

A dark, moody photograph of a car's interior. A hand in a black leather glove is visible on the left, holding a lit match. The match's flame is positioned behind the letter 'N' of the word 'LINCOLN'. The background shows the car's dashboard and steering wheel in low light.

LINCOLN

The new LS



The new Lincoln LS.



Have a large order of twisty blacktop with extra curves and a side of Lincoln you've never seen before.

SPECIFICATIONS

- Type:** Front engine, rear-wheel drive, 5-passenger, 4-door luxury sport sedan
- Wheelbase (in.):** 114.5
- Length (in.):** 193.9
- Weight distribution, F/R:** 52/48%
- Powertrains:** 3.0-liter 24-valve V-6 with 5-speed automatic transmission or available 5-speed manual transmission
3.9-liter 32-valve V-8 with 5-speed automatic transmission
- Suspension:** Four-wheel-independent short and long arm; anti-dive geometry
- Brakes:** Four-wheel disc ABS
- Selected features:** 16-inch aluminum wheels, dual air bags and front side air bags,* All-Speed Traction Control, power leather-trimmed seats with lumbar adjustment, 60/40 split-fold rear seat, memory seats/mirrors/steering wheel, AdvanceTrac™ yaw control, SelectShift™ five-speed automatic transmission, European handling suspension with 17-inch wheels, 12-speaker audiophile sound system, CD changer (6 disc), dual heated front seats

The new Lincoln LS is scheduled to be available in early 1999. Specifications subject to change. For more information, visit www.lincolnvehicles.com or call 1 877 237-4835.

**Always wear your safety belt and secure children in the rear seat.*

 **LINCOLN**



Want more food for thought?

Return this postage-paid card for more information about Lincoln LS.

1. How many times in a year do people ask you for advice on buying a new car?

0 1 2 3 4 5 or more

2. Based on what you've seen so far, what is your impression of Lincoln LS?

POSITIVE
10 - 9 - 8 - 7 - 6 - 5 - 4 - 3 - 2 - 1

NEGATIVE

3. What vehicle do you currently drive?

MAKE _____ MODEL _____ YEAR _____

1 New 2 Used

If the vehicle is leased, what is the lease end date?

____ / ____

MONTH YEAR

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

4. If you were shopping for a new car, which three features would have the most impact on your decision to consider Lincoln LS? Please rank them with 1 being the most important.

A ___ handling F ___ styling
B ___ power G ___ safety
C ___ comfort H ___ other _____
D ___ quality/reliability
E ___ luxury amenities

5. Are you over the age of 21?

1 Yes 2 No

6. Generally, how would you prefer to receive information from us?


1 Posted mail 2 E-mail

E-mail address _____

LS9BR1

The new Lincoln LS. What a luxury car should be.



An aerial photograph of a winding road on a snow-covered mountain. The road is a mix of white snow and dark asphalt, curving through a dense forest of evergreen trees. The lighting is bright, creating high contrast between the white snow and the dark green of the trees and the road.

TO THE LINCOLN LS, the road is a meal of multiple courses. For an appetizer, may we recommend a nice mountain pass?

The LS is fitted with a 24-valve, 3.0-liter V-6 or a lively 32-valve 3.9-liter V-8 engine. The optional SelectShift™ five-speed automatic allows for manual shifting, if so desired.

Now on to the main course — a generous serving of two-lane switchbacks. The LS features near fifty-fifty weight distribution and four-wheel independent suspension for precise, controlled handling.

And for dessert, something chilled: a snowy stretch of alpine highway. One easily handled by All-Speed Traction Control and four-wheel disc anti-lock brakes.

Now, sit back in the sculpted leather-trimmed seat and enjoy your favorite piece of music on the available 12-speaker audio system. What better way to work up an appetite for your next meal.