

Welcome to the New Dawn of Driving.

Where Excellence Is Our Compass.
And Passion Our Guide.

This is Lincoln.

Here, progress is a state of mind.
And the inspiration behind a bright new era in Lincoln design.

One defined by purity of form.
Clean, uncluttered lines.
A distinctive split-grille opening.
A high, dynamic beltline.

This is the future of luxury.



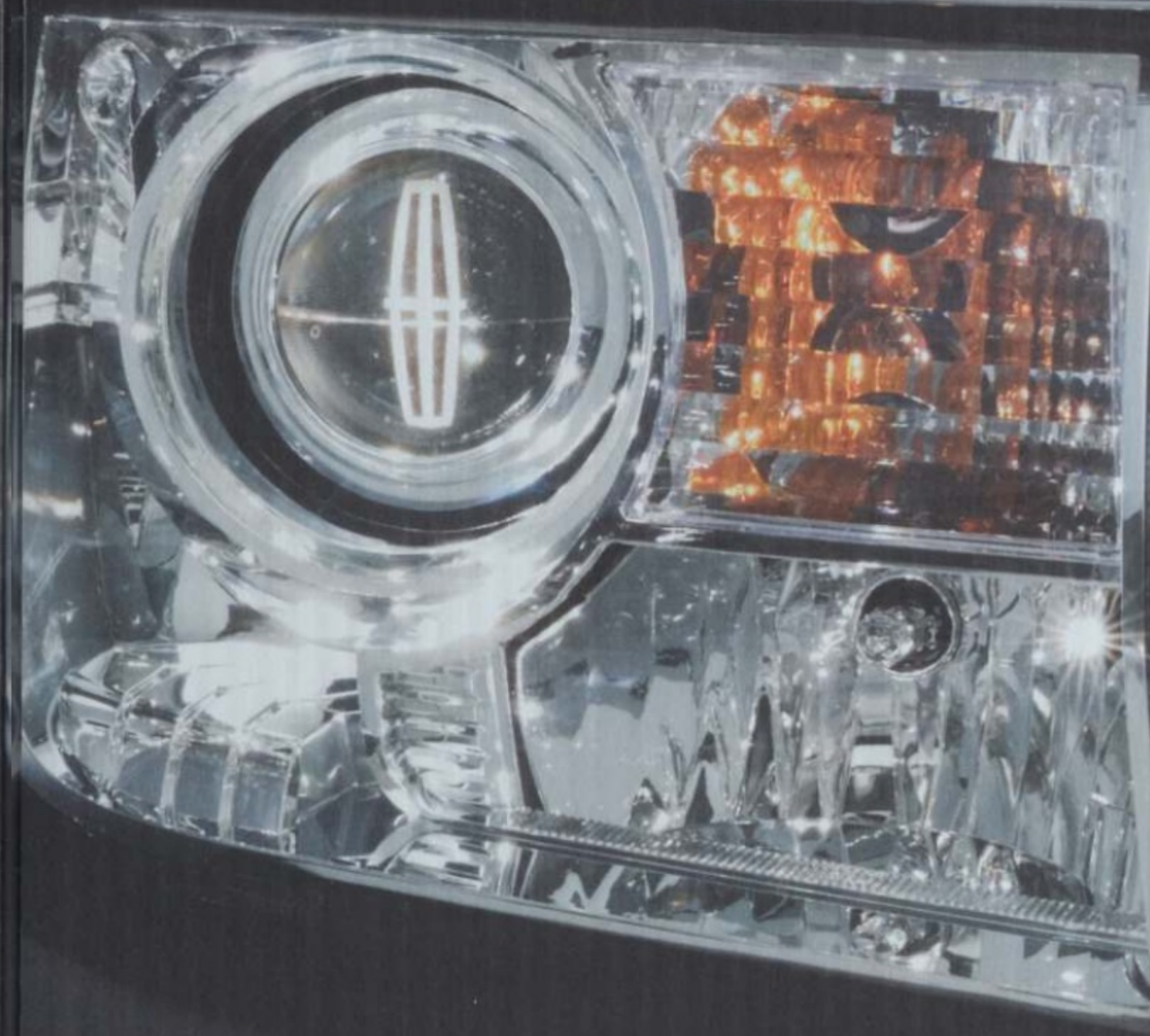
Lincoln MKR Concept

"This is the beginning of a new era for Lincoln delivering sophisticated and modern design with supreme craftsmanship. Distinctly American. Distinctly Lincoln."

