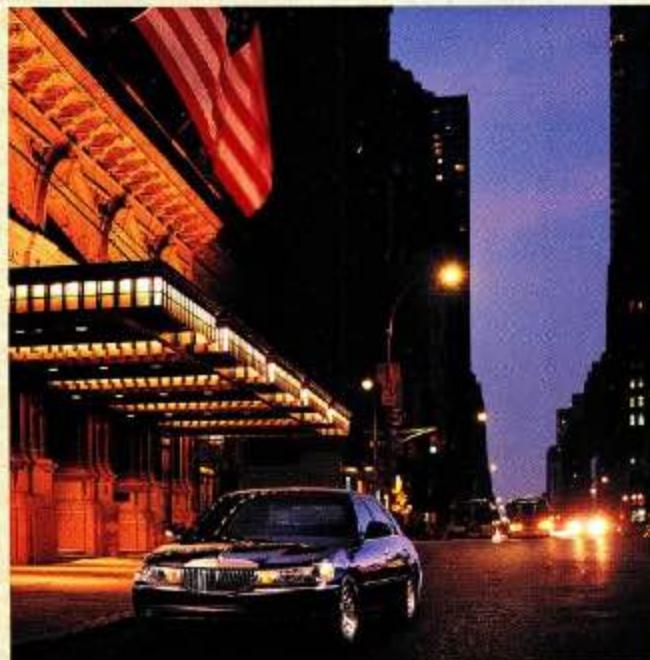
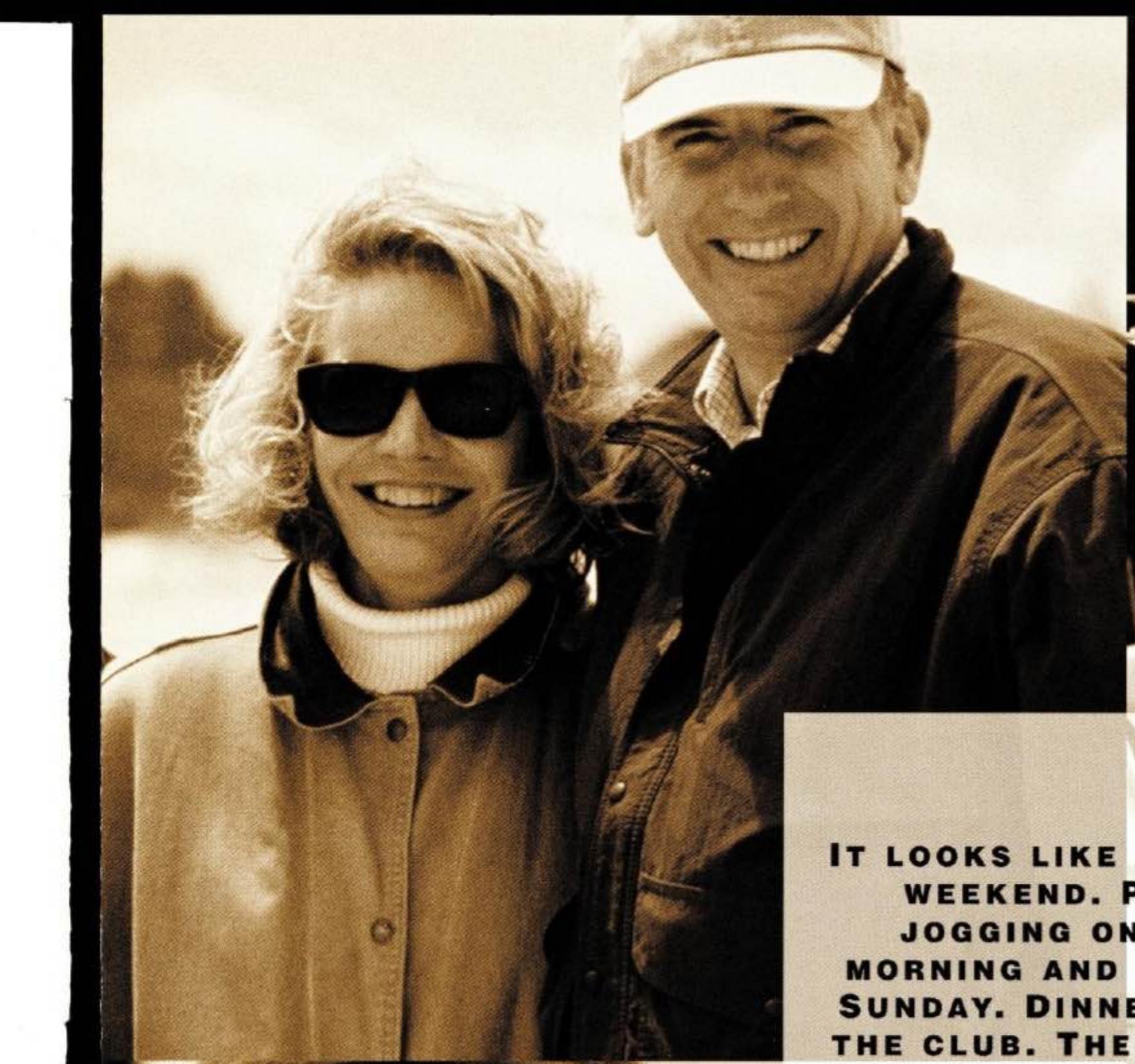


