

Signature Series. A space shaped with one overriding goal. Your comfort.

Most people expect a luxury car to reach its highest standards of performance here.

The expectation is well rewarded in Town Car. In front, plush 50/50 twin comfort lounge seats provide supple, yet supportive, seating. The rear seating is equally spacious. To put you more at ease, full-length armrests come at every door with folding center armrests front and back. The necessary convenience controls are all power and all standard. That includes six-way adjustable driver's and front passenger's seats. Plus power windows, vents, door locks and outside

To keep this comfortable environment quiet, rubber body mounts, placed throughout the car, help insulate throughout the car, help insulate

the interior from road noise, vibration
and harshness. The inside of the

throughout the car, help insulate

recording studios) will

lend concert hall fidelity
to the Town Car interior. A
compact digital disc hood, roof and doors are cloaked with a generous amount of sound insulation to further reduce noise.

mirrors.

JBL SOUND SYSTEM
Take the option of filling this spacious interior with remarkable sound: the extraordinary 140-watt JBL audio system pictured system, a joint venture of Ford Audio and JBL (the

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speakers used in over 70% of the world's top system is also available to complement the system.





1988 Lincoln Town Car Cartier Designer Series in Silver Frost Clearcoat Metallic over Dark Titanium Clearcoat Metallic with a Silver Frost vinyl coach roof.*

Cartier Designer Series. Town Car promises distinctiveness. Cartier ensures it.

Once again the designers from Cartier, the internationally acclaimed jewelry and watch designers, have crafted an automobile of singular distinction.

It comes with an elegant new Dual-Shade paint treatment—Silver Frost over a smoky gray tone called Dark Titanium.* The exterior is capped with a fashionable Silver Frost vinyl coach roof set off by a distinctive wrapover molding. And just so no one mistakes who designed your Town Car, the Cartier script appears in gold in the rear quarter opera windows.

the rear quarter opera windows.

Any good design includes the mind as well as the eye, so a keyless entry system is standard for both door and trunk lid locks. The headlights dim automatically with oncoming traffic. The outside rearview mirrors even have an internal heating element to help clear away frost and fog.

*Color may be subject to a slight delay. See dealer for color availability.



Even in its most basic form, Town Car delivers exceptional luxury.

When some automakers describe a "base" automobile, one gets the impression the car is somehow not complete. Town Car is a notable exception. The car you see here, for example, is exactly what you get when you order a "base" Lincoln Town Car.

A full vinyl roof. Body accent stripes. Center pillar coach lamps.
Marvelous paint. These, in themselves, demand a new definition of "base."

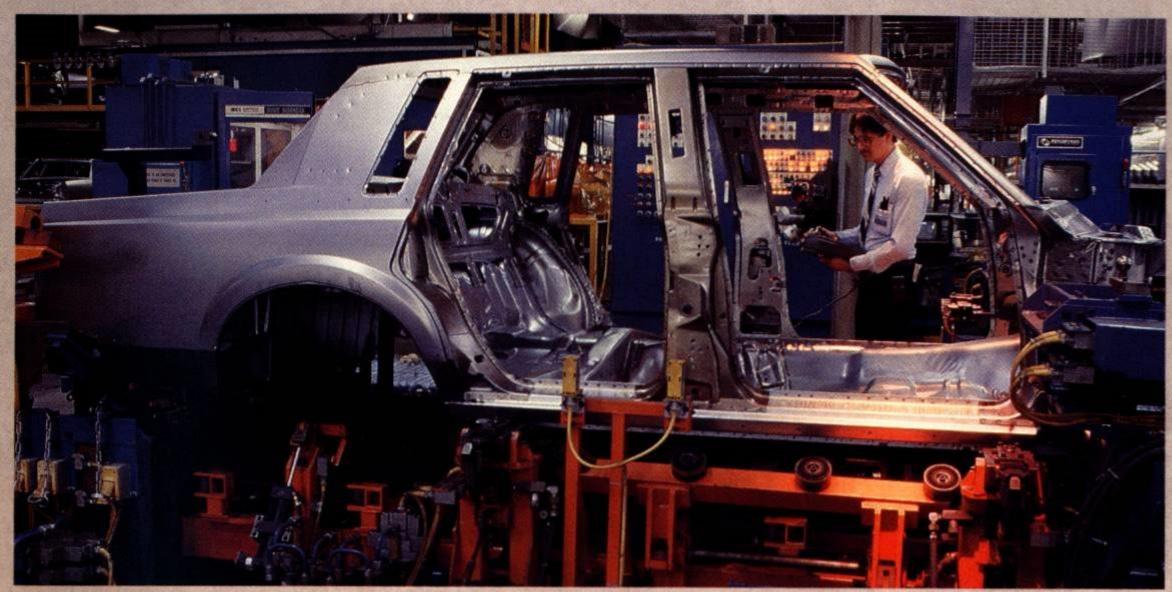
Yet there's considerably more: a standard 5.0-liter V-8 with sequential multi-port electronic fuel injection that improves both engine response and efficiency. A four-speed automatic overdrive transmission. One of the largest trunks in the world (20.3 cubic teet). Nitrogen gas-pressurized shock absorbers for state-of-the-art ride control. Automatic Climate Control. And electronic AM/FM stereo cassette with six-speaker Premium Sound. All standard items.

