

LS 2004




LINCOLN

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P E R F O R M A N C E, M E E T L U X U R Y.



EMBRACE THE CORNERS With its near 50/50 front-to-rear weight distribution, rear-wheel drive configuration and 4-wheel independent suspension (sport-tuned on LS V-8 Sport and Ultimate with 17" wheels), Lincoln LS possesses significant road-holding prowess. A ZF Servotronic steering system provides incredibly precise steering response, while anti-lift geometry in the rear inspires confidence by actually pulling the vehicle down toward the road should you need to brake suddenly at high speed. So feel free to hug the corners and share the LS embrace. Again and again.

EFFORTLESS POWER Performance that inspires. Comfort that embraces. Power that responds. That's Lincoln LS. To add every ounce of pleasure to the act of driving, Lincoln engineers have extracted every measure of power from its 2 impressive engines. 280 hp and 286 lb.-ft. of torque flow freely from the 3.9L 32-valve V-8, while the 3.0L 24-valve V-6 lays down 232 hp and 220 lb.-ft. of torque. With a flat torque curve that kicks in at low rpm, acceleration with either engine is effortless and immediate. To shave weight, both engine blocks are crafted with the patented Cosworth casting process, which yields a lightweight, durable and highly efficient powerplant. For the V-8, all-aluminum construction helps it stay extra lean.

THE FINEST THINGS In Lincoln LS, driving is serious business. Precisely why we've made driver and passengers as comfortable as possible for the ride. Available heated and cooled driver and front-passenger seats provide optimum comfort. Heated rear seats can be ordered with this option to indulge rear-seat passengers. On V-8 Ultimate, shown at left, rich American walnut burl wood trim graces the steering wheel, shift knob, instrument panel and door-trim panels. For the ultimate in audio performance and turn-by-turn voice guidance, a Lincoln Soundmark™ THX®-Certified Car Audio System with integrated voice-activated touch-screen Navigation System is available.



Above: Lincoln LS V-8 Ultimate with American walnut burl wood trim accents. Shown with available Lincoln Soundmark™ THX®-Certified Car Audio/Navigation System. Shown on cover: Lincoln LS V-8 Ultimate in Black.

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

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.
 Email address: _____

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

LM04PCLIS A0002689



KEY LS STANDARD EQUIPMENT

V-6 LUXURY

PERFORMANCE

All-Speed Traction Control

Brakes - power, vented 4-wheel disc anti-lock

Cooling System - fail-safe

Engine - 3.0L DOHC 24-valve V-6 with variable-cam timing and electronic throttle control

Suspension - independent aluminum SLA with coil spring-over-shock, stabilizer bars and anti-dive/anti-lift geometry

Transmission - 5-speed electronic automatic

INTERIOR

Audio - premium dual-media AM/FM stereo/cassette/CD player with 80 watts and 4 speakers

Climate Control - Dual-zone Electronic Automatic Temperature Control

Interior Accents - black-lacquer

Instrument Control Panel - satin-nickel finish

Seats - leather-trimmed, power 8-way driver and 6-way front-passenger with manual lumbar; 60/40 split-fold rear

SAFETY/SECURITY

Airbags¹ - driver and front-passenger dual-stage front, side-impact with head/chest protection

Personal Safety SystemTM - including 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

SecuriLock[®] - passive anti-theft system

INSTRUMENTATION/DRIVER CONTROL

Power-Adjustable Pedals

Steering Wheel - power tilt/telescopic, leather-wrapped with audio and speed controls

V-6 PREMIUM

In addition to or in place of equipment on V-6 Luxury:

Audio - Soundmark[™] Audiophile AM/FM stereo with 6-disc in-dash CD player, Sirius Satellite Radio capable

HomeLink[®] Universal Transceiver

Interior Accents - American walnut burl wood trim

Mirrors - auto-dimming driver's-side

Power-Adjustable Pedals - with memory

Rearview Mirror - electrochromic (auto-dimming)

V-8 SPORT

In addition to or in place of equipment on V-6 Premium:

Engine - 3.9L DOHC 32-valve V-8 with variable-cam timing and electronic throttle control

Interior Accents - aluminum, including leather-wrapped steering wheel and shift knob

Suspension - sport-tuned

Transmission - 5-speed SelectShift Automatic[™] with manual gear-selection mode

V-8 ULTIMATE

In addition to or in place of equipment on V-8 Sport:

AdvanceTrac[®] - Electronic Stability Enhancement System

Heated and Cooled Seats - perforated leather-trimmed driver and front-passenger

Interior Accents - American walnut burl wood trim on leather-wrapped steering wheel and shift knob

Power Moonroof

AVAILABLE EQUIPMENT

V-6 LUXURY

V-6 PREMIUM

V-8 SPORT

V-8 ULTIMATE

○ ○ ○ **S AdvanceTrac** - Electronic Stability Enhancement System

○ ○ ○ **Audio/Navigation** - Soundmark THX[®]-Certified Car Audio System, including touch-screen DVD/Satellite Navigation System and 6-disc in-dash CD player

○ ○ ○ **Headlamps** - High-Intensity Discharge

○ ○ **S Heated and Cooled Seats** - perforated leather-trimmed driver and front-passenger

○ ○ ○ **Heated Rear Seats** - requires heated/cooled front seats

○ ○ **S Power Moonroof**

○ ○ ○ ○ **Safety and Parking Package** - includes side-curtain airbags and Rear Park Assist

S=Standard ○=Optional

COLORS



BLACK



CHARCOAL GREY METALLIC



SILVER BIRCH METALLIC



LIGHT FRENCH SILK METALLIC



TRUE BLUE METALLIC



MEDIUM STEEL BLUE METALLIC



LIGHT TUNDRA METALLIC



CASHMERE TRI-COAT (additional cost)



AUTUMN RED METALLIC



CERAMIC WHITE TRI-COAT (additional cost)



VIVID RED METALLIC

¹Always wear your safety belt and secure children in the rear seat. [®]HomeLink is a registered trademark of Johnson Controls. 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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