



EVERYONE WANTS IT. FEW POSSESS IT.



LINCOLN

Reach Higher



MAGNETISM.
THE UNDENIABLE POWER TO ATTRACT.

It is a quality of leaders. The intangible something that separates visionaries from followers. Doers from daydreamers. At Lincoln, we salute the dynamic presence, the inspirational influence, the confident stance. And we celebrate the powers that have brought you this far. In each of our new Lincoln vehicles, you'll find that same rare combination of characteristics to keep you moving forward.



L I N C O L N

Reach Higher



Energize your soul with Lincoln MKX.

With a jeweled grille up front, dramatic LEDs in the rear, and perfect proportions in between, the all-new 2007 Lincoln MKX fully reveals your penchant for dramatic design. Its agile road manners will smooth your quest for success, while your outlook will be brightened by MKX's optional Vista Roof™ full-glass panoramic moonroof.



ALL-NEW 2007 LINCOLN MKX
Arriving Fall 2006

To lift your spirits, MKX's available panoramic Vista Roof provides full daylight access with its dual power sunshades in the open position.

To learn more about the 2007 MKX, visit lincoln.com/reachhigher



Push "Start" for a whole new Lincoln.

Introducing the dramatic shape of Lincoln's future. You're getting an up-front peek with this preview of the Lincoln MKS. Driven by technology and wired for performance, MKS has all the passion and presence you'd expect from a Lincoln. Push-button start, Intelligent All-Wheel Drive, and an all-new V-8 under the hood only hint at what's to come. So stay tuned.



LINCOLN MKS

While we can't reveal future plans, this 5-passenger luxury sedan is expected to contain levels of technology not yet found in a Lincoln.

To learn more about MKS, visit lincoln.com/reachhigher



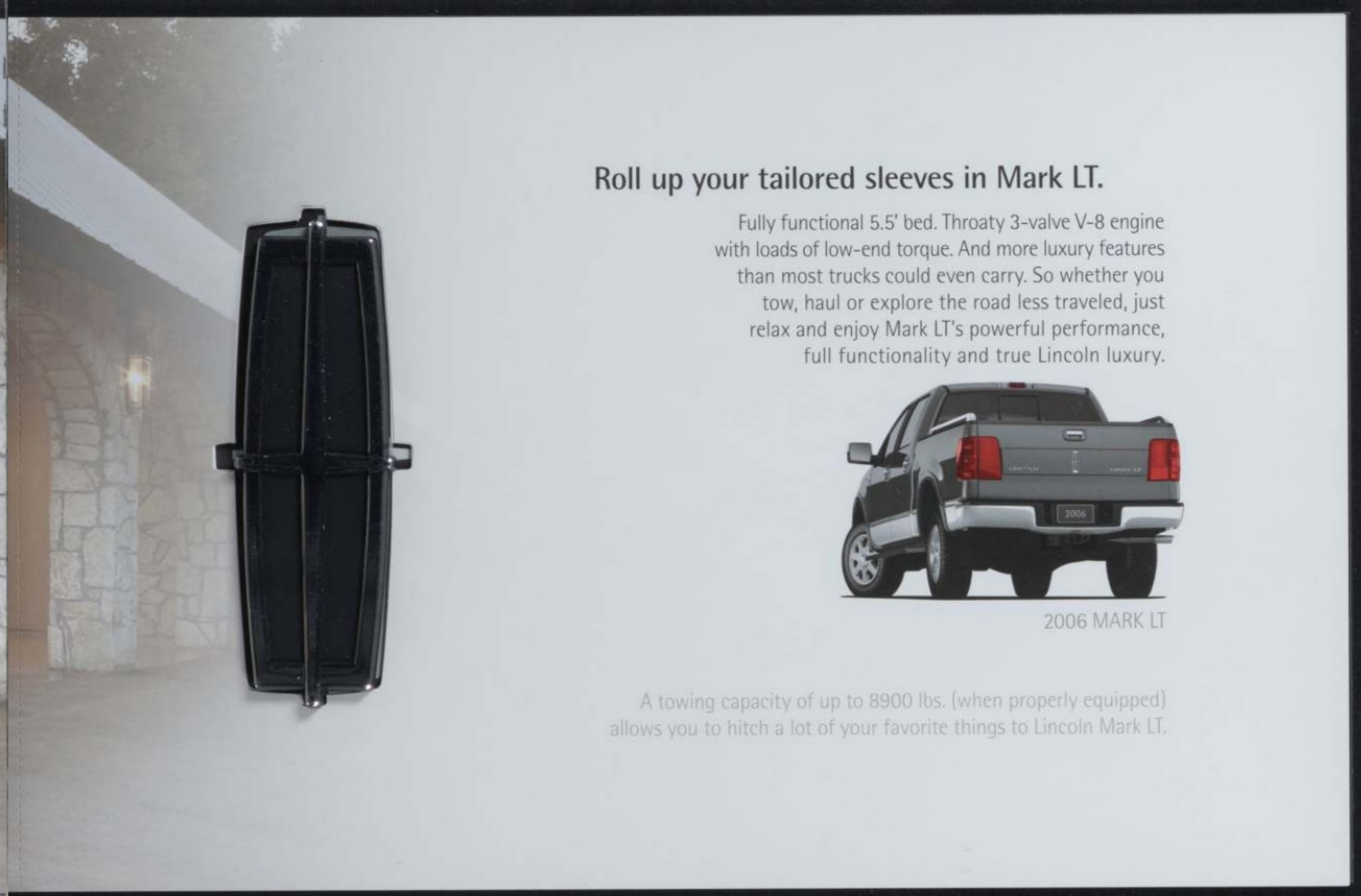
Express your adventurous spirit in Zephyr.

