

2003 LINCOLN LS



# THE 2003 LINCOLN LS: NOW MORE THAN EVER, A POWERFUL EXAMPLE OF EFFORTLESS PERFORMANCE.

**NO COMPROMISE.** At its introduction, the Lincoln LS stunned observers of the luxury car landscape. Its dynamic driving and refined luxury were clear evidence a new, performance-oriented Lincoln had arrived. And now, the 2003 Lincoln LS adds even more power to the equation. Technical advances—Variable Cam Timing and Electronic Throttle Control—boost its V6 to a rating of 232 horsepower, and its V8 to a robust 280. Other enhancements for 2003 include: chrome-tipped dual exhaust; an available Touch-screen DVD Satellite Navigation System with a THX-certified CDx6 audio system; and Emergency Brake Assist, a feature that enhances the level of brake pressure to help drivers in certain emergency stopping situations.

**A LINCOLN LIKE NONE BEFORE.** The Lincoln LS is a beautifully balanced driver's car, thanks to 4-wheel independent suspension, a near 50/50 weight distribution and All-Speed Traction Control. Drivers have a choice of transmissions: an electronically controlled automatic is standard, or the available 5-speed SelectShift Automatic™ transmission lets you switch from automatic mode to manual shift mode. Yet for all its performance features, the Lincoln LS never forsakes comfort. With a spacious interior full of amenities, it envelops you in luxury. Rich leather surfaces cover large, supportive seating areas. Triple-sealed doors help quiet the cabin. And on Premium and Premium Sport models, American Walnut Burl wood trim is extensively applied throughout the passenger cabin, to stunning effect. Other key features include:

PERFORATED PREMIUM LEATHER SEATING SURFACES WITH HEATED AND COOLED FRONT SEATS<sup>1</sup>

3-YEAR/36,000-MILE COMPLIMENTARY MAINTENANCE • 4-YEAR/50,000-MILE LIMITED WARRANTY<sup>2</sup>

AVAILABLE REAR PARK ASSIST • POWER-ADJUSTABLE PEDALS • KEYLESS ENTRY KEYPAD • HEATED REAR SEATS<sup>3</sup>

INCREASED INTERIOR STORAGE CAPACITY • AVAILABLE HIGH INTENSITY DISCHARGE (HID) HEADLAMPS

NEW EXTERIOR COLORS: CERAMIC WHITE TRI-COAT<sup>4</sup>, LIGHT TUNDRA METALLIC, MEDIUM STEEL BLUE METALLIC



**THX LTD.** is recognized worldwide as the performance standard for sound in cinemas, homes, computers and DVDs. THX started nearly two decades ago when George Lucas developed a program to guarantee that theatre-goers had the same high quality experience that film directors created on the sound dubbing stage. That passion for excellence has resulted in THX certification for more than 3000 of the world's finest cinemas.

More recently, advances in technology and heightened consumer expectations have created new entertainment possibilities such as home theatre, multimedia, DVDs and video games. Once again, THX specifications have become the universally accepted standard for premium performance, technical superiority and unequalled reliability.

More than four dozen top global consumer electronics manufacturers incorporate THX specifications and technology in the design of their premium and mid-line home theatre and computer products. THX Ltd. now is pleased to make its technology and expertise available with the first THX-certified automotive sound system, featured exclusively in the 2003 Lincoln LS.

1600 Los Gatos Drive, San Rafael, CA 94103 USA [www.thx.com](http://www.thx.com)

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<sup>1</sup>Standard on Premium, Sport and Premium Sport arrays. <sup>2</sup>See your dealer for more details.  
<sup>3</sup>Available on Premium, Sport and Premium Sport arrays. <sup>4</sup>Extra cost tri-coat paint.



# TIGHTEN YOUR SEATBELT. WHAT THX® DID FOR THE MOVIES, IT'S ABOUT TO DO FOR YOUR AUTOMOBILE.

## INTRODUCING THE 2003 LINCOLN LS WITH THE WORLD'S FIRST THX-CERTIFIED CAR AUDIO SYSTEM

The THX-Certified Car Audio System significantly advances car audio in the same way THX technologies and standards revolutionized professional cinema, home theatre and multimedia sound. The THX Mobile Program draws upon the company's two decades of experience in sound system engineering and acoustics to redefine the performance standard for superb audio in an automobile.

THX-certified systems are designed to provide outstanding audio performance by optimizing the balance and timbre for all seating positions and driving conditions. The optional 2003 Lincoln LS system uses customized multi-channel digital equalization and processing appropriate to the vehicle's unique speaker placement and cabin acoustics.

