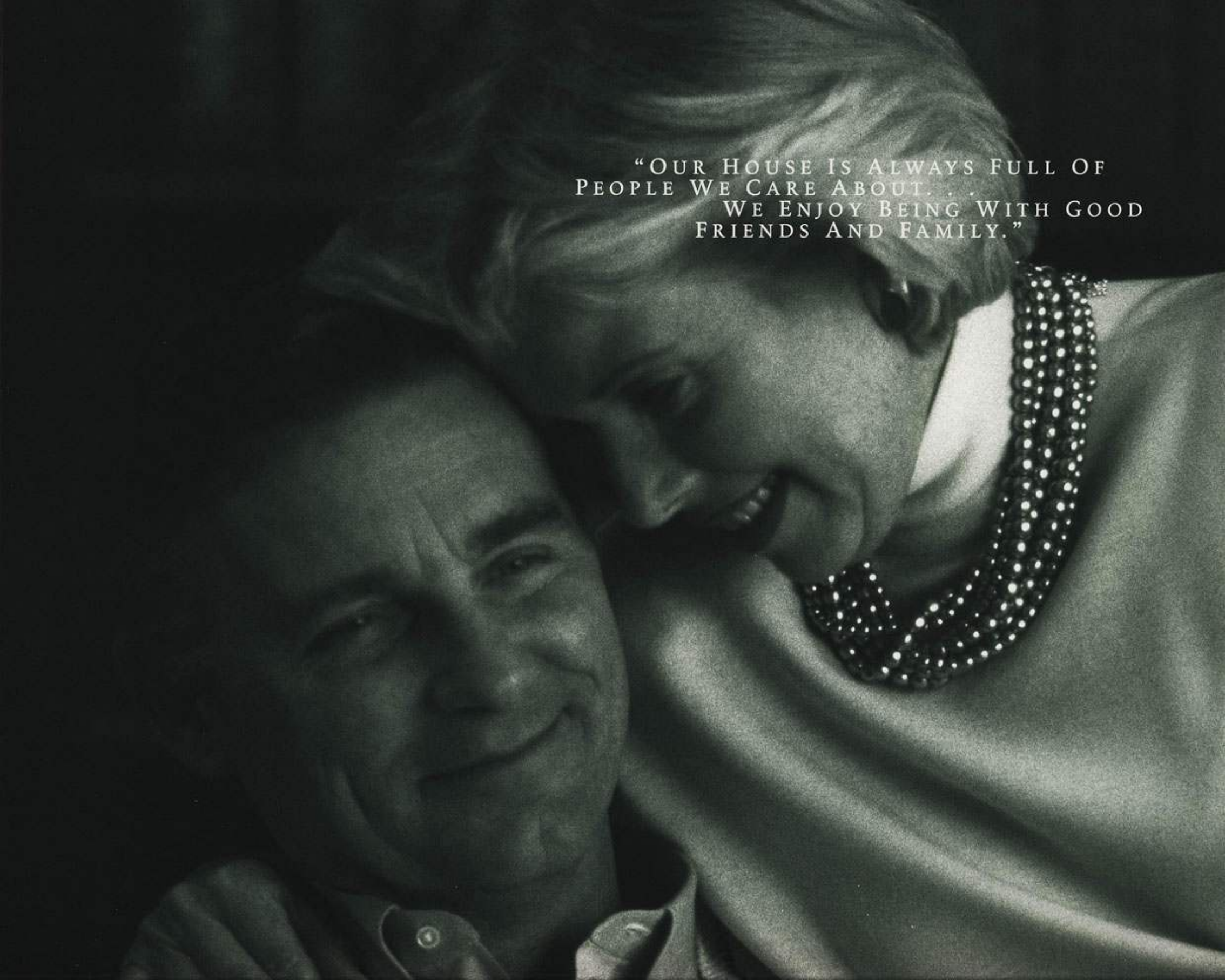


A dramatic, low-key photograph of a Lincoln car. The image focuses on the upper left portion, showing the chrome Lincoln grille with its signature oval design. The hood and front fender are visible, with strong diagonal lines and deep shadows that create a sense of luxury and elegance. The lighting is moody, highlighting the metallic textures and the contours of the car's bodywork.

