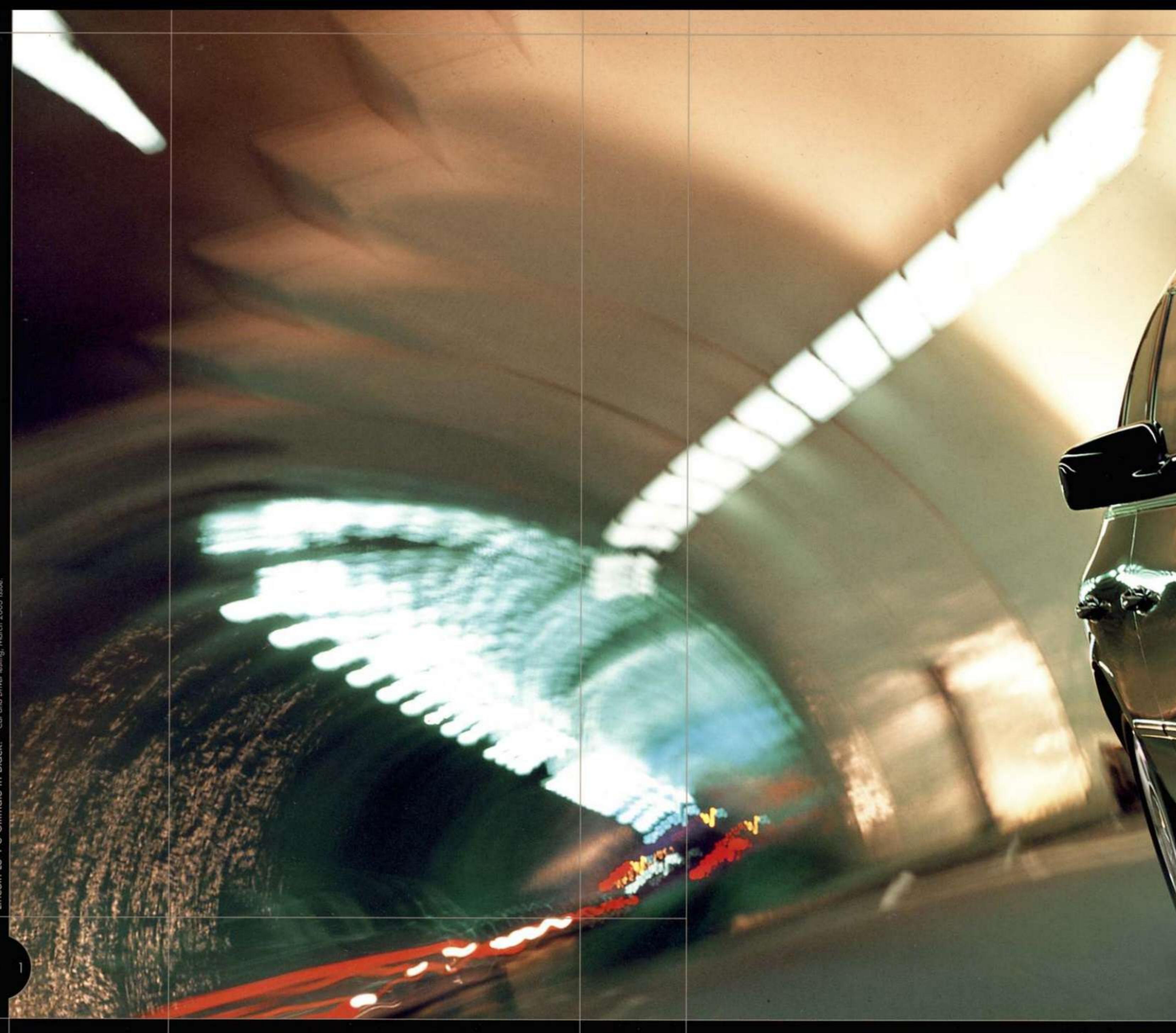


2005




LINCOLN
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Lincoln LS V8 Ultimate in Black. *Car and Driver testing, March 2003 issue.



