

2004 AVIATOR



LINCOLN

THE HEART OF AN ATHLETE.
THE SOUL OF A LINCOLN.

WHAT MAKES A LINCOLN? With one drive you'll know that Aviator's athletic personality, sophisticated luxury and expressive style hails a new breed of Lincoln. Yet, from its trademark waterfall grille to its luxuriously appointed interior, Aviator's heritage is unmistakable. Supremely versatile, this highly refined, highly capable SUV possesses the elegance and amenities of a world-class automobile. It's these unique qualities that set a Lincoln apart, defining the difference between those who simply travel, and those who Travel Well.



Above and on cover: Aviator Ultimate in Black with available 17" chrome aluminum wheels and roof-rail crossbars.



SOPHISTICATED LUXURY, EMPOWERING AGILITY.



Aviator Ultimate AWD in Silver Birch Metallic with available roof-rail crossbars.



Aviator Luxury AWD in Vivid Red Metallic with available power moonroof and roof-rail crossbars.

ENGINEERED FOR FLIGHT.

IMPRESSIVE MUSCLE The all-aluminum 4.6L DOHC 32-valve V-8 pumps out 302 hp and 300 lb.-ft. of torque. Pass with confidence, tow up to 7100 lbs.* or just enjoy the rush. Since 90 percent of peak torque is available at only 2000 rpm, Aviator excels at towing and off-the-line acceleration. Aluminum 4-valve heads and an aluminum intake manifold with variable-length runners optimize airflow at all engine speeds for improved performance.

ATHLETIC MOVES The sport-tuned 4-wheel independent suspension, with aircraft-grade aluminum components and monotube shocks, delivers a luxurious ride and crisp, agile handling that keeps you fully in touch with the road.

EFFORTLESS CONTROL At low speeds, power, variable-assist rack-and-pinion steering makes Aviator easy to steer into parallel parking spaces or into and

out of your garage. At highway speeds, the assist rate changes for more precise response, inspiring confidence with every turn of the wood- and leather-trimmed steering wheel.

WEATHER OR NOT Offering improved traction in rain and snow and improved handling on dry roads, Aviator's available All-Wheel Drive automatically sends the most power to the wheels with the most grip.

STAY ON TRACK In slippery conditions – like on ice, rain or gravel – every driver wants one thing: more control. Aviator's Roll Stability Control provides it – automatically. In certain understeer or oversteer situations, Roll Stability Control adjusts braking, traction control and engine output to correct vehicle direction to better follow steering input. In fact, the system can actually control each individual wheel to counteract excessive vehicle rotation and possible vehicle spinout.

Gyroscopic sensors help the driver maintain control during an obstacle-avoidance maneuver and reduce the likelihood of a rollover event.** Available on all models.

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

** 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.

T H E P E R F E C T F I T. COMFORTABLE CHOICES.



JUST RIGHT Not too hot or cold, Aviator's Dual-zone Electronic Automatic Temperature Control lets the driver and front passenger select different temperatures. The system automatically maintains the desired settings for each side of the front cabin.

FINE IN BACK Independent fan and temperature controls for the auxiliary climate control system let 2nd-row passengers control the rear cabin temperature.

NATURAL LIGHT Fine, white LED lights illuminate the instrument panel, controls and other cabin amenities, creating an elegant ambience. At dusk and dawn, they automatically adjust their intensity to enhance contrast and visibility.



THE NEXT LEVEL Class-exclusive* heated and cooled driver and front-passenger seats take comfort to a whole new dimension. Adjust your preferences with 5 different settings using the numbered dial conveniently located on the door-trim panel. Standard on Aviator Ultimate.

GET SET Every Aviator comes with power-adjustable brake and accelerator pedals and 6-way power-adjustable driver and front-passenger seats with power lumbar support. With 3" of travel, it's easy to move the pedals where you'd like them. Both the pedals and the driver's seat have convenient memory settings for 2 different drivers.

* Midsize Premium SUV



THE ART OF CONTROL They may look like art, but every Aviator control is carefully designed for comfort. The console-mounted floor shifter operates smoothly and is just the right size and height. The climate and audio controls are easy to read and simple to use.

