



LINCOLN

What A Luxury Car Should Be



 **LINCOLN**
What A Luxury Car Should Be





Signature Series shown in Cordovan Clearcoat Metallic.

The road, even a recently paved stretch of

highway, can take its toll on your nerves.

EXPERIENCE A MOST
GRATIFYING LEVEL OF
COMFORT.

However, this luxury automobile has an uncanny

ability to smooth out the rough edges of driving.

Its resplendent interior allows you to stretch out

and get comfortable. As a result, you'll find that

Lincoln Town Car will ensure you arrive at your

destination ready to go.



"I THINK THAT SOMEONE WHO IS
SUCCESSFUL IS SOMEONE WHO
IS COMFORTABLE WITH HIMSELF."

IT'S STILL EARLY
AND THE MORNING WALK
IS OUT OF THE WAY

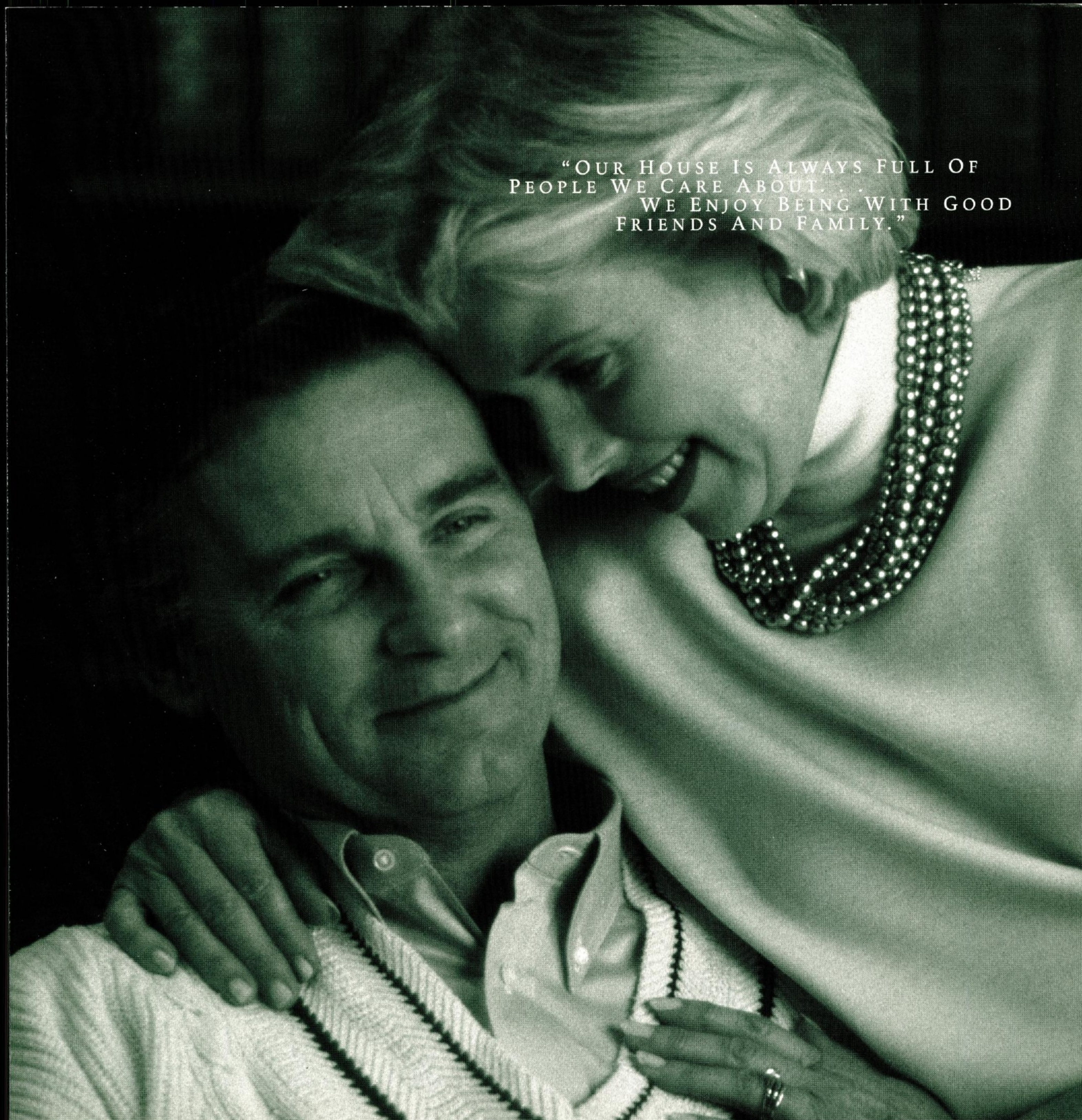
NOW FOR A LEISURELY BREAKFAST
THEN A ROUND OF GOLF
WITH A FEW FRIENDS

MAYBE FINISH OFF THE PAPERWORK
FROM THE OFFICE
BEFORE DINNER AT THE CLUB

ON SECOND THOUGHT
THE PAPERWORK CAN WAIT UNTIL TOMORROW

IT'S TIME TO
AND THE ADVENTURE
IN THE WAY
NO MORE
THEY ARE
TO THE
WATER
FROM
THE
FOR
THE

"OUR HOUSE IS ALWAYS FULL OF
PEOPLE WE CARE ABOUT. . .
WE ENJOY BEING WITH GOOD
FRIENDS AND FAMILY."





For years, one automobile has been revered as

a benchmark of luxury. The Lincoln Town Car.

Today's edition of this superbly crafted vehicle

AN ENDURING AND
UNCOMPROMISED CLASSIC.

remains true to its original concept. It

provides a richly appointed and spacious

interior, along with the near legendary Lincoln

ride and tranquil setting. Lincoln Town Car is

reassuring proof that some of the finer things

in life are still very much alive.

Cartier Series shown in Ivory Pearlescent Clearcoat Metallic.



Signature Series interior shown with available Light Prairie Tan leather seating surfaces.



AN ENVIABLE AMOUNT
OF INTERIOR ROOM



AN ENVIABLE AMOUNT
OF INTERIOR ROOM

AND SO LUXURIOUSLY
APPOINTED.

the matter of interior design. This is where Town Car

is certain to delight those with the most

discriminating taste. You are quite literally

surrounded by an abundance of features to comfort

you. And above all, practical features which help

make this a most engaging environment.

Lincoln Town Car has much to offer. In size alone

you'll find it quite accommodating. Then there's



With the express-down feature, just one touch opens the driver's window fully. The switch is conveniently located at your side.