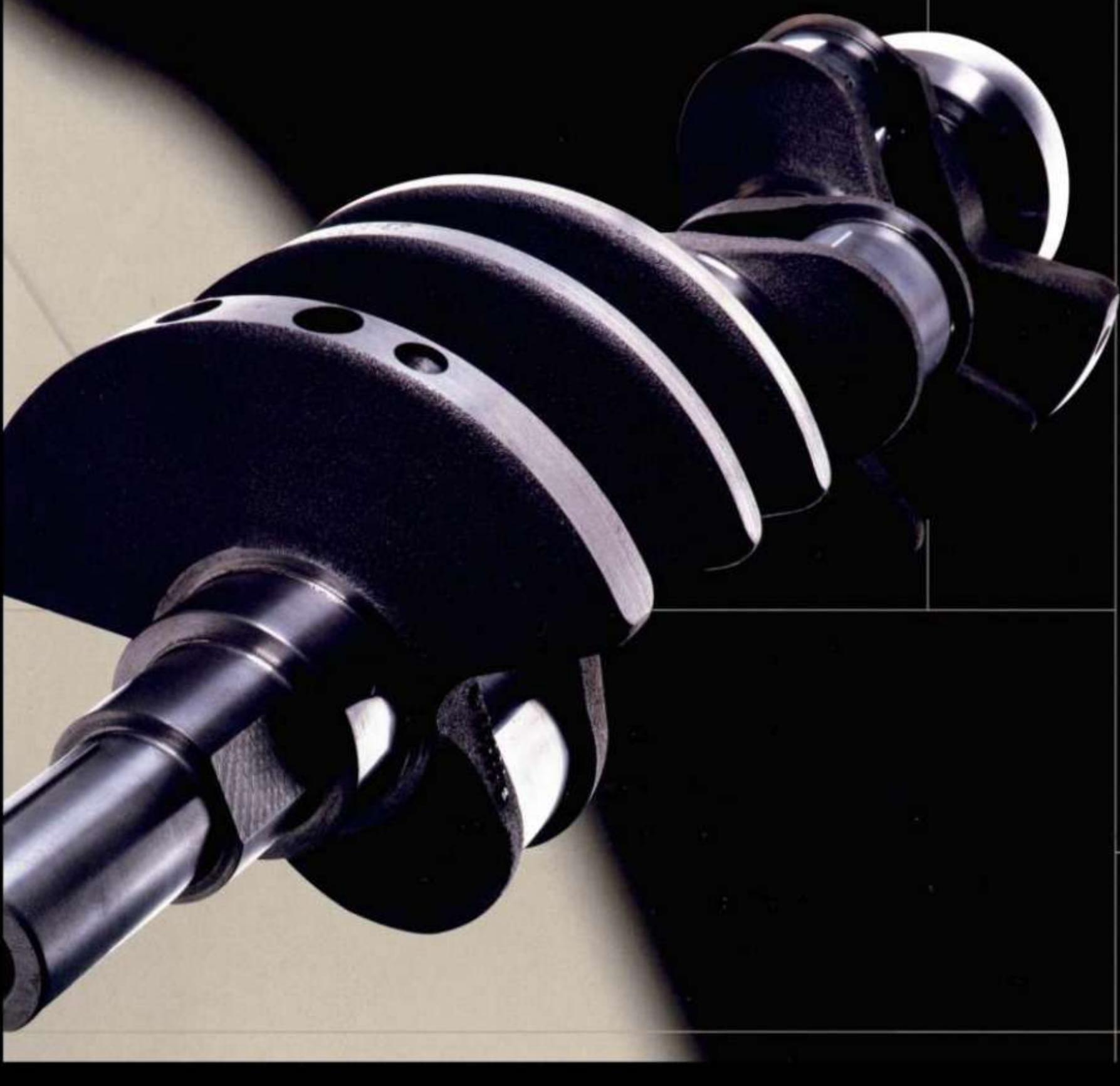
Cleared for Takeoff.

Shifter confidently at hand. Asphalt disappearing underfoot. And the sweet smell of leather in the air. In Lincoln LS, the thrill of performance meets the pleasure of luxury. From the driver's vantage point, one thing is perfectly clear: Now is the time to Travel Well. So sharpen your senses, while you soothe them – behind the wheel of Lincoln LS for 2005.





5 A DRIVEN PERFORMER



Perfection in 6 or 8 Cylinders.

With its athletic stance, Formula One-inspired underpinnings and choice of spirited V-6 or high-performance V-8 engines, Lincoln LS ensures that magic is just around the bend. Every bend. Its 3.9L 32-valve V-8 delivers 280 flawless horsepower and 286 lb.-ft. of torque, while the 3.0L 24-valve V-6 lays down 232 hp and 220 lb.-ft. of torque. Variable cam timing on both engines allows better breathing for explosive power, while drive-by-wire Electronic Throttle Control provides immediate throttle response and seamless integration with other drive systems. Acceleration with either engine, whose flat torque curves kick in at low rpm, is as effortless as it is immediate. Crafted with the patented Cosworth casting process, both engine blocks are lightweight, durable and highly efficient. In addition, aluminum construction helps the V-8 stay extra lean.

