

LINCOLN

FOR EIGHTY ONE



LINCOLN FOR 1981.

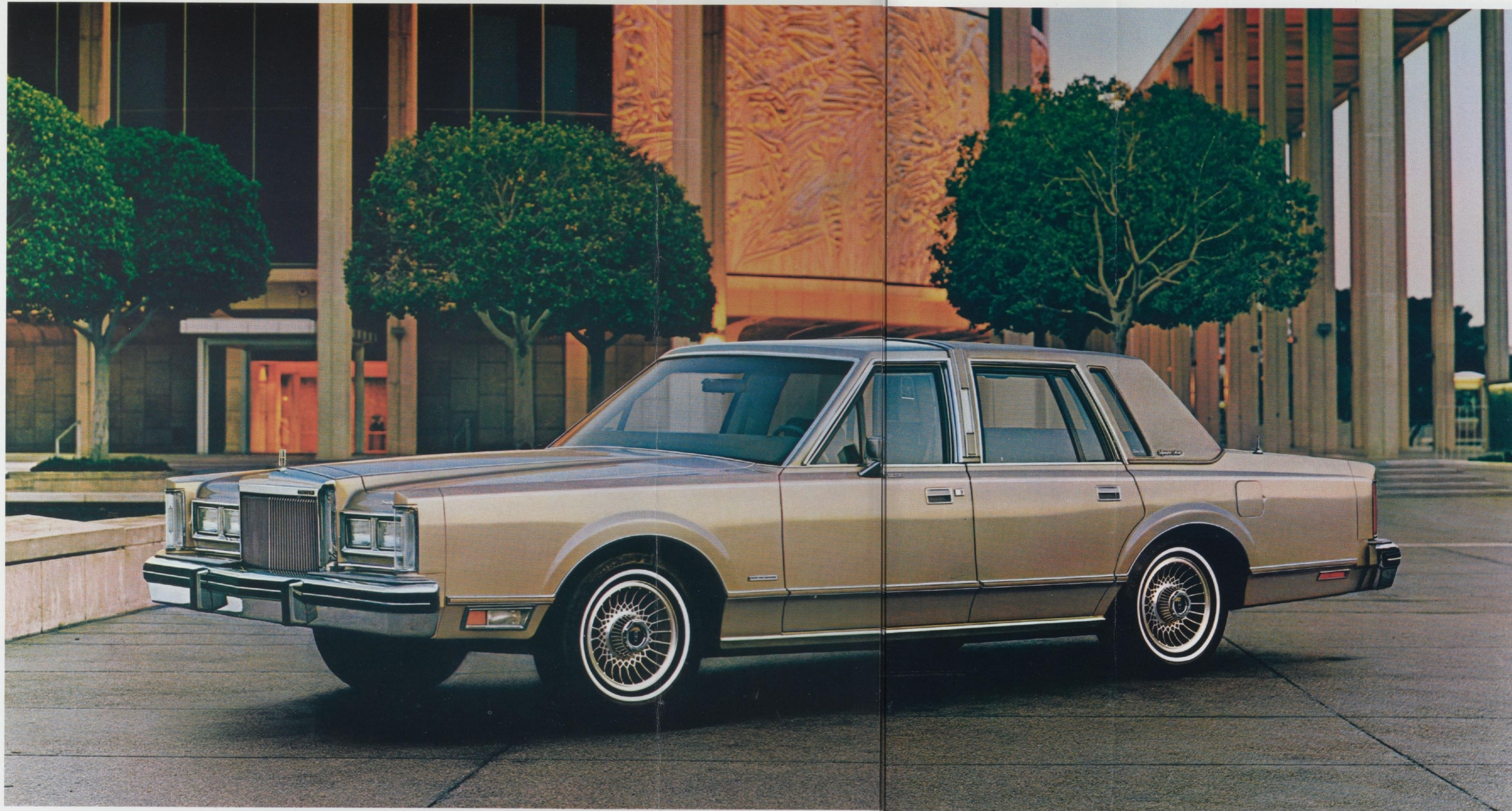
**Its fine sense of tradition
carefully conceals remarkable
achievements in electronic
technology.**

1981 marks Lincoln's 60th anniversary. Through the years, it has evolved, adapted to its time. Now, we present the next logical Lincolns, two series of fine automobiles for 1981: the Lincoln Town Car and the luxurious Signature Series, both available in two-door and four-door models. You'll discover, in what follows, that beneath the obvious sense of tradition is a revolution in electronic technology that contributes to Lincoln's surprisingly high EPA ratings.* From the common sense of its trim size to the innovation of its engineering, Lincoln for 1981 brings a new relevance to the eighties.

16* EPA EST. MPG, 24 HWY. EST.

Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

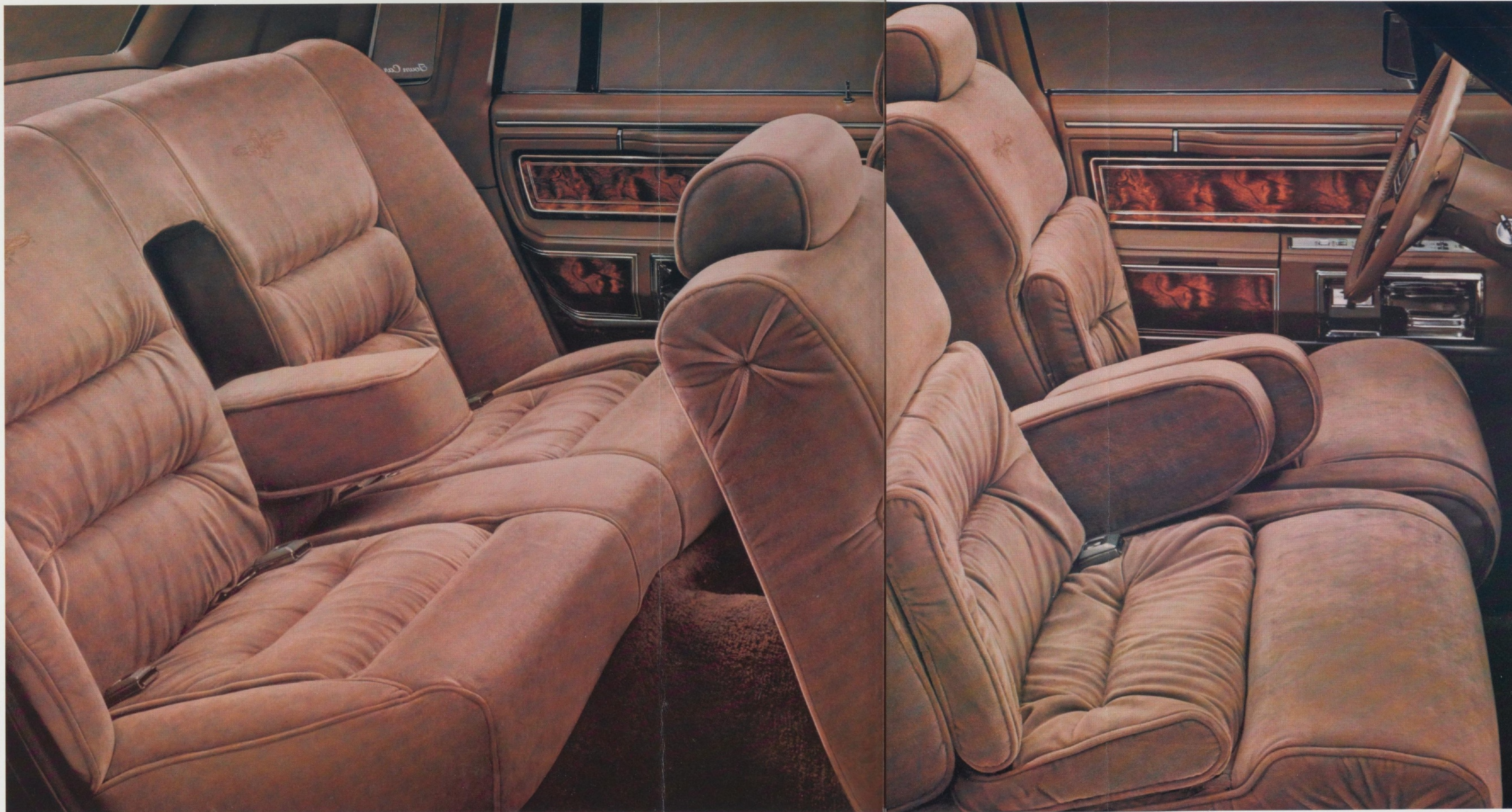
Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 13 and 14 for specific information regarding standard and optional equipment.



Lincoln Town Car Signature Series four-door with standard vinyl Coach Roof.

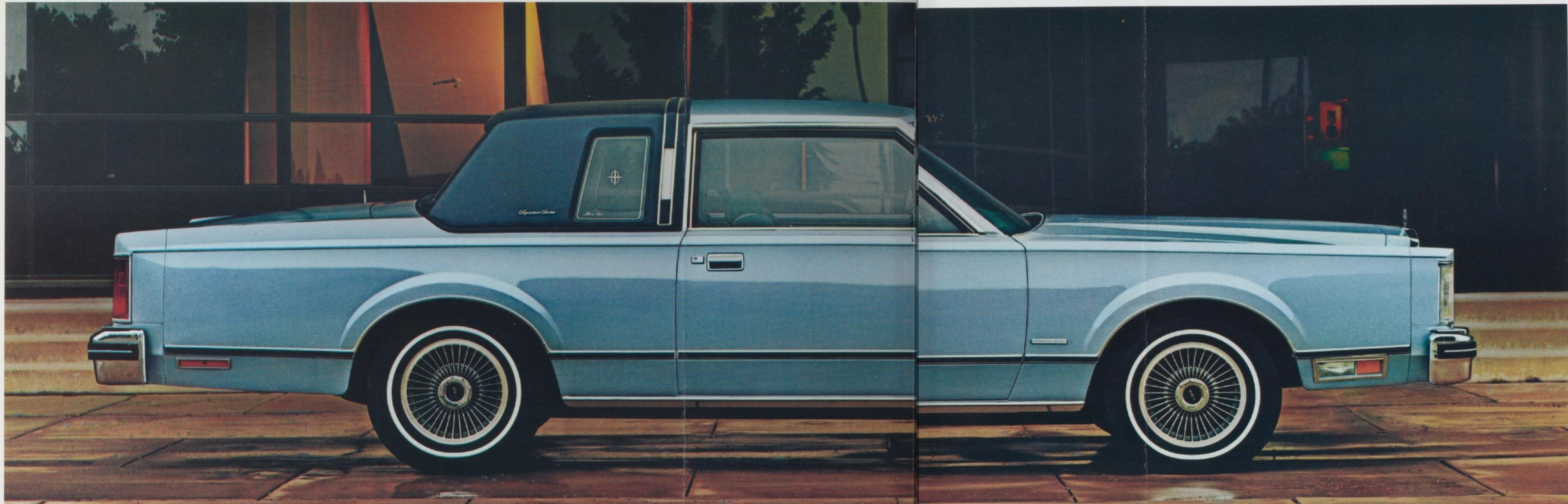
**Lincoln Town Car Signature Series
four-door —
everything a Lincoln can be.**

For 1981, Lincoln introduces the Signature Series . . . the highest form of Lincoln expression. As befits its name, the Signature Series offers a great number of personalized features as standard equipment. The Coach Roof, Coach Lamps, and six-way/six-way power Twin Comfort Lounge seats are just a few. (You'll find a complete listing of standard features on page 13.)