Solar tint glass is another thoughtful feature you'll appreciate. It helps protect fabrics against sun fading and reduces air-conditioning cool-down times.

You'll find yourself pampered by Town Car's six-way power seats. Fingertip controls are conveniently located at your side.

For your convenience, the seat and mirror position memory allows you and one other driver to program preferred seat and outside mirror settings and recall them at a touch (Signature and Cartier only).

Simply set your preferred temperature, and the electronic temperature control automatically maintains it. Signature and Cartier Series feature remote controls on the steering wheel.

To make your Town Car even more comfortable, equip it with available leather seating surfaces (Standard on Cartier).





Signature Series interior shown with available Light Prairie Tan leather seating surfaces.



THE SATISFACTION
OF BEING IN CONTROL

THE SATISFACTION
OF BEING IN CONTROL

For those who enjoy being in control, Lincoln Town Car
WHILE THE CONTROLS
ARE CLOSE AT HAND.

has much to offer. Its elegantly smooth ride and

impressive V-8 power leave no doubt as to who is in

charge. Equally gratifying is the fact that the full array of

important switches are placed at your fingertips. For

your convenience, essential buttons are easy to locate and

operate. All this adds to your complete sense of security.



You'll appreciate the superb sound from this remarkable High-level audio system. It includes AM/FM stereo radio with cassette player. Speakers are precisely placed for optimum listening pleasure. Controls are large and easy to operate (Signature Series only).

Fingertip speed control with tap up/tap down feature is located on the steering wheel, so you can set, adjust or disengage speed control without diverting your attention from the road.

You can adjust temperature, audio volume or even choose a new radio station while your hands remain safely on the steering wheel (Signature and Cartier only).

Program your existing garage door opener code into this built-in visor unit, and you'll never be without an opener (Signature and Cartier only).

Keyless entry lets you conveniently unlock doors by entering a five-digit code on the exterior keypad. It also allows you to release the decklid and turn on interior lights. This system permits you to program your own personalized code.



