

1996 LINCOLN TOWN CAR



SIMPLY STATED, IT'S A
MOST STATELY

Luxury

AUTOMOBILE

*Few luxury automobiles offer the spacious interior,
exceptional ride and the high level of comfort of Town Car.*

And it's from Lincoln, a leading name in luxury

for 75 years. It's reassuring to know that through the

years, Town Car has never been compromised. In fact,

it has been constantly refined to ensure that this year's

offerings remain the true pinnacle of luxury and comfort.



A JEWEL IN THE
C r o w n

The Cartier Series Lincoln Town Car takes luxury and comfort to a most lofty level. Here you'll find sumptuous leather seating surfaces with heated cushions and backs. To delight your ears, Cartier features the JBL Audio System with Digital Signal Processing which allows the choice of several spatial effects. These are a mere sampling of the many ways Cartier has been designed to please you.



Cartier Series shown in Ivory Pearlescent Clearcoat Metallic.



Signature Series shown in available Light Graphite leather seating surfaces



Signature Series interior shown in Light Gr.

Luxury

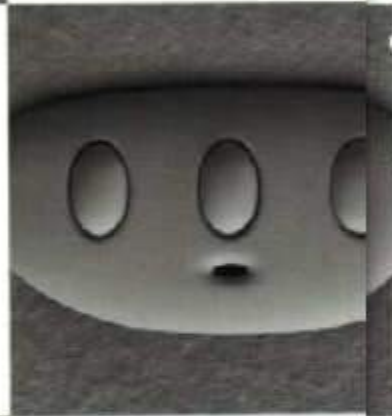
APPOINTMENTS
WHEREVER YOU
LOOK, FEEL
OR LISTEN



◀ **SELECTABLE STEERING EFFORT.** Choose your desired degree of effort in Town Car's speed-sensitive steering system—standard for normal driving, LO for lighter steering effort and HI for those who prefer a firmer steering feel.



▶ **PROGRAMMABLE GARAGE DOOR OPENER.** Program your existing garage door opener code into this built-in visor unit and an opener will always be on board yet stylishly concealed. (Signature and Carrier only)



◀ **EXPRESS-DOWN POWER DRIVER WINDOW.** With this thoughtful appointment just one touch opens the window fully. The switch is conveniently located at your side.



▶ **SOLAR TINT GLASS.** Another thoughtful feature you'll appreciate. It helps protect fabrics against sun fading and reduces air-conditioning cool down times.



◀ **REMOTE STEERING WHEEL TEMPERATURE AND AUDIO CONTROLS.** Adjust temperature, audio volume or even choose a new radio station while your hands remain safely on the steering wheel. (Signature and Carrier only)

▶ **KEYLESS ENTRY.** Conveniently unlock doors by entering a 5-digit code. It allows you to release the decklid and turn on interior lights. This system permits you to program your own personalized code.

▼ **HIGH-LEVEL AUDIO SYSTEM.** You'll appreciate the superb sound from this remarkable High-Level audio system. Includes AM stereo/FM stereo radio with cassette player. Speakers are precisely placed for optimum listening pleasure. Controls are large and easy to operate.



▶ **ELECTRONIC TEMPERATURE CONTROL.** Simply set your preferred temperature, and it's automatically maintained. Signature and Carrier Series feature remote controls on the steering wheel.

▶ **SEAT AND MIRROR POSITION MEMORY.** For your convenience, this feature allows you and one other driver to program preferred seat and outside mirror settings and recall them at a touch. (Signature and Carrier only)

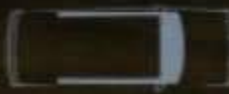




Electronic Traction Assist.
An option that helps prevent the rear drive wheels from spinning at low speeds on slippery roads for greater driver control.



Lap/shoulder safety belts.
Included for both front and rear outboard seating positions. Front outboard belts feature height adjusters for improved shoulder belt fit and comfort.



Interior padding.
Key interior areas are padded and virtually every surface is rounded to help avoid injury in the event of a collision.



