

PINPOINT
THE RIGHT CANDIDATE



Inside

Home

New Car News

Archive

Makes and Models

Auto Show

Calendar

Auto Links

Auto Headlines

Ads by Google

Forums

New! Car Talk

Recent Model
Overviews

2007 Volvo XC90
2007 Volvo S60
2007 Volvo C70
2007 Volkswagen Eos
2007 Jeep Patriot
2006 Volkswagen Polo
GTI
2006 Volvo XC90
2006 BMW M5
2007 Ford Explorer
Sport Trac
2006 Toyota Tacoma
2007 Toyota Yaris
2006 Toyota Sequoia
2006 Toyota RAV4 SUV
2005 Chevrolet
Corvette
2006 Toyota Prius
2006 Toyota Land
Cruiser
2006 Toyota
Highlander Hybrid
2005 Cadillac CTS-V
2006 Toyota
Highlander
2006 Toyota Corolla
2006 Toyota Camry
Solara
2005 Toyota Avalon

[Lincoln-Mercury](#) - Actress Roselyn Sanchez to Unveil Customized New Mercury Milan Voga at Miami Fashion Week

Posted by [admin](#) on 2006/5/5 10:05:20 (134 reads)

Actress Roselyn Sanchez to Unveil Customized New Mercury Milan Voga at Miami Fashion Week

* Mercury-sponsored Miami Fashion Week(R) events to showcase fashions from more than 30 Latin American designers. The five-day event is expected to draw more than 5,000 style seekers and fashionistas.

MIAMI, May 4 /PRNewswire/ -- Style seekers flocking to Miami Fashion Week(R) 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.



New Mercury Milan

Ads by Goooooogle

Trends From "The OC"
Browse "The OC" store & find out what's coming up next on the show.
www.starbrand.tv/theoc

Shop New Fashions For Her
Save 20% through 5/18.
Use code SPRING at checkout to save.
www.Bloomingdales.com

Hispanic Community Banks
Emerging Financial Markets Build Strong Hispanic Communities
www.hispanicbankmarketing.com

April Jestings, Model
April Jestings, Professional Model, great portfolio
www.apriljestings.com

Fashion Trends
Your Guide to LA Great Shopping Stores, Malls, Boutiques & More
www.LA.com



What's it Worth? Free car trade-in quote. [Click Here!](#)



Advertise Here!

Join Casale Media and start serving ads today!

Cell Phone Observer .

Recent Auto News

2005 Pontiac Vibe
 2005 Buick Rainier
 2005 Chevrolet Malibu and Malibu Maxx
 2005 Mazda3
 2005 Mazda6 Sports Sedan, 5-Door And Sport Wagon
 2005 Mazda B-Series
 2005 Lincoln Town Car
 2005 Mercury Sable

Ads by Goooooogle

Advertise on this site

Find Cleveland Autos

Search Listings-Find New & Used Cars! Great Deals at cleveland.com
cleveland.com/Autos

New Mercury Montego

Radical Approach to New Car Buying. Competing Bids from Dealers in Area
DealersCompeteYouWin.com

Find Local Honda Dealers

Find Honda dealers & compare prices before you buy. Get your car quote.
AutoDiscountGroup.com

- Jaguar XK Leads in Traffic Safety with Deployable Bonnet (2006/5/10)
- New Opel Antara Targets European Growth Market (2006/5/10)
- Double Award Success for Double Charging – "Best New Engine of 2006" in Volkswagen Golf GT (2006/5/10)
- Mustang Drives Performance Parts To Record Pace (2006/5/10)
- Siemens VDO Presents the Next Generation of Head-Up Displays (2006/5/10)
- AAA-Sponsored Nextel Cup Series Car to Feature Special Paint Scheme During "Neighborhood Excellence 400" at Dover International Speedway (2006/5/10)
- General Motors Europe and Renault Pursue Cooperation on LCVs (2006/5/10)
- Land Rover Aims To 'Go Beyond' TV Ads to Reach Tech-Savvy Customers (2006/5/10)
- Toyota Reports Record Year-End Results (2006/5/10)
- Every 2006 Isuzu Recognized for Low Cost by Intellichoice (2006/5/10)
- Maiwald and Parsnow Set New Record During Seventh Annual Clevite Engine Builder Showdown (2006/5/10)
- Cummins Launches Global Branding Initiative (2006/5/10)
- Bull Market Report Updates Outlooks On Auto Suppliers (2006/5/10)
- DaimlerChrysler Awards Minority Supplier Diversity Recognitions to Outstanding Performers (2006/5/10)
- Bosch Establishes ABS Manufacturing Facility in Brazil Due To Increasing Acceptance of ABS in Mercosul (2006/5/10)
- SIRIUS Satellite Radio Introduces Sportster4 Plug & Play Radio (2006/5/10)
- Biotechnology Breakthroughs Can Help Drivers Reduce Fuel Costs (2006/5/10)
- Technological Advancements See Eastern European Road User Charging Markets Shift into



Login

Username:

Password:

Lost Password?

Register now!

