

2005



LINCOLN

AVIATOR



TRAVEL WELL



Lincoln Aviator in Black with available Elite Package.



Lincoln Aviator in Vivid Red Metallic with available Luxury Enhancement Moonroof Package.

3 ROUSING AGILITY



The Heart of an Athlete.

Lincoln Aviator's sophisticated luxury and expressive style have already caught your eye. Now prepare for its athletic personality to steal your heart. With all the right proportions, plus its 4.6L DOHC 32-valve V-8 engine pumping out a full 302 hp and 300 lb.-ft. of torque, Aviator is the SUV of choice for those seeking the ultimate blend of responsiveness and agility. In fact, *AutoWeek* called it "one of the best-handling SUVs we've driven."

The all-aluminum 4.6L V-8 not only empowers you to pass with confidence, it can also help you tow up to 7100 lbs.* Since 90 percent of its peak torque is available at only 2000 rpm, Aviator excels at towing and off-the-line acceleration, exhibiting its pure athletic stamina.

*AWD with available Class III/IV Trailer Towing Package, when properly equipped.

The Soul of a Lincoln.

A sport-utility vehicle of the highest caliber, Aviator delivers all the supreme versatility and exceptional capability you desire. Of course, Aviator is also a Lincoln, so you can expect a lengthy list of luxurious amenities as well as remarkable handling and maneuverability.

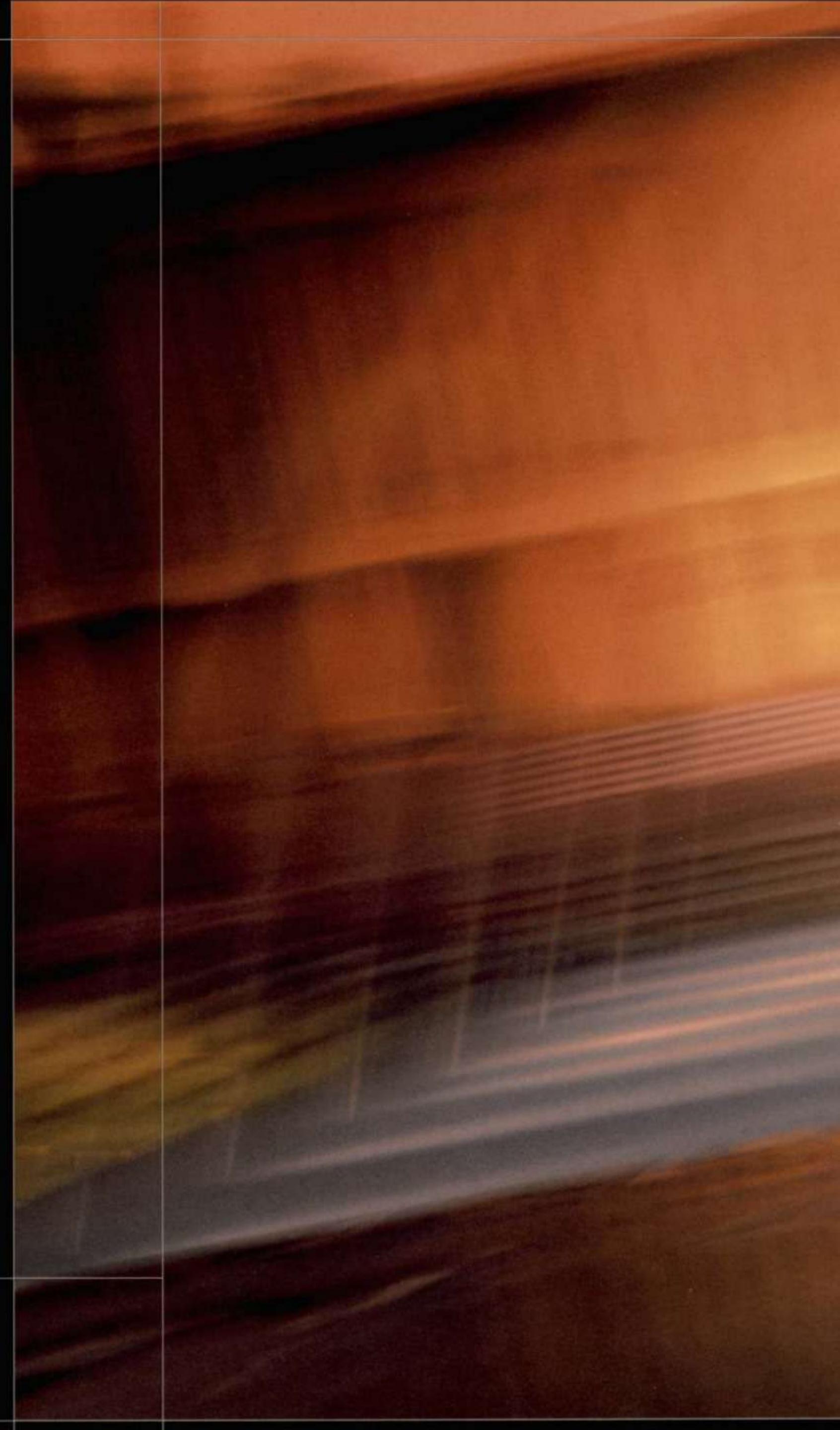
AdvanceTrac® with Roll Stability Control™ (RSC)* is standard on every Aviator. By automatically applying the brakes and modulating engine torque to help maintain control whenever it detects wheel slip, understeer or oversteer, AdvanceTrac gives you more control in adverse conditions such as ice, gravel or rain. Class-exclusive** RSC utilizes a gyroscopic sensor to closely monitor the vehicle's roll stability condition and engages AdvanceTrac as soon as an unstable situation is detected, further enhancing vehicle stability under fully loaded conditions and when driving on uneven surfaces. It's peace of mind and driving confidence you can't find anywhere else.

