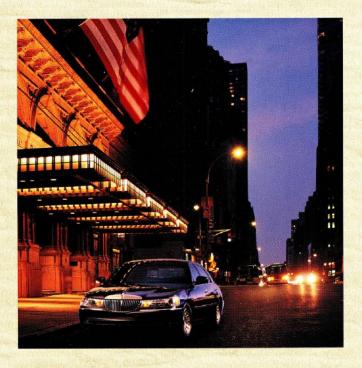
1998



LINCOLN TOWN CAR IT LOOKS LIKE ANOTHER BUSY WEEKEND. PLAN TO GO JOGGING ON SATURDAY MORNING AND PLAY GOLF ON SUNDAY. DINNER TONIGHT AT THE CLUB. THEN THERE'S THE FAMILY COMING OVER FOR A BIRTHDAY PARTY TOMORROW. MAYBE I'LL HAVE TIME TO WORK IN THE GARDEN. THEN AGAIN, IT MAY HAVE TO WAIT UNTIL NEXT WEEK.



1998 LINCOLN TOWN CAR

LINCOLN TOWN CAR.

ONE OF THE MOST

DISTINGUISHED NAMES IN

FULL-SIZED LUXURY

AUTOMOBILES. FOR 1998

IT HAS BEEN EXTENSIVELY

REDESIGNED. ITS ELEGANT

NEW EXTERIOR FEATURES

SOPHISTICATED STYLING.

THE RIDE IS SMOOTH YET

CONTROLLED. AND INSIDE,

THE LEVEL OF LUXURY

IS CLASSIC LINCOLN.



LINCOLN TOWN CAR.

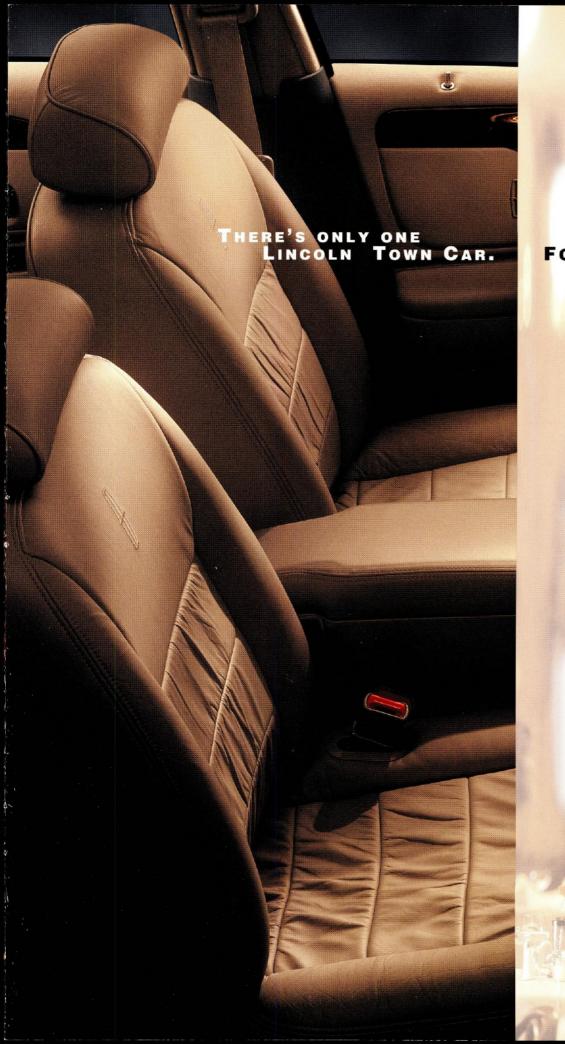
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THERE'S ONLY ONE LINCOLN TOWN CAR.

Lincoln Town Car's interior features a convenient 40/20/40 front seating system which includes a larger armrest and a comfortable, fixed seating position for the center passenger. Signature Series shown.



The new Lincoln Town Car has been designed

around a very important concept: your comfort.

