

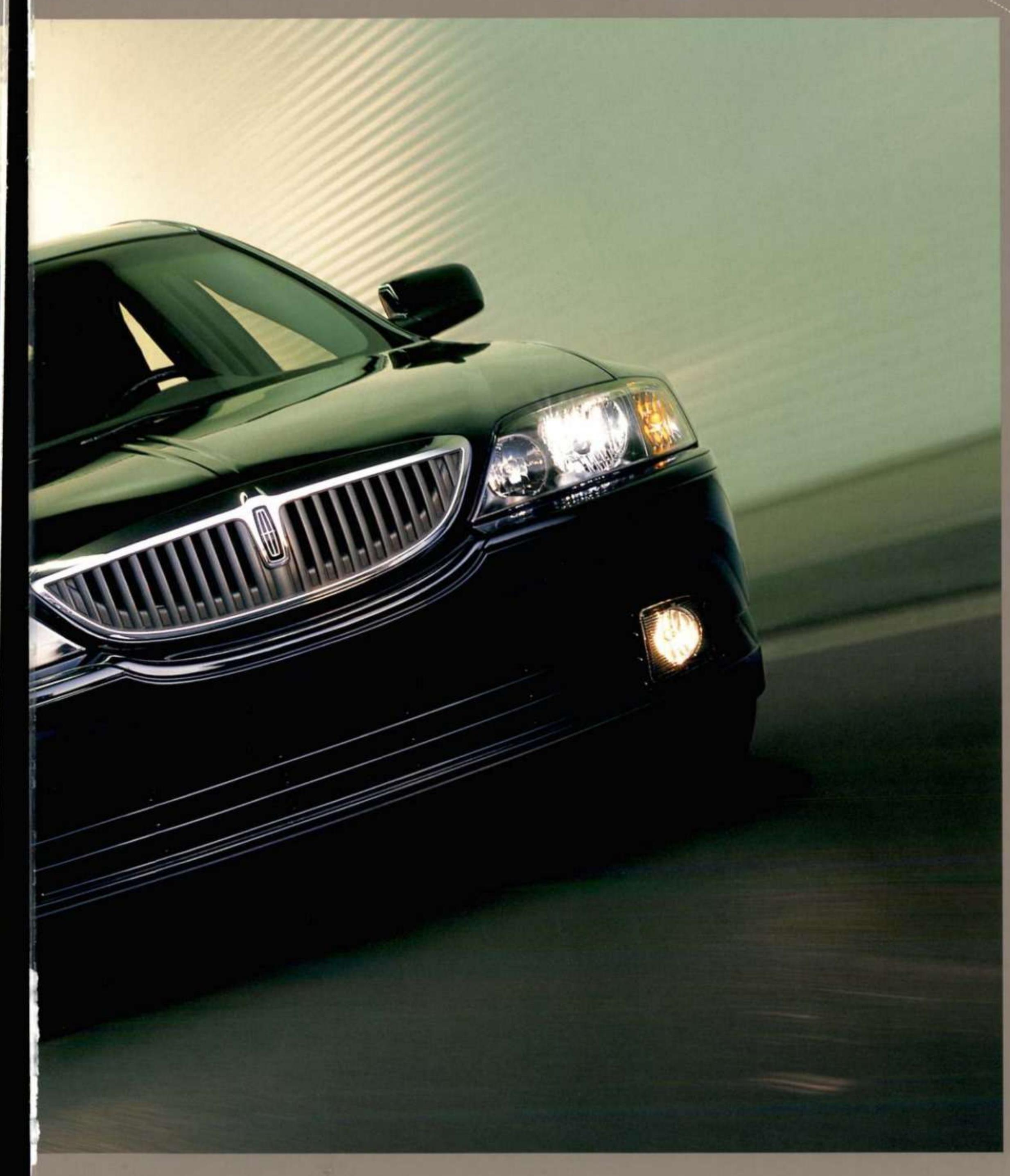
2004 LS



LINCOLN



Above and on cover: Lincoln LS V-8 Ultimate in Black.



WHAT MAKES A LINCOLN? Performance that impresses. Comfort that embraces. Power that responds. Immediately. In Lincoln LS V-8, a complete stop becomes highway speed in short order. You're transported to the height of power and the seat of serenity – at the same time. Finally, the thrill of performance meets the pleasure of luxury. Introducing the 2004 Lincoln LS.