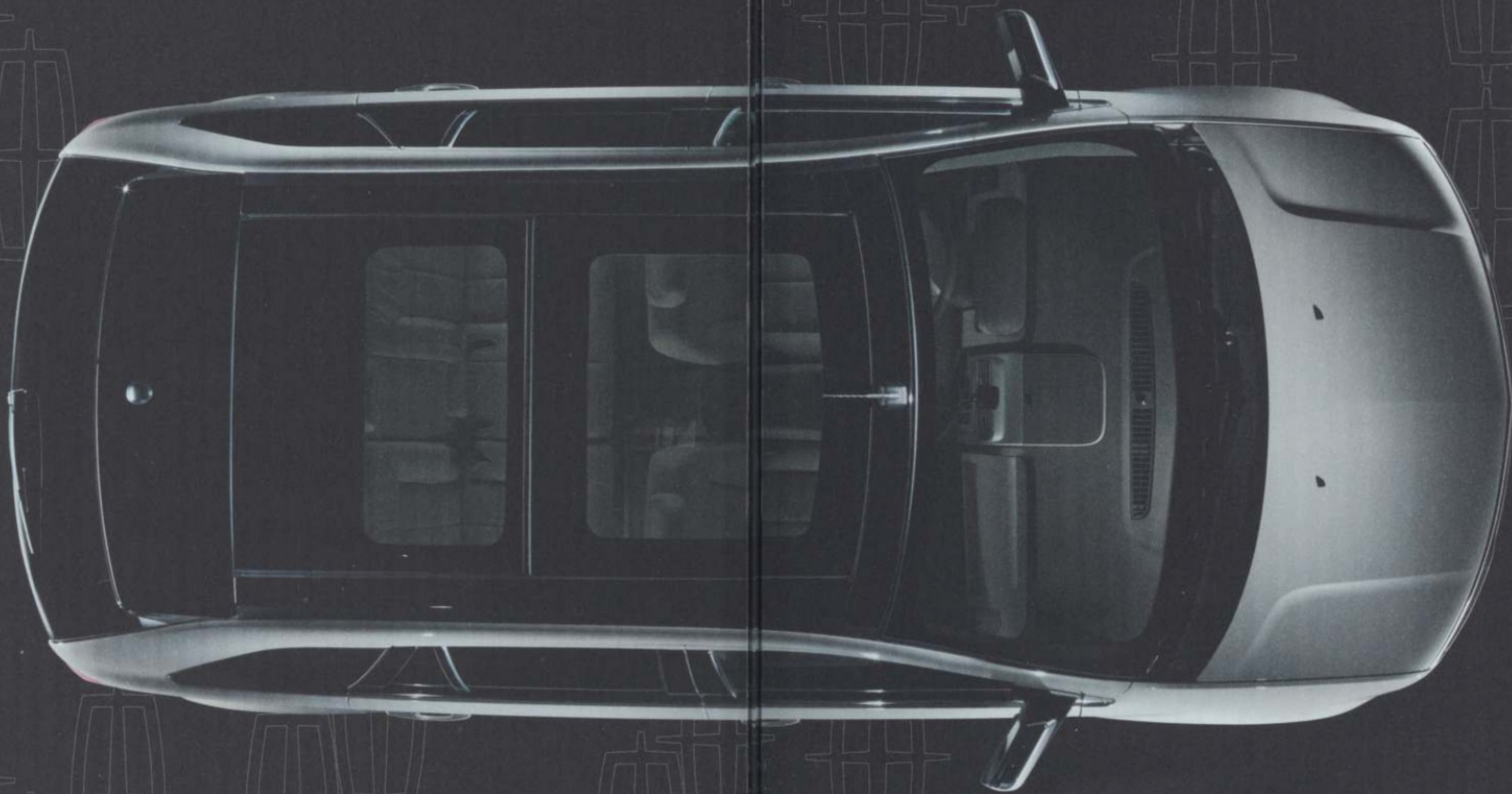
Peter Horbury,
Executive Director, Design, The Americas

Every vehicle wearing the Lincoln Star will display style and design so pure and sleek that it raises your pulse with a simple glance.

