





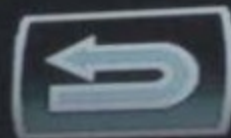
INSPIRED TECHNOLOGY. ULTIMATE LUXURY. This is Lincoln. And this philosophy permeates every vehicle emblazoned with the Lincoln Star. In the past year alone, we've launched the all-new Lincoln MKT 3-row luxury crossover, a new MKZ sedan, and upgraded our flagship, the Lincoln MKS.

With each new model, Lincoln is fast becoming known for providing in-car ACCESS to a world of information; utilizing the REACH of advanced radar-based technologies; supplying exhilaration in MOTION through the combination of twin turbochargers and direct fuel injection; and enhancing driver VISION with sophisticated cameras and expansive glass. And we've only just begun.

Introducing the 2010 Lincoln vehicles.

TO RELEVANT INFORMATION

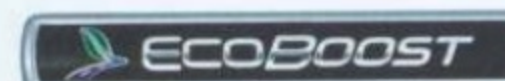
The voice-activated Navigation System, with integrated SIRIUS Travel Link,TM routes your trip as soon as you state your destination. Travel Link delivers real-time traffic information,⁴ identifies nearby gas stations with the lowest fuel prices, and allows you to access current and forecasted weather, live sports scores and movie times.



Navigation System with SIRIUS Travel Link:
Optional on all Lincoln models.

MOTION

THAT SPARKS YOUR PASSION



Through microscopic openings at the injector tips of the all-new 3.5L EcoBoost™ V-6 twin-turbocharged, direct-injection engine, fuel is atomized by intense pressure. This fine mist mixes with pressurized air from the twin turbochargers just before spark occurs. The result: optimized combustion and compression in each cylinder. Twin turbochargers create exceptional power – 355 horsepower⁶ to be exact – by spinning up to 170,000 rpm to “boost” the air that enters the combustion chamber. The result: a broad, linear torque band from 1500 to 5000 rpm for exceptional launch and acceleration. Combining gasoline direct injection with turbocharging means “turbo lag” is a distant memory. Instead, you’ll command smooth, immediate acceleration. It’s V-8 power with V-6 fuel economy.⁷

Forward radar is used by Adaptive Cruise Control to adjust your cruising speed, automatically maintaining the gap you’ve chosen (29, 44 or 66 yards)⁵ between your vehicle and the one in front. Collision Warning with Brake Support warns you if it detects a potential rear-end collision with the vehicle in front of you by chiming and flashing a red warning light in the heads-up display. It also pre-charges brake pressure so you have full responsiveness when you brake.

BLIS® (Blind Spot Information System) uses radar sensors to help monitor vehicles in adjacent lanes. If a vehicle is detected in a blind spot, the system alerts you with a warning light in the appropriate sideview mirror. Cross Traffic Alert helps warn you if sensors detect a vehicle approaching from either side when slowly backing out of a parking spot.

When parallel parking, Active Park Assist uses radar to measure spaces and surroundings. After it locates a spot, just press a button, follow vehicle prompts, and the system steers the vehicle into the space – completing the maneuver in as little as 24 seconds.

Adaptive Cruise Control: Optional on MKT & MKS.
Collision Warning with Brake Support: Optional on MKT & MKS.
BLIS with Cross Traffic Alert: Optional on MKT & MKZ.
Active Park Assist: Optional on MKT & MKS.

REACH

THAT SENSES THE WORLD AROUND YOU

3.5L EcoBoost V-6 engine: Optional on MKT & MKS.



MOTION

TO ENHANCE YOUR JOURNEY

Under a wide variety of conditions, Intelligent All-Wheel Drive (AWD) helps increase traction by seamlessly distributing torque to the wheel or wheels with the best grip.

The 6-speed SelectShift Automatic™ transmission shifts at lower rpm in each gear compared to a 5-speed automatic, offering inherently smoother shifts. And the SelectShift function allows you to handle upshifts and downshifts yourself. On select Lincoln vehicles, its operation is activated by steering wheel-mounted paddle shifters that put control at the tips of your fingers.



Intelligent AWD: Optional on MKT, MKS, MKZ & Lincoln MKX.
6-speed SelectShift Automatic: Standard on MKT, MKS & MKZ.
Paddle shifters: Standard on MKT & MKS.



VISION

FOR YOUR JOURNEY

In front, Adaptive HID Headlamps help make more of the roadway visible around a curve (up to 36 more feet when compared to conventional headlamps) by turning in the same direction as the vehicle.

Up above, an all-glass panoramic Vista Roof™ welcomes the sky for everyone to enjoy. A large forward panel provides an expansive opening, while a fixed rear panel gives rear passengers an outside view.

In back, a Rear View Camera delivers a full-color image of what's behind your vehicle when backing up. On-screen sight lines help give the driver a handy reference point.

Adaptive HID Headlamps: Standard on MKT & MKS;
Optional on MKZ & Lincoln MKX (non HID).
Vista Roof (fixed glass): Standard on MKT.
Vista Roof (power): Optional on MKT and Lincoln MKX.
Dual-Panel Moonroof: Optional on MKS.
Rear View Camera: Standard on MKT & Navigator; Optional on MKS & MKZ.

INITIATE LAUNCH LINCOLN



THE ALL-NEW LINCOLN MKT

Go ahead, slip into something more comfortable. Under this sensuous shape, our all-new 7-passenger luxury crossover combines the best that Lincoln has to offer, blending elegant luxury with sophisticated technology. The all-new 2010 Lincoln MKT. Sleek. Different. And far from ordinary.





A close-up, low-angle shot of the interior of a Lincoln MKT. The image focuses on the front and second-row seats, which are upholstered in dark leather with visible stitching. A portion of the dashboard and a wood-trimmed door panel are also visible. The lighting is dramatic, highlighting the textures of the leather and wood.

