

L I N C O L N T O W N C A R

1

9

9

4



 **LINCOLN**

What A Luxury Car Should Be



L I N C O L N T O W N C A R

C O N T E N T S

Introduction 6

Comfort 11

Convenience 12

Safety 14

Power 17

Control 18

Endurance 20

Series 22

Ownership 24

Specifications 26

GIVE YOURSELF A LIFETIME ACHIEVEMENT AWARD.



Town Car Signature Series shown with optional Y-spoke aluminum wheels.

TOWN CAR INTRODUCTION Maybe you've desired a Town Car for some time. Or perhaps you've owned a number of Town Cars, and you find yourself irresistibly drawn back. Either way, you join a long-held belief that no other car can match the sheer gratification of owning a Lincoln Town Car. From its beginning

Town Car has been engineered as the definitive brand of luxury. The name can be traced to the very origin of Lincoln. Early on, the designation described a formal, very spacious quarters for passengers and an open driver's compartment. However, the direct inspiration

Town Car is most accurately attributed to the 1940 version. This custom-bodied automobile featured the characteristic high formal roof and expansive passenger room that distinguishes the Town Car series to this very day. Key to this automobile's distinct heritage is that, in these times of downsizing and compromise,



Town Car's virtues remain undiminished. Inside, it provides luxurious, quiet comfort for as many as six adults. It is set in motion by a smoothly powerful V-8 engine. Its ride is incredibly smooth and plush. Yet Town Car also incorporates advances that add to its safety, its

durability and its efficiency.* And now it's time to read more about the Lifetime Achievement Award. The Town Car story continues when you turn the page.

*See the EPA statement in the back of this brochure.





Signature Series with optional leather seating surface.

HOW SUITE IT IS.



TOWN CAR COMFORT Welcome to your room at the top: the singularly spacious, luxuriously appointed interior of a Lincoln Town Car. A place to relax and get away from it all; a place to feel comfortably in control while graciously accommodating guests. In true Lincoln fashion, Town Car provides interior room

that is rare among today's luxury cars, as well as characteristic quiet. Beyond these basic parameters of luxury are superior craftsmanship and amenities worthy of one of the world's most coveted automobiles. For example, found within every Town Car cabin are fine materials, fashioned and crafted with exquisite detail. Note how the seams of the leather seating surfaces—shown here in a design uniquely available on the Signature Series—are stitched with care and precision. Classic piping surrounds each seat. The Lincoln symbol graces the seatbacks.

Seats are constructed as fine furniture, incorporating coil-and-grid internal construction. The front seats, pictured above, include standard

six-way power adjustments to cradle both driver and passenger in their desired level of comfort. Every cushion, contour and bolster is painstakingly designed to support the body, with special attention paid to how the back and legs are positioned.

Individual items, such as the well-positioned and generous center armrests, further enhance the experience of luxury, as do the simple, yet effective, adjustable D-rings that permit the comfortable adjustment of front shoulder belts for occupants of varying sizes. Each feature and each item is provided to help make sure one of the world's most spacious luxury cars feels like one of the most comfortable as well.





TOWN CAR CONVENIENCE The study of ergonomics, or how people interact in a given environment, is exactly this: Put things where they belong. Where eyes can see them and where each task can be simply performed by the driver. The result will be maximum control as well as ease of use. Which is precisely what a

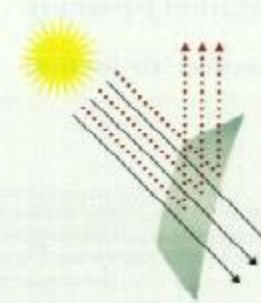


driver experiences in Town Car. When seated, hands and feet fall naturally into place. Primary controls: the steering wheel, power windows, gear selector. Secondary controls are positioned where they should be. The electronic instrument cluster with message center is highly visible and

arranged to present information quickly and clearly. Instruments and controls are designed to meet Lincoln engineers' requirements for functional efficiency.