Signature Series shown in Silver Frost Clearcoat Metallic.



YOU'LL FIND RELAXING COMES
QUITE NATURALLY

YOU'LL FIND RELAXING COMES
QUITE NATURALLY

WHEN YOUR SAFETY
IS SO WELL LOOKED AFTER.

painstaking effort was made to create a remarkably

safe automobile. Many of these safety and security

features are detailed on this page. Sit back and

relax...you're in a Lincoln Town Car.

One of Town Car's most compelling attributes is the great

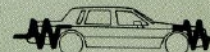
sense of security it conveys to driver and passengers

alike. This is due, in part, to the high caliber of

craftsmanship that goes into it. Since it's a Lincoln,



Available auto-dimming
inside rearview and
driver-side exterior
mirrors shield your eyes
from the glare of other
cars' headlamps.



Crumple zones help
absorb much of a
collision's energy before
it reaches the
passenger compartment.



Side door beams
are included to
offer you additional
protection.



Front outboard
lap/shoulder safety
belts feature height
adjusters.



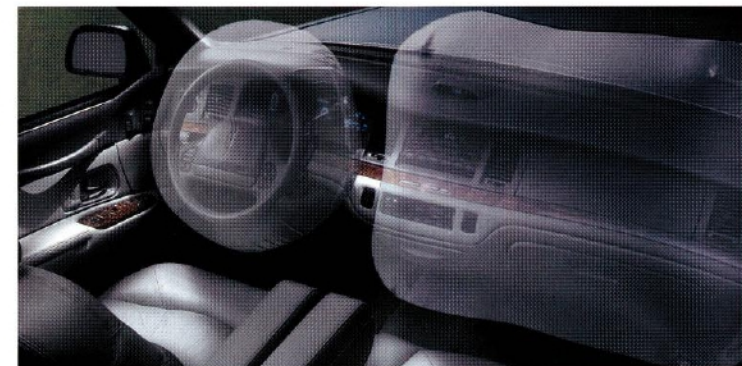
Cornering lamps help
increase visibility when
completing a turn
at night.



High-strength door
latches help doors re-
main closed in the
event of certain front
or rear collisions.



Steering wheel fea-
tures both an air bag
and a traditional
center horn.



Your Town Car comes
with dual air bags.
Expect nothing less
from the first luxury
car manufacturer to
offer them as standard
equipment on all
models. Always wear
your safety belt.

The Anti-theft Alarm
System helps protect
your Town Car by
sounding the horn and
flashing headlamps and
taillamps whenever an
intrusion is detected.

Available electronic
Traction Assist helps
prevent the rear wheels
from spinning at low
speeds on slippery
roads which gives
you improved control
(Standard on Cartier).

Ample stopping power
is augmented by four-
wheel disc anti-lock
brakes (ABS) to give
the driver greater
steering control while
braking, particularly on
slippery road surfaces.

Remote keyless entry
allows you to lock and
unlock doors, release
trunklid and switch on
interior lights from a
distance with the hand-
held key fob. A panic
button is also included.
A valet key is provided
which only works in
your car's ignition.

Some features shown may be optional.
See specification pages for feature availability.



A close-up photograph of a man and a woman sitting in the front of a car. The woman, on the left, has blonde hair and is wearing a white turtleneck sweater under a tan jacket. The man, on the right, is wearing a white sweater with a blue and red diamond pattern. Both are smiling warmly at the camera. The background shows the interior of the car and a glimpse of the outside world through the window.

The satisfaction of owning your Town Car goes well beyond the

driving experience. It's knowing your car is backed by a

comprehensive benefits package like the Lincoln Commitment.

It includes 24-hour Roadside Service Assistance — just call our

hotline for towing, jump-starting, tire changing, lockout service

or gas delivery. If your Town Car requires service, alternate

THE LINCOLN
COMMITMENT.SM

transportation such as a loaner or shuttle service may be provided.

Should an emergency arise, whether you're close to home or

away on vacation, rest assured we'll reimburse you for things like

meals, lodging, taxis and rental cars. And we'll furnish you with

computerized maps and trip routing. What's more, the Lincoln

Commitment provides a Customer Assistance Center and a

4-year/50,000-mile limited warranty. See your Lincoln dealer

for complete details.