That's the nice thing about
Lincoln. Even when you're just after
basic luxury, it's surprising how far you
can go.

1988 Lincoln Town Car in
Dark Cabernet Clearcoat
Metallic. Also available in
a variety of colors. See
features pages at back
of brochure.



A \$2-million Flexible
Inspection System
provides extremely
accurate measurement
of welded body panels
and the fit of those
panels as a unit.



As a luxury car buyer, you look for more than claims of quality. You look for evidence.

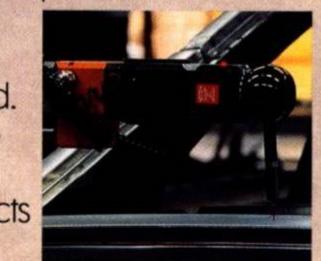
A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And that job continues to get done. For the past seven years, Lincoln has been unsurpassed in quality by any American-made luxury car.†

A focus on safety. Lincoln Town Car is designed to allow the structure of the car to collapse in an orderly, predictable manner to help dissipate some of the force of impact.

†Based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America. The doors feature strong, double panel welded construction. Inside each is a high-strength steel beam that can withstand a considerable side impact.

With 5-MPH bumpers, Town Car offers four times the protection

required by the
Federal impact
bumper standard.
This helps reduce
damage from
low-speed impacts
and may even
result in lower
repair costs.



Delicate sensors on the Flexible Inspection
System relay information through a computer for comparison with engineering specifications.

Quality protection. All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Restrictions apply: Ask to see these warranties at your Lincoln-Mercury dealer.



Town Car's automatic overdrive transmission lets the engine run slower at cruising speed, so it improves fuel economy.*



Computers and robotics are marvelous tools, but in some operations, such as this welding station, the "human touch" is irreplaceable.

The Lincoln Commitment. More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment.

In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level.

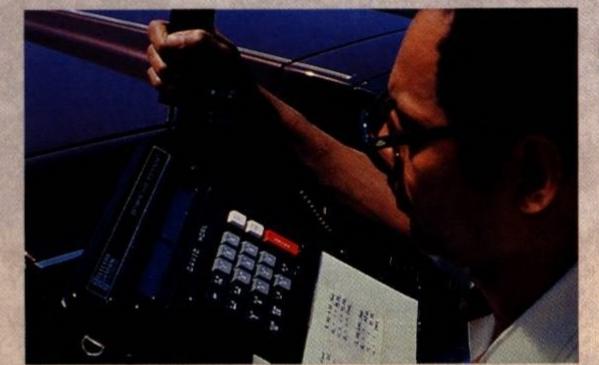
The National Lincoln Commitment Coordinator ensures priority handling

of Lincoln-related owner inquiries.



An inspector goes over a randomly selected vehicle inch-by-inch to check on fit and finish.

A toll-free number to call. Should the need ever arise, you can be in direct communication with the Lincoln Commitment Program Coordinator at Ford Parts and Service Division Head-quarters in Dearborn, Michigan. When you take delivery of your new Lincoln, we provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday-Friday, except holidays.



The fit between one body part and the next is evaluated by a computerized measuring device.

Buckle up—together we can save lives. Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-toinstall protective child restraints—TotGuard Safety Seat and Infant Carrier—
meet or exceed all applicable
Federal safety standards. Both help
secure youngsters by using existing
Lincoln seat belts.

*See EPA fuel economy statement at the back of this brochure.



Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your dealer to show you a copy of the Lifetime Service Guarantee



1933 Lincoln KA 12 roadster convertible. A fitting predecessor to the Lincolns of today, it was considered by many to be the consummate luxury motorcar of its age.

The Ford Extended Service Plan.

Additional coverage on certain selected components of your new Lincoln is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the Ford Extended Service

Is leasing for you? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may your Town Car or the vehicle of be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

Ford-paid repair programs after the warranty period. Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins. All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended

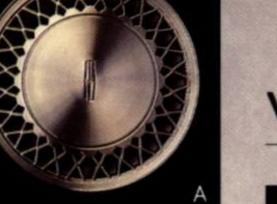
repairs and give new repair pro-

cedures. Often a repair now can

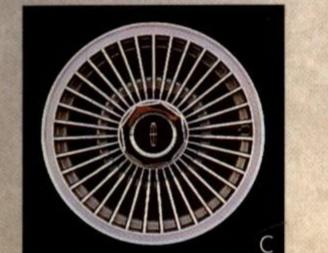
prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury dealer about Fordpaid repair programs and TSBs relating to your Lincoln.

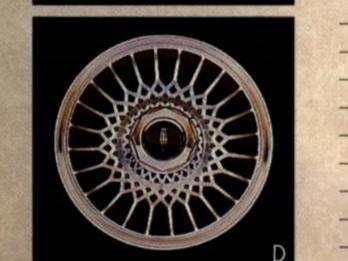
To get copies of materials for interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959.

You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year, engine and transmission type.



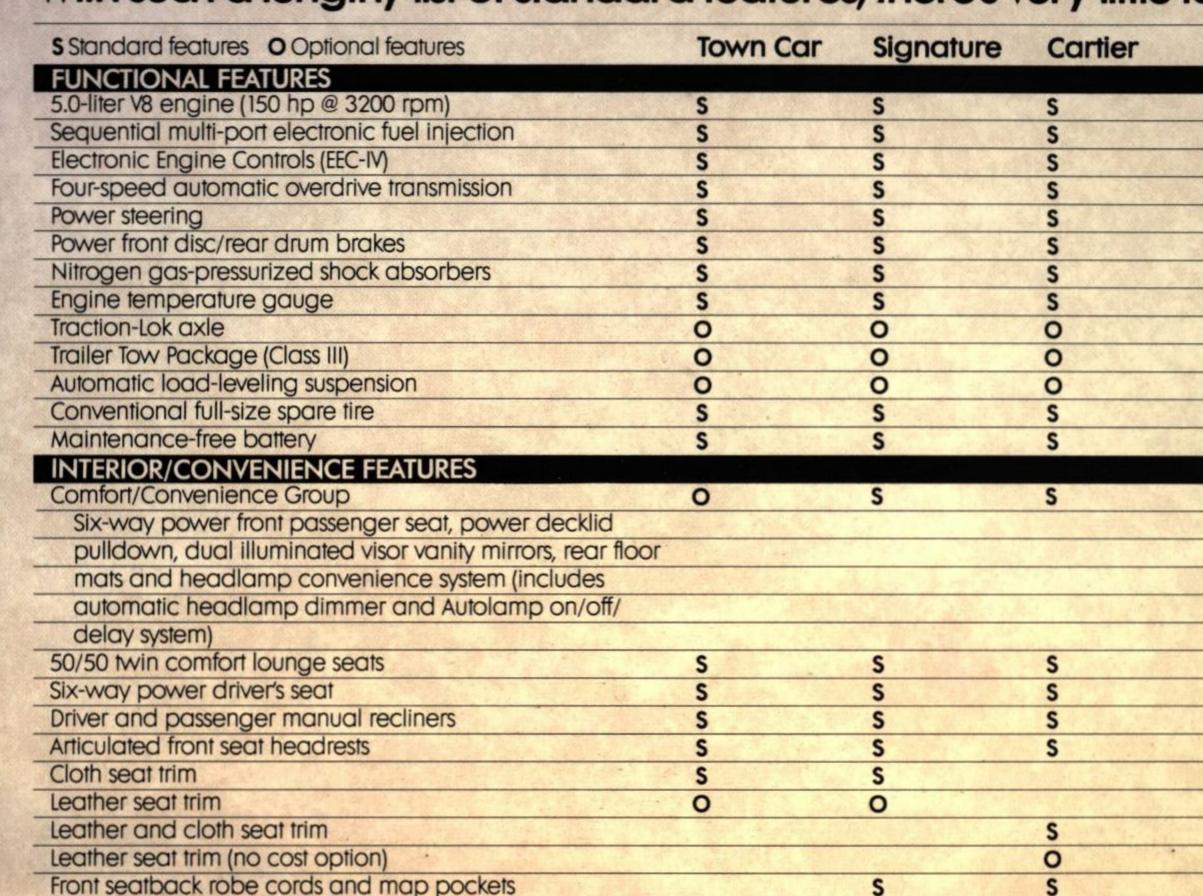








With such a lengthy list of standard features, there's very little to add.