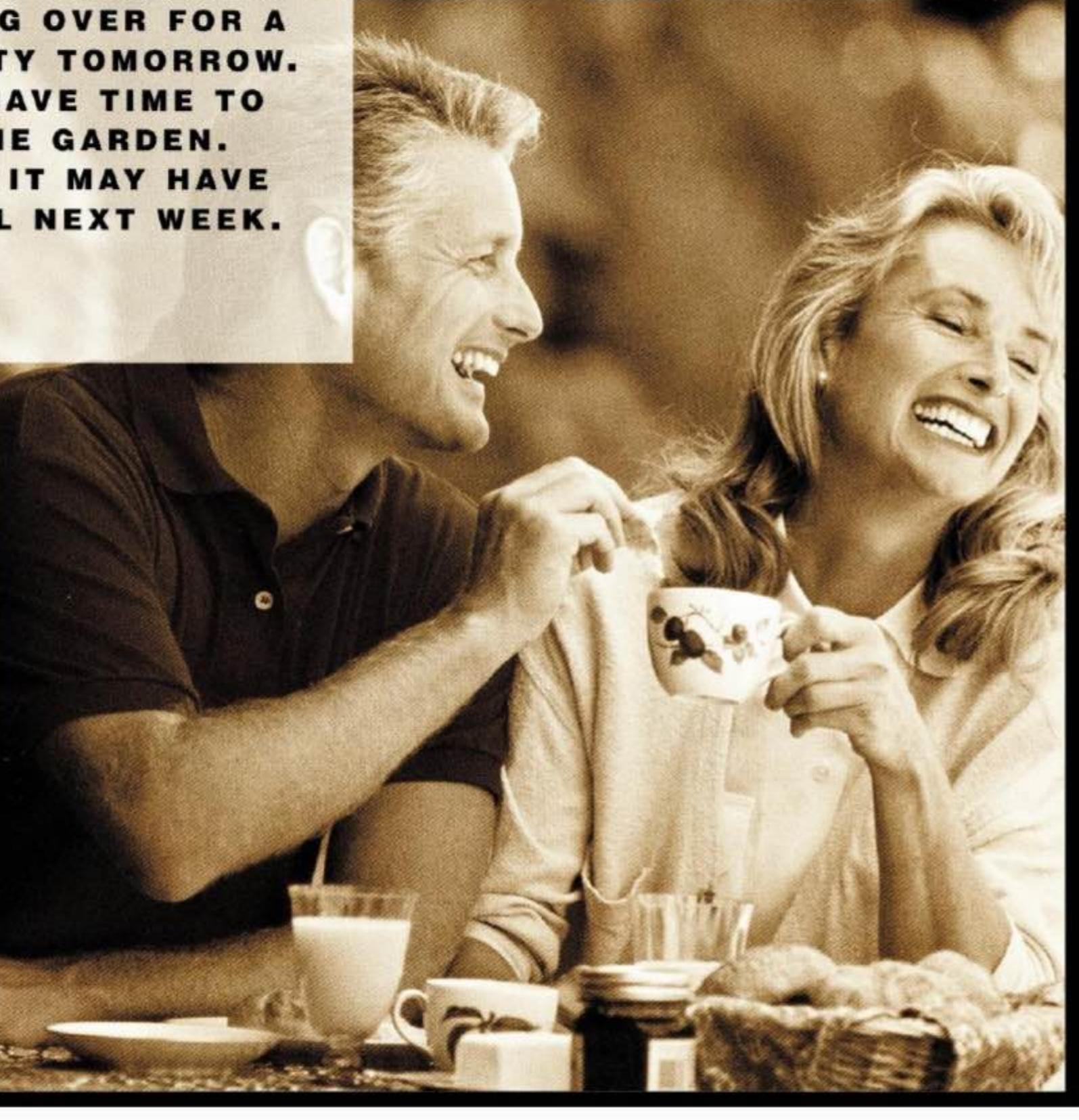
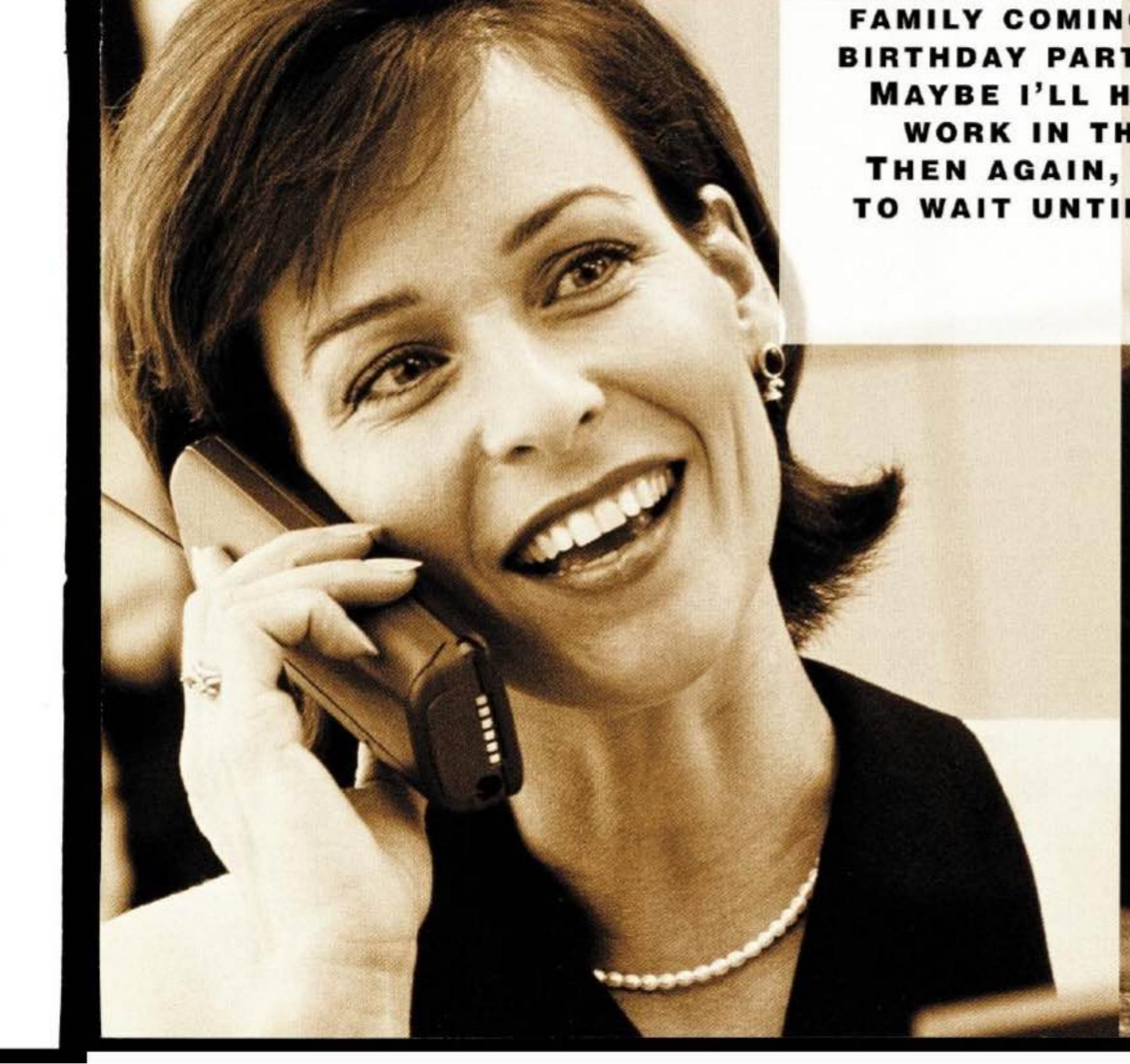
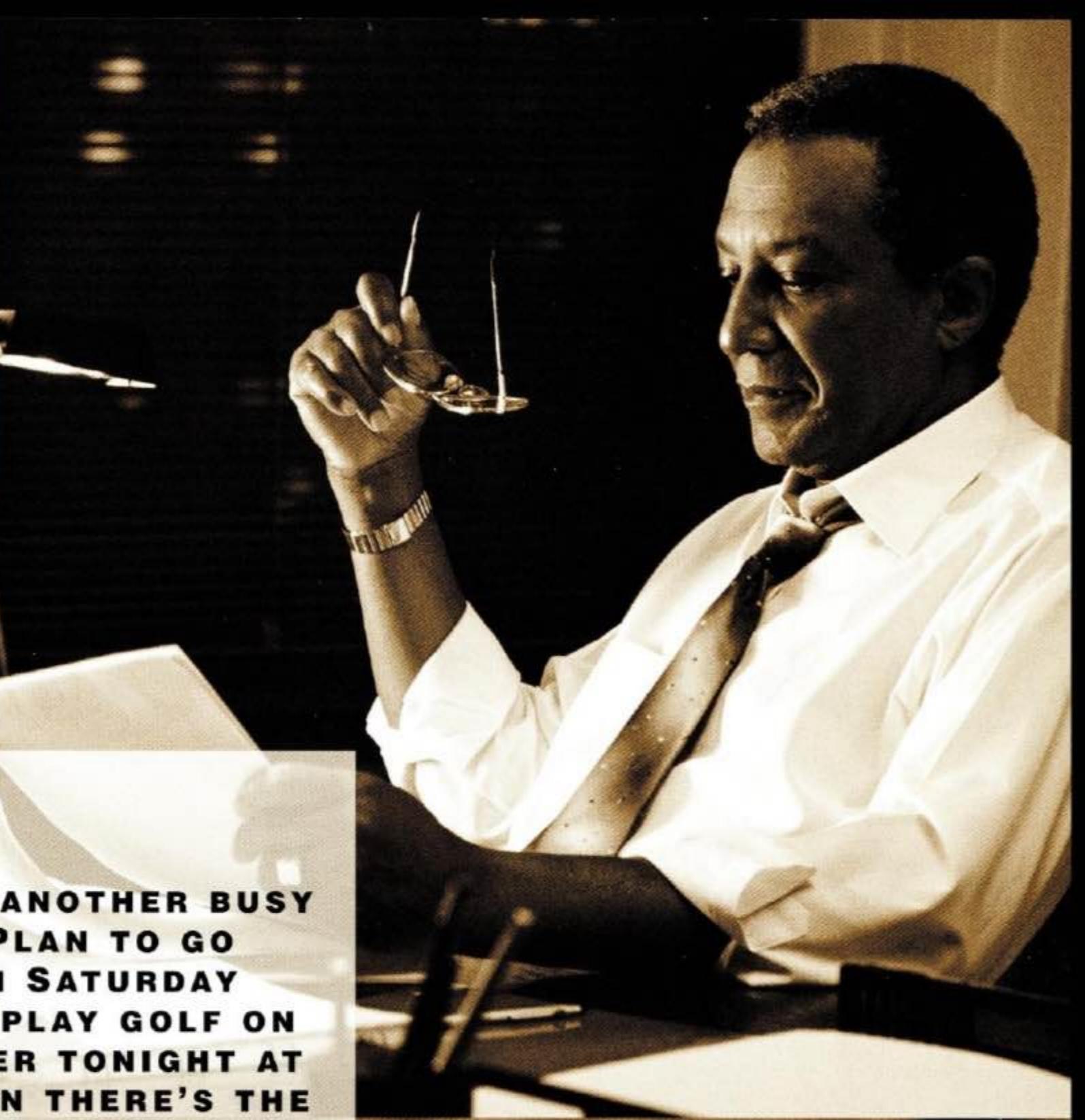
1998



LINCOLN  
TOWN CAR

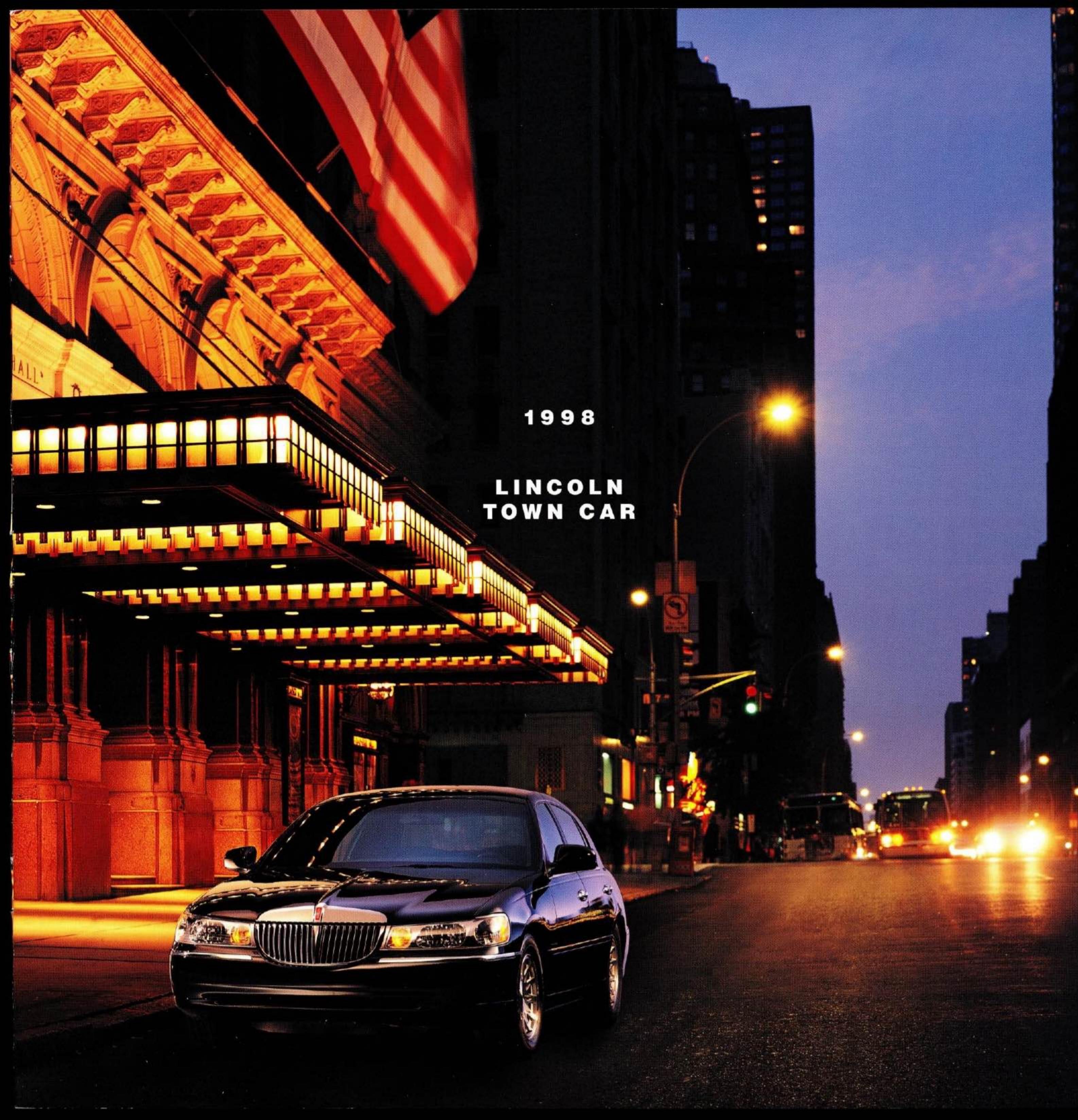


IT LOOKS LIKE ANOTHER BUSY WEEKEND. PLAN TO GO JOGGING ON SATURDAY MORNING AND PLAY GOLF ON SUNDAY. DINNER TONIGHT AT THE CLUB. THEN THERE'S THE FAMILY COMING OVER FOR A BIRTHDAY PARTY TOMORROW. MAYBE I'LL HAVE TIME TO WORK IN THE GARDEN. THEN AGAIN, IT MAY HAVE TO WAIT UNTIL NEXT WEEK.