Aviator's standard sport-tuned 4-wheel independent suspension includes aircraft-grade aluminum components and monotube shocks. It delivers a luxurious ride and crisp, agile handling to keep you fully in touch with the road. As *Road & Track*[†] said, "... the Aviator is a breeze to drive in urban confines." At low speeds, its variable-assist power rack-and-pinion steering makes it easy to steer into tight spaces. At highway speeds, the assist rate changes to provide more precise response, inspiring confidence with every turn of the wheel. Available All-Wheel Drive (AWD) automatically sends the most power to the wheels with the most grip, providing improved handling on dry roads and improved traction on slick surfaces.

Rest assured, in Lincoln Aviator, you will always Travel Well.

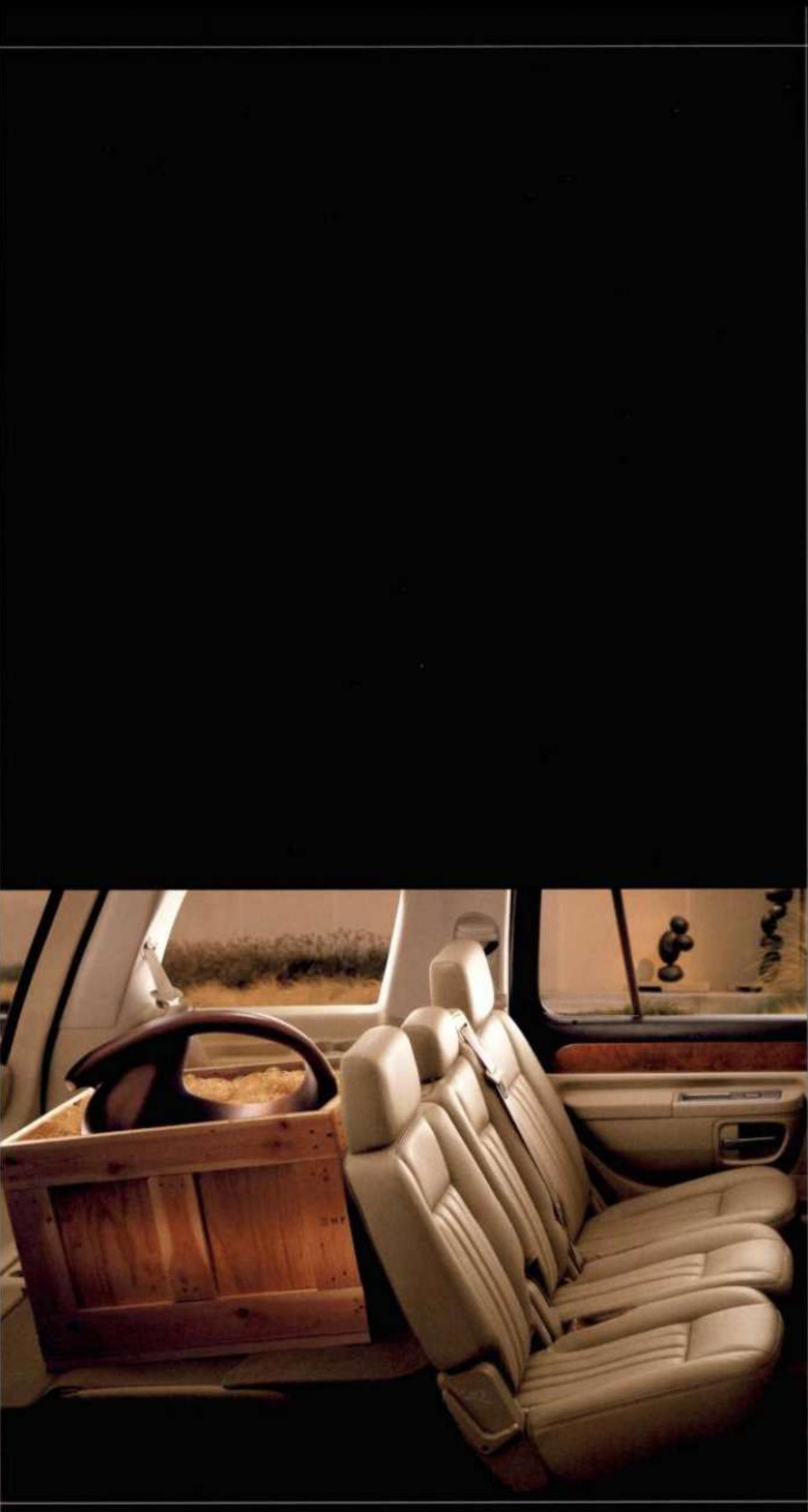
*Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

