

Automotive Dealer Strategy and Strategy and

1475 S Willow Street * Manchester, NH 03103 *

2007 Mercury Milan Premier

Mileage: 93,622 Photo Coming Soon Engine: 3.0L V6 Cylinder Engine Transmission: Automatic Drive Train: FWD Equipment: • iPod/MP3 Input • Multi-CD Changer • Leather Seats • iPod/MP3 Input • Aluminum Rims • Keyless Entry • Remote Trunk Release • Steering Wheel Controls • Child Safety Locks • Traction Control • Bucket Seats • Auto-dimming Rearview Mirror • 4-Wheel ABS • Climate Control • Fog Lights • Auto-Off Headlights • Climate Control • Power Driver Seat • Initial Quality Survey (IQS) Overall Rating • Driver Lumbar JDPower.com Ratings: • Initial Quality Survey (IQS) Overall Rating • O • • • • • Expert Reviews: Edmunds.com: Boasting sharp steering and a firm yet compliant suspension, the Mercury Milan offers one of the best ride/handling balances in the midsize sedan segment. newCarTestDrive.com: The quality of design and materials for a car in this price class was generally quite high, satisfying to touch and look at.	Photo Coming Soon Equipment: Leather Seats Heated Side Mirrors	Engine: Transmission:	3.0L V6 Cylinder Engine	VIIV: 3IVIEHIVIU81678639397
Photo Coming SoonTransmission: Drive Train:Automatic FWDEquipment: • Leather Seats • Heated Side Mirrors • Heated Side Mirrors • Keyless Entry • Child Safety Locks • Auto-dimming Rearview Mirror • 4-Wheel Disc Brakes • Fog Lights • Power Driver Seat• iPod/MP3 Input • MP3 Player 	Photo Coming Soon T Equipment: Leather Seats Heated Side Mirrors	Transmission:		
Equipment:• Leather Seats• iPod/MP3 Input• Multi-CD Changer• Heated Side Mirrors• MP3 Player• Aluminum Rims• Keyless Entry• Remote Trunk Release• Steering Wheel Controls• Child Safety Locks• Traction Control• Bucket Seats• Auto-dimming Rearview Mirror• 4-Wheel ABS• Climate Control• A'Wheel Disc Brakes• Vehicle Anti-Theft System• Leather Wrapped Steering Wheel• Fog Lights• Auto-Off Headlights• Cruise Control• Power Driver Seat• Power Windows• Driver LumbarJDPower.com Ratings:• Initial Quality Survey (IQS) Overall Rating • • • • •• Stapert Reviews:Edmunds.com: Boasting sharp steering and a firm yet compliant suspension, the Mercury Milan offers one of the best ride/handling balances in the midsize sedan segment.newCarTestDrive.com: The quality of design and materials for a car in this price class was generally quite high,	Equipment: Leather Seats Heated Side Mirrors	Drive Train.		
 Leather Seats iPod/MP3 Input MP3 Player Aluminum Rims Keyless Entry Remote Trunk Release Steering Wheel Controls Bucket Seats Climate Control Bucket Seats Climate Control Bucket Seats Climate Control Leather Wrapped Steering Wheel Cruise Control Power Driver Seat Power Windows Driver Lumbar 	Leather Seats Heated Side Mirrors		FWD	
 Predicted Reliability Rating Initial Quality Survey (IQS) Overall Rating Expert Reviews: Edmunds.com: Boasting sharp steering and a firm yet compliant suspension, the Mercury Milan offers one of the best ride/handling balances in the midsize sedan segment. newCarTestDrive.com: The quality of design and materials for a car in this price class was generally quite high, 	Child Safety Locks Auto-dimming Rearview Min 4-Wheel Disc Brakes Fog Lights	• MP3 Pl • Remot • Tractio v Mirror • 4-Whe • Vehiclo • Auto-C	ayer e Trunk Release on Control el ABS e Anti-Theft System Off Headlights	 Aluminum Rims Steering Wheel Controls Bucket Seats Climate Control Leather Wrapped Steering Wheel Cruise Control
best ride/handling balances in the midsize sedan segment. newCarTestDrive.com: The quality of design and materials for a car in this price class was generally quite high,	Predicted Reliability Rating	ating Initial	5 5	
				, the Mercury Milan offers one of the
			and materials for a car in this	price class was generally quite high,
KBB.com: If you like a roomy sedan that does just about everything well, the Mercury Milan is a sensible choice.	(BB.com: If you like a room	oomy sedan that does	just about everything well, th	ne Mercury Milan is a sensible choice.
ConsumerReports.org: The ride is firm and controlled, and handling is alert and responsive.	ConsumerReports.org: The	The ride is firm and co	ontrolled, and handling is aler	t and responsive.
Vehicle History Highlights: CARFAX Suy Back Guarantee • CARFAX No Total Loss Reported • CARFAX No Frame Damage	5 0 0			
CARFAX No Airbag Deployment CARFAX No Odometer Rollback Reported CARFAX No Accidents / Damage Reported Reported Reported		· J · · ·		 CARFAX No Accidents / Damage
Ad Preview: In Good Shape. FUEL EFFICIENT 28 MPG Hwy/20 MPG City! Premier trim. Leather, Multi-CD Changer, Heated Side Mirrors, iPod/MP3 Input, Aluminum Wheels, Head Airbag, Serviced here, Local Trade. 4 Star Driver Front Crash Rating. SEE MORE!=====: Approx. Original	n Good Shape. FUEL EFFICIE /lirrors, iPod/MP3 Input, Alu	, Aluminum Wheels, He	ead Airbag, Serviced here, Lo	
Your Price \$8,				Your Price \$8,69
(AS OF 9/15/2014) 360° Pricing Analysis YOUR PRICE IS:	(AS OF 9/15/2014)	3	60° Pricing Analysis	
NADA NADA Retail Value \$8,775 \$84 Below NADA Retail Value		ADA Retail Value	\$8.7	75 \$84