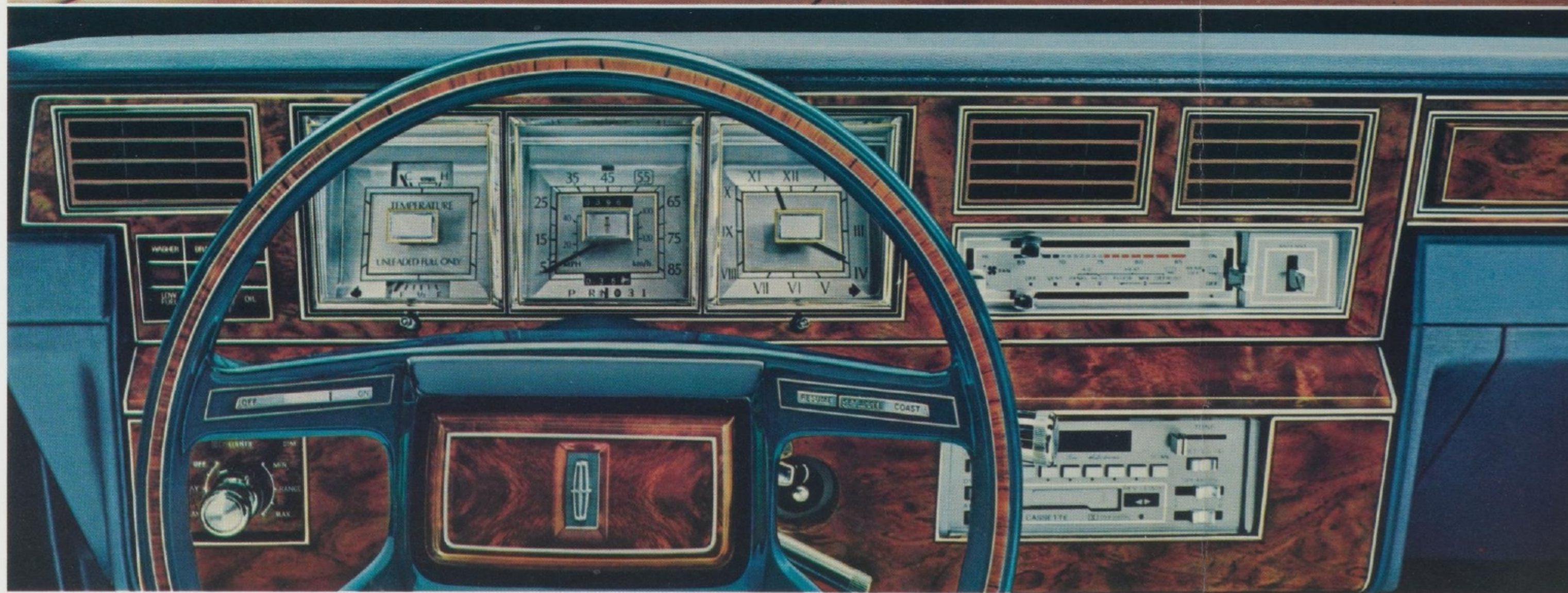
An adventure in inner space.

Here, within the Lincoln Town Car Signature Series four-door, is spaciousness made intimate with personal touches like six-way/six-way power Twin Comfort Lounge front seats with dual fold-down center armrests, cloth seat and head restraint upholstery (or optional leather, if you prefer), power windows (including vent window), AM/FM Stereo Search radio, dual floor well lights, lighted storage bins, map pockets, and seatback robe cords. Here is truly a world of comfort.



**Lincoln Signature Series two-door
— luxury on a more personal
basis.**

What better way to experience the superb Lincoln ride than in the private world of the two-door Signature Series. It offers a context of quiet and intimacy for thorough enjoyment of its rich ride. At the wheel, you command an automobile with a heritage of providing outstanding driver comfort. The Lincoln Signature Series two-door features a standard Coach Roof and full instrumentation.



Standard Lincoln instrument panel with optional electronic AM/FM Stereo Search radio with cassette, automatic speed control, and headlamp convenience group.

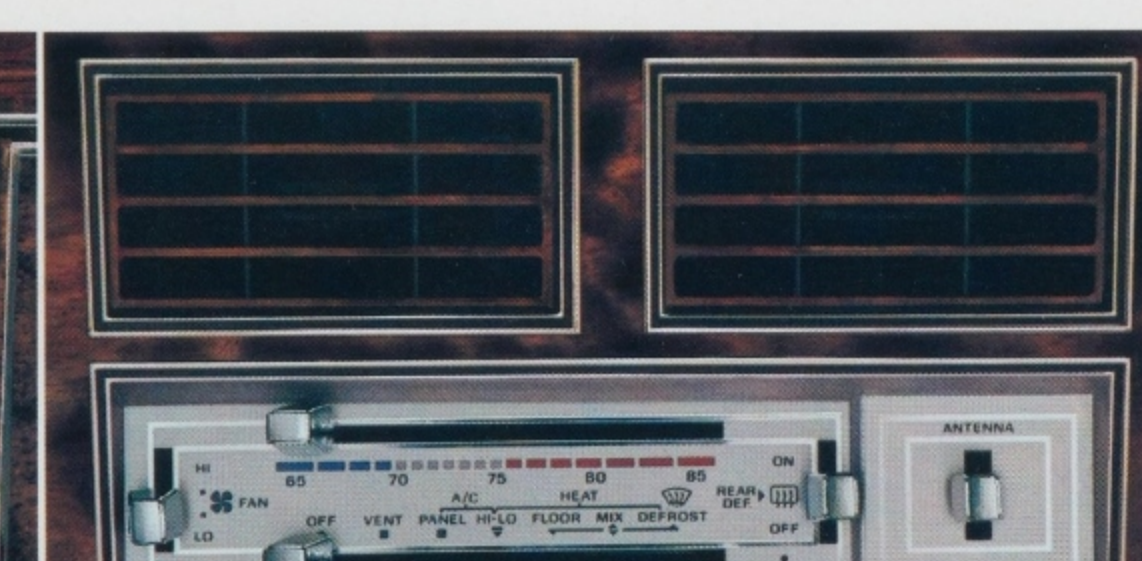


Lincoln Town Car Signature Series two-door with standard Coach Roof.