Side door beams.
They're part of a system which meets Federal Dynamic Side Impact Standards targeted for 1997.



High-strength door latches.
Doors are designed to remain closed in the event of a front or rear collision.



Center horn.
Town Car's steering wheel accommodates both an air bag and a full center horn sounding surface, making it easier to locate and blow the horn in an emergency.



Dual air bags.
Expect nothing less from the first luxury car manufacturer to offer dual air bags as standard equipment on all models. (Always wear your safety belt.)



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



Cornering lamps.
Activate with turn signals to help increase visibility when completing a turn at night.



Crumple zone.
They're engineered into front and rear of the car to help absorb some of the energy before it reaches the passenger compartment.

A WELL-DESERVED REPUTATION FOR *Safety*

Our engineers have gone to great lengths to create a remarkably safe Lincoln Town Car. As a result, you're quite literally surrounded by features that contribute to your complete sense of security. However, safety is witnessed well below the surface with the inclusion of Anti-lock Brakes and available Traction Assist. Just a few more reasons the Lincoln Town Car is so richly rewarding to own.



▶ **ELECTROCHROMIC REARVIEW MIRRORS.** Rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlights.



▼ **VOICE-ACTIVATED CELLULAR PHONE.** Dial a number simply by saying aloud the previously stored name of the person you wish to call.



▲ **HEATED FRONT SEATS.** For your comfort, separate controls are included for seat cushion and back with five settings.



◀ **POWER MOONROOF.** It opens at a touch to let the sunshine in or raises for fresh air ventilation.



▶ **TRUNK-MOUNTED 10-DISC CD CHANGER.** This advanced model will provide hours of uninterrupted listening pleasure and operates through radio buttons.



▼ **LEATHER SEATING SURFACES.** Rich, supple leather adds an extra margin of comfort to the standard six-way power seats. Fingertip controls are conveniently located at your side.



A SELECT OFFERING OF *Additional* REFINEMENTS



▲ **JBL AUDIO SYSTEM WITH DSP.** State-of-the-art system includes a bi-amplified 145-watt system, equalized to produce rich, clear sound from strategically positioned speakers. Digital Signal Processing (DSP) customizes vehicle environment for concert hall, cathedral, jazz club, stadium or talk radio sound.

All features pictured on this page are optional.

1996 TOWN C
EXTERIOR CO

- 1 Cypress Gold Clearcoat Metallic
- 2 Light Saddle Clearcoat Metallic
- 3 Lordovan Clearcoat Metallic*
- 4 Ivory Pearlescent Clearcoat*
- 5 Desert Violet Clearcoat Metallic
- 6 Dark Balux Blue Clearcoat Metallic
- 7 Medium Wedge Clearcoat Metallic
- 8 Medium Willow Clearcoat Metallic
- 9 Charcoal Grey Clearcoat Metallic
- 10 Silver Frost Clearcoat Metallic
- 11 Black Clearcoat
- 12 Opal Opalescent Clearcoat Metallic (Extra-Cost Treatment)
- 13 Performance White Clearcoat

*Carrier only
**Signature only
73rd Anniversary available only in... or Silver Frost

INTERIOR CO

- Light Graphite
- Ebony
- Portofino Blue
- Cardovan
- Cypress
- Saddle
- Ivory/Lordovan
- Ivory/Saddle
- Ivory/Portofino Blue



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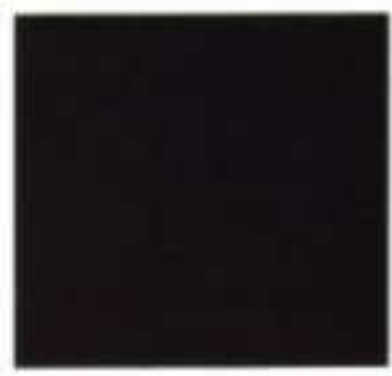
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CARTIER AVAILABLE LOWER ACCENT COLORS:

Medium Graphite Lower Accent available with:
Silver Frost Clearcoat Metallic

SIGNATURE SERIES AVAILABLE LOWER ACCENT:

Medium Graphite Lower Accent available with:
Performance White Clearcoat
Black Clearcoat
Desert Violet Clearcoat Metallic
Medium Graphite
Dark Balux Blue
Silver Frost Clearcoat Metallic

**DARK PORTOFINO BLUE CLEARCOAT METALLIC
LOWER ACCENT AVAILABLE WITH:**

Performance White Clearcoat
(Portofino Blue Interior Required)

CARTIER MONOTONE:

Ivory Pearlescent Clearcoat

1996 LINCOLN TOWN CAR SPECIFICATIONS

Vehicle type: Six-passenger, four-door sedan

DIMENSIONS

Wheelbase (in.)	117.4
Track (in.)	front 62.8 rear 63.3
Length (in.)	218.9
Width (in.)	76.7
Height (in.)	56.9
Curb weight (lb.)	4,040
Fuel capacity (gal.)	20.0
Luggage space (cu. ft.)	22.3

ACCOMMODATIONS

Headroom (in.)	front 39.1 rear 38.0
Legroom (in.)	front 42.6 rear 41.1
Hiproom (in.)	front 57.2 rear 57.0
Shoulder room (in.)	front 67.1 rear 62.1

ENGINE

Layout	front engine, rear-wheel drive
Type	SOHC V-8 with electronic engine control (EEC-V)
Displacement (liters/cu. in.)	4.6/281
Bore & Stroke (mm/in.)	90.2 x 90.0/ 3.6 x 3.6
Compression ratio	9.0:1
Horsepower @ rpm (SAE net)	210 @ 4250
Torque @ rpm (lbs.-ft. SAE net)	270 @ 3250
Fuel delivery	sequential multi-port electronic fuel injection
Fuel requirements	87 octane (minimum) unleaded (anti-knock index)

DRIVETRAIN

Transmission type	wide ratio four speed electronic automatic overdrive with lock-up converter
Gear ratios	I-2.84:1 II-1.56:1 III 1.00:1 IV 0.70:1
Axle ratio	3.08:1 (Trailer tow) 3.27:1

CHASSIS

Body	body-on-frame
Suspension:	
front	independent SLA coil-spring design with ball joints and
rear	4-bar link air spring suspension and
Shock absorbers:	nitrogen
Steering type	selectable speed-sensitive, variable-assist, rack-and-pinion
Overall ratio	
Turns, lock to lock	
Turning circle, curb to curb (ft.)	
Brakes:	
front	11.1-inch power-assisted
rear	11.2-inch power-assisted
Wheels	15 x 6.5
Tires	P215/70R15 MSW

STANDARD FEATURES

FUNCTIONAL

- 100,000-mile scheduled tune-up interval
- 4.6L SOHC V-8 engine
- Sequential multi-port electronic fuel injection
- Electronic Engine Control (EEC-V)
- Electronically controlled four-speed automatic overdrive transmission with overdrive lockout
- Speed-sensitive, variable-assist power steering with selectable steering effort switch
- Rear air spring suspension
- Nitrogen gas-pressurized shock absorbers
- Maintenance-free battery
- Dual exhaust system
- Remote illuminated keyless entry system with panic button
- Interval windshield wipers
- Dual power remote-control heated outside mirrors
- Side window demisters

SAFETY

- Driver and right front passenger air bag Supplemental Restraint System (SRS)
- 3-point safety belts for front and rear outboard passengers
- Front and rear center lap belts
- Front and rear crumple zones
- Heavy-gauge steel side door intrusion beams
- 4-wheel disc Anti-lock Brake System (ABS)
- 2 way adjustable front seat head restraints
- Anti-theft alarm system

INTERIOR/CONVENIENCE FEATURES

Comfort/Convenience group includes six-way power front passenger seat, power decklid pulldown, dual illuminated visor mirrors, rear floor mats and autolamp headlamp on/off delay system.