WHAT A LUXURY CAR SHOULD BE
1997 LINCOLN TOWN CAR



"OUR HOUSE IS ALWAYS FULL OF
PEOPLE WE CARE ABOUT. . .
WE ENJOY BEING WITH GOOD
FRIENDS AND FAMILY."



For years, one automobile has been revered as

a benchmark of luxury. The Lincoln Town Car.

Today's edition of this superbly crafted vehicle

AN ENDURING AND
UNCOMPROMISED CLASSIC.

remains true to its original concept. It

provides a richly appointed and spacious

interior, along with the near legendary Lincoln

ride and tranquil setting. Lincoln Town Car is

reassuring proof that some of the finer things

in life are still very much alive.

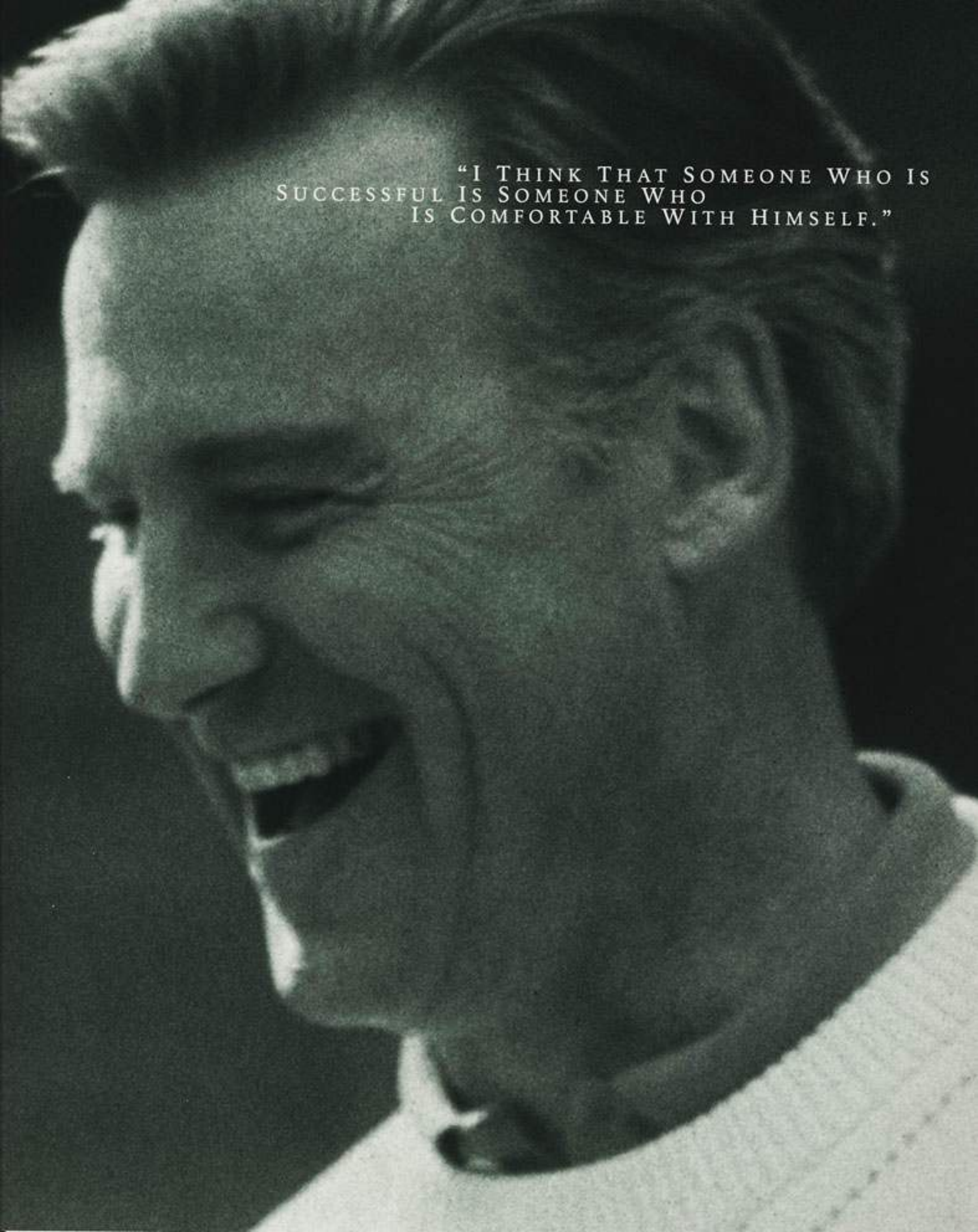
I THINK THAT SOMEONE WHO
IS SUCCESSFUL IS SOMEONE WHO
IS COMFORTABLE WITH HISSELF