Lincoln Town Car four-door with standard full vinyl roof.



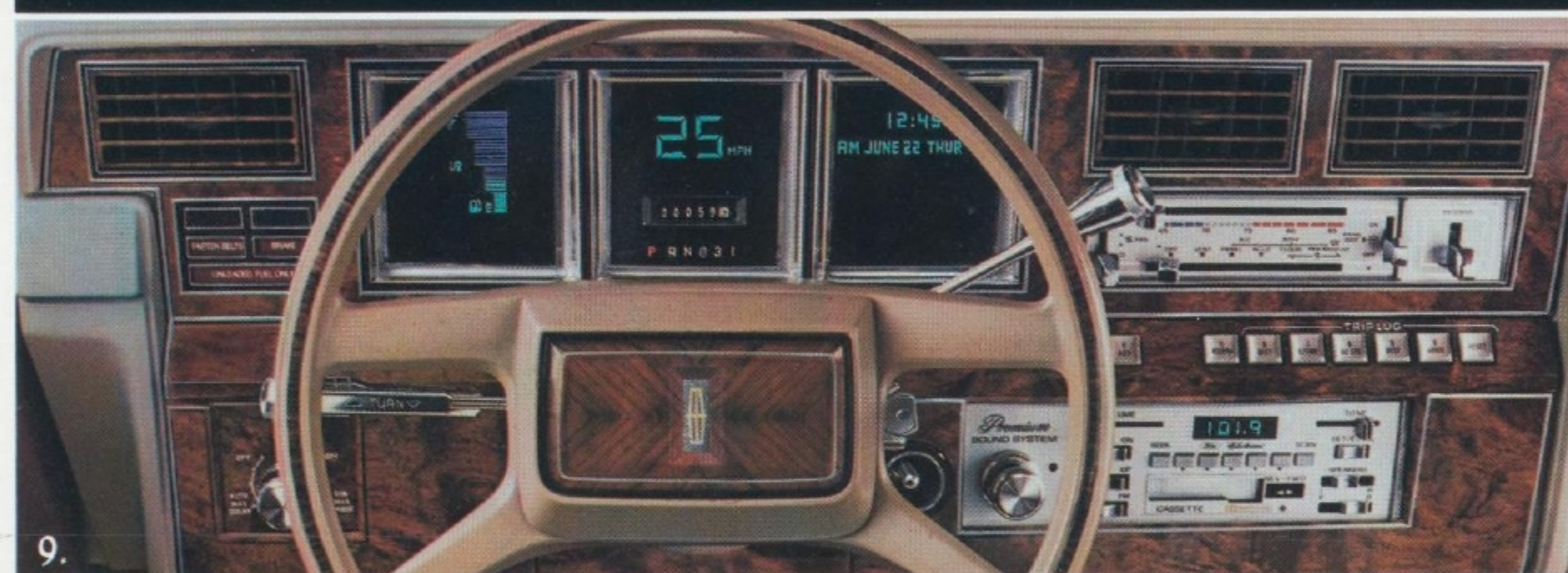
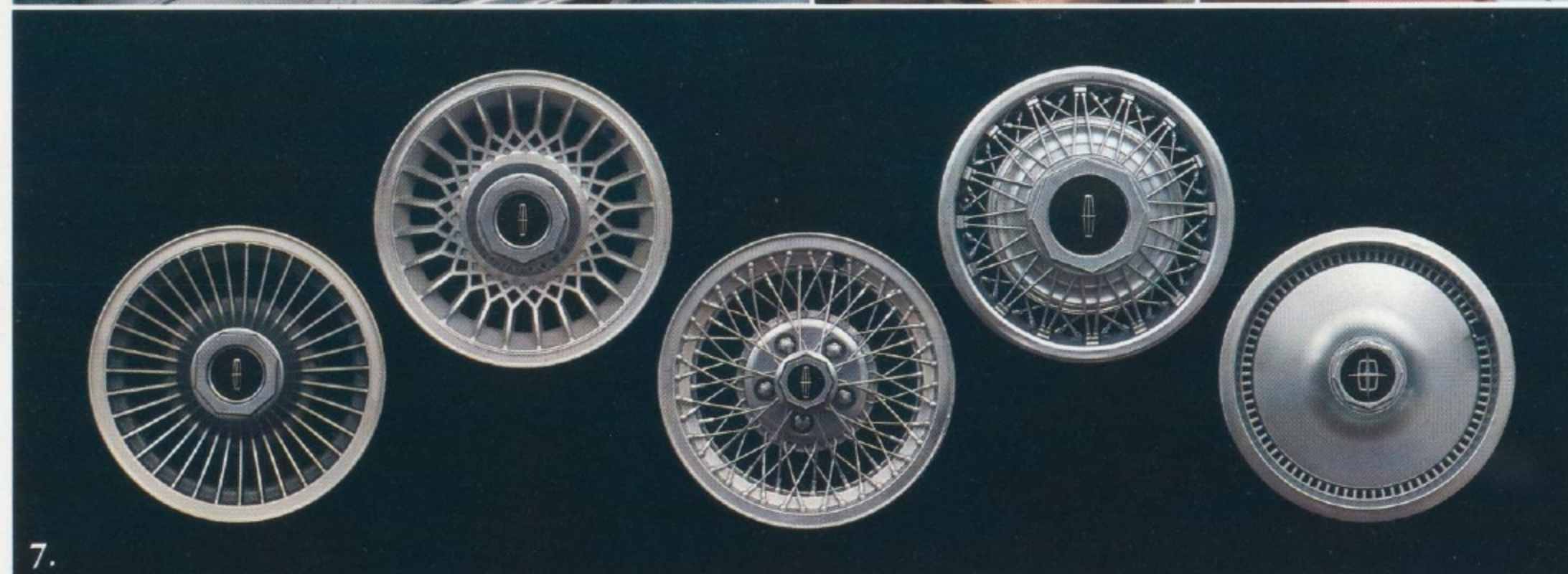
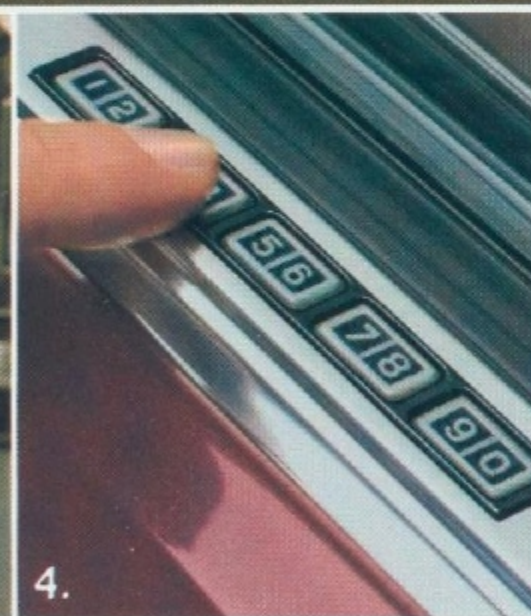
Lincoln Town Car two-door with standard full-vinyl roof.



