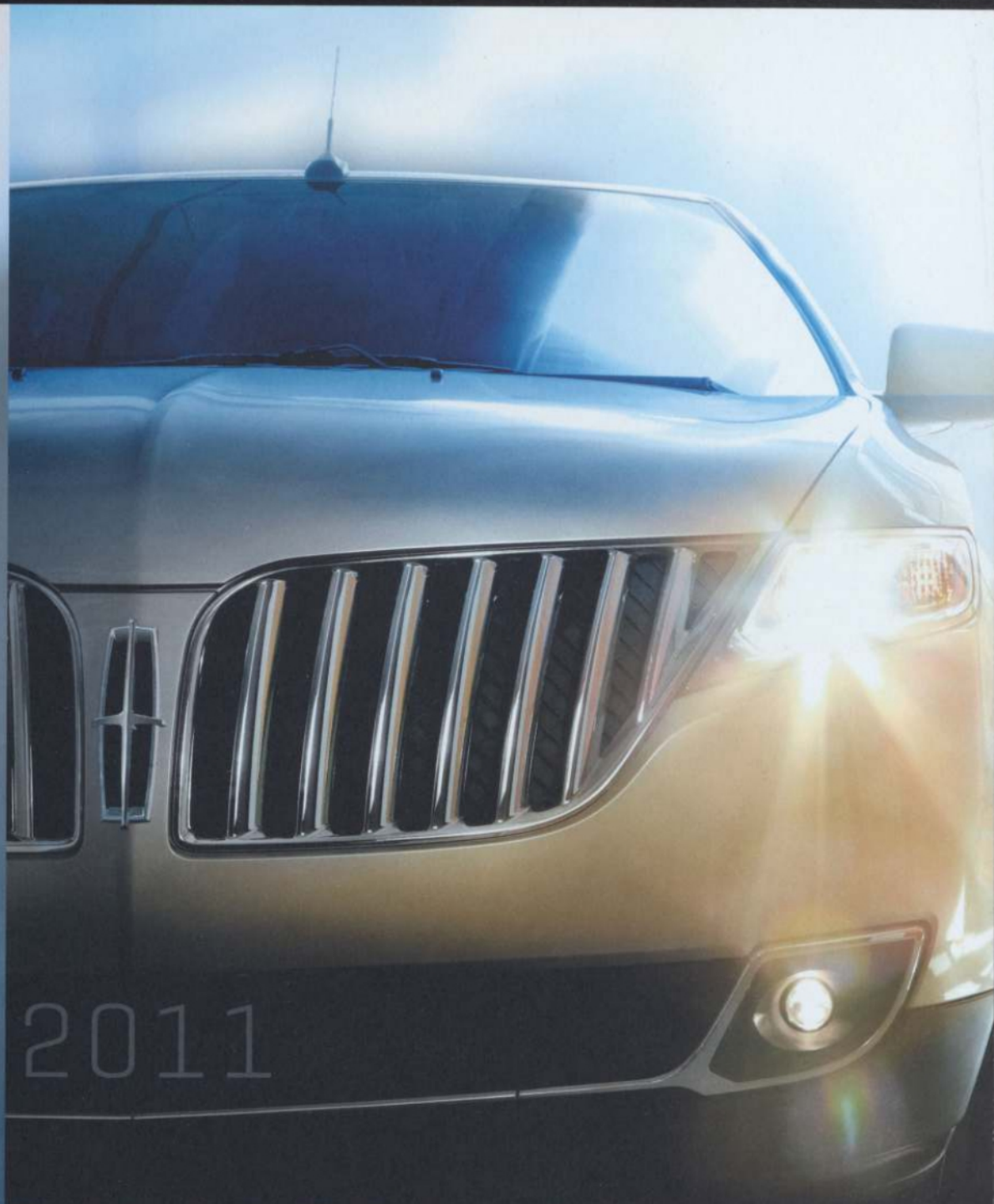




} LINCOLN 2011



