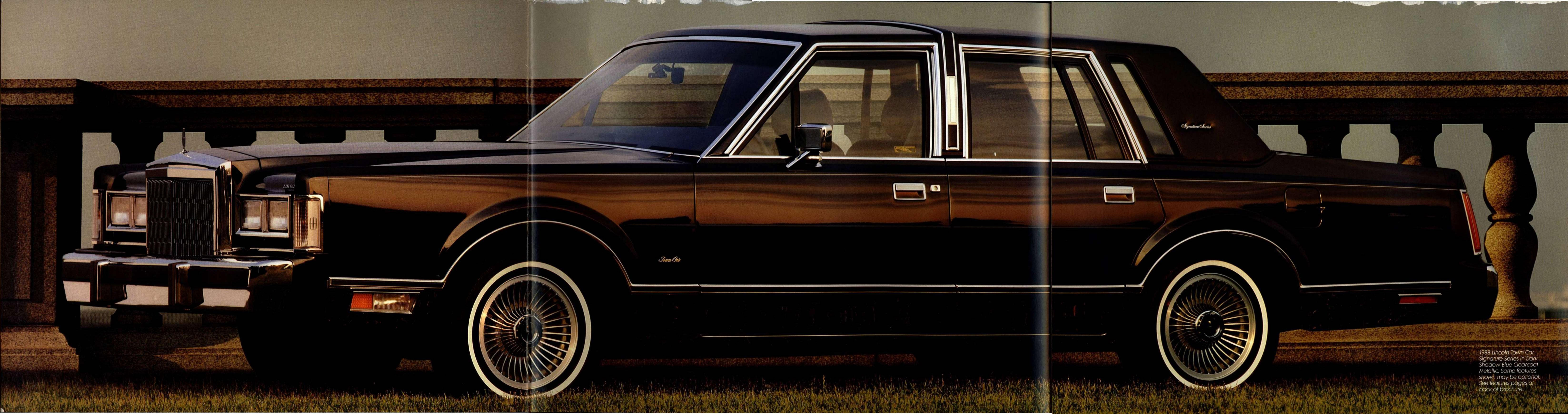


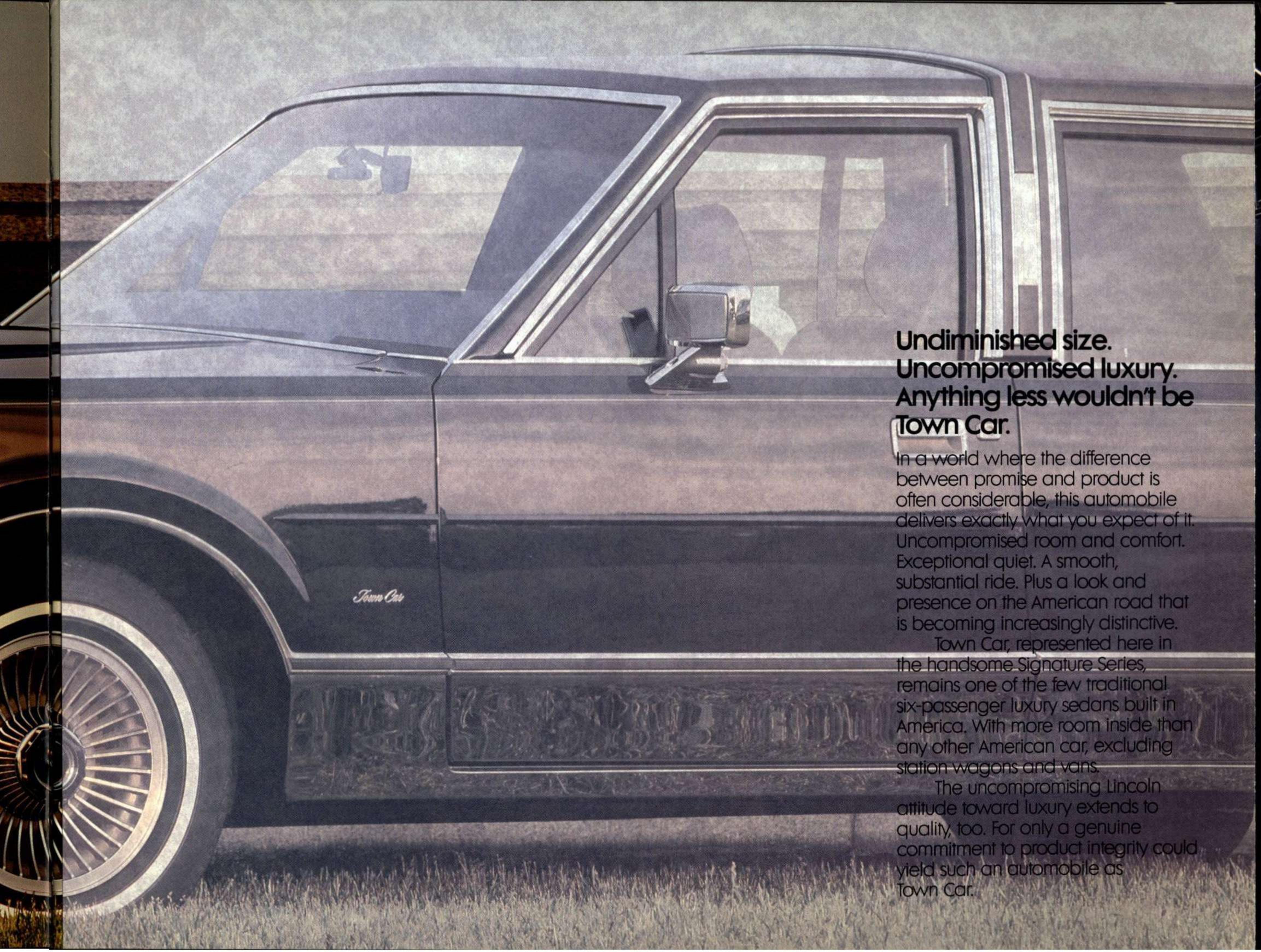


LINCOLN  
TOWN CAR  
**PORTFOLIO**

1988



1981 Lincoln Town Car  
Signature Series in Dark  
Shadow Blue Clearcoat  
Metallic. Some features  
shown may be optional.  
See features page at  
back of brochure.