IT'S STILL EARLY
AND THE MORNING WALK
IS OUT OF THE WAY

NOW FOR A LEISURELY BREAKFAST
THEN A ROUND OF GOLF
WITH A FEW FRIENDS

MAYBE FINISH OFF THE PAPERWORK
FROM THE OFFICE
BEFORE DINNER AT THE CLUB

ON SECOND THOUGHT
THE PAPERWORK CAN WAIT UNTIL TOMORROW

A black and white close-up portrait of a man with short, dark hair, smiling and looking down and to the left. The lighting is dramatic, with strong highlights on his face and deep shadows. The background is dark and out of focus.

"I THINK THAT SOMEONE WHO IS
SUCCESSFUL IS SOMEONE WHO
IS COMFORTABLE WITH HIMSELF."



The road, even a recently paved stretch of

highway, can take its toll on your nerves.

EXPERIENCE A MOST
GRATIFYING LEVEL OF
COMFORT.

However, this luxury automobile has an uncanny

ability to smooth out the rough edges of driving.

Its resplendent interior allows you to stretch out

and get comfortable. As a result, you'll find that

Lincoln Town Car will ensure you arrive at your

destination ready to go.



AN ENVIABLE AMOUNT
OF INTERIOR ROOM

Signature Series interior shown with available Light Prairie Tan leather seating surfaces.

Lincoln Town Car has much to offer. In size alone

you'll find it quite accommodating. Then there's

AND SO LUXURIOUSLY APPOINTED.

the matter of interior design. This is where Town Car

is certain to delight those with the most

discriminating taste. You are quite literally

surrounded by an abundance of features to comfort

you. And above all, practical features which help

make this a most engaging environment.



With the express-down feature, just one touch opens the driver's window fully. The switch is conveniently located at your side.

For your convenience, the seat and mirror position memory allows you and one other driver to program preferred seat and outside mirror settings and recall them at a touch (Signature and Cartier only).

Solar tint glass is another thoughtful feature you'll appreciate. It helps protect fabrics against sun fading and reduces air-conditioning cool-down times.

Simply set your preferred temperature, and the electronic temperature control automatically maintains it. Signature and Cartier Series feature remote controls on the steering wheel.

You'll find yourself pampered by Town Car's six-way power seats. Fingertip controls are conveniently located at your side.

To make your Town Car even more comfortable, equip it with available leather seating surfaces (Standard on Cartier).



THE SATISFACTION
OF BEING IN CONTROL

Signature Series Interior shown with available Light Prairie Tan leather seating surfaces.

For those who enjoy being in control, Lincoln Town Car

WHILE THE CONTROLS ARE CLOSE AT HAND.

has much to offer. Its elegantly smooth ride and

impressive V-8 power leave no doubt as to who is in

charge. Equally gratifying is the fact that the full array of

important switches are placed at your fingertips. For

your convenience, essential buttons are easy to locate and

operate. All this adds to your complete sense of security.



You'll appreciate the superb sound from this remarkable High-level audio system. It includes AM/FM stereo radio with cassette player. Speakers are precisely placed for optimum listening pleasure. Controls are large and easy to operate (Signature Series only).

Fingertip speed control with tap up/tap down feature is located on the steering wheel, so you can set, adjust or disengage speed control without diverting your attention from the road.

You can adjust temperature, audio volume or even choose a new radio station while your hands remain safely on the steering wheel (Signature and Cartier only).

Program your existing garage door opener code into this built-in visor unit, and you'll never be without an opener (Signature and Cartier only).

