




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.

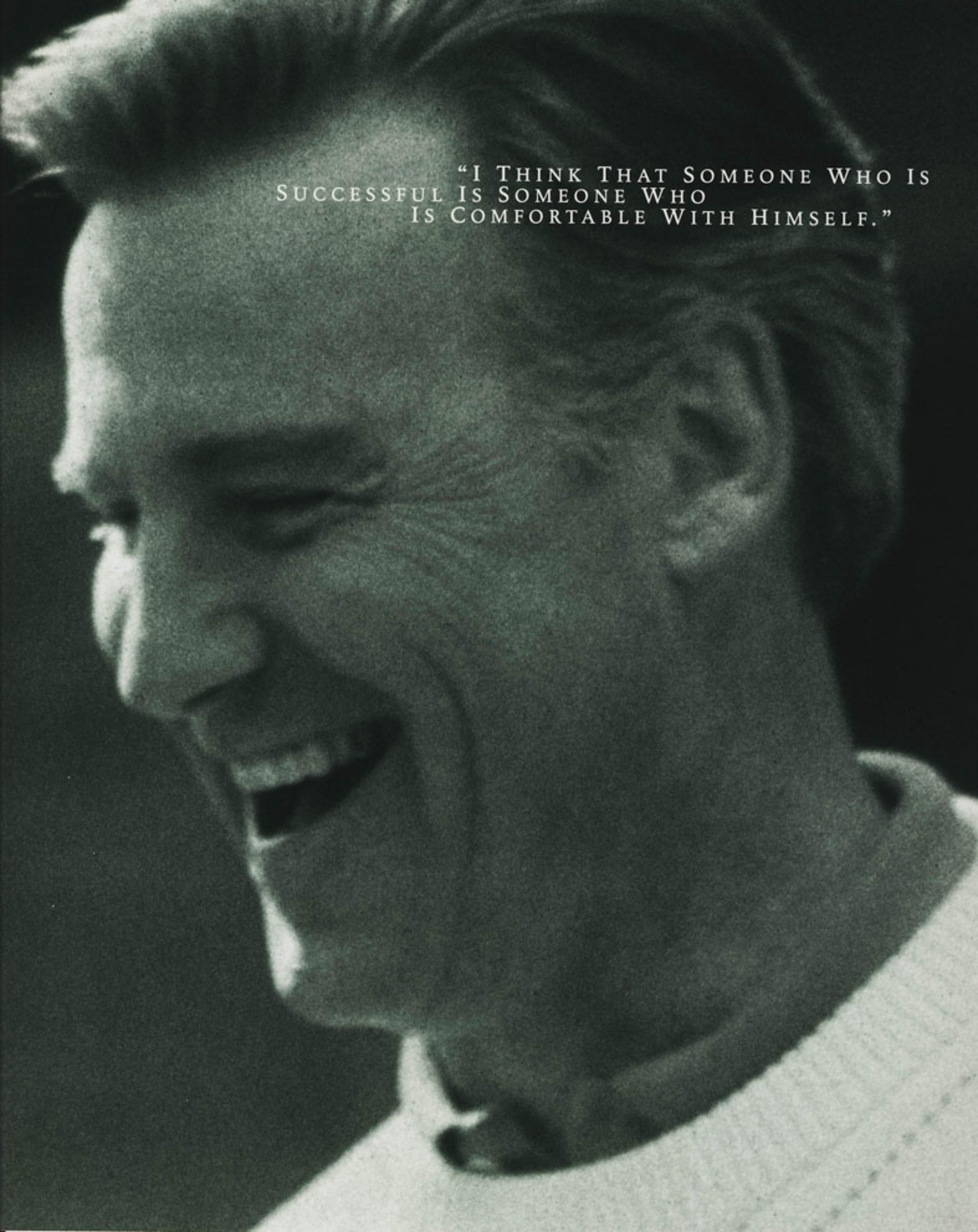
I THINK THAT SOMEONE WHO
IS SUCCESSFUL IS SOMEONE WHO
IS COMFORTABLE WITH HIS

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 warmly. He is looking slightly to the left of the frame. The lighting is soft, highlighting the contours of his face and the texture of his hair. He is wearing a light-colored, possibly white, collared shirt. 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.

A high-angle, close-up photograph of the front interior of a car. The seats are upholstered in a rich, tan leather with a quilted pattern. The driver's seat is on the right, and the passenger seat is on the left. The center console is visible between the seats. The car's interior is illuminated with warm, low-key lighting, highlighting the texture of the leather and the contours of the seats. The text "AN ENVIABLE AMOUNT OF INTERIOR ROOM" is printed in a serif font in the upper right quadrant of the image.

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.

A Lincoln Town Car is shown from a rear three-quarter view, driving on a dirt road. The car is silver with a metallic finish. The background is a dramatic sunset with warm, golden light and silhouettes of trees. The car's rear features a large trunk with a chrome trim strip. The text "YOU'LL FIND RELAXING COMES QUITE NATURALLY" is printed on the trunk lid. The "TOWN CAR" badge is on the left side of the trunk, and the "LINCOLN" badge is on the right. The car is kicking up dust from the dirt road.

YOU'LL FIND RELAXING COMES
QUITE NATURALLY

TOWN CAR

LINCOLN

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.



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.

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).



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.

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.

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

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.

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



*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.

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

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

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.