The Lincoln Town Cars, two-door and four-door — the Lincoln tradition in two contemporary editions.

The new Lincoln Town Cars for 1981 offer a generous collection of standard features. (A complete listing can be found on page 13.) Here is a sampling:

1. Electronic AM/FM Stereo Search radio with four speakers; power antenna, too.
2. Automatic temperature control air conditioning system with new "mix" mode that allows heated air to be directed to the passengers, to the windshield, or mixed evenly between the two.
3. Power vent window and remote-control left-side rearview mirror.
4. Deep well luggage compartment with 22.4 cubic feet of space.
5. Twin Comfort Lounge seats with six-way driver-side power adjustment (shown here with optional leather seating surface).



1981 Lincoln Standard Features and Equipment

Lincoln Town Car Standard Equipment

Exterior

- Bright rocker panel moldings
- Coach Lamps
- Remote-control left-hand rearview mirror
- Premium bodyside molding
- Lincoln star hood ornament
- Quad-rectangular halogen headlamps
- Front bumper guards and rub strips and rear bumper rub strips
- Valino grain full-vinyl roof
- Automatic overdrive plaque
- Hood and bodyside accent stripes
- Electronic fuel-injection ornament with standard 5.0 liter V-8 engine
- Luxury wheel covers (4)

Interior

- Twin Comfort Lounge seats with six-way power driver's seat
- Soft-feel interior door moldings
- Retractable coat hooks
- Cloth seat trim
- Rear-seat folding center armrest
- Full-length door armrests
- Four-spoke, color-keyed luxury steering wheel
- Door courtesy lights and integral reflectors (front doors)
- Instrument panel with three-pod instrument cluster, trip odometer
- Deluxe color-keyed seat belts
- Full-length door scuff plates with Surlyn inserts
- 18-ounce cut-pile carpeting
- Lower door carpeting
- Full luggage compartment trim with spare-tire cover

- Roof rail assist handles
- Dual-beam map/dome light
- 12-inch day/night rearview mirror
- Rosewood woodtone instrument panel appliques and armrest side inserts
- Bright seat-cushion side shields with woodtone inserts

Functional

- 5.0 liter (302 CID) V-8 engine
- Electronic fuel injection
- Electronic engine controls
- Automatic Overdrive Transmission
- Power steering
- Power brakes, front disc/rear drum
- Power windows and vent windows
- Electronic AM/FM Stereo Search radio with four speakers
- Power antenna
- White sidewall steel-belted radial tires (Michelin)
- Automatic temperature control air conditioner/heater
- Tinted glass
- Analog clock
- Dual note horn
- Electronic warning chimes
- Coolant recovery system
- Mini-spare tire
- Cornering lamps
- Engine temperature gauge (in addition to warning light)
- Viscous fan
- Fluidic windshield washer system
- Automatic parking brake release
- Heavy-duty battery

Lincoln Signature Series Standard Equipment

(NOTE: Lincoln Signature Series includes all Lincoln Town Car standard equipment unless otherwise specified.)

Exterior

- Coach Roof
- Identification script

Interior

- Distinctive sew-style seat
- Seatback robe cords and map pockets
- Dual floor well lights
- Nine-ounce needled carpeting in luggage compartment
- Carpeted door and quarter-panel trim
- Padded center pillar with lower carpeting
- Woodtone armrest inserts
- Lighted storage bin in front door armrests

Functional

- Power Twin Comfort Lounge seats with manual passenger recliner
- Power remote-control mirrors

Optional Features, Lincoln Town Car and Signature Series

Exterior

- Moondust paint
- Dual-shade paint (four combinations)
- Coach Roof with frenched backlite (standard on Signature Series)
- Power glass moonroof
- Power remote-control mirror
- Owner's monograms
- Turbine spoke aluminum wheels (4)
- Lacy spoke aluminum wheels (4)
- Wire spoke aluminum wheels (4)
- Puncture-resistant wide white sidewall tires

Interior

- Electronic instrument panel
- Six-way/six-way power Twin Comfort Lounge seats with manual driver and passenger recliner

