



LINCOLN

THE NEW 2010
LINCOLN MKZ



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LOADED. AND READY.

With standards that include exotic wood and rich leather.

Front seats that don't just warm, but also breathe a rush of cool air.

A sophisticated assistant that responds when you speak.

Adjustments that tailor front seat comfort – 10 powerful ways.

And instant access to any music to match your mood.





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SPORT APPEARANCE PACKAGE



Lincoln MKZ in Brilliant Silver Metallic with available equipment, including the Sport Appearance Package.

LEATHER-WRAPPED. SPORT-TUNED.

CHROME GRILLE WITH BLACK BARS

DARKENED HEADLAMPS

18" POLISHED-ALUMINUM WHEELS

BODY-COLOR DOOR HANDLES

SPORT-TUNED SUSPENSION

INTERIOR ALUMINUM TRIM PACKAGE

UNIQUE FLOOR MATS WITH MKZ BADGE

BRIDGE OF WEIR LEATHER-TRIMMED SEATS
WITH CASHMERE-COLORED TUXEDO SEAM
AND PIPING



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Bridge of Weir leather-trimmed seats in Dark Charcoal with Dark Rust piping. Walnut Swirl wood accents. Shown with available equipment.

THE NEW 2010 LINCOLN MKZ.
LUXURY AT LIGHT SPEED.



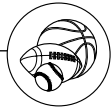
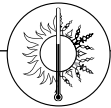
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BRING BLIND SPOTS DOWN TO SIZE. It extends from a vehicle's sideview mirrors to roughly 10' beyond its rear bumper. The blind spot. When you're in congested or fast-moving traffic, you wish you could better see what's there. On Lincoln MKZ, radar waves from the available class-exclusive BLIS® (Blind Spot Information System) with Cross Traffic Alert can help you monitor your blind spots. The system flashes an amber light in the corresponding sideview mirror if the radar detects a vehicle on your right or left – alerting you to stay in your lane until it passes. Additionally, Cross Traffic Alert sounds a warning if it detects a vehicle approaching from either side as you back out of a parking spot.

THIS REAR VIEW IS ONE STEP AHEAD. The “thunk” of a bicycle against your rear bumper. Not the best way to start your morning. To help put a stop to that, the standard Reverse Sensing System alerts you (with audible signals) to certain objects behind the vehicle, so you can avoid contact when you're backing up. The available Navigation Package can raise your awareness even further. Shift into Reverse and a tiny, state-of-the-art Rear View Camera delivers a big, full-color image to the generous 8" screen of the voice-activated Navigation System. On-screen sight lines even give you a handy reference point as you're backing up. It's always worth a look.



120,000 GAS STATIONS. 4500 MOVIE THEATERS. ONE VERY INFORMED DRIVER. You're always on the move. So class-exclusive¹ SIRIUS Travel Link,[™] included with the available voice-activated Navigation System, supplies vital information you may need on the road. On the large 8" screen, you'll access real-time traffic with incident information.² If an accident lies ahead, you can see how to bypass it. Find the lowest-priced fuel and be routed there. Check local movie listings and showtimes. Access current and forecasted weather. Even check the scores and schedules of pro sports teams. This information-rich data stream only enhances the easy-to-use Navigation System that plots your course as soon as you state your destination. In “Route Guidance” mode, upcoming street names are called out. A bird's-eye view includes landmarks for additional reference. And with nearly 10 gigabytes of hard drive storage, you can retrieve stored photos and up to 2400 songs. This multifunctional system even lets you watch DVDs on-screen when in “Park.”

¹Luxury Midsize Sedan class. ²Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service not available in Alaska or Hawaii. Subscription required after complimentary 6 months expire.



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Lincoln MKZ in Brilliant Silver Metallic with available equipment.

THE ATTRACTION IS MUTUAL.

FOR EACH OTHER. AND THE ROAD. Attraction often leads to combustion. And plenty of it. With 263 hp on tap, the 3.5L V-6 engine in MKZ will reward your attraction – around bends and down straightaways. Its standard 6-speed SelectShift Automatic™ transmission shifts at lower rpm in each gear compared to a 4- or 5-speed automatic, offering inherently smoother shifts. And instead of the transmission always calling the shots, the SelectShift function allows you to handle upshifts and downshifts yourself if you prefer.