WIND UP TO 60 IN FEW SECONDS.
WIND DOWN EVEN FASTER.

SOON, YOU'LL HAVE
YOUR FAVORITE LS CURVES.

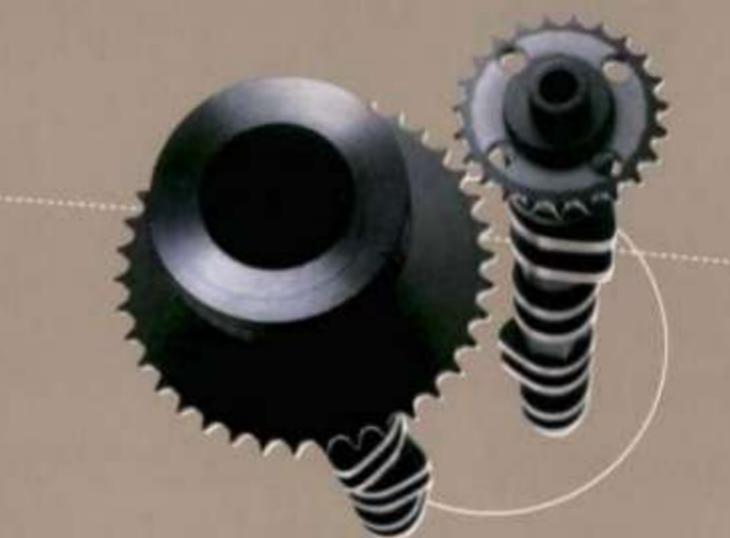
THE POLE POSITION IS YOURS Shifter confidently at hand. Asphalt disappearing underfoot. And the sweet smell of leather in the air. To drive Lincoln LS not only sharpens the senses, it soothes them. With its Formula One-inspired suspension and Lincoln presence, the LS is quickly establishing a class of its own. "...a more entertaining track machine than BMW's vaunted 5 Series and the Cadillac CTS," says the Detroit Free Press. Behind the wheel of Lincoln LS, one thing becomes clear. The time to Travel Well is now.



Lincoln LS V-8 Sport in Vivid Red Metallic with available LS Package.



A D R I V E N



P E R F O R M E R. 280-H P V-8. 232-H P V-6.



EFFORTLESS POWER To add every ounce of pleasure to the act of driving, Lincoln engineers have extracted every measure of power from its 2 available engines. 280 hp and 286 lb.-ft. of torque flow freely from the 3.9L 32-valve V-8, while the 3.0L 24-valve V-6 lays down 232 hp and 220 lb.-ft. of torque. With a flat torque curve that kicks in at low rpm, acceleration with either engine is effortless and immediate. To shave weight, both engine blocks are crafted with the patented Cosworth-casting process, which yields a lightweight, durable and highly efficient powerplant. In addition, aluminum construction helps both stay extra lean.

BREATHE DEEP, RUN FAST Variable-cam timing on both LS 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.

INTELLIGENT TRACTION Monitoring everything from speed to road conditions to driver steering input, the AdvanceTrac® Electronic Stability Enhancement System offers highly precise traction technology. It's standard on LS V-8 Ultimate and optional on all other models.

SELECTSHIFT GO 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.

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. When AdvanceTrac engages, it is an indication that at least some of the tires have exceeded their ability to grip the road.





DESIGNED TO ENTICE. CRAFTED TO PERFORM.

EMBRACE THE CORNERS With its 4-wheel independent suspension (sport-tuned on LS V-8) and rear-wheel drive configuration, 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*.



BALANCED TO PERFORM Near 50/50 front-to-rear weight distribution is responsible for Lincoln LS's exceptional handling on the open road. Should you need to brake suddenly at high speed, anti-lift geometry in the rear inspires confidence by actually pulling the vehicle down toward the road.

STRAIGHT AND TRUE The Anti-lock Brake System (ABS) uses computer-controlled sensors to help prevent wheel lockup during hard braking by electronically "pumping" the brakes several times per second. ABS provides greater steering control under most driving conditions.

TAKE CONTROL All-Speed Traction Control helps improve traction on loose or slippery surfaces by using a combination of brake and engine control to reduce wheel spin. The system senses any loss of traction and automatically steps in to help you maintain steering control.