Signature Series shown.



1998

LINCOLN  
TOWN CAR

LINCOLN TOWN CAR.  
ONE OF THE MOST  
DISTINGUISHED NAMES IN  
FULL-SIZED LUXURY  
AUTOMOBILES. FOR 1998  
IT HAS BEEN EXTENSIVELY  
REDESIGNED. ITS ELEGANT  
NEW EXTERIOR FEATURES  
SOPHISTICATED STYLING.  
THE RIDE IS SMOOTH YET  
CONTROLLED. AND INSIDE,  
THE LEVEL OF LUXURY  
IS CLASSIC LINCOLN.

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DISTINGUISHED NAMES IN  
ONE OF THE MOST  
LINCOLN TOWN CAR.





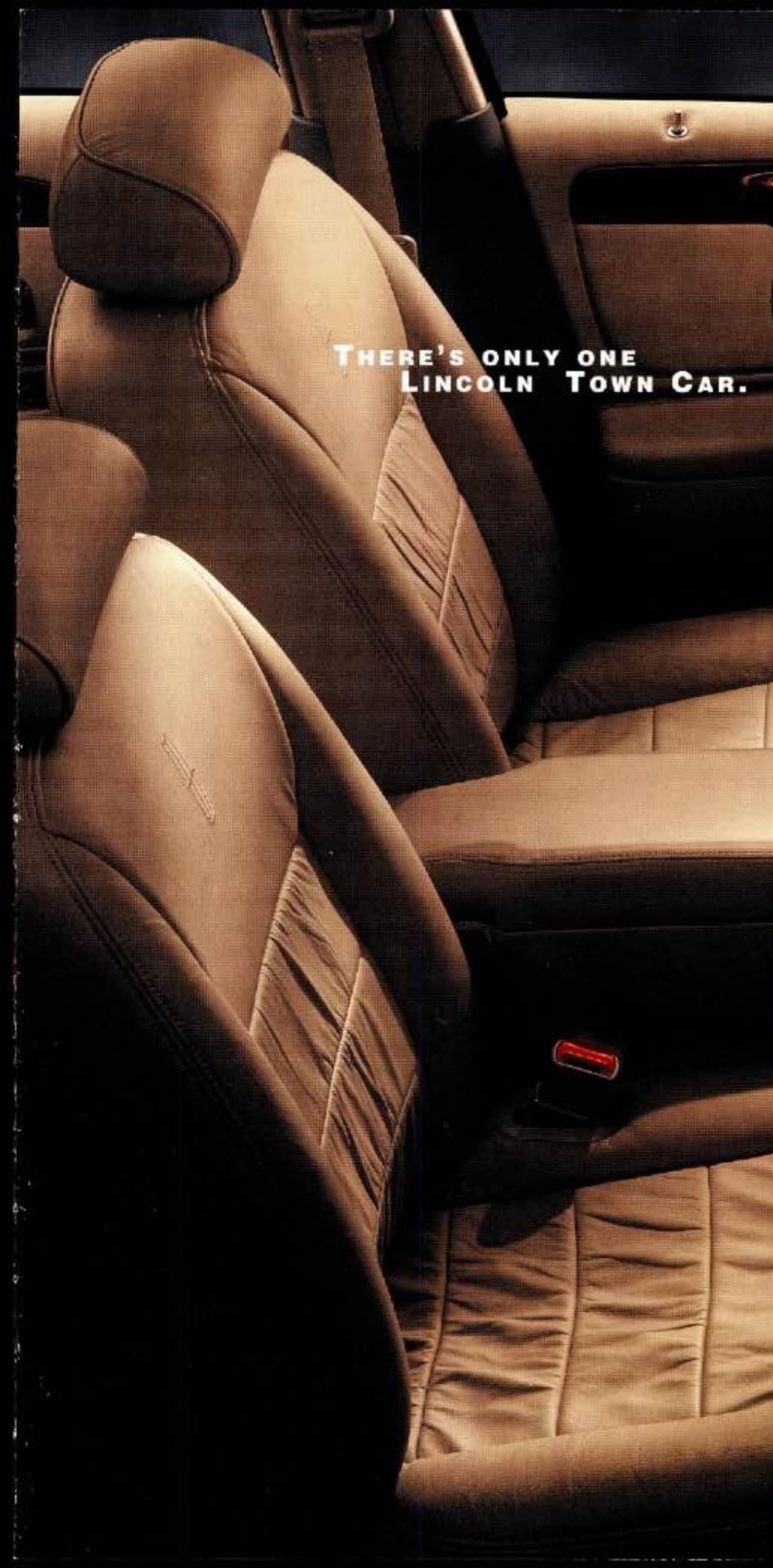
Signature Series shown.



*Lincoln Town Car's interior features a convenient 40/20/40 front seating system which includes a larger armrest and a comfortable, fixed seating position for the center passenger. Signature Series shown.*



**THERE'S ONLY ONE  
LINCOLN TOWN CAR.**



**THERE'S ONLY ONE  
LINCOLN TOWN CAR.**

The new Lincoln Town Car has been designed

around a very important concept: your comfort.

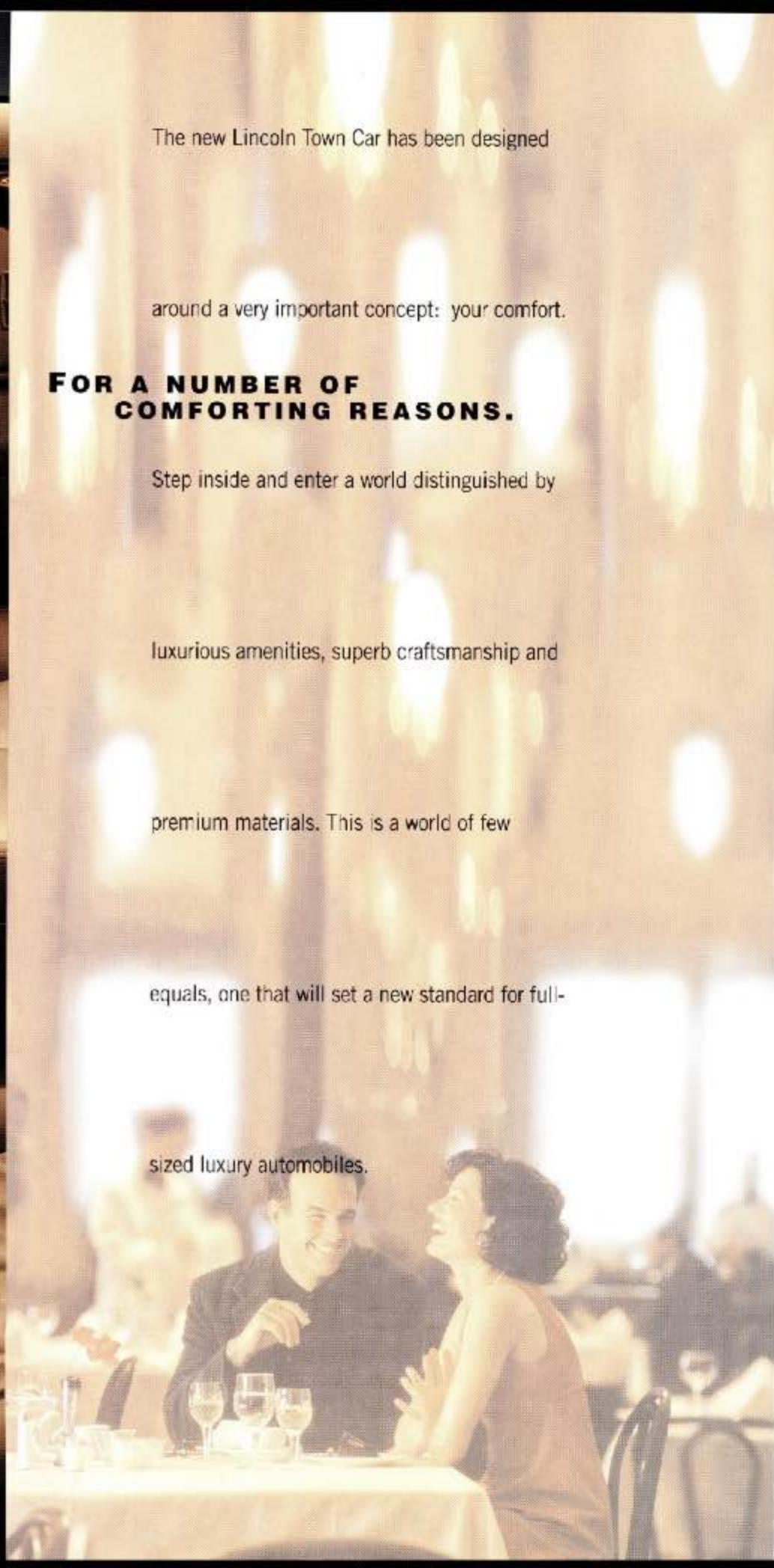
**FOR A NUMBER OF  
COMFORTING REASONS.**

Step inside and enter a world distinguished by

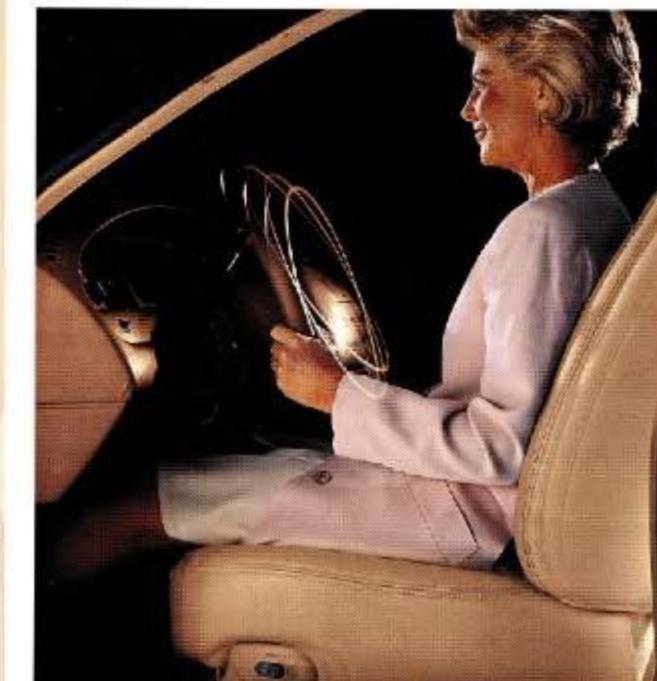
luxurious amenities, superb craftsmanship and

premium materials. This is a world of few

equals, one that will set a new standard for full-



sized luxury automobiles.