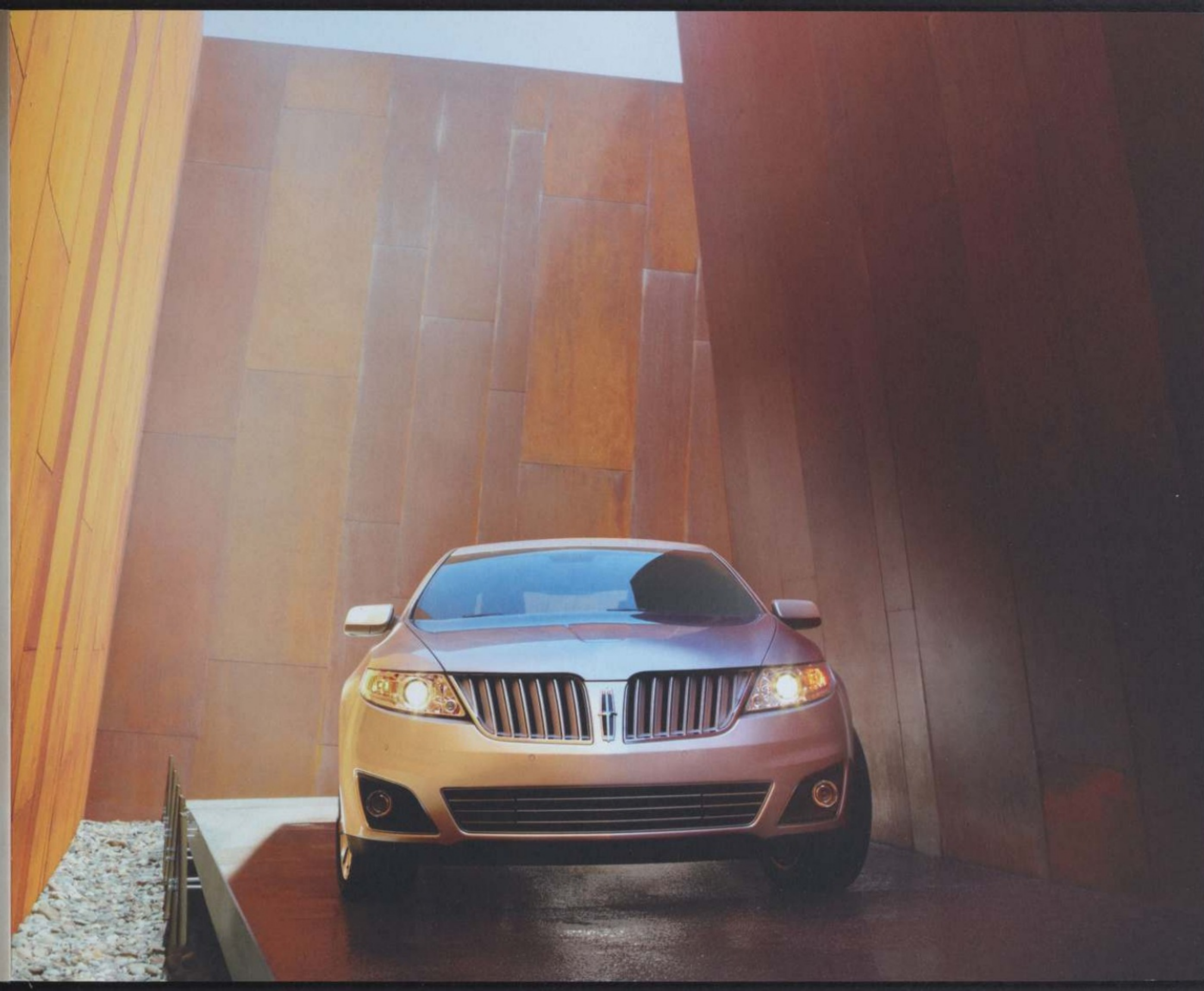
IT'S TIME TO EXPERIENCE A NEW FORM OF LUXURY.