And moves you to keep following your dreams.



Freedom. Openness. Expansive Light.



Welcome to the new wave of technology, style and comfort. Where every piece of metal, glass, leather and wood is specifically designed and carefully assembled for a driving experience that takes you far beyond convention.

Here, spaciousness reigns, with the light, glass and windows creating an ambience of sophistication and style.

Voice. Touch. Instant Connectivity.

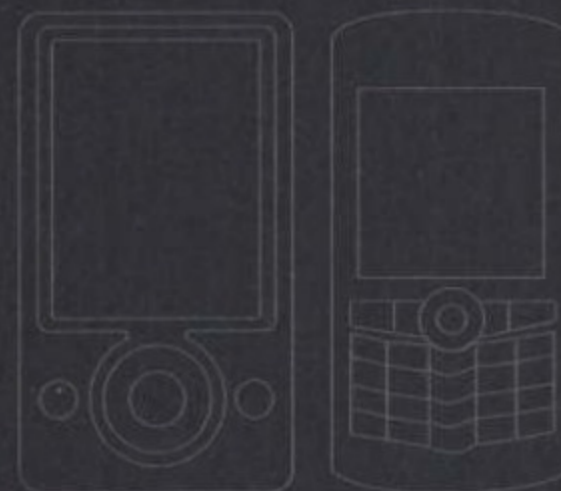
A true luxury vehicle responds to your commands.

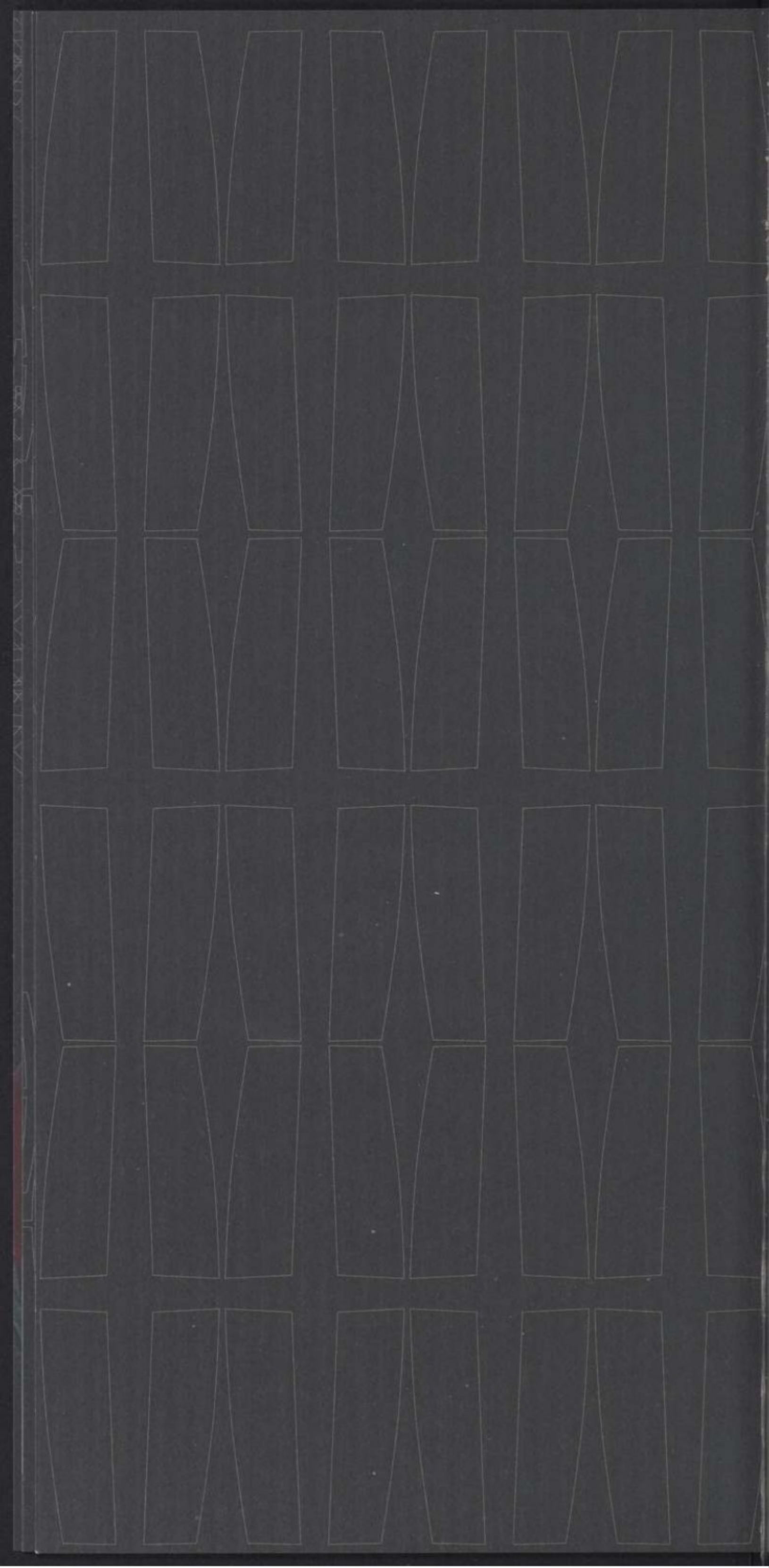
Engines answer the bidding of your foot - without hesitation.