After addressing matters of pure function, Lincoln interior designers add whatever is needed to elevate the level of Town Car luxury and comfort.

Standard are such amenities as a leather-wrapped steering wheel, fingertip speed control, a CFC-free electronic climate control system and new solar tinted glass. Power operation for the door locks and



trunk is thoughtfully included, as well as a remote keyless entry

system that permits you to unlock and release the trunk lid from up to 10 feet away. Even the power windows demonstrate engineering forethought by the inclusion of an express-down feature that lowers the window completely with a brief press of the window control.

Town Car's windows feature solar tinted glass that helps filter out the sun's harmful UV rays, offering added protection to interior surfaces against sun fading while reducing interior temperatures and air conditioning cool down times.

IN A LINCOLN, IT'S SO BE ON THE SAFE SIDE.



TOWN CAR SAFETY At Lincoln, we express equal concern for the safety of both driver and passengers. Which is why Town Car, like all new Lincolns, includes an air bag Supplemental Restraint System (SRS) for both the driver and right front passenger. In fact, Lincoln was the first luxury car manufacturer to include

standard dual air bags on all its models. The dual air bag Supplemental Restraint System is a safety measure that, in combination with properly worn safety belts, constitutes the most advanced and effective restraint system available. In certain moderate to severe frontal impacts, the system activates and fully

depresses the steering wheel to help reduce the risk of head and chest injuries. Adding further protection for the driver and passengers are lap/shoulder safety belts at outboard seating positions, lap belts for front and rear center passengers and a body structure designed to help manage the forces of an accident.

Town Car's structure is built upon a sturdy perimeter frame. The body itself is constructed of a number of tough steel alloys. Town Car already meets 1997 Federal Dynamic Side Impact Standards, while the roof and front pillars are built to meet a static test in which a force equal to 5,000 pounds is applied to the forward edge of the roof. Accident avoidance is another key safety consideration. Thus every Town Car includes four-wheel disc anti-lock brakes, as well as speed-sensitive power steering and an aggressive suspension system to deliver a ready response to a driver's demands.



Town Car's sturdy body-on-frame structure includes front and rear sections, called "crumple zones," that progressively absorb much of the kinetic energy of a severe impact before it reaches the passenger compartment.





THE SMOOTH POWER OF AN ADVANCED V-8.



Town Car's 210-horsepower V-8 engine employs overhead cam design and a unique roller rocker arm valve train for low internal friction and excellent operating efficiency.

TOWN CAR POWER At the heart of Town Car's ability to confidently traverse long expanses of highway is a V-8 engine of advanced design. A measure of this V-8's technology is the fact that it develops 210 horsepower with a displacement of 4.6 liters, while providing admirable fuel economy for a car of this size and stature.*

Cylinders banked at an angle of 90 degrees contribute to exceptional smoothness at idle and under power. Further enhancing this V-8's low-vibration and quietness characteristics are engine accessories such as the alternator and power steering pump mounted directly on the engine, thereby eliminating vibration-prone brackets.

Overhead camshafts provide additional power by increasing valve train efficiency compared to traditional push-rod engine configurations. And extraordinary engineering efforts were employed to reduce internal friction. For example, Lincoln engineers added low-friction roller bearings to the cam followers to help improve overall engine performance and further increase fuel efficiency. Also important in this regard is the multi-port

fuel injection system controlled by the incredibly quick EEC-IV engine computer. By monitoring and continually adjusting for climate and engine conditions, it helps ensure that exemplary performance is the norm.

In addition, the EEC-IV computer constantly communicates with the engine's ideally matched partner, an electronically controlled four-speed automatic overdrive transmission. Shift action is exceptionally smooth, and when fourth gear (overdrive) engages, engine rpm drops by a full 33%, reducing engine wear and fuel consumption. By pressing a button on the selector lever, you may lock out the overdrive mode for increased engine braking when driving on hilly terrain.

*See the EPA statement in the back of this brochure.