**Midsize Premium SUV. [†]Road & Track, February 2003.



TAKE CONTROL

Lincoln Aviator in standard 6-passenger seating configuration with 1st- and 2nd-row leather-trimmed bucket seats in Camel.



With its luxuriously appointed cabin and flexible seating choices, Lincoln Aviator offers interior versatility that is as stylish as it is functional. Standard accommodations seat up to 6 people. Choose the available 2nd-row 40/20/40 split-bench seat to raise your capacity to 7. When you need extra cargo room, Aviator's 3rd-row seat conveniently folds into the floor, leaving you over 39 cu. ft. of space. With both the 2nd and 3rd rows folded, you'll have up to 78.3 cu. ft.

Cargo and load capacity limited by weight and weight distribution.

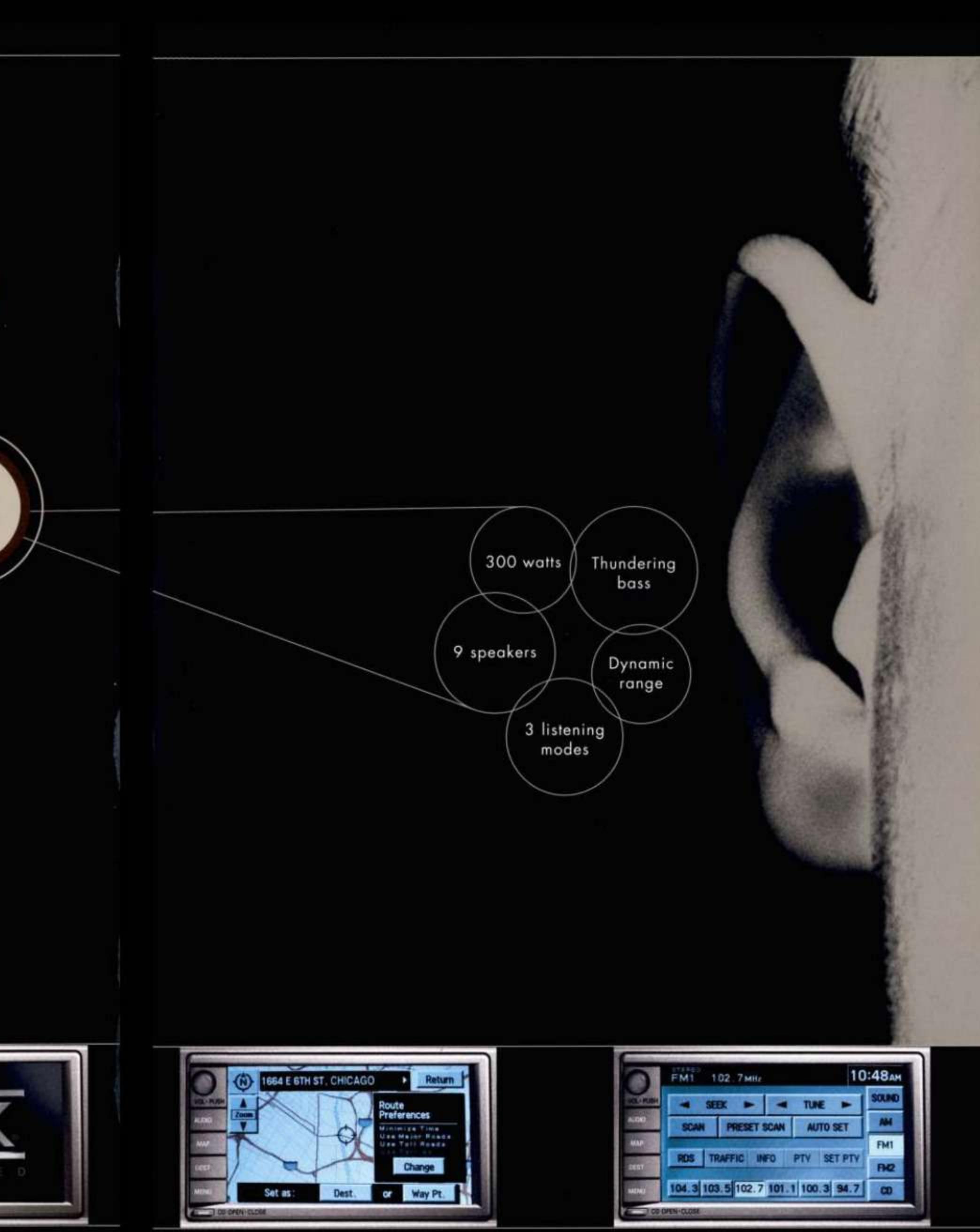
Lincoln Aviator leather-trimmed interior in Camel with available heated and cooled seats.



