

2004 TOWN CAR



LINCOLN



Above and on cover: Town Car Ultimate in Cashmere Tri-Coat with available 17" 9-spoke chrome aluminum wheels.



A CATEGORY OF ONE.

WHAT MAKES A LINCOLN? Elegant design and exceptional luxury tempered by an inviting charm – it's a unique formula born of decades of Lincoln tradition. Town Car's confident style blends classic design cues with thoroughly contemporary lines, creating a striking form from any angle. With presence, sophistication, and a reputation that has made it an American icon, Town Car really is one of a kind. Ultimately, it defines the difference between those who simply travel, and those who Travel Well.



A MASTERPIECE OF REFINED LUXURY.



Town Car Ultimate in Silver Birch Metallic with available 17" chrome aluminum wheels and white sidewall tires.



Town Car Ultimate leather-trimmed interior in Light Parchment.



COMFORTS THE BODY.
PLEASURES THE EYE.

UNCOMPROMISING LUXURY, GENEROUS SPACE

These have always been the marks of Town Car. To deliver on the highest of expectations, Lincoln utilizes the finest materials to create a sanctuary of craftsmanship and comfort. Cushioned seats deliver just the right 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 the crowning touch, in the center of the instrument panel, is the Lincoln timepiece.



INVITING AMENITIES. PLEASING AND PRACTICAL.



POWER HEATED SEATS



OVERHEAD CONSOLE



DUAL-MEDIA SOUND SYSTEM



PERSONALIZED DRIVING Town Car is at your service with standard power 8-way front seats (heated on Ultimate and Ultimate L); power-adjustable brake and accelerator pedals; and dual power, heated exterior mirrors. Town Car Ultimate and Ultimate L add driver's-side memory to these features. You and your right-front passenger can select different temperatures with the Dual-zone Electronic Automatic Temperature Control. And steering wheel-mounted speed, audio and climate controls allow you to keep your hands on the wheel and your eyes on the road while making adjustments.

AN ELECTROCHROMIC REAR VIEW This courteous rear-view mirror dims automatically to protect your eyes at night from glaring headlamps behind you. When it no longer detects intense light, the mirror returns to normal.

ABOVE ALL Town Car's overhead console houses a wealth of convenient features. Overhead lights bathe the cabin in a clean, white light, providing an elegant ambience. Get your bearings with an electronic digital compass. Or use the HomeLink® Universal Transceiver to control up to 3 remote devices (e.g., garage door, security lighting or estate gate).

THE CHOICE IS YOURS Play either CDs or cassettes with brilliance and clarity, thanks to an easy-to-use Dual-Media sound system that's standard on Town Car Signature. A Dual-Media Soundmark™ Audiophile AM/FM stereo system, standard on Ultimate and Ultimate L, adds Digital Sound Processing, 150 watts of power, 8 Audiophile speakers and a subwoofer. A trunk-mounted 6-disc CD changer enhances this system (standard on Ultimate L, available on Ultimate).

PERSONAL GUIDANCE A voice-activated, touch-screen Navigation System understands 174 voice commands and talks back to guide you to your destination. It combines DVD mapping with Global Positioning System (GPS) satellite technology. A 6.5" color LCD screen presents high-quality graphics, while touch-screen simplicity and Map, Destination and Menu buttons make the system extremely easy to use. A rotary volume control and Audio button help you realize the full potential of the system's 6-disc in-dash CD player. Available on Town Car Ultimate and Ultimate L.





Town Car Ultimate in Silver Birch Metallic

W I D E - O P E N S P A C E S . P O W E R A C T I V A T I O N .

CLASS-LEADING TRUNK SPACE



POWER MOONROOF



FLIP-UP ARMREST



BEST-IN-CLASS HONORS With over 21 cu. ft. of cargo space, the Town Car trunk has ample room for the longest vacation or the occasional shopping spree. A built-in organizer is available to keep items upright.

A POWERFUL CLOSE To make loading and unloading as effortless as possible, Town Car Ultimate includes a Full-Power Trunk Lid (shown at left). A touch of the key fob fully opens the trunk lid; another touch closes and latches it – automatically. On Signature models, just lower the trunk lid within 1.5" of closing and a power pull-down feature latches it for you.

SUIT YOUR MOOD Bring in just the right amount of the great outdoors with an available power moonroof on Ultimate. Choose wide open for sparkling skies and gentle breezes, glass closed for tinted light and a pleasing view, or glass and shade closed to insulate you from harsh sunlight.

