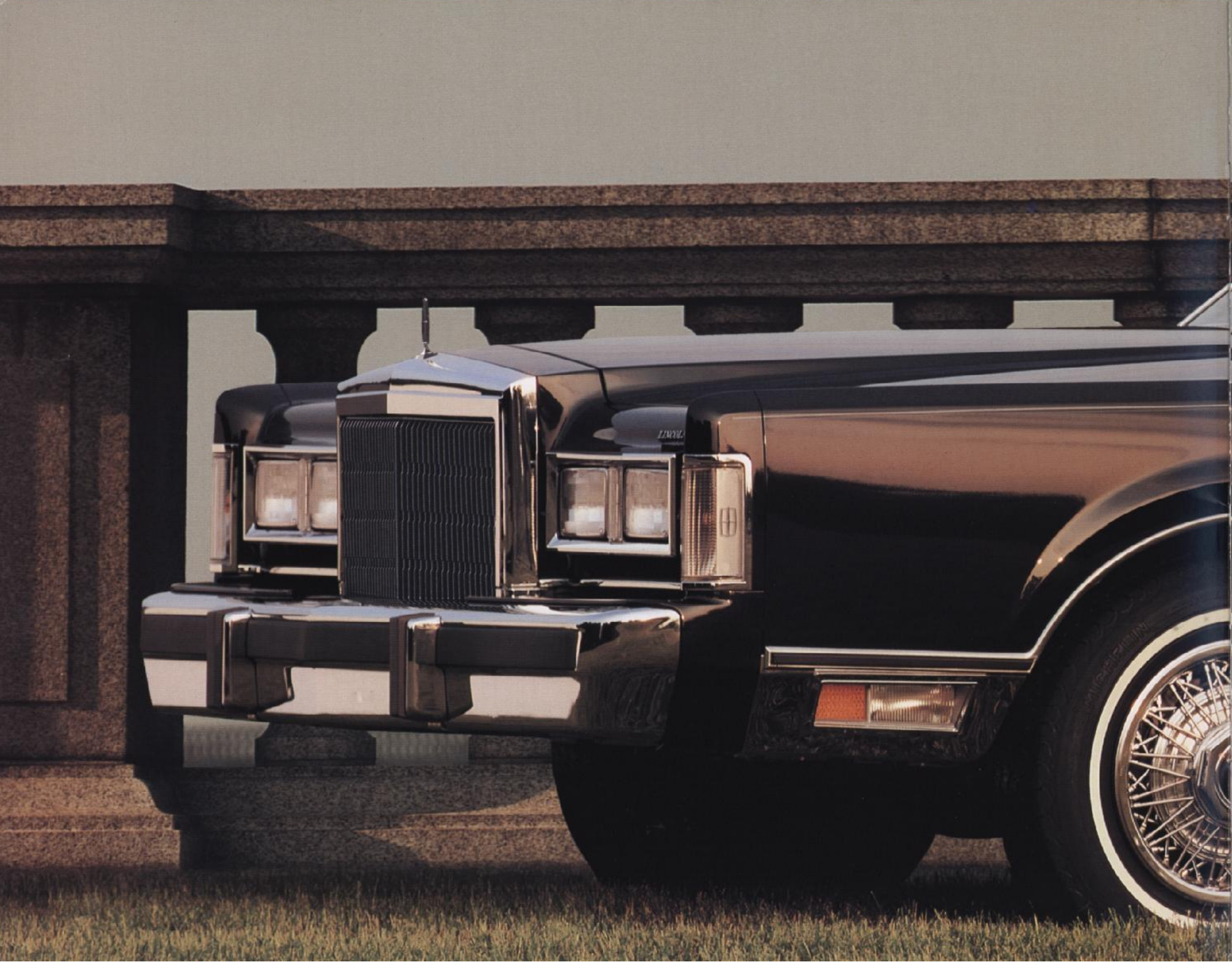




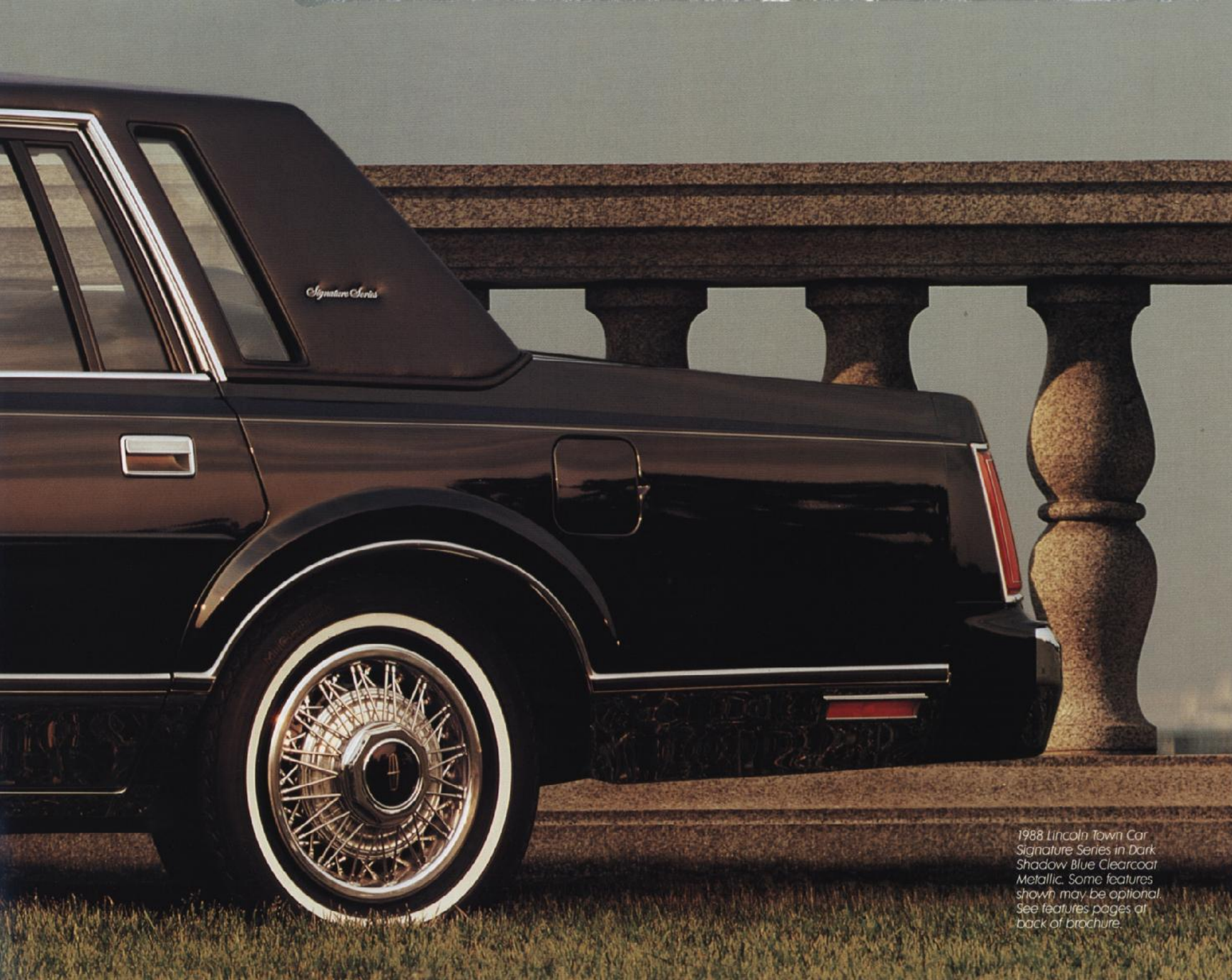
LINCOLN  
TOWN CAR  
**PORTFOLIO**

1988