A close-up photograph of a man and a woman sitting in the front of a car. The woman, on the left, has blonde hair and is wearing a white turtleneck sweater under a tan jacket. The man, on the right, is wearing a white sweater with a blue and red diamond pattern. Both are smiling warmly at the camera. The background shows the interior of the car and a glimpse of the outside world through the window.

OPTIONS



JBL Audio System includes a bi-amplified 145-watt system, equalized to produce rich, clear sound from strategically positioned speakers. Digital Signal Processing customizes the vehicle environment.

The trunk-mounted 10-disc CD changer provides hours of uninterrupted listening pleasure and operates through the radio buttons.

For your comfort, separate controls with five settings for the heated front seats are included for seat cushions and backs.

Electrochromic inside rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.

Integrated voice-activated cellular phone lets you dial a number simply by saying aloud the previously stored name of the person you wish to call.

The power moonroof opens at a touch to let the sunshine in or raises for fresh air ventilation.

AVAILABLE FEATURES

Eight-window 16" chrome wheel (Signature & Cartier)
Electronic Traction Assist (standard on Cartier)
Leather seating surfaces (no extra charge on Cartier)
Heated front seats with 5 temperature settings (standard on Cartier)

JBL Audio System with Digital Signal Processing (DSP) (standard on Cartier - N/A on Executive Series)

Trunk-mounted 10-disc CD changer (N/A on Executive Series)

Power moonroof (N/A on Executive Series)

Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass (standard on Cartier)

Integrated voice-activated cellular telephone (N/A on Executive Series)

Y-spoke aluminum wheels (Signature Series)

Ride Control Package with 16" spoke aluminum wheels and P225/60R16 all-season WSW tires (N/A on Executive Series)

Conventional spare tire
Engine block heater

ADDITIONAL STANDARD FEATURES

SIGNATURE SERIES

Memory driver seat with dual power recliners and lumbar supports, 2-way front seat head restraints

Memory mirrors

Programmable garage door opener

Steering wheel with center horn and audio/temperature control buttons

High-level audio system with AM/FM stereo radio and cassette player

Dual storage front armrests

Body-side accent stripes

Geometric spoke aluminum wheels

CARTIER SERIES

Exclusive leather seat trim

Memory driver seat with dual power recliners and lumbar supports, 4-way front seat head restraints

Heated front seats with 5 temperature settings

JBL Audio System with Digital Signal Processing (DSP)

Electronic Traction Assist

Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass

16" spoke aluminum wheels and P225/60R16 all-season white sidewall tires

Rear seat vanity mirrors

Product Changes

Following 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 dealer is your best source for up-to-date information.

Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

EPA statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. The 1997 Lincoln Town Car, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: 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.

INFORMATION BASED ON AAMA SPECIFICATIONS.

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50%
TOTAL RECYCLED FIBER
10% POSTCONSUMER WASTE

For more information via the Internet, enter
<http://www.lincolnmotors.com>

1997 LINCOLN TOWN CAR SPECIFICATIONS

ENGINE

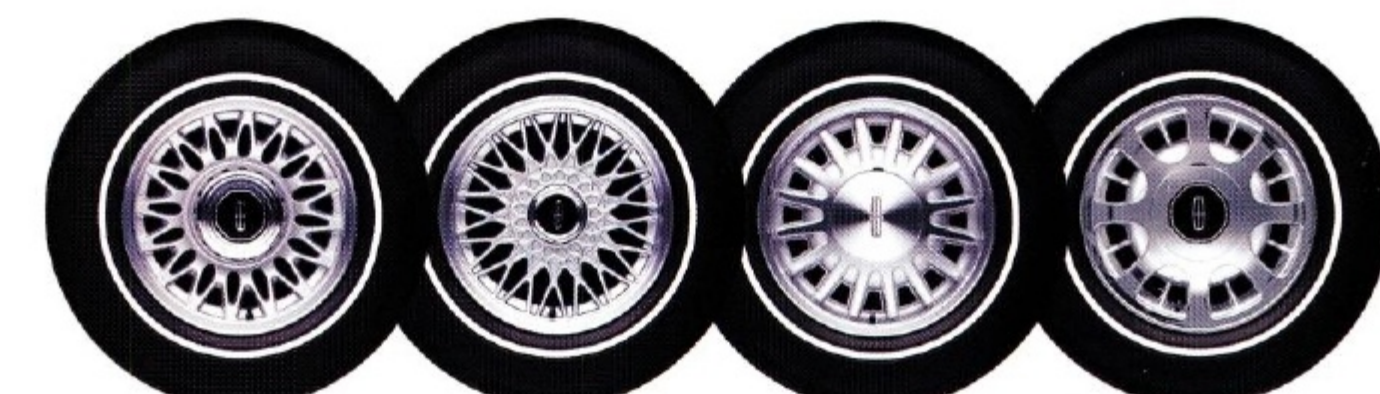
Layout: front engine, rear-wheel drive
Type: SOHC V-8 with electronic engine control (EEC-V)
Displacement (liters/cu. in.): 4.6/281
Compression ratio: 9.0:1
Exhaust system:
Single — Executive and Signature
Horsepower @ rpm (SAE net): 190 @ 4250
Torque @ rpm (lbs.-ft. SAE net): 265 @ 3250
Dual — Cartier (also included with Limousine Pkg. on Executive, and Ride Control Pkg. on Signature)
Horsepower @ rpm (SAE net): 210 @ 4250
Torque @ rpm (lbs.-ft. SAE net): 275 @ 3250
Fuel delivery: sequential multi-port electronic fuel injection
Fuel requirement: 87 octane (minimum) unleaded