Pairing the control of a manual transmission with the convenience of an automatic, the standard 5-speed SelectShift™ automatic transmission on LS V-8 Sport and Ultimate enhances your driving experience. If a curvy stretch of blacktop is approaching, drivers can manually command gear changes for exhilarating performance. On long straightaways, shift back to automatic operation. "When we were able to find a suitable stretch and use the SelectShift, it was as much fun as we've ever had in a 4-door sedan," says Edmunds.com.

280 HP V-8
232 HP V-6

Lincoln LS V6 Appearance Package in Black with available High-Intensity Discharge (HID) headlamps.

7 CONTROL THE FAST LANE



Impeccable Credentials.

With its rear-wheel-drive configuration and 4-wheel independent suspension (sport-tuned on LS V-8), Lincoln LS possesses significant road-holding prowess. A ZF Servotronic steering system provides "steering precision of the highest order, with almost perfect linear response and outstandingly smooth transitions," says *TheCarConnection.com*.

Near 50/50 front-to-rear weight distribution also contributes to Lincoln LS's exceptional handling on the open road. Should you need to brake suddenly at high speed, anti-lift geometry in the rear insures confidence by actually pulling the vehicle down toward the road. Under severe or emergency braking conditions, the Anti-lock Brake System (ABS) provides greater steering control and helps prevent wheel lockup, while All-Speed Traction Control reduces wheel spin and helps you maintain steering control on loose or slippery surfaces.

For the ultimate in controlled traction, the available AdvanceTrac® Electronic Stability Enhancement System maximizes road-holding characteristics to help you stay on your intended course. Monitoring everything from speed to road conditions to vehicle response, AdvanceTrac automatically adjusts the All-Speed Traction Control, braking and throttle to better follow your steering input if it senses the beginning of a skid or slide. While making LS supremely confident in slippery conditions – like ice, gravel or rain – AdvanceTrac aids driver control in evasive maneuvers, sudden lane changes and extreme corners. It's standard on Lincoln LS V-8 Ultimate and available on all other models.

Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

Lincoln LS V-8 Ultimate leather-trimmed seating in Camel with available Lincoln Soundmark™ THX®-Certified Car Audio/Navigation System.



At Lincoln, our use of the finest materials creates a sanctuary of rich craftsmanship and exceptional comfort. Satin-nickel accents adorn the instrument panel and door handles. Fine, white LED lighting illuminates the cabin. On V-6 Premium and V-8 Ultimate, rich American walnut burl wood trim graces the Lincoln LS steering wheel, shift knob, instrument panel and door-trim panels. It's an ambience rich in elegance and thrills – especially for the one behind the wheel.

SUPERB CRAFTSMANSHIP, TECHNICAL EXCELLENCE 10

Lincoln LS V-8 Ultimate with American walnut burl wood accents and available Lincoln Soundmark™ THX®-Certified Car Audio/Navigation System.



TRIPLE THREAT

To suit your particular style, 3 distinct LS interior treatments are available. Each steering wheel is leather wrapped and features a power-tilt function and a power-telescoping column. On V-6 Premium and V-8 Ultimate, American walnut burl wood graces the steering wheel, shift knob, instrument panel and door-trim panels.



V-8 SPORT Aluminum interior accents on the door-trim panels and instrument panel join the leather-wrapped steering wheel and shift knob for a racy expression of Lincoln LS performance.