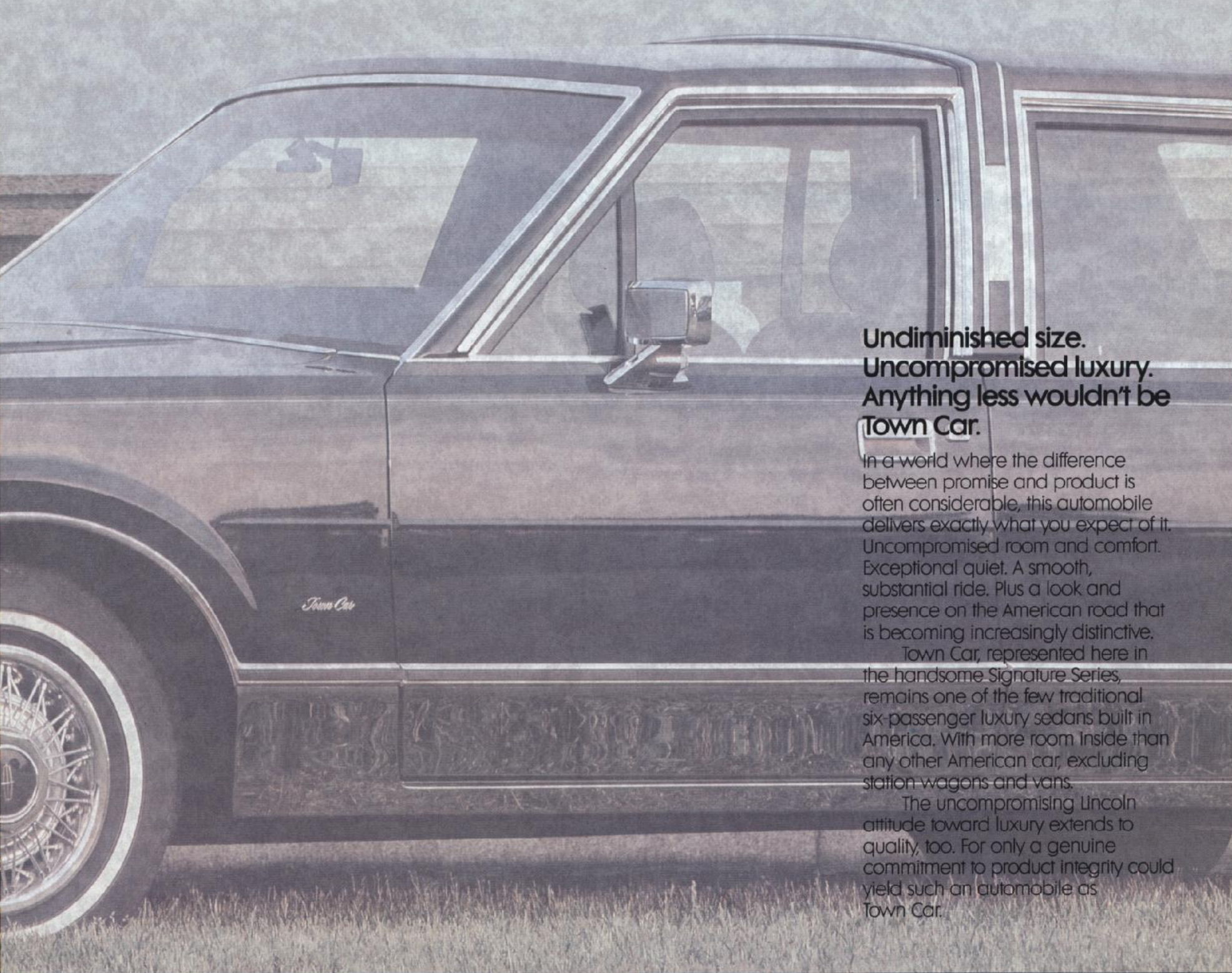


*Town Car*



*Signature Series*

1988 Lincoln Town Car  
Signature Series in Dark  
Shadow Blue Clearcoat  
Metallic. Some features  
shown may be optional.  
See features pages at  
back of brochure.