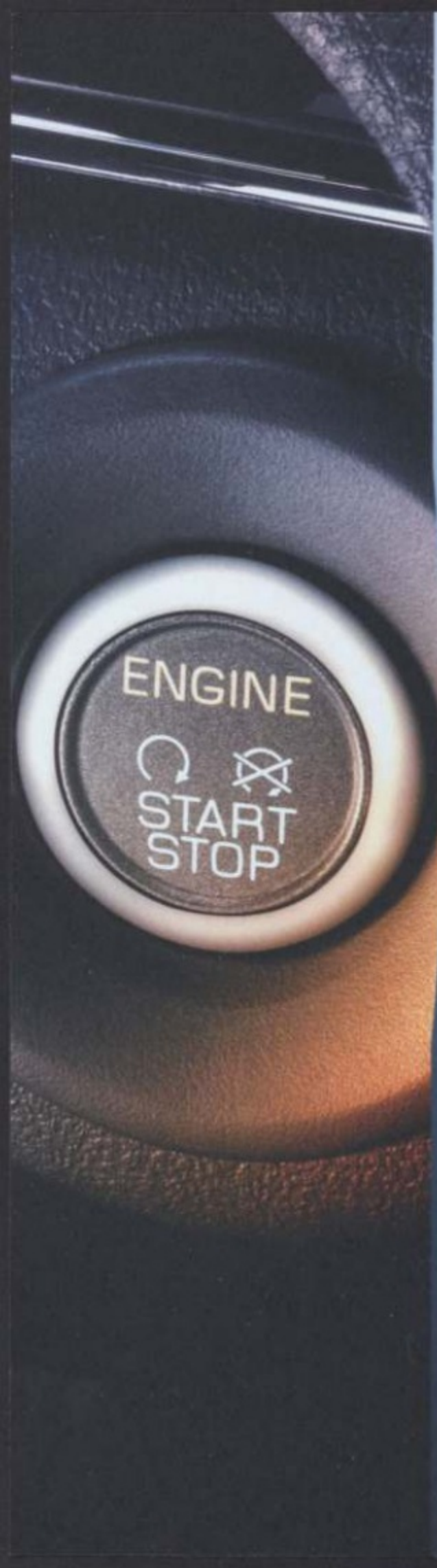
Hello, fulfillment.

The face of luxury has changed. It's not about how it makes you look. It's about how it makes you feel. And it's not just about what it has. It's about *what it lets you do*.

Welcome to an incredibly new Lincoln for 2011 — an automobile so technologically advanced, so simple, so intuitively human, you might just find yourself thanking it on a daily basis.

So long, status symbol.





ONE THAT THINKS ABOUT HOW YOU DRIVE.
THEN, REVOLUTIONIZES IT.

If it isn't a new experience, why even consider it?

Lincoln has redefined how you interact with your vehicle. In here, systems are streamlined. Controls are easy. Unlock with a touch — without searching for your key. Connect with your family and your world more efficiently than you do in your own office, using only voice commands. Lincoln MKX even does away with mechanical knobs; just slide your finger to adjust settings. Or simply say "Climate temperature 72." When we say "new," we really mean it.

1-2

3-4

5-6

7-8

9-0



Lincoln MKT shown with available equipment.



WITH TECHNOLOGIES THAT RESPOND
TO YOUR VOICE.

So many amazing features. One voice required for activation. Yours.

Communication is effortless in every 2011 Lincoln. No struggling to find your phone. No device on your ear. All you need is your voice and our exclusive Lincoln SYNC® system.¹ Once paired, it recognizes your phone. SYNC then automatically downloads your contacts. Say, "Call Katy." It mutes the audio volume and dials the number. You get a text. It reads it to you, aloud.²

Entertainment features are equally brilliant. Wherever you store your music, SYNC accesses it — phone, compatible MP3, USB or iPod®. Select from your playlists or use voice commands to access songs, artists or genres [e.g., say, "Play jazz."].

SYNC even gives you peace of mind. If an airbag deploys, it can connect directly to 911 [not just to a call center].³ SYNC can also forward destinations from your computer or smart phone right to your vehicle via the "Send to SYNC" feature.⁴ It even provides stock listings, movies, horoscopes, hotel and airline information.⁵ And more. If you love productivity, just say the word.



Lincoln MKT standard 8-in. touch screen.



LINCOLN MKX

THIS KIND OF LUXURY EMBRACES THE FUTURE.
YET NEVER LOSES SIGHT OF THE DETAILS.

Incomparably modern. Light years ahead.

In Lincoln MKX, enter a world that most don't even know exists. For instance, slide your finger along the touch-sensitive controls to adjust fan speed or volume; the light actually chases your fingertip. Grasp the heated steering wheel* and feel it warm your hands. Open a front door to be welcomed by lighted sill plates* bearing the Lincoln name. Even overhead, open up to the sky with an expansive 2-panel panoramic Vista Roof.*** What better place to enjoy the transformative power of all-new MyLincoln Touch™ than from this luxuriously crafted interior.

*Available feature.





LINCOLN MKX

IT'S AMAZINGLY CAPABLE. AND UNIQUELY YOURS.