DRIVETRAIN

Transmission type: four-speed electronic automatic overdrive with overdrive lockout
Axle ratio:
Executive and Signature 3.08:1
Cartier (also included with Limousine Pkg. on Executive, and Ride Control Pkg. on Signature). 3.27:1

CHASSIS

Body: body-on-frame perimeter
Suspension:
front: independent SLA coil-spring design with ball joints and stabilizer bar
rear: 4-bar link self-leveling air spring suspension and stabilizer bar
Shock absorbers: nitrogen gas-pressurized
Steering type: power speed-sensitive, variable-assist with selectable steering effort switch
Overall ratio: 16.4:1
Turns, lock to lock: 3.4
Turning circle, curb to curb (ft.): 40.0
Brakes:
front: 11.1-inch power-assisted disc, anti-lock
rear: 11.2-inch power-assisted disc, anti-lock
Wheels: 15 x 6.5-inch aluminum
Tires: P215/70R15 steel-belted white sidewall radials



Executive Series
Standard
Y-Spoke Aluminum

Signature Series
Standard
Geometric Spoke Aluminum

Cartier Series
Standard
16" Spoke Aluminum

Signature and Cartier
Optional
Eight-Window 16" Chrome

STANDARD FEATURES

FUNCTIONAL

100,000-mile scheduled tune-up interval*
Sequential multi-port electronic fuel injection
Electronic Engine Control (EEC-V)
4-speed electronic automatic overdrive transmission with overdrive lockout
Speed-sensitive, variable-assist power steering with selectable steering effort switch
Self-leveling rear air spring suspension
Nitrogen gas-pressurized shock absorbers
Dual intermittent wipers
Side window demisters
*Under normal driving conditions with routine fluid/filter changes.

SAFETY AND SECURITY

Dual air bag Supplemental Restraint System (SRS)*
4-wheel Anti-lock Brake System (ABS)
Anti-theft alarm system
Remote illuminated Keyless Entry system with panic button and driver-side exterior keypad
3-point safety belts for front and rear outboard passengers
Front and rear center lap safety belts
Heavy-gauge steel side door intrusion beams
Front and rear crumple zones
Brake/shift interlock
Dual power heated outside mirrors
Rear seat child-proof door locks
Child safety seat tether anchor
*Always wear your safety belt.

INTERIOR/CONVENIENCE

Comfort/Convenience Group includes 6-way power front passenger seat, power decklid pulldown, dual illuminated visor vanity mirrors, Autolamp on/off delay lighting system, rear carpeted floor mats
Twin comfort lounge seats with 6-way power driver and passenger adjustments, driver seatback power recliner, and 2-way front head restraints
CFC-free electronic automatic temperature control with sunload sensor
Fingertip speed control with tap-up/tap-down feature
Power windows with driver-side express-down feature
Cloth seat trim (N/A with Cartier)
Electronic AM/FM stereo radio with cassette tape player
Battery saver
Tilt steering wheel
Remote decklid and fuel-filler door release buttons on driver's door trim panel
Solar tint glass
Power door locks
Concealed radio antenna
Front and rear seat fold-down center armrests
Ashtray-mounted cup holders
Rear seat heat ducts
Delayed accessory power
Electronic instrument cluster
Electronic Tripminder®/message center
Front seatback map pockets
Front carpeted floor mats
Courtesy lights and integral reflectors on front doors
Roof rail assist handles
Automatic parking brake release
Rear compartment reading lights
Leather-wrapped steering wheel with center horn
Rear window defroster
Auxiliary 12-volt power outlet