	Town Car	Signature	Cartier	
M/FM stereo electronic cassette radio/Premium Sound	S	S	S	
ord JBL High Fidelity 12-speaker Audio System	0	0	0	
Compact disc player (requires Ford JBL Audio System)	0	0	0	
Power antenna	S	S	S	
lectronic instrumentation	0	0	0	
Message Center with digital readouts	0	0	0	
Power glass moonroof	0	0	0	
anti-Theft Alarm System (requires keyless entry system)	0	0	0	
automatic-dim day/night rearview mirror	0	0	0	366
Power windows, vents and door locks	S	S	S	
ingertip speed control	S	S	S	
ilt steering column	S	S	S	
Automatic Climate Control	S	S	S	
inted glass	S	S	S	1070
tear window defroster	S	S	S	400
temote-control trunk release	S	S	S	
automatic parking brake release	S	S	S	
nterval wipers	S	S	S	
Dual beam map/dome light	S	S	S	
Courtesy lights and integral reflectors on front doors	S	S	S	
toof rail assist handles at each door	S	S	S	
our-spoke, color-keyed luxury steering wheel	S	S		TOP
eather-wrapped steering wheel	0	0	S	
nstrument panel with three-pod instrument cluster	S	S	S	
rip odometer	S	S	S	
Carpeting on floor, lower doors and luggage compartmen	S	S	S	no.
80-ounce floor carpeting	S	S	S	
ront floor mats	S	S	S	
Day/night inside rearview mirror	S	S	S	
isor vanity mirror on passenger side	S	A CONTRACTOR	这是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个	1
Voodtone appliqués on instrument panel and doors	S	S	S	T.E.
		7. 经营业股票债金	国际国际区域有关的	C Set

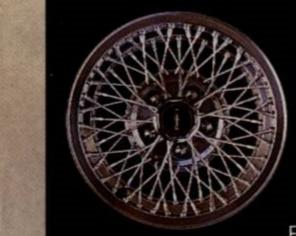
	Town Car	Signature	Cartier	
EXTERIOR FEATURES				
Quad-rectangular halogen headlamps	S	S	S	
Comering lamps and coach lamps	S	S	S	
Full vinyl roof	S			
Luxury half-vinyl coach roof with frenched rear window	0	S	S	
Full carriage roof	0	0		
Illuminated/keyless entry system	0	S	S	
Single key entry/ignition	S	S	S	
Power fold-away heated mirrors	S	S	S	
Illuminated thermometer in left-hand mirror	S	S	S	
Extensive corrosion protection	S	S	S	
Bodyside accent stripes			S	
Hood and bodyside accent stripes	S	S		
Premium bodyside moldings	S	S	S	
Bright rocker panel moldings	S			
Flush bright bumpers with front bumper guards	S	S	S	
Front and rear rub strips	S	S	S	
Wide, bright lower bodyside molding		S	S	
Bodyside protection molding	0	0	0	
Dual-Shade paint	0	0	S	
TIRES/WHEELS				
P215/70R15 WSW steel-belted radial tires	S	S	S	
Puncture-sealant tires	0	0	0	
Full wheel covers (A)	S			
Wire-style wheel covers (B)	0	0	0	
Turbine-spoke aluminum wheels (C)	0	S	S	200
Lacy-spoke aluminum wheels (D)	0	0	0	
Wire-spoke aluminum wheels (E)	0	0	0	

certain options. Please consult your Lincoln-Mercury dealer





pen yourself up to a ifferent Town Car experience with the ptional power glass noonroof. It slides open or closed at the touch of button and includes an ntegral sunshade/ rivacy panel.