- Floor mats, front and rear
- Six-way/six-way power Twin Comfort Lounge seats with manual passenger recliner (standard on Signature Series)
- Leather seating surfaces
- Tilt steering wheel*
- Leather-wrapped steering wheel*
- Speed control (includes resume feature)
- Remote-control decklid release (included with keyless entry system)
- Power door locks (included with keyless entry system)
- Integral garage door opener control* (Installation of receiver not included.)
- Radio — Electronic AM/FM Stereo Search with 8-track tape player
- Radio — Electronic AM/FM Stereo Search with cassette tape and Dolby® noise reduction system
- Radio — 40-channel, Citizen's Band — includes detachable microphone with built-in controls and power tri-band antenna
- Six-speaker Premium Sound System with power amplifier

Functional

- Keyless entry system (includes power door locks, remote-control decklid release, illuminated entry system; can be bypassed with key)
- Illuminated entry system
- Headlamp convenience group (includes automatic headlamp dimmer and "autolamp" on/off delay system)
- Intermittent windshield wipers
- Conventional spare tire (white sidewall steel-belted radial with wheel)
- Traction-Lok differential (includes conventional spare tire and wheel)
- Defroster group (includes electric rear window defroster and heated outside left-hand remote-control mirror — mandatory in New York)
- California emissions system
- Engine block heater
- Luggage compartment rubber mat
- Lower bodyside protection
- Illuminated visor vanity mirrors
- Right-hand remote-control mirror

*Dolby is a registered trademark of Dolby Laboratories, Inc.
*This equipment is subject to additional ordering requirements or limitations. Please consult your Dealer for details.

A further look at some choice options:

1. Driver and passenger reclining seat.
2. Integral garage door opener control, integrated in driver's side sun visor with illuminated visor vanity mirrors.
3. Leather-wrapped luxury steering wheel and speed control with a resume feature for automatic acceleration to the same speed set prior to braking.
4. Keyless entry system. Your own personal five-digit code opens doors and decklid by using the buttons on the driver's door.
5. Electronic AM/FM Stereo Search radio with eight-track tape player.
6. Electronic AM/FM Stereo Search radio with cassette tape player. Includes Dolby® noise reduction system for improved reproduction of encoded cassette tape.
7. Left to right, turbine spoke aluminum wheels, lacy spoke aluminum wheels, wire spoke aluminum wheels, wire wheel covers, luxury wheel covers.
8. Right-hand remote-control convex mirror provides expanded field of vision.
9. Electronic instrument panel with message center. Left pod: Electronic bar graph fuel

display. Center: Digital speedometer with either miles per hour or kilometers per hour. Right pod: Electronic trip log/message center with electronic digital clock, monitor/alert for eleven vehicle functions, and a trip log computer that provides a host of information, such as current miles per gallon (computed instantaneously), elapsed trip time, distance to destination, estimated time of arrival, and much more.

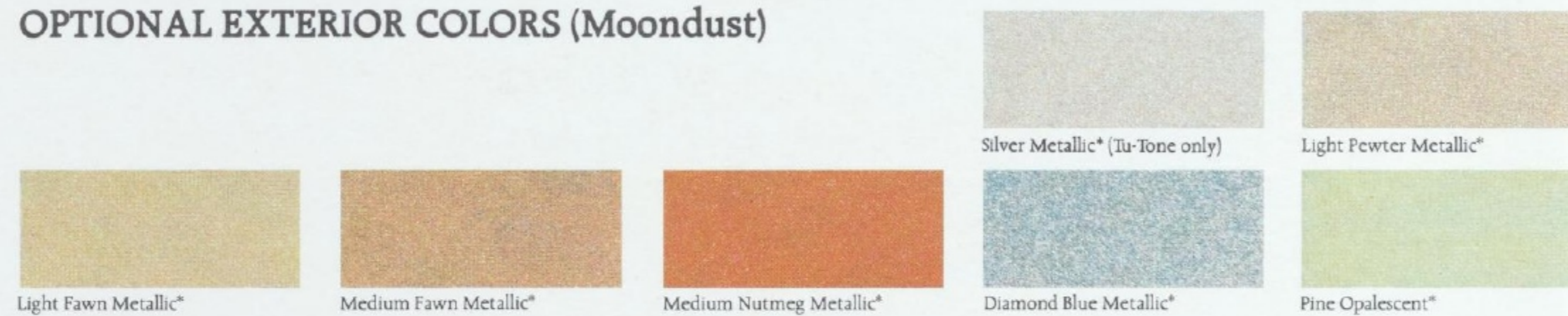
10. Message center keyboard, where you command your answers.
11. Power glass moonroof.

STANDARD EXTERIOR COLORS

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.



OPTIONAL EXTERIOR COLORS (Moondust)



DUAL-SHADE COMBINATIONS Silver Metallic/Dark Red Metallic. Medium Fawn Metallic/Light Fawn Metallic. Light Pewter Metallic/Dark Blue Metallic. Black/Light Pewter Metallic.

* Denotes Clearcoat color, a finish that provides a brilliant, deep surface because the pigment lies beneath a clear, protective baked enamel coating.



Now your 1981 Lincoln comes with the regular limited warranty of 12 months/12,000 miles, plus Extended Service Plan coverage, at no extra cost, on major power train and other components of 24 months/24,000 miles.

This supplemental limited warranty includes specified repairs on engine, transmission, drive shaft and axles, steering, front suspension, brakes, air-conditioning and electrical components.*

During the period from 12 months/12,000 miles to 36 months/36,000 miles, you pay just \$25 per repair visit at your selling dealership. Coverage also includes reimbursements for towing and a rental vehicle** when your Lincoln must be kept overnight.

*Warranty does not cover recommended maintenance services or normal wear parts.
**\$15 per day (excluding mileage) up to a maximum of five days.