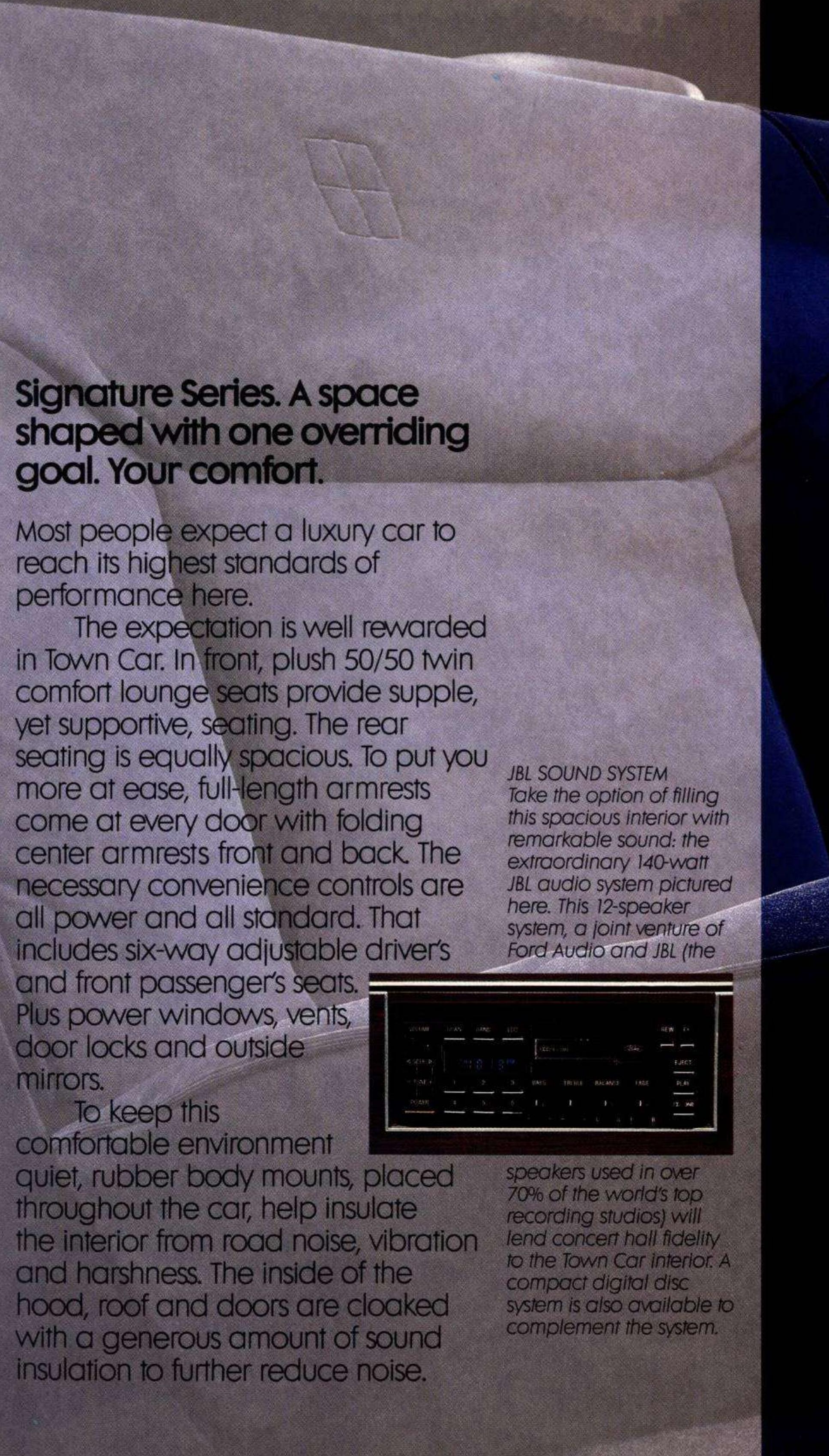


**Undiminished size.  
Uncompromised luxury.  
Anything less wouldn't be  
Town Car.**

In a world where the difference between promise and product is often considerable, this automobile delivers exactly what you expect of it. Uncompromised room and comfort. Exceptional quiet. A smooth, substantial ride. Plus a look and presence on the American road that is becoming increasingly distinctive.

Town Car, represented here in the handsome Signature Series, remains one of the few traditional six-passenger luxury sedans built in America. With more room inside than any other American car, excluding station wagons and vans.

The uncompromising Lincoln attitude toward luxury extends to quality, too. For only a genuine commitment to product integrity could yield such an automobile as Town Car.



## Signature Series. A space shaped with one overriding goal. Your comfort.

Most people expect a luxury car to reach its highest standards of performance here.

The expectation is well rewarded in Town Car. In front, plush 50/50 twin comfort lounge seats provide supple, yet supportive, seating. The rear seating is equally spacious. To put you more at ease, full-length armrests come at every door with folding center armrests front and back. The necessary convenience controls are all power and all standard. That includes six-way adjustable driver's and front passenger's seats. Plus power windows, vents, door locks and outside mirrors.

To keep this comfortable environment quiet, rubber body mounts, placed throughout the car, help insulate the interior from road noise, vibration and harshness. The inside of the hood, roof and doors are cloaked with a generous amount of sound insulation to further reduce noise.

**JBL SOUND SYSTEM**  
Take the option of filling this spacious interior with remarkable sound: the extraordinary 140-watt JBL audio system pictured here. This 12-speaker system, a joint venture of Ford Audio and JBL (the



speakers used in over 70% of the world's top recording studios) will lend concert hall fidelity to the Town Car interior. A compact digital disc system is also available to complement the system.