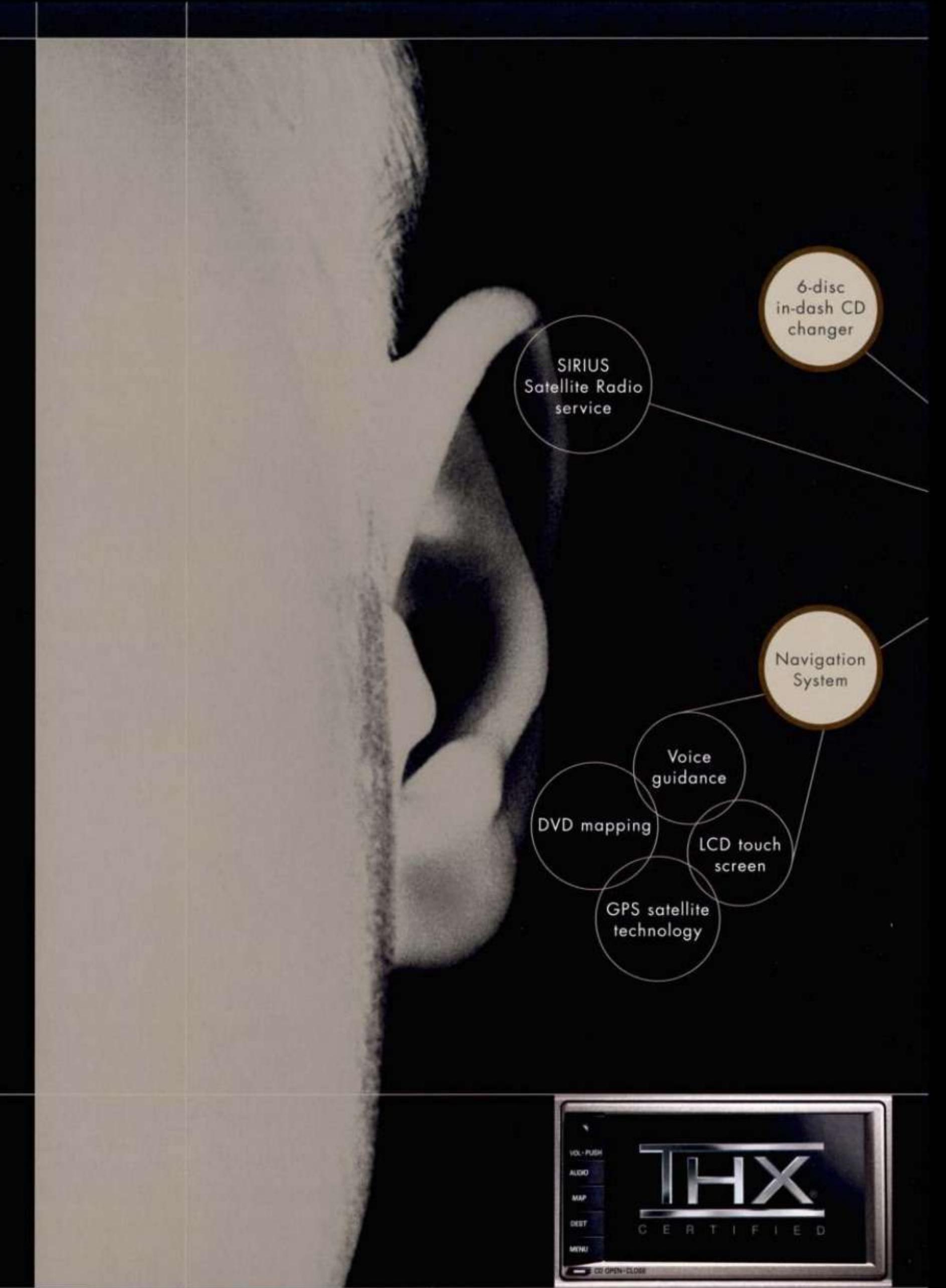


Certified to Perform.

As if its performance credentials aren't enough, Lincoln LS offers the first cinema-quality sound system created exclusively for an automobile. Just like THX® technology at the movies, the Lincoln Soundmark™ THX-Certified Car Audio System ensures the finest-quality sound. THX engineers spent months analyzing the acoustic properties of the Lincoln LS interior as they fine-tuned the system's output. 3 different listening modes deliver the best-possible sound to each seat, according to how many people are inside. 12 speakers (including a 90-watt subwoofer), 180 watts of power and a 6-disc in-dash CD changer provide it. But that's not all. Packaged with this sonic delight is a Navigation System that understands over 170 verbal commands and provides turn-by-turn voice guidance. It combines DVD mapping with Global Positioning System (GPS) satellite technology. This inspiring system is available on V-6 Appearance Package, V-6 Premium and V-8 models.

A 4-speaker Premium Sound System with an AM/FM stereo/single-CD/cassette player is standard on V-6 Luxury. A Lincoln Soundmark Audiophile AM/FM stereo with 180 watts of power, 12 speakers and a 6-disc in-dash CD changer is standard on V-6 Appearance Package, V-6 Premium and V-8 models. The SIRIUS Satellite Radio service, which adds over 120 channels of coast-to-coast music, news and entertainment, can be added to the Soundmark THX-Certified or Audiophile systems. See your Lincoln Mercury Dealer for SIRIUS installation and activation details.

THEATER-QUALITY SOUND



The Navigation System in the Lincoln Soundmark THX-Certified Car Audio/Navigation System features a 6.5" color LCD screen that presents high-quality graphics, while touch-screen simplicity and Map, Destination and Menu buttons make it intuitively easy to use.



A CELEBRATION OF ACHIEVEMENT

Lincoln LS V8 Sport in Vivid Red Metallic with LSE Appearance Package.

Smart Technology to Serve and Protect.