The easy entry and exit driver's seat automatically adjusts back when unlocking the vehicle using the remote key fob or when the key is removed from the ignition. When used with the standard tilt steering wheel, this system makes it easy to get into and out of your Town Car (Signature and Cartier Series).

New rear air-conditioning and heating ducts provide a comfortable cabin temperature for rear seat passengers.

For your convenience a redesigned rear armrest with dual cup holders is now standard on Signature and Cartier Series.



You'll appreciate the convenience of electronic automatic temperature control. You simply set your preferred temperature, and the system keeps the cabin temperature constant.





Town Car seats have been redesigned utilizing computer-

aided techniques to deliver maximum comfort. The

40-20-40 front bench seat has a new frame and a multi-

#### WHERE THE PLEASURE BEGINS.

functional center armrest. Leather seating surfaces feature

improved feel and durability. And seats are inspected with

computer test equipment to ensure they

measure up

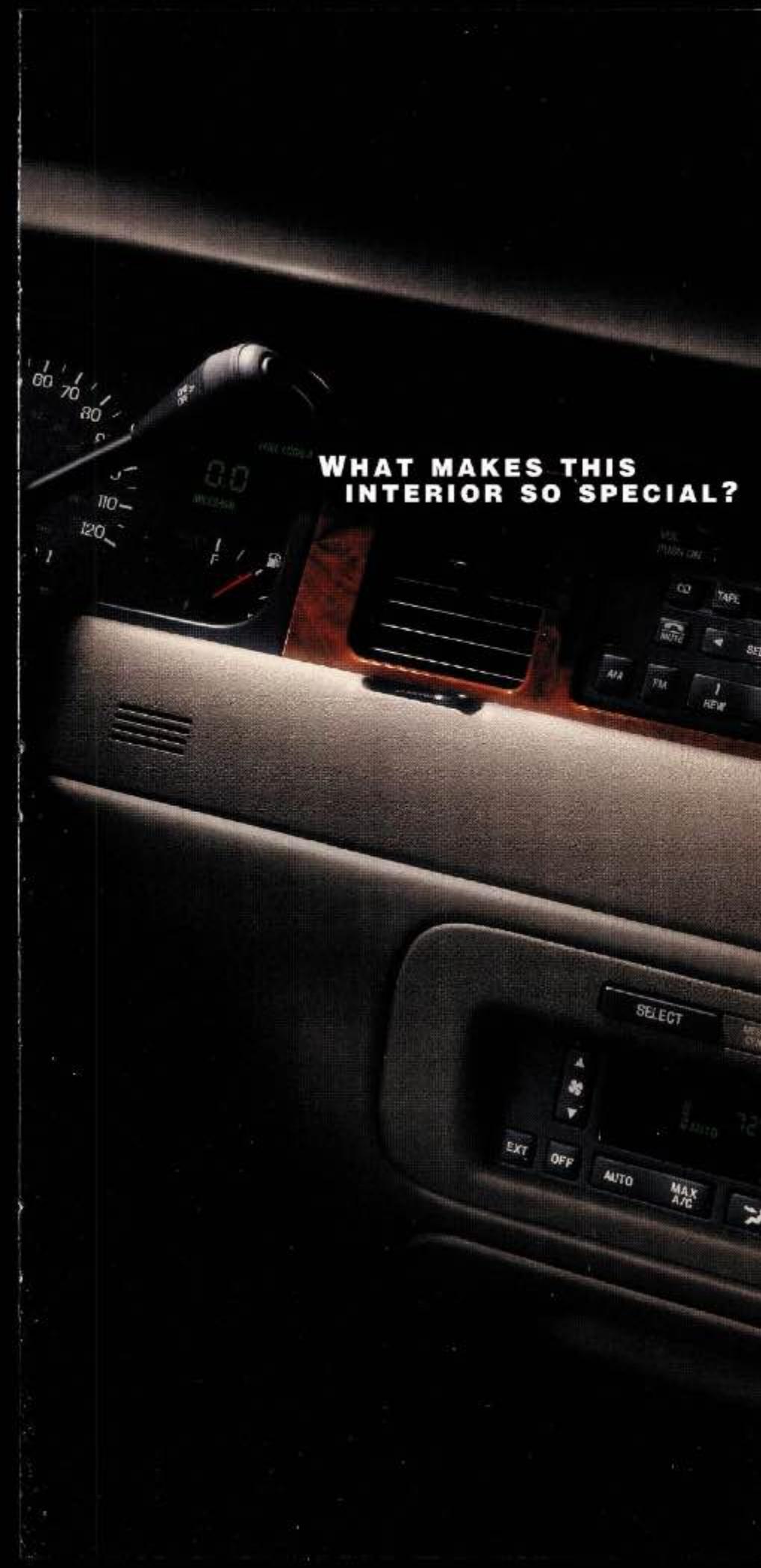
to Lincoln's strict quality standards.

In terms of comfort, this is just the beginning.



**WHAT MAKES THIS  
INTERIOR SO SPECIAL?**

Signature Series shown with optional JBL Audio System.



Details. It's truly what Town Car is all about.

And it's the reason you feel so at ease behind

the wheel of this luxurious new automobile.

### IT'S ALL IN THE DETAILS.

The new instrument panel has a sophisticated

look, more flowing lines and wood appliqué.

Controls are ergonomically placed for easy

access, and new easier-to-read analog gauges

with green backlighting complement the

electronic message center.



The standard Premium AM/FM stereo cassette radio and the optional JBL Audio System include the Radio Data System (RDS). This system will search for stations that play a specific type of music or news broadcast. It can also interrupt the CD or tape player for local traffic and weather reports. Speakers have been precisely placed for optimum listening pleasure. The controls are large and easy to operate.

Fingertip speed control with tap up/tap down feature is located on the steering wheel. You can easily set or adjust the speed control, without diverting your attention from the road ahead.

Duplicate controls for audio and climate control are conveniently mounted on the steering wheel. You can adjust temperature, audio volume or choose a new radio station while your hands remain safely on the steering wheel (Signature and Cartier Series).

The memory seat and mirror system allows three drivers to program preferred seat and outside mirror settings and recall them at a touch of a button (Signature and Cartier Series).

For the ultimate in comfort, Town Car Signature and Cartier Series feature eight-way power seats and new, easy-to-use fingertip silhouette seat controls.

Program your existing garage door opener code into this built-in visor unit, and you'll always have a garage door opener on board (Signature and Cartier Series).

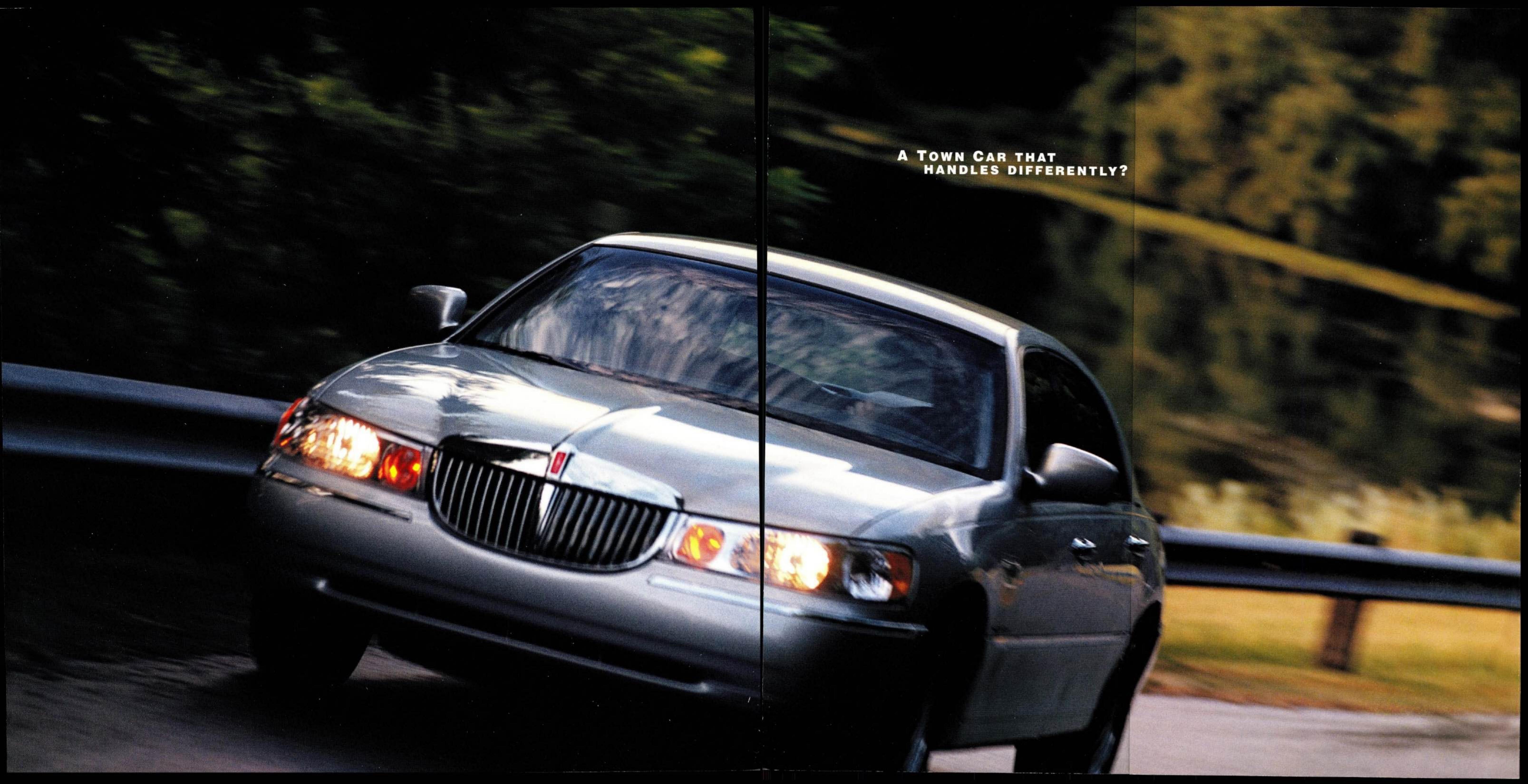




Signature Series shown.







