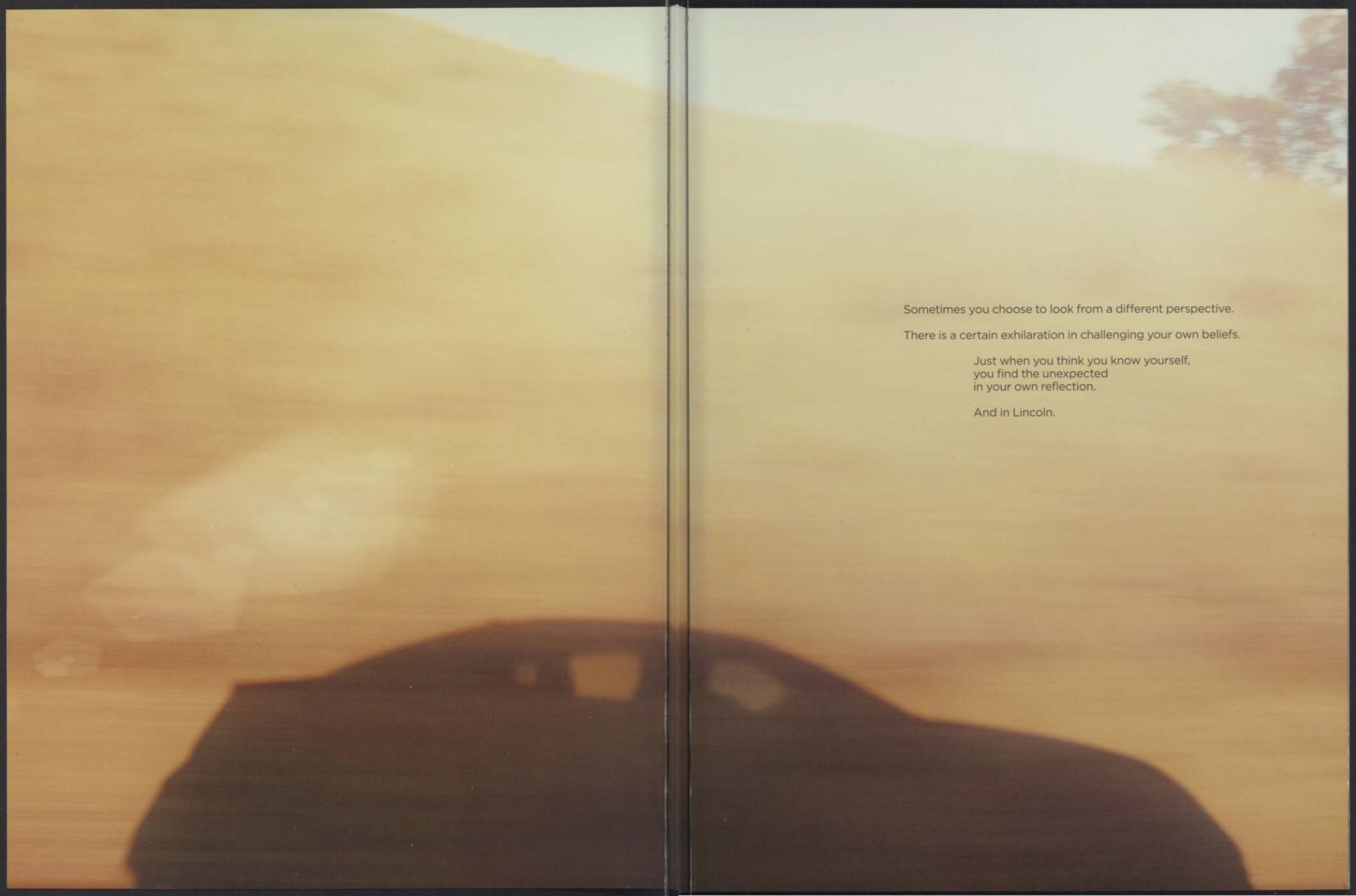




LINCOLN





Sometimes you choose to look from a different perspective.

There is a certain exhilaration in challenging your own beliefs.

Just when you think you know yourself,
you find the unexpected
in your own reflection.

And in Lincoln.



You see it coming.
To get a clear view, you filter the rays.

Squinting, it's now unmistakable.
The star. Is that?

Yes. Lincoln.

You always love surprises. More are in store.



Where you've been
doesn't even compare
to where you're going now.

Welcome to a very storied present.



STEADY GROUND

The first step is unpredictable. Yet you sweep the cobblestoned corner with ease. The path you choose is not limited by the harsh realities of the surface.