Lincoln LS V-6 Appearance Package in Black.



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



THE FINEST THINGS At Lincoln, we know that driving is serious business. Precisely why we've made you and your guests as comfortable as possible for the ride in LS. We utilize the finest materials from around the world to create a sanctuary of rich craftsmanship and exceptional comfort. Satin-nickel accents adorn the instrument control panel and door handles. Fine, white LED interior lighting illuminates the cabin. On V-6 Premium and V-8 Ultimate, premium leather and rich American walnut burl wood trim grace the Lincoln LS steering wheel, shift knob, instrument panel and door-trim panels. It's an atmosphere rich in elegance and thrill – especially for the one behind the wheel.



PERFORMANCE. MEET LUXURY.

DRESSED FOR SUCCESS.

BEHIND THE WHEEL Three distinct LS interior treatments are available to suit your particular style and desire for luxury. Each steering wheel is leather wrapped and features a power tilt function and a power-telescoping column.

(Top) Black-lacquer trim accentuates the dash for a more monochromatic look. The leather-wrapped steering wheel and shift knob add to the performance feel. Standard on V-6 Luxury.

(Bottom) Aluminum interior accents on the door-trim and instrument panels join the leather-wrapped steering wheel and shift knob for a racy expression of LS performance. Standard on V-8 Sport.

(Right) American walnut burl wood trim on the dash, steering wheel and shift knob enhance the luxury. Standard on V-6 Premium and V-8 Ultimate.



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

MASTER YOUR ENVIRONMENT.



HEATED AND COOLED SEATS

CONTROL Having it means having power. And Lincoln LS puts it all at your fingertips. With the mere push of a button, you command the comfort variables that create a privileged world of personalized satisfaction.



AUTOMATIC TEMPERATURE CONTROL

ULTIMATE COMFORT Heated and cooled driver and front-passenger seats take driving comfort into a whole new dimension. Adjust your preferences with 6 total settings conveniently located on the instrument control panel. Standard on V-8 Ultimate, available on V-6 Premium and V-8 Sport. To indulge rear-seat passengers, heated rear seats are available on V-6 Premium, V-8 Sport and V-8 Ultimate when heated/cooled front seats are selected.



ELECTRIC BRAKE

YOUR OWN ZONE Dual-zone Electronic Automatic Temperature Control lets the driver and front passenger select individual temperatures. The system automatically maintains the desired settings for each side of the front cabin.

ELECTRIC ASSIST Simply pulling a small lever will activate or release the LS parking brake with minimal effort. When Drive is selected, it automatically disengages.

EASY TO REACH Every Lincoln LS comes with power-adjustable brake and accelerator pedals. With 3" of travel, it's easy to move the pedals where you like them. A convenient memory feature is standard on V-6 Premium, V-8 Sport and V-8 Ultimate.

FINGERTIP TECHNOLOGY.

THE BEST OF BOTH WORLDS It doesn't get any better: a Lincoln Soundmark™ THX®-Certified Car Audio System packaged with an easy-to-use Navigation System. THX Certification ensures the finest quality sound. 12 speakers, a 90-watt subwoofer, 180 watts of power and a 6-disc in-dash CD player provide it. Just hit the Audio button, load your CDs and listen for hours. When you need directions, the Navigation System understands 174 commands and provides turn-by-turn voice guidance. It combines DVD mapping with Global Positioning System (GPS) satellite technology. A 6.5" color LCD screen presents high-quality graphics, while touch-screen simplicity and Map, Destination and Menu buttons make it a snap to use. This inspiring system is available on V-6 Premium and V-8 models.



NAVIGATION SYSTEM



THX-CERTIFIED AUDIO SYSTEM

AUDIO PERFORMANCE The only thrill that comes close to driving an LS is hearing its acoustical precision. V-6 Luxury features a 4-speaker Premium Sound System with an AM/FM stereo/single CD/cassette player. A Lincoln Soundmark Audiophile AM/FM stereo with 180 watts of power, 12 speakers and a 6-disc in-dash CD player is standard on V-6 Premium and V-8 models, available on LS V-6 Appearance Package. The Sirius Satellite Radio service, which adds over 100 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 activation details.