And state-of-the-art technology gives you power like never before.

Just speak your destination, and available voice-activated navigation will plot your course. Say your favorite song, or the name of a person you'd like to connect with, and the voice-activated Lincoln SYNC™ media system will take care of it for you.

With intelligent technology like this always at the ready, your focus can remain on simply enjoying the drive.





The Lincoln Portfolio

LINCOLN MKT



Lincoln MKT concept



The elegant rear lighting panel is another dramatic styling cue of the Lincoln MKT concept.

LINCOLN MKT

LINCOLN MKT CONCEPT



Introducing the finest expression yet of Lincoln technology, style and comfort. And what a declaration it is. The extraordinary Lincoln MKT concept establishes — quite convincingly — that the new design language of Lincoln, coming soon on the all-new Lincoln MKS sedan, can completely transform the ultra-luxury utility vehicle. By combining an expansive glass roof and windows with innovative lighting, the Lincoln MKT concept possesses an ambience of ultimate sophistication and spacious style — while incorporating more environmentally friendly materials than ever within its plush cabin. Showcasing a new family of powerful yet fuel-efficient engines, the Lincoln MKT concept proves that luxury and responsibility can travel hand in hand.



Lincoln MKT concept

ALL-NEW LINCOLN MKS



Coming Spring 2008

2009 LINCOLN MKS

In the all-new 2009 Lincoln MKS, advanced technology and guilt-free luxury come together like never before.

A prominent Lincoln Star centers the dynamic new split grille of the all-new MKS. Adaptive Headlamps with Auto High Beam¹ swivel in the direction of your turn to help make more roadway visible, and turn the high beams on and off as needed. Clean, fluid lines flow gracefully from its sculpted hood, past the windshield with rain-sensing wipers,¹ to its chiseled decklid. A dramatic Dual Panel Moonroof¹ sits between rails of polished stainless, a brilliant finish that also accents the window moldings and dual exhaust tips. Add class-exclusive² 20" polished cast-aluminum wheels,³ the largest offered on a Lincoln sedan, to complete this dramatic exterior.

Inside, MKS displays the ultimate in Lincoln craftsmanship, and luxurious choice. The standard heated and cooled front seats and heated rear seats look resplendent in Bridge of Weir leather trim. Available in hues of Cashmere, Light Camel or Charcoal Black, this rich leather is tanned using an environmentally friendly chromium-free process. Rare Olive Ash or contemporary Ebony wood trims the steering wheel and instrument panel. For a sporty feel, a leather-wrapped steering wheel and aluminum instrument panel trim are available.⁴

From here, you'll control a suite of advanced features that make any drive more enjoyable. For the ultimate in ease, select Intelligent Access with Push Button Start.¹ The standard Lincoln SYNCTM system⁵ allows you to operate most Bluetooth[®]-enabled mobile phones and most digital media players using simple voice commands. Add that to a THX[®] II Certified Premium Audio System with 5.1 Surround Sound,¹ Navigation System¹ and SIRIUS Satellite Radio,⁶ and your driving needs are completely satisfied.

The all-new 2009 Lincoln MKS. Be inspired anew on every drive.



¹Available feature. ²Standard 5-passenger Luxury Large Car class. ³Available feature. ⁴Available feature. ⁵Coming Fall 2008. ⁶Select the Aluminum Package. ⁷Some mobile phones and some digital media players may not be fully compatible. Only use mobile phones and other devices, even with voice commands, when it is safe to do so, and use extreme caution. Driving while distracted may take the driver's focus off the road, which can result in loss of vehicle control, accident and injury. The driver's primary responsibility is the safe operation of the vehicle. The Bluetooth word mark is a registered trademark owned by the Bluetooth SIG, Inc. Microsoft is a registered trademark of Microsoft Corporation. "Service not available in Alaska or Hawaii. See your Lincoln Mercury Dealer or contact SIRIUS at 1-888-539-7474 for more information. © 2007 SIRIUS Satellite Radio, Inc. "SIRIUS", the SIRIUS dog logo and "The Best Radio on Radio" are registered trademarks of SIRIUS Satellite Radio, Inc. THX and the THX logo are trademarks of THX Ltd., which may be registered in some jurisdictions. All rights reserved. Preliminary photography. Subject to change at vehicle introduction.





2009 Lincoln MKS in Tuxedo Black Metallic. Shown with available equipment.

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LINCOLN MKX



LINCOLN MKX



LINCOLN MKX



In 2007, the all-new Lincoln MKX stormed onto the automotive landscape. In 2008, the newest Lincoln gets even better.

New Interiors this year include the stunning combination of Charcoal Black leather-trimmed seats with rich Figured Maple wood and brite-nickel accents. Select the available Ultimate Package and premium leather-trimmed seats are also trimmed in contrasting piping (shown below). A standard all-new Lincoln SYNC™ customizable media system¹ will revolutionize the way you drive, allowing you to operate most Bluetooth®-enabled mobile phones and most digital media players using simple voice commands. Add that to an available 600-watt THX® II Certified Audio System, SIRIUS Satellite Radio² and an audio input jack to play your digital music through the speakers, and your entertainment needs are more than satisfied.

Outside, a new Lincoln Star badge elegantly graces each front fender. Under the hood, a standard 265-hp 3.5L Duratec V-6 engine is so inspiring it was named one of *Ward's* 10 Best Engines.³ But the recognition doesn't stop there.

Equipped with standard AdvanceTrac® with RSCSM (Roll Stability Control™), Lincoln MKX is an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick." Rigorous IIHS criteria includes a 40-mph frontal offset crash test, a side-impact crash test, and a rear crash-protection test. Lincoln MKX earned the highest rating in all three categories.

In the 2008 Lincoln MKX, the sky truly is the limit.



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2008 Lincoln MKX in Vapor Silver Metallic. Let the sun shine in. Shown with available equipment.

MKZ



LINCOLN MKZ



"Highest Ranked Entry Premium Car in Initial Quality,"
according to J.D. Power and Associates.



It's been quite a year for Lincoln MKZ. In fact, it's the stuff dreams are made of.

As the "Highest Ranked Entry Premium Car in Initial Quality,"¹ Lincoln MKZ soared in the J.D. Power and Associates 2007 Initial Quality Study.SM Under the hood, you'll find a standard 263-hp 3.5L Duratec V-6 engine that's so inspiring it was named one of Ward's 10 Best Engines.² But the honors don't stop there.



Lincoln MKZ earned Ward's Interior of the Year honor for the second straight year.³ Standard heated and cooled front seats are accented by contemporary Figured Maple or classic Ebony wood that trims the steering wheel, instrument panel and door-trim panels. Satin-nickel finishes and chrome-ringed gauges signal technical precision. At night, luxurious white LED lighting illuminates the controls and switches.



Your entertainment and communication needs are more than satisfied by a standard all-new Lincoln SYNCTM customizable media system that operates using simple voice commands. Add that to standard SIRIUS Satellite Radio, an audio input jack to play your digital music through the speakers, and an available 600-watt THX[®] II Certified Audio System.



In a 2008 Lincoln MKZ, your ambitions will stay in high gear.



¹Lincoln MKZ received the lowest number of problems per 100 vehicles among entry premium cars in the proprietary J.D. Power and Associates 2007 Initial Quality Study.SM Study based on responses from 97,390 new-vehicle owners, measuring 250 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2007. Your experiences may vary. Visit jdpower.com. ²Ward'sAuto.com, January 2007. ³Ward's 2006 and 2007 Auto Interiors Show. In 2007, Lincoln MKZ was the Industry-at-Large selection for "Premium-Priced Car Interior of the Year."



2008 Lincoln MKZ in Light Sage Metallic with rear LEDs ablaze. Shown with available Intelligent All-Wheel Drive (AWD).

NAVIGATOR



LINCOLN NAVIGATOR

NAVIGATOR L
Additional 15.8" behind 3rd-row seat



With broad shoulders, chiseled features and a powerful 5.4L 3-valve V-8 engine under the hood, the 2008 Lincoln Navigator and Navigator L help you stay in command of any journey. Independent front and rear suspensions deliver a refined ride and smooth handling characteristics.



Rest your foot on the steamlined power-deployable running boards (standard on Navigator L; available on Navigator) and step into what *Ward's* deemed the Interior of the Year.¹ For the driver and front passenger, heated and cooled leather-trimmed seats provide three levels of warming and cooling luxury, as well as 10-way power controls. A THX® II Certified Audio System is standard on all Navigators, as is SIRIUS Satellite Radio. A new available Reverse Camera System features a full-color display in the auto-dimming rearview mirror. Contemporary Figured Maple or classic Ebony wood trims the steering wheel, instrument panel and door-trim panels. Satin-nickel and chrome accents create an engaging driving environment. At night, luxurious white LED lighting illuminates the controls and switches.

On Navigator L, an additional 15.8" behind the PowerFold™ 3rd-row seat gives you 24.5 more cu. ft. of cargo space.





2008 Lincoln Navigator in Vapor Silver Metallic. Perfect evening attire. Shown with available equipment.

MARK LT



LINCOLN MARK LT



"Highest Ranked Large Premium Multi-Activity Vehicle in Initial Quality," according to J.D. Power and Associates.

As the "Highest Ranked Large Premium Multi-Activity Vehicle in Initial Quality,"¹ Lincoln Mark LT led its segment in the J.D. Power and Associates 2007 Initial Quality Study.SM With four full-size doors, up to five people can enjoy its comforting and luxurious accommodations. Full functionality springs from a 300-hp 5.4L 3-valve V-8 engine, standard 5.5-ft. or available 6.5-ft. cargo beds, available 4x4 system, and new available Reverse Camera System with full-color display in the auto-dimming rearview mirror.



Inside, warm steel and chrome accents, along with rich wood and premium leather trim, fill Mark LT with sophistication and comfort. Contrasting piping and chrome Lincoln Stars grace your choice of Light Parchment, Dove Grey or Ebony seatbacks. Up front, heated seats (with two heat settings) provide the ultimate in comfort. An available power moonroof lets the sun shine in, while an available power-sliding rear window provides easy air circulation. Entertainment needs are met by an Audiophile[®] Sound System with 6-disc in-dash CD changer, audio input jack and SIRIUS Satellite Radio. And with available chrome tubular step bars, the 2008 Mark LT is more than ready to help you on your upward climb.



¹Lincoln Mark LT received the lowest number of problems per 100 vehicles among large premium multi-activity vehicles in the proprietary J.D. Power and Associates 2007 Initial Quality Study.SM Study based on responses from 97,390 new-vehicle owners, measuring 250 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2007. Your experiences may vary. Visit jdpower.com. Audiophile is a registered trademark of Audiophile, Inc.



2008 Lincoln Mark LT in Black. So much for anonymity. Shown with available equipment.



L I N C O L N

Reach Higher

lincoln.com

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