1988 Lincoln Town Car  
Signature Series interior  
in Shadow Blue. Some  
features shown may be  
optional. See features  
pages at back of  
brochure.



1988 Lincoln Town Car  
Cartier Designer Series  
Silver Frost Clearcoat  
Metallic over Dark  
Titanium Clearcoat  
Metallic with a Silver  
Frost vinyl coach roof.\*

**Cartier Designer Series. Town Car promises distinctiveness. Cartier ensures it.**

Once again the designers from Cartier, the internationally acclaimed jewelry and watch designers, have crafted an automobile of singular distinction.

It comes with an elegant new Dual-Shadow paint treatment—Silver Frost over a smoky gray tone called Dark Titanium.\* The exterior is capped with a fashionable Silver Frost vinyl coach roof set off by a distinctive wrapover molding. And just so no one mistakes who designed your Town Car, the Cartier script appears in gold in the rear quarter opera windows.

Any good design includes the mind as well as the eye, so a keyless entry system is standard for both door and trunk lid locks. The headlights dim automatically with oncoming traffic. The outside rearview mirrors even have an internal heating element to help clear away frost and fog.

\*Color may be subject to a slight delay. See dealer for color availability.



1988 Lincoln Town Car  
Cartier Designer Series  
interior in Titanium cloth  
and leather. Some  
features shown may be  
optional. See features  
pages at back of  
brochure.

### Cartier interior. Town Car comfort with an artistic dimension.

In tones that complement Cartier Town Car's new exterior color scheme, the Cartier designers have created an equally luxurious interior.

Rich Titanium cloth with leather trim is one seating choice. All Titanium leather is the other. Cartier is even at your fingertips with a steering wheel wrapped in Titanium leather.

Functional considerations are also addressed in the Cartier interior. Speed control is mounted on the steering wheel for long-trip convenience. Gentle chimes remind you of left keys, unfastened seat belts and more. The plush 30-ounce floor carpeting even helps provide sound insulation. Features that make Cartier not only comfortable, but capable, as well.

The electronic instrument panel and Message Center is an option that gives you easy access to critical road data. Speed, fuel and elapsed mileage are displayed digitally. The Message Center features a computerized information system that delivers a wealth of trip information through a 12-button keyboard.



**Even in its most basic form, Town Car delivers exceptional luxury.**

When some automakers describe a "base" automobile, one gets the impression the car is somehow not complete. Town Car is a notable exception. The car you see here, for example, is exactly what you get when you order a "base" Lincoln Town Car.

A full vinyl roof. Body accent stripes. Center pillar coach lamps. Marvelous paint. These, in themselves, demand a new definition of "base."

Yet there's considerably more: a standard 5.0-liter V-8 with sequential multi-port electronic fuel injection that improves both engine response and efficiency. A four-speed automatic overdrive transmission. One of the largest trunks in the world (20.3 cubic feet). Nitrogen gas-pressurized shock absorbers for state-of-the-art ride control. Automatic Climate Control. And electronic AM/FM stereo cassette with six-speaker Premium Sound. All standard items.

That's the nice thing about Lincoln. Even when you're just after basic luxury, it's surprising how far you can go.

1988 Lincoln Town Car in Dark Cabernet Clearcoat Metallic. Also available in a variety of colors. See features pages at back of brochure.



A \$2-million Flexible Inspection System provides extremely accurate measurement of welded body panels and the fit of those panels as a unit.



