

