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ACTRESS ROSELYN SANCHEZ TO UNVEIL CUSTOMIZED MERCURY MILAN VOGA AT MIAMI FASHION WEEK

MIAMI, May 4, 2006 – Style seekers flocking to Miami Fashion Week® are getting a taste of Latin flavor in automotive design. During a kick-off event, Mercury will debut a customized version of its new Milan sedan – the Milan Voga – designed with Latinos in mind.

After sharing the spotlight with fashions from some of Latin America's top designers, the Milan Voga will be auctioned to benefit MANA, A National Latina Organization, committed to empowering Hispanic women. Actress Roselyn Sanchez will be on hand to represent MANA and help pull the wraps off this one-of-a-kind sedan.

"The Mercury Milan is designed for the young, savvy individualist whose personal style is shaped by fashion, new technologies, and the discovery of new and different ideas," said Mercury Brand Manager Kim Irwin. "Nuevo Latinas and Latinos are an important part of this group, and they express their individuality through these 'passion points.' Sponsoring Miami Fashion Week provides Mercury with an ideal opportunity to connect with fashion-savvy Hispanic consumers as well as giving back to the community."

Miami Fashion Week – *Mucho Por Descubrir*

Mercury is the official automotive sponsor of the 8th annual Miami Fashion Week. The premiere fashion event brings top designers from Latin America to Florida to preview their spring 2007 collections. Mercury's sponsorship includes hosting a kick-off event and fashion show with Harper's Bazaar en Espanol at The Fifth in South Beach.

Mercury also has teamed with Terra.com to sponsor the official website for Miami Fashion Week. Fashion fans can visit <http://www.terra.com/mujer/miamifashionweek2006/> for a close-up look at the week's events. This is the sixth year that Terra.com, the top U.S. Hispanic portal, has partnered with Miami Fashion Week. The event runs from May 6 through May 9.

Throughout the week, promotions will be taking place for the Mercury Milan Fashion Sweepstakes, a national online contest that will award shopping sprees to participants who register at www.mercuryfashion.com or www.estilomercury.com. Mercury will give away up to \$5,000 in prizes with 13 weekly drawings of \$100, a \$700 First Prize and a \$3,000 Grand Prize Visa Check Card.

One of a Kind – Mercury Milan Voga

Already known for its sophisticated flair and distinctive good looks, the stylish Milan has been specially customized to capture the spirit of the Hispanic culture. As its name suggests, the Milan Voga is designed for consumers who are looking for a vehicle that is undeniably en vogue.

"To customize the Milan Voga for this style-conscious customer, I wanted to communicate a sense of Miami's passion and flair," said designer Camilo Pardo, who developed the vehicle as part of Mercury's sponsorship of Miami Fashion Week. "From its sleek, lowered stance to its unique palette – featuring a metallic Mar Azul exterior and rich Arena interior – the Milan Voga signals confidence and style."

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Pardo worked with Ford Motor Company's design team to create a complete style makeover for this special-edition Milan. Aftermarket specialists 3D Carbon, who have designed numerous customized vehicles featured at SEMA (Specialty Equipment Market Association) events every year, also lent their expertise. They teamed with Pardo to address the vehicle with special aerodynamic details including the addition of a front air dam, as well as a side skirt that continues around the body of the rear bumper, a rear spoiler on the decklid and one on the backlight.

Plenty of brightwork accents Milan Voga's cool metallic blue hue. Special 20-inch polished aluminum wheels add to the Milan Voga's sporty presence, and modified polished dual exhaust tips complete the rear. A stunning high-polished stainless steel roof panel introduces even more drama.

Inside, the Milan Voga is a study in contrasts. Metallic detail on the IP brings in the exterior Mar Azul palette, highlighted with polished chrome accents. The car's distinctive black environment also is off-set by Arena, or sand-colored, leather seating accented with Mar Azul stitching detail. The custom Voga insignia is stitched into the seats and onto the floor mats.

Pardo is the designer of the critically acclaimed Ford GT supercar. In addition to his work in automotive design, he is also an accomplished fashion and furniture designer. Twelve of his Mercury-themed clothing designs – including two inspired by his work on the Milan Voga – are being featured at Miami Fashion Week. Pardo's modern furniture line, also featuring Mercury cues, will be on display during the event.

Milan Voga Charity Auction Gives Back to the Community

All proceeds from the auction of Mercury's Milan Voga will benefit MANA, the largest national pan-American membership organization to empower and improve the lives of Latinas through leadership development, community service and advocacy. Members of MANA include female professionals, homemakers and college students who align with a group of consumers that Mercury calls "Nueva Latinas" – youthful, bicultural Hispanic women. All proceeds from the online auction will be distributed in the form of Mercury scholarships and funding programs for MANA's affiliates in key Hispanic markets.

Consumers can pre-qualify for the online auction of Milan Voga by visiting www.ebay.com/milan. The auction will officially commence on June 13 and will run for 10 days.

Actress Roselyn Sanchez, star of TV's hit series "Without a Trace," is teaming with Mercury to support the auction program and MANA. Sanchez will personally deliver the Mercury Milan Voga to the winning bidder.

"We applaud Mercury for supporting the advancement of Latinas through this generous donation to MANA," said Alma Morales Riojas, National President and CEO of MANA. "Our mission to empower Hispanic women in this country is only possible when companies like Mercury have the vision and commitment to give back to the community."

"We're pleased to be able to donate proceeds from our Mercury Milan Voga auction to support MANA and the Hispanic community," said Irwin.

About Mercury

Mercury is a brand of Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. With about 300,000 employees and 108 plants worldwide, the company's core and affiliated automotive brands also include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, and Volvo. Its automotive-related services include Ford Motor Credit Company. For more information regarding Ford's products, please visit www.fordvehicles.com.

About MANA

MANA, A National Latina Organization, is a nonprofit, advocacy organization headquartered in Washington, D.C. With chapters across the country, it is the oldest National Latina membership organization in the United States. MANA, whose mission is to empower Latinas through leadership development, community service and advocacy, envisions a national community of informed Latina activists working to improve the quality of life for all Hispanics. MANA also has the only national young Latina's mentoring program for girls 11 to 17, "HERMANITAS®." It brings more than 100 girls to Washington, D.C. to a summer institute that includes a briefing at the White House and a visit to the girls' Congressional representatives. Information on MANA can be obtained at: www.hermana.org or by sending e-mail to hermana2@aol.com.

About Roselyn Sanchez

Roselyn Sanchez is a multi-talented performer who has established herself as a leading actress in Hollywood. Sanchez first graced the big screen in New Line's blockbuster hit "Rush Hour 2" starring opposite Chris Tucker and Jackie Chan, and has also has leading roles in "Basic," "Chasing Papi" and "Boat Trip." In 2003, she released her debut music CD entitled "Borinqueña," in which she was nominated for a Latin Grammy for the single "Amor Amor." In addition to acting and singing, Sanchez is

an entrepreneur, a business partner and spokesperson for a line of hair care products aimed at the Latina community called Activate. She can currently be seen on the hit CBS television series "Without a Trace."

About Miami Fashion Week

Beth Sobol, of Sobol Fashion Productions, Inc., founded Miami Fashion Week in 1999 to provide a forum offering international exposure for designers from Latin America. During the past seven years, it has developed into one of the world's premier fashion events spotlighting designers from Europe, USA, Canada, the Caribbean and Asia as well as the largest showcase of Latin American design talent in the United States. Miami Fashion Week is open to the public. For advance ticket sales, schedules, press and buyers' registration, discounted hotel reservations and further information, please visit www.miamifashionweek.com.

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