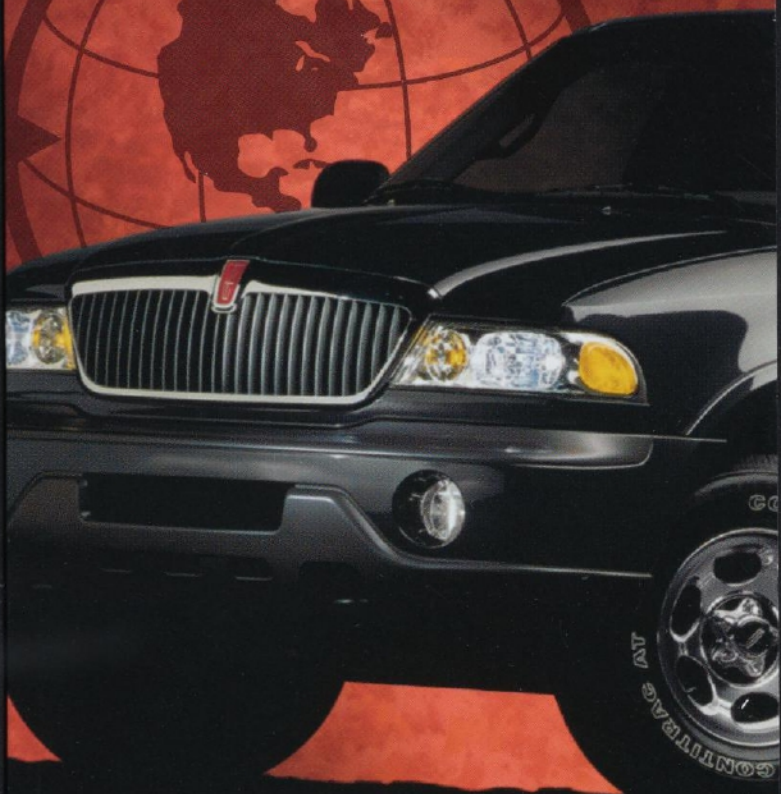


# NAVIGATOR



*Competitive Selling  
Assistant*



## A Picture Can Be Worth A Thousand Words

*Oftentimes competitive advantages simply don't translate well into words. In these cases, sometimes all it takes is a picture to tell the story. This Competitive Selling Assistant for the 1998 Lincoln Navigator is designed to help you demonstrate some of these "real life" Navigator competitive advantages to your customers.*

*We've assembled photographs of both the Lexus LX 450 and the Land Rover Range Rover SE to help illustrate select, tangible Navigator advantages. If your customers indicate that they're also considering one of these competitive products, incorporate these photographs into your Navigator Walkaround Presentations to support and reinforce these Navigator strengths and competitive advantages.*

*Consult your 1998 Lincoln Navigator Product & Marketing Guide and Frontline Magazine for complete specification comparisons and additional competitive advantages. In addition, comparator software has been provided to your Sales Manager, which provides simple, computer-based Navigator comparisons.*



### Navigator Advantages Over Lexus LX 450

#### CARGO AREA ACCESS

The tailgate design of the Lexus LX 450 requires a long reach to get items into and out of the rear cargo area. Also, the third-row seats fold to the sides and are held in place by straps. This significantly limits the width of cargo that can be accommodated.



#### REAR WINDOWS

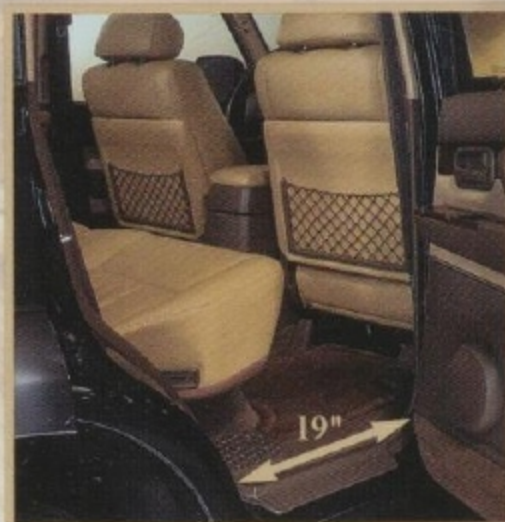


While the LX 450 features side rear windows that can be opened for increased ventilation, they are manual sliding instead of power-operated as they are on Navigator. With Navigator, all it takes to open or close the rear quarter windows is a simple push of a button on the overhead console. With LX 450, only a rear-seat passenger can open and close the windows — a big inconvenience, especially if it starts to rain!