Only the finest materials are selected to create our timeless interior designs. Crisp, white LED lighting, smooth satin-nickel accents and rich American walnut burl wood grace Aviator's interior with sophistication and elegance. For the ultimate in comfort, the 1st- and 2nd-row seats are trimmed in glove-soft premium perforated leather, and Dual-zone Electronic Automatic Temperature Control allows the driver and front passenger to select different temperatures.



SUPERB CRAFTSMANSHIP AND COMFORT 10



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



Certified to Perform.

Lincoln Aviator is the first in its class to offer a cinema-quality sound system created exclusively for an SUV. Just like THX® technology creates the movies, the available Lincoln Soundmark™ THX-Certified Audio System ensures the finest-quality sound. THX engineers analyzed the acoustic properties of Aviator's 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. 9 speakers, 300 watts of power and a 6-disc in-dash CD changer provide it. To further enhance your travel experiences, we've packaged this sonic treasure with a Navigation System that understands 171 voice commands, calling out directions, turn by turn. It combines DVD mapping with Global Positioning System (GPS) satellite technology.

SIRIUS Satellite Radio* service, which features over 120 channels of coast-to-coast music, news and entertainment, can be added to the available Soundmark THX-Certified System or the available Audiotique Sound System (page 15) for a seemingly endless outpouring of audio bliss.

*See your Lincoln Mercury Dealer for installation and activation details.

Lincoln Aviator in Black with available roof-rail crossbars.



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SOPHISTICATED STANCE



AVIATOR AMENITIES

Just Rewards.

When it's time to play, Aviator answers the call with a Dual-Media sound system that lets you listen to both CDs and cassettes with brilliance and clarity. The driver-adjusted, speed-compensated volume feature maintains your desired level of sound at varying speeds. Step up to the available Audiophile Sound System (left) to get 290 watts of power, 7 speakers (including a subwoofer and 2 tweeters), a 6-disc in-dash CD changer, and the ability to display the station name when receiving signals from a radio station equipped with the Radio Data System (RDS).



Keep your 2nd- and 3rd-row passengers happy with an available overhead Rear-Seat DVD Entertainment System (above). They can enjoy DVDs, CDs and video games on the flip-down 7" color LCD screen. Wireless headphones help keep the cabin quiet. Taking the term "climate control" to a whole new level (below), Lincoln Aviator is the only vehicle in its class to feature available heated and cooled front seats. With 5 different settings for each, you can create your own perfect interior forecast.



ADVANCED SAFETY AND SECURITY

LINCOLN AVIATOR EARNED THE HIGHEST RATING – BEST PICK IN ITS CLASS – FROM THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS).^{*} UP FRONT, THE PERSONAL SAFETY SYSTEM™ CONTROLS AIRBAG ENERGY DEPLOYMENT LEVELS AND SAFETY BELT TENSION IN AN ACCIDENT, PROVIDING OPTIMUM PROTECTION FOR THE DRIVER AND FRONT PASSENGER. ON THE SIDES, AVIATOR'S SAFETY CANOPY™ SYSTEM DEPLOYS SIDE-CURTAIN AIRBAGS IN CERTAIN SIDE-IMPACT COLLISIONS AND ROLLOVER EVENTS. THEY COVER THE 1ST- AND 2ND-ROW SIDE GLASS (BELOW) TO OFFER ENHANCED HEAD PROTECTION FOR OUTBOARD PASSENGERS IN THOSE ROWS.

UNDERNEATH, ADVANCETRAC® WITH ROLL STABILITY CONTROL™ (RSC) GIVES YOU THE DRIVING CONTROL YOU NEED. AVIATOR'S TIRE PRESSURE MONITORING SYSTEM ALERTS YOU WHEN ANY TIRE (EXCEPT THE SPARE) DROPS BELOW RECOMMENDED PRESSURE. FINALLY, THE REVERSE SENSING SYSTEM ALERTS YOU WITH A BEEPING TONE IF YOU COME WITHIN 6 FEET OF AN OBJECT WHEN IN REVERSE.

*Based on 40-mph frontal offset crash test, 2003-2004 model years.



Lincoln Aviator in Silver Birch Metallic with available 17" 6-spoke chrome-clad aluminum wheels and roof rail crossbars.



¹Always wear your safety belt and secure children in the rear seat.
²Excludes steel spare.
³Homelink is a registered trademark of Johnson Controls. ⁴Dealer-installed option; requires Navigation System.