TOWN CAR CONTROL A sense of confident control is of primary importance to every driver. Therefore Town Car utilizes a standard four-wheel disc anti-lock braking system (ABS) to help reduce stopping distances on many surfaces and help provide an increased measure of steering control during hard braking.

Maintaining traction is another driver especially when getting underway or p at slow speeds on a slick surface. Com driver's aid in these situations is To available traction assist system. If sens wheel spin due to loss of traction in eit drive wheels, the rear brakes are elec

applied in brief pulses to help the slipping wheel regain its grip. Once underway, Town Car's independent front suspension smoothes out road imperfections. The rear suspension includes springs constructed from nylon-reinforced rubber and filled with air. It maintains the Town Car at the proper ride

height and in a level stance regardless of weight changes within the vehicle. As loads increase, the air springs automatically operate at a higher rate. Thus the suspension recalibrates itself to help give you a gratifying combination of riding smoothness and self-assured handling. Still another contributor to Town Car's

admirable road performance is its variable-power steering. As driving speeds increase, the system gradually decreases power steering to enhance the driver's feel of the road. At low speeds, increased assist is provided for optimal maneuverability.



Standard four-wheel disc anti lock brakes help deliver shorter stopping distances on most surfaces.



Anti-lock brakes also help provide an extra measure of steering control during hard braking.



Available traction assist helps prevent the drive wheels from spinning at low speeds on slippery roads.



The short and long-arm (SLA) independent front suspension is designed to counteract "dive" when braking.



Rear air springs maintain the proper ride height and a smooth ride regardless of vehicle loading.

TECHNOLOGY THAT SLOWS THE AGING PROCESS.



TOWN CAR ENDURANCE A resolute group, those Lincoln engineers. Insistent. Demanding. Long-term thinkers. Such people develop cars of long-lasting character and value. The process begins with the select materials from which Town Car is constructed. All body panels exposed to highly corrosive environ-

ments are pressed from two-sided galvanized steel, a material with superior rust inhibiting abilities.

Further body protection comes from bumper covers that absorb 5-mph impacts, and wide body moldings that help defend the paint against damage from the carelessly opened doors of other

These features are combined with an impressive inner structure designed to withstand the punishing forces exerted by the roads you travel every day.

Town Car's platform employs girderlike frame members and integral unitized body panels, many formed from formidable alloys, including HSLA high-strength steel. Precision welded at over 1,800

points, the body is built to endure the years gracefully.

Lincoln engineers also specified a number of critical engine components to provide a long powertrain

life. The 4.6-liter V-8 features a rigid, deep-skirt block

with side-bolted main bearing caps—two key contributors to engine longevity. An adjustment roller chain, as opposed to a typical rubber drive, drives the overhead camshafts for the same purpose. Even the ignition benefits from this type of timing and thus features a distributorless system with no moving parts.



Town Car's exacting point and finish procedure involves up to 23 stages. On chip-prone panels, a urethane coating acts as a shock absorber to enable the outer finish coats to fend off road debris that might otherwise cause unsightly chips. In the unlikely event a foreign object creates a chip, it may well go unnoticed as the primer coat is color-keyed to the top coat.



TOWN CAR ALSO OFFERS THE LU OF THREE DISTINCTIVE CHOICES.



CARTIER SERIES The Cartier Designer Series, pictured above, represents the apex of Town Car luxury. In addition to the many Executive and Signature Series standard features, the Cartier adds unique upholstery, offered either in supple leather or a combination of leather and Hanover cloth. The front seats provide standard

six-way power adjustment, power recliners and power lumbar support. The driver's seat even has a memory control. The rear seat stores up to three individual seating positions that may be recalled at the touch of a button. Adding to the luxurious Cartier exterior is the superb musical clarity of a JBL audio system.