FOR A NUMBER OF COMFORTING REASONS.

Step inside and enter a world distinguished by

luxurious amenities, superb craftsmanship and

premium materials. This is a world of few

equals, one that will set a new standard for full-





The easy entry and exit driver's seat automatically adjusts back when unlocking the vehicle using the remote key fob or when the key is removed from the ignition. When used with the standard tilt steering wheel, this system makes it easy to get into and out of your Town Car (Signature and Cartier Series).

New rear air-conditioning and heating ducts provide a comfortable cabin temperature for rear seat passengers.

For your convenience a redesigned rear armrest with dual cup holders is now standard on Signature

and Cartier Series.



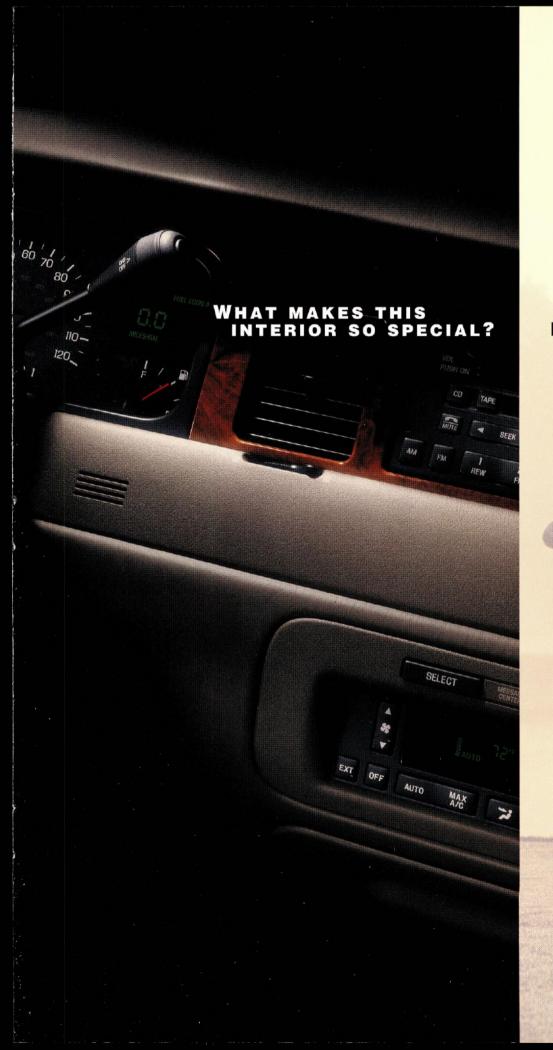


You'll appreciate the convenience of electronic automatic temperature control. You simply set your preferred temperature, and the system keeps the cabin temperature constant.



Town Car seats have been redesigned utilizing computeraided techniques to deliver maximum comfort. The 40-20-40 front bench seat has a new frame and a multi-WHERE THE PLEASURE BEGINS. functional center armrest. Leather seating surfaces feature improved feel and durability. And seats are inspected with computer test equipment to ensure they to Lincoln's strict quality standards. In terms of comfort, this is just the beginning. Signature Series shown in Light Graphite, Cartier shown in Light Prairie Tan, Signature Touring Sedan Package shown in Midnight Black.





Details. It's truly what Town Car is all about.

And it's the reason you feel so at ease behind

the wheel of this luxurious new automobile.

IT'S ALL IN THE DETAILS.

The new instrument panel has a sophisticated

look, more flowing lines and wood appliqué.

Controls are ergonomically placed for easy

access, and new easier-to-read analog gauges

with green backlighting complement the

electronic message center.







The standard Premium AM/FM stereo cassette radio and the optional JBL Audio System include the Radio Data System (RDS). This system will search for stations that play a specific type of music or news broadcast. It can also interrupt the CD or tape player for local traffic and weather reports. Speakers have been precisely placed for optimum listening pleasure. The controls are large and easy to operate.

