

LINCOLN
MKS



2012





THE AUTHORITY OF A V8. ALL THE BENEFITS OF A V6.

Combine dramatic exterior styling and elegant interior appointments with the powertrain options of a true driver's vehicle, and the result is the 2012 Lincoln MKS. With 355 horsepower¹ and 350 lb.-ft. of torque, the available 3.5L EcoBoost™ V6 twin-turbocharged, direct-injection engine delivers V8 power with V6 fuel efficiency.² High-pressure fuel injectors optimize combustion in each cylinder to provide power when you need it, while delivering impressive low-end torque and acceleration.



Available Intelligent AWD takes performance to the next level by seamlessly transferring torque to the wheel or wheels with the best grip in various driving conditions. The standard 3.7L Duratec® V6 produces 274 horsepower along with highway fuel economy of 25 mpg.³ With either engine, the steering wheel-mounted paddle shifters of the 6-speed SelectShift Automatic™ transmission allow you to upshift or downshift for a more personal driving experience.

Black. Available equipment.

¹Horsepower achieved with premium fuel. ²EPA-estimated 17 city/25 hwy/20 combined mpg, EcoBoost AWD.

³EPA-estimated 17 city/25 hwy/20 combined mpg, FWD.



SYNC

LINCOLN Powered by **Microsoft**

With voice-activated Lincoln SYNC^{®1} you won't be fumbling for your phone or media player. In fact, you won't believe all the things the system can do for you. SYNC understands your voice, so you can control your phone, media and information without taking your eyes from the road or hands from the wheel.

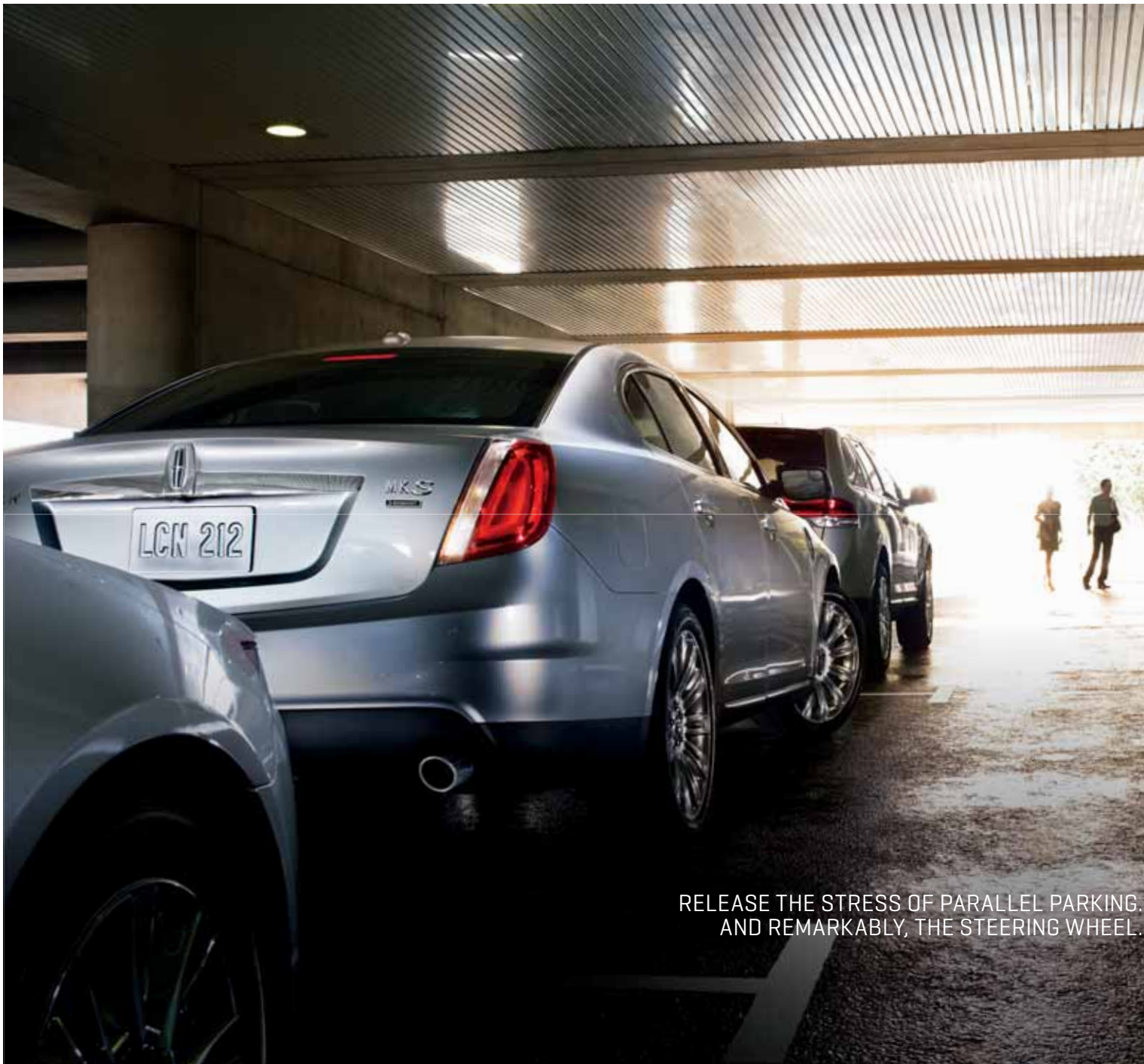
Make calls, hear text messages, access your playlists, genres and artists on your MP3 player or flash drive, and stream music via Bluetooth[®] including Pandora[®] internet radio. The system even lowers audio volume automatically when a call comes in, so you won't miss one.

