLY OPTIONS (Requires Valid FIN Code)		
Daytime Running Lights	942	F
Engine Block Heater	41H	F

¹ See Package description in the Packaged Options/Emissions Page

² Only available with White Platinum tri-coat, Tuxedo Black, Smokestone, or Brilliant Silver paint

³ Note- When ordered with Midnight Black Special Edition Package (14M), Interior Aluminum Trim (85E), not available

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2009 LINCOLN MKZ COLOR & TRIM AVAILABILITY

		Interior Color			
		Dark Charcoal	Midnight Blk Pkg	Light Stone	Sand
		Seats: Dark Charcoal Cabin Environment¹: Dark Charcoal Wood Appliqués²: Ebony Wood Satin Nickel Aluminum³	Seats: Dark Charcoal w/ Sand Piping Cabin Environment¹: Dark Charcoal and Sand Wood Appliqués²: Figured Maple Headrest w/ Embroidered Lincoln Star	Seats: Light Stone Cabin Environment¹: Dark Charcoal/Light Stone Wood Appliqués²: Ebony Wood Satin Nickel Aluminum³	Seats: Sand Cabin Environment¹: Medium Camel/Sand Wood Appliqués²: Figured Maple Satin Nickel Aluminum³
MKZ	Perforated Leather-Trimmed Heated/Cooled Buckets w/ 60/40 Split Rear Seat	MW	ZM	MT	MS
EXTERIOR COLOR	CODE	AVAILABILITY			
Moss Green Clearcoat Metallic	D2	•		•	•
Dark Ink Blue Clearcoat Metallic	DI	•		•	•
Vivid Red Clearcoat Metallic	G2	•		•	•
★ Smoke Stone Clearcoat Metallic	HG	•	•		•
★ White Platinum Tri-Coat Clearcoat	UG	•	•	•	•
★ Tuxedo Black Clearcoat Metallic	UH	•	•	•	•
★ Brilliant Silver Clearcoat Metallic	UI	•	•	•	•
White Suede Clearcoat	WS	•		•	•
Vapor Silver Clearcoat Metallic	ZY	•		•	•

¹ Cabin Environment consists of upper and lower instrument and door trim.

² Appliqués affect instrument panel and door trim only. Center panel finish remains satin nickel on all trim types.

³ Satin Nickel replaces wood inserts on Door Trim and IP

- ★ = New for this model year
- = Available

2009 LINCOLN MKZ PACKAGED OPTIONS/EMISSIONS

INTERIOR – SATIN NICKEL ALUMINUM TRIM (85E)

Availability:

- Optional on MKZ

Includes:

- Instrument Panel Trim
- Front Driver/Passenger door trim
- Rear Driver/Passenger door trim
- Replaces wood insert steering wheel w/ leather-wrapped steering wheel

MIDNIGHT BLACK – SPECIAL EDITION PACKAGE (14M)

Availability:

- Optional on MKZ

Includes:

- Maple Appliqués
- Maple accented Steering Wheel
- Maple Front Driver/Passenger door trim
- Maple Rear Driver/Passenger door trim
- Combination Dark Charcoal (Black) and Sand Interior only
- Dark Charcoal Premium Leather seating surfaces w/ sand-colored piping. Front seat headrest w/ embroidered Lincoln Star

Note: Only available with White Platinum tri-coat, Tuxedo Black, Smokestone, or Brilliant Silver paint.

ULTIMATE PACKAGE (14U)

Availability:

- Optional on MKZ

Includes:

- 17" Chrome Wheels
- THX II Certified Premium Sound System
- Voice-Activated DVD Navigation System
- HID Headlamps
- Power Moonroof

Note: When ordered with Midnight Black – Special Edition Package (14M) – Interior Aluminum Trim (85E), not available

MISCELLANEOUS

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

CALIFORNIA EMISSIONS STATES/CROSS BORDER STATES***

CALIFORNIA EMISSIONS SYSTEM 422

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

** **NOTE:** EPA's Cross-Border Policy specifies that Virginia does **not** qualify as a cross-border state to Pennsylvania as it is not a contiguous state.

CALIFORNIA EMISSIONS SYSTEM 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

Only available on units sold to authorized governmental units and privately owned ambulance companies. Must also use Code 423 when ordering 936

NON-CALIFORNIA/NON-CROSS BORDER STATES DEALER ORDER FOR CALIFORNIA STATES REGISTRATION

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 93N

*****CROSS BORDER STATES**

Cross Border States are Arizona, Delaware, Idaho, Maryland, Nevada, New Hampshire, Ohio and West Virginia.

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

★ = New for this model year

**2009 LINCOLN MKZ
POWERTRAIN/DIMENSIONS**

FUEL ECONOMY

ENGINE DISPL.	TRANSMISSION	50 STATES			
		F.E. LABEL ADJUSTED		ESTIMATED ANNUAL FUEL COST	MEMO: UNADJUSTED COMBINED
		CITY	HIGHWAY		
V6 FWD					
3.5L DOHC 24-Valve Duratec V6	6-Speed Automatic	18	28	\$1,809	28.0113
V6 AWD					
3.5L DOHC 24-Valve Duratec V6	6-Speed Automatic	17	24	\$2,091	24.8679

ENGINE HORSEPOWER AND TORQUE RATINGS

ENGINE DISPL.	TRANSMISSION	NOMINAL COMPRESSION RATIO	50 STATES	
			HORSEPOWER	TORQUE
			H.P. @ RPM	FT. LB. @ RPM
V6				
3.5L DOHC 24-Valve Duratec V6	6-Speed Automatic	10.3:1	263	249

DIMENSIONS*

Measurements	
INTERIOR DIMENSIONS	
Head Room (inches)	
1 st Row	38.7
2 nd Row	37.8
Shoulder Room (inches)	
1 st Row	56.9
2 nd Row	55.6
Leg Room Maximum Extension (inches)	
1 st Row	42.3
2 nd Row	37.0
Total Passenger Volume (cu. ft) FWD/AWD	99.0 cu. ft./96.6 cu. ft.
Luggage Capacity Rear (cu. ft)	15.8
EXTERIOR DIMENSIONS	
Wheelbase	107.4
Overall Length	190.5
Overall Width – without mirrors/with mirrors	72.2/80.1
Overall Height	57.1
Tread – Front	61.6
Tread – Rear	61.3
Curb Weight (lbs.) – V6 FWD/AWD	3469/3672

*All dimensions are preliminary figures