Spacious elegance defines Lincoln MKT. In all three rows. Premium leather-trimmed front seats heat and cool. Genuine wood trim adds warmth, while the standard 8" touch screen allows fingertip control of the audio and climate systems. In the accommodating 2nd row, there's best-in-class[®] leg room, as well as an available refrigerated console that helps you chill. Introducing the new space of 3-row luxury.

LINCOLN MKS

Luxuriously crafted. Technologically advanced. And for 2010, there are powerful upgrades. Start with the available 355 hp,⁶ 3.5L EcoBoost™ V-6 engine that gets 25 mpg hwy.⁷ In this launching pad, power and fuel efficiency peacefully coexist. An available new EcoBoost Appearance Package adds even more curb appeal. Feel the adrenaline in Lincoln MKS.







Your senses are immediately stirred by the rich texture of Bridge of Weir leather-trimmed front seats. The fact that they're heated and cooled, with 12-way power, accelerates the endorphin rush. Genuine wood trim, brilliant chrome accents, and paddle shifters on the steering wheel heighten your anticipation. For the complete interactive experience, just push the start button. The new Lincoln MKS.

THE NEW LINCOLN MKZ

Centering the split-wing grille of the 2010 MKZ is a Lincoln Star that shines with bravado – and for good reason. Its 3.5L V-6 engine and 6-speed SelectShift Automatic™ transmission deliver 263 hp and 27 mpg hwy.⁹ Together with a Reverse Sensing System and SecuriCode™ keyless-entry keypad, these are just a few of its extraordinary standards. Loaded. And ready. The new MKZ.





A close-up, low-angle shot of the front passenger seat and center console of a 2010 Lincoln MKZ. The seats are upholstered in dark leather with prominent red stitching along the edges and horizontal ribbed sections on the seat cushions. The center console features a leather-wrapped gear shifter and handbrake. The background is dark, emphasizing the textures and colors of the interior materials.

Standards include exotic wood and world-renowned Bridge of Weir leather trim. Front seats that don't just warm, but also breathe a rush of cool air. Lincoln SYNC® with 911 Assist™ that can call for help if an airbag deploys.³ Adjustments that tailor front seat comfort – 10 powerful ways. And instant access to any of your music to match your mood. This is luxury at light speed. The 2010 Lincoln MKZ.

LINCOLN MKX

The 2010 Lincoln MKX is positively enlightening. Its available all-glass, panoramic Vista Roof™ will give you a fresh perspective. Lincoln SYNC® with 911 Assist™ gives you voice-activated control of your paired mobile phone and digital media player. And the massive 22" bright-polished aluminum wheels of the available new Midnight Limited Edition Package add luster to every journey.







Available contrast piping and an embroidered Lincoln Star on each head restraint enliven the heated and cooled, 10-way power leather-trimmed front seats of the 2010 Lincoln MKX. It's the perfect place to enjoy the available THX® II Certified Audio System (includes 5.1 Surround when equipped with the available voice-activated Navigation System). In back, available 2nd-row heated seats can recline, or can fold down to take on more cargo.

LINCOLN NAVIGATOR

The 2010 Lincoln Navigator and Navigator L. Power-deployable running boards extend automatically whenever you open a door. A Rear View Camera displays what's behind you when backing up, while Lincoln SYNC® with 911 Assist™ handles your calls and music. Power-folding sideview mirrors, a power liftgate, and a PowerFold® 3rd-row seat offer additional assistance. Your power trip begins now.







Inside Navigator, there's VIP seating in all three rows, plus space for life's luxuries. Driver and front-passenger seats provide three levels of warm and cool luxury, while 2nd-row seats are heated. To utilize 103.3 cu. ft. of cargo space (or a massive 128.2 cu. ft. in Navigator L), simply fold down the 2nd- and 3rd-row seats.





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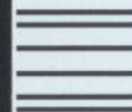
¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. » ²Traffic, Directions and Information services not available with optional factory-installed Navigation System. Not available on Lincoln MKT. See your dealer for details. » ³The vehicle's electrical system (including the battery), the wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. » ⁴Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Subscription required after introductory six months expire. Service available in the 48 contiguous states and Washington, D.C. » ⁵Based on a speed of 60 mph. » ⁶Horsepower achieved with premium fuel. » ⁷EPA-estimated 17 mpg city/25 hwy., MKS with 3.5L EcoBoost™ V-6 engine (AWD). EPA-estimated 16 mpg city/22 hwy., MKT with 3.5L EcoBoost V-6 engine (AWD). » ⁸Luxury Large Crossover class. » ⁹EPA-estimated 18 mpg city/27 hwy., MKZ FWD.

Some information and photos contained in this brochure are preliminary, based on Lincoln Mercury projected data and are subject to change. Some features shown and described here are optional. Following 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.

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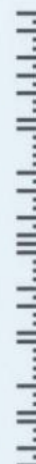
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SEND THIS CARD to receive additional information on Lincoln vehicles.

☐

E-mail: Please provide your e-mail address to receive product information, offers and incentives from Lincoln and your local dealer.

Name

Street Address

City

State

ZIP Code

Telephone (including area code)

Please send me information on one or two of the following vehicles:

- ☐ LINCOLN MKT ☐ LINCOLN MKS ☐ LINCOLN MKZ
☐ LINCOLN MKX ☐ NAVIGATOR/L ☐ TOWN CAR

We would like to provide you with the appropriate incentive information.

How do you plan to obtain your next vehicle?

- ☐ Purchase ☐ Lease

When do you plan to acquire your next vehicle?

- ☐ 0 to 30 days ☐ 1 to 3 months ☐ 4 to 6 months
☐ 7+ months ☐ No definite plans

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