Comparison Cars in Market:

Vehicle	Color	Mileage	Certified?	Internet Price	Your Price Savings:			
2007 Mercury Milan Sedan Premier	White	84,841		\$10,995	You save \$2,304			
2007 Mercury Milan Premier								
2007 Mercury Milan Sedan Premier	Silver	94,447		\$8,949	You save \$258			
Vanity Mirrors, EBD Electronic Brake Dist, Child Safety Locks, Traction Control System, Anti-Theft Device(s), Auto Express Down Window, Anti Theft/Security								
2007 Mercury Milan Sedan Premier	Tan	94,417		\$8,710	You save \$19			
AWD! Clean Carfax! This reliable and affordable 2007 Mercury Milan AWD sedan has a responsive Duratec 3.0L V6 and AWD. Call us now! Join us at Irwin M								

JDPower.com Power Circle Ratings

Power Circle Ratings (the Ratings) are developed by J.D. Power and Associates for JDPower.com. All Ratings are based on the opinions of consumers who have actually used or owned the product or service being rated. Since the Ratings are based on J.D. Power and Associates research studies that survey a representative sample of owners, they are indicative of what typical buyers may experience.

High ratings for a particular product/service/company do not necessarily mean that every customer will have a positive experience. It simply indicates that, on average, consumer perceptions of the product/service/company indicate that it stands out when compared with competitive products/services/companies.

Expert Reviews

Expert Reviews are excerpts from reviews and automotive awards from sites across the internet. The sites include newCarTestDrive.com, Edmunds.com and other similar sites.

The positive Expert Reviews are only excerpts of the full article or review. The full article may contain additional comments, both positive and negative, regarding the vehicle. For a more complete understanding of the scope of the review, you should read the entire review or award, which can be obtained from the referenced site.

NADA Used Car Guide - Retail Value

Actual valuations for 2007 Mercury Milan Premier with 93,622 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. The specific information required to determine the value for this vehicle is based on your dealer's location, state - NH , for September and NADA Used Car Guide. NADA Used Car Guide vehicle valuations may vary from vehicle to vehicle. While the NADA Used Car Guide does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the NADA Used Car Guide - Retail Value.

Edmunds True Market Value (TMV)

Actual valuations for 2007 Mercury Milan Premier with 93,622 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. Edmunds TMV price is an estimate of the current average selling price transactions for 2007 Mercury Milan Premier with 93,622 miles based on optional equipment and vehicle color based on your dealer's location, zipcode - 03103. Edmunds TMV vehicle valuations may vary from vehicle to vehicle. While the Edmunds TMV does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the Edmunds True Market Value.

Average Market Price

Average Market Price is calculated based on sampling of listings based on your dealer's zipcode, 03103. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. Average Market Price values may vary from vehicle to vehicle. Actual valuations for 2007 Mercury Milan Premier with 93,622 miles will vary based upon selected optional equipment, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. While the average market price is an average of similar 2007 Mercury Milan Premier and 100 miles radius from dealership, based on your dealer's zipcode (03103), the average can include vehicles with different trims, mileage ranges and dissimilar vehicle equipment. The sample of market listings may not represent all relevant vehicles available in the area searched.

Comparison Cars in Market

Comparison Cars in Market is created based on a select set of dealer classified listings from over forty thousand dealers nationally. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. While comparison cars are from similar vehicles based on year, manufacturer, model and 100 miles radius from dealership, based on your dealer's clipcode (03103), the comparison can include different trims, mileage ranges and dissimilar vehicle equipment. The dealer has full discretion in selecting the comparison cars, and may choose vehicles with different levels of trim and additional optional equipment. As a consequence, the comparison cars may not be comparable to the vehicle you are considering. The Comparison Cars in Market are based on the sample market listings available from various Internet data sources and may not represent all relevant vehicles available in the area searched.

CONSUMER IS RESPONSIBLE FOR VERIFYING ALL EQUIPMENT.

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