Lincoln Zephyr will seduce the driving enthusiast in you. Its spirited V-6 engine is teamed with the only standard 6-speed automatic transmission in its class. Standard 10-way power, heated driver and front-passenger seats maximize your comfort. So catch Zephyr if you can. It will keep your heart racing for miles.



2006 ZEPHYR

Zephyr's 20 city/28 highway
EPA-estimated mpg is simply inspirational.



Roll up your tailored sleeves in Mark LT.

Fully functional 5.5' bed. Throaty 3-valve V-8 engine with loads of low-end torque. And more luxury features than most trucks could even carry. So whether you tow, haul or explore the road less traveled, just relax and enjoy Mark LT's powerful performance, full functionality and true Lincoln luxury.



2006 MARK LT

A towing capacity of up to 8900 lbs. (when properly equipped) allows you to hitch a lot of your favorite things to Lincoln Mark LT.



Attain a powerful presence in Navigator.

Navigator's class-exclusive* luxuries make quite a lasting impression. Its available power-fold 3rd-row seats disappear at the touch of a button, and power running boards glide out upon request. And, to add ambience, an available first-in-class Lincoln Soundmark® THX™ Certified Audio and Navigation System not only entertains, it conducts.



2006 NAVIGATOR

To elevate your confidence level, Navigator is the first vehicle in its class to feature AdvanceTrac® with Roll Stability Control.

*Full-size Luxury SUV.
Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



LINCOLN



ALL-NEW 2007 LINCOLN MKX



LINCOLN MKS



2006 ZEPHYR



2006 MARK LT



2006 NAVIGATOR



FOR MORE INFORMATION, PLEASE VISIT

WWW.LINCOLN.COM

OR DETACH AND MAIL THIS CARD.

First Name _____ Middle Initial _____ Last Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (including area code) _____

I would like to receive product information and special offers from Lincoln Mercury and its Dealers.

1. I am interested in:

- Zephyr
- Navigator
- Mark LT
- LS
- Town Car

2. I am interested in being updated on future Lincoln vehicles:

- 2007 MKX
- 2007 Navigator
- 2007 Navigator L (extended)

3. I am looking to purchase or lease a new vehicle in:

- 0-30 days
- 1-3 months
- 4-6 months
- 7-12 months
- More than 1 year

Yes, I would like to receive product information and special offers from Lincoln via e-mail.

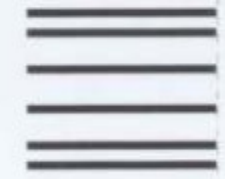
E-mail address: _____

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 25 DEARBORN MI

POSTAGE WILL BE PAID BY ADDRESSEE

LINCOLN PROGRAM HEADQUARTERS
PO BOX 1489
DEARBORN MI 48121-9935



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Some information and photos contained in this brochure are preliminary, based on Lincoln Mercury projected data and subject to change. Some features shown and described here are optional. Following the publication of this brochure, certain changes in equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Mercury Dealer is the best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

©2005 Lincoln Mercury, Ford Motor Company 06-07LBRNDAS-V1



As you pursue the best that Lincoln has to offer, the perforated pages of this book can be attached to your place of inspiration with this magnetic Lincoln star.



LINCOLN

Reach Higher



L I N C O L N

Reach Higher

lincoln.com