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

Duplicate controls for audio and climate control are conveniently mounted on the steering wheel. You can adjust temperature, audio volume or choose a new radio station while your hands remain safely on the steering wheel (Signature and Cartier Series).

The memory seat and mirror

system allows
three drivers
to program
preferred seat
and outside
mirror settings
and recall them
at a touch of a

button (Signature and Cartier Series).

For the ultimate in comfort, Town Car Signature and Cartier Series feature eight-way power seats and new, easy-to-use fingertip silhouette seat controls.

Program your existing garage door opener code into this built-in visor unit, and you'll always have a garage door opener on board (Signature and Cartier Series).





A TOWN CAR THAT HANDLES DIFFERENTLY?



Town Car's new All-Speed Traction Control system helps maintain stability and steering control on slippery surfaces at all speeds. This system detects and controls rear wheel spin through a combination of braking and engine management.

The new Watt's linkage rear suspension improves straight line tracking and stability. It helps make Town Car easier to drive, particularly over long distances. It also provides responsive handling while maintaining Town Car's smooth ride.

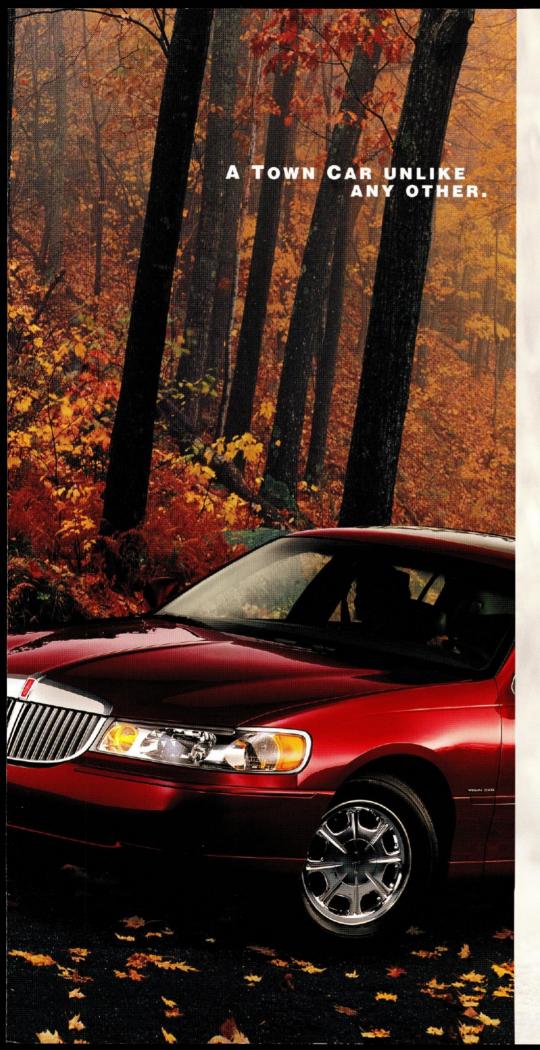
The front suspension features new front lower control arm bushings which improve steering precision and provide better steering feel. You'll experience a more confident feel for the road and greater control.

Town Car also features new twin piston caliper front disc brakes for improved stopping power, smoothness and reliability. Of course, a four-wheel disc anti-lock brake system is standard and gives the driver greater steering control while braking.









You appreciate Lincoln Town Car for what it

INTRODUCING THE SIGNATURE TOURING SEDAN PACKAGE.

represents. A full-sized luxury car with a

smooth ride and an abundance of amenities.

However, if you want distinctive styling with

more confident and controlled ride and

handling, there's the new Signature Touring

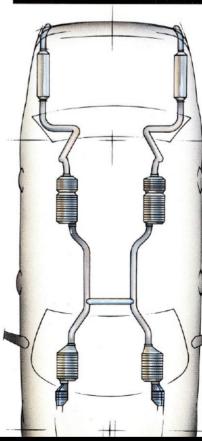
Sedan Package. A Town Car with a healthy

appetite for the open road.