EXECUTIVE SERIES Executive Series' interior standards include automatic climate control, an 80-watt stereo sound system, electronic instrumentation, power windows, power door locks and six-way power front seats. And, like all Town Cars, the Executive Series provides a remote keyless entry system

that permits you to lock and unlock all doors, release the trunk lid and activate a "panic" alarm from up to 33 feet away.

SIGNATURE SERIES Beyond the notable style and amenities of the Executive Series Town Car, the Signature Series adds dual floorwell lamps to assist you in entering

and leaving the Town Car at night. It adds the convenience of dual storage armrests and map pockets in the front seatbacks. To help your ownership experience even further, the Signature Series offers options such as an anti-theft alarm system and a voice-activated cellular phone.

THE LINCOLN COMMITMENT. WHAT IT MEANS.

TOWN CAR OWNERSHIP As a Lincoln owner, you can expect to be treated with special care. That's the Lincoln Commitment. The Lincoln Commitment, which you receive with the purchase of your new Lincoln, is focused on providing you with a highly satisfying ownership experience. It includes: **AN INTRODUCTION TO YOUR LINCOLN—AND THE PEOPLE BEHIND IT.**

We will take you through a thorough delivery process to familiarize you with your new automobile and dealership personnel. This is the ideal time to schedule your Complimentary 1,000 Miles After Delivery inspection visit.

THE PEACE OF MIND OF A ROADSIDE SERVICE ASSISTANCE PROGRAM. You will enjoy the assurance of a Roadside Service Assistance program provided by Ford Auto Club, Inc. that includes roadside service and towing anywhere in the United States, emergency travel expense reimbursement and alternate transportation if necessary.

This complimentary service is extended to all new Lincoln owners for four years from original date of purchase as part of the Lincoln Commitment. Roadside service can be obtained by calling toll-free 1-800-521-4140, 24 hours a day, seven days a week. A Lincoln authorized service vehicle will be dispatched immediately and, in most instances, will arrive within 45 minutes of your call.

A CAR WHEN YOU NEED IT DURING WARRANTY SERVICE. Should your Lincoln require overnight warranty service, you will receive a service loaner car when available or a base rental allowance of up to \$30 per day for up to five days. Ask your dealer for complete information.

THE LINCOLN LIMITED WARRANTY. The Lincoln bumper-to-bumper limited warranty covers four years or 50,000 miles with no deductible. Ask to see a copy of this limited warranty at your Lincoln-Mercury dealer.

WE'LL BE HAPPY TO TALK TO YOU. If you need help beyond your dealer, you can call the Lincoln Commitment Hotline toll-free 1-800-521-4140. Business hours are from 8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a customer service representative. A member of the Lincoln Commitment team will contact you the next business day.

Buckle up—**together we can save lives.**





SAFETY

Driver and right front passenger air bag Supplemental Restraint System (SRS)
 Three-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
 Four-wheel disc Anti-lock Brake System (ABS)
 Remote illuminated keyless entry system with panic button
 Two-way adjustable front seat head restraints
 Interval windshield wipers
 Cornering lamps
 Dual power remote-control heated outside mirrors
 Rear window defroster
 Side window demisters

FUNCTIONAL

4.6L SOHC V-8 engine
 Sequential multi-port electronic fuel injection
 Electronic engine control (EEC-IV)
 Electronically controlled four-speed automatic overdrive transmission with overdrive lockout
 Speed-sensitive, variable-assist power rack-and-pinion steering
 Rear air spring suspension
 Four-wheel independent suspension
 Nitrogen gas-pressurized shock absorbers
 Maintenance-free battery
 Dual exhaust system

INTERIOR / CONVENIENCE


Comfort/Convenience group that includes six-way power front passenger seat, power decklid pull-down, 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
 Six-way power seats
 Driver and passenger manual recliners (N/A with Cartier)
 CFC-free automatic temperature control with sunload sensor

EPA statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Lincoln Town Car, however, should post good mileage figures. Ask your Lincoln-Mercury 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.