**Undiminished size.  
Uncompromised luxury.  
Anything less wouldn't be  
Town Car.**

In a world where the difference between promise and product is often considerable, this automobile delivers exactly what you expect of it. Uncompromised room and comfort. Exceptional quiet. A smooth, substantial ride. Plus a look and presence on the American road that is becoming increasingly distinctive.

Town Car, represented here in the handsome Signature Series, remains one of the few traditional six-passenger luxury sedans built in America. With more room inside than any other American car, excluding station wagons and vans.

The uncompromising Lincoln attitude toward luxury extends to quality, too. For only a genuine commitment to product integrity could yield such an automobile as Town Car.

**Signature Series. A space shaped with one overriding goal. Your comfort.**

Most people expect a luxury car to reach its highest standards of performance here.

The expectation is well rewarded in Town Car. In front, plush 50/50 twin comfort lounge seats provide supple, yet supportive, seating. The rear seating is equally spacious. To put you more at ease, full-length armrests come at every door with folding center armrests front and back. The necessary convenience controls are all power and all standard. That includes six-way adjustable driver's and front passenger's seats. Plus power windows, vents, door locks and outside mirrors.

To keep this comfortable environment quiet, rubber body mounts, placed throughout the car, help insulate the interior from road noise, vibration and harshness. The inside of the hood, roof and doors are cloaked with a generous amount of sound insulation to further reduce noise.

**JBL SOUND SYSTEM**  
*Take the option of filling this spacious interior with a remarkable new sound: the extraordinary JBL audio system pictured here. This 12-speaker system, a joint venture of Ford Audio and JBL (the*



*speakers used in over 70% of the world's top recording studios) will lend concert hall fidelity to the Town Car interior. A compact digital disc system is also available to complement the system.*





*1988 Lincoln Town Car  
Signature Series interior  
in Shadow Blue. Some  
features shown may be  
optional. See features  
pages at back of  
brochure.*



DELAWARE  
1787

PENNSYLVANIA  
1776

NEW JERSEY  
1776

GEORGIA  
1776

CONNECTICUT  
1776

MASSACHUSETTS  
1780

MARYLAND  
1776

*Town Car*





1988 Lincoln Town Car  
Cartier Designer Series in  
Crystal Clearcoat Metallic  
over Titanium Clearcoat  
Metallic with a Crystal  
vinyl coach roof.

**Cartier Designer Series. Town Car promises distinctiveness. Cartier ensures it.**

Once again the designers from Cartier, the internationally acclaimed jewelry and watch designers, have crafted an automobile of singular distinction.

It comes but one way. An elegant new Dual-Shade paint treatment which casts a traditional pewter-like shade over a smoky gray tone called Titanium. Rich Maroon bodystripping separates the colors while accenting the car's formal lines. The exterior is capped with a fashionable Crystal vinyl coach roof set off by a distinctive wrapover molding. And just so no one mistakes who designed your Town Car, the Cartier script appears in gold in the rear quarter opera windows.

Any good design includes the mind as well as the eye, so a keyless entry system is standard for both door and trunk lid locks. The headlights dim automatically with oncoming traffic. The outside rearview mirrors even have an internal heating element to help clear away frost and fog.



1988 Lincoln Town Car  
Cartier Designer Series  
interior in Titanium cloth  
and leather. Some  
features shown may be  
optional. See features  
pages at back of  
brochure.



