

2010 LINCOLN TOWN CAR.
A CLASSIC. ELEVATED TO NEW HEIGHTS.



LINCOLN
REACH HIGHER

THE CLASS OF THE BEST IN CLASS.

There are things that can be measured and things that cannot. Into the former category fit best-in-class claims for the 2010 Lincoln Town Car. Those include best-in-class trunk space, power and fuel economy.* Into the latter category go the attributes that have made Town Car an icon: its smooth, comfortable ride, luxurious appointments and classy styling from top to bottom.



*EPA-estimated 16 city/24 hwy mpg. Class is Standard Six-Passenger Luxury Large Cars.

1



1 Five-Star Safety Rating.

Five stars in all five categories. It's the first car in automotive history with such a distinction.* Plus, Town Car features standard all-speed traction control.

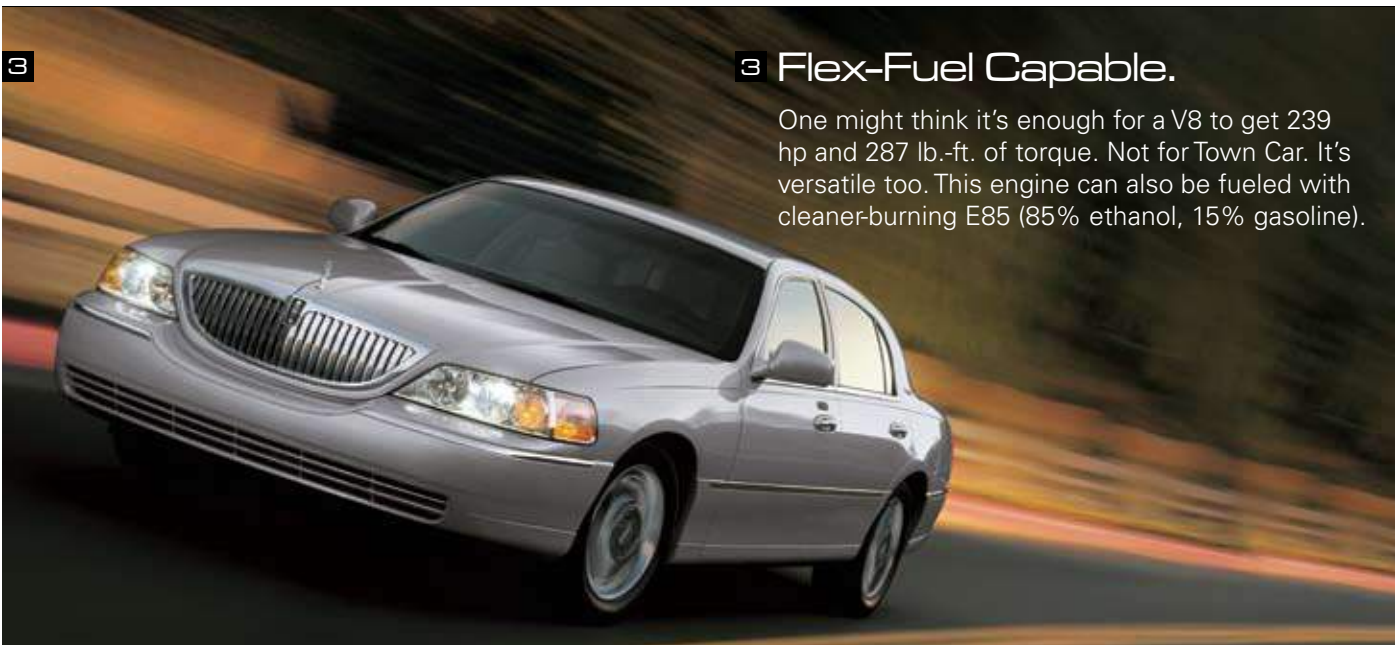
2



2 Extended Rear Park Assist.

It's not eyes in the back of your head. But it's the next best thing. These sensors can help detect certain objects while you're slowly backing up. If something is detected, an audible beep quickens the closer you get.