Cloth seat trim (N/A with Cartier)

50/50 twin comfort lounge seats

6-way power seats

Driver and passenger manual recliners (Executive Series only)

CFC-free electronic automatic temperature control with sunload sensor

High-Level audio system with AM stereo/FM stereo radio, cassette player and concealed antenna (Executive and Signature Series only)

Battery saver

Tilt steering column

Remote decklid and fuel-filler door release buttons on driver's door trim panel

Solar tint glass

Power windows with driver's side express-down feature

Power door locks

Fingertip speed control with tap-up/tap-down feature

Front and rear seat fold-down center armrests

Astiray-mounted cup holders

Rear seat heat ducts

Retained accessory power

Electronic instrument cluster

Electronic Tripminder® message center

Front seatback map pockets

Leather-wrapped steering wheel

Front floor mats

Courtesy lights and integral reflectors on front doors

Roof rail assist handles

Automatic parking brake release

Rear compartment reading lights

2-spoke steering wheel with center horn

Lighted power window/door locks and seat control switches

Soft textured touch zones

12-volt power point

Rear window defroster

EXTERIOR FEATURES

5-mph bumpers

Single key entry/ignition

Bodyside protection molding

Extensive corrosion protection

Crystalline style headlamps

Cornering lamps

AVAILABLE FEATURES

Electronic Traction Assist (standard on Cartier)

Leather seating surfaces (no extra charge on Cartier)

3-temperature heated seat cushion and back (standard on Cartier)

JBL audio system with Digital Signal Processing (standard on Cartier)

Trunk-mounted 10-disc CD changer

Power moonroof

Electrochromic automatic dimming rearview and driver-side mirror and compass (standard on Cartier)

Voice-activated cellular telephone (N/A on Executive Series)

Trailer tow package

7-spoke aluminum wheels (Executive and Signature Series)

Ride control package with 16" spoke aluminum wheels (N/A on Executive Series)

Conventional spare tire

Engine block heater

ADDITIONAL STANDARD FEATURES

SIGNATURE SERIES

Memory mirrors and driver seat

Dual storage front armrests

Bodyside accent stripes

Programmable garage door opener

Power lumbar seat

Steering wheel with center horn and audio/climate control

Geometric spoke aluminum wheels

Mobile cellular phone pre-wiring

CARTIER SERIES

Exclusive leather seat trim

Memory seat with dual power recliners and lumbar support, 4-way front seat head restraints

3-temperature heated seat cushion and back

JBL audio system with Digital Signal Processing

Electronic Traction Assist

Electrochromic mirrors and compass

16" spoke aluminum wheels and tires

Rear seat vanity mirrors

Real wood appliqué on instrument panel and matching power window bezel

LINCOLN COMMITMENTSM

The Lincoln Commitment is a comprehensive owner benefits package designed to provide you with services to support your every driving need. Benefits include a service loaner if your automobile requires overnight warranty service. Also, 24-hour Roadside Service Assistance is provided for four years. Should you need towing, jump-starting, lock-out service or gas delivery, a call to our hotline will bring you help. Custom computerized maps and trip routing are available. Other benefits include Emergency Travel Expense Reimbursement, membership in QuestSM International for travel-related discounts on meals and rooms, Destination Assistance, a Customer Assistance Center to answer your questions and a 4-year, 50,000-mile limited warranty. See your dealer for details.

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: 1996 EPA mileage estimates were unavailable when this publication was printed. The 1996 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



(305M) 7-95 7-3091

LINCOLN
Mercury

*The Lincoln Motor Car Company was
established in 1921, aspiring to create
preeminent vehicles. Since its inception,*



*Lincoln has upheld a well-earned
reputation for crafting some of the
world's most coveted automobiles.*

*Today, that dedication to master
craftsmanship and technological
leadership remains as strong as ever.*

Lincoln. What a luxury car should be.

For 75 years.



Signature Series shown in Silver Frost Clearcoat Metallic.