THE IRREFUTABLE ELEGANCE
OF NOT FUMBLING FOR YOUR PHONE.

Charcoal Black leather trim. SYNC display shown on available Navigation Package.

¹Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

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RELEASE THE STRESS OF PARALLEL PARKING.
AND REMARKABLY, THE STEERING WHEEL.



With available active park assist, parallel parking is nearly as simple as pushing a button. This revolutionary technology makes any concern over parallel parking a thing of the past. First, ultrasonic sensors identify and measure a suitable space, then with your help controlling the gas and brake pedals, and your hands off the wheel, the system steers, allowing you to park in as little as 24 seconds.



CONFIDENCE COMES ALONG ON EVERY TRIP

Available Intelligent AWD provides additional confidence in various driving conditions, and anytime an extra measure of control is required. And to help enhance visibility, adaptive HID headlamps are standard. Brighter than halogen, they point in the direction you turn the steering wheel to help you get the best possible look at the road ahead.

When driving Lincoln MKS, you can be certain you are prepared for a wide variety of possible driving conditions. The standard traction control system automatically applies the brakes and modulates engine power whenever it detects wheel slip¹

Sterling Gray Metallic. Available equipment..

¹Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

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IT CAN DETECT TRAFFIC
BEFORE YOU CAN SEE IT.

Peace of mind is one of life's great luxuries. With available BLIS® [Blind Spot Information System], radar sensors continually monitor each side of the vehicle to help you stay on guard. An amber light in the corresponding sideview mirror¹ alerts you whenever a vehicle is detected in one of your blind spots. Cross-traffic alert utilizes the same sensors to provide you with visible and audible warnings if a vehicle is detected within 45 feet of either side when backing up in parking situations.



Silver Diamond Premium Coat Metallic. Available equipment.

¹BLIS replaces standard integrated blind spot mirrors.

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IT CONFIRMS THAT WHAT'S ON THE INSIDE COUNTS. IMMENSELY.

Inside Lincoln MKS, the premium, heated and cooled, 12-way power front seats are trimmed in world-renowned Bridge of Weir™ leather. The steering wheel and instrument panel are accented with warm, genuine wood. And above, you'll find an available dual-panel moonroof offering stunning views to both rows.

It's also the perfect environment for listening to the THX® II Certified Audio System, specifically designed and acoustically engineered for Lincoln MKS. Experience theater-quality surround sound and astounding clarity while escaping the unruliness of the outside world.





YOU SAY WHERE. IT SAYS HOW.

The available, voice-activated Navigation System can tell you exactly where you need to go. It also shows you and reroutes you if necessary. Zoom, scroll and preview your route on a vibrant 8" LCD screen. A 6-month trial subscription to SiriusXM Traffic and Travel Link¹ enhances this capability by continuously updating live traffic information, weather, fuel prices, sports scores and movie times.