A TOWN CAR THAT  
HANDLES DIFFERENTLY?



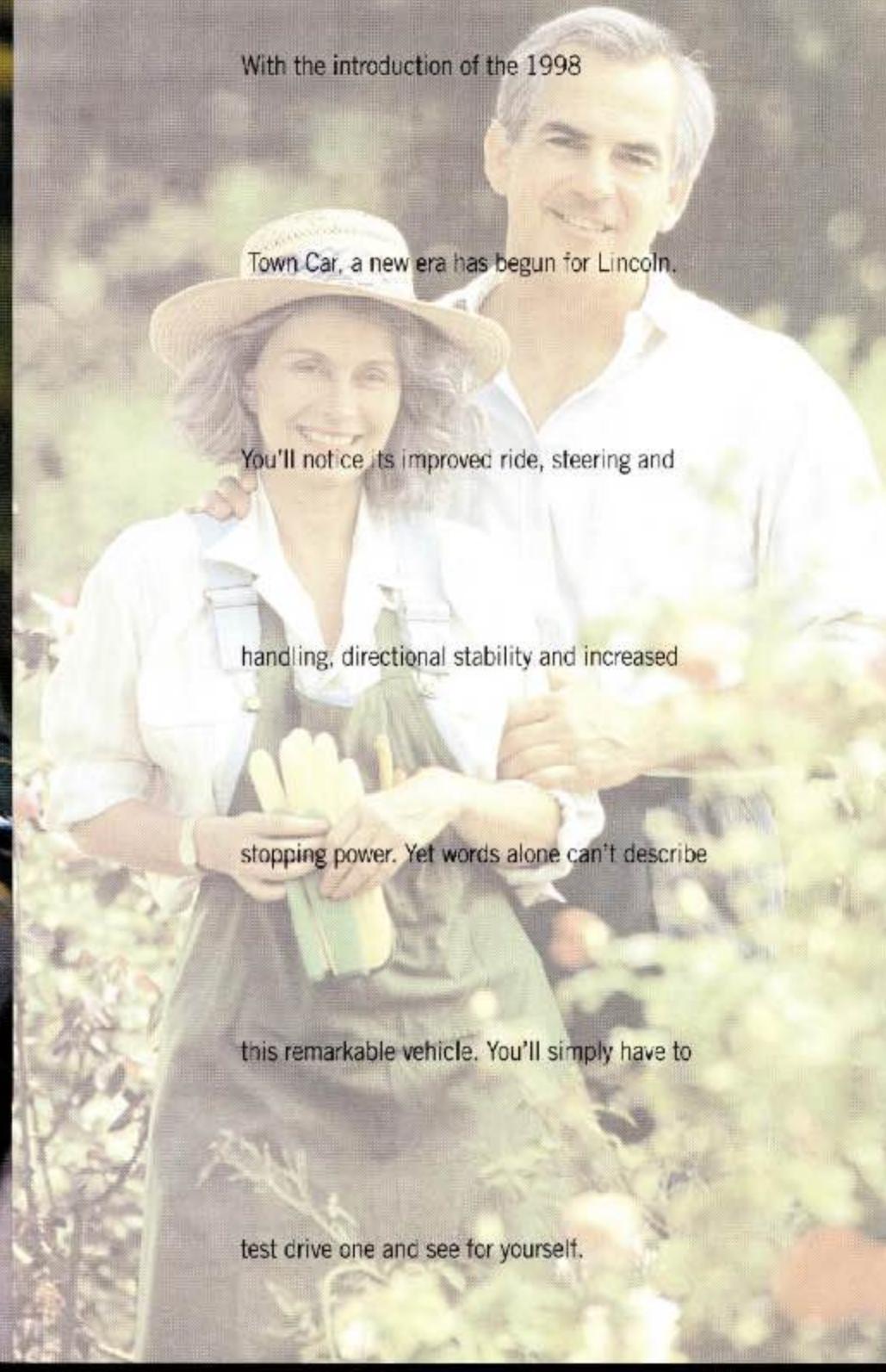
## A TOWN CAR THAT HANDLES DIFFERENTLY?

Mention Lincoln Town Car and the term

"smooth ride" comes immediately to mind.

### PRECISELY.

With the introduction of the 1998



Town Car, a new era has begun for Lincoln.

You'll notice its improved ride, steering and

handling, directional stability and increased

stopping power. Yet words alone can't describe

this remarkable vehicle. You'll simply have to

test drive one and see for yourself.



Town Car's new All-Speed Traction Control system helps maintain stability and steering control on slippery surfaces at all speeds. This system detects and controls rear wheel spin through a combination of braking and engine management.

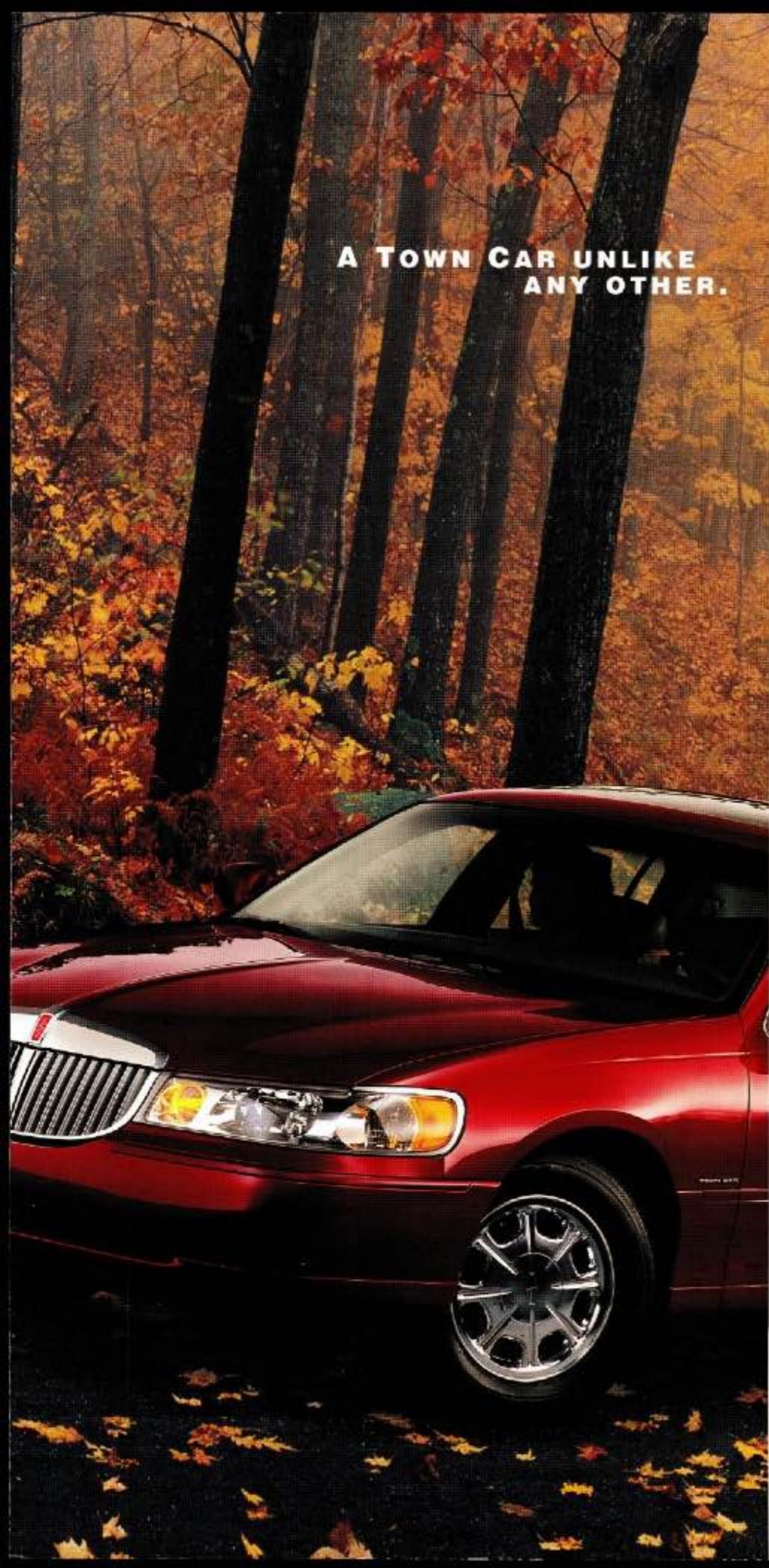
The new Watt's linkage rear suspension improves straight line tracking and stability. It helps make Town Car easier to drive, particularly over long distances. It also provides responsive handling while maintaining Town Car's smooth ride.

The front suspension features new front lower control arm bushings which improve steering precision and provide better steering feel. You'll experience a more confident feel for the road and greater control.

Town Car also features new twin piston caliper front disc brakes for improved stopping power, smoothness and reliability. Of course, a four-wheel disc anti-lock brake system is standard and gives the driver greater steering control while braking.







**A TOWN CAR UNLIKE  
ANY OTHER.**

You appreciate Lincoln Town Car for what it  
**INTRODUCING THE SIGNATURE  
TOURING SEDAN PACKAGE.**

represents. A full-sized luxury car with a

smooth ride and an abundance of amenities.

However, if you want distinctive styling with

more confident and controlled ride and

handling, there's the new Signature Touring

Sedan Package. A Town Car with a healthy

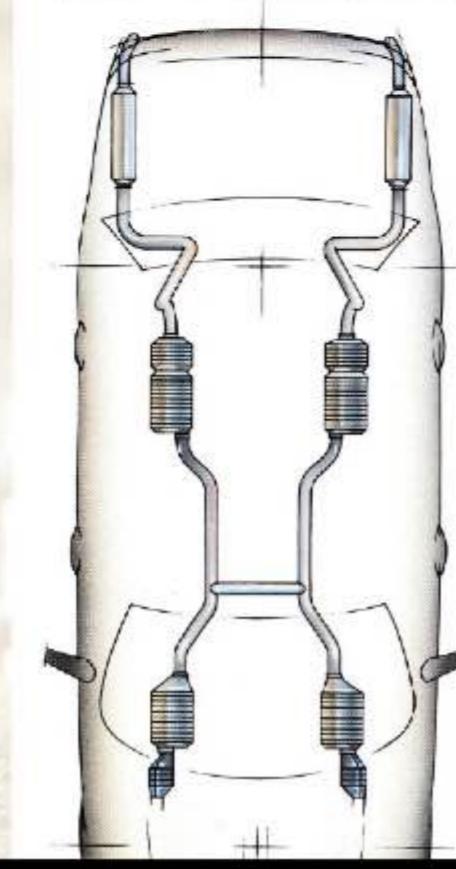
appetite for the open road.