To help increase traction, choose available Intelligent All-Wheel Drive (AWD). When rain turns to snow, formerly smooth blacktop becomes very slick. As adrenaline floods your body to keep you alert, Intelligent AWD reacts as well, seamlessly distributing torque to the wheels with the best grip. Between front and rear axles and side to side on each axle, torque moves automatically to help maintain traction. In fact, even if traction is reduced to one wheel, Intelligent AWD¹ sends most torque there to keep MKZ moving. Up the driveway. Into the garage. Ignition off. Home.

¹Available.



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RESPONDS TO SOME NEEDS YOU DIDN'T EVEN KNOW YOU HAD.

HEADLAMPS THAT FOLLOW YOUR EVERY TURN. The available Adaptive HID Headlamps on Lincoln MKZ are truly illuminating. Based on steering wheel angle and vehicle speed, motorized low-beam projector headlamps turn in the same direction as the vehicle – rotating 5° inboard and 15° outboard. This simple swivel action helps make more of the roadway visible around a curve.



LIGHTING TO MATCH YOUR MOODS. With seven different colors – Green, White, Yellow, Aqua, Red, Blue and Purple – to give the interior an inviting glow, it's amazing how soon you'll appreciate available Ambient Lighting. The light illuminates from the front door handles (shown), front sill plates, from within the front cupholders, and from the front and rear footwells.



WIPERS THAT KNOW WHEN IT'S RAINING. When moisture is sensed on the windshield, available rain-sensing wipers begin clearing the water automatically. With five sensitivity settings, the wipers speed up or slow down on their own depending on the amount of moisture. Or, if you prefer, you can exit rain-sense mode and simply use the HI and LO speed settings.



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**ITS LOOKS WILL TAKE YOUR BREATH AWAY.
ITS SMARTS MAY HELP SAVE YOU.**

SO SMART IT CAN EVEN CALL FOR HELP. If its exterior attracts you, wait until you step inside. Gorgeous Bridge of Weir leather trims the heated and cooled, 10-way power front seats of Lincoln MKZ. Genuine Walnut Swirl or Olive Ash wood enriches the instrument panel, door-trim panels and leather-wrapped steering wheel. And this beauty is more than merely skin deep. Enter MKZ with your paired Bluetooth®-enabled phone or plug your digital media player into its USB port. Lincoln SYNC®¹ knows you're there. Press a steering wheel button, speak your mind (say, "Call office"),

and it follows your commands. New this year: SYNC with class-exclusive 911 Assist™ can make an emergency call from your phone if any airbag has deployed.² And unlike other systems that send you to a call center first, SYNC connects you directly to a 911 operator. This latest version features other convenient Driver Services:³ up-to-the-minute weather, traffic alerts, turn-by-turn directions, business searches and personalized business, sports, entertainment news and more. Developed in concert with Microsoft®, SYNC also helps you request a Vehicle Health Report that can be viewed online.

¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. ²The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. ³SYNC with Traffic, Directions and Information available Summer 2009.



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The available voice-activated Navigation System, with nearly 10 gigabytes of hard drive storage, lets you rip, store and manage 2400 tracks with its Jukebox feature

Flanking the rear center-channel speaker, two subwoofers deliver rich, deep bass

A 12-channel amplifier produces 600 watts of power from 20Hz to 20kHz with a total harmonic distortion of less than 0.1%

A center-channel THX Slot Speaker™ array produces a wide, spacious sound stage and home theater-like ambience

Digital media players and flash drives can be connected via USB port and voice-activated through the Lincoln SYNC® media system

Sophisticated Digital Signal Processing provides spectral balance, wide dynamic range and exceptional acoustic performance, while volume-processing technologies compensate for increases in vehicle speed and exterior noise



YOU SPEND MORE THAN 16 HOURS PER WEEK HERE. ENJOY EVERY ONE OF THEM.