Plus, enjoy SiriusXM Satellite Radio with a 6-month trial subscription to the "Sirius Select" package. You'll hear the music you want without the hassle of commercials, CDs or playlists. Listen to sports, comedy, talk, news, entertainment and more, coast-to-coast. You can even watch DVDs with premium sound using the available THX® II Certified 5.1 Surround Audio System when parked.

¹SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.



SENSE TRAFFIC AND ADJUST SPEEDS. LINCOLN MKS CAN DO IT.

There is something truly luxurious in driving a vehicle that can help you be more aware of your surroundings. When available adaptive cruise control is activated, sensors maintain 1 of 3 preset gaps between Lincoln MKS and the vehicle ahead. If the lead vehicle slows down, the system decelerates. When the sensors detect the gap has widened, Lincoln MKS returns to the preset speed.

Whether adaptive cruise control is activated or not, available collision warning with brake support is always active and ready. If sensors detect a potential collision with the vehicle in front of you, a warning chimes and red lights flash in the heads-up display. If you fail to react immediately, the system pre-charges the brakes so you have full responsiveness when you brake.

THE LUXURY OF BEING ON THE SAFE SIDE.

With Lincoln MKS, a 2011 IIHS Top Safety Pick,¹ the roof, front, sides and rear have all been cited for good performance in impact testing. Specific structural areas of the high-strength steel safety cage are bolstered against intrusion. Others are designed to absorb crash energy and channel it away from passengers.

Inside, the dual-stage front airbags of our Personal Safety System™ help protect the driver and front passenger. Side-curtain airbags deploy from the headliner to provide coverage for outboard passengers in both rows in certain types of side-impact or rollover events. The SOS Post-Crash Alert System™ assists first responders in locating the vehicle when an airbag deploys.²



Silver Diamond Premium Coat Metallic.

¹Insurance Institute for Highway Safety (IIHS). ²SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.

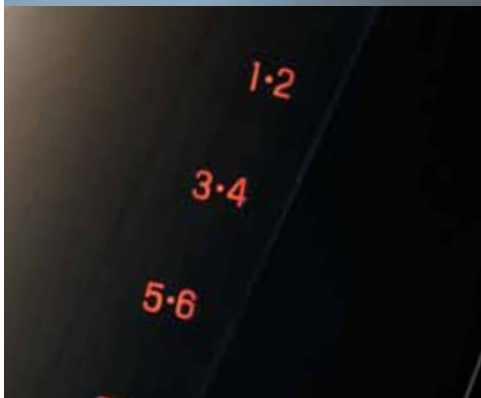
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REAR VIEW CAMERA The available rear view camera provides additional confidence in situations that require you to back up. Activated whenever the vehicle is placed in Reverse, it displays a clear image on the navigation screen.

THX® AUDIO SYSTEM The available THX II Certified 5.1 Surround Audio System brings home theater-quality sound to every seat. With 700 watts of power, a 14-channel amp, 16 speakers and a subwoofer, you'll experience HD Radio™ Technology, CDs and MP3 files like never before.

INTELLIGENT ACCESS WITH PUSH-BUTTON START Enter without inserting a key. With the key on you, simply touch anywhere on the invisible keypad to unlock the doors quickly and easily. After buckling up, and while pressing the brake pedal, Lincoln MKS starts with the push of a button.



**WITH A TOUCH,
HAVE IT MADE IN THE SHADE.**

Lincoln MKS features a standard rear-window power sunshade that helps block up to 70% of the light to help protect the interior and keep it cool. With one simple touch, it rises up or lowers back down until it's almost completely out of sight.

STANDARD LUXURY FEATURES: EQUIPMENT GROUP 100A

ENGINE

- 3.7L DOHC 24-valve Duratec® aluminum V6
- 274 hp @ 6,250 rpm/270 lb.-ft. of torque @ 4,250 rpm
- 10.3:1 compression ratio
- Intake variable cam timing (iVCT) and electronic throttle control
- Sequential multiport electronic fuel injection
- Stainless steel exhaust system with dual chrome exhaust tips
- 2012 EPA-estimated fuel economy
 - FWD 17 city/25 hwy/20 combined mpg [19.0-gal. capacity]
 - AWD 16 city/23 hwy/19 combined mpg [19.0-gal. capacity]

DRIVETRAIN

- 6-speed SelectShift Automatic™ transmission with paddle activation
- Front-wheel drive (FWD)

WHEELS | TIRES

- 18" 10-spoke bright-machined/-painted aluminum wheels
- P235/55R18 all-season tires