LOADS OF STORAGE The bi-directional front-row center armrest is double-hinged, opening toward either the driver or passenger and making it easy to retrieve stored items. Each front door also has its own bin under a flip-up armrest, and each front seatback features a map pocket for convenient storage. The rear armrest on Ultimate L has a compartment as well. And, of course, 2 front and 2 rear cupholders are readily accessible. Need to take it with you? Town Car has a place to put it.



EFFORTLESS COMMAND.

ABUNDANT POWER All 2004 Town Cars are powered by our supremely capable and reliable 4.6L SOHC V-8 engine. With 239 hp and 287 lb.-ft. of torque, it delivers smooth power whether pulling away from a stoplight or passing on the expressway. A dual-exhaust system helps keep engine sounds to a whisper.

STRAIGHT AND TRUE The Anti-lock Brake System (ABS) helps prevent wheel lockup during hard braking by electronically "pumping" the brakes several times per second, providing straighter stops and greater steering control under most driving conditions.



Town Car Ultimate in Cashmere Tri-Coat with available 17" chrome aluminum wheels and High-Intensity Discharge (HID) headlamps.

QUIET STRENGTH A full-size frame is the foundation for the legendary, hushed Town Car ride. Its rigidity and strength help make Town Car exceptionally quiet on the road. Hydroformed front frame rails optimize the location of suspension components to produce enhanced handling and precise steering.

RESPONSIVE, YET RELAXED Monotube shock absorbers react quickly for greater control, stabilizer bars help keep the body level in turns, and load-leveling rear air springs smooth out the ride. Crisp maneuvers, reduced body roll and a velvety ride are the result – all essential to the Town Car experience.

TAKE CONTROL All-Speed Traction Control helps improve traction on loose or slippery surfaces by using a combination of brake and engine control to reduce wheel spin. The system senses any loss of traction and automatically steps in to help you maintain steering control.

O N G U A R D. ADVANCED SAFETY AND SECURITY SYSTEMS.

SIDE-IMPACT AIRBAGS



SAFETY COCOON Standard dual front-seat-mounted side-impact airbags and side-intrusion door beams in all 4 doors help enhance the safety of the driver and occupants in a side-impact collision.

BENCHMARK PERFORMANCE Lincoln Town Car is the first car in its class to receive the highest government crash rating in all 5 test categories.*

INTELLIGENT PROTECTION The Personal Safety System™ controls airbag energy-deployment levels and safety belt tension in an accident – providing optimum protection for the driver and right-front passenger.

KEYLESS ENTRY KEYPAD



NO KEY REQUIRED Convenient and secure, Town Car's keyless entry keypad unlocks the door when you enter your personalized code. Or use the key fob to lock and unlock all doors, including the trunk, from up to 33 feet away.

PLEASE DON'T TOUCH The Securilock® passive anti-theft system prevents Town Car from being started without its specially coded key. A perimeter security system is armed when you remove your key from the ignition, and an alarm sounds if an unauthorized attempt is made to enter the vehicle.

POWER-ADJUSTABLE PEDALS



FEELS JUST RIGHT Every Town Car comes with power-adjustable brake and accelerator pedals. With over 2" of travel and a convenient memory feature for 2 different drivers (on Ultimate and Ultimate L), it's easy to move the pedals where you'd like them.

POWER WHEN YOU NEED IT The Battery Saver System conserves battery life by automatically turning off interior lights and headlamps after 20 minutes.

LOOKING OUT BEHIND Extended Rear Park Assist alerts you with a beeping tone if an object comes within 15 feet of the rear bumper when in Reverse.

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



Town Car Signature in Light Tundra Metallic.



Town Car Limited Edition in Cashmere Tri-Coat with Light French Silk Metallic.

TRAVEL WELL. LINCOLN TOWN CAR FOR 2004.



C O N F I D E N C E W I T H I N . T H E L I N C O L N C O M M I T M E N T .

PRECISION CRAFTED AND TESTED As you would expect in a world-class luxury car, the 2004 Lincoln Town Car is engineered and meticulously built to the highest standards. From the solidity of its structure to the fine movement of its analog clock, Town Car exhibits quality that is a product of thorough and rigorous testing.

The design of Town Car faced laboratories and proving grounds that compressed 10 years of driving into a few months' time. Next, it logged over a million miles in the hands of experienced technicians and drivers. This process fine-tuned the design to deliver rock-solid durability, as well as the essential Town Car driving experience.