THX® II CERTIFIED 5.1 SURROUND AUDIO SYSTEM. Bring home-theater sound to the open road. Experience DVD-Audio discs in true surround sound and listen to CDs, MP3 files and standard SIRIUS® Satellite Radio like never before. In this acoustically engineered cabin, bass notes thump, drum beats pop, and vocals are presented with astounding clarity. Fourteen strategically aimed and focused speakers

ensure a high-impact listening experience. And for a modern-day drive-in movie experience, shift into "Park" and play your favorite DVDs through the Navigation System in full-blown THX II Certified 5.1 surround. On vehicles not equipped with the Navigation System, a THX II Certified Audio System with 6-disc in-dash CD changer is available.



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Lincoln MKZ in Brilliant Silver Metallic with available equipment.

MAINTAIN CONTROL. IN SPITE OF CONDITIONS.

ADVANCETRAC® ESC. According to a National Highway Traffic Safety Administration (NHTSA) study,¹ electronic stability control (ESC) reduced single-vehicle crashes among passenger cars by 35% when compared to similar models without this technology. So what is it, exactly? And how does it work?

With sophisticated sensors to measure oversteer and yaw, standard AdvanceTrac ESC² with Brake-Actuated Traction Control on Lincoln MKZ helps improve control on slippery surfaces like snowy, muddy, wet or gravel roads. Constantly monitoring vehicle speed, throttle position and steering wheel angle, AdvanceTrac ESC automatically modulates engine power or selectively applies the brakes if it senses wheel slip or loss of traction – helping you stay on your intended path.

¹U.S. Dept. of Transportation Study (September 2004): www.nhtsa.gov. ²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



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OPULENCE. IN HIGH-DEFINITION.
THE NEW LINCOLN MKZ.

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SPECIFICATIONS

STANDARD LUXURY FEATURES

Rapid Spec 100A

ENGINE

- 3.5L DOHC 24-valve Duratec® aluminum V-6
- 263 hp @ 6250 rpm/249 lb.-ft. of torque @ 4500 rpm
- Intake variable cam timing (iVCT) and Electronic Throttle Control (ETC)
- 10.3:1 compression ratio
- Sequential multi-port electronic fuel injection
- Stainless steel exhaust system with dual chrome exhaust tips

DRIVETRAIN

- Front-wheel drive
- 6-speed SelectShift Automatic™ transmission

WHEELS | TIRES

- 17" 9-spoke machined-aluminum wheels with painted pockets
- P225/50R17 all-season V-rated performance tires

BRAKES

- Anti-lock Brake System (ABS)
- Electronic Brakeforce Distribution (EBD)
- Power 4-wheel disc brakes with ventilated rotors

SUSPENSION | STEERING

- 24-mm front and 17-mm rear stabilizer bars
- Independent Short- and Long-Arm front suspension with coil springs over shocks
- Multilink independent rear suspension
- Power rack-and-pinion steering

EXTERIOR

- Chrome door handles
- Easy Fuel™ capless fuel-filler system
- Fog lamps with bright bezels
- Light-Emitting Diode (LED) taillamps
- Lincoln split-wing grille
- Power, heated, chrome-capped sideview mirrors with security approach lamps, memory and auto-dimming driver side
- Quad-beam halogen headlamps with Autolamp automatic on/off feature with delay
- Rear-window defroster
- Reverse Sensing System
- Solar-tinted glass
- Speed-sensitive windshield wipers

Length	190.6"
Wheelbase	107.4"
Width (excluding mirrors)	72.2"
Width (including mirrors)	80.1"
Height	56.9"

INSTRUMENTATION | DRIVER CONTROLS

- Auto-dimming rearview mirror with microphone
- Power windows with global open and one-touch-open/-close for driver and front passenger
- Steering wheel-mounted cruise and secondary audio controls
- Universal Garage Door Opener
- White LED-backlit instrument cluster with speedometer, tachometer, fuel level gauge, coolant temperature gauge and message center

INTERIOR

- Accessory timed delay
 - Cabin air filtration system
 - Dual-zone Electronic Automatic Temperature Control
 - Front center floor console with adjustable armrest and two-tiered storage
 - Genuine wood accents in Walnut Swirl or Olive Ash on the instrument panel and door trim
 - Illuminated entry with theater-dimming feature
 - Leather-wrapped shift knob
 - Leather-wrapped steering wheel with genuine wood accent in Walnut Swirl or Olive Ash
 - Remote, power decklid release
 - Tilt/telescoping steering column
- | | |
|----------------------------|---------------|
| Head room (front/rear) | 38.7"/37.8" |
| Shoulder room (front/rear) | 57.4"/56.5" |
| Hip room (front/rear) | 54.0"/53.3" |
| Leg room (front/rear) | 42.3"/37.1" |
| Passenger volume | 100.3 cu. ft. |
| Cargo volume | 16.5 cu. ft. |
| Total interior volume | 116.8 cu. ft. |