BRAKES

- Anti-Lock Brake System (ABS)
- Brake assist
- Electronic brakeforce distribution (EBD)
- Power 4-wheel disc brakes with ventilated rotors

SUSPENSION | STEERING

- Independent front and rear suspension
- Front and rear stabilizer bars
- Power rack-and-pinion steering

EXTERIOR

- Adaptive HID headlamps with auto high beams
- Chrome inserts on door handles
- Easy Fuel® capless fuel filler
- Forward and Reverse Sensing Systems
- Light-emitting diode (LED) taillamps
- Lincoln split-wing grille
- Power, heated sideview mirrors with integrated blind spot mirrors, security approach lamps, memory and auto-dimming driver's side
- Rain-sensing windshield wipers
- Solar-tinted glass

INSTRUMENTATION | DRIVER CONTROLS

- Auto-dimming rearview mirror with compass and microphone
- Intelligent Access with push-button start [2 key fob transmitters]
- Power windows with global open and one-touch-up/-down for driver and front passenger
- Steering wheel-mounted cruise control, media controls and secondary audio controls
- Universal garage door opener
- White LED-backlit instrument cluster with speedometer, tachometer, fuel level gauge, coolant temperature gauge and message center

SEATING

- 5-passenger seating
- 12-way power driver and front-passenger seats with power lumbar and driver's side memory feature
- Bridge of Weir™ leather-trimmed seating
- Heated and cooled driver and front-passenger seats
- Heated rear outboard seats
- Rear-seat center armrest with pass-through and 2 cupholders

INTERIOR

- 12-volt powerpoints [3]
- Accessory delay for power features
- Ambient lighting
- Dual-zone electronic automatic temperature control
- Front center floor console with armrest, storage and 2 cupholders
- Genuine wood accents in fine line ebony or olive ash on the instrument panel
- Illuminated Entry System with theater-dimming feature
- Leather-wrapped shift knob with chrome surround
- Leather-wrapped steering wheel with genuine wood accent in fine line ebony or olive ash
- Map pockets
- Powerpoints [3]
- Power-tilt/-telescoping steering column with memory
- Rear-window power sunshade

AUDIO | COMMUNICATION SYSTEMS

- Auxiliary audio input jack in front center floor console
- Lincoln SYNC® voice-activated, in-vehicle connectivity system
- SiriusXM Satellite Radio, including SiriusXM Satellite Radio receiver, low-profile antenna, and 6-month trial subscription
- THX® II Certified Audio System with AM/FM stereo/6-disc in-dash CD changer, MP3 capability, 16 speakers [including 10" subwoofer], 700 watts of peak power and 14-channel amplifier

SAFETY | SECURITY

- Personal Safety System™ for driver and front passenger with dual-stage front airbags²; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- AdvanceTrac® electronic stability control
- Anti-theft perimeter alarm
- Belt-Minder® front safety belt reminder
- Brake- and engine-actuated traction control
- Child-safety rear door locks
- Emergency glow-in-the-dark, in-trunk release handle
- Front-seat side airbags¹
- LATCH [Lower Anchors and Tether Anchors for Children]
- MyKey®
- Power door locks
- Safety Canopy® System including side-curtain airbags¹ with roll-fold technology, and rollover sensor
- SecuriCode™ invisible keypad
- SecuriLock® Passive Anti-Theft System
- Side-intrusion door beams
- SOS Post-Crash Alert System™
- Tire Pressure Monitoring System [excludes spare]

LINCOLN MKS WITH ECOBOOST™: EQUIPMENT GROUP 200A

Includes content of Equipment Group 100A, plus:

- 3.5L EcoBoost V6 twin-turbocharged, direct-injection engine
- 355 hp @ 5,700 rpm²/350 lb.-ft. of torque @ 1,500 to 5,000 rpm
- Intelligent AWD
- 19" 10-spoke premium painted aluminum wheels with P255/45R19 all-season tires
- Electric power-assisted steering (EPAS)
- 2012 EPA-estimated fuel economy
 - AWD 17 city/25 hwy/20 combined mpg [19.0-gal. capacity]

¹Always wear your safety belt and secure children in the rear seat. ²With premium fuel. Premium fuel is recommended for EcoBoost V6, but not required.