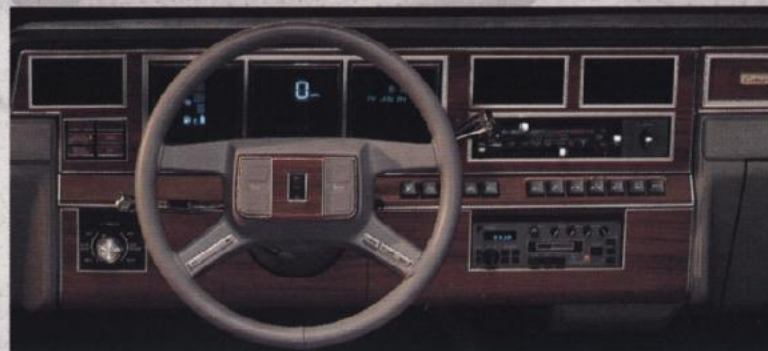
**Cartier interior. Town Car  
comfort with an artistic  
dimension.**

In tones that complement Cartier Town Car's new exterior color scheme, the Cartier designers have created an equally luxurious interior.

Rich Titanium cloth with leather trim is one seating choice. All Titanium leather is the other. Cartier is even at your fingertips with a steering wheel wrapped in Titanium leather.

Functional considerations are also addressed in the Cartier interior. Speed control is mounted on the steering wheel for long-trip convenience. Gentle chimes remind you of left keys, unfastened seat belts and more. The plush 30-ounce floor carpeting even helps provide sound insulation. Features that make Cartier not only comfortable, but capable, as well.

*The electronic instrument panel and Message Center is an option that gives you easy access to critical road data. Speed, fuel and elapsed mileage are displayed digitally. The Message Center features a computerized information system that delivers a wealth of trip information through a 12-button keyboard.*



**Even in its most basic form, Town Car delivers exceptional luxury.**

When some automakers describe a "base" automobile, one gets the impression the car is somehow not complete. Town Car is a notable exception. The car you see here, for example, is exactly what you get when you order a "base" Lincoln Town Car.

A full vinyl roof. Body accent stripes. Center pillar coach lamps. Marvelous paint. These, in themselves, demand a new definition of "base."

Yet there's considerably more: a standard 5.0-liter V-8 with sequential multi-port electronic fuel injection that improves both engine response and efficiency. A four-speed automatic overdrive transmission. A 22.4 cubic-foot trunk. (No other American-made passenger car has a larger one.) Nitrogen gas-pressurized shock absorbers for state-of-the-art ride control. Automatic Climate Control. And electronic AM/FM stereo cassette with six-speaker Premium Sound. All standard items.

That's the nice thing about Lincoln. Even when you're just after basic luxury, it's surprising how far you can go.

*1988 Lincoln Town Car in Cabernet Clearcoat Metallic. Also available in a variety of colors. See features pages at back of brochure.*





A \$2-million Flexible Inspection System provides extremely accurate measurement of welded body panels and the fit of those panels as a unit.



**As a luxury car buyer, you look for more than claims of quality. You look for evidence.**

**A dedication to quality.** All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And that job continues to get done. For the past six years, Lincoln has been unsurpassed in quality by any American-made luxury car.†

**A focus on safety.** Lincoln Town Car is designed to allow the structure of the car to collapse in an orderly, predictable manner to help dissipate some of the force of impact.

†Based on an average of owner-reported problems in the first three months of service of '86 models and in a six-month period on '81-'85 models designed and built in North America.

The doors feature strong, double panel welded construction. Inside each is a high-strength steel beam that can withstand a considerable side impact.

While the Federal impact bumper standard is 2.5 MPH, Town Car offers four times the protection with 5-MPH bumpers. This helps reduce damage from low-speed impacts and may even result in lower repair costs.



Delicate sensors on the Flexible Inspection System relay information through a computer for comparison with engineering specifications.

**Quality protection.** All Lincolns are covered by a limited warranty on major components for 5 years or 50,000 miles, whichever comes first. A deductible applies, so ask to see a copy of the warranty at your dealer.

You're further protected by corrosion perforation coverage for five years or 100,000 miles, whichever comes first. There is no deductible.



*Town Car's automatic overdrive transmission lets the engine run slower at cruising speed, so it improves fuel economy.\**



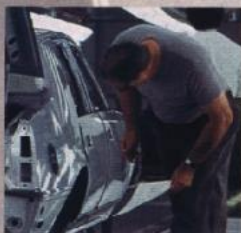
*Computers and robotics are marvelous tools, but in some operations, such as this welding station, the "human touch" is irreplaceable.*

**The Lincoln Commitment.** More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special, preferred treatment.

In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your problem, he can seek help at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.