SEATING

- 5-passenger seating
- 10-way power driver seat with power lumbar and memory feature
- 10-way power front-passenger seat with power lumbar and memory feature
- Bridge of Weir leather-trimmed seating
- Heated and cooled driver and front-passenger seats
- 60/40 split-folding rear seat with center armrest and 2 cupholders



STANDARD LUXURY FEATURES (cont.)

AUDIO | COMMUNICATION SYSTEMS

Premium AM/FM audio system with 6-disc in-dash CD changer, MP3 capability, and 9 speakers

Auxiliary audio input jack in front center floor console

Lincoln SYNC® voice-activated, in-vehicle communications and entertainment system

SIRIUS® Satellite Radio, including SIRIUS Satellite Radio receiver, low-profile antenna, and 6-month complimentary subscription to SIRIUS

SAFETY | SECURITY

Personal Safety System™ for driver and front passenger with dual-stage front airbags¹, safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, crash severity sensor, restraint control module and Front-Passenger Sensing System

AdvanceTrac® electronic stability control with Brake-Actuated Traction Control

Belt-Minder® front safety belt reminder

Child-safety rear door locks

Emergency glow-in-the-dark, in-trunk release handle

Front-seat side airbags¹

Integrated keyhead transmitter remotes (2)

Lower anchors and tether anchors for child-safety seats (LATCH)

Perimeter anti-theft system

Power door locks

SecuriCode™ keyless-entry keypad

SecuriLock® passive anti-theft ignition system

Side-curtain airbags¹ with roll-fold technology

Side-intrusion door beams

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)

AVAILABLE LUXURY PACKAGES

INTERIOR ALUMINUM TRIM PACKAGE

- Aluminum trim on the instrument panel and front and rear doors; with leather-wrapped steering wheel

NAVIGATION PACKAGE – Rapid Spec 102A

- Voice-activated, hard drive-based Navigation System with 8" high-resolution display; integrated SIRIUS Travel Link™ feature (with 6-month complimentary subscription to Travel Link service) for real-time traffic, weather and fuel price updates; driver-configurable home screen; and about 10 gigabytes of digital storage for pictures and music; includes premium AM/FM audio system with single-CD player, MP3 capability and 9 speakers
- BLIS® (Blind Spot Information System) with Cross Traffic Alert
- Rear View Camera

SPORT APPEARANCE PACKAGE

- Bridge of Weir Dark Charcoal or Steel Grey leather-trimmed seats with Cashmere-colored tuxedo seam and piping
- Sport-tuned suspension
- Interior Aluminum Trim Package
- Unique floor mats with MKZ badge
- Unique chrome grille with black bars
- 18" 10-spoke polished-aluminum wheels
- Darkened headlamps
- Body-color door handles

TECHNOLOGY PACKAGE – Rapid Spec 101A

- Adaptive HID headlamps
- Ambient Lighting
- Rain-sensing windshield wipers

ULTIMATE PACKAGE – Rapid Spec 103A

- Navigation Package
- Technology Package
- THX® II Certified 5.1 Surround Audio System
- Power moonroof
- 17" 9-spoke chrome-clad aluminum wheels

AVAILABLE EQUIPMENT

- 17" 9-spoke chrome-clad aluminum wheels²
- Intelligent All-Wheel Drive (AWD)
- Power moonroof
- THX II Certified Audio System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 14 speakers (including two 6" x 9" subwoofers), 600 watts of power and 12-channel amplifier (requires Technology Package)
- THX II Certified 5.1 Surround Audio System with AM/FM stereo/single-CD/DVD/Jukebox, MP3 capability, 14 speakers (including two 6" x 9" subwoofers), 600 watts of power and 12-channel amplifier (requires Navigation Package)