PURPOSEFUL TECHNOLOGY Advanced engineering goes into every Town Car to serve the goals of comfort, convenience and safety, as well as dependability and durability. A Powertrain Electronic Controller and On-Board Diagnostics (OBD II) System monitor and store performance data for the life of your vehicle. Because of this, Lincoln certified technicians can pinpoint the cause of a technical problem almost instantly.

Town Car's 4-speed electronic automatic transmission employs an adaptive learning strategy that actually recognizes your driving style and adjusts internal pressures to provide consistent shift feel. In Town Car, function and luxury are balanced to perfection.

AT YOUR SERVICE A luxury vehicle deserves an equally superior level of support and service. We have you covered on all counts. Complimentary maintenance makes driving your Lincoln even more of a pleasure. Simply bring your Town Car to an authorized Lincoln service center, and scheduled maintenance will be performed at no charge throughout your first year of ownership or 12,000 miles, whichever comes first.

A 4-year/50,000-mile bumper-to-bumper New Vehicle Limited Warranty covers repair, replacement or adjustment of parts at no additional cost. And Roadside Assistance for the same time period provides additional peace of mind. Your Lincoln Mercury Dealer will provide complete details on all of the privileges that come with owning a Lincoln.

STANDARD LINCOLN TOWN CAR EQUIPMENT

SIGNATURE

PERFORMANCE

- All-Speed Traction Control**
- Brakes** - power 4-wheel disc anti-lock
- Cooling System** - fail-safe
- Drivetrain** - rear-wheel drive
- Engine** - 4.6L SOHC 16-valve V-8
- Exhaust System** - dual stainless steel
- Fuel Injection** - sequential multi-port
- Shock Absorbers** - nitrogen gas-pressurized monotube
- Stabilizer Bars** - front and rear
- Steering** - power, speed-sensitive, variable-assist rack-and-pinion
- Suspension** - front: Short- and Long-Arm (SLA) coil spring; rear: Watt's linkage
- Tires** - P225/60R17 all-season black sidewall
- Transmission** - 4-speed electronic automatic with overdrive

INTERIOR

- Armrest** - front-center, bi-directional/useable lid with storage
- Assist Handles** - with integrated coat hooks
- Audio** - premium Dual-Media AM/FM stereo/cassette/CD player
- Climate Control** - Dual-zone Electronic Automatic Temperature Control with secondary steering wheel-mounted controls
- Clock** - luxury analog in instrument panel
- Compass** - electronic digital in overhead console
- Cupholders** - front: 2, seat-mounted; rear: 2, armrest-mounted
- Fuel Filler Door Release** - remote on door-trim panel
- Glove Box** - lockable and illuminated
- Luggage Compartment** - carpeted with trunk-lid liner and spare-tire cover
- Map Pockets** - front seatback and door trim
- Mirror** - electrochromic (auto-dimming) rearview
- Overhead Console** - with digital compass
- Rear-Seat Climate Control Ducts**
- Scuff Plates** - full-length door
- Seats** - premium leather-trimmed, power 8-way 40/20/40 front with power lumbar supports
- Trunk-Lid Release** - remote on door-trim panel
- Visors** - with dual illuminated mirrors

EXTERIOR

- Antenna** - concealed
- Bumpers** - color-keyed with bodyside moldings
- Door Handles** - color-keyed surround with chrome
- Glass** - solar-tinted
- Grille** - Lincoln Waterfall with chrome surround
- Mirrors** - color-keyed dual power, heated with driver's-side electrochromic (auto-dimming)
- Rear-Window Defroster**
- Trunk** - power pull-down trunk lid and low liftover height
- Wheels** - 17" 14-spoke machined-aluminum
- Windshield Wipers** - interval

SAFETY/SECURITY

- Airbags** - dual-stage driver and front-passenger; side-impact with head/chest protection
- Alarm** - perimeter system
- Autolamp** - automatic on/off headlamps with delay
- Battery Saver System**
- Brake Shift Interlock**
- Keyless Entry Keypad** - driver's door-mounted
- Lamps** - cornering
- LATCH** - rear-seat lower anchors and tether anchors for child safety seats
- Lights** - door courtesy with integral reflectors
- Locks** - child safety rear-door
- 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** - with illuminated entry, theater dimming and exterior lighting (when autolamp system is engaged)
- Safety Belts** - color-keyed lap and shoulder belts for front outboard and all rear seating positions, color-keyed lap belt for front-center position
- SecuriLock®** - passive anti-theft system
- SmartLock™** - anti-lockout system

