

2004 AVIATOR




LINCOLN



Shown on cover: Aviator Ultimate in Black with available 17" chrome aluminum wheels and roof-rail crossbars.

THERE ARE THOSE WHO TRAVEL, AND THOSE WHO TRAVEL WELL.

T H E H E A R T O F A N A T H L E T E .



THE SOUL OF A LINCOLN To create a sanctuary of craftsmanship and comfort, Lincoln utilizes the finest materials from around the world. Distinct lines and satin-nickel details mark Aviator's control panel and center console-mounted shifter with sophistication and elegance. American walnut burl wood adds a rich, traditional accent. Standard accommodations seat 6 people and include glove-soft, perforated leather-trimmed captain's chairs in the 1st and 2nd rows. To increase capacity to 7 passengers, choose the available 40/20/40 leather-trimmed split-bench seat for the 2nd row. It's a feature that no other vehicle in the class* offers. The 2nd- and 3rd-row seats fold down when they're not needed to provide exceptionally useful cargo space.



IMPRESSIVE MUSCLE Supremely versatile, highly refined and exceedingly capable, Aviator possesses all the elegance and amenities of a world-class automobile. The all-aluminum 4.6L DOHC 32-valve V-8 pumps out 302 hp and 300 lb.-ft. of torque. Pass with confidence, tow up to 7100 lbs.** or just enjoy the rush. Since 90 percent of peak torque is available at only 2000 rpm, Aviator excels at towing and off-the-line acceleration. An aluminum intake manifold with variable-length runners and aluminum 4-valve heads optimizes airflow at all engine speeds for improved performance.

*Midsize Premium SUV. **AWD with available Class III/IV Trailer Towing Package, when properly equipped. †Remember 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.

EMPOWERING AGILITY Aviator's sport-tuned 4-wheel independent suspension delivers a luxurious ride and crisp, agile handling that keeps you fully in touch with the road. At low speeds, variable-assist rack-and-pinion steering makes Aviator easy to steer into parallel parking spaces. At highway speeds, the assist rate changes for more precise response, inspiring confidence with every turn of the wood- and leather-trimmed steering wheel. In slippery conditions, Aviator's available Roll Stability Control adjusts braking, traction control and engine output to better follow the driver's steering input. Gyroscopic sensors help the driver maintain control during an obstacle-avoidance maneuver and reduce the likelihood of a rollover event.†

FOR MORE INFORMATION, PLEASE VISIT
WWW.LINCOLN.COM
 OR DETACH AND MAIL THIS CARD.

First Name _____ Middle Initial _____ Last Name _____

Address _____

City _____ State _____ ZIP _____

Telephone _____

1. I am interested in: Aviator Lincoln LS Navigator Town Car

2. I am looking to purchase or lease a new vehicle in:
 0-30 days 1-3 months 4-6 months 7-12 months more than 1 year

3. Vehicles currently in my household:
 Year (e.g., 2002) _____ Make (e.g., Lincoln) _____ Model (e.g., Navigator)
 Year (e.g., 2002) _____ Make (e.g., Lincoln) _____ Model (e.g., Navigator)

4. Yes, I'd like to receive product information or special offers from Lincoln via e-mail.
 E-mail address: _____

5. What is most important to you in selecting your next vehicle? (Select one)
 Safety Performance Styling Price

PC04AV #UDD623



KEY AVIATOR STANDARD EQUIPMENT

LUXURY

PERFORMANCE

Brakes - power 4-wheel disc with Anti-lock Brake System, Electronic Brake Force Distribution and Brake Assist

Cooling System - fail-safe

Engine - 4.6L DOHC 32-valve V-8

Suspension - front: independent Short- and Long-Arm (SLA) with coil springs, shock absorbers and stabilizer bar; rear: independent SLA with toe link, coil springs, shock absorbers and stabilizer bar

Transmission - 5-speed electronic automatic with overdrive

INTERIOR

Audio - Premium AM/FM stereo/cassette/CD player

Climate Control - Dual-zone Electronic Automatic Temperature Control with secondary steering wheel-mounted controls and auxiliary controls for rear passengers

Seats - 1st row: leather-trimmed low-back bucket seats, power 6-way seats with power lumbar support; 2nd row: leather-trimmed low-back fold-down bucket seats with easy entry to 3rd row; 3rd row: 60/40 fold-into-floor split-bench seat with 2-way adjustable head restraints

EXTERIOR

Fog Lamps

Glass - privacy in rear doors, rear quarter windows and liftgate; solar-tinted in front doors and windshield; laminated side-door

Headlamps - halogen

Mirrors - color-keyed, dual power, heated with security approach lamps, integrated turn signal indicators and memory feature

Running Boards - integrated and accent-colored

SAFETY/SECURITY

Airbags¹ - dual-stage driver and front-passenger; side-curtain airbags as part of the Safety Canopy™ System

Personal Safety SystemTM - including dual-stage front airbags with front crash severity sensor, sensors to detect front safety belt usage and driver's-seat position, front safety belt pretensioners and energy-management retractors

Remote Keyless Entry - with driver's-door keypad

Safety Canopy System - 1st- and 2nd-row side-curtain airbags and rollover sensors

SecuriLock[®] - passive anti-theft system

Tire Pressure Monitoring System² - with message center alert and indicator light

INSTRUMENTATION/DRIVER CONTROL

HomeLink[®] Universal Transceiver³ - located in overhead console

Power-Adjustable Pedals - with memory

Rear Park Assist - integrated in rear bumper

Steering Wheel - tilt, leather- and wood-trimmed with audio, climate and speed controls

ULTIMATE

In addition to or in place of equipment on Luxury:

Audio - Audiophile AM/FM stereo system with 6-disc in-dash CD player, Sirius Satellite Radio capable

Headlamps - High-Intensity Discharge (HID)

Heated and Cooled Seats - driver and front-passenger with 5 settings

AVAILABLE EQUIPMENT

LUXURY

ULTIMATE

- ● **Roll Stability Control** - Electronic Stability Enhancement System
- ● **All-Wheel Drive**
- **S Audio** - Audiophile AM/FM stereo system with 6-disc in-dash CD player, Sirius Satellite Radio capable
- **Audio/Navigation** - Lincoln Soundmark™ THX®-Certified Audio System (late availability) including voice-activated, touch-screen DVD/Satellite Navigation System and 6-disc in-dash CD player, Sirius Satellite Radio capable
- ● **Power Moonroof**
- ● **Rear-Seat Entertainment System** - includes 2nd-row overhead DVD player with infrared remote, flip-down 7" color LCD screen and 2 sets of wireless headphones
- ● **Seats** - 2nd-row 40/20/40 split-fold bench with premium leather trim
- ● **Trailer Tow Package** - includes frame-mounted Class III/IV hitch receiver and 7-pin wiring harness (AWD only; 4x2 late availability)

S=Standard ●=Optional

COLORS⁴



BLACK



MINERAL GREY METALLIC



SILVER BIRCH METALLIC



LIGHT FRENCH SILK METALLIC



DARK BLUE PEARL METALLIC



VIVID RED METALLIC



CERAMIC WHITE TRI-COAT (additional cost)

¹Always wear your safety belt and secure children in the rear seat. ²Excludes steel spare. ³HomeLink is a registered trademark of Johnson Controls. ⁴Colors are representative only. Following the publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

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