AVAILABLE CUSTOM ACCESSORIES

- Dual INViSION™ DVD Headrests³
- Blaupunkt® amplifier/subwoofer³
- Garmin® nüvi® Portable Navigation System³
- Katzkin® Leather seat covers³
- Wiper Shaker³
- Skyway SmartAlert™³
- Remote start systems
- Vehicle security system
- Ashcup/coin holder/Smoker's Pack
- 18" polished-aluminum wheels
- Splash guards³
- Cargo management systems
- Standard or large soft cargo organizer⁴
- Interior cargo area protector
- Soft-sided cooler
- Interior cargo net
- Premium carpeted floor mats
- All-weather floor mats
- Wheel locks
- Side window deflectors
- Moonroof deflector

To learn more about Lincoln Accessories and to buy them online, visit lincolnaccessories.com.

¹Always wear your safety belt and secure children in the rear seat. ²Not available with Sport Appearance Package. Requires Technology Package or Navigation Package. ³Lincoln Licensed Accessories. ⁴Late availability.

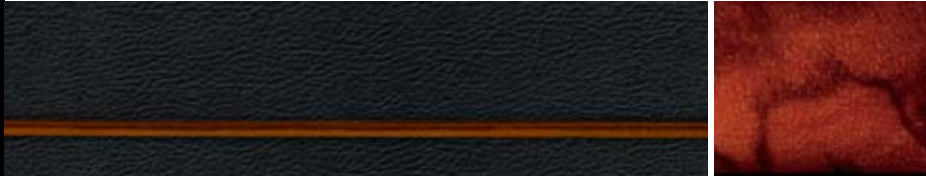


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MKZ | TRIM

Dark Charcoal Leather trim is available with all exterior colors



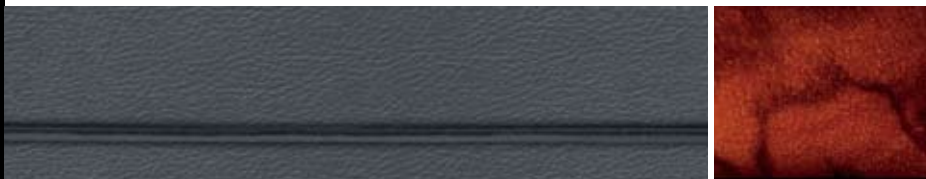
DARK CHARCOAL LEATHER WITH DARK RUST PIPING | WALNUT SWIRL WOOD

Light Camel Leather trim is available with:
Sangria Red
Smokestone
Tuxedo Black
Sterling Grey
Atlantis Green
White Platinum Tri-Coat



LIGHT CAMEL LEATHER WITH AGATE PIPING | OLIVE ASH WOOD

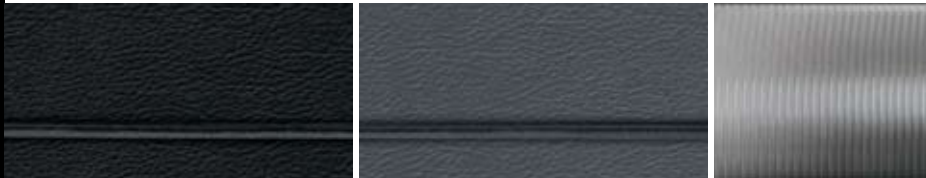
Steel Grey Leather trim is available with:
Tuxedo Black
Sterling Grey
Brilliant Silver
White Platinum Tri-Coat



STEEL GREY LEATHER WITH STERLING PIPING | WALNUT SWIRL WOOD

Dark Charcoal Leather trim is available with all exterior colors

Steel Grey Leather trim is available with:
Tuxedo Black
Sterling Grey
Brilliant Silver
White Platinum Tri-Coat



DARK CHARCOAL OR STEEL GREY LEATHER WITH PIPING | ALUMINUM TRIM

Sport Appearance Package is offered with:
Sangria Red
Tuxedo Black
Sterling Grey
Brilliant Silver
White Platinum Tri-Coat