AVIATOR

Performance

Brakes - power 4-wheel disc with Anti-lock Brake System and Electronic Brake Force Distribution
Cooling System - fail-safe
Drivetrain - rear-wheel drive
Engine - 4.6L DOHC 32-valve V-8
Fuel Injection - sequential multi-port electronic
Shock Absorbers - monotube gas-pressurized
Steering - speed-sensitive, variable-assist, power rack-and-pinion
Suspension - front: independent Short- and Long-Arm (SLA) with coil springs, shock absorbers and stabilizer bar; rear: independent SLA with toe link, coil springs, shock absorbers and stabilizer bar
Tires - P245/65R17 all-season black sidewall
Transmission - 5-speed electronic automatic with overdrive

Interior

Assist Handles - color-keyed, 1 in 1st row and 2 in 2nd row
Audio - Premium Dual-Media AM/FM stereo/CD/cassette player with driver-adjusted, speed-compensated volume control and 4 speakers
Auxiliary Climate Control - overhead vents for 2nd and 3rd rows, controls in overhead console and back of 1st-row floor console
Cargo-Area Storage - under floor
Climate Control - Dual-zone Electronic Automatic Temperature Control with duplicate steering-wheel-mounted controls
Clock - analog, mounted between instrument panel center vents
Coat Hooks - color-keyed, 2nd and 3rd rows
Cupholders - 2 each in 1st, 2nd and 3rd rows
Floor Consoles - 1st row with floor shifter, power window switches, covered storage bin, power point, cigar lighter, auxiliary climate controls and 4 cupholders; 2nd row with padded armrest, storage and 2 cupholders
Floor Mats - carpeted, 1st and 2nd rows
Power Points - located in 1st (center console), 2nd (rear of front center console) and 3rd rows
Rearview Mirror - auto-dimming
Seats - 1st row: leather-trimmed low-back bucket seats with 2-way head restraints and 8-way power seats including power lumbar support; 2nd row: leather-trimmed low-back fold-down bucket seats with 2-way head restraints and easy entry to 3rd row; 3rd row: fold-into-floor bench seat with 2-way adjustable head restraints
Visors - with dual-illuminated mirrors

Exterior

Antenna - concealed
Bodyside Cladding - color-keyed with lower accent color and color-keyed wheel-lip moldings
Bumpers - color-keyed upper fascia and accent-colored lower fascia
Door Handles - body-color
Fog Lamps
Glass - solar-tinted in front doors and windshield; privacy in rear doors, rear quarter windows and liftgate
Grille - chromed slats and surround, integrated with hood
Headlamps - halogen
Liftgate - flip-up glass and integrated power release buttons for glass and liftgate
Rear-Window Defroster
Roof Rails - side roof rails with chrome accents
Running Boards - integrated and accent-colored
Sideview Mirrors - color-keyed, power, heated with security approach lamps, integrated turn signal indicators and memory feature
Trailer Tow Hitch Receiver - Class II frame-mounted, integrated into rear bumper fascia
Wheels - 17" 7-spoke machined-aluminum
Wipers - windshield: speed-sensitive, variable-intermittent; rear window: 2-speed intermittent with washer

Safety/Security

AdvanceTrac[®] with Roll Stability Control[™] (RSC)
Airbags¹ - dual-stage driver and front-passenger; side-curtain airbags as part of the Safety Canopy[™] System
Autolamp - automatic on/off headlamps with delay
Battery Saver
Brake/Shift Interlock
Child-Safety Rear Door Locks
Keyless Entry Keypad - driver's-door-mounted
LATCH - 2nd-row lower anchors and tether anchors for child-safety seats
Personal Safety System[™] - including dual-stage front airbags with 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 height-adjustable shoulder belts for 1st- and 2nd-row outboard seats

LINCOLN AVIATOR

AVAILABLE EQUIPMENT

All-Wheel Drive

Audio - Lincoln Soundmark[™] Audiophile Sound System with AM/FM stereo/6-disc in-dash CD changer, SIRIUS Satellite Radio⁴ capable
Audio/Navigation - Lincoln Soundmark THX[®]-Certified Audio System including voice-activated, touch-screen DVD/Satellite Navigation System and 6-disc in-dash CD changer, SIRIUS Satellite Radio capable (requires a Luxury Enhancement Package)

Elite Package - includes heated and cooled front seats, 17" 6-spoke chrome-aluminum wheels, power moonroof, roof-rail crossbars, Lincoln Soundmark THX-Certified Audio System, Class III/IV Trailer Tow (AWD only), Rear-Seat DVD Entertainment System and High-Intensity Discharge (HID) headlamps (not available with Luxury Enhancement Moonroof Package, Luxury Enhancement Rear-Seat DVD Entertainment System Package or chrome-clad wheels)

Headlamps - High-Intensity Discharge (HID)
Heated and Cooled Seats - driver and front-passenger with 5 settings
Luxury Enhancement Moonroof Package - includes heated and cooled front seats, 17" 6-spoke chrome-aluminum wheels, Audiophile 6-disc CD changer, roof-rail crossbars and power moonroof (not available with Luxury Enhancement Rear-Seat DVD Entertainment System Package, Elite Package or chrome-clad wheels)