1981 LINCOLN DIMENSIONS

	2-Door	4-Door
Wheelbase	117.3"	117.3"
Overall Length	219.0"	219.0"
Overall Width	78.1"	78.1"
Overall Height	55.4"	56.1"
Wheel Tread — Front	62.2"	62.2"
— Rear	62.0"	62.0"
Luggage Capacity (Cu. Ft.)	22.4	22.4
Fuel Capacity (Gals.)	18.0	18.0
Curb Weight (Lbs.)	3993	4068
FRONT*		
Headroom**	38.1"	39.0"
Legroom	43.5"	43.5"
Shoulder Room	60.7"	60.7"
Hiproom	56.5"	56.5"
REAR*		
Headroom	38.2"	38.2"
Legroom	40.5"	42.1"
Shoulder Room	60.9"	60.7"
Hiproom	57.0"	57.8"

*Interior dimensions with six-way power seat in rearmost position.

**Front headroom 1" less with optional moonroof.

EXTERIOR COLORS

A broad spectrum of exterior colors is offered so that you may apply your personal taste and judgement to your 1981 Lincoln. These colors are designed to coordinate with a wide choice of available external trims and roof treatments. For a more precise presentation of color and trim availabilities, refer to your Dealer's color and upholstery book.

ACCENT STRIPES

Accent stripes are offered in the following eleven colors and are coordinated with exterior paint colors: Black, White, Dark Pewter, Bright Red, Medium Blue, Light Pine, Medium Pine, Bright Nutmeg, Light Champagne, Dark Champagne, and Dark Rattan.

VINYL ROOF COLORS

There are twelve vinyl roof colors: Medium Red, Diamond Blue, Medium Pine, Dark Nutmeg, Cream, Black, White, Light Pewter, Medium Pewter, Midnight Blue, Light Fawn, and Dark Champagne.

INTERIOR TRIM

Twin Comfort Lounge seats in standard Lincoln body cloth come in seven colors: Medium Pine, Nutmeg, Fawn, Black, Dark Red, Pewter, and Midnight Blue.

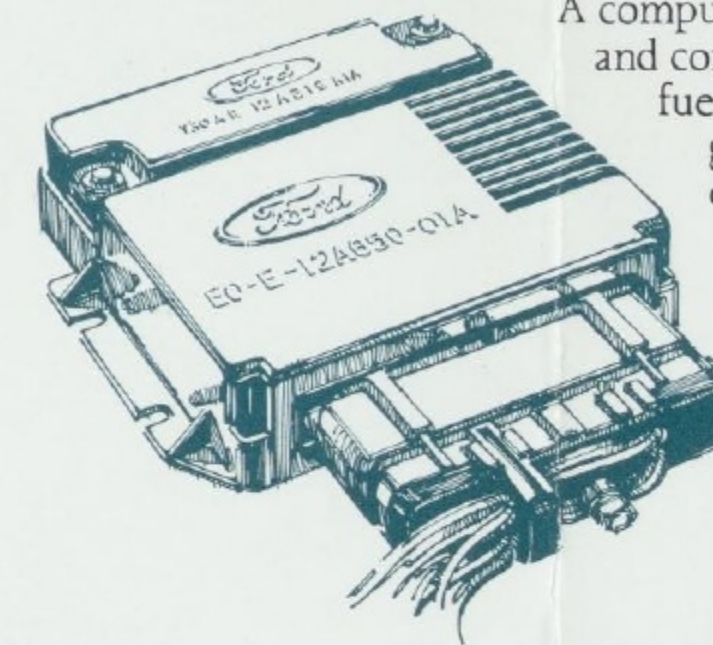
Twin Comfort Lounge seats in leather with vinyl come in the above colors and in White, in combination with your choice of five trim colors: Pewter, Medium Fawn, Dark Red, Midnight Blue, and Black.

LEASING

There may be considerable advantages in leasing a new Lincoln, depending on your needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If you use your Lincoln in business, your tax records may be simplified. Further, with an optional coupon book, you get a comprehensive range of maintenance services at any Lincoln-Mercury dealership. This helps you predetermine your monthly automobile expenses.

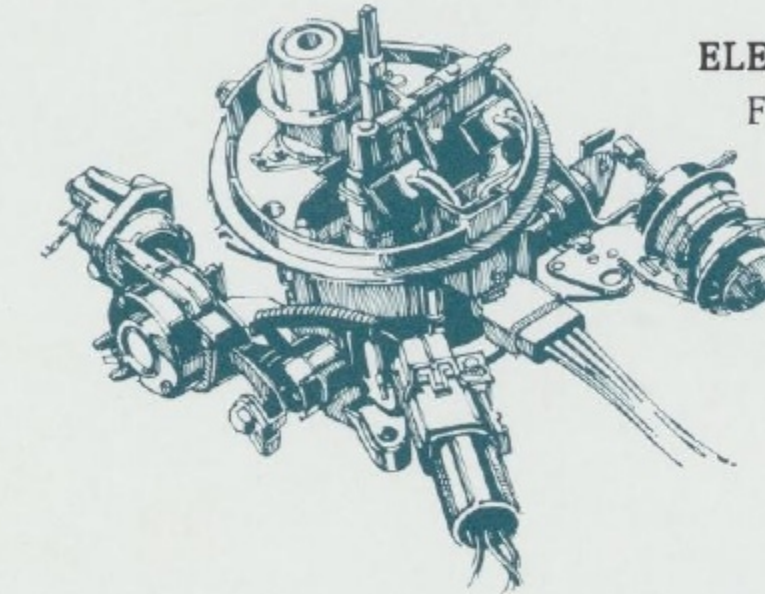
There are other conveniences provided by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member, such as handling tire replacement, licensing, taxes and insurance.

ELECTRONIC ENGINE CONTROLS



A computer brain monitors and controls spark, air, and fuel mixture, and exhaust gas recirculation for effective use of fuel.