Keyless entry lets you conveniently unlock doors by entering a five-digit code on the exterior keypad. It also allows you to release the decklid and turn on interior lights. This system permits you to program your own personalized code.



YOU'LL FIND RELAXING COMES
QUITE NATURALLY

TOWN CAR

LINCOLN

Signature Series shown in Silver Frost Clearcoat Metallic.

One of Town Car's most compelling attributes is the great



sense of security it conveys to driver and passengers



alike. This is due, in part, to the high caliber of



craftsmanship that goes into it. Since it's a Lincoln,

WHEN YOUR SAFETY IS SO WELL LOOKED AFTER.



painstaking effort was made to create a remarkably



safe automobile. Many of these safety and security



features are detailed on this page. Sit back and



relax...you're in a Lincoln Town Car.

Available auto-dimming inside rearview and driver-side exterior mirrors shield your eyes from the glare of other cars' headlamps.



Crumple zones help absorb much of a collision's energy before it reaches the passenger compartment.

Side door beams are included to offer you additional protection.



**ANTI-
THEFT**

Front outboard lap/shoulder safety belts feature height adjusters.

Your Town Car comes with dual air bags. Expect nothing less from the first luxury car manufacturer to offer them as standard equipment on all models. Always wear your safety belt.

Cornering lamps help increase visibility when completing a turn at night.

The Anti-theft Alarm System helps protect your Town Car by sounding the horn and flashing headlamps and taillamps whenever an intrusion is detected.

High-strength door latches help doors remain closed in the event of certain front or rear collisions.

Steering wheel features both an air bag and a traditional center horn.

Available electronic Traction Assist helps prevent the rear wheels from spinning at low speeds on slippery roads which gives you improved control (Standard on Cartier).

Ample stopping power is augmented by four-wheel disc anti-lock brakes (ABS) to give the driver greater steering control while braking, particularly on slippery road surfaces.

Remote keyless entry allows you to lock and unlock doors, release trunklid and switch on interior lights from a distance with the handheld key fob. A panic button is also included. A valet key is provided which only works in your car's ignition.



*Some features shown may be optional.
See specification pages for feature availability.*



The satisfaction of owning your Town Car goes well beyond the driving experience. It's knowing your car is backed by a comprehensive benefits package like the Lincoln Commitment.

It includes 24-hour Roadside Service Assistance — just call our hotline for towing, jump-starting, tire changing, lockout service

or gas delivery. If your Town Car requires service, alternate

THE LINCOLN
COMMITMENT.SM

transportation such as a loaner or shuttle service may be provided.

Should an emergency arise, whether you're close to home or

away on vacation, rest assured we'll reimburse you for things like

meals, lodging, taxis and rental cars. And we'll furnish you with

computerized maps and trip routing. What's more, the Lincoln

Commitment provides a Customer Assistance Center and a

4-year/50,000-mile limited warranty. See your Lincoln dealer

for complete details.

OPTIONS



JBL Audio System includes a bi-amplified 145-watt system, equalized to produce rich, clear sound from strategically positioned speakers. Digital Signal Processing customizes the vehicle environment.

Electrochromic inside rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.

Integrated voice-activated cellular phone lets you dial a number simply by saying aloud the previously stored name of the person you wish to call.

The trunk-mounted 10-disc CD changer provides hours of uninterrupted listening pleasure and operates through the radio buttons.

For your comfort, separate controls with five settings for the heated front seats are included for seat cushions and backs.

The power moonroof opens at a touch to let the sunshine in or raises for fresh air ventilation.

AVAILABLE FEATURES

- Eight-window 16" chrome wheel (Signature & Cartier)
- Electronic Traction Assist (standard on Cartier)
- Leather seating surfaces (no extra charge on Cartier)
- Heated front seats with 5 temperature settings (standard on Cartier)
- JBL Audio System with Digital Signal Processing (DSP) (standard on Cartier - N/A on Executive Series)
- Trunk-mounted 10-disc CD changer (N/A on Executive Series)
- Power moonroof (N/A on Executive Series)
- Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass (standard on Cartier)
- Integrated voice-activated cellular telephone (N/A on Executive Series)
- Y-spoke aluminum wheels (Signature Series)
- Ride Control Package with 16" spoke aluminum wheels and P225/60R16 all-season WSW tires (N/A on Executive Series)
- Conventional spare tire
- Engine block heater