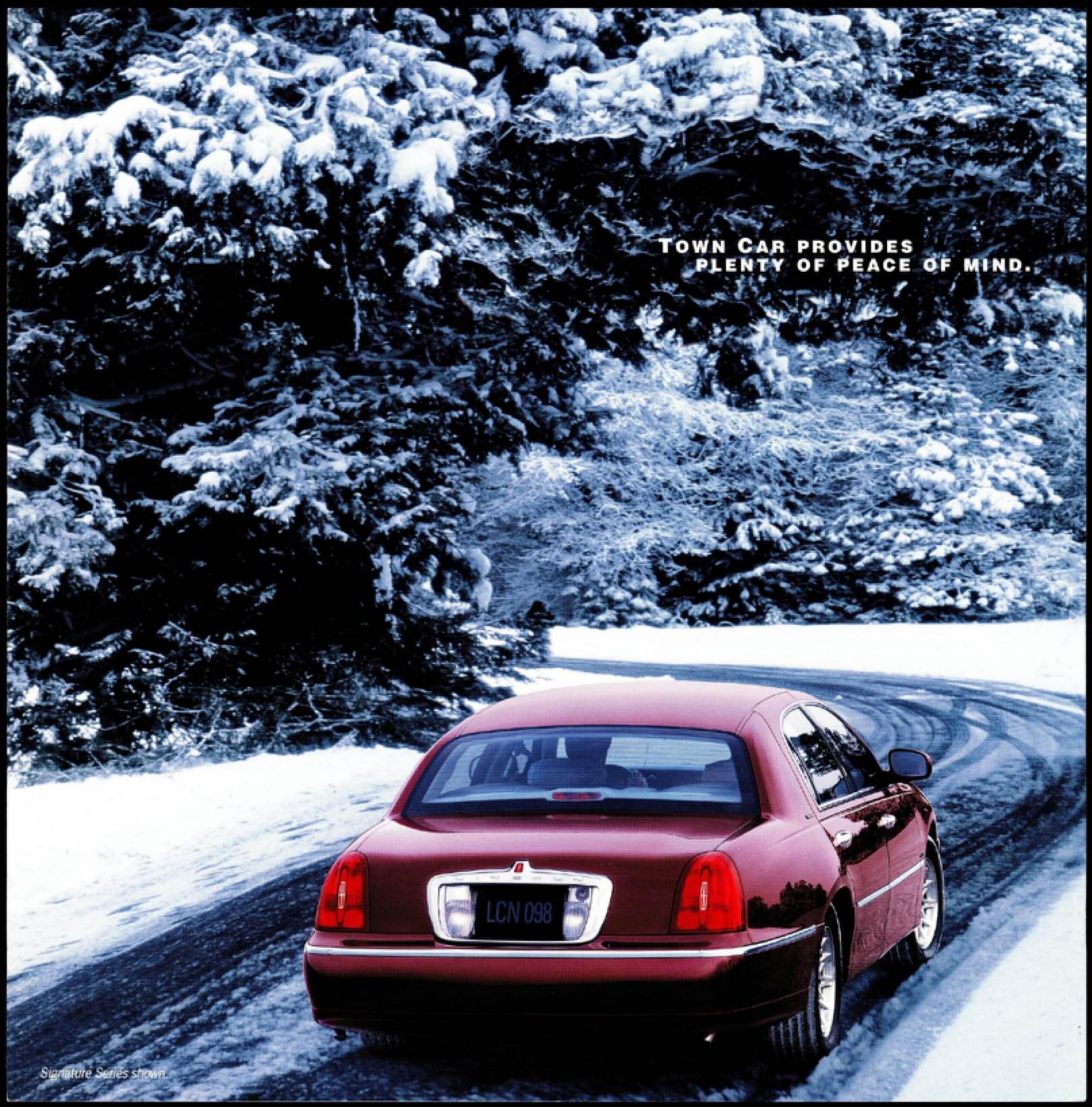


The Signature Touring Sedan Package features black bird's-eye maplewood trim, perforated leather-trimmed seats, 16-inch unique Chrome-Tech wheels, monochromatic bodyside moldings, argent grille, dual exhaust for increased horsepower, and a 3.55 rear axle ratio.

New monotube shock absorbers are included in the Signature Touring Sedan Package and are combined with a specially tuned suspension and 16-inch P235/60TR16 tires.

The Signature Touring Sedan Package provides more confident handling and improved driving dynamics in conjunction with Town Car's traditional smooth ride.





**TOWN CAR PROVIDES  
PLENTY OF PEACE OF MIND.**

In terms of driver and passenger safety,

Lincoln Town Car has plenty to offer.

**SINCE IT COMES WITH PLENTY  
OF SAFETY FEATURES.**

Since it's a Lincoln, it comes with a wide

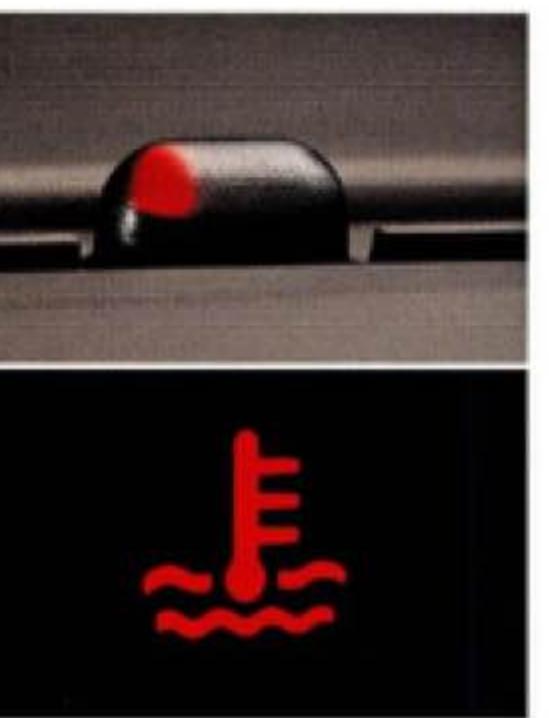
array of safety and security features. From

Second Generation dual airbags to the

SecuriLock™ Passive Anti-Theft System -

just about everything you need to have

true peace of mind.



Remote keyless entry allows you to lock and unlock doors, release the trunklid and switch on interior lights from a distance. It also includes a panic button which flashes the headlamps and sounds the horn when activated. The SmartLock System makes it virtually impossible to accidentally lock your key in the ignition. The SecuriLock™ Passive Anti-Theft System utilizes a key with an integrated transponder to protect your car. If a non-encoded key or ignition bypass is detected, the engine is disabled. A fail-safe cooling system is designed to help protect the engine from potential damage due to loss of coolant. Second Generation dual airbags are designed to further enhance protection for the driver and passenger. Always wear your safety belt and secure children in the rear seat. Town Car also features new end-release safety belts which are easy to buckle and disengage. And front safety belts come with adjustable D-rings for improved comfort.

## THE LINCOLN COMMITMENT®

The satisfaction of owning your Town Car goes well beyond the driving experience. It's knowing your vehicle is backed by a comprehensive benefits package like the Lincoln Commitment. It includes 24-hour Roadside Service Assistance—just call our hotline for towing, jump-starting, tire changing, lockout service or gas delivery. If your Town Car requires warranty service, alternate transportation such as a loaner or shuttle service may be provided. Should an emergency arise, whether you're close to home or away on vacation, rest assured we'll reimburse you for things like meals, lodging, taxis and rental cars. And we'll furnish you with computerized maps and trip routing. What's more, the Lincoln Commitment provides a Customer Assistance Center and a 4-year/50,000-mile bumper to bumper limited warranty. Some restrictions may apply.

See your Lincoln dealer for complete details.

## 1998 LINCOLN TOWN CAR SPECIFICATIONS

### ENGINE

Layout: front engine, rear-wheel drive  
Type: SOHC V-8 with electronic engine control (EEC-V)  
Displacement (liters/cu. in.): 4.6/281  
Compression ratio: 10.0:1  
Exhaust system:  
Single – Executive and Signature  
Horsepower @ rpm (SAE net): 205 @ 4250  
Torque @ rpm (lbs.-ft. SAE net): 280 @ 3000  
Dual – Signature Touring Sedan Package and Cartier (also included with Limousine pkg. on Executive)  
Horsepower @ rpm (SAE net): 220 @ 4500  
Torque @ rpm (lbs.-ft. SAE net): 290 @ 3500  
Fuel delivery: sequential multi-port electronic fuel injection  
Fuel requirement: 87 octane (minimum) unleaded



Executive Series  
16" Gear Tooth Aluminum

Signature and  
Cartier Series  
16" Snowflake Aluminum

Signature Touring Sedan Package  
16" Chrome-Tech

Cartier Series  
Optional 16" Chrome  
(late availability)

### DRIVETRAIN

Transmission type: four-speed electronic automatic overdrive with overdrive lockout  
A axle ratio:  
Executive, Signature and Cartier: 3.08:1  
Signature Touring Sedan Package: 3.55:1

### CHASSIS

Body: body-on-frame perimeter  
Suspension:  
front: independent SLA coil-spring design with ball joints and stabilizer bar  
rear: 4-bar with Watt's linkage self-leveling air spring suspension and stabilizer bar  
Shock absorbers: nitrogen gas-pressurized  
Steering type: power speed-sensitive, variable-assist  
Overall ratio (on center): 16.4:1  
Turns, lock to lock: 3.4  
Turning circle, curb to curb (ft.): 42.0  
Brakes:  
front: 12.4 in. power-assisted disc, anti-lock  
rear: 11.1 in. power-assisted disc, anti-lock  
Wheels: 16 x 7-inch aluminum  
Tires: Executive, Signature and Cartier P225/60SR16 BSW steel-belted radials  
Signature Touring Sedan Package P235/60TR16 BSW steel-belted radials

### STANDARD FEATURES

#### FUNCTIONAL

100,000-mile scheduled tune-up intervals\*  
Sequential multi-port electronic fuel injection  
Electronic Engine Control (EEC-V)  
4-speed electronic automatic overdrive transmission with overdrive lockout  
Coil per plug ignition  
Watt's linkage rear suspension

\*Under normal driving conditions with routine fluid/filter changes.