ABOVE AND BEYOND A standard overhead console offers map lights, dual sunglasses storage and controls for the HomeLink® Universal Transceiver and auxiliary climate control.

ALL IN ONE The HomeLink Universal Transceiver can be programmed to control the functions of up to 3 remote control devices. You can open and shut garage doors and security gates, activate and deactivate alarm systems, or control security lights at the touch of a button.



Aviator Ultimate leather-trimmed seating with available 2nd-row 40/20/40 split-bench seat and 3rd-row seat folded down.



LUXURIOUS SPACE.
LINCOLN STYLE.

RESERVED SEATING 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. To raise your seating capacity to 7, choose the available 40/20/40 split-bench seat for the 2nd row. It's a feature no other vehicle in its class** even offers, and it folds down when you need extra room for cargo. And there's a lot of cargo space to fill – up to 78.5 cu. ft.** – when the 2nd- and 3rd-row seats are folded down. Should passengers occupy the 2nd-row seat, over 40 cu. ft. of cargo space still exists with the 3rd-row seat folded into the floor.

For smaller items, convenient storage is everywhere: in 1st- and 2nd-row center consoles included with the standard seating, in bins in the front doors, and even under the rear floor. In Lincoln Aviator, the luxury of space is in ample supply.

* Midsize Premium SUV

** Cargo and load capacity limited by weight and weight distribution.



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



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TIMELESS DESIGN.

A LINEAGE OF LEADERSHIP To create a sanctuary of craftsmanship and comfort, Lincoln utilizes the finest materials from around the world. Distinct lines and satin-nickel trim mark Aviator's control panel and center console-mounted shifter with sophistication and elegance. The 1st- and 2nd-row seats are trimmed in glove-soft premium perforated leather and deliver just the right balance of luxury and support. American walnut burl wood adds a rich, traditional accent. And the crowning touch, in its polished satin-nickel setting, is the Lincoln timepiece in the center of the instrument panel.

AutoWeek says, "Fit-and-finish is among the best we've seen in an SUV, with high-quality materials throughout."





A L L T H E



THE BEST OF BOTH WORLDS It doesn't get any better: a Lincoln Soundmark™ THX®-Certified Audio System packaged with an easy-to-use Navigation System. THX Certification ensures the finest quality sound. 300 watts of power, 9 speakers 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 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 Aviator Ultimate (late availability).

R I G H T T O Y S. F U N, P L E A S U R E A N D P R A C T I C A L I T Y.



AUDIO ADRENALINE Play either CDs or cassettes with brilliance and clarity in Aviator Luxury, thanks to its standard Dual-Media sound system with 4 speakers and driver-adjusted, speed-compensated volume control. An Audiophile AM/FM stereo system, standard on Ultimate and available on Luxury, includes a high-power amplifier, subwoofer, 6-disc in-dash CD player and the ability to display the station name when receiving signals from radio-data-station (RDS) equipped radio stations.



SILVER SCREEN Enjoy DVDs, CDs and video games on Aviator's available overhead Rear-Seat Entertainment System with infrared remote control. The flip-down 7" color LCD screen presents bright, sharp images. Wireless headphones let viewers listen in comfort and help keep the cabin quiet.

SATELLITE NIRVANA To get even more performance out of Aviator's stereo systems, add over 100 channels of coast-to-coast music, news and entertainment with the Sirius Satellite Radio service. For installation and activation details, see your Lincoln Mercury Dealer.



NOTHING BUT BLUE SKY Bring in just the right amount of the great outdoors with a power moonroof. Choose tilt to vent the glass, wide open for sparkling skies and gentle breezes, glass closed for tinted light and a pleasing view, or shade closed to insulate you from harsh sunlight. Available on all Aviator models.

O N G U A R D. ADVANCED SAFETY AND SECURITY SYSTEMS.



A SAFETY CANOPY Side-curtain airbags, as part of Aviator's Safety Canopy™ System, deploy from the headliner in certain side-impact collisions and rollover events. By covering the 1st- and 2nd-row side glass, they offer enhanced head protection for outboard passengers in those rows.