*An inspector goes over a randomly selected vehicle inch-by-inch to check on fit and finish.*

**A toll-free number to call.** Should the need ever arise, you can be in direct communication with the Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. We provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.



*The fit between one body part and the next is evaluated by a computerized measuring device.*

**Buckle up—together we can save lives.** Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-to-install protective child restraints—Tot-Guard Safety Seat and Infant Carrier—meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

\*See EPA fuel economy statement at the back of this brochure.



### Lifetime Service Guarantee.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the Lifetime Service Guarantee.



*1933 Lincoln KA 12 roadster convertible. A fitting predecessor to the Lincolns of today, it was considered by many to be the consummate luxury motorcar of its age.*

### Ford Extended Service Plan.

You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. The cost is nominal, so it could pay for itself the first time needed. Ask your dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada.



**Is leasing for you?** There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

**Ford-paid repair programs after the warranty period.** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

**Technical Service Bulletins.** All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln Town Car.

To get copies of materials for your Town Car or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.



With such a lengthy list of standard features, there's very little to add.

§ Standard features    ○ Optional features

**FUNCTIONAL FEATURES**

	Town Car	Signature	Cartier
5.0-liter V8 engine (150 hp @ 3200 rpm)	§	§	§
Sequential multi-port electronic fuel injection	§	§	§
Electronic Engine Controls (EEC-IV)	§	§	§
Four-speed automatic overdrive transmission	§	§	§
Power steering	§	§	§
Power front disc/rear drum brakes	§	§	§
Nitrogen gas-pressurized shock absorbers	§	§	§
Engine temperature gauge	§	§	§
Traction-Lok axle	○	○	○
Trailer Tow Package (Class III)	○	○	○
Automatic load-leveling suspension	○	○	○
Conventional full-size spare tire	§	§	§
Maintenance-free battery	§	§	§

**INTERIOR/CONVENIENCE FEATURES**

50/50 twin comfort lounge seats	§	§	§
Six-way power driver's seat	§	§	§
Driver and passenger manual recliners	§	§	§
Six-way power front passenger seat*	○	§	§
Articulated front seat headrests	§	§	§
Cloth seat trim	§	§	
Leather seat trim (No extra charge)	§	§	§
Front seatback robe cords and map pockets	○	○	○
Leather and cloth seat trim		§	§
Front- and rear-seat fold-down center armrests			§
AM/FM stereo electronic search cassette radio	§	§	§
Premium Sound six-speaker system	§	§	§
Ford JBL High Fidelity 12-speaker Audio System	○	○	○
Compact disc player (requires Ford JBL Audio System)	○	○	○
Power antenna	§	§	§
Electronic instrumentation	○	○	○

Message Center with digital readouts
Power glass moonroof
Anti-Theft Alarm System (requires keyless entry system)
Automatic-dim day/night rearview mirror
Power windows, vents and door locks
Fingertip speed control
Tilt steering column
Automatic Climate Control
Tinted glass
Rear window defroster
Remote-control trunk release
Automatic parking brake release
Interval wipers
Dual beam map/dome light
Courtesy lights and integral reflectors on front doors
Roof rail assist handles at each door
Four-spoke, color-keyed luxury steering wheel
Leather-wrapped steering wheel
Instrument panel with three-pod instrument cluster
Trip odometer
Carpeting on floor, lower doors and luggage compartment
30-ounce floor carpeting
Front floor mats
Rear floor mats*
Day/night inside rearview mirror
Woodtone appliques on instrument panel and doors
Visor vanity mirror on passenger side
Dual illuminated visor vanity mirrors*

**EXTERIOR FEATURES**

Quad-rectangular halogen headlamps
Cornering lamps and coach lamps

- (A) Full wheel covers
- (B) Wire-style wheel covers
- (C) Turbine-spoke aluminum wheels
- (D) Lacy-spoke aluminum wheels
- (E) Wire-spoke aluminum wheels

See chart for availability.



dd.