All-new MyLincoln Touch™ caters to you — not you to it.

MyLincoln Touch¹ is a single command center that intelligently brings it all together — phone, audio, climate, available navigation — within Lincoln MKX.

Intuitively choose your preferences using simple voice commands or by touching the color-coded menus. A lustrous 8-in. LCD touch screen, plus 2 centrally located LCD screens in the gauge cluster, provide all the details. For quick adjustments, use 5-way controls on the steering wheel.

No matter your technical ability, this interface takes your connections to a new level. Upload your pictures. Personalize it with your own "hot buttons." And if you have photos of contacts stored on your phone, they'll appear on-screen when they call.² One touch, and you've set your preferred cabin temperature and so much more. As you can see, it is all about you.



WITH STATE-OF-THE-ART SYSTEMS THAT ARE AT THE READY.



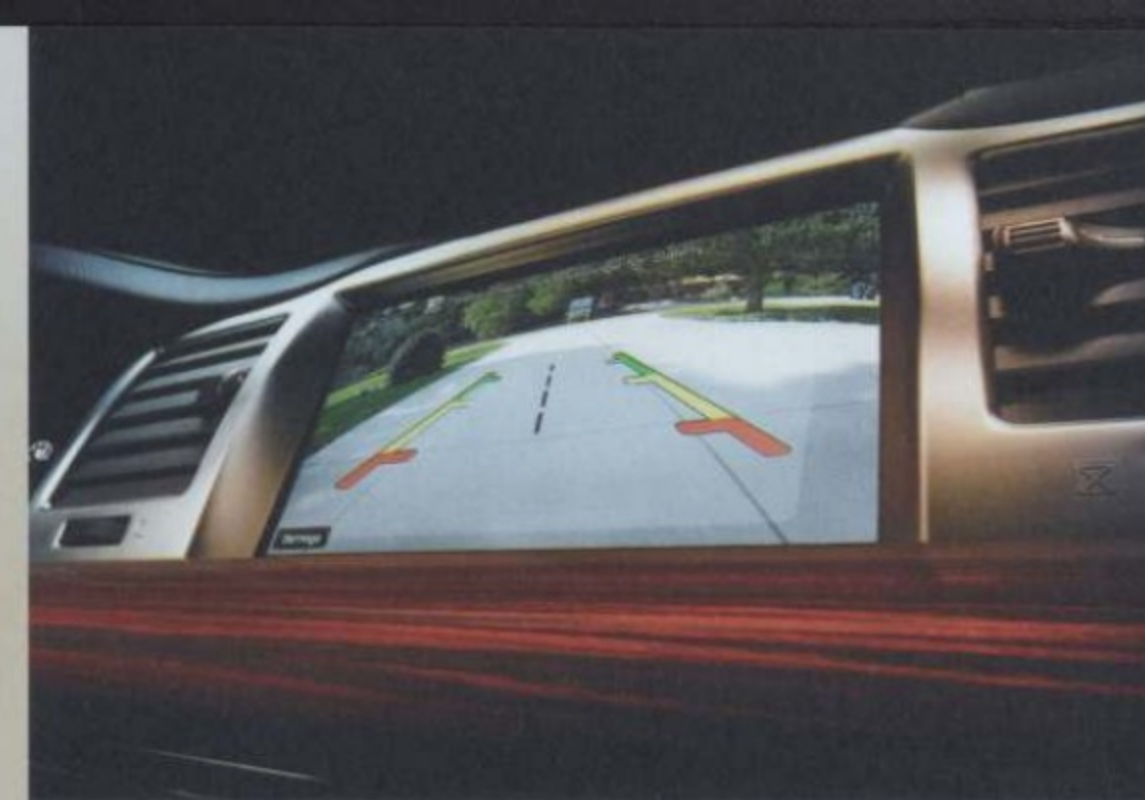
What would you give to be surrounded by this kind of peace of mind?

With available radar and ultrasonic systems, your Lincoln can be sending out invisible signals and receiving information to help you drive with more confidence.

It checks for traffic behind when you're backing out of a parking spot.* Detects vehicles in your blind spots.* Literally steers you into the right parallel parking spot (in as little as 24 seconds)*. Or adjusts your cruising speed, automatically, when the traffic ahead is changing pace, then alerts you if it detects a potential collision with the vehicle in front of you.*

It's nice to know these helping hands are there, for when you least expect it.

*Available feature on select Lincoln vehicles.