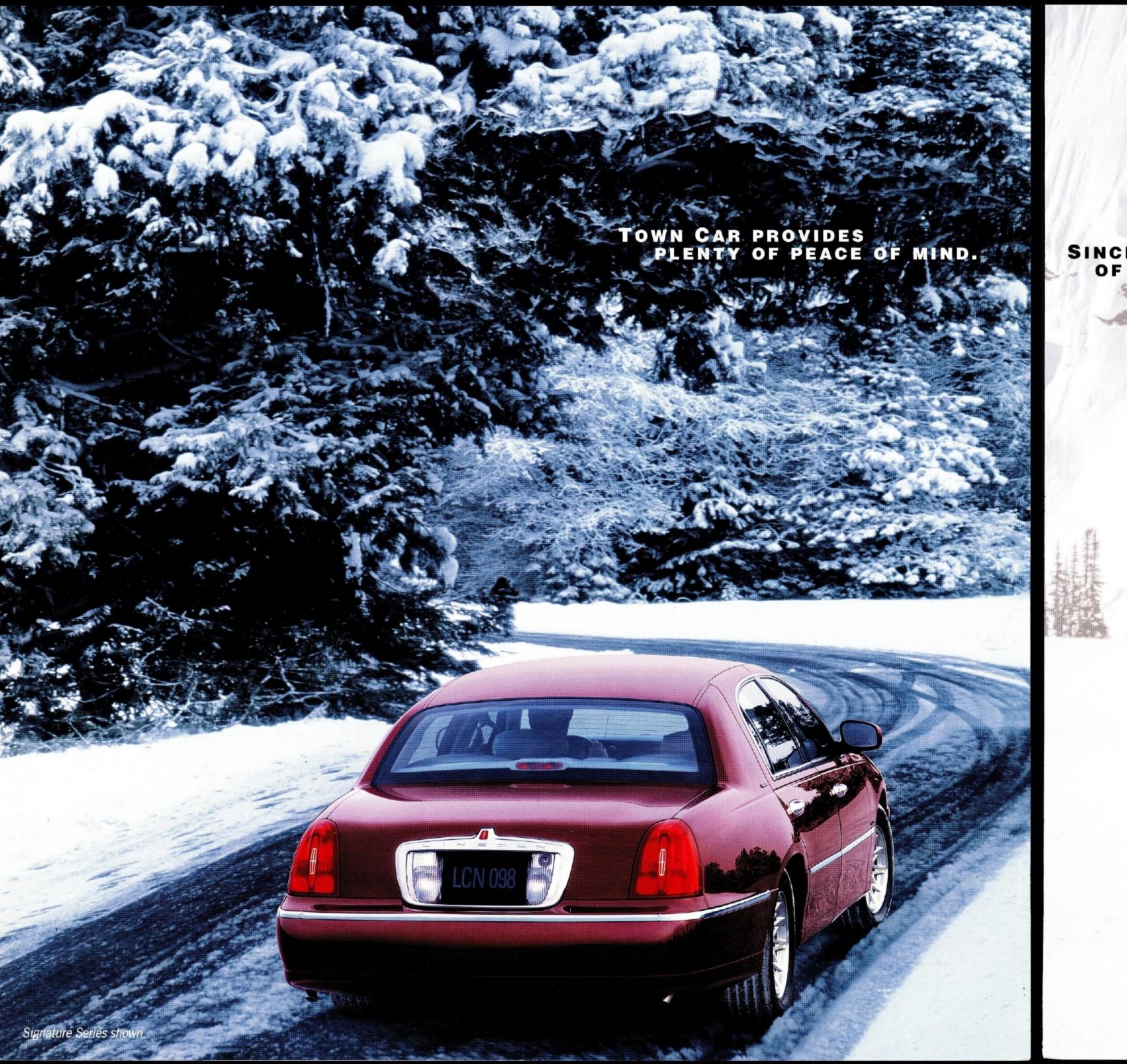




The Signature Touring Sedan Package features black bird's-eye maplewood trim, perforated leather-trimmed seats, 16-inch unique Chrome-Tech wheels, monochromatic bodyside moldings, argent grille, dual exhaust for increased horsepower, and a 3.55 rear axle

New monotube shock absorbers are included in the Signature Touring Sedan Package and are combined with a specially tuned suspension and 16-inch P235/60TR16 tires.