AVAILABLE LUXURY PACKAGES

NAVIGATION PACKAGE: EQUIPMENT GROUP 101A

- Voice-activated, hard drive-based Navigation System with 8" high-resolution LCD touch screen display; integrated SiriusXM Traffic and Travel Link (with 6-month trial subscription) for traffic, weather and fuel price updates; HD Radio™ Technology; and driver-configurable home screen
- BLIS® (Blind Spot Information System) with cross-traffic alert¹
- Rear view camera
- THX® II Certified 5.1 Surround Audio System with AM/FM stereo/single-CD/DVD/Jukebox, MP3 capability, 16 speakers (including 10" subwoofer), 700 watts of peak power and 14-channel amplifier

ULTIMATE PACKAGE: EQUIPMENT GROUP 102A

Includes content of Navigation Package, plus:

- 19" 10-spoke premium painted aluminum wheels
- Dual-panel moonroof with power sunshade
- Ultimate seat trim
- Wood appliques in fine line ebony or olive ash on all doors

ECOBOOST ULTIMATE PACKAGE: EQUIPMENT GROUP 201A²

Includes content of Navigation Package, plus:

- Dual-panel moonroof with power sunshade
- Ultimate seat trim

ECOBOOST APPEARANCE PACKAGE²

- Body-color license plate accent
- Chrome grille with darkened accent bars
- Darkened headlamp treatment
- Decklid lip spoiler with chrome insert
- Modified Lincoln MKS decklid badge (S in red)
- Ultimate seat trim featuring color-keyed tuxedo stripe in the center of the front and rear outboard seat backs, and embroidered Lincoln Star on the front seat head restraints (available in Charcoal Black with Charcoal Black tuxedo stripe, or Sienna with Charcoal Black tuxedo stripe)
- Unique 20" 10-spoke polished aluminum wheels with P245/45R20 all-season tires
- Unique body-color front and rear lower fascias, side rocker panels and door cladding
- Unique illuminated door sill plates (S in red)
- Unique metallic appliqué with Lincoln MKS on instrument panel (S in red)
- Upgraded black floor mats with front embroidered Lincoln Star

PREMIUM WOOD DOOR-TRIM PACKAGE³

- Wood appliques in fine line ebony or olive ash on all doors

AVAILABLE EQUIPMENT

- 19" 10-spoke bright-machined/-painted aluminum wheels³
- 20" 11-spoke polished aluminum wheels³
- Active park assist²
- Adaptive cruise control and collision warning with brake support
- All-weather floor mats⁴
- Ash cup/coin holder⁴
- Cargo organizer⁴
- Dual-panel moonroof with power sunshade
- Intelligent AWD
- Remote start system⁴

LINCOLN AUTOMOTIVE FINANCIAL SERVICES Plans to launch in available states in the 3rd quarter of 2011. Choose the vehicle you want. Whether you decide to lease or finance, you'll find the choices that are right for you. Ask your Lincoln Dealer for details.

INSURANCE SERVICES Get Lincoln quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-866-329-4367 for a no-obligation quote.

LINCOLN EXTENDED SERVICE PLAN For a purchase or lease, the Lincoln Extended Service Plan (ESP) gives you "Peace-of-Mind" protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Lincoln ESP, the only service contract backed exclusively by Lincoln and honored at all Lincoln dealerships.

GENUINE LINCOLN ACCESSORIES will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 4-year/50,000-mile New Vehicle Limited Warranty. Lincoln Licensed Accessories (LLA) are warranted by the accessory manufacturer's warranty. LLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Lincoln Dealer for details and/or a copy of all limited warranties.

COMPLIMENTARY MAINTENANCE In addition to being one of the most technologically advanced and luxurious vehicles on the road, the 2012 Lincoln MKS includes no-charge, 4-year/50,000-mile maintenance. Maintenance items include oil changes, tire rotations and vehicle inspections. Coverage includes a maximum of 8 regularly scheduled maintenance services. See dealer for qualifications and complete details.

LINCOLN WARRANTIES Additional peace of mind comes from a 4-year/50,000-mile Bumper-to-Bumper Warranty that covers repair, replacement or adjustment of parts at no additional cost, as well as a 6-year/70,000-mile Powertrain Warranty which features no deductible and is fully transferable. See dealer for limited warranty details.

ROADSIDE ASSISTANCE for 6 years or 70,000 miles provides the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Lincoln Dealer will provide complete details.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

Microsoft is a registered trademark of Microsoft Corporation.