3



3 Flex-Fuel Capable.

One might think it's enough for a V8 to get 239 hp and 287 lb.-ft. of torque. Not for Town Car. It's versatile too. This engine can also be fueled with cleaner-burning E85 (85% ethanol, 15% gasoline).

DIMENSIONS AND CAPACITIES

EXTERIOR	SIGNATURE LIMITED	SIGNATURE L
Wheelbase	117.7"	123.7"
Length	215.4"	221.4"
Height	59.0"	59.1"
Width – including mirrors	85.7"	85.7"
Width – excluding mirrors	78.5"	78.5"
Width – mirrors folded	76.7"	76.7"
Front track	63.4"	63.4"
Rear track	65.9"	65.9"



*Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

THERE'S NOTHING STANDARD ABOUT THESE STANDARD FEATURES.

A Town Car signals more than just a level of success. It is the unspoken expression of taste and elegance. Butter-soft leather trim throughout mingles with satin-nickel accents to lend an air of prestige to the ample space and first-class comfort.



1 Dual-Zone Electronic Temperature Control.

This standard feature allows you and the front-seat passenger to simultaneously set a desired cabin temperature for continuous comfort.



2 Heated Front Seats.

With two settings, these seats let you further customize the interior. Rear-seat passengers can join in the comfort of heated seats with the Rear Seat Amenities Package included on Town Car Signature L.



3 Storage.

Standard features include front-row center armrest with storage bin in lid, rear-seat center fold-down armrest with two cupholders and, of course, the trunk with its 21 cu. ft. of space – with optional trunk organizer shown. It's enough for a week's worth of vacation gear or four golf bags, and also features a full-power trunk lid with remote open/close.



DIMENSIONS AND CAPACITIES

INTERIOR	SIGNATURE LIMITED	SIGNATURE L
Front		
Headroom	39.5"	39.5"
Legroom	41.6"	41.6"
Hiproom	57.0"	57.0"
Shoulder room	60.3"	60.3"
Rear		
Headroom	37.4"	37.4"
Legroom	39.6"	45.4"
Hiproom	57.9"	58.3"
Shoulder room	59.9"	59.9"
CAPACITIES	SIGNATURE LIMITED	SIGNATURE L
Passenger volume	108.7 cu. ft.	116.3 cu. ft.
Luggage capacity	21.0 cu. ft.	21.0 cu. ft.



TOWN CAR SPECIFICATIONS AND OPTIONS

EXTERIOR		
Appearance		
Bumpers – color-keyed with bodyside moldings	■	■
Door handle – chrome with body-colored handle surround	■	■
Extended rear park assist	■	■
Headlamps – quad halogen	■	■
HID headlamps	■	■
Daytime running lamps	■	■
SecuriCode™ keyless entry keypad	■	■
Keyless entry – remote with two fobs	■	■
Mirrors – dual power remote control and heated, with memory, electrochromic (auto-dimming) on driver's side	■	■
Trunk – full power with key fob open and close	■	■
Wheelbase – 6" extended (rear door)		■
INTERIOR		
Seating		
40/20/40 8-way power driver and passenger seat with dual power recliners, power lumbar and 2-way front-seat head restraints, driver/passenger front heated, driver programmable memory seat, premium leather seating surfaces	■	■
Climate Control		
Dual-zone electronic automatic temperature control (DEATC) with secondary steering wheel-mounted controls	■	■
Audio		
Lincoln Premium Sound System with 6-disc in-dash CD changer	■	■
Comfort and Convenience		
Tilt, leather-wrapped 2-spoke steering wheel with audio, climate and speed controls with wood inserts	■	■
Armrests – full-length door with driver and passenger storage	■	■
Chime alert – electronic, key in ignition and headlamps on	■	■
Cupholders – two front and rear seat	■	■
Instrument cluster – analog with redundant digital speedometer	■	■
Lights – glove box and front ashtray, instrument panel courtesy, luggage compartment, rear courtesy reading and rear dome lamp headliner	■	■
Map pockets – front seat back and door trim	■	■
Mirror – electrochromic (auto-dimming) rearview	■	■
Pedals – power-adjustable brake and accelerator with memory	■	■
Roof rail assist – front passenger and rear seat passenger damped	■	■
Analog cluster with redundant digital speedometer	■	■
Delayed accessory power shutoff	■	■
Door locks – power with SmartLock™	■	■
Instrument cluster – premium with message center and compass	■	■
Windows – power with one-touch-up/-down driver's side	■	■
Universal garage door opener	■	■
Trunk organizer (provides flat load floor)	■	■
Visors – driver/passenger slide-on-rod (SOR) single visors with illuminated mirror	■	■
POWERTRAIN/FUNCTIONAL		
Engine		
Engine – 4.6L SOHC V8 FFV	■	■