INSTRUMENTATION/DRIVER CONTROL

- Accessory Timed Delays**
- Extended Rear Park Assist**
- HomeLink® Universal Transceiver***
- Instrument Cluster** - analog with secondary digital speedometer
- Parking Brake** - automatic release
- Power-Adjustable Pedals**
- Power Door Locks** - SmartLock with auto-locking at 5 mph
- Power Windows** - with one-touch-down driver's-side feature
- Speed Control** - electronic, steering wheel-mounted
- Steering Wheel** - tilt, leather-wrapped with speed, audio and climate controls

ULTIMATE

In addition to or in place of equipment on Signature:

- Audio** - Soundmark™ Audiophile Dual-Media AM/FM stereo system with Digital Sound Processing, 150 watts, 8 Audiophile speakers and a subwoofer
- Exterior Mirrors** - with memory
- Full-Power Trunk Lid** - with remote open/close
- Heated Front Seats**
- Power-Adjustable Pedals** - with memory
- Power Driver's Seat** - with memory and easy entry and exit
- Steering Wheel** - wood- and leather-wrapped

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 fore/aft control; 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 (HID)
- **Limited Edition** - includes unique two-tone seats, unique 17" 9-spoke chrome aluminum wheels, chrome B-pillars, unique floor mats with "Limited" block lettering embroidery and "Limited" badge on C-pillars
- ○ **Navigation System** - Lincoln voice-activated, touch-screen system with integrated Audiophile AM/FM stereo system and 6-disc in-dash CD player, Sirius Satellite Radio capable
- **Power Moonroof**
- ○ ○ **Tires** - P225/60R17 all-season white sidewall
- ○ **Trunk Organizer**
- ○ **Wheels** - 17" 9-spoke chrome aluminum

S=Standard ○=Optional

DEALER ACCESSORIES

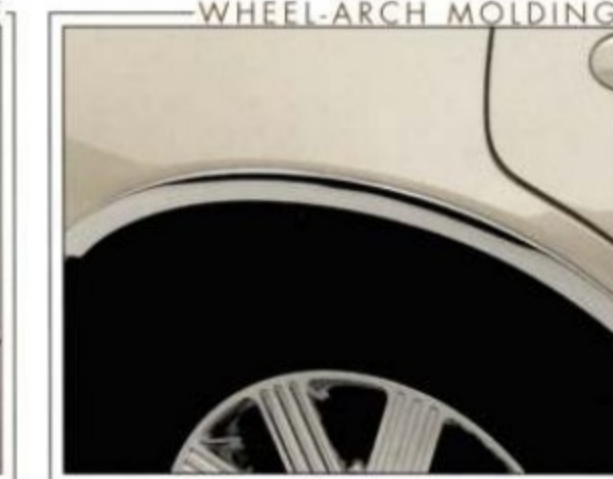
FULL-SIZE SPARE TIRE



MOBILE-EASE



WHEEL-ARCH MOLDINGS



TRUNK ORGANIZER



FULL-SIZE SPARE TIRE This complete kit includes a mounted and balanced wheel, mounting hardware and trim cover.

MOBILE-EASE HANDS-FREE COMMUNICATION SYSTEM Integrated into the audio system, Mobile-Ease features Bluetooth® technology that recognizes your Bluetooth-equipped cell phone. As long as your phone is in the vehicle, the system allows you to place and receive hands-free calls through the audio system.

WHEEL-ARCH MOLDINGS Add a chrome accent while protecting against minor door dings. Constructed of rugged thermoplastic, moldings are chrome plated for a high shine.

TRUNK ORGANIZER Made of premium-grade polyethylene, this organizer features a removable, adjustable divider system that helps separate belongings. No tools are required, it installs easily in the trunk area.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit lincolnaccessories.com.

* Always wear your safety belt and secure children in the rear seat.
† HomeLink is a registered trademark of Johnson Controls.

Ford Motor Company Insurance Services Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 877.367.3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.



Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Lincoln.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

To ensure we're offering our customers the best service possible, we proudly offer the Lincoln Personal Consultant. Just visit our Web site at Lincoln.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

Ford Extended Service Plan For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your Lincoln Mercury Dealer for an ESP backed by Ford Motor Company and honored at all Ford and Lincoln Mercury dealerships.