Bridge of Weir is a trademark of Bridge of Weir Leather Company Limited.

THX and the THX logo are trademarks of THX Ltd., which are registered in some jurisdictions. All rights reserved.

Sirius U.S. Satellite Service available in the 48 contiguous U.S.A. and D.C. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

HD Radio is a proprietary trademark of iBiquity Digital Corp.

Comparisons based on 2011/2012 competitive models (class is Luxury Full-Size Sedans), 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. Following release of the PDF, certain changes in standard equipment, options and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln Dealer is the best source of up-to-date information. Lincoln reserves the right to change product specifications at any time without incurring obligations.



MEASUREMENTS

Length	204.1"
Wheelbase	112.9"
Width [excluding mirrors]	75.9"
Width [including mirrors]	85.5"
Height	61.6"
Head room [front/rear]	39.7"/38.5"
Shoulder room [front/rear]	58.6"/57.4"
Hip room [front/rear]	55.3"/55.3"
Leg room [front/rear]	41.9"/38.6"
Passenger volume	105.8 cu. ft.
Cargo volume	18.7 cu. ft.
Total interior volume	124.5 cu. ft.

AVAILABLE LINCOLN CUSTOM ACCESSORIES

- Rear decklid spoiler
- Remote start systems
- Parking Assist System¹
- Dual head restraint DVD¹
- Moonroof and side window deflectors
- Splash guards
- Locking fuel plug
- Interior light kit
- Illuminated door sill plates
- Cargo organizers and protectors
- Sport pedals
- Ash cup/coin holder
- All-weather floor mats
- 20" chrome wheels
- Wheel lock kit

To learn more about Lincoln Custom Accessories and to shop online, visit lincolnaccessories.com.



- A. 20" 10-SPOKE POLISHED ALUMINUM | AVAILABLE WITH ECOBOOST™ APPEARANCE PACKAGE
- B. 20" 11-SPOKE POLISHED ALUMINUM | AVAILABLE
- C. 19" 10-SPOKE BRIGHT-MACHINED/-PAINTED ALUMINUM | AVAILABLE
- D. 19" 10-SPOKE PREMIUM PAINTED ALUMINUM | STANDARD ON LINCOLN MKS WITH ECOBOOST | AVAILABLE ON LINCOLN MKS
- E. 18" 10-SPOKE BRIGHT-MACHINED/-PAINTED ALUMINUM | STANDARD

¹Lincoln Licensed Accessory.



WITH LINCOLN OWNERSHIP,
ADVANTAGES COME STANDARD.

There are many advantages inherent to owning a Lincoln. Backed by our strong network of dealers, we are committed to providing amenities and benefits that make Lincoln ownership a premium and dependable experience.

COMPLIMENTARY MAINTENANCE¹ In addition to being one of the most technologically advanced and luxurious vehicles on the road the 2012 Lincoln MKS includes no-charge, 4-year/50,000-mile maintenance. Maintenance items include oil changes, tire rotations and vehicle inspections. See dealer for details.

LINCOLN WARRANTIES Your 2012 Lincoln MKS comes with a 4-year/50,000-mile Bumper-To-Bumper Warranty as well as a 6-year/70,000-mile Powertrain Warranty. Safety Restraint System and Corrosion coverage are also provided. See dealer for limited warranty details.

COMPLIMENTARY SERVICE LOANER² Whenever you bring your 2012 Lincoln MKS to a Lincoln Dealer for a service covered by warranty, you will be provided with a complimentary Lincoln service loaner vehicle. See dealer for details.

¹4-year/50,000-mile Maintenance Plan. Coverage includes a maximum of 8 regularly scheduled maintenance services. See dealer for qualifications and complete details.

²Availability depends on dealership participation. See dealer for details.