**As a luxury car buyer, you look for more than claims of quality. You look for evidence.**

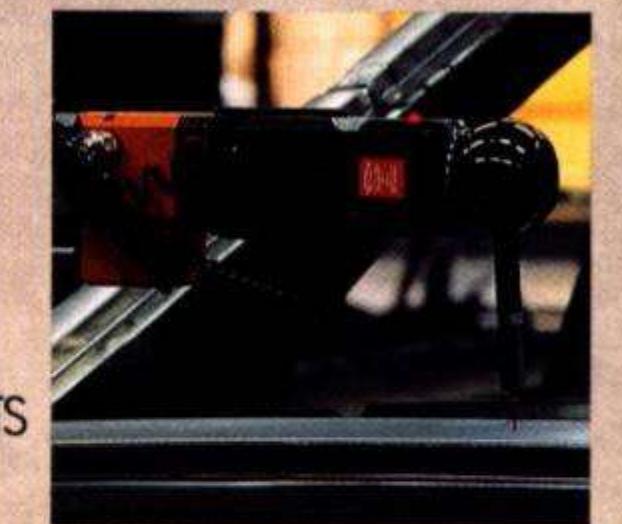
**A dedication to quality.** All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And that job continues to get done. For the past seven years, Lincoln has been unsurpassed in quality by any American-made luxury car.<sup>†</sup>

**A focus on safety.** Lincoln Town Car is designed to allow the structure of the car to collapse in an orderly, predictable manner to help dissipate some of the force of impact.

<sup>†</sup>Based on an average of owner-reported problems in a series of surveys of '81-'87 models designed and built in North America.

The doors feature strong, double panel welded construction. Inside each is a high-strength steel beam that can withstand a considerable side impact.

With 5-MPH bumpers, Town Car offers four times the protection required by the Federal impact bumper standard. This helps reduce damage from low-speed impacts and may even result in lower repair costs.



Delicate sensors on the Flexible Inspection System relay information through a computer for comparison with engineering specifications.

**Quality protection.** All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Restrictions apply. Ask to see these warranties at your Lincoln-Mercury dealer.



Town Car's automatic overdrive transmission lets the engine run slower at cruising speed, so it improves fuel economy.\*



Computers and robotics are marvelous tools, but in some operations, such as this welding station, the "human touch" is irreplaceable.

**The Lincoln Commitment.** More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment.

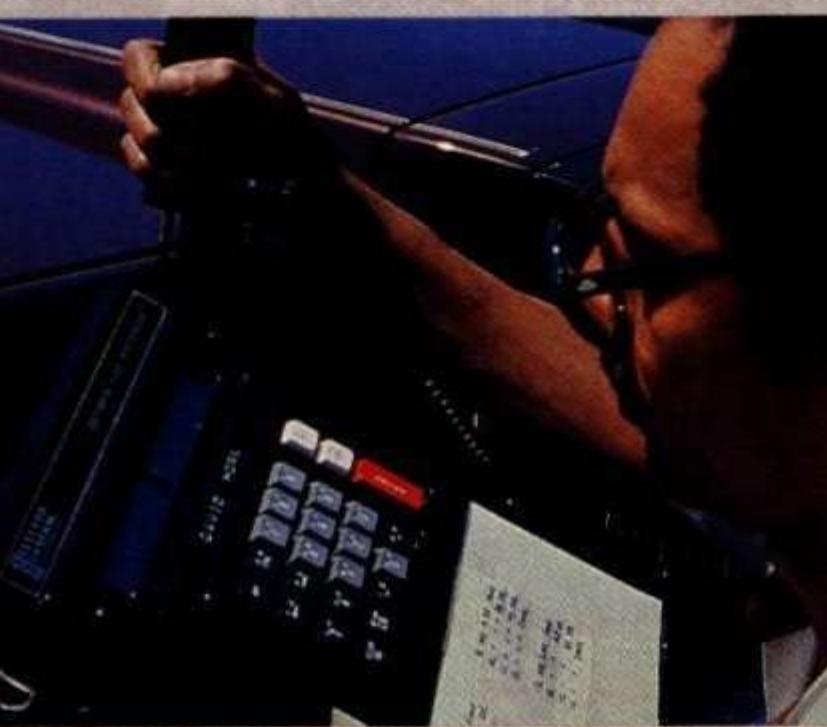
In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.



An inspector goes over a randomly selected vehicle inch-by-inch to check on fit and finish.

**A toll-free number to call.** Should the need ever arise, you can be in direct communication with the Lincoln Commitment Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Lincoln, we provide you with a special hotline number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday-Friday, except holidays.