#### SAFETY AND SECURITY

Second Generation dual airbag Supplemental Restraint System (SRS)\*  
4-wheel disc Anti-lock Brake System (ABS)  
Remote illuminated keyless entry system with panic button  
3-point safety belts for front outboard and all rear passengers  
SmartLock Anti-lockout System

\*Always wear your safety belt and secure children in the rear seat.

### INTERIOR/CONVENIENCE

6-way power front passenger seat  
Dual illuminated visor vanity mirrors  
Autolamp on/off delay lighting system  
Rear seat heat and A/C ducts  
40/20/40 front seat system with driver/passenger 6-way power seats and 2-way front head restraints  
CFC-free electronic automatic temperature control with sunload sensor  
Fingertip speed control with tap-up/tap-down feature  
Power windows with driver-side express-down feature  
Premium AM/FM stereo/cassette with Radio Data System (RDS)  
Battery saver  
Tilt steering wheel  
Remote decklid and fuel-filler door release buttons on driver's door trim panel  
Electrochromic (auto-dimming) inside rearview mirror  
Leather seating surfaces  
Solar tint glass  
Power door locks  
Concealed radio antenna  
Ashtray-mounted cup holders  
Delayed accessory power  
Analog instrument cluster  
Electronic message center with Tripminder® and directional compass  
Front seatback map pockets  
Front and rear carpeted floor mats  
Courtesy lights and integral reflectors on front and rear doors  
Roof rail assist handles  
Automatic parking brake release  
Rear compartment reading lights  
Leather-wrapped two-spoke steering wheel with center horn  
Rear window defroster  
Auxiliary 12-volt power outlet

### EXTERIOR

Bodyside protection molding  
All new body styling including redesigned moldings, door handles, grille, hood, fenders, park/turn lamps, front/rear bumper covers  
Electrochromic (auto-dimming) driver-side exterior mirror and compass

Extensive corrosion protection  
Cornering lamps  
5-mpm bumpers front/rear  
Single key entry/ignition

### OPTIONS

Cloth seating surfaces (Executive Series)  
Heated front seats with 5 temperature settings (N/A on Executive Series)  
JBL Audio System w/Premium AM/FM stereo/cassette, RDS and DSP (standard on Cartier, N/A on Executive Series)  
6-disc radio-controlled CD changer (requires Premium or JBL Audio System)  
Power moonroof (N/A on Executive Series)  
Integrated voice-activated portable/convertible cellular telephone (N/A on Executive Series)

Conventional spare tire with steel wheel  
Engine block heater  
Entertainment Package (Signature Series) with and without moonroof

- JBL Audio System with RDS and Digital Signal Processing (DSP)
- 6-disc CD Changer
- Premium Package (Cartier Series)
- 6-disc CD changer
- Power moonroof
- 16" Cartier chrome wheel (late availability)

### ADDITIONAL STANDARD FEATURES

#### SIGNATURE SERIES

In addition to Executive Series

- Driver/Passenger 8-way power seats with 2-way front seat head restraints and dual power lumbar support
- Memory mirrors/Driver's seat for three drivers
- Universal garage door opener
- Delayed accessory power

- Steering wheel with center horn and audio/temperature control buttons
- Front storage armrest
- Snowflake aluminum wheels
- Easy entry/exit driver's seat
- Rear seat armrest with cup holders

#### SIGNATURE TOURING SEDAN PACKAGE

3.55 axle ratio  
P235/60TR16 tires  
16" Chrome-Tech wheels  
11.25-inch torque converter  
Revised springs, shock absorbers, and 30mm front and 18mm rear stabilizer bars

- Dual exhaust
- Perforated leather seat trim
- Monochromatic lower bodyside moldings
- Argent grille
- Black bird's-eye maple wood trim

#### CARTIER SERIES

In addition to Signature Series

- Exclusive Premium leather seat trim
- Heated front seats with 5 temperature settings

#### Product Changes

Following publication of this brochure, certain changes in standard equipment, options, prices and the like or product delays may have occurred which would not be included in these pages. Your Lincoln dealer is your best source for up-to-date information.

Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

EPA statement: 1998 EPA mileage estimates were unavailable when this brochure was printed. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

#### Town Car from Lincoln. What a luxury car should be.

FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.