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

INTERIOR COLOR CHOICES

DIMENSIONS

ACCOMMODATIONS

Height (in.): 56.9



Track (in.): front 62.8

rear 63.3

Width (in.): 76.7



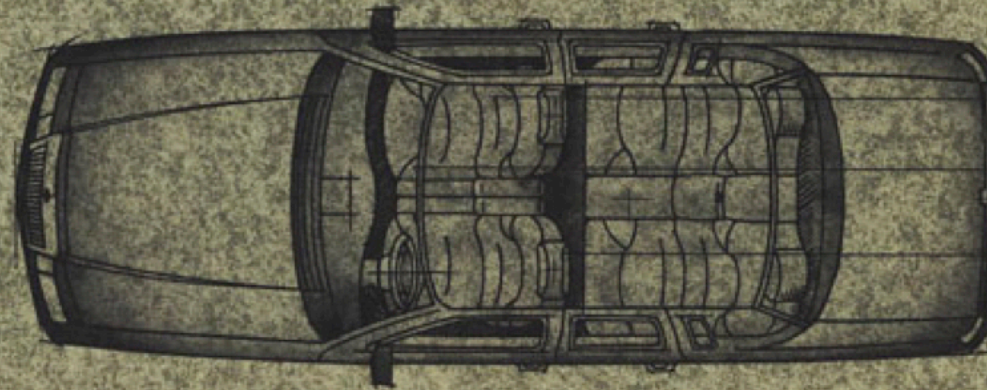
Headroom (in.): front 39.1

rear 38.0

Luggage space (cu. ft.): 22.3

Curb weight (lb.): 3,997

Fuel capacity (gal.): 20.0



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

Length (in.): 218.9



Wheelbase (in.): 117.4



1997 LINCOLN TOWN CAR SPECIFICATIONS

ENGINE

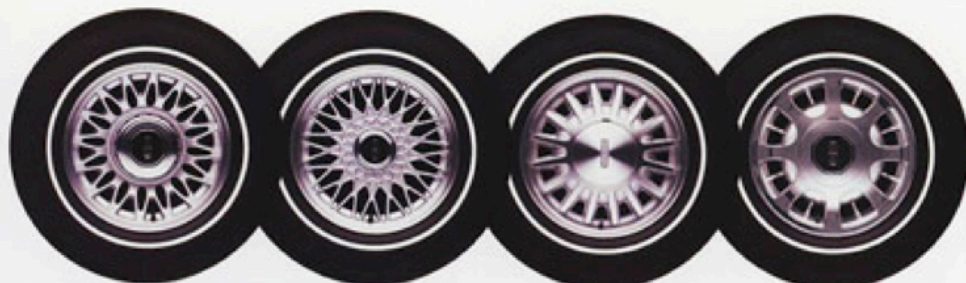
Layout:	front engine, rear-wheel drive
Type:	SOHC V-8 with electronic engine control (EEC-V)
Displacement (liters/cu. in.):	4.6/281
Compression ratio:	9.0:1
Exhaust system:	
Single — Executive and Signature	
Horsepower @ rpm (SAE net):	190 @ 4250
Torque @ rpm (lbs.-ft. SAE net):	265 @ 3250
Dual — Cartier (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



Executive Series
Standard
Y-Spoke Aluminum

Signature Series
Standard
Geometric Spoke Aluminum

Cartier Series
Standard
16" Spoke Aluminum

Signature and Cartier
Optional
Eight-Window 16" Chrome

STANDARD FEATURES

FUNCTIONAL

100,000-mile scheduled tune-up interval*
Sequential multi-port electronic fuel injection
Electronic Engine Control (EEC-V)
4-speed electronic automatic overdrive transmission with overdrive lockout

Speed-sensitive, variable-assist power steering with selectable steering effort switch
Self-leveling rear air spring suspension
Nitrogen gas-pressurized shock absorbers
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)*
4-wheel Anti-lock Brake System (ABS)
Anti-theft alarm system
Remote illuminated Keyless Entry system with panic button and driver-side exterior keypad
3-point safety belts for front and rear outboard passengers

Front and rear center lap safety belts
Heavy-gauge steel side door intrusion beams
Front and rear crumple zones
Brake/shift interlock
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
Twin comfort lounge seats with 6-way power driver and passenger adjustments, driver seatback power recliner, and 2-way front head restraints
CFC-free electronic automatic temperature control with sunload sensor
Fingertip speed control with tap-up/tap-down feature
Power windows with driver-side express-down feature
Cloth seat trim (N/A with Cartier)
Electronic AM/FM stereo radio with cassette tape player
Battery saver
Tilt steering wheel
Remote decklid and fuel-filler door release buttons on driver's door trim panel
Solar tint glass

Power door locks
Concealed radio antenna
Front and rear seat fold-down center armrests
Ashtray-mounted cup holders
Rear seat heat ducts
Delayed accessory power
Electronic instrument cluster
Electronic Tripminder®/message center
Front seatback map pockets
Front carpeted floor mats
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
Single key entry/ignition and extra valet key
Bodyside protection molding

Extensive corrosion protection
Crystalline-style clear-lens headlamps
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

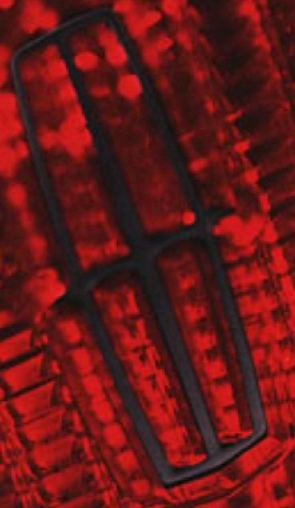
Silver Frost Clearcoat Metallic

Black Clearcoat

Performance White Clearcoat

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

TOWN CAR





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What A Luxury Car Should Be