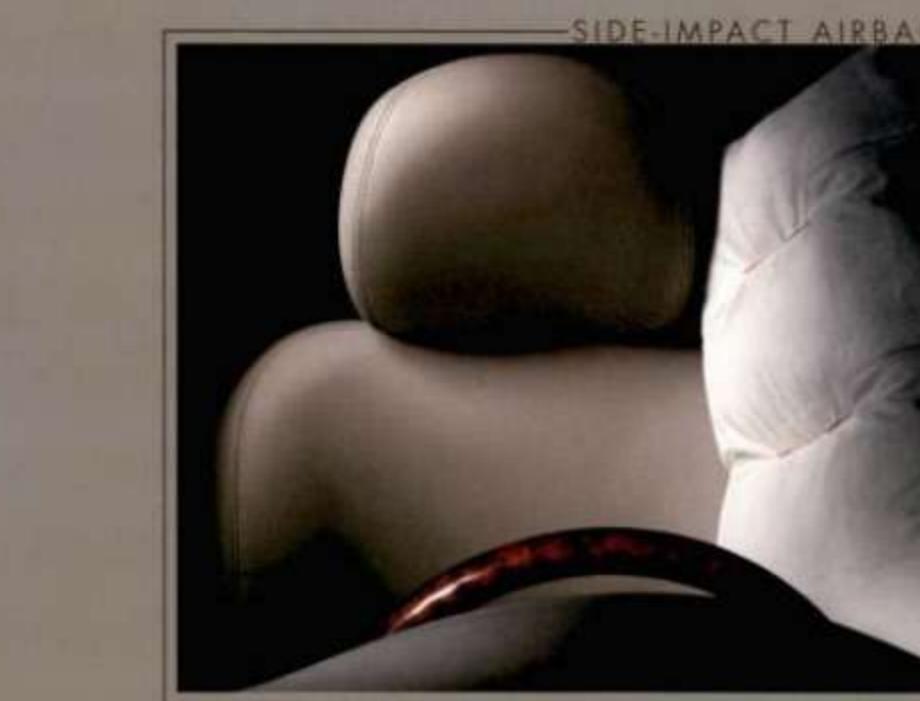


Lincoln LS V-6 Luxury in Cashmere Tri-Coat.

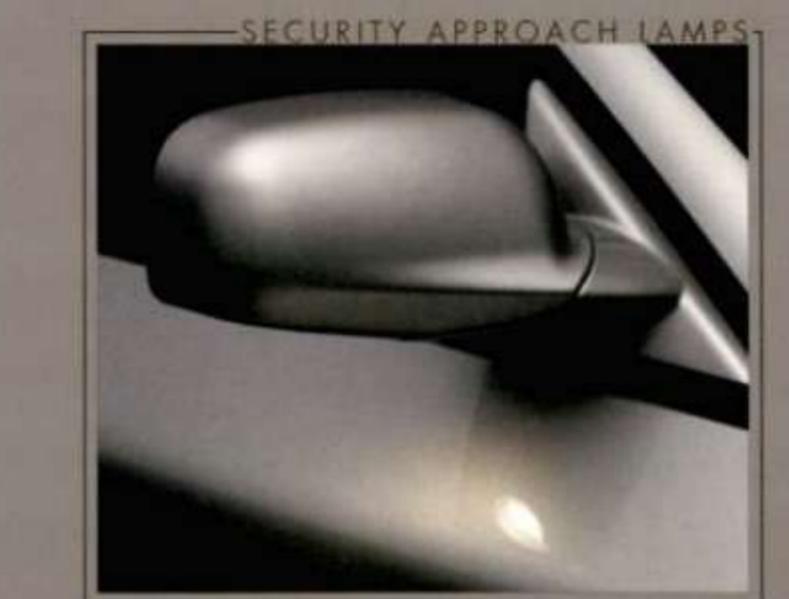
NOTHING SHORT OF A THRILL RIDE.



ON GUARD. ADVANCED SAFETY AND SECURITY SYSTEMS.



ARMED TO DEFEND Standard side-impact airbags join driver and front-passenger dual-stage airbags to offer a critical line of defense in an accident. With sensors on each side of the vehicle governing their deployment, side-impact airbags are concealed in the front-seat side bolsters. For even more protection, side-curtain airbags are available on all models as part of the Safety and Parking Package and deploy from the headliner in certain side-impact collisions.