EXTERIOR

5-mph bumpers front/rear
Single key entry/ignition and extra valet key
Body-side protection molding
Extensive corrosion protection
Crystalline-style clear-lens headlamps
Cornering lamps

AVAILABLE FEATURES

Eight-window 16" chrome wheel (Signature & Cartier)
Electronic Traction Assist (standard on Cartier)
Leather seating surfaces (no extra charge on Cartier)
Heated front seats with 5 temperature settings (standard on Cartier)

JBL Audio System with Digital Signal Processing (DSP) (standard on Cartier - N/A on Executive Series)

Trunk-mounted 10-disc CD changer (N/A on Executive Series)

Power moonroof (N/A on Executive Series)

Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass (standard on Cartier)

Integrated voice-activated cellular telephone (N/A on Executive Series)

Y-spoke aluminum wheels (Signature Series)

Ride Control Package with 16" spoke aluminum wheels and P225/60R16 all-season WSW tires (N/A on Executive Series)

Conventional spare tire
Engine block heater

ADDITIONAL STANDARD FEATURES

SIGNATURE SERIES

Memory driver seat with dual power recliners and lumbar supports, 2-way front seat head restraints

Memory mirrors

Programmable garage door opener

Steering wheel with center horn and audio/temperature control buttons

High-level audio system with AM/FM stereo radio and cassette player

Dual storage front armrests

Body-side accent stripes

Geometric spoke aluminum wheels

CARTIER SERIES

Exclusive leather seat trim

Memory driver seat with dual power recliners and lumbar supports, 4-way front seat head restraints

Heated front seats with 5 temperature settings

JBL Audio System with Digital Signal Processing (DSP)