Printed on recycled paper

(450M) 7-93 P-8091

LINCOLN MERCURY DIVISION 

Electronic AM/FM stereo with cassette tape player and Premium Sound system (Executive and Signature Series only)
 Automatic power antenna
 Tilt steering column
 Remote-control decklid release
 Solar tinted 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
 Ashtray-mounted cup holders
 Rear seat heat ducts
 Electronic instrument cluster
 Electronic Tripminder®/message center
 Electronic digital clock
 Leather-wrapped steering wheel
 Front floor mats
 Dual coverage sun visors
 Courtesy lights and integral reflectors on front door
 Roof rail assist handles
 Automatic parking brake release
 Rear compartment reading lights

EXTERIOR

5-mph bumpers
 Single key entry/ignition
 Bodyside protection molding
 Extensive corrosion protection
 Geometric spoke aluminum wheels

ADDITIONAL SIGNATURE
SERIES STANDARD
FEATURES

Front seatback cords and map pockets
 Dual storage armrests with cup holders
 Bodyside accent stripes

ADDITIONAL CARTIER
SERIES STANDARD
FEATURES

Exclusive cloth and leather seat trim
 Memory seat with dual power recliners and lumbar support
 JBL audio system

INFORMATION BASED ON AAMA SPECIFICATIONS.

AVAILABLE OPTIONS

- Electronic traction assist
- Leather seating surfaces (no extra charge on Cartier)
- Driver-side memory seat with dual power recliners and lumbar support (standard on Cartier)
- JBL audio system (standard on Cartier)
- Trunk-mounted 10-disc CD changer
- Power moonroof
- Anti-theft alarm system (N/A on Executive Series)
- Electrochromic automatic dimming rear view mirror
- Voice-activated cellular telephone (N/A on Executive Series)
- Y-spoke aluminum wheel
- Ride Control package
- Conventional spare tire

COLORS

Interior:

- Opal Grey
- Ebony
- Currant
- Portofino Blue
- Evergreen
- Saddle
- Oxford White/Opal Grey
- Oxford White/Currant
- Oxford White/Portofino Blue

Exterior Clearcoat Metallic Colors:

- Garnet Red Glaze
- Dark Portofino Blue
- Portofino Blue
- Champagne
- Santa Fe
- Amethyst
- Evergreen Frost
- Rose Mist
- Opal Grey Pearlescent
- Midnight Opal
- White Opalescent
- Performance White (Clearcoat)
- Midnight Black (Clearcoat)

Cartier Dual Shade Exterior Colors:

- Opal Grey Pearlescent Clearcoat Metallic/
Medium Opal lower
- White Opalescent Clearcoat Metallic/
White Opalescent lower
- Midnight Opal Clearcoat Metallic/Medium Opal lower

SPECIFICATIONS

DIMENSIONS

Wheelbase (in.):	117.4
Track (in.):	front 62.8...rear 63.3
Length (in.):	218.9
Width (in.):	76.9
Height (in.):	56.9
Curb weight (lb.):	4,039
Fuel capacity (gal.):	20.0
Luggage space (cu. ft.):	22.3

ACCOMMODATIONS

Vehicle type:	Six-passenger, four-door sedan
Headroom (in.):	front 39.0...rear 38.0
Legroom (in.):	front 42.6...rear 41.6
Hiproom (in.):	front 57.2...rear 59.7
Shoulder room (in.):	front 62.0...rear 62.0

DRIVETRAIN

Transmission type:	four-speed electronic automatic overdrive with lock-up converter
Gear ratios:	I-2.40:1 II-1.47:1 III-1.00:1 IV-0.67:1
Axle ratio:	3.08:1 (Trailer tow) 3.55:1

CHASSIS

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

ENGINE

Layout:	front engine, rear-wheel drive
Type:	SOHC V-8 with electronic engine control (EEC-IV)
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 @ 4600
Torque @ rpm (lbs-ft SAE net):	270 @ 3400
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	87 octane (minimum) unleaded (anti-knock index)

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-Mercury 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.