	Town Car	Signature	Cartier
Message Center with digital readouts	O	O	O
Power glass moonroof	O	O	O
Anti-Theft Alarm System (requires keyless entry system)	O	O	O
Automatic-dim day/night rearview mirror	O	O	O
Power windows, vents and door locks	\$	\$	\$
Fingertip speed control	\$	\$	\$
Tilt steering column	\$	\$	\$
Automatic Climate Control	\$	\$	\$
Tinted glass	\$	\$	\$
Rear window defroster	\$	\$	\$
Remote-control trunk release	\$	\$	\$
Automatic parking brake release	\$	\$	\$
Interval wipers	\$	\$	\$
Dual beam map/dome light	\$	\$	\$
Courtesy lights and integral reflectors on front doors	\$	\$	\$
Roof rail assist handles at each door	\$	\$	\$
Four-spoke, color-keyed luxury steering wheel	\$	\$	\$
Leather-wrapped steering wheel	O	O	\$
Instrument panel with three-pod instrument cluster	\$	\$	\$
Trip odometer	\$	\$	\$
Carpeting on floor, lower doors and luggage compartment	\$	\$	\$
30-ounce floor carpeting	\$	\$	\$
Front floor mats	\$	\$	\$
Rear floor mats*	O	\$	\$
Day/night inside rearview mirror	\$	\$	\$
Woodtone appliques on instrument panel and doors	\$	\$	\$
Visor vanity mirror on passenger side	\$	\$	\$
Dual illuminated visor vanity mirrors*	O	\$	\$
<b>EXTERIOR FEATURES</b>			
Quad-rectangular halogen headlamps	\$	\$	\$
Cornering lamps and coach lamps	\$	\$	\$

	Town Car	Signature	Cartier
Full vinyl roof	\$		
Luxury half-vinyl coach roof with frenched rear window	O	\$	\$
Full carriage roof	O	O	
Headlamp convenience system*	O	\$	\$
Illuminated/keyless entry system	O	\$	\$
Single key entry/ignition	\$	\$	\$
Power trunk pulldown*	O	\$	\$
Power fold-away heated mirrors	\$	\$	\$
Illuminated thermometer in left-hand mirror	\$	\$	\$
Extensive corrosion protection	\$	\$	\$
Bodyside accent stripes			\$
Hood and bodyside accent stripes	\$	\$	
Premium bodyside moldings	\$	\$	\$
Bright rocker panel moldings	\$		
Flush bright bumpers with front bumper guards	\$	\$	\$
Front and rear rub strips	\$	\$	\$
Wide, bright lower bodyside molding		\$	\$
Bodyside protection molding	O	O	O
Dual-Shade paint	O	O	\$
Glamour paint	O	O	
<b>TIRES/WHEELS</b>			
(P215/70R15) WSW steel-belted radial tires	\$	\$	\$
Puncture-sealant tires	O	O	O
Full wheel covers (A)	\$		
Wire-style wheel covers (B)	O	\$	O
Turbine-spoke aluminum wheels (C)	O	O	\$
Lacy-spoke aluminum wheels (D)	O	O	O
Wire-spoke aluminum wheels (E)	O	O	O

\*Part of Comfort/Convenience Package

Selection of some equipment may result in deletion of certain standard equipment or the addition or deletion of certain options. Please consult your Lincoln-Mercury dealer for details.



Open yourself up to a different Town Car experience with the optional power glass moonroof. It slides open or closed at the touch of a button and includes an integral sunshade/privacy panel.



Top your Town Car with even more distinction with the optional Bayville Vinyl Carriage roof. Available on all models except Cartier.