ADDITIONAL STANDARD FEATURES

SIGNATURE SERIES

- Memory driver seat with dual power recliners and lumbar supports, 2-way front seat head restraints
- Memory mirrors
- Programmable garage door opener
- Steering wheel with center horn and audio/temperature control buttons
- High-level audio system with AM/FM stereo radio and cassette player
- Dual storage front armrests
- Bodyside accent stripes
- Geometric spoke aluminum wheels

CARTIER SERIES

- Exclusive leather seat trim
- Memory driver seat with dual power recliners and lumbar supports, 4-way front seat head restraints
- Heated front seats with 5 temperature settings
- JBL Audio System with Digital Signal Processing (DSP)
- Electronic Traction Assist
- Electrochromic (auto-dimming) inside rearview and driver-side mirror and compass
- 16" spoke aluminum wheels and P225/60R16 all-season white sidewall tires
- Rear seat vanity mirrors

Product Changes

Following 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 dealer is your best source for up-to-date information.

Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

EPA statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. The 1997 Lincoln Town Car, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: 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.

INFORMATION BASED ON AAMA SPECIFICATIONS.



LINCOLN

What A Luxury Car Should Be



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.



50%
TOTAL RECOVERED FIBER
10% POST CONSUMER WASTE

(440N) 7-96 P-7391

For more information via the Internet, enter
<http://www.lincolntvehicles.com>

INTERIOR COLOR CHOICES

DIMENSIONS

ACCOMMODATIONS

Height (in.): 56.9

Track (in.): front 62.8

rear 63.3

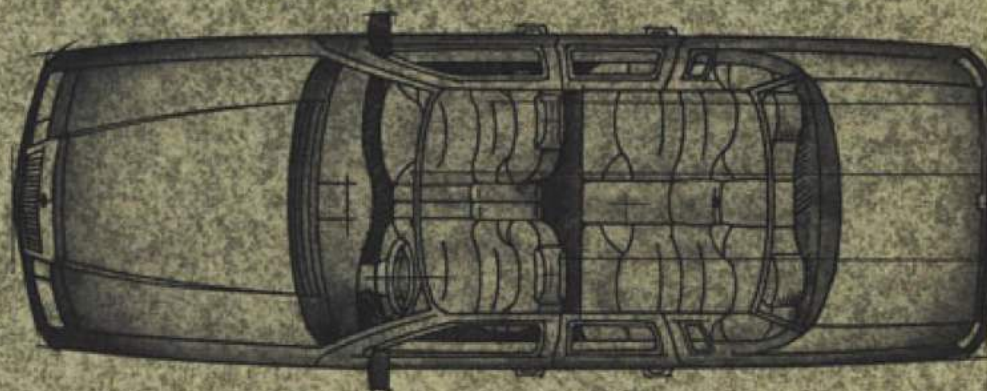
Width (in.): 76.7

Curb weight (lb.): 3,997

Fuel capacity (gal.): 20.0

Length (in.): 218.9

Wheelbase (in.): 117.4



Headroom (in.): front 39.1

rear 38.0

Luggage space (cu. ft.): 22.3

Hiproom (in.): front 57.2

rear 57.0

Legroom (in.): front 42.6

rear 41.1

Shoulder room (in.): front 62.1

rear 62.1

1997 LINCOLN TOWN CAR SPECIFICATIONS

ENGINE

Layout:	front engine, rear-wheel drive
Type:	SOHC V-8 with electronic engine control (EEC-V)
Displacement (liters/cu. in.):	4.6/281
Compression ratio:	9.0:1
Exhaust system:	
Single — Executive and Signature	
Horsepower @ rpm (SAE net):	190 @ 4250
Torque @ rpm (lbs.-ft. SAE net):	265 @ 3250
Dual — Cartier (also included with Limousine Pkg. on Executive, and Ride Control Pkg. on Signature)	
Horsepower @ rpm (SAE net):	210 @ 4250
Torque @ rpm (lbs.-ft. SAE net):	275 @ 3250
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	87 octane (minimum) unleaded