Lincoln LS puts control at your fingertips. With the mere push of a button, you command a range of technologies that create a privileged world of personalized satisfaction. For starters, standard Dual-zone Electronic Automatic Temperature Control (right) automatically maintains the individual temperatures selected by the driver and front passenger. Controls for the heated and cooled driver and front-passenger seats* (below left) allow you to take comfort to a whole new level by adjusting your preferences from 6 total settings (3 heat and 3 cool). To indulge rear-seat passengers, heated rear seats are available when heated/cooled front seats are selected. Power-adjustable brake and accelerator pedals* permit 3" of travel to move the pedals just where you like them, while activating or releasing the LS's electric-assist parking brake is as simple as pulling a small lever (below center). Finally, Extended Rear Park Assist* (below right) alerts you with a beeping tone if you come within 15 feet of an object when in Reverse.

*See Specifications for model availability.

ADVANCED LS FEATURES



In certain frontal collisions, the Personal Safety System™ controls airbag energy deployment levels and safety belt tension to provide optimum protection for the driver and front passenger. Standard side-impact airbags join driver and front-passenger dual-stage airbags to offer a comprehensive line of defense. With sensors on each side of the vehicle governing their deployment, side-impact airbags are concealed in the front-seat side bolsters to better account for a variety of seating positions. For even more protection, side-curtain airbags (shown below) are available on all LS models and deploy from the headliner in certain side-impact collisions.

THE PERSONAL SAFETY SYSTEM 18

V-6 LUXURY

Performance

All-Speed Traction Control

Brakes - power, vented 4-wheel disc Anti-lock Brake System

Cooling System - foil-safe

Drivetrain - rear-wheel drive

Engine - 3.0L DOHC 24-valve aluminum V-6 with variable cam timing and Electronic Throttle Control

Exhaust System - dual stainless steel with chrome tips

Fuel Injection - sequential multi-port

Shock Absorbers - twin-tube, nitrogen-gas-pressurized

Steering - power, speed-sensitive, variable-assist rack-and-pinion

Suspension - front: independent aluminum Short- and Long-Arm (SLA) with coil spring-over-shock, tubular stabilizer bar and anti-dive geometry; rear: independent aluminum SLA with coil spring-over-shock, stabilizer bar and anti-lift geometry

Tires - P225/55R16 94V all-season

Transmission - 5-speed electronic automatic with overdrive

Interior

Air Filtration - passenger compartment particulate

Armrest - full-length door, rear-seat center fold-down with 2 cupholders

Ashtray - instrument panel, illuminated with lighter

Assist Handles - with integrated coat hooks

Audio - premium Dual-Media AM/FM stereo/single-CD/cassette player with 80 watts and 4 speakers

Climate Control - Dual-zone Electronic Automatic

Temperature Control

Cupholders - 2 front and 2 rear

Floor Console - driver and front-passenger sliding armrest with storage bin and power point

Instrument Panel - satin-nickel-finish

Interior Accents - black-lacquer, with leather-wrapped steering wheel and shift knob

Rear-Seat Climate Control Ducts

Rearview Mirror - manual day/night

Scuff Plates - front, with Lincoln-embossed aluminum inserts

Seats - leather-trimmed, power 8-way driver and 6-way front-passenger with manual lumbar; 60/40 split-fold rear

Trunk-Lid Release - remote

Exterior

Bumpers - color-keyed with chrome inserts

Fog Lamps

Grille - chrome surround with platinum verticals

Rear-Window Defroster

Sideview Mirrors - color-keyed dual power, heated with security approach lamps

Wheels - 16" 7-spoke painted aluminum

Windshield Wipers - speed-sensitive, variable-intermittent with heated park

Safety/Security

Airbags¹ - dual-stage for driver and front passenger

Airbags¹ - side-impact with head/chest protection for driver and front passenger

Alarm - perimeter system

Autolamp - automatic on/off headlamps with delay

Battery Saver

Brake/Shift Interlock

Keyless Entry Keypad - driver's door-mounted

LATCH - rear-seat lower anchors and tether anchors for child-safety seats

Locks - child-safety rear door

Personal Safety System² - including front crash severity sensor, sensors to detect front safety belt usage and driver's-seat position, front safety belt pretensioners and energy-management retractors

Remote Keyless Entry System - with illuminated entry, theater dimming and security approach lamps

Safety Belts - color-keyed lap and shoulder belts for all seating positions with front height-adjustable shoulder belts

Securilock[®] Passive Anti-Theft System

SmartLock[™] Anti-Lockout System

Instrumentation/Driver Control

Accessory Timed Delays

Parking Brake - electric assist, automatic release

Power Door Locks - with SmartLock

Power Windows - Global open/close on all, driver and front-passenger one-touch-up/down feature, can be opened with key or key fob, and closed with key

Speed Control - electronic, steering-wheel-mounted

Steering Wheel - power tilt/telescopic, leather-wrapped with duplicate audio and speed controls

¹Always wear your safety belt and secure children in the rear seat. ²Homelink is a registered trademark of Johnson Controls. ³Dealer-installed option; requires Lincoln Soundmark Audiophile Stereo.