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.

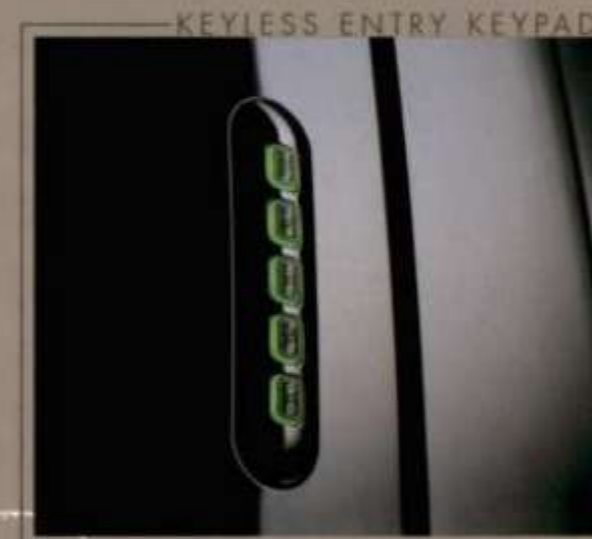
FAIR WARNING Aviator's Tire Pressure Monitoring System alerts you when any tire (except the spare) drops below operating pressure with displays in the message center and instrument cluster.



MIRROR, MIRROR Built-in turn signal indicators in Aviator's large, power-adjustable, heated exterior mirrors clearly signal your lane-change intentions, while a convenient memory setting recalls programmed positions for 2 different drivers.

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

STRAIGHT AND TRUE The Anti-lock Brake System (ABS) helps prevent wheel lockup during hard braking by electronically "pumping" the brakes several times per second, providing greater steering control.



NO KEY REQUIRED Convenient, quick and secure, Aviator's class-exclusive* keyless entry keypad unlocks the door when you enter your personalized code. Or use the key fob to lock and unlock all doors, including the liftgate, from up to 33 feet away.

LOOKING OUT BEHIND Rear Park Assist alerts you with a beeping tone if an object comes within 6 feet of the rear bumper when in Reverse.

HANDS OFF The SecuriLock® passive anti-theft system prevents Aviator from being started without its specially coded key.

* Midsize Premium SUV.



Aviator Ultimate AWD in Silver Birch Metallic with available roof-rail crossbars.



TRAVEL WELL. LINCOLN AVIATOR FOR 2004.



Aviator Luxury in Black with available 17" Z-spoke machined-aluminum wheels and roof-rail crossbars.



C O N F I D E N C E W I T H I N . T H E L I N C O L N C O M M I T M E N T .

PRECISION CRAFTED AND TESTED As you would expect in a world-class luxury utility vehicle, the 2004 Lincoln Aviator is designed, engineered and meticulously built to the highest standards. That integrity starts with a super-rigid fully boxed frame; a solid foundation for agile handling and a hushed ride. From the solidity of this structure to the meticulously detailed interior, Aviator exhibits quality that is the product of thorough, rigorous testing. First, the design of Aviator 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 technicians and drivers. This process fine-tuned the design to deliver rock-solid durability, as well as a new, dynamic driving experience.

ADVANCED TECHNOLOGY To exceed even the highest expectations, Lincoln incorporates technologies that enhance safety, practicality, comfort and convenience. Aviator's 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. And it isn't just smart – Aviator can learn. Its 5-speed electronic automatic transmission employs an adaptive learning strategy that actually recognizes your style of driving and adjusts internal pressures to provide consistent shift feel. In Aviator, thoughtful, reliable technologies exist at every turn.

