

The background of the advertisement is a dark, moody photograph of a car's interior. A red leather gear shift knob with a silver base is visible on the left side, partially obscured by the large 'LINCOLN' text. The rest of the image is dark and out of focus, showing hints of the dashboard and other interior components.

LINCOLN

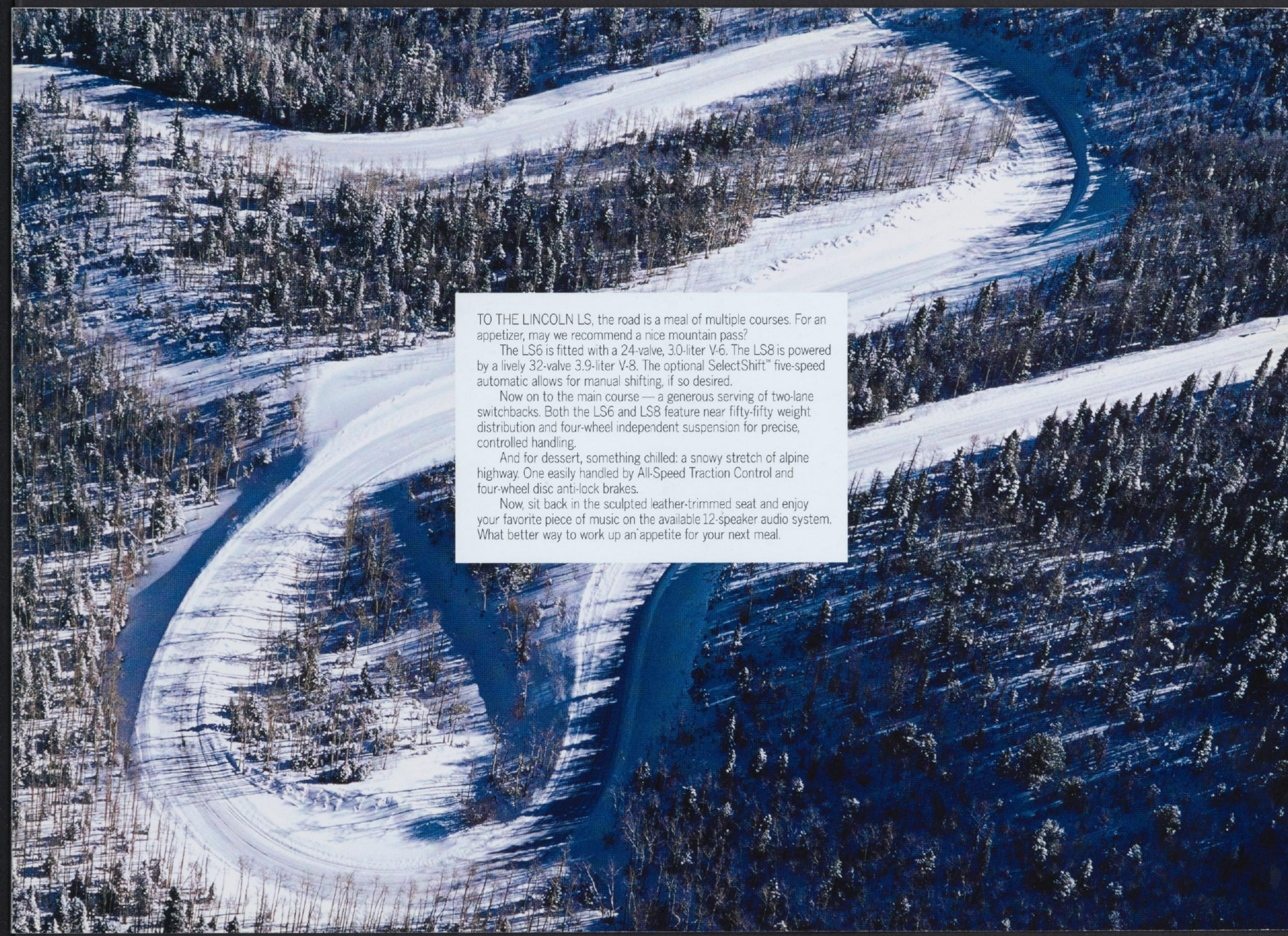
The new LS



The new Lincoln LS.



Have a large order of twisty blacktop with extra curves and a side of Lincoln you've never seen before.



TO THE LINCOLN LS, the road is a meal of multiple courses. For an appetizer, may we recommend a nice mountain pass?

The LS6 is fitted with a 24-valve, 3.0-liter V-6. The LS8 is powered by a lively 32-valve 3.9-liter V-8. The optional SelectShift™ five-speed automatic allows for manual shifting, if so desired.

Now on to the main course — a generous serving of two-lane switchbacks. Both the LS6 and LS8 feature near fifty-fifty weight distribution and four-wheel independent suspension for precise, controlled handling.

And for dessert, something chilled: a snowy stretch of alpine highway. One easily handled by All-Speed Traction Control and four-wheel disc anti-lock brakes.

Now, sit back in the sculpted leather-trimmed seat and enjoy your favorite piece of music on the available 12-speaker audio system. What better way to work up an appetite for your next meal.



SPECIFICATIONS

- Type:** Front engine, rear-wheel drive, 5-passenger, 4-door luxury sports sedan
- Wheelbase (in.):** 114.5
- Length (in.):** 193.9
- Weight distribution, F/R:** 51/49%
- Powertrains:**
- LS6:** 3.0-liter 24-valve V-6 with 5-speed manual or 5-speed automatic transmission
- LS8:** 3.9-liter 32-valve V-8 with 5-speed automatic transmission
- Suspension:** Four-wheel-independent short and long arm; anti-dive geometry
- Brakes:** Four-wheel disc ABS
- Selected features:** 16-inch aluminum wheels, dual air bags and front side air bags,* All-Speed Traction Control, power leather-trimmed seats with lumbar adjustment, 60/40 split-fold rear seat, memory seats/mirrors/steering wheel, AdvanceTrac™ yaw control, SelectShift™ five-speed automatic transmission, European handling suspension with 17-inch wheels, 12-speaker audio system, dual heated front seats

The new Lincoln LS will be available in early 1999. Specifications subject to change. For more information, visit www.lincolncehicles.com or call 1 800 446-8888.

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

 **LINCOLN**

Want more food for thought?

LS8NY1

Return this postage-paid card for an exclusive Lincoln LS Preview Kit.

1. How many times in a year do people ask you for advice on buying a new car?

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

2. Based on what you've seen so far, what is your impression of Lincoln LS?

POSITIVE
10 - 9 - 8 - 7 - 6 - 5 - 4 - 3 - 2 - 1
NEGATIVE

3. What vehicle do you currently drive:

MAKE _____ MODEL _____ YEAR _____

1 ☐ New 2 ☐ Used

If the vehicle is leased, what is the lease end date:

____ / ____ / ____
MONTH YEAR

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER (____) _____

4. If you were shopping for a new car, which three features would have the most impact on your decision to consider Lincoln LS?

Please rank them with 1 being the most important.

A ____ handling F ____ styling
B ____ power G ____ safety
C ____ comfort H ____ other
D ____ quality/reliability
E ____ luxury amenities

5. Are you over the age of 21?

1 ☐ Yes 2 ☐ No

6. Generally, how would you prefer to receive information from us:

1 ☐ Posted mail 2 ☐ E-mail

E-mail address _____

The new LS from Lincoln. What a luxury car should be.