Available with all exterior colors



CHARCOAL BLACK LEATHER WITH TUXEDO STRIPE | FINE LINE EBONY WOOD

Available with all exterior colors except:
Silver Diamond Premium Coat Metallic
Sterling Gray Metallic



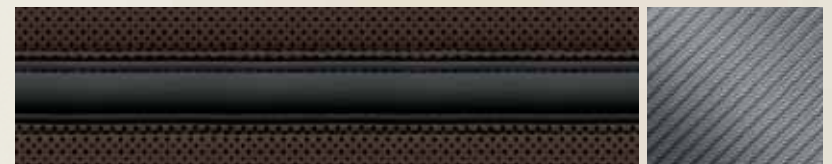
LIGHT CAMEL LEATHER WITH TUXEDO STRIPE | OLIVE ASH WOOD

Available with all exterior colors



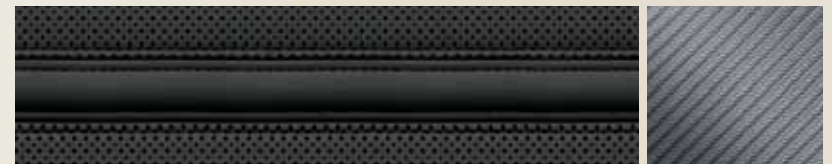
CASHMERE-COLORED LEATHER WITH TUXEDO STRIPE | FINE LINE EBONY WOOD

EcoBoost™ Appearance Package
available with all exterior colors except:
Crystal Champagne Metallic Tri-coat
Dark Blue Pearl Metallic
Sterling Gray Metallic



SIENNA LEATHER WITH CHARCOAL BLACK TUXEDO STRIPE | METALLIC APPLIQUÉ

EcoBoost Appearance Package
available with all exterior colors except:
Crystal Champagne Metallic Tri-coat
Dark Blue Pearl Metallic
Sterling Gray Metallic

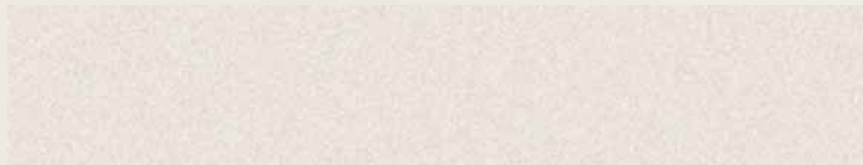


CHARCOAL BLACK LEATHER WITH CHARCOAL BLACK TUXEDO STRIPE | METALLIC APPLIQUÉ

LINCOLN MKS COLOR



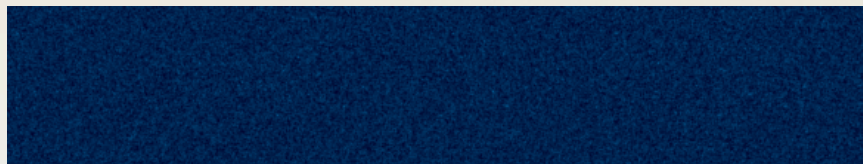
WHITE PLATINUM METALLIC TRI-COAT¹



CRYSTAL CHAMPAGNE METALLIC TRI-COAT¹



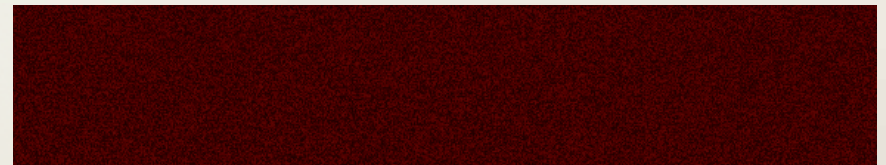
SILVER DIAMOND PREMIUM COAT METALLIC



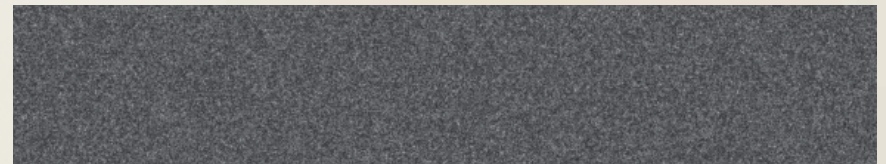
DARK BLUE PEARL METALLIC



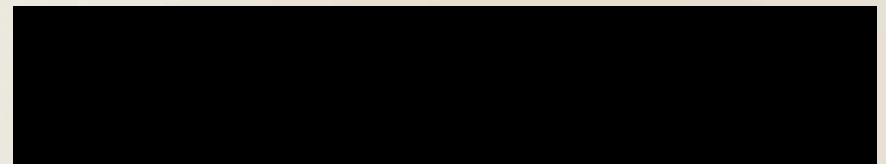
RED CANDY METALLIC TINTED CLEARCOAT¹



CINNAMON METALLIC



STERLING GRAY METALLIC



BLACK