Electronic Traction Assist

Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass

16" spoke aluminum wheels and P225/60R16 all-season white sidewall tires

Rear seat vanity mirrors

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DIMENSIONS

Height (in.): 56.9

Track (in.): front 62.8
rear 63.3

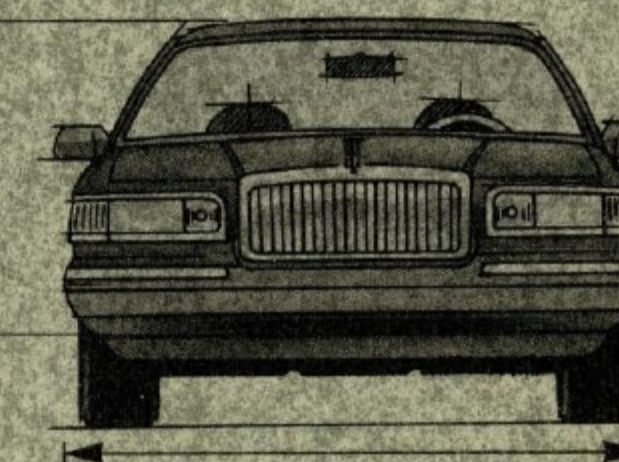
Width (in.): 76.7

Curb weight (lb.): 3,997

Fuel capacity (gal.): 20.0

Length (in.): 218.9

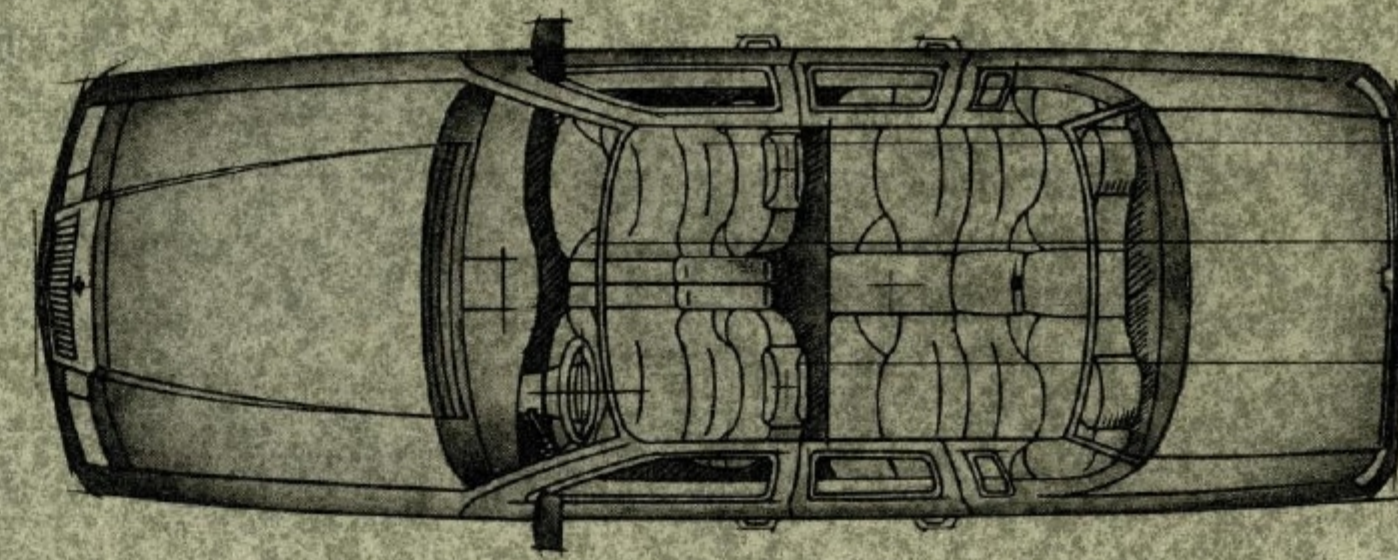
Wheelbase (in.): 117.4



ACCOMMODATIONS



Headroom (in.): front 39.1
rear 38.0
Luggage space (cu. ft.): 22.3

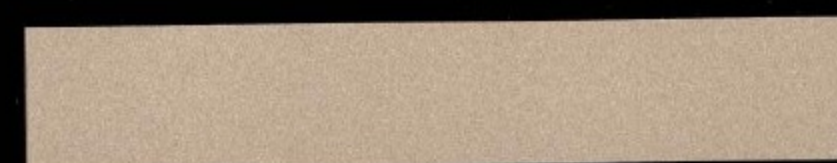


Hiproom (in.): front 57.2
rear 57.0
Legroom (in.): front 42.6
rear 41.1
Shoulder room (in.): front 62.1
rear 62.1



INTERIOR COLOR CHOICES

- Light Graphite ■ Ebony ■ Slate Blue
- Cordovan ■ Cypress ■ Light Prairie Tan
- Ivory/Dark Prairie Tan ■ White



Light Prairie Tan Clearcoat Metallic



Cordovan Clearcoat Metallic



Ivory Pearlescent Clearcoat Metallic (Cortier Series Only)



Deep Navy Blue Clearcoat Metallic



Glacier Blue Clearcoat Metallic



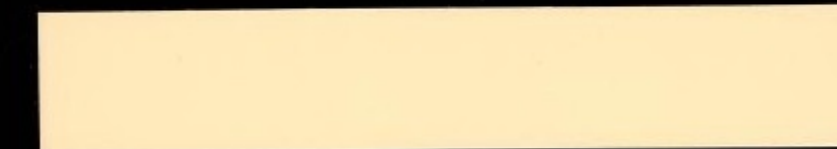
Light Cypress Green Clearcoat Metallic



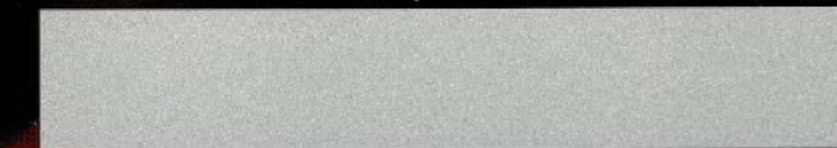
Evergreen Clearcoat Metallic



Pewter Grey Clearcoat Metallic



Ivory Clearcoat



Silver Frost Clearcoat Metallic



Black Clearcoat



Performance White Clearcoat



Opal Opalescent Clearcoat Metallic
(Extra-Cost Tri-Coat) (Signature Series Only)

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