

TOWN CAR 2004




LINCOLN



Above: Town Car Ultimate leather-trimmed interior in Light Parchment.
Shown on cover: Town Car Ultimate in Cashmere Tri-Coat.

A M A S T E R P I E C E O F R E F I N E D L U X U R Y .



UNCOMPROMISING SURROUNDINGS, GENEROUS SPACE To deliver on the highest of expectations, Lincoln utilizes the finest materials to create a sanctuary of craftsmanship and comfort. The cushioned seats deliver a perfect balance of armchair ease and optimum support, with seating areas trimmed in glove-soft premium leather. American walnut burl trim adds a rich, traditional accent. White interior lighting offers crisp, clear views and creates an elegant ambience. And the crowning touch, in its polished satin-nickel setting, is the Lincoln timepiece in the center of the instrument panel.



A POWERFUL CLOSE With over 21 cu. ft. of cargo space, Town Car's trunk has plenty of room for the longest vacation or the occasional shopping spree. To make loading and unloading as effortless as possible, Town Car Ultimate includes a Full-Power Trunk Lid. A touch of the key fob fully opens the trunk. Another touch closes and latches it – automatically. So whatever you choose to take with you, Town Car graciously accommodates. To further pamper you and your passengers, all Town Car models include a host of amenities, such as power-adjustable brake and accelerator pedals, a programmable keyless entry keypad and Dual-zone Electronic Automatic Temperature Control.



ON GUARD, ALL THE TIME Lincoln Town Car is honored to be the first car in its class to receive the highest government crash rating in all 5 test categories.* Thanks go to the wealth of safety features built into every Town Car. Standard dual front-seat-mounted side-impact airbags and side-intrusion door beams in all 4 doors help enhance protection in a side-impact collision. In addition, the standard Personal Safety System™ controls airbag energy-deployment levels and safety belt tension in the event of an accident. And to help you avoid a mishap, Extended Rear Park Assist works like an extra set of eyes. It alerts you with a beeping tone if the rear bumper comes within 15 feet of an object when in Reverse.

*2003 model year; government driver and passenger front and side crash tests, and Rollover Resistance rating, Full-size Luxury Cars.

FOR MORE INFORMATION, PLEASE VISIT
WWW.LINCOLNVEHICLES.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

LM04FCIC A0002691

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



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 272 ROYAL OAK MI

POSTAGE WILL BE PAID BY ADDRESSEE

LINCOLN
PO BOX 71866
MADISON HEIGHTS MI 48071-9776



KEY STANDARD EQUIPMENT

TOWN CAR SIGNATURE

PERFORMANCE

All-Speed Traction Control

Brakes - power 4-wheel disc anti-lock

Drivetrain - rear-wheel drive

Engine - 4.6L SOHC 16-valve V-8

Exhaust System - dual stainless steel

Steering - power, speed-sensitive, variable-assist rack-and-pinion

Suspension - front: Short- and Long-Arm (SLA) coil spring; rear: Watt's linkage; front and rear stabilizer bars

Transmission - 4-speed electronic automatic with overdrive

INTERIOR

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

Climate Control - Dual-zone Electronic Automatic Temperature Control

Rearview Mirror - electrochromic (auto-dimming)

Seats - premium leather-trimmed, power driver/front-passenger 8-way 40/20/40 with power lumbar supports

EXTERIOR

Mirrors - color-keyed dual power, heated with driver's-side electrochromic (auto-dimming)

Trunk - power pull-down trunk lid and low liftover height

SAFETY / SECURITY

Airbags - driver and right-front-passenger dual-stage front; side-impact with head/chest protection

Keyless Entry Keypad - driver's door-mounted

Personal Safety System™ - including front crash severity sensor, sensors to detect front outboard safety belt usage and driver's-seat position, front outboard safety belt pretensioners and energy-management retractors

Remote Keyless Entry

SecuriLock® - passive anti-theft system

INSTRUMENTATION/DRIVER CONTROL

Extended Rear Park Assist

HomeLink® Universal Transceiver²

Power-Adjustable Pedals

Power Door Locks

Power Windows - with one-touch-down driver's-side feature

Speed Control - electronic, steering wheel-mounted

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

TOWN CAR ULTIMATE

In addition to or in place of equipment on Signature:

Audio - Soundmark™ Audiophile Dual-Media AM/FM stereo system

Exterior Mirrors - with memory

Full-Power Trunk Lid - with remote open/close

Heated Front Seats

Power-Adjustable Pedals - with memory

Power Driver's Seat

Steering Wheel - wood- and leather-wrapped

TOWN CAR ULTIMATE L

In addition to or in place of equipment on Ultimate:

Rear Seat Amenities Package - including heated rear seats; illuminated cigar lighter on both rear doors; one-piece floor mat; rear-seat 4-way head restraints; folding rear-seat armrest with storage bin, tissue bin, cupholders, dual power points; duplicate audio/climate controls; duplicate front-passenger seat controls; and 6-disc trunk-mounted CD changer

AVAILABLE EQUIPMENT

SIGNATURE

ULTIMATE

ULTIMATE L

- **S Audio** - 6-disc trunk-mounted CD changer
- **Headlamps** - High-Intensity Discharge
- **Navigation System** - Lincoln voice-activated, touch-screen system with integrated Audiophile AM/FM stereo system and 6-disc in-dash CD player
- **Power Moonroof**
- **Trunk Organizer**
- **Tires** - P225/60R17 all-season white sidewall

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)



VIBRANT WHITE

¹Always wear your safety belt and secure children in the rear seat. ²HomeLink 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.