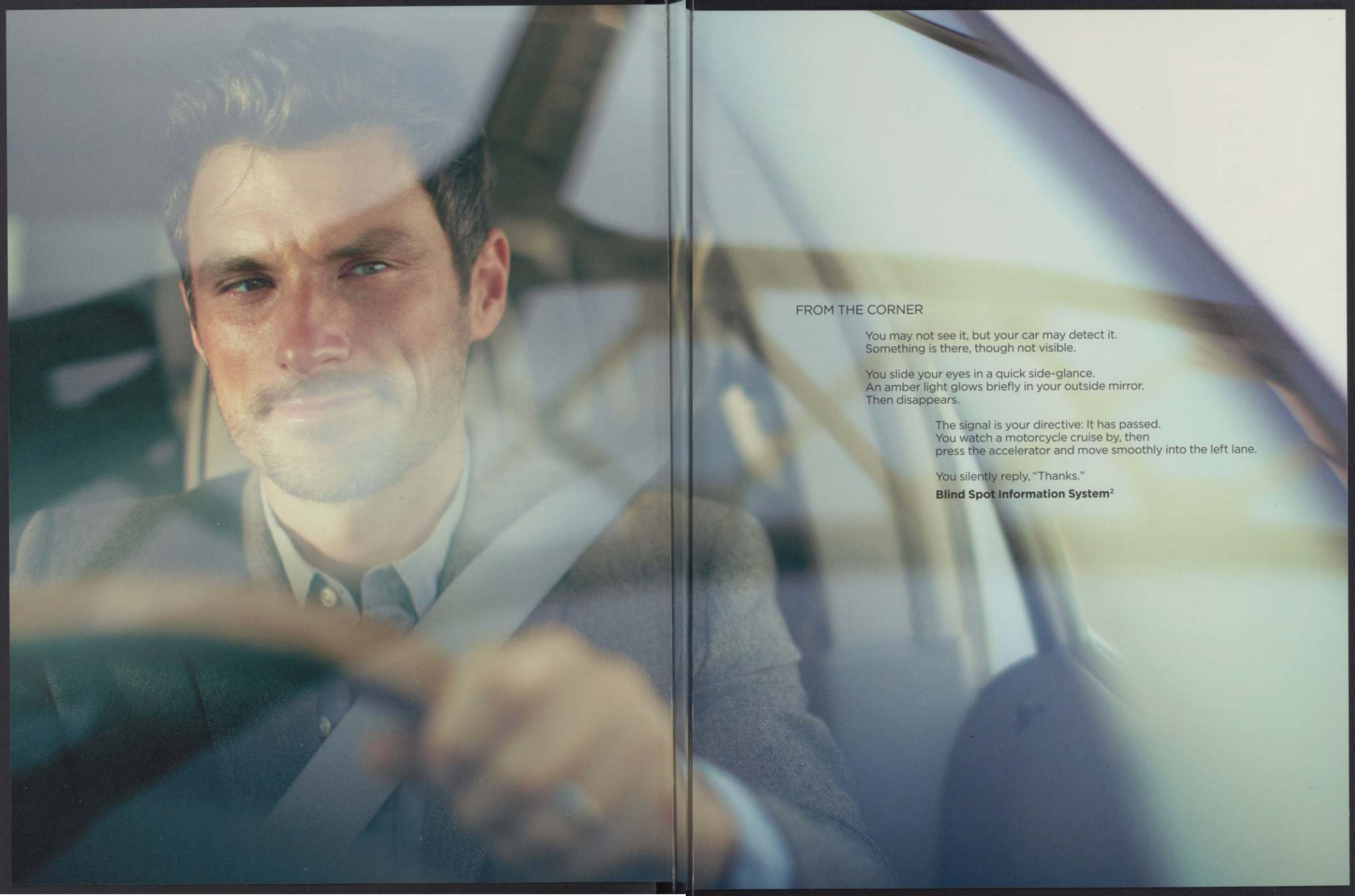
Your suspension adjusts in the blink of an eye to help absorb imperfections and exert tight, exhilarating control.

You move with assurance. Maneuver with precision. Agile yet relaxed. It's all about balance.

Lincoln Drive Control¹



See Lincoln Drive Control. Now.
Standard text messaging and data rates apply.



FROM THE CORNER

You may not see it, but your car may detect it.
Something is there, though not visible.

You slide your eyes in a quick side-glance.
An amber light glows briefly in your outside mirror.
Then disappears.

The signal is your directive: It has passed.
You watch a motorcycle cruise by, then
press the accelerator and move smoothly into the left lane.