EXCEPTIONAL CLARITY

UNIFORM SOUND BALANCE AT EVERY SEAT

WIDE DYNAMIC RANGE UNDER ALL LISTENING CONDITIONS

SUPERIOR PERFORMANCE AT HIGH OUTPUT

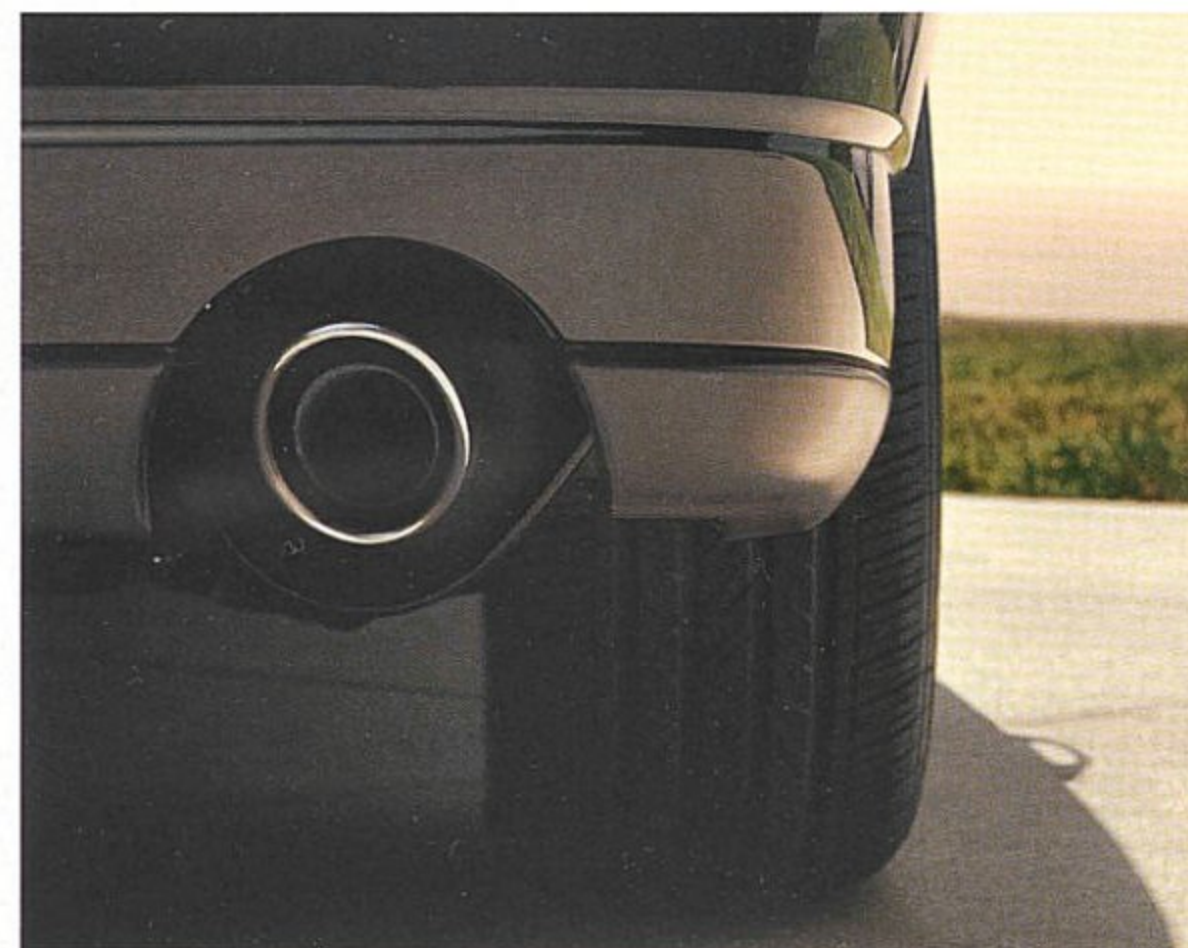
THE THX GUARANTEE OF ULTRA PREMIUM SOUND

*"Buyers of a THX-certified automotive system will get a car audio experience unlike any other — clear, dynamic sound that is plainly audible above road noise under any conditions."*

Laurie Fincham, VP of Engineering, THX Ltd.

## NOW IT'S TIME TO CRANK IT UP.

Visit your local dealership and ask for a demo of the 2003 Lincoln LS with the first THX-Certified Car Audio System.





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