LINCOLN MKZ HYBRID

THIS IS LUXURY THAT MAKES THE MOST OF EVERY CITY MILE: UP TO 41, IN FACT.

Meet the most fuel-efficient luxury sedan in America.⁵

Lincoln is proud to offer a luxury hybrid at the same starting MSRP as its conventional version. You'll get premium hybrid technology — without paying a premium.

Lincoln MKZ Hybrid achieves up to 41 mpg city⁵ — besting its nearest competitor by 6 mpg. That's good for over 700 city miles on one tank of gas.⁵ Powered by an award-winning 2.5L I-4 Atkinson-cycle engine, electric traction motor and battery pack, MKZ Hybrid even recharges itself every time you brake. *Motor Trend* compared it to the Lexus HS 250h, and summed up MKZ Hybrid like this: "A lower price; combined mileage that's 4 mpg higher; the ability to operate in EV mode up to 47 mph; plus attractive design and some genuine classiness...." Sounds like the choice is clear.



GROWING MORE LUSH WITH EVERY DROP OF FUEL YOU DON'T USE.



LINCOLN MKZ HYBRID

It coaches you to achieve optimum efficiency — in beautiful ways.

So simple, yet so effective. As your driving achieves better fuel economy, the leaves and blossoms on the bright LCD screen actually grow. Your instant visual cue to greener driving: more green. In fact, MKZ Hybrid is so eco-friendly, even the wood-trimmed interior is sourced from sustainable forests and other controlled resources. Reward your efficiency, support the environment, and surround yourself with beauty — all in the quietest interior in its class.[®]

Optional features shown.





LINCOLN MKZ

IN DECIDING BETWEEN LUXURY
AND TECHNOLOGY, MAKE IT "BOTH."

Choices are easy when it's already loaded.

Compromise doesn't figure into the MKZ equation. The key word? Standard. Like the richness of genuine woods and world-renowned Bridge of Weir™ leather trim. The front seats not only warm you on cold days, they also provide a rush of cool air to take the edge off a hot surface. Driving is enhanced with the Lincoln SYNC® in-vehicle connectivity system, the clear sounds of THX,®* color-selectable ambient lighting,* and a rear view camera.* Where else can you get all this?

*Available feature.

PERFORMANCE? OR FUEL EFFICIENCY?
THE GREATEST LUXURY IS NOT HAVING TO CHOOSE.