Luxury Enhancement Rear-Seat DVD Entertainment System Package - includes heated and cooled front seats, 17" 6-spoke chrome-aluminum wheels, Audiophile 6-disc CD changer, roof-rail crossbars and Rear-Seat DVD Entertainment System (not available with Luxury Enhancement Moonroof Package, Elite Package, chrome-clad wheels or power moonroof; if moonroof is desired, order Luxury Enhancement Moonroof Package and add Rear-Seat DVD Entertainment System)

Moonroof - power, includes mini-overhead console
Rear-Seat DVD Entertainment System - includes 2nd-row overhead DVD player with infrared remote, flip-down 7" color LCD screen and 2 sets of wireless headphones
Roof-Rail Crossbars
Seats - 2nd-row 40/20/40 split-bench seat with premium leather trim
Trailer Tow Package - includes frame-mounted Class III/IV hitch receiver and 7-pin wiring harness (AWD only)
Wheels - 17" 6-spoke chrome-clad aluminum wheels

WHEELS



A 17" 6-spoke chrome-clad aluminum	Optional
B 17" 6-spoke chrome-aluminum	Package option
C 17" 7-spoke machined-aluminum	Standard

Comparisons based on 2004 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.

DRIVETRAIN

Engine	4.6L DOHC 32-valve V-8
Horsepower (hp @ rpm)	302 @ 5750
Torque (lb.-ft. @ rpm)	300 @ 3250
Compression Ratio	10.3:1
Layout	Front engine, rear- or All-Wheel Drive
Transmission	5-speed electronic automatic with overdrive
Fuel Injection	Sequential multi-port electronic
Ignition	Coil-on-plug electronic
Cooling System	Fail-safe
Axle Ratio	3.73:1

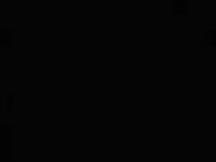
CHASSIS

Suspension	Front	Independent Short- and Long-Arm (SLA) with coil springs, shock absorbers and stabilizer bar
	Rear	Independent Short- and Long-Arm (SLA) with toe link, coil springs, shock absorbers and stabilizer bar
Shock Absorbers		Gas pressurized monotube
Steering		Speed-sensitive, variable-assist, power rack-and-pinion
Brakes		Power 4-wheel disc with Anti-lock Brake System and Electronic Brake Force Distribution
Wheels		17" aluminum
Tires		P245/65R17 all-season BSW
Towing Equipment		Standard Class II trailer hitch, frame-mounted, integrated into rear bumper fascia Available Trailer Tow Package includes frame-mounted Class III/IV hitch receiver and 7-pin wiring harness (AWD only)
Trailer Weight		2WD: 3500 lbs. max. AWD: 7100 lbs. max. (when properly equipped)

DIMENSIONS

	1st row	2nd row	3rd row
Head Room	39.7"	38.2"	38.8"
Leg Room	42.4"	36.8"	34.8"
Hip Room	53.3"	53.7"	45.3"
Shoulder Room	58.3"	57.6"	47.3"
Height	71.9"		
Length	193.3"		
Width	73.9" (excluding mirrors)		
Wheelbase	113.7"		
Track	Front/Rear 60.8"/60.9"		
Fuel Capacity	22.5 gallons		
Cargo Volume (cu. ft.)	78.3 max.; 39.3 behind 2nd row; 12.4 behind 3rd row		
Curb Weight	4818-4975 lbs.		

Cargo and load capacity limited by weight and weight distribution.

**LINCOLN RESOURCES AND SERVICES**

Ford Credit 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 fordcredit.com

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.