The Signature Touring Sedan Package provides more confident handling and improved driving dynamics in conjunction with Town Car's traditional smooth ride.



In terms of driver and passenger safety,

Lincoln Town Car has plenty to offer.

SINCE IT COMES WITH PLENTY OF SAFETY FEATURES.

Since it's a Lincoln, it comes with a wide

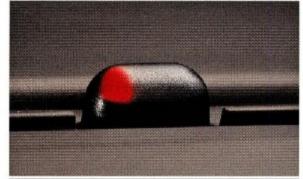
array of safety and security features. From

Second Generation dual airbags to the

SecuriLock™ Passive Anti-Theft System -

just about everything you need to have

true peace of mind.





entry
allows you
to lock and
unlock doors, release
the trunklid and switch
on interior lights from a
distance. It also includes
a panic button which
flashes the headlamps and
sounds the horn when activated.
The Smartl ock System makes

The SmartLock System makes it virtually impossible to accidentally lock your key in the ignition.

The SecuriLock™ Passive
Anti-Theft System utilizes a key
with an integrated transponder
to protect your car. If a non-

encoded key or ignition

bypass is
detected, the
engine is
disabled.
A fail-safe
cooling system
is designed to
help protect the
engine from
potential
damage due to

loss of coolant.

Second Generation dual airbags are designed to further enhance protection for the driver and passenger. Always wear your safety belt and secure children in the rear seat.

Town Car also features new endrelease safety belts which are easy to buckle and disengage. And front safety belts come with adjustable D-rings for improved comfort.



THE LINCOLN COMMITMENT

The satisfaction of owning your Town Car goes well beyond the driving experience. It's knowing your vehicle is backed by a comprehensive benefits package like the Lincoln Commitment. It includes 24-hour Roadside Service Assistance — just call our hotline for towing, jumpstarting, tire changing, lockout service or gas delivery. If your Town Car requires warranty service, alternate 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/50,000mile bumper to bumper limited warranty. Some restrictions may apply. See your Lincoln dealer for complete details.

1998 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.):	
Compression ratio:	
Exhaust system:	
Single – Executive and Signature	
Horsepower @ rpm (SAE net):	
Torque @ rpm (lbsft. SAE net):	
Dual - Signature Touring Sedan Package and Ca	rtier (also included with Limousine pkg. on Executive)
Horsepower @ rpm (SAE net):	
Torque @ rpm (lbsft. SAE net):	
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	87 octane (minimum) unleaded

DRIVETRAIN

Transmission type: four-speed electronic automatic overdrive with over	drive lockout
Axle ratio:	
Executive, Signature and Cartier	3.08:1
Signature Touring Sedan Package	3.55:1

CHASSIS

Body:	body-on-frame perimete
Suspension:	
front:	independent SLA coil-spring design with ball joints and stabilizer ba
rear:	. 4-bar with Watt's linkage self-leveling air spring suspension and stabilizer ba
Shock absorbers:	nitrogen gas-pressurized
Steering type:	power speed-sensitive, variable-assis
Overall ratio (on center):	
Turns, lock to lock:	
Turning circle, curb to cur	b (ft.):
Brakes:	
front:	
rear:	
Tires:	Executive, Signature and Cartier P225/60SR16 BSW steel-belted radials
	Signature Touring Sedan Package P235/60TR16 BSW steel-belted radial

STANDARD FEATURES

FUNCTIONAL

100,000-mile scheduled tune-up intervals* Sequential multi-port electronic fuel injection Electronic Engine Control (EEC-V) 4-speed electronic automatic overdrive transmission with overdrive lockout Coil per plug ignition Watt's linkage rear suspension