**EXTERIOR DIMENSIONS**

Wheelbase (in.)	117.3
Overall length (in.)	219.0
Overall width (in.)	78.1
Overall height (in.)	55.9
Tread (in.)(front/rear)	62.2/62.0

**INTERIOR DIMENSIONS†**

Front headroom (in.)††	39.0
Legroom (in.)	43.5
Shoulder room (in.)	60.7
Hiproom (in.)	56.5
Rear headroom (in.)	38.2
Legroom (in.)	42.1
Shoulder room (in.)	60.7
Hiproom (in.)	57.8
Luggage capacity (cu. ft.)	22.4
Fuel capacity (gal.)	18.0
Curb weight (lb.)*	Town Car 4051
	Signature 4106
	Cartier 4086

†Interior dimensions with six-way power seat in rear-most position.

††Front headroom two inches less with optional moonroof.

**EXTERIOR COLORS****Standard on Town Car and Signature**

Midnight Black
Arctic White
Crystal Clearcoat Metallic
Light Sandalwood
Dark Sandalwood Clearcoat Metallic
Titanium Clearcoat Metallic

Platinum Clearcoat Metallic
Graphite Clearcoat Metallic
Rose Quartz Clearcoat Metallic
Cabernet Clearcoat Metallic
Dark Shadow Blue Clearcoat Metallic
Silver Blue Clearcoat Metallic
Silver Sand Clearcoat Metallic

**Standard and Exclusive on Cartier**

Crystal Clearcoat Metallic/ Titanium Clearcoat Metallic
------------------------------------------------------------

**Optional on Town Car and Signature**

Prairie Mist Glamour Clearcoat Metallic
Dark Taupe Glamour Clearcoat Metallic
Glacier Blue Glamour Clearcoat Metallic
Platinum Clearcoat Metallic/ Graphite Clearcoat Metallic
Midnight Black/ Graphite Clearcoat Metallic
Silver Blue Clearcoat Metallic/ Glacier Blue Glamour Clearcoat Metallic
Dark Taupe Glamour Clearcoat Metallic/ Rose Quartz Clearcoat Metallic
Silver Sand Clearcoat Metallic/ Dark Sandalwood Clearcoat Metallic

**INTERIOR COLORS**

Titanium
Shadow Blue
Cabernet
Cinnabar
Raven Black
Oxford White/Titanium (leather only)
Sandalwood

Oxford White/Cabernet (leather only)
Oxford White/Shadow Blue (leather only)

**VINYL ROOF COLORS****Standard on Town Car and Signature**

Light Sandalwood
Dark Sandalwood
Silver Blue
Crystal
Dark Shadow Blue
Dark Taupe
Midnight Black
Arctic White
Light Charcoal
Prairie Mist
Cabernet

**Standard on Cartier**

Crystal
---------

**CAMBRIA CLOTH CARRIAGE ROOF****Optional on Town Car and Signature**

Midnight Black
Dark Blue

**BAYVILLE VINYL CARRIAGE ROOF****Optional on Town Car and Signature**

Arctic White
Light Sandalwood
Dark Taupe

Specifications and descriptions used were in effect when this catalog was approved for printing.

Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation.

1988 EPA estimates were not available at publishing time. Lincoln models, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay.

\*1987 curb weights. 1988 not available at time of printing.



**Town Car limousines. There can never be too much of a good thing.**

When independent coach builders begin a limousine with a Lincoln Town Car, it's no wonder the end result is such a distinguished automobile.

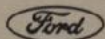
It all depends on how you start. And when you start with an automobile with the virtues Town Car has—uncompromised room, luxurious appointments, a smooth, substantial ride—it's difficult to err.

Because many of these limousines are custom built, they may vary according to builder preference, yet they all share one most important element of luxury. They began as Town Cars.

*These limousines are available through retail organizations not connected with Ford Motor Company. Availability, price, quality, safety and durability of these limousines rest solely with the respective manufacturers and their sales organizations. Ford Motor Company assumes no responsibility for their use.*

**LINCOLN.**  
What a luxury car should be.

LINCOLN-MERCURY DIVISION



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