WARM GREETING Heated power-adjustable exterior mirrors include memory settings for 2 different drivers. Security approach lamps underneath illuminate the ground when you press a remote key fob button or lift a door handle. V-6 Premium and V-8 models add an electrochromic (auto-dimming) feature on the driver's side to dim the glare from lights behind your vehicle.

INTUITIVE ASSISTANCE Brake Assist senses a sudden stop and automatically applies the maximum pedal pressure to help you stop more quickly.



LOOKING OUT BEHIND Rear Park Assist lets you with a beeping tone if an object comes within 5 feet of the rear bumper when in Reverse. Available on all models as part of the Safety and Parking Package.

INTELLIGENT PROTECTION 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.



TRAVEL WELL. LINCOLN LS FOR 2004.

Lincoln LS V-6 Luxury in Silver Birch Metallic.

CONFIDENCE WITHIN. THE LINCOLN COMMITMENT.

PRECISION CRAFTED AND TESTED As you would expect from a world-class performance sedan, the 2004 Lincoln LS is designed, engineered and meticulously built to the highest standards. From the aggressive note of its dual exhaust to the one-piece side panels that provide for the precise fit of its triple-sealed doors, Lincoln LS exhibits quality that is the product of thorough and rigorous testing.

First, the design of the LS faced laboratories and proving grounds that compressed 10 years of driving into a few months' time. Next, it logged over a million miles in the hands of experienced drivers and technicians. This process fine-tuned the ultimate design to deliver rock-solid durability, as well as the essential LS driving experience.

TECHNOLOGICALLY EMPOWERING Advanced engineering goes into every Lincoln to serve the goals of comfort, convenience and safety, as well as dependability and durability. An Electronic Powertrain Controller and On-Board Diagnostics (OBD II) System monitor and store performance data for the life of your vehicle. Because of this, Lincoln certified technicians can pinpoint the cause of a technical problem almost instantly. LS's 5-speed electronic automatic transmission employs an adaptive learning strategy that actually recognizes your driving style and adjusts internal pressures to provide consistent shift feel. In Lincoln LS, performance and luxury are balanced to perfection.

AT YOUR SERVICE A luxury vehicle deserves an equally superior level of support and service. We have you covered on all counts. Complimentary maintenance makes driving your Lincoln even more of a pleasure. Simply bring your LS 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.



STANDARD LINCOLN LS EQUIPMENT

V-6 LUXURY

PERFORMANCE

All-Speed Traction Control

Brakes - power, vented 4-wheel disc anti-lock with Brake Assist

Cooling System

- fail-safe

Drivetrain

- rear-wheel drive

Engine - 3.0L DOHC 24-valve V-6 with variable-cam timing and electronic throttle control

Exhaust System

- dual 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

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

Battery Saver System

Brake Shift Interlock

Keyless Entry Keypad

- driver's door-mounted

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

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

Fuel Filler Door Release - remote

Glove Box - lockable and illuminated

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

Instrument Control Panel - satin-nickel-finish

Rear-Seat Climate Control Ducts

Rearview Mirror

- manual day/night

Scuff Plates - front, with "Lincoln" embossed on aluminum inserts

Trunk Lid Release - remote

INTERIOR (continued)

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

Visors - with dual illuminated mirrors

EXTERIOR

Antenna

- concealed

Bumpers

- color-keyed with chrome inserts

Door Handles

- color-keyed

Fog Lamps

- solar-tinted

Grille

- chrome surround with platinum verticals

Mirrors

- dual power, heated with security approach lamps

Rear Window Defroster

- 16" 7-spoke painted aluminum

Windshield Wipers

- speed-sensitive, variable-

intermittent with heated park

SAFETY/SECURITY

Airbags¹

- dual-stage front, side-impact with head/neck

protection for driver and front-passenger

Alarm

- perimeter system

Autolamps

- automatic on/off headlamps with delay

Battery Saver System

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 SystemTM

- 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

- with illuminated entry, theater

dimming and security approach lamps

Safety Belts

- color-keyed lap and shoulder belts for

all seating positions with front-seat height-adjustable

shoulder belts

SecuriLock[®]

- passive anti-theft system

SmartLock[™]