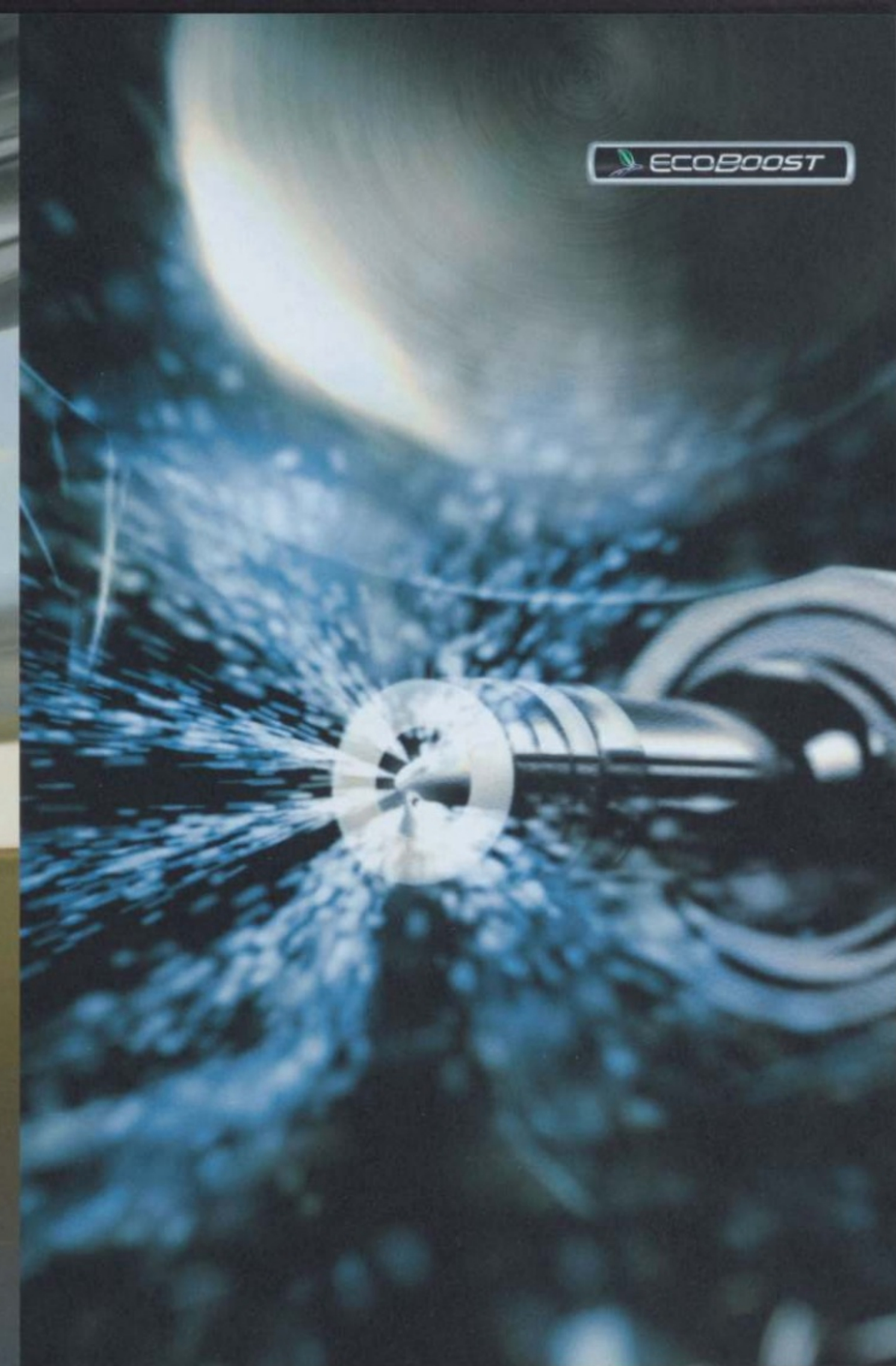


The brilliant EcoBoost engine extracts V8 power
with 6-cylinder fuel efficiency.

Optimum outperforms maximum. The groundbreaking EcoBoost™ V6 engine* is pure proof. By combining turbocharging with direct-injection technology, this modestly sized engine delivers 355 hp⁷ and 350 lb.-ft. of torque.⁷ That's the output you'd expect from an engine with more heft and an appetite for fuel. But EcoBoost is easy on both, offering its smooth acceleration with exceptionally strong low-end torque and surprising fuel efficiency.⁸ Engineering is a beautiful thing.

*Available feature on select Lincoln vehicles.

ECOBOOST





LINCOLN MKS

LUXURY IS NOT A FLEETING THOUGHT.
IT'S A LASTING CONNECTION.

The flagship Lincoln sedan. For those who fully enjoy driving.

Get ready for a shift in your thinking. MKS is the full-size sedan that not only gives you power, it gives you the power of choice. A standard 3.7L V6 engine delivers 274 hp, while the 3.5L EcoBoost™ V6, twin-turbocharged, direct-injection engine* increases output to 355 hp.⁷ The confidence of intelligent all-wheel drive* can be found with either engine, along with the freedom of manual paddle shifting when you want to rev it for yourself. For longer drives, enjoy the support of heated and cooled Bridge of Weir™ leather-trimmed front seats [for rear passengers, heated outboard seats] as MKS automatically adjusts your speed to maintain a predetermined distance between you and the vehicle ahead.* That is, when you're not leading the pack.

Optional features shown. *Available feature.



THAT PIQUES YOUR CURIOSITY
AND FEEDS YOUR INQUISITIVE SOULS.