DRIVETRAIN

Transmission type:	four-speed electronic automatic overdrive with overdrive lockout
Axle ratio:	
Executive and Signature	3.08:1
Cartier (also included with Limousine Pkg. on Executive, and Ride Control Pkg. on Signature)	3.27:1

CHASSIS

Body:	body-on-frame perimeter
Suspension:	
front:	independent SLA coil-spring design with ball joints and stabilizer bar
rear:	4-bar link self-leveling air spring suspension and stabilizer bar
Shock absorbers:	nitrogen gas-pressurized
Steering type:	power speed-sensitive, variable-assist with selectable steering effort switch
Overall ratio:	16.4:1
Turns, lock to lock:	3.4
Turning circle, curb to curb (ft.):	40.0
Brakes:	
front:	11.1-inch power-assisted disc, anti-lock
rear:	11.2-inch power-assisted disc, anti-lock
Wheels:	15 x 6.5-inch aluminum
Tires:	P215/70R15 steel-belted white sidewall radials



STANDARD FEATURES

FUNCTIONAL

100,000-mile scheduled tune-up interval*	Speed-sensitive, variable-assist power steering with selectable steering effort switch
Sequential multi-port electronic fuel injection	Self-leveling rear air spring suspension
Electronic Engine Control (EEC-V)	Nitrogen gas-pressurized shock absorbers
4-speed electronic automatic overdrive transmission with overdrive lockout	Dual intermittent wipers
	Side window demisters
	*Under normal driving conditions with routine fluid/filter changes.

SAFETY AND SECURITY

Dual air bag Supplemental Restraint System (SRS)*	Front and rear center lap safety belts
4-wheel Anti-lock Brake System (ABS)	Heavy-gauge steel side door intrusion beams
Anti-theft alarm system	Front and rear crumple zones
Remote illuminated Keyless Entry system with panic button and driver-side exterior keypad	Brake/shift interlock
3-point safety belts for front and rear outboard passengers	Dual power heated outside mirrors
	Rear seat child-proof door locks
	Child safety seat tether anchor
	*Always wear your safety belt.

INTERIOR/CONVENIENCE

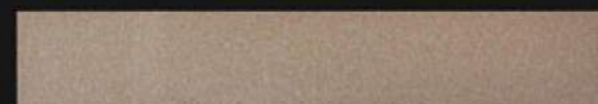
Comfort/Convenience Group includes 6-way power front passenger seat, power decklid pulldown, dual illuminated visor vanity mirrors, Autolamp on/off delay lighting system, rear carpeted floor mats	Power door locks
Twin comfort lounge seats with 6-way power driver and passenger adjustments, driver seatback power recliner, and 2-way front head restraints	Concealed radio antenna
CFC-free electronic automatic temperature control with sunload sensor	Front and rear seat fold-down center armrests
Fingertip speed control with tap-up/tap-down feature	Ashtray-mounted cup holders
Power windows with driver-side express-down feature	Rear seat heat ducts
Cloth seat trim (N/A with Cartier)	Delayed accessory power
Electronic AM/FM stereo radio with cassette tape player	Electronic instrument cluster
Battery saver	Electronic Tripminder®/message center
Tilt steering wheel	Front seatback map pockets
Remote decklid and fuel-filler door release buttons on driver's door trim panel	Front carpeted floor mats
Solar tint glass	Courtesy lights and integral reflectors on front doors
	Roof rail assist handles
	Automatic parking brake release
	Rear compartment reading lights
	Leather-wrapped steering wheel with center horn
	Rear window defroster
	Auxiliary 12-volt power outlet

EXTERIOR

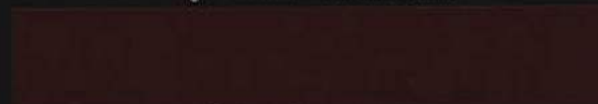
5-mph bumpers front/rear	Extensive corrosion protection
Single key entry/ignition and extra valet key	Crystalline-style clear-lens headlamps
Bodyside protection molding	Cornering lamps