LINCOLN LS

Comparisons based on 2005 competitive models, publicly available information and Ford certification data at time of printing. Following the 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 Mercury Dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations. 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.

V-6 APPEARANCE PACKAGE

In addition to or in place of equipment on V-6 Luxury:

Audio - Lincoln Soundmark[™] Audiophile AM/FM stereo with 6-disc in-dash CD changer, 180 watts and 12 speakers including a 90-watt subwoofer, SIRIUS Satellite Radio capable

Bumpers - color-keyed with color-keyed inserts

Grille - color-keyed grille surround with chrome vertical bars

Sideview Mirrors - dual power, heated with security approach lamps

Wheels - 16" 7-spoke painted aluminum

Windshield Wipers - speed-sensitive, variable-intermittent with heated park

| D R I V E T R A I N | | V-6 | V-8 |
|------------------------|-------|---|-------------------------------|
| Engine | | 3.0L DOHC 24-valve V-6 | 3.9L DOHC 32-valve V-8 |
| Horsepower (hp @ rpm) | | 232 @ 6750 | 280 @ 6000 |
| Torque (lb.-ft. @ rpm) | | 220 @ 4500 | 286 @ 4000 |
| Compression Ratio | | 10.5:1 | 10.75:1 |
| Layout | | Front engine, rear-wheel drive | |
| Timing | | Variable cam | |
| Throttle | | Electronic Throttle Control | |
| Transmission | V-6 | 5-speed electronic automatic with overdrive | |
| | V-8 | 5-speed SelectShift™ automatic with manual gear-selection mode | |
| Fuel Injection | | Sequential multi-port electronic | |
| Ignition | | Coil-on-plug electronic | |
| Exhaust | | Dual stainless steel with separate catalytic converters, mufflers and resonators | |
| Cooling System | | Fail-safe | |
| Axle Ratio | | 3.58:1 | |
| C H A S S I S | | | |
| Suspension | Front | Independent aluminum Short- and Long-Arm (SLA) with coil spring-over-shock, tubular stabilizer bar and anti-dive geometry; sport-tuned for V-8 models | |
| | Rear | Independent aluminum Short- and Long-Arm (SLA) with coil spring-over-shock, stabilizer bar and anti-lift geometry; sport-tuned for V-8 models | |
| Shock Absorbers | | Gas-charged hydraulic twin-tube, front with integral rebound spring | |
| Steering | | Power, speed-sensitive, variable-assist rack-and-pinion | |
| Brakes | | Power, vented, 4-wheel disc anti-lock (ABS) with dual-piston front and single-piston rear calipers | |
| Wheels | | 16" aluminum (V-6); 17" aluminum (V-8) | |
| Tires | V-6 | P225/55R16 94V all-season | V-8 P235/50R17 95V all-season |

| D I M E N S I O N S | |
|---------------------|-------------------------------|
| Front | Rear |
| Head Room | 40.5" |
| Leg Room | 42.7" |
| Hip Room | 53.0" |
| Shoulder Room | 57.7" |
| Height | 56.1" |
| Length | 194.3" |
| Width | 80.1" (including mirrors) |
| Wheelbase | 114.5" |
| Track | Front 60.51" Rear 60.79" |
| Fuel Capacity | 18.0 gallons |
| Cargo Volume | 13.5 cu. ft. |
| Curb Weight | V-6 3719 lbs. V-8 3772 lbs. |

Cargo and load capacity limited by weight and weight distribution.