Fail-safe cooling with dual speed electric fan Speed-sensitive, variable-assist power steering 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

Second Generation dual airbag Supplemental Restraint System (SRS)* 4-wheel disc Anti-lock Brake System (ABS) Remote illuminated keyless entry system with panic button

3-point safety belts for front outboard and all rear Dual power heated outside mirrors passengers

SmartLock Anti-lockout System

All-Speed Electronic Traction Control SecuriLock™ Passive Anti-theft System Heavy-gauge steel side door intrusion beams Front and rear crumple zones Brake/shift interlock Rear door childproof locks Child safety seat tether anchor

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

INTERIOR/CONVENIENCE

6-way power front passenger seat

Dual illuminated visor vanity mirrors Autolamp on/off delay lighting system Rear seat heat and A/C ducts 40/20/40 front seat system with driver/ passenger 6-way power seats and 2-way front head restraints with sunload sensor Fingertip speed control with tap-up/tap-down Power windows with driver-side express-down

Premium AM/FM stereo/cassette with Radio Data System (RDS)

Battery saver Tilt steering wheel Remote decklid and fuel-filler door release buttons on driver's door trim panel

Electrochromic (auto-dimming) inside rearview

Leather seating surfaces Solar tint glass Power door locks Concealed radio antenna Ashtray-mounted cup holders Delayed accessory power Analog instrument cluster

directional compass Front seatback map pockets Front and rear carpeted floor mats

> Courtesy lights and integral reflectors on front and rear doors Roof rail assist handles

Automatic parking brake release Rear compartment reading lights Leather-wrapped two-spoke steering wheel with center horn

Rear window defroster Auxiliary 12-volt power outlet

EXTERIOR

mirror

Bodyside protection molding All new body styling including redesigned moldings, door handles, grille, hood, fenders, park/turn lamps, front/rear bumper covers Electrochromic (auto-dimming) driver-side exterior mirror and compass

Extensive corrosion protection Cornering lamps 5-mph bumpers front/rear Single key entry/ignition

OPTIONS

(N/A on Executive Series) JBL Audio System w/Premium AM/FM stereo/cassette, RDS and DSP (standard on Cartier, N/A on Executive Series) 6-disc radio-controlled CD changer (requires Premium or JBL Audio System) Power moonroof (N/A on Executive Series) Integrated voice-activated portable/convertible cellular telephone (N/A on Executive Series)

Heated front seats with 5 temperature settings

Cloth seating surfaces (Executive Series)

Conventional spare tire with steel wheel Engine block heater Entertainment Package (Signature Series) with and without moonroof

- JBL Audio System with RDS and Digital Signal Processing (DSP)
- 6-disc CD Changer

Premium Package (Cartier Series) 6-disc CD changer

Power moonroof

16" Cartier chrome wheel (late availability)

ADDITIONAL STANDARD FEATURES

SIGNATURE SERIES

In addition to Executive Series

- Driver/Passenger 8-way power seats with 2-way front seat head restraints and dual
- power lumbar support · Memory mirrors/driver's seat for three drivers
- Universal garage door opener
- Delayed accessory power

- · Steering wheel with center horn and audio/temperature control buttons
- Front storage armrest
- Snowflake aluminum wheels
- Easy entry/exit driver's seat Rear seat armrest with cup holders

SIGNATURE TOURING SEDAN PACKAGE

- 3.55 axle ratio
- P235/60TR16 tires
- 16" Chrome-Tech wheels
- 11.25-inch torque converter
- Revised springs, shock absorbers, and 30mm front and 18mm rear stabilizer bars
- Dual exhaust
- Perforated leather seat trim
- Monochromatic lower bodyside moldings
- Argent grille
- Black bird's-eye maple wood trim

CARTIER SERIES

In addition to Signature Series

- Exclusive Premium leather seat trim
- Heated front seats with 5 temperature settings
- JBL Audio System with Premium AM/FM stereo/cassette, RDS and DSP

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.