INTERIOR COLOR CHOICES

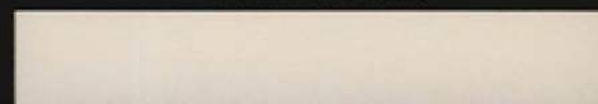
- *Light Graphite* ■ *Ebony* ■ *Slate Blue*
- *Cordovan* ■ *Cypress* ■ *Light Prairie Tan*
- *Ivory/Dark Prairie Tan* ■ *White*



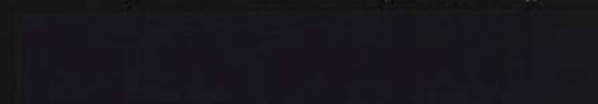
Light Prairie Tan Clearcoat Metallic



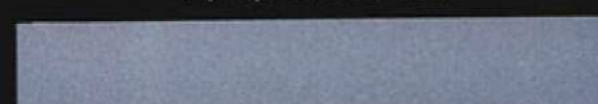
Cordovan Clearcoat Metallic



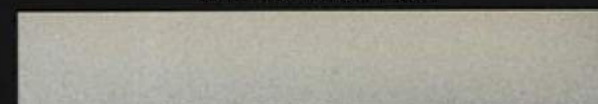
Ivory Pearlescent Clearcoat Metallic (Cartier Series Only)



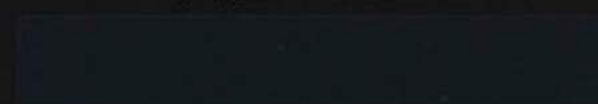
Deep Navy Blue Clearcoat Metallic



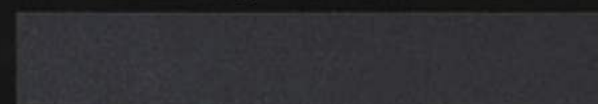
Glacier Blue Clearcoat Metallic



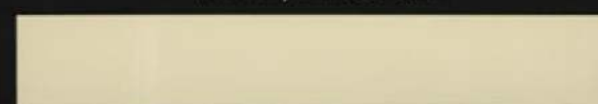
Light Cypress Green Clearcoat Metallic



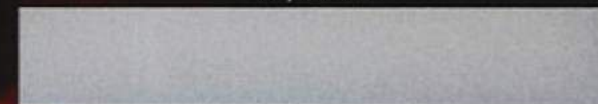
Evergreen Clearcoat Metallic



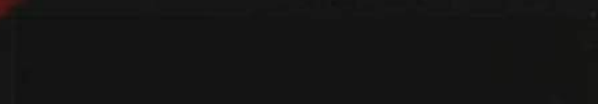
Pewter Grey Clearcoat Metallic



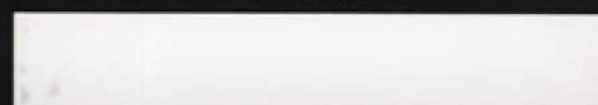
Ivory Clearcoat



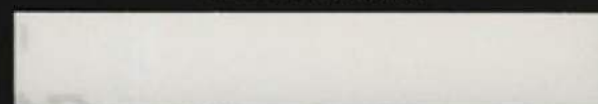
Silver Frost Clearcoat Metallic



Black Clearcoat

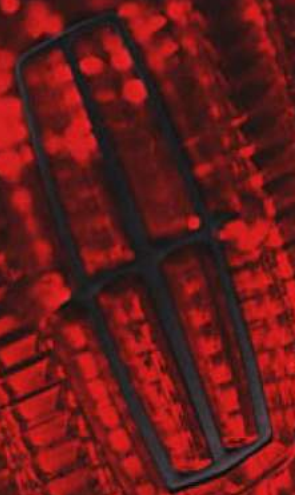


Performance White Clearcoat



Opal Opalescent Clearcoat Metallic
(Extra-Cost Tri-Coat) (Signature Series Only)

TOWN CAR



The image features a close-up, low-angle shot of a car's front grille. The grille's vertical slats are illuminated from the right, creating a strong contrast between light and shadow. The Lincoln logo, a small shield emblem, is positioned to the left of the word "LINCOLN".

 **LINCOLN**
What A Luxury Car Should Be