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 Aviator 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 AVIATOR EQUIPMENT

LUXURY

PERFORMANCE

Brakes - power 4-wheel disc with Anti-lock Brake System, Electronic Brake Force Distribution and Brake Assist

Cooling System - fail-safe

Drivetrain - rear-wheel drive

Engine - 4.6L DOHC 32-valve V-8

Fuel Injection - sequential multi-port

Shock Absorbers - monotube gas-pressurized

Steering - power, speed-sensitive, 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, 2 in 1st row, 2 in 2nd row and 1 on liftgate

Audio - Premium Dual-Media AM/FM stereo/cassette/CD 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 secondary steering wheel-mounted controls

Clock - analog, mounted between instrument panel center vents

Coat Hooks - color-keyed, 2nd and 3rd rows

Cupholders - 2 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, 2nd and 3rd rows

Rearview Mirror - electrochromic (auto-dimming)

Seats - 1st row: leather-trimmed low-back bucket seats with 2-way head restraints and power 6-way seats with 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: 60/40 fold-into-floor split-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 - color-keyed

Fog Lamps

Glass - privacy in rear doors, rear quarter windows and liftgate; solar-tinted in front doors and windshield; laminated side-door

Grille - chrome surround integrated with hood

Headlamps - halogen

Liftgate - flip-up glass and integrated power release buttons for glass and liftgate

Mirrors - color-keyed, dual power, heated with security approach lamps, integrated turn signal indicators and memory feature

Rear Window Defroster

Roof Rails - side roof rails with chrome accents

Running Boards - integrated and accent-colored

Wheels - 17" 7-spoke painted aluminum

Wipers - windshield: speed-sensitive, variable-intermittent; rear window: 2-speed intermittent with washer

SAFETY/SECURITY

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 System

Brake Shift Interlock

Child Safety Door Locks - 2nd row

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

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.

SAFETY/SECURITY (continued)

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 height-adjustable shoulder belts for 1st- and 2nd-row outboard seats

Safety Canopy[™] System - 1st- and 2nd-row side-curtain airbags with rollover sensors

SecuriLock[®] - passive anti-theft system

Side-Intrusion Door Beams

Tire Pressure Monitoring System² - with message center alert and indicator light

INSTRUMENTATION/DRIVER CONTROL

Accessory Timed Delays

HomeLink[®] Universal Transceiver³ - located in overhead console

Instrument Cluster - white LED backlit cluster with speedometer, tachometer, fuel level, coolant temperature and message center

Memory Setting Controls - driver's-seat position, exterior mirrors and power-adjustable pedals

Message Center - includes check engine warning, odometer, maintenance requirements, fuel economy, fluid levels, oil pressure, transmission check, compass display, outside temperature, Park Assist disable and fuel availability

Overhead Console - includes 1st-row map lights, dual sunglasses storage, HomeLink Universal Transceiver controls and auxiliary climate controls

Power-Adjustable Pedals - with memory

Power Door Locks

Power Windows - with one-touch-up/-down driver's-side feature

Rear Park Assist - integrated in rear bumper

Speed Control - electronic, steering wheel-mounted

Steering Wheel - tilt, leather- and wood-trimmed with audio, climate and speed controls

¹ Always wear your safety belt and secure children in the rear seat.

² Excludes steel spare. ³ HomeLink is a registered trademark of Johnson Controls.



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

To ensure we're offering our customers the best service possible, we proudly offer the Lincoln Personal Consultant. 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.

AVAILABLE EQUIPMENT

LUXURY ULTIMATE

○ ○ All-Wheel Drive

○ **5 Audio** - Audiophile AM/FM stereo system with 6-disc in-dash CD player, Sirius Satellite Radio capable

○ **Audio/Navigation** - Lincoln Soundmark[™] THX[®]-Certified Audio System (late availability) including voice-activated, touch-screen DVD/Satellite Navigation System and 6-disc in-dash CD player, Sirius Satellite Radio capable

○ **○ Moonroof** - power, includes unique overhead console

○ **○ Rear-Seat Entertainment System** - includes 2nd-row overhead DVD player with infrared remote, flip-down 7" color LCD screen and 2 sets of wireless headphones

○ **○ Roll Stability Control** - Electronic Stability Enhancement System

○ **○ Roof-Rail Crossbars**

○ **○ Seats** - 2nd-row 40/20/40 split-fold bench with premium leather trim

○ **○ Trailer Tow Package** - includes frame-mounted Class III/IV hitch receiver and 7-pin wiring harness (AWD only; 4x2 late availability)

○ **5 Wheels** - 17" 7-spoke machined-aluminum wheels

○ **Wheels** - 17" 6-spoke chrome aluminum wheels

S=Standard ○=Optional

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 an ESP backed by Ford Motor Company and honored at all Ford and Lincoln Mercury dealerships.