The fit between a body panel and the next is evaluated by a computerized measuring device.

**Buckle up—together we can save lives.** Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-to-install protective child restraints—To-Guard Safety Seat and Infant Carrier—meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

\*See EPA fuel economy statement at the back of this brochure.



1933 Lincoln KA 12 roadster convertible. A fitting predecessor to the Lincolns of today, it was considered by many to be the consummate luxury motorcar of its age.



### Lifetime Service Guarantee.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your dealer to show you a copy of the Lifetime Service Guarantee.

**Is leasing for you?** There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

**Ford-paid repair programs after the warranty period.** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.



### The Ford Extended Service Plan.

Additional coverage on certain selected components of your new Lincoln is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the Ford Extended Service Plan.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln.

To get copies of materials for your Town Car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959.

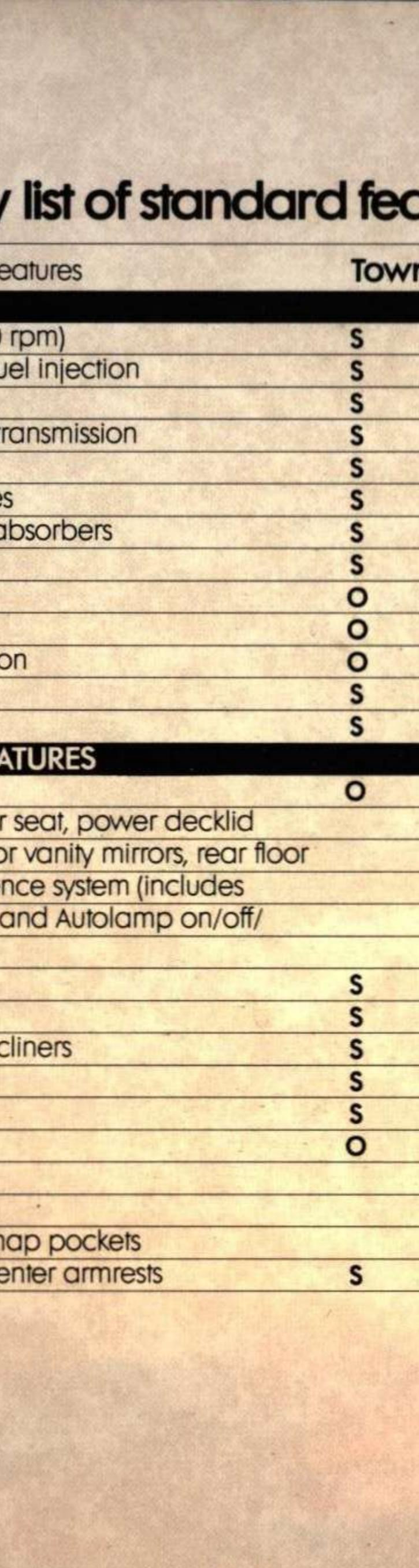
You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year, engine and transmission type.

**Technical Service Bulletins.** All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln.

To get copies of materials for your Town Car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959.

You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year, engine and transmission type.



(A) Full wheel covers

(B)

Wire-style wheel covers

(C)

Turbine-spoke aluminum wheels

(D)

Lacy-spoke aluminum wheels

(E)

Wire-spoke aluminum wheels

(F)

Wire-spoke aluminum wheels

(G)

Wire-spoke aluminum wheels

(H)

Wire-spoke aluminum wheels

(I)

Wire-spoke aluminum wheels

(J)

Wire-spoke aluminum wheels

(K)

Wire-spoke aluminum wheels

(L)

Wire-spoke aluminum wheels

(M)

Wire-spoke aluminum wheels

(N)

Wire-spoke aluminum wheels

(O)

Wire-spoke aluminum wheels

(P)

Wire-spoke aluminum wheels

(Q)

Wire-spoke aluminum wheels

(R)

Wire-spoke aluminum wheels

(S)