DARK CHARCOAL OR STEEL GREY LEATHER WITH CASHMERE-COLORED PIPING AND TUXEDO SEAM | ALUMINUM TRIM



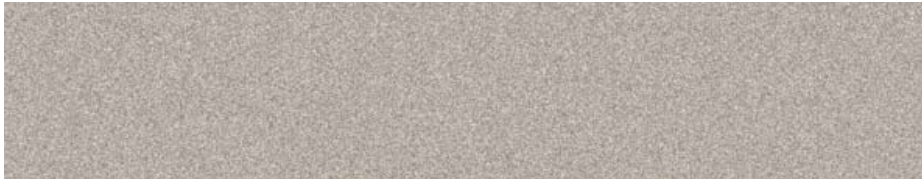
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MKZ | COLOR



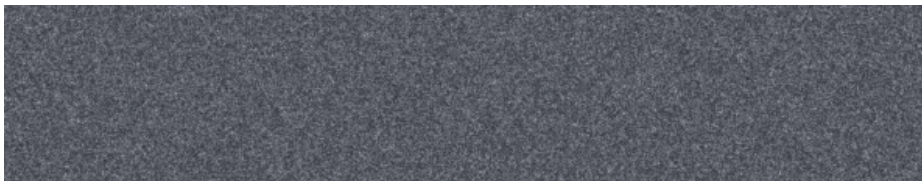
SANGRIA RED METALLIC



SMOKESTONE METALLIC



TUXEDO BLACK METALLIC



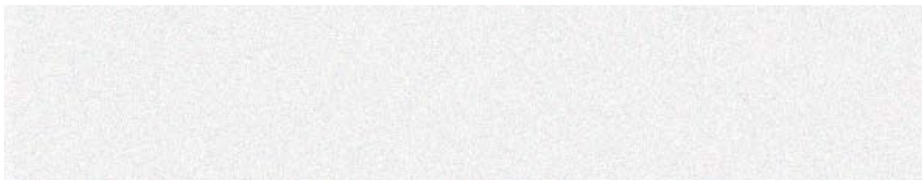
STERLING GREY METALLIC



ATLANTIS GREEN METALLIC



BRILLIANT SILVER METALLIC



WHITE PLATINUM METALLIC TRI-COAT¹

Lincoln uses clearcoat paint for beauty and protection. Colors are representative only.

¹Additional cost.



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WHEELS



Top to bottom:

17" 9-SPOKE CHROME-CLAD ALUMINUM | OPTIONAL

17" 9-SPOKE MACHINED-ALUMINUM WITH PAINTED POCKETS | STANDARD

18" 10-SPOKE POLISHED-ALUMINUM | SPORT APPEARANCE PACKAGE

FORD CREDIT Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at fordcredit.com.

FORD MOTOR COMPANY INSURANCE SERVICES Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1.877.367.3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

FORD EXTENDED SERVICE PLAN For a purchase or lease, the Ford Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for an ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.

Complimentary maintenance makes driving your Lincoln even more of a pleasure. Simply bring it to an authorized Lincoln service center, and scheduled maintenance will be performed at no charge throughout your first year of ownership or 15,000 miles, whichever comes first. Additional peace of mind comes from a 4-year/50,000-mile bumper-to-bumper New Vehicle Limited Warranty that covers repair, replacement or adjustment of parts at no additional cost, as well as a 6-year/70,000-mile powertrain limited warranty which features no deductible and is fully transferable. And Roadside Assistance for 6 years or 70,000 miles provides the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Lincoln Mercury Dealer will provide complete details on all of these privileges.

"SIRIUS," the SIRIUS dog logo, "SIRIUS Travel Link" and related marks are trademarks of SIRIUS Satellite Radio Inc.

THX, the THX logo and THX Slot Speaker are trademarks of THX Ltd., which may be registered in some jurisdictions. All rights reserved.

Garmin is a registered trademark of Garmin Ltd.

Comparisons based on 2009 competitive models (Luxury Midsize Sedan class), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Following release of this PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is the best source of up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

Genuine Lincoln Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 4-year/50,000-mile New Vehicle Limited Warranty. Contact your local Lincoln Mercury Dealer for details and a copy of the limited warranty. Lincoln Licensed Accessories (LLA) are warranted by the accessory manufacturer's warranty. Contact your Lincoln Mercury Dealer for details regarding the manufacturer's limited warranty and/or a copy of the LLA product limited warranty offered by the accessory manufacturer. Lincoln Accessories reserves the right to change product availability at any time without incurring obligation. Visit lincolnaccessories.com or see your local dealer for the most up-to-date product information and availability.