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.

WHEELS

- A** 17" 9-spoke chrome aluminum
Optional on Ultimate and Ultimate L
- B** 17" 9-spoke chrome aluminum
Standard on Limited Edition
- C** 17" 14-spoke machined-aluminum
Standard on Signature, Ultimate and Ultimate L



SPECIFICATIONS

DRIVETRAIN

Engine 4.6L SOHC 16-valve V-8
Layout Front engine, rear-wheel drive
Horsepower (hp @ rpm) 239 @ 4900
Torque (lb.-ft. @ rpm) 287 @ 4100
Compression Ratio 9.38:1
Transmission 4-speed electronic automatic with overdrive and lockup torque converter

Fuel Injection Sequential multi-port electronic
Ignition Coil-on-plug electronic
Exhaust Dual "H" stainless steel
Cooling System Fail-safe
Axle Ratio 3.27:1

CHASSIS

Suspension Front Independent aluminum Short- and Long-Arm (SLA) with coil springs and stabilizer bar
 Rear Watt's linkage with load-leveling air springs and stabilizer bar
Shock Absorbers Gas-pressurized hydraulic monotube
Brakes Power 4-wheel disc anti-lock
Wheels 17" 14-spoke machined-aluminum
Tires P225/60R17 all-season black sidewall

DIMENSIONS

	Front	Rear	
Headroom	39.25"	37.43"	Signature, Ultimate
	39.4"	37.4"	Ultimate L
Legroom	42.02"	42.02"	Signature, Ultimate
	41.1"	46.9"	Ultimate L
Hip Room	57.3"	58.0"	Signature, Ultimate
	57.3"	57.8"	Ultimate L
Shoulder Room	60.6"	60.3"	Signature, Ultimate
	60.6"	59.9"	Ultimate L
Curb Weight	4359-4502 lbs.		
Height	58.6"		
Length	215.4" Signature, Ultimate; 221.4" Ultimate L		
Width	78.2"		
Wheelbase	117.7" Signature, Ultimate; 123.7" Ultimate L		
Track	Front/Rear	63.4"/65.9"	
Fuel Capacity	19 gallons		
Cargo Volume (cu. ft.)	21.1		



EXTERIOR AND INTERIOR COLORS



EXTERIOR COLORS BY MODEL

- SIGNATURE/ULTIMATE
- ULTIMATE L
- LIMITED EDITION**
- ● BLACK
- ● CHARCOAL GREY METALLIC
- ● SILVER BIRCH METALLIC
- ● SILVER BIRCH METALLIC/CHARCOAL GREY METALLIC
- ● LIGHT TUNDRA METALLIC
- MEDIUM STEEL BLUE METALLIC
- TRUE BLUE METALLIC
- ● AUTUMN RED METALLIC
- VIBRANT WHITE
- ● LIGHT FRENCH SILK METALLIC
- ● CERAMIC WHITE TRI-COAT*
- ● CERAMIC WHITE TRI-COAT/LIGHT FRENCH SILK METALLIC*
- ● CASHMERE TRI-COAT*
- ● CASHMERE TRI-COAT/LIGHT FRENCH SILK METALLIC*



INTERIOR/EXTERIOR COLOR CHOICES

- DOVE
- LIGHT PARCHMENT*
- MEDIUM LIGHT STONE
- BLACK
- ● ● ● BLACK
- ● ● CHARCOAL GREY METALLIC
- ● ● SILVER BIRCH METALLIC
- ● ● SILVER BIRCH METALLIC/CHARCOAL GREY METALLIC
- ● ● LIGHT TUNDRA METALLIC
- ● ● MEDIUM STEEL BLUE METALLIC
- ● ● TRUE BLUE METALLIC
- ● ● AUTUMN RED METALLIC
- ● ● VIBRANT WHITE
- ● ● LIGHT FRENCH SILK METALLIC
- ● ● ● CERAMIC WHITE TRI-COAT*
- ● ● ● CERAMIC WHITE TRI-COAT/LIGHT FRENCH SILK METALLIC*
- ● ● ● CASHMERE TRI-COAT*
- ● ● ● CASHMERE TRI-COAT/LIGHT FRENCH SILK METALLIC*

*Additional cost.
 **With Medium Light Stone/Dark Stone two-tone interior.




LINCOLN

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