Wire-spoke aluminum wheels

(T)

Wire-spoke aluminum wheels

(U)

Wire-spoke aluminum wheels

(V)

Wire-spoke aluminum wheels

(W)

Wire-spoke aluminum wheels

(X)

Wire-spoke aluminum wheels

(Y)

Wire-spoke aluminum wheels

(Z)

Wire-spoke aluminum wheels

(AA)

Wire-spoke aluminum wheels

(BB)

Wire-spoke aluminum wheels

(CC)

Wire-spoke aluminum wheels

(DD)

Wire-spoke aluminum wheels

(EE)

Wire-spoke aluminum wheels

(FF)

Wire-spoke aluminum wheels

(GG)

Wire-spoke aluminum wheels

(HH)

Wire-spoke aluminum wheels

(II)

Wire-spoke aluminum wheels

(JJ)

Wire-spoke aluminum wheels

(KK)

Wire-spoke aluminum wheels

(LL)

Wire-spoke aluminum wheels

(MM)

Wire-spoke aluminum wheels

(NN)

Wire-spoke aluminum wheels

(OO)

Wire-spoke aluminum wheels

(PP)

Wire-spoke aluminum wheels

(QQ)

Wire-spoke aluminum wheels

(RR)

Wire-spoke aluminum wheels

(SS)

Wire-spoke aluminum wheels

(TT)

Wire-spoke aluminum wheels

(UU)

Wire-spoke aluminum wheels

(VV)

Wire-spoke aluminum wheels

(WW)

Wire-spoke aluminum wheels

(XX)

Wire-spoke aluminum wheels

(YY)

Wire-spoke aluminum wheels

(ZZ)

Wire-spoke aluminum wheels

(AA)

Wire-spoke aluminum wheels

(BB)

Wire-spoke aluminum wheels

(CC)

Wire-spoke aluminum wheels

(DD)

Wire-spoke aluminum wheels

(EE)

Wire-spoke aluminum wheels

(FF)

Wire-spoke aluminum wheels

(GG)

Wire-spoke aluminum wheels

(HH)

Wire-spoke aluminum wheels

(II)

Wire-spoke aluminum wheels

(JJ)

Wire-spoke aluminum wheels

(KK)

Wire-spoke aluminum wheels

(LL)

Wire-spoke aluminum wheels

(MM)

Wire-spoke aluminum wheels

(NN)

Wire-spoke aluminum wheels

(OO)

Wire-spoke aluminum wheels

(PP)

Wire-spoke aluminum wheels

(QQ)

Wire-spoke aluminum wheels

(RR)

Wire-spoke aluminum wheels

(SS)

Wire-spoke aluminum wheels

(TT)

Wire-spoke aluminum wheels

(UU)

Wire-spoke aluminum wheels

(VV)

Wire-spoke aluminum wheels

(WW)

Wire-spoke aluminum wheels

(XX)

Wire-spoke aluminum wheels

(YY)

Wire-spoke aluminum wheels

(ZZ)

Wire-spoke aluminum wheels

(AA)

Wire-spoke aluminum wheels

(BB)

Wire-spoke aluminum wheels

(CC)

Wire-spoke aluminum wheels

(DD)

Wire-spoke aluminum wheels

(EE)

Wire-spoke aluminum wheels

(FF)

Wire-spoke aluminum wheels

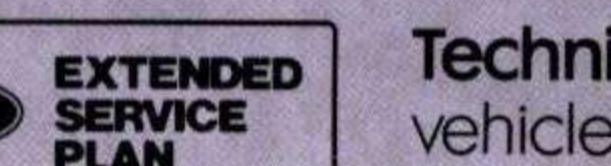
(GG)



## Lifetime Service Guarantee.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your dealer to show you a copy of the Lifetime Service Guarantee.

## The Ford Extended Service Plan.



Additional coverage on certain selected components of your new Lincoln is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the Ford Extended Service Plan.