You silently reply, "Thanks."

Blind Spot Information System²



24 SECONDS

The voice on the Navigation System² announces, "You have arrived at your destination."

All eyes are upon you. With no hands on the wheel, you back confidently into the tightest parking space. Guided by invisible waves, it takes less than half a minute.

The ultimate ease. Pure polish. You nod to the valet in passing.

Active park assist²

COMFORTABLE SPACE

The traffic ahead ebbs and flows for miles,
yet the cruising is as smooth as the conversation.

In spite of slows and starts in front of you,
your car automatically maintains a preset gap
that keeps pace with the changing speeds.

Ironically,

At the same time you keep your distance out there,
the distance between the two of you - in here - completely disappears.

Adaptive cruise control²



PASSING EXIT 47

You redial from your steering wheel.
"I thought I was following you."

"You are. I needed to get by that truck.
I never would've believed I could get this kind of power from a V6.
I don't want to exit yet. Do you?"

"Nope. 41 mpg.³ Hybrid.
Remember, 700 miles³ straight in the city.
I can drive all the way there and back without stopping."

365-hp⁴ 3.5L EcoBoost[®] V6 twin-turbocharged, direct-injection engine² and 2.5L I-4 Hybrid engine



THE ANSWER
ON 3RD AVENUE

Your music fades gracefully,
notifying you of an incoming call.
His name and image appear on your center screen.
(It's nice to have your contacts right there.)

You listen to 3 rings,
then press "OK" on the wheel to accept.

The voice resonates through the speakers.
"I'll make this quick..." A pause. "Yes."

Beaming, you end the call and say, "Call Chris."
Good news spreads quickly.

Voice-activated Lincoln SYNC® with MyLincoln Touch™

THE SOLID YELLOW LINE

A flurry of thoughts from the day swirl in your mind.
Without even realizing, you drift toward the line.

Your steering wheel suddenly - gently - shudders.

It's your wake-up call,
alerting you to re-focus.

You center.

Lane Keeping System¹



WELL-TRAVELED

You run your hand along the soft leather,
which journeyed from Scotland just for your comfort.

You ponder the number of stitches in the Frénch seams.

You dissolve into the dancing notes
that emanate from speakers precisely positioned by THX,[®]
as if you're there, live, when recorded in Spain.

It occurs to you, and you chuckle:
You have the world at your fingertips.

Bridge of Weir™ leather,² THX II Certified Audio System²



What happens next?
The choice is entirely up to you.

Lincoln.
Now it gets interesting.

The redesigned driver's sedan.

Refined performance:

New 3.7L Ti-VCT V6 engine produces a projected 300 hp.⁶
New Lincoln Drive Control offers adaptive suspension settings.
Road-gripping Torque Vectoring Control.
365-hp,⁴ twin-turbocharged, direct-injection EcoBoost® V6 engine⁷
delivers outstanding performance.

Exceptionally advanced:

New Lane Keeping System⁷ continually monitors your position on the road.
Voice-activated Lincoln SYNC® with MyLincoln Touch.[™]
Adaptive HID headlamps and LED taillamps.
A suite of radar monitoring systems, including active park assist⁷
and adaptive cruise control.⁷

Well-crafted:

Premium Bridge of Weir[™] leather.
Heated steering wheel.⁷
Multicontour front seats with Active Motion.^{™7}



LINCOLN MKS
New for 2013
Coming early Spring 2012



Luxurious, comfortable travel for up to 7.

For the driver:

New 3.7L Ti-VCT V6 engine with a projected 300 hp⁶ standard.

3.5L EcoBoost[®] V6⁷ power.

Lincoln Drive Control offers adaptive suspension settings.⁷

Active park assist.⁷ Adaptive cruise control.⁷

Lane Keeping System continually monitors your position on the road.⁷

Standard push-button start.

For the passengers:

Crowd-pleasing amenities throughout.

Heated and cooled 1st- and 2nd-row bucket seats.⁷

Bridge of Weir[™] leather-trimmed seating.

Generous 2nd- and 3rd-row space.

Industry-first production inflatable 2nd-row safety belts.^{7,8,9}

For all:

Standard stunning, panoramic Vista Roof.[®]

Voice-activated Lincoln SYNC[®] with MyLincoln Touch.[™]

2nd-row refrigerated console cools to 41°F or freezes to 23°F.⁷

THX[®] II Certified Audio System.⁷



New 2013
LINCOLN MKT
Coming early Spring 2012



Available equipment.



Available equipment

The intelligent and intuitive luxury crossover.