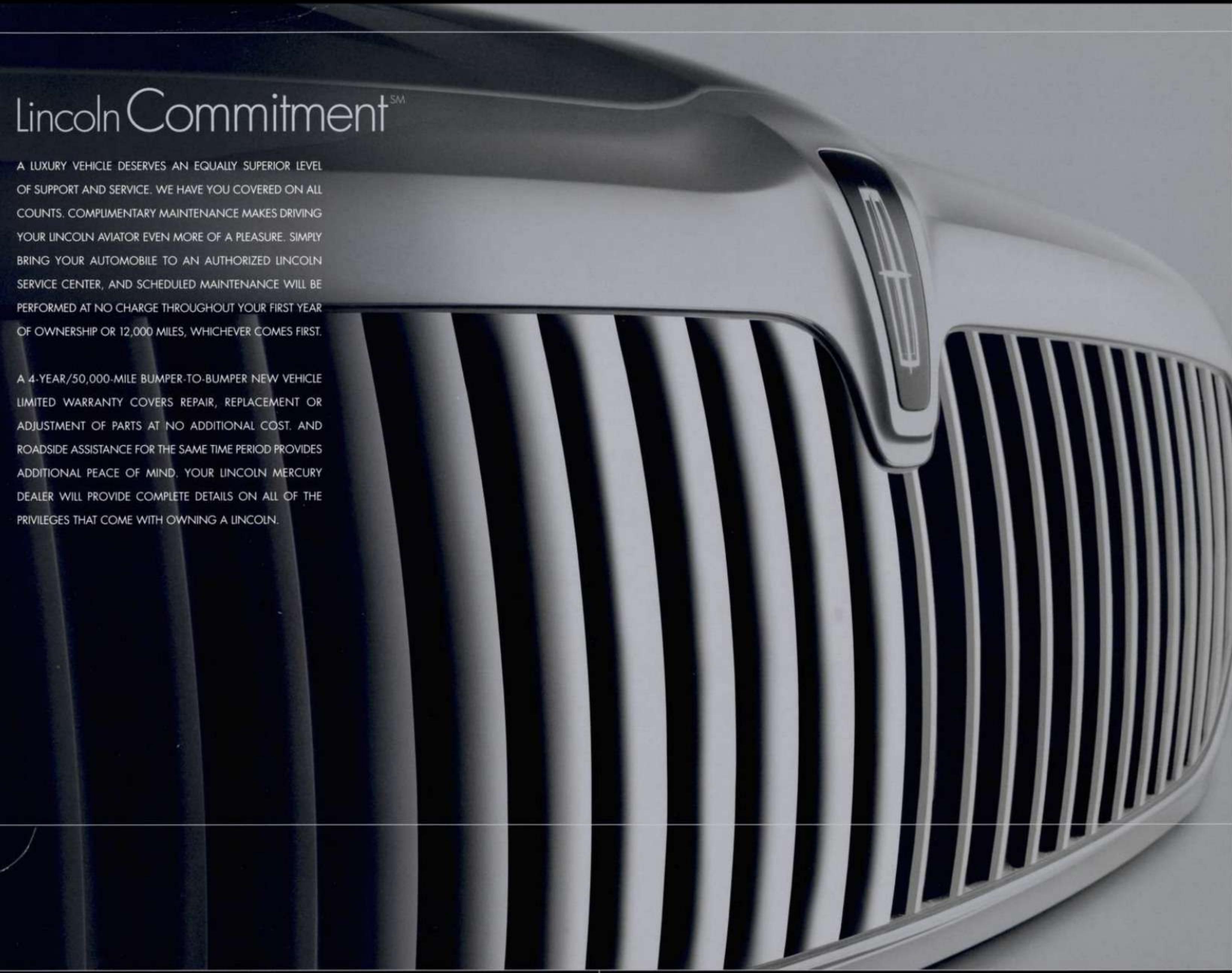
Ford Motor Company Insurance Services Choose the insurance program that's designed for your vehicle – Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 877.367.3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American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

Ford Extended Service Plan For a purchase or lease, the Ford Extended Service Plan (ESP) 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 an ESP backed by Ford Motor Company and honored at all Ford and Lincoln Mercury dealerships.

Lincoln CommitmentSM

A LUXURY VEHICLE DESERVES AN EQUALY SUPERIOR LEVEL OF SUPPORT AND SERVICE. WE HAVE YOU COVERED ON ALL COUNTS. COMPLIMENTARY MAINTENANCE MAKES DRIVING YOUR LINCOLN AVIATOR EVEN MORE OF A PLEASURE. SIMPLY BRING YOUR AUTOMOBILE 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.