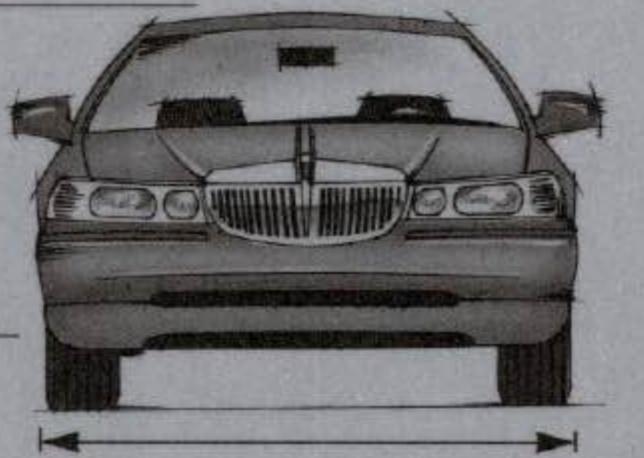


For more information via the Internet, enter <http://www.lincolnvehicles.com>

(450M) 9-97 P0961

**DIMENSIONS**

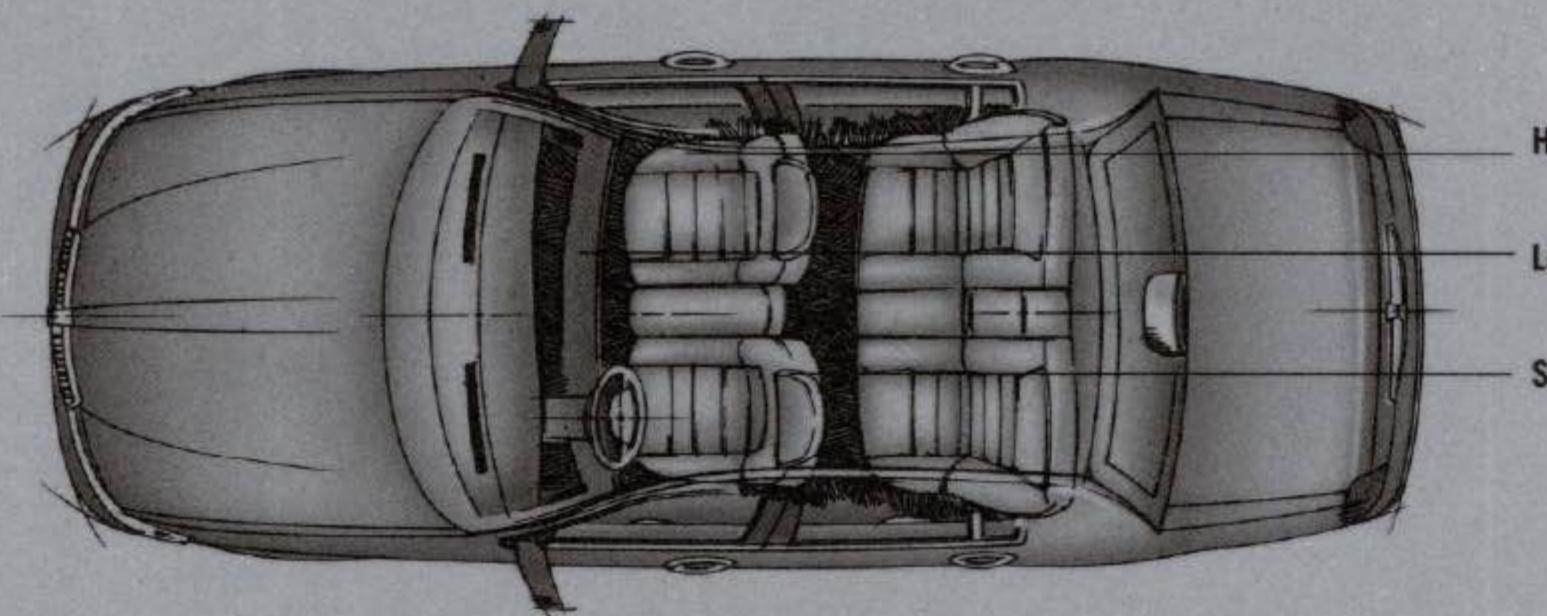
Height (in.).....58.0

Track (in.): front 63.4  
rear 65.3

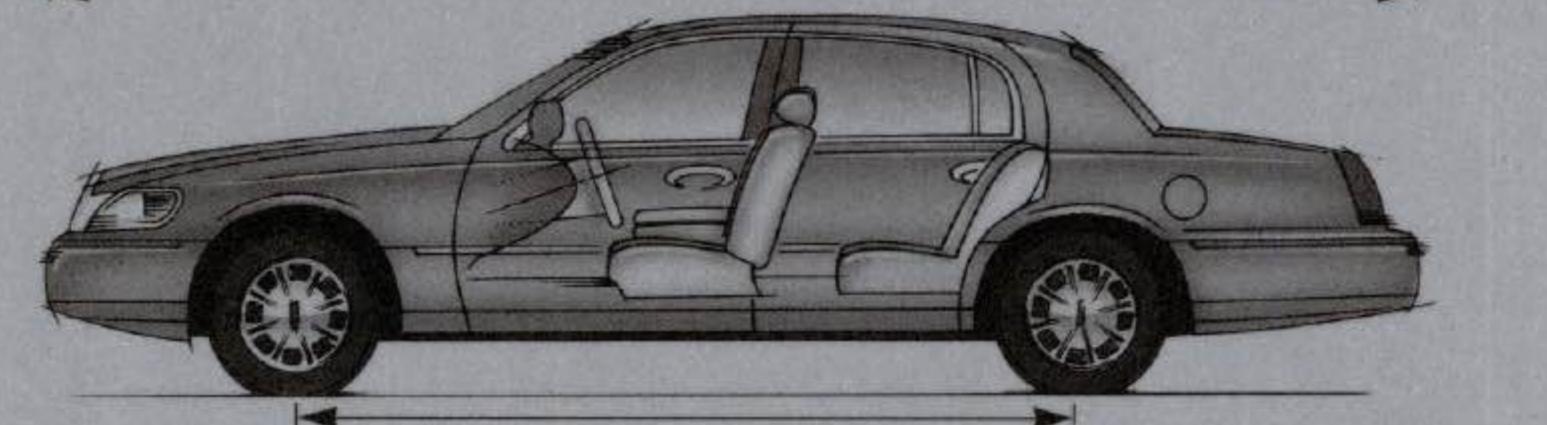
Width (in.): 78.0

Curb weight (lb.): 4005

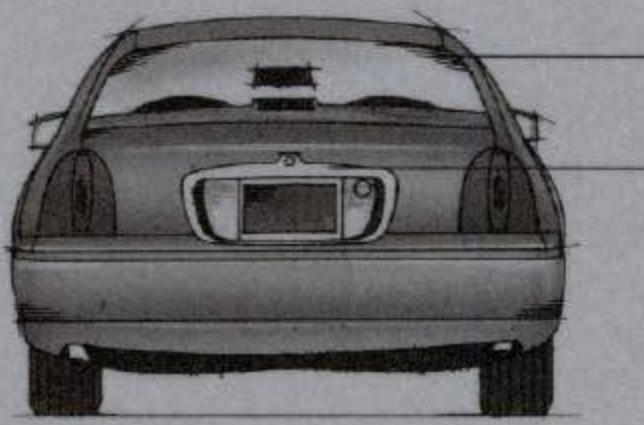
Fuel capacity (gal.): 19.0



Length (in.): 215.3



Wheelbase (in.): 117.7

**ACCOMMODATIONS**Headroom (in.): front 39.2  
rear 37.5

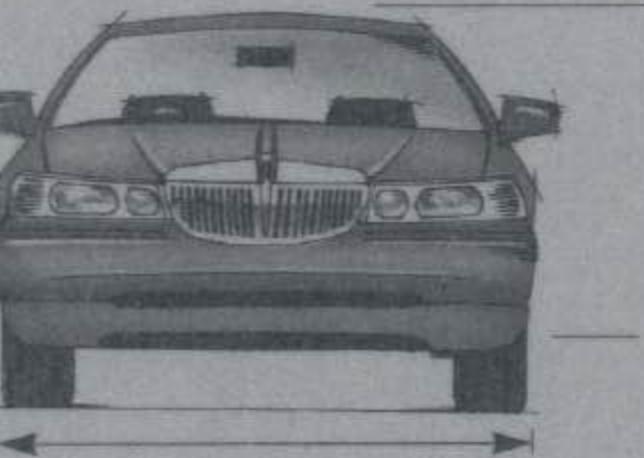
Luggage space (cu. ft.): 20.6

**ACCOMMODATIONS**Headroom (in.): front 39.2  
rear 37.5

Luggage space (cu. ft.): 30.6

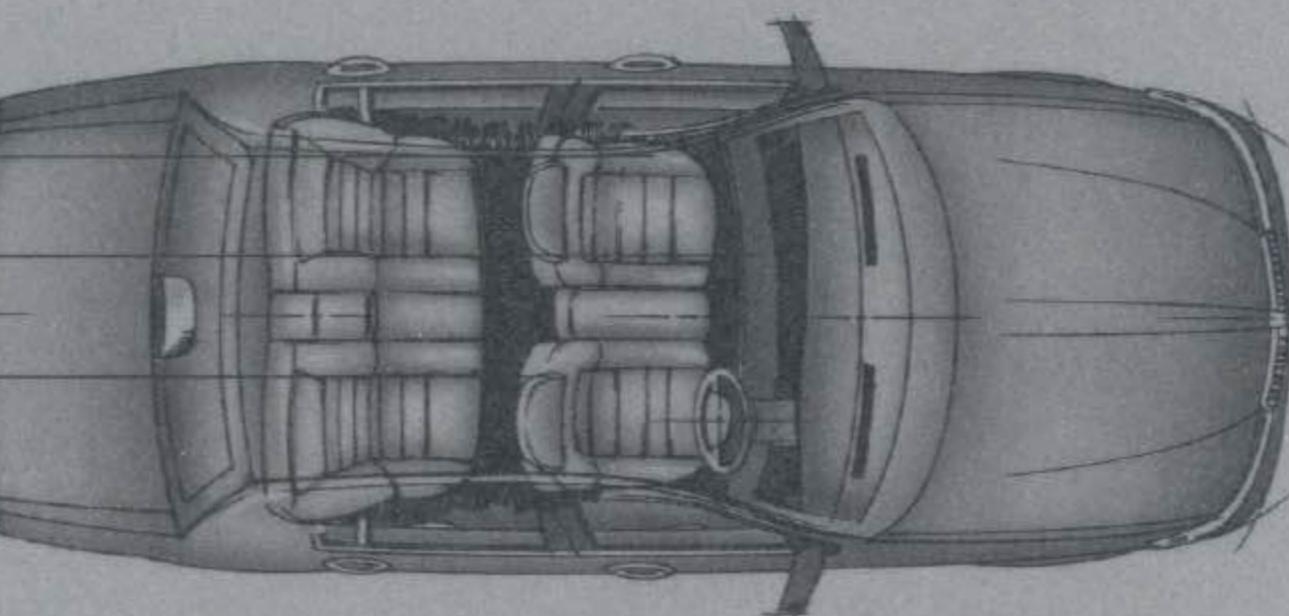
**DIMENSIONS**

Height (in.): 0.82

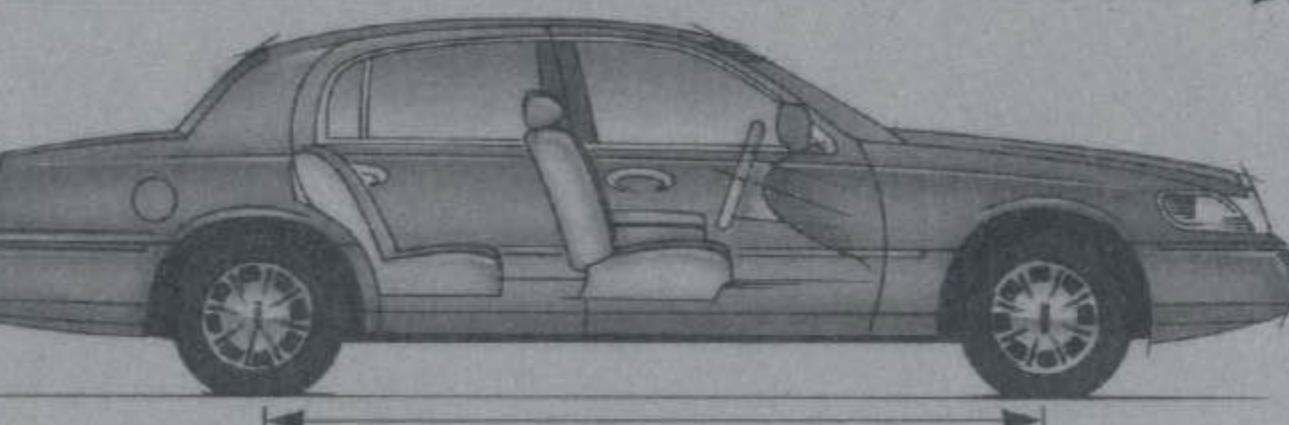
Track (in.): front 63.4  
rear 65.3

Width (in.): 78.0

Curb weight (lb.): 4005



Fuel capacity (gal.): 19.0



Wheelbase (in.): 117.7

Length (in.): 215.3



## CHOICES



Light Prairie Tan Clearcoat Metallic



Light Blue Clearcoat Metallic



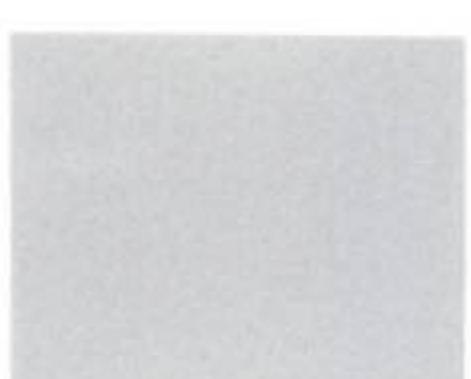
Cordovan Clearcoat Metallic



Midnight Grey Clearcoat Metallic



Medium Gold Clearcoat Metallic



Silver Frost Clearcoat Metallic



Vibrant White Clearcoat



Black Clearcoat



Medium Charcoal Green Clearcoat Metallic



Medium Charcoal Blue Clearcoat Metallic

Bright Toreador Red Tinted Clearcoat Metallic  
Signature Touring Sedan Package only.



Bright Toreador Red Tinted Clearcoat Metallic  
Signature Touring Sedan Package only.

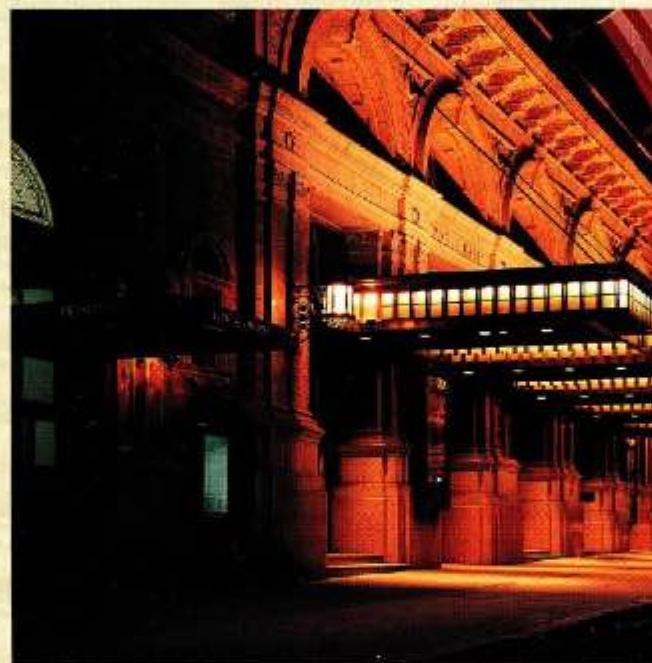
## INTERIOR COLOR CHOICES

Light Graphite  
Ivory/Dark Prairie Tan  
Dark Denim Blue  
Midnight Black  
Oxford White  
Light Prairie Tan

White Pearlescent Clearcoat Metallic  
(Tri-Coat Paint Process)  
Standard on Cartier Series. Optional  
on Executive and Signature Series.



Ivory Pearlescent Clearcoat  
(Tri-Coat Paint Process)  
Cartier Series only.



Lincoln Town Car