- anti-lockout system

INSTRUMENTATION/DRIVER CONTROL

Accessory Timed Delays

Instrument Cluster

- analog

Parking Brake

- electric assist, automatic release

Power-Adjustable Pedals

Power Door Locks

- with SmartLock

Power Windows

- Global open/close on all, driver

and front-passenger one-touch-up/down feature may 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 audio and speed controls

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 player, 180 watts and

12 speakers including a 90-watt subwoofer, Sirius

Satellite Radio capable

Bumpers

- color-keyed with monochromatic inserts

Exterior Mirrors

- dual power, heated, folding with

security approach lamps, electrochromic (auto-dimming)

driver's-side and memory settings for 2 different drivers

Head Restraints

- rear-seat, adjustable

Heated and Cooled Seats

- perforated leather-trimmed

driver and front-passenger

Interior Accents

- aluminum, including leather-wrapped

steering wheel and shift knob

Message Center

- electronic

Suspension

- sport-tuned

Transmission

- 5-speed SelectShift Automatic[™] with

manual gear-selection mode

Wheels

- 17" 8-spoke polished aluminum

V-6 PREMIUM

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 player, 180 watts and

12 speakers including a 90-watt subwoofer, Sirius

Satellite Radio capable

HomeLink[®] Universal Transceiver

- universal remote for up to 3 items

Interior Accents

- American walnut burl wood trim

on leather-wrapped steering wheel and shift knob

Mirrors

- dual power, heated, folding with

security approach lamps, electrochromic (auto-dimming)

driver's-side and memory settings for 2 different drivers

Power-Adjustable Pedals

- with memory

Power Lumbar

- driver and front-passenger seat

Rearview Mirror

- electrochromic (auto-dimming)

with compass

Wheels

- 16" 11-spoke painted aluminum

V-8 SPORT

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

Bumpers

- color-keyed front and rear with

color-keyed inserts

Engine

- 3.9L DOHC 32-valve V-8 with variable-cam

timing and electronic throttle control

Bumpers

- color-keyed with monochromatic inserts

Exterior Mirrors

- dual power, heated, fixed with

security approach lamps, electrochromic (auto-dimming)

WHEELS

- A** 17" 8-spoke chrome finish
Standard on V-8 Ultimate
- B** 16" 11-spoke chrome finish
Available on V-6 Premium
- C** 17" 7-spoke chrome finish
Standard on LSE Package
- D** 16" 7-spoke painted finish
Standard on V-6 Luxury
- E** 16" 7-spoke polished finish
Standard on LS Appearance Package
- F** 16" 11-spoke painted finish
Standard on V-6 Premium
- G** 17" 7-spoke machined finish
Standard on V-8 Sport