Site Info

Webmasters



admin



Recommend Us

Who's Online

80 user(s) are online (40 user(s) are browsing **New Car News**)

Members: 0
 Guests: 80

more...

* Miami Fashion Week marks debut of customized 2006 Mercury Milan Voga designed with the Nuevo Latino in mind by Ford GT40 designer Camilo Pardo. Pardo also will be among the featured designers, showing his Mercury line of fashions.

* Mercury to auction customized Milan Voga online to benefit MANA, A National Latina Organization, committed to empowering Hispanic women.

* Bidders can visit <http://www.Ebay.com/Milan> from June 13 until June 23, 2006 to participate in the online auction of the one-of-a-kind Mercury Milan Voga.

"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 <http://www.mercuryfashion.com/> or <http://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."

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 Vega -- are being featured at Miami Fashion Week. Pardo's modern furniture line, also featuring Mercury cues, will be on display during the event.

Milan Vega Charity Auction Gives Back to the Community

All proceeds from the auction of Mercury's Milan Vega 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 Vega by visiting <http://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 Vega 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 Vega auction to support MANA and the Hispanic community," said Irwin.

Source: Mercury



A New Car For \$550
Get a new car for \$550. All makes and models.
www.icarfinder.com/
Ads by Google - [Advertise on this site](#)

» [More Auto News](#)

News Topics:

[Industry](#) | [Manufacturing](#) | [Fuel](#) | [Consumer](#) | [Acura](#) | [Alfa](#) | [Aston Martin](#) | [Audi](#) | [Bentley](#) | [BMW](#) | [Buick](#) | [Cadillac](#) | [Chevrolet](#) | [Chrysler](#) | [DaimlerChrysler](#) | [Dodge](#) | [Fiat](#) | [Ford](#) | [GM](#) | [Honda](#) | [Hyundai](#) | [Infiniti](#) | [Isuzu](#) | [Jaguar](#) | [Jeep](#) | [Kia](#) | [Lancia](#) | [Land Rover](#) | [Lexus](#) | [Lincoln-Mercury](#) | [Lotus](#) | [Maserati and Ferrari](#) | [Maybach](#) | [Mazda](#) | [Mercedes-Benz](#) | [Mini](#) | [Mitsubishi](#) | [Nissan](#) | [Opel/Vauxhall](#) | [Peugeot](#) | [Pontiac](#) | [Porsche](#) | [Renault](#) | [Rolls-Royce](#) | [Rover](#) | [Saab](#) | [Saturn](#) | [Scion](#) | [Seat](#) | [Skoda](#) | [Smart](#) | [Subaru](#) | [Suzuki](#) | [Toyota](#) | [Volkswagen](#) | [Volvo](#)

Advertising

Choose Your Make!

- [A car when you need it, where you need it. Enterprise-Rent-A-Car.](#)
- [Cheap Tickets Cars. Low Prices. More Choices. Guaranteed.](#)
- [Give DriversEd.com a Free Test Drive, Win an iPod!](#)
- [Free Shipping on Orders of car parts over \\$100](#)

Top Auto News

[Top Gear](#) (2006/5/10)

◦ [BorgWarner to Showcase Active All-Wheel Drive Technologies and Controls and Development Capabilities at Vehicle Dynamics Expo](#) (2006/5/10)

◦ [Nationally, Auto Theft on Pace for Second Straight Year of Declines](#) (2006/5/10)

◦ [DaimlerChrysler Receives 2006 R. Gene Richter Award for Leadership and Innovation in Supply Management](#) (2006/5/10)

◦ [Hella Wins Automotive Engineering International Tech Award](#) (2006/5/10)

◦ [Pennsylvania Governor Rendell to Announce Major Alternative Fuels Initiative](#) (2006/5/10)

◦ [Toyota and NBC Team Up on NFL Sunday Night Football](#) (2006/5/10)

◦ [Chicago to Host Launch of National 'Click It or Ticket' Seat Belt Crackdown](#) (2006/5/10)

◦ [DaimlerChrysler Committed To Excellence in Global Purchasing, Strong Partnerships with Top-Performing Suppliers](#) (2006/5/10)

◦ [Johnson Controls Named as General Motors Supplier of the Year for Its Outstanding Business Performance During 2005](#) (2006/5/10)

◦ [Disney/Pixar's 'CARS' Premiere at Lowe's Motor Speedway Is a Complete Sell-Out Nearly One Month Before the Event](#) (2006/5/10)

◦ [Piero Longhi & Maurizio Imerito Were 2nd Overall and 1st of Group N of Italian Rally Championship](#) (2006/5/10)

◦ [General Motors TV Ads Tell Story of 'Same Company, New Tune'](#) (2006/5/10)

◦ [New Era of Automotive Journalism Begins With Launch of Winding Road Digital Magazine](#) (2006/5/10)

◦ [2006 To Be Another Outstanding Year For Cummins, Chairman Tells Shareholders](#) (2006/5/10)

◦ [Race Car Driving is a Dream Job for Many Student Auto Techs, but a Hands-On Job Ranks Highest Overall](#) (2006/5/10)

◦ [Nissan Z Finishes 3rd after](#)