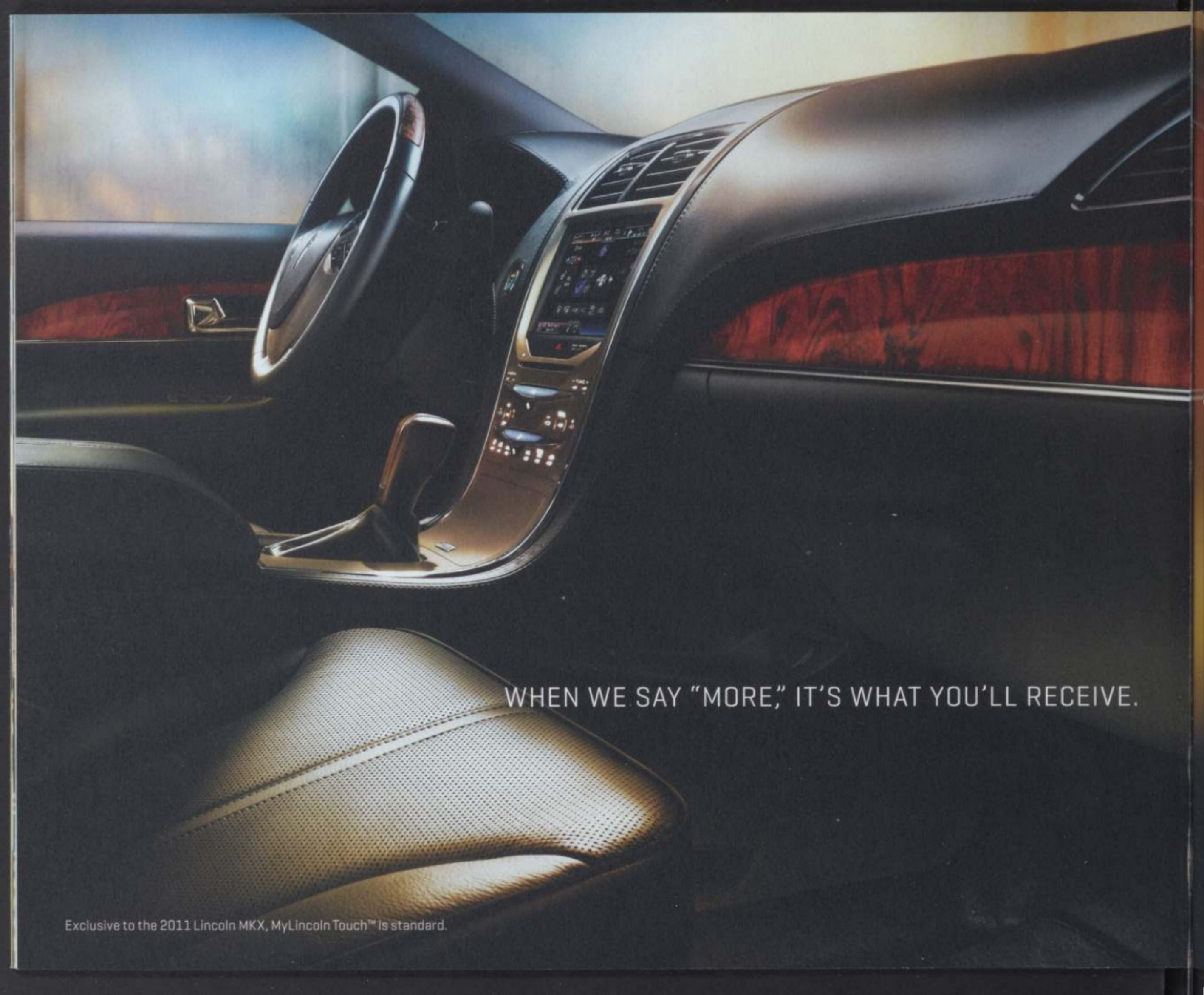
Surprise: It provides 3 rows of first-class comfort.

It's amazing that one space can equally please everyone. *Car and Driver* described it best: "[MKT provides] an astonishing array of features and benefits in one automobile."⁹ Premium leather-trimmed front seats heat and cool. An expansive, 2-panel fixed Vista Roof[™] helps brighten any day. Genuine wood trim adds warmth, while a standard 8-in. touch screen allows fingertip control of certain systems. In the surprisingly accommodating 2nd row, there's best-in-class¹⁰ leg room, as well as a refrigerated console* that cools or freezes. And the PowerFold[®] 3rd-row seat* disappears at the press of a button. When was the last time you wanted to be a passenger in your own car? You will now.

Optional features shown. *Available feature.



LINCOLN MKT

A wide-angle photograph of the interior of a 2011 Lincoln MKX. The view is from the driver's side, looking towards the passenger side. The dashboard is dark with a large, curved infotainment screen in the center. The steering wheel is leather-wrapped and has the Lincoln logo in the center. The center console has a gear shifter and handbrake. The passenger seat is visible in the foreground, upholstered in a light-colored, perforated leather. The interior features dark wood trim and leather upholstery.