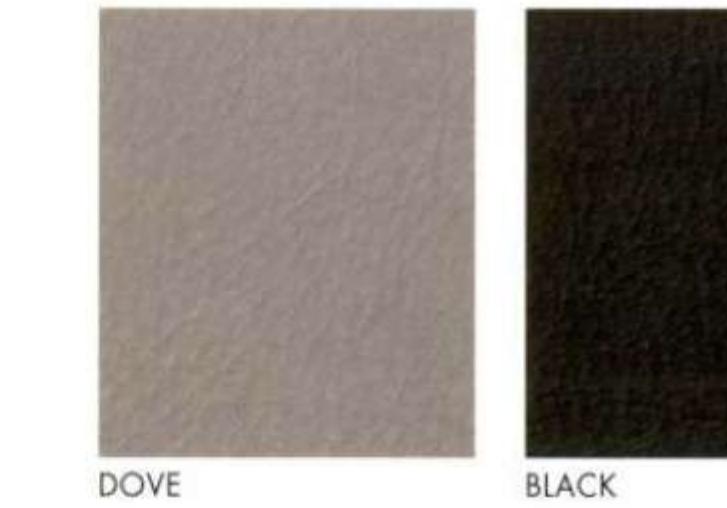
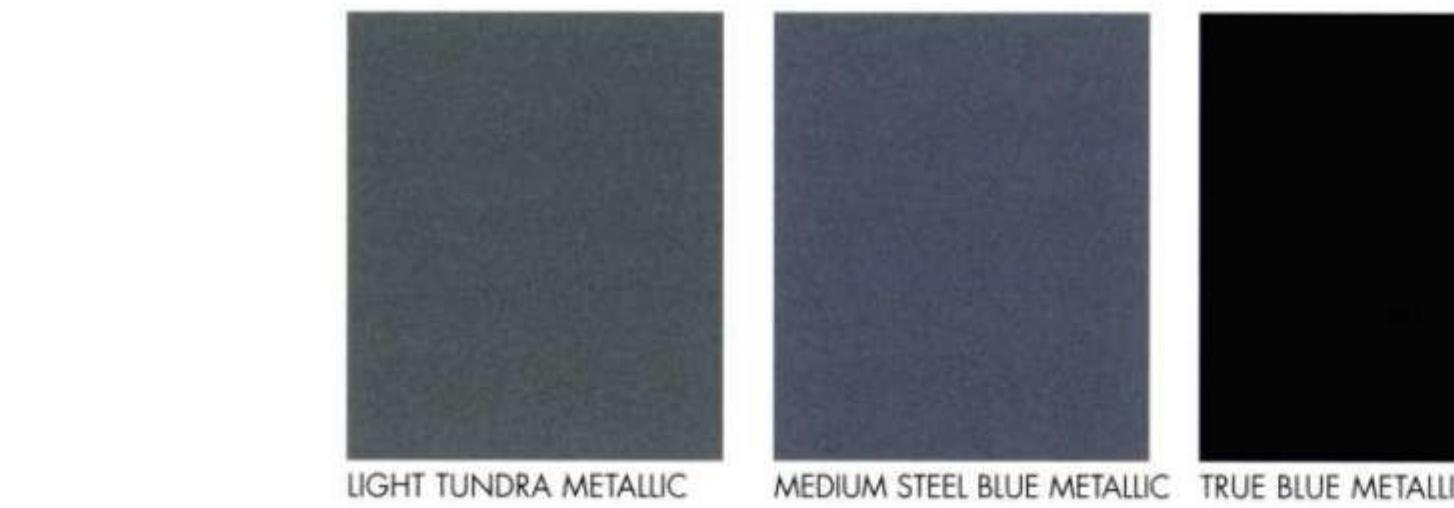


SPECIFICATIONS

DRIVETRAIN	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 V-8	5-speed electronic automatic with overdrive 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	
CHASSIS		
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 with integral rebound spring
Steering		Power, speed-sensitive, variable-assist rack-and-pinion
Brakes		Power, vented 4-wheel disc anti-lock with dual-piston front and single-piston rear calipers
Wheels		16" aluminum (V-6); 17" aluminum (V-8)
Tires		P225/55R16 94V all-season (V-6); P235/50R17 95V all-season (V-8)
DIMENSIONS		
	Front	Rear
Headroom	40.5"	37.3"
Legroom	42.8"	36.0"
Hip Room	53.0"	54.7"
Shoulder Room	57.6"	57.0"
Curb Weight V-6/V-8	3681 lbs./3962 lbs.	
Height	56.1"	
Length	194.3"	
Width	80.1" (including mirrors)	
Wheelbase	114.5"	
Track	Front/Rear 60.51"/60.79"	
Fuel Capacity	18.0 gallons	
Cargo Volume (cu. ft.)	13.5	



EXTERIOR AND INTERIOR COLORS



DOVE

- MEDIUM LIGHT TONE
- BLACK
- ● ● BLACK
- ● ● CHARCOAL GREY METALLIC
- ● ● SILVER BIRCH METALLIC
- ● ● LIGHT TUNDRA METALLIC
- ● ● MEDIUM STEEL BLUE METALLIC
- ● ● TRUE BLUE METALLIC
- ● ● AUTUMN RED METALLIC
- ● ● VIVID RED METALLIC
- ● ● CERAMIC WHITE TRI-COAT*
- ● ● CASHMERE TRI-COAT*
- ● ● LIGHT FRENCH SILK METALLIC

LS APPEARANCE PACKAGE

DOVE

- MEDIUM LIGHT TONE
- BLACK
- ● ● BLACK
- ● ● SILVER BIRCH METALLIC
- ● ● VIVID RED METALLIC

LSE PACKAGE

MEDIUM LIGHT TONE

BLACK

- ● ● BLACK
- ● ● SILVER BIRCH METALLIC
- ● ● VIVID RED METALLIC

*Additional cost.



LINCOLN

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Customer Assistance 800.521.4140

Roadside Assistance 800.241.3673

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