

Automotive Answers



“Best Pick” SUV Makes A Lot Of Sense



The 2002 Mercury Mountaineer has earned numerous awards for value, crash rating and customer loyalty.

(NAPSA)—When shopping for a car, truck or SUV, consumers take many factors into consideration before making their final purchase. Whether it's safety, value, reliability or overall design, one all-new SUV has it all.

Named a “Best Pick” for offset crash testing by the Insurance Institute for Highway Safety, the 2002 Mercury Mountaineer is considered one of the safest SUVs on the road today. In addition, it leads its class in U.S. government front crash performance with a four-star driver and five-star passenger rating, and since its introduction has performed among the best in its class in “real world” accident protection.

With Mercury continuously searching for new and innovative safety features for its vehicles, the 2002 Mountaineer already boasts an industry-first safety canopy that combines side curtain air bags and a rollover sensor to provide occupant protection if a rollover should occur.

The 2002 Mountaineer also has been honored with several automotive industry awards. In January 2002, it received R.L. Polk's Automotive Loyalty Award in the mid-size SUV segment, beating out the tough line of competition. Polk Loyalty Awards are determined by households that return to the same market to purchase or lease another vehicle of the same make and model.

In December 2001, the 2002 Mountaineer received *Sport Truck Connection's* Annual Light Truck and SUV (ALTAS) Award as the top mid-size SUV. ALTAS awards are judged by each vehicle's performance in “real world” driving conditions.

In February 2002, the Mountaineer was awarded *MotorWeek's* Drivers' Choice Award for Best Family Sport Utility Vehicle. *MotorWeek's* criterion is based on outstanding vehicle value and reliability that is calculated for consumers to use when deciding on a vehicle purchase.