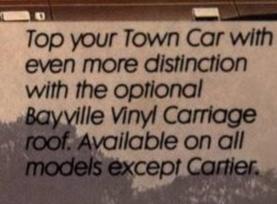


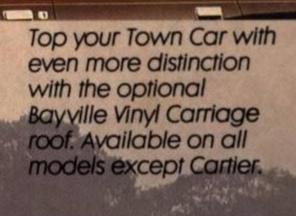
C) Turbine-spoke aluminum wheels

O) Lacy-spoke aluminum wheels Wire-spoke aluminum wheels

Front- and rear-seat fold-down center armrests

See chart for availability.







Lifetime Service

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your dealer to show you a copy of the Lifetime Service Guarantee.



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Wheelbase (in.)	
Overall length (in.)	2
Overall width (in.)	3 7
Overall height (in.)	5
Tread (in.) (front/rear)	62.2/6
INTERIOR DIMENSIONS†	
Front headroom (in.)††	
Legroom (in.)	
Shoulder room (in.)	
Hiproom (in.)	
Rear headroom (in.)	
Legroom (in.)	4
Shoulder room (in.)	
Hiproom (in.)	
Luggage capacity (cu. ft.)	
Fuel capacity (gal.)	
Curb weight (lb.) Town Car	4
Signature	
Cartier	4

thront neadroom two inches less with optional moonroof.

EXTERIOR COLORS Standard on Town Car and Signature

Arctic White

Crystal Clearcoat Metallic

Silver Frost Clearcoat Metallic* Midnight Black Clearcoat/

Midnight Black Clearcoat

Maroon Clearcoat

Light Sandalwood Clearcoat

Cinnabar Clearcoat Metallic Dark Titanium Clearcoat Metallic Ocean Blue Clearcoat Metallic

Sandstone Clearcoat Metallic Medium Driftwood Clearcoat Metallic

Rose Quartz Clearcoat Metallic Dark Cabernet Clearcoat Metallic

Dark Shadow Blue Clearcoat Metallic Regatta Blue Clearcoat Metallic

Standard and Exclusive on Cartier

Silver Frost Clearcoat Metallic/ Dark Titanium Clearcoat Metallic*

Optional on Town Car and Signature

Dark Titanium Clearcoat Metallic

Regatta Blue Clearcoat Metallic/ Ocean Blue Clearcoat Metallic

Cinnabar Clearcoat Metallic/ Rose Quartz Clearcoat Metallic

Sandstone Clearcoat Metallic/

Medium Driftwood Clearcoat Metallic

Dark Titanium Clearcoat Metallic Silver Frost Clearcoat Metallic*

INTERIOR COLORS Titanium

Shadow Blue

Cabernet

Cinnabar

Raven Black

Sandalwood Oxford White/Titanium (leather only)

Oxford White/Cabernet (leather only) Oxford White/Shadow Blue (leather only)

*May be subject to a slight delay. See dealer for color availability.

VINYL ROOF COLORS

Standard on Town Car and Signature Cinnabar

Light Sandalwood Medium Driftwood

Crystal Dark Shadow Blue

Regatta Blue Midnight Black

Arctic White Maroon

Dark Titanium

Dark Cabernet Silver Frost*

Standard on Cartier

Silver Frost* CAMBRIA CLOTH CARRIAGE ROOF

Optional on Town Car and Signature Midnight Black

Dark Blue Dark Currant Red*

BAYVILLE VINYL CARRIAGE ROOF

Optional on Town Car and Signature Arctic White

Light Sandalwood Dark Taupe

Regarding this brochure.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional features 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 features may be subject to a slight delay Refer to the Town Car owner's manual for specific service require ments and added oper-

EPA fuel economy. 1988 Lincoln Town Car

service applications.

ations related to severe

fuel economy estimates 17 EPA EST. MPG, 24 EST. HWY. EPA estimates. Your actual mileage may vary with maintenance, options, driving conditions and habits.



Town Car limousines. There can never be too much of a good thing. When independent coach builders begin a limousine with a Lincoln Town Car, it's no wonder the end result is such a distinguished automobile.

It all depends on how you start. And when you start with an automobile with the virtues Town Car has uncompromised room, luxurious appointments, a smooth, substantial ride—it's difficult to err.

Because many of these limousines are custom built, they may vary according to builder preference, yet they all share one most important element of luxury. They began as Town Cars.

These limousines are available through retail organizations not connected with Ford Motor Company. Availability, price, quality, safety and durability of these limousines rest solely with the respective manufacturers and their sales organizations. Ford Motor Company assumes no responsibility for their use.

LINCOLN. What a luxury car should be.

LINCOLN-MERCURY DIVISION Ford