**Is leasing for you?** There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

**Ford-paid repair programs after the warranty period.** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.



1933 Lincoln KA 12 roadster convertible. A fitting predecessor to the Lincolns of today, it was considered by many to be the consummate luxury motorcar of its age.

**Technical Service Bulletins.** All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln.

To get copies of materials for your Town Car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. In Alaska or Hawaii, call 1-800-241-3711. In Georgia, call 1-800-282-0959.

You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year, engine and transmission type.

### EXTERIOR DIMENSIONS

Wheelbase (in.)	117.3
Overall length (in.)	219.0
Overall width (in.)	78.1
Overall height (in.)	55.9
Tread (in.)/front/rear)	62.2/62.0

### INTERIOR DIMENSIONS†

Front headroom (in.)††	39.0
Legroom (in.)	43.5
Shoulder room (in.)	60.7
Hiproom (in.)	56.5
Rear headroom (in.)	38.2
Legroom (in.)	42.1
Shoulder room (in.)	60.7
Hiproom (in.)	57.8
Luggage capacity (cu. ft.)	20.3
Fuel capacity (gal.)	18.0
Curb weight (lb.)	Town Car Signature Cartier
	4093 4119 4107

†Interior dimensions with six-way power seat in rear-most position.

††Front headroom two inches less with optional moonroof.

### EXTERIOR COLORS

#### Standard on Town Car and Signature

Midnight Black Clearcoat
Arctic White
Maroon Clearcoat
Light Sandalwood Clearcoat
Crystal Clearcoat Metallic

Cinnabar Clearcoat Metallic

Oxford White/Shadow Blue (leather only)

Oxford White/Cabernet (leather only)

Dark Titanium Clearcoat Metallic

Dark Titanium Clearcoat Metallic/

Silver Frost Clearcoat Metallic\*

\*May be subject to a slight delay. See dealer for color availability.

### VINYL ROOF COLORS

#### Standard on Town Car and Signature

Cinnabar
Light Sandalwood
Medium Driftwood
Rose Quartz Clearcoat Metallic
Dark Cabernet Clearcoat Metallic

Dark Shadow Blue

Crystal

Regatta Blue

Silver Frost

Midnight Black

Arctic White

Maroon

Dark Titanium

Dark Cabernet

Silver Frost\*

Standard on Cartier

Crystal

Silver Frost\*

### CAMBRIA CLOTH CARRIAGE ROOF

Optional

on Town Car and Signature

Midnight Black

Dark Blue

Dark Currant Red\*

### BAYVILLE VINYL CARRIAGE ROOF

Optional

on Town Car and Signature

Titanium

Shadow Blue

Cabernet

Cinnabar

Raven Black

Sandalwood

Oxford White/Titanium (leather only)

Oxford White/Cabernet (leather only)

Oxford White/Shadow Blue (leather only)

Dark Titanium Clearcoat Metallic

**Regarding this brochure...** Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional features listed are subject to change. Some features described are optional extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay. Refer to the Town Car owner's manual for specific service requirements and related operations related to severe service applications.

**EPA fuel economy.** 1988 Lincoln Town Car fuel economy estimate: 17 EPA EST. MPG 24 EPA HWY. EPA estimates. Your actual mileage may vary with maintenance, options, driving conditions and habits.

**Town Car limousines. There can never be too much of a good thing.** When independent coach builders begin a limousine with a Lincoln Town Car, it's no wonder the end result is such a distinguished automobile.

It all depends on how you start. And when you start with an automobile with the virtues Town Car has—uncompromised room, luxurious appointments, a smooth, substantial ride—it's difficult to err.

Because many of these limousines are custom built, they may vary according to builder preference, yet they all share one most important element of luxury. They began as Town Cars.

*These limousines are available through retail organizations not connected with Ford Motor Company. Availability, price, quality, safety and durability of these limousines rest solely with the respective manufacturers and their sales organizations. Ford Motor Company assumes no responsibility for their use.*

**LINCOLN.**  
What a luxury car  
should be.

LINCOLN-MERCURY DIVISION



Litho in U.S.A. (450M) 9-87 P7413