Key: Standard = ■ Optional = ■

Comparisons based on 2009 competitive models, publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subject to additional ordering requirements or limitations. Dimensions shown may vary due to optional features and/or production variability. Certain changes in standard equipment, options and the like, or product delays, may have occurred that would not be included in these pages. Your Lincoln Mercury Dealer is the best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations.

POWERTRAIN/FUNCTIONAL (CONTINUED)		
Traction control – all-speed	■	■
Transmission – 4-speed electronic	■	■
Dual stainless-steel exhaust	■	■
Rear-wheel drive	■	■
Chassis and Handling		
Front suspension – independent short and long arm (SLA) with coil-over-shock design and ball joints	■	■
Front shocks – monotube, nitrogen gas-pressurized	■	■
Rear suspension- 4-bar link and Watt's linkage with rear coil springs	■	■
Rear shocks – monotube, nitrogen gas-pressurized	■	■
Brakes – standard power 4-wheel vented disc with Anti-Lock Brake System (ABS) and traction control	■	■
Steering – power rack-and-pinion	■	■
Stabilizer bar – front and rear (heavy-duty front stabilizer on Signature L)		■
SAFETY AND SECURITY		
Airbags – driver and passenger front dual-stage and side	■	■
Personal Safety System™	■	■
Advance Restraint System and LATCH (Lower Anchor and Tether anchors for CHildren)	■	■
Passive Anti-Theft System (PATS) with indicator light	■	■
Perimeter alarm system	■	■
SecuriLock® – electrically encoded ignition key	■	■
Tire Pressure Monitoring System (TPMS)	■	■
PACKAGES		
Rear Seat Amenities Package		
Folding rear seat armrest with storage bin, tissue bin, dual powerpoints and redundant audio and climate controls, heated rear seats, illuminated cigar lighter (both rear doors), one-piece floor mat, rear seat 4-way head restraints, redundant front passenger seat fore/aft control, rear seat vanity packs in headliner with illuminated mirrors		■
Continental Edition Package		
Continental exterior badge, Continental stitching in the front seat, Continental stitching in the front floor mats, chrome B-pillar appliqué, 17" chromed-aluminum wheels	■	

WHEELS



17" 10-Spoke Machined-Aluminum
Standard on Signature and Signature L



17" 18-Spoke Chromed-Aluminum
Optional on Signature Limited and Signature L,
standard with the Continental Edition Package

COLORS

From left to right: Black Clearcoat, Dark Blue Pearl Clearcoat Metallic, Dark Cherry Clearcoat Metallic, Light French Silk Clearcoat Metallic, Silver Birch Clearcoat Metallic, Light Ice Blue Clearcoat Metallic, Vibrant White Clearcoat.





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Continental

Introducing the new Town Car Continental Edition Package.

Available on the Town Car Signature Limited Series, this Continental Edition Package adds more luxury and elegance. It starts with the Continental badge on the exterior, extends to the unique stitching in the front seat and front floor mats, and is completed with 17-inch chromed-aluminum wheels. Inside and out, this Continental Edition makes the Town Car even more memorable.