WHEN WE SAY "MORE," IT'S WHAT YOU'LL RECEIVE.

Exclusive to the 2011 Lincoln MKX, MyLincoln Touch™ is standard.

A close-up, artistic photograph of the interior materials of the Lincoln MKX. It shows a curved surface, likely part of the dashboard or door panel, with a rich, dark wood grain finish. The wood is polished and reflects light. Below the wood, there is a section of dark leather with visible stitching. The lighting is dramatic, highlighting the textures and curves of the materials.

You can't create a truly gratifying experience
just by wrapping it in leather.

It's much more than that. That's not to say that the soft feel of premium leather, the richness of available woods (like olive ash and walnut swirl), and sleek modern touches of aluminum don't go a long way to create a beautiful environment. But materials alone can't create an addictive driving experience. You should also feel comfortable with the technology. When you ask, your vehicle should respond. And when you compare it to all the others, it should stand above and beyond.



THIS IS LUXURY THAT
FUNCTIONS BEAUTIFULLY
FROM ALL VANTAGE POINTS.

The most satisfying moments come
to those who seek them.

Features that bring more enjoyment can be found here, on select Lincoln vehicles. A sampling: Enhance your vision at night with the bright-white glow of adaptive HID headlamps* that actually rotate to follow as you turn corners. Warm up with seats that radiate heat — and a steering wheel that heats up,* too. Cool off in the cabin with quick-acting, cooled front seats and a one-touch rear-window power sunshade* that helps block the midday solar rays. Or invite in the sunshine and views with a panoramic Vista Roof*** that features 2 expansive overhead panels. There's even a built-in refrigerated console* that keeps items chilled or frozen. And your passengers... content.

*Available feature on select Lincoln vehicles.



TO BRING SOMETHING SPECIAL TO YOUR LIFE —
AND INVITE OTHERS INTO IT.

Think of it as an all-inclusive power trip.

For your biggest experiences, there is Navigator or Navigator L. Abundantly spacious and undoubtedly capable, Navigator makes getting "there" effortless — with power-operated luxuries and standard pampering throughout. Three rows of seating include front heated and cooled seats, plus heat in the 2nd row. A power liftgate and PowerFold® 3rd-row seat grant access to cavernous cargo space (103.3 cu. ft. or 128.2 in L) with 2nd- and 3rd-row seats folded down. Power-deployable running boards extend automatically to offer a step when you need it. And for an instant "fit" when you change up drivers, the adjustable pedals, power sideview mirrors and power driver's seat have a convenient memory feature. Navigator knows how to outfit you.



LINCOLN NAVIGATOR+L

THIS IS LINCOLN.
IT'S NOT JUST LUXURY.
IT'S SMARTER THAN THAT.

It goes so much deeper than the surface.

Luxury is more than superficial. But we can see that you're not the type to just "look at the pictures." You read the details. Study. Take it all in. Then decide. We appreciate that approach.

When you're ready to see it for yourself, visit your local Lincoln Dealer. Luxury has changed. And so have we. The new standard is just waiting for you to discover it.



Lincoln Mercury believes the specifications in this brochure to be correct at the time of printing. However, specifications, standard equipment, optional equipment and colors are subject to change without notice, which would not be included in these pages. Some features shown and described in this brochure are optional. Some equipment may be unavailable when your vehicle is built. Your Lincoln Mercury Dealer is the best source for up-to-date information, including current availability of standard and optional equipment. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

¹ Driving while distracted can result in loss of vehicle control. Only use mobile phones/SYNC/MyLincoln Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out when the vehicle is in gear. ² Text/photo feature and capability varies by phone and service provider. ³ The 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 connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. ⁴ SYNC Traffic, Directions and Information Services available on Lincoln MKT only when equipped with available Navigation System. ⁵ EPA-estimated 41 city/36 hwy/39 combined mpg, 17.5-gallon tank. Actual mileage will vary. Excludes diesels. ⁶ Based on Ford test data. Class is Luxury Midsize Hybrid Sedans vs. 2010 competitors. ⁷ With premium fuel. ⁸ EPA-estimated 17 city/25 hwy/20 combined mpg, MKS with 3.5L EcoBoost V6 engine and AWD; 16 city/21 hwy/18 combined mpg, MKT with 3.5L EcoBoost V6 engine and AWD. ⁹ September 2009 issue. ¹⁰ Class is Luxury Large Crossovers.

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