2005



LINCOLN

Lincoln Trim Selector

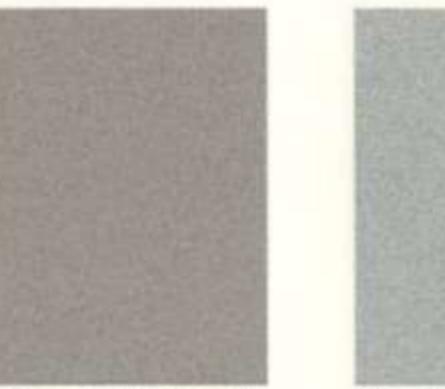
LINCOLN EXTERIOR PAINT COLORS



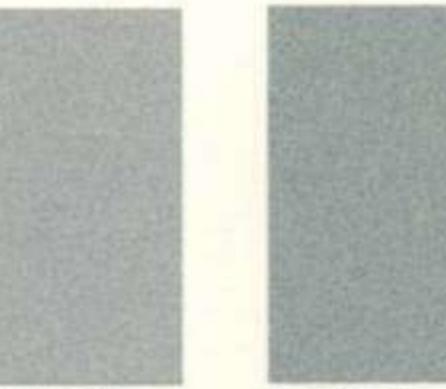
Black



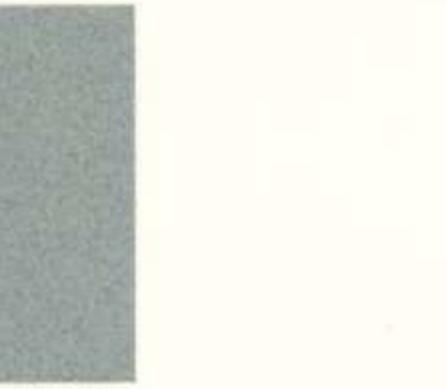
Vivid Red Metallic



Light French Silk Metallic



Silver Birch Metallic



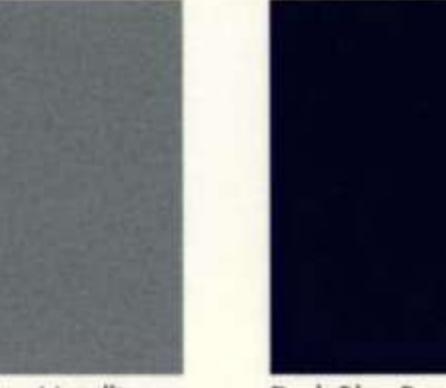
Satellite Silver Metallic



Light Ice Blue Metallic



Norsea Blue Metallic



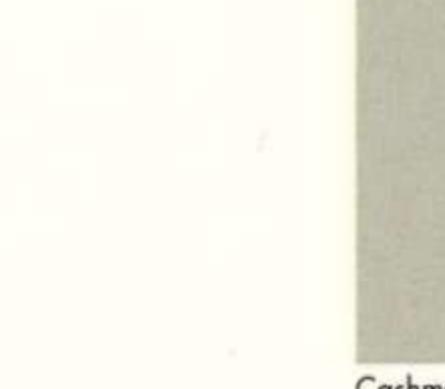
Light Tundra Metallic



Dark Blue Pearl Metallic



Cashmere Tri-Coat



Bronze Metallic



Charcoal Beige Metallic



Ceramic White Pearlescent Tri-Coat

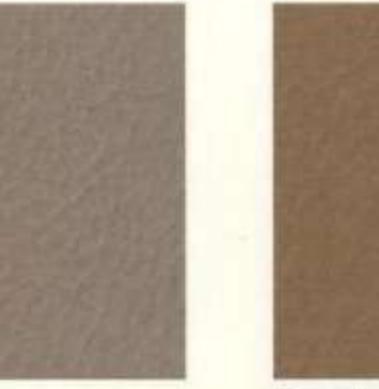
Oxford White

Vibrant White

Ceramic White Pearlescent Tri-Coat

Ivory Parchment Tri-Coat

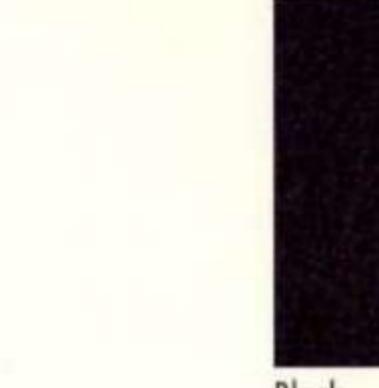
LINCOLN LEATHER SWATCHES



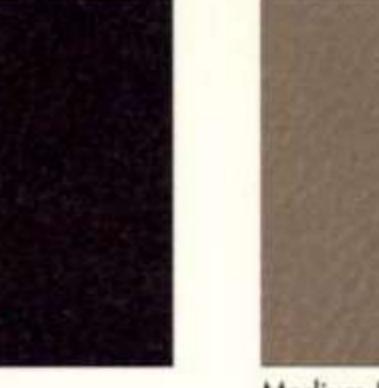
Dove



Camel



Black



Medium Light Stone



Light Parchment

NAVIGATOR

Dove

Camel

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

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

All other models available in all colors.

LS

Dove

Camel

- ● Black [3, 4]
- ● Vivid Red Metallic*
- Light French Silk Metallic
- Silver Birch Metallic [3, 4]
- Satellite Silver Metallic
- Light Tundra Metallic
- ● Norsa Blue Metallic
- Light Tundra Metallic
- Cashmere Tri-Coat**
- Bronze Metallic
- Charcoal Beige Metallic
- Ceramic White Pearlescent Tri-Coat**

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

TOWN CAR

Dove

Black

- Medium Light Stone
- Light Parchment
- ● Black [5]
- ● Light French Silk Metallic [5]
- ● Silver Birch Metallic [5]
- ● Light Ice Blue Metallic [5]
- ● Norsa Blue Metallic [5]
- ● Light Tundra Metallic [5]
- ● Cashmere Tri-Coat** [5]
- ● Charcoal Beige Metallic [5]
- ● Vibrant White [5]
- ● Ceramic White Pearlescent Tri-Coat** [5]
- ● Silver Birch Metallic/Charcoal Beige Metallic [6]
- ● Light Tundra Metallic/Light French Silk Metallic [6]
- ● Cashmere Tri-Coat**/Light French Silk Metallic [6]
- ● Ceramic White Pearlescent Tri-Coat**/Light French Silk Metallic [6]

Special Town Car model color choices
 [5] Town Car Signature L
 [6] Limited Edition (Medium Light Stone leather only)

All other models available in all colors.

*late availability. **Edition cost.

Lincoln uses clearcoat paint for beauty and protection.

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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.



LINCOLN

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VOL 1