## SECOND-ROW VEHICLE ENTRY

Getting into and out of LX 450's rear seating areas can be difficult since the rear wheel wells significantly protrude into the door openings.



## CARGO CARRYING



Like its third-row seats, the LX 450's second-row seats must be supported by straps to carry cargo. The available second-row bench seat on Navigator, on the other hand, folds flat allowing for easy, full-length cargo capacity.

## 4-WHEEL-DRIVE OPERATION

Lexus LX 450 features permanent four-wheel drive with high and low settings.

These settings (as well as the transmission's drive gears) are selected with bulky shift levers. The Navigator Control-Trac four-wheel-drive system is conveniently operated with a instrument panel rotary knob.



## CD CHANGER AND CONSOLE

While both Navigator and LX 450 offer optional 6-disc CD changers, the LX 450's is located at the lower rear portion of the center floor console — not very accessible to the driver. In addition, the LX 450 console doesn't offer the added conveniences of rear radio controls and flow-through ventilation like Navigator does.<sup>1</sup>



## CUP HOLDER

The only front-seat cup holder in the LX 450 is located between the driver's seatback and the center floor console — a position that is awkward to reach and may even interfere with the driver's elbow. The cup holder is also small and cannot accommodate mugs or other large containers.

<sup>1</sup> Flow-through ventilation and bi-level controls on models not equipped with auxiliary climate control.





## Navigator Advantages Over Land Rover Range Rover SE

### EXTERIOR STYLING

Range Rover features styling that is more boxy and less smooth-flowing than Navigator. This gives Range Rover a utilitarian image, whereas Navigator proudly displays a strong yet luxurious appearance.



### CARGO AREA ACCESS AND CD CHANGER



The tailgate design of the Range Rover requires a long reach to get items into and out of the rear cargo area.

Want to change CDs in the Range Rover's 6-disc CD changer? You'll have to walk all the way to the rear of the vehicle, since it's located inside the cargo area. The optional Navigator CD changer is conveniently located inside the front center floor console within easy driver reach.

### SPARE TIRE

The Range Rover spare tire is located under a floor panel in the rear cargo area. Changing a flat tire would require first removing any cargo to access the spare, and then sliding the heavy, nearly 70-pound wheel and tire out of the vehicle. Also, you'd have to store the potentially dirty flat tire back inside the vehicle. The spare tire on Navigator is located under the vehicle's body and is easily lowered or raised.



### GLOVE COMPARTMENT



Range Rover's glove compartment can easily hit the front-seat passenger's knees when opening, restricting storage-area access.

### INTERIOR DOOR HANDLES

Range Rover's interior door handles are small and awkward to operate, unlike the handles on Navigator, which are ergonomically designed for easy use.



### DUPLICATE STEERING WHEEL CONTROLS

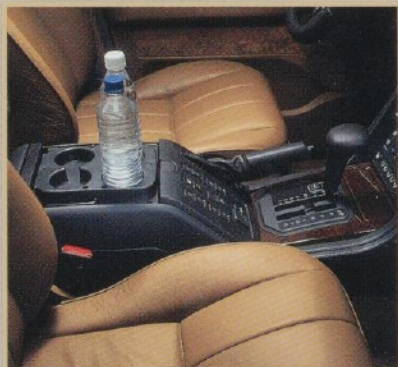
Range Rover, like Navigator, features steering wheel controls for speed control and select audio functions; however the Range Rover's controls aren't backlit and can be difficult to locate and operate at night. In addition, only Navigator features duplicate steering wheel climate controls.





## CUP HOLDERS

Range Rover's front-seat cup holders are located at the rear of the center console and are difficult to reach. They also can accommodate only small containers, which may be tipped over inadvertently by the driver's or front passenger's elbows.



## 4-WHEEL DRIVE OPERATION



Range Rover's permanent four-wheel-drive settings (as well as the transmission's drive gears) are operated through a bulky shift lever, while the Navigator Control-Trac four-wheel-drive system is conveniently

operated with an instrument panel rotary knob. In addition, Range Rover's many gear positions and "H-shaped" design can be quite confusing to understand and operate.



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Navigator will be available for sale at authorized Lincoln franchises only.



50%  
TOTAL RECYCLED FIBER  
10% POST CONSUMER FIBER