G E N U I N E L I N C O L N A C C E S S O R I E S



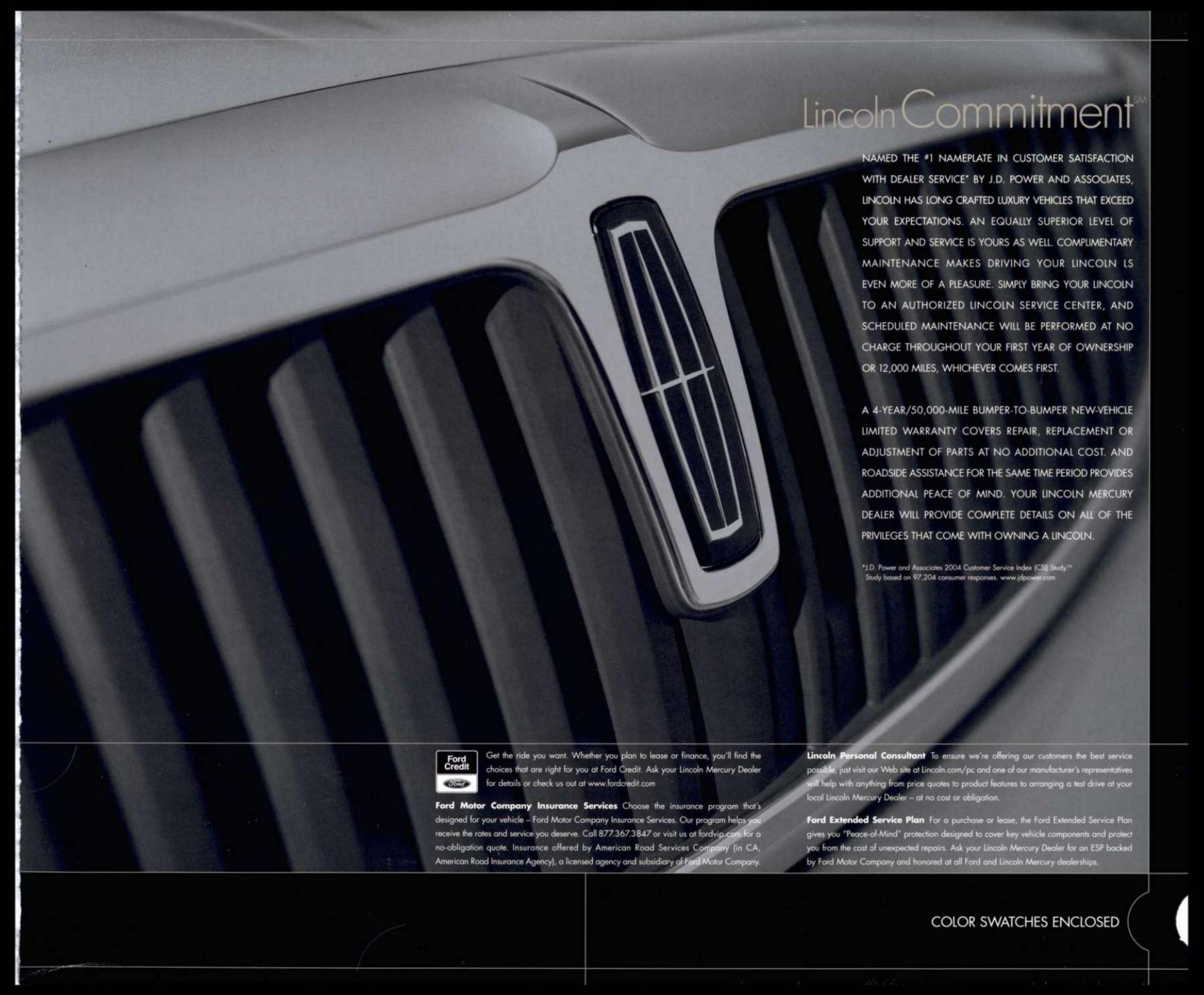
A LSE REAR SPOILER Made from tough ABS plastic manufactured to original equipment specifications, this spoiler enhances the performance look of Lincoln LS. The spoiler includes an additional brake light.

B MOBILE-EASE HANDS-FREE COMMUNICATION SYSTEM Integrated into the audio system, Mobile-Ease features Bluetooth® technology that recognizes your Bluetooth-equipped cell phone. As long as your phone is in the vehicle, the system allows you to place and receive hands-free calls through the audio system.

C REMOTE START This powerful key fob allows you to start Lincoln LS from up to 500 feet away, ensure that it's locked and that its remote security system is armed. Choose from 3 available systems.

D MOLDED SPLASH GUARDS Made from heavy-duty plastic that resists cracking, these custom LS splash guards deflect mud, ice and snow away from lower body panels. Packaged in pairs for front or rear.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit lincolnaccessories.com



Lincoln Commitment

NAMED THE #1 NAMEPLATE IN CUSTOMER SATISFACTION WITH DEALER SERVICE* BY J.D. POWER AND ASSOCIATES, LINCOLN HAS LONG CRAFTED LUXURY VEHICLES THAT EXCEED YOUR EXPECTATIONS. AN EQUALY SUPERIOR LEVEL OF SUPPORT AND SERVICE IS YOURS AS WELL. COMPLIMENTARY MAINTENANCE MAKES DRIVING YOUR LINCOLN LS EVEN MORE OF A PLEASURE. SIMPLY BRING YOUR LINCOLN TO AN AUTHORIZED LINCOLN SERVICE CENTER, AND SCHEDULED MAINTENANCE WILL BE PERFORMED AT NO CHARGE THROUGHOUT YOUR FIRST YEAR OF OWNERSHIP OR 12,000 MILES, WHICHEVER COMES FIRST.