Product Changes

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

EPA statement: 1998 EPA mileage estimates were unavailable when this brochure was printed. 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.

Town Car from Lincoln. What a luxury car should be.

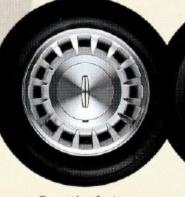


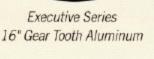
FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.



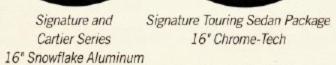


For more information via the Internet, enter http://www.lincolnvehicles.com

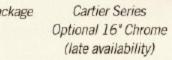














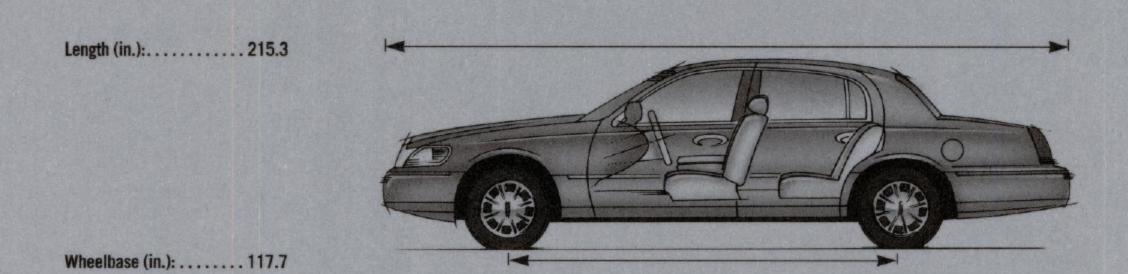
DIMENSIONS

ACCOMMODATIONS

Headroom (in.):.... front 39.2

Luggage space (cu. ft.):.... 20.6

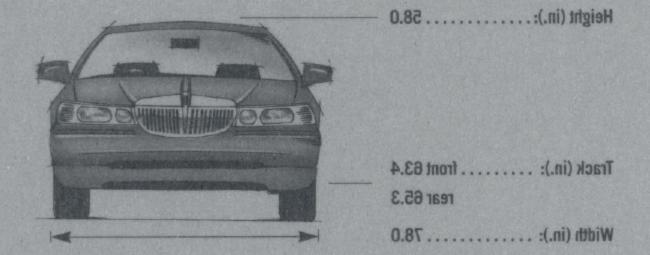
rear 37.5

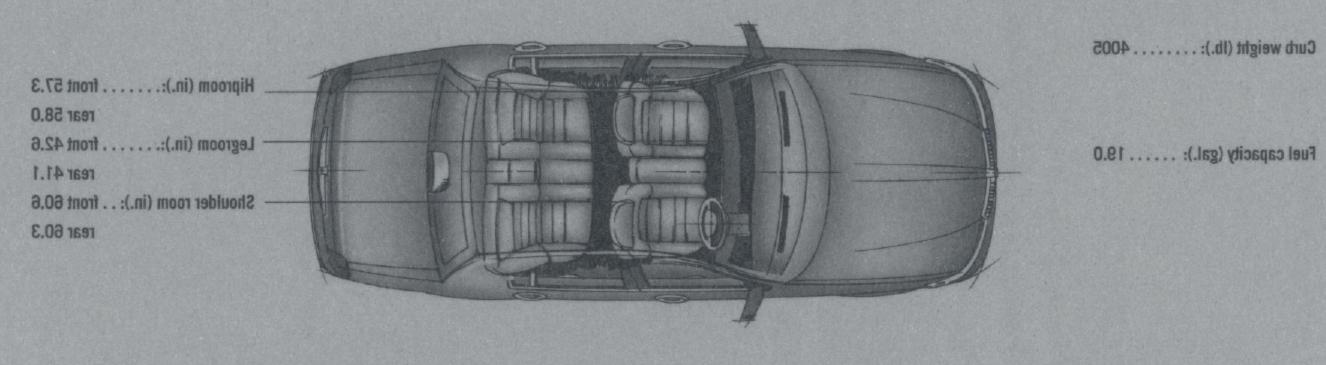


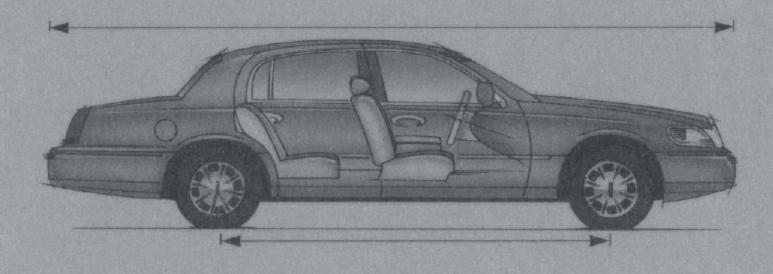
ACCOMMODATIONS

DIMENSIONS

Headroom (in.): front 39.2 rear 37.5 Luggage space (cu. ft.): 20.6





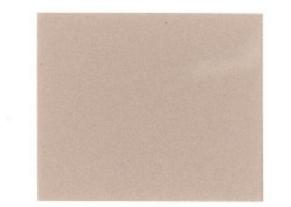


Length (in.):.....215.3

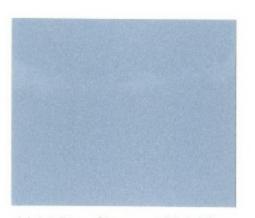