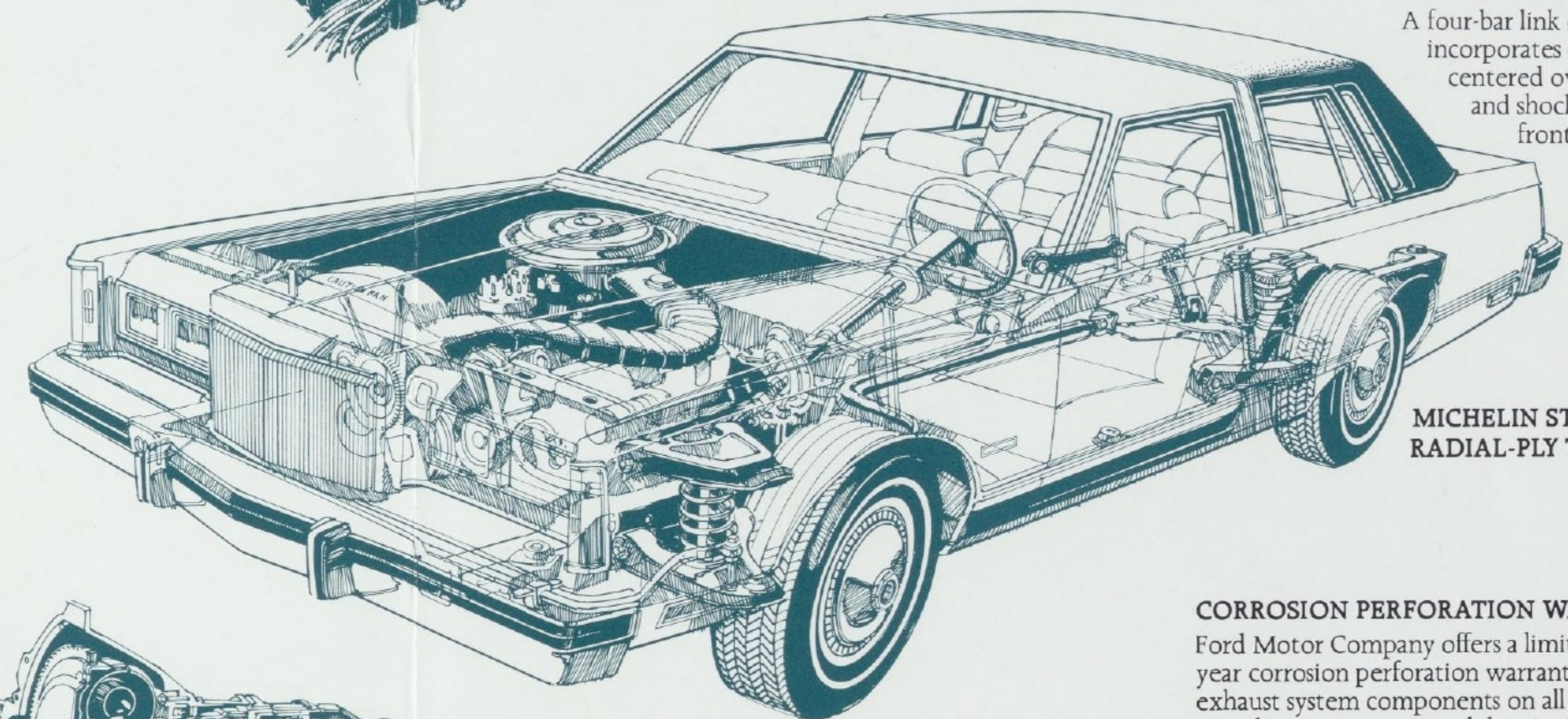
ELECTRONIC FUEL INJECTION



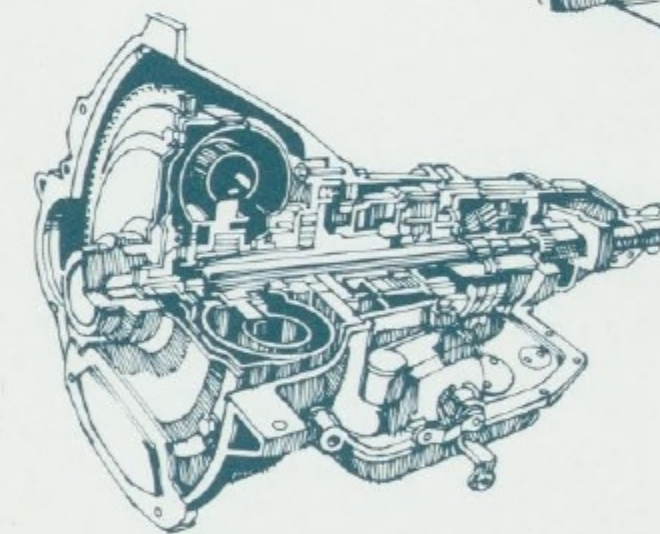
Fuel flow and distribution to cylinders are more precise than with conventional carburetors, plus excess fuel not needed by the engine is returned to the fuel tank.

REAR SUSPENSION.

A four-bar link design incorporates coil springs centered over the axle, and shock absorbers in front of the axle contribute to its sumptuous ride.



MICHELIN STEEL-BELTED RADIAL-PLY TIRES



AUTOMATIC OVERDRIVE TRANSMISSION

At highway speeds, engine revolutions are automatically reduced, resulting in excellent highway mileage.

FUEL ECONOMY

Lincoln's remarkable mileage figures:

16* EPA EST. MPG **24** HWY. EST.

FRONT SUSPENSION

A long- and short-arm coil spring design with front stabilizer bar is an important contribution to the plush Lincoln ride.

CORROSION PERFORATION WARRANTY

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1981 Lincoln-Mercury automobiles. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling Dealer after inspection by a Ford representative. Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

This warranty valid only in the 50 United States.

* Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

LINCOLN

LINCOLN-MERCURY DIVISION