Impressive on the road:

305 hp and 280 lb.-ft. of torque.
Best-in-class fuel economy.¹⁰
Standard 3.7L Ti-VCT V6 engine.
Handsome 20" wheels.⁷
Power liftgate.

Stunning in the driver's seat:

Heated and cooled front seats.
Heated steering wheel.⁷
THX® II Certified 5.1 Surround Audio System.⁷
Integrated media hub features 2 USB ports and SD card reader.
Spectacular, panoramic Vista Roof.⁷

Innovative everywhere you look:

Adaptive cruise control automatically maintains the gap.⁷
Voice-activated Lincoln SYNC® with MyLincoln Touch.TM
Touch-sensitive slider controls.
Intelligent Access with push-button start.



LINCOLN MKX
2012



The "Most Dependable Entry Premium Car" in 2011,
for the 2nd year in a row.¹¹ - *J.D. Power and Associates*

Abundant features standard:

3.5L Duratec® V6 engine.
6-speed SelectShift Automatic® transmission.
Heated and cooled Bridge of Weir™ leather-trimmed front seats.
Traction control.
2011 IIHS Top Safety Pick.¹²

Additional impressive features:

Voice-activated Lincoln SYNC® Navigation System.⁷
THX® II Certified 5.1 Surround Audio System.⁷
BLIS® (Blind Spot Information System).⁷
Adaptive HID headlamps point in the direction you turn.⁷
Intelligent all-wheel drive.⁷

**Lincoln MKZ Hybrid, the most fuel-efficient
luxury sedan in America,¹³ adds:**

41 mpg city with 2.5L iVCT Atkinson-cycle I-4 engine.
Unique, full-color LCD instrument cluster that helps manage
fuel economy in real time.



LINCOLN MKZ
& MKZ HYBRID
2012

The premium luxury SUV with a host of standard features.

Versatile:

Bountiful seating for up to 8.
Gracious cabin. Spacious cargo room.
5.4L 3-valve V8 engine.
Flex-fuel capable.

Functional:

Tow-rated up to 9,000 lbs.¹⁴
Navigator L offers 128.2 cu. ft. of cargo space behind the 1st row.
Dual-Headrest DVD Entertainment System.^{7,15}

Exceptional:

Voice-activated Lincoln SYNC.*
Standard voice-activated Navigation System, rear view camera
and THX® II Certified 5.1 Surround Audio System.
Standard power running boards; power-folding, heated sideview mirrors
with security approach lamps; and power liftgate.



LINCOLN NAVIGATOR
2012



Available equipment.



There's more to the story.

Let the discovery continue.
At lincoln.com.

¹Available on select 2013 vehicles. ²Available on select vehicles. ³EPA-estimated 41 city/36 hwy/39 combined mpg. 17.5-gallon tank. Actual mileage will vary. 2012 Lincoln MKZ Hybrid. ⁴Based on 2012 model year. With premium fuel. ⁵Requires compatible mobile device. Driving while distracted can result in loss of vehicle control. Only use SYNC/MyLincoln Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Standard on 2013 Lincoln MKS, 2013 Lincoln MKT and 2012 Lincoln MKX. ⁶Ford preliminary data. ⁷Available. ⁸Outboard seating positions. ⁹Ford Motor Company offered the world's first automotive production vehicle with inflatable 2nd-row safety belts. ¹⁰EPA-estimated 19 city/26 hwy/22 combined mpg. FWD. Class is Luxury Midsize Utilities, non-diesel/non-hybrid vs. 2011/2012 competitors. ¹¹The Lincoln MKZ received the lowest number of problems per 100 vehicles among entry premium cars in the proprietary J.D. Power and Associates 2010-2011 Vehicle Dependability Study. ¹²2011 study based on 43,779 consumers responses measuring problems consumers experienced in the past 12 months with 3-year-old vehicles (2008 model-year cars and trucks). Proprietary study results are based on experiences and perceptions of consumers surveyed October-December 2010. Your experiences may vary. Visit jdpower.com. ¹³EPA-estimated 41 city/36 hwy/39 combined mpg. Actual mileage will vary. Excludes diesels. ¹⁴When properly equipped. ¹⁵Lincoln Licensed Accessory. THX and the THX logo are trademarks of THX Ltd., which are registered in some jurisdictions. All rights reserved. Bridge of Weir is a trademark of Bridge of Weir Leather Company Limited. Lincoln 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 may be unavailable when your vehicle is built. Your Lincoln Dealer is the best source for up-to-date information, including current availability of standard and optional equipment. Lincoln reserves the right to change product specifications at any time without incurring obligations.