Wheelbase (in.): 117.7

Lincoln Town Car

CHOICES



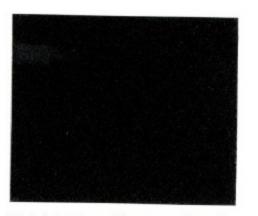
Light Prairie Tan Clearcoat Metallic



Light Blue Clearcoat Metallic



Cordovan Clearcoat Metallic



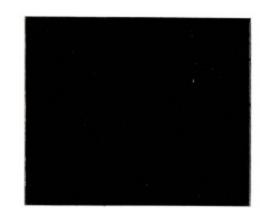
Midnight Grey Clearcoat Metallic



Medium Gold Clearcoat Metallic



Silver Frost Clearcoat Metallic



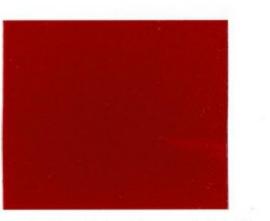
Black Clearcoat



Vibrant White Clearcoat

Medium Charcoal Green Clearcoat Metallic



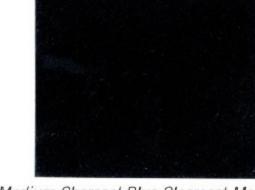


Bright Toreador Red Tinted Clearcoat Metallic Signature Touring Sedan Package only.

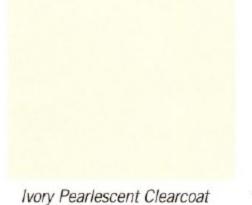


Light Graphite Ivory/Dark Prairie Tan Dark Denim Blue Midnight Black Oxford White Light Prairie Tan

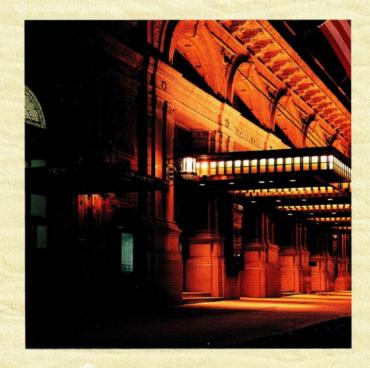
White Pearlescent Clearcoat Metallic (Tri-Coat Paint Process) Standard on Cartier Series. Optional on Executive and Signature Series.



Medium Charcoal Blue Clearcoat Metallic



(Tri-Coat Paint Process)
Cartier Series only.



Lincoln Town Car