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.

DEALER ACCESSORIES

SOFT ROOF LUGGAGE BAG



INTERIOR CARGO ORGANIZER



REMOTE START



MOBILE-EASE



SOFT ROOF LUGGAGE BAG With a zippered opening that secures tightly with Velcro[®], this soft bag is made of durable, exterior-grade canvas.

INTERIOR CARGO ORGANIZER Made of premium-grade polyethylene, this organizer features a removable, adjustable divider system that helps separate belongings. No tools required, installs easily in trunk area.

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

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.

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

WHEELS

A	17" 7-spoke painted aluminum
	Standard on Luxury
B	17" 6-spoke chrome aluminum
	Optional on Ultimate
C	17" 7-spoke machined-aluminum
	Standard on Ultimate
	Optional on Luxury



SPECIFICATIONS

DRIVETRAIN

Engine	4.6L DOHC 32-valve V-8
Layout	Front engine, rear- or All-Wheel Drive
Horsepower (hp @ rpm)	302 @ 5750
Torque (lb.-ft. @ rpm)	300 @ 3250
Compression Ratio	10.03:1
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-charged monotube	
Steering	Power, speed-sensitive, variable-assist, rack-and-pinion	
Brakes	Power 4-wheel disc with Anti-lock Brake System, Electronic Brake Force Distribution and Brake Assist	
Wheels	17" aluminum	
Tires	P245/65R17 all-season BSW	
Towing Equipment	Standard trailer hitch, integrated into frame-mounted 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)	

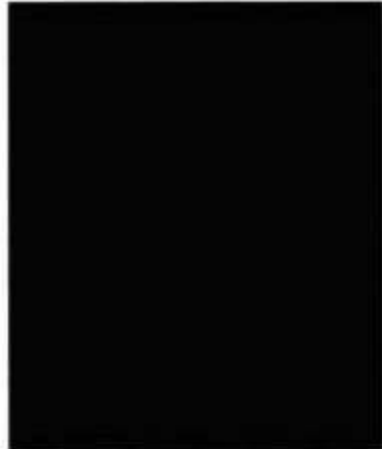
DIMENSIONS

	1st row	2nd row	3rd row
Headroom	39.7"	38.2"	38.8"
Legroom	42.4"	36.8"	34.8"
Hip Room	53.3"	53.7"	45.4"
Shoulder Room	58.3"	57.6"	47.3"
Curb Weight	4818-4975 lbs.		
Wheelbase	113.7"		
Length	193.3"		
Height	71.4"		
Width	83.9"		
Track	Front/Rear	60.9"/61.2"	
Fuel Capacity	22.5 gallons		
Cargo Volume (cu. ft.)	78.5 max.; 40.7 behind 2nd row; 12.4 behind 3rd row		

Cargo and load capacity limited by weight and weight distribution.



EXTERIOR AND INTERIOR COLORS



BLACK



MINERAL GREY METALLIC



SILVER BIRCH METALLIC



DARK BLUE PEARL METALLIC



VIVID RED METALLIC



CERAMIC WHITE TRI-COAT*



LIGHT FRENCH SILK METALLIC



DOVE GREY



LIGHT PARCHMENT

DOVE GREY
LIGHT PARCHMENT

- • BLACK
- • MINERAL GREY METALLIC
- • SILVER BIRCH METALLIC
- • DARK BLUE PEARL METALLIC
- • VIVID RED METALLIC
- • CERAMIC WHITE TRI-COAT
- • LIGHT FRENCH SILK METALLIC

*Additional cost.



LINCOLN

Lincoln Test Drive 888.566.8888

Customer Assistance 800.521.4140

Roadside Assistance 800.241.3673

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