A 4-YEAR/50,000-MILE BUMPER-TO-BUMPER NEW VEHICLE LIMITED WARRANTY COVERS REPAIR, REPLACEMENT OR ADJUSTMENT OF PARTS AT NO ADDITIONAL COST. AND ROADSIDE ASSISTANCE FOR THE SAME TIME PERIOD PROVIDES ADDITIONAL PEACE OF MIND. YOUR LINCOLN MERCURY DEALER WILL PROVIDE COMPLETE DETAILS ON ALL OF THE PRIVILEGES THAT COME WITH OWNING A LINCOLN.

*J.D. Power and Associates 2004 Customer Satisfaction Index (CSI) Study based on 97,204 consumer responses. www.jdpower.com

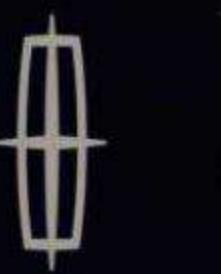


Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Lincoln Mercury Dealer for details or check us out at www.fordcredit.com

Ford Motor Company Insurance Services Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 877.367.3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Lincoln Personal Consultant To ensure we're offering our customers the best service possible, just visit our Web site at Lincoln.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

Ford Extended Service Plan For a purchase or lease, the Ford Extended Service Plan gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your Lincoln Mercury Dealer for E.S.P. booklet by Ford Motor Company and honored at all Ford and Lincoln Mercury dealerships.



LINCOLN

Lincoln Trim Selector

2005

Lincoln Trim Selector

LINCOLN EXTERIOR PAINT COLORS



LINCOLN LEATHER SWATCHES



NAVIGATOR

| | | |
|------|----------------------------|-----------|
| Dove | Camel | |
| ● ● | Black | [1, 2, 3] |
| ● ● | Vivid Red Metallic | |
| ● ● | Light French Silk Metallic | |
| ● ● | Silver Birch Metallic | |
| ● ● | Satellite Silver Metallic | |
| ● ● | Light Tundra Metallic | |
| ● ● | Cashmere Tri-Coat* | [1, 2, 3] |
| ● ● | Charcoal Beige Metallic | |
| ● ● | Oxford White | |

Special Navigator model color choices
 [1] Navigator Monotone Appearance Package
 [2] Navigator Appearance Option Package
 [3] Navigator Limited Edition Monotone Appearance Package

All other models available in all colors.

LS

| | | | |
|------|----------------------------|-----------|------|
| Dove | Camel | Black | 5, 6 |
| ● ● | Black | | |
| ● ● | Vivid Red Metallic | | |
| ● ● | Light French Silk Metallic | | |
| ● ● | Silver Birch Metallic | | |
| ● ● | Satellite Silver Metallic | | |
| ● ● | Light Tundra Metallic | | |
| ● ● | Cashmere Tri-Coat* | [1, 2, 3] | |
| ● ● | Charcoal Beige Metallic | | |
| ● ● | Oxford White | | |

Special LS model color choices
 [5] LS V-6 Appearance Package
 [6] LS V-8 LSE Package (excludes Dove leather)
 All other models available in all colors.

AVIATOR

| | | | |
|------|----------------------------|-------|-----|
| Dove | Camel | Black | [4] |
| ● ● | Black | | |
| ● ● | Vivid Red Metallic | | |
| ● ● | Light French Silk Metallic | | |
| ● ● | Silver Birch Metallic | | |
| ● ● | Light Tundra Metallic | | |
| ● ● | Dark Blue Pearl Metallic | | |
| ● ● | Charcoal Beige Metallic | | |
| ● ● | Oxford White | | |
| ● ● | Ivory Parchment Tri-Coat* | | |

Special Aviator model color choices
 [4] Jet Black

All other models available in all colors.

TOWN CAR

| | | | |
|------|----------------------------|--------------------|-----|
| Dove | Black | Medium Light Stone | |
| ● ● | Black | Light Parchment | |
| ● ● | Black | | [7] |
| ● ● | Light French Silk Metallic | | [7] |
| ● ● | Silver Birch Metallic | | [7] |
| ● ● | Light Tundra Metallic | | |
| ● ● | Dark Blue Pearl Metallic | | |
| ● ● | Charcoal Beige Metallic | | |
| ● ● | Oxford White | | |
| ● ● | Ivory Parchment Tri-Coat* | | |

Special Town Car model color choices
 [7] Town Car Signature L

[8] Limited Edition (Medium Light Stone leather only)

[9] Pro Series (Medium Light Stone seats with Dark Stone contrast stitching)

All other models available in all colors.

Lincoln uses clearcoat paint for beauty and protection.

*Additional cost.

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Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.
Colors are representative only. Please see your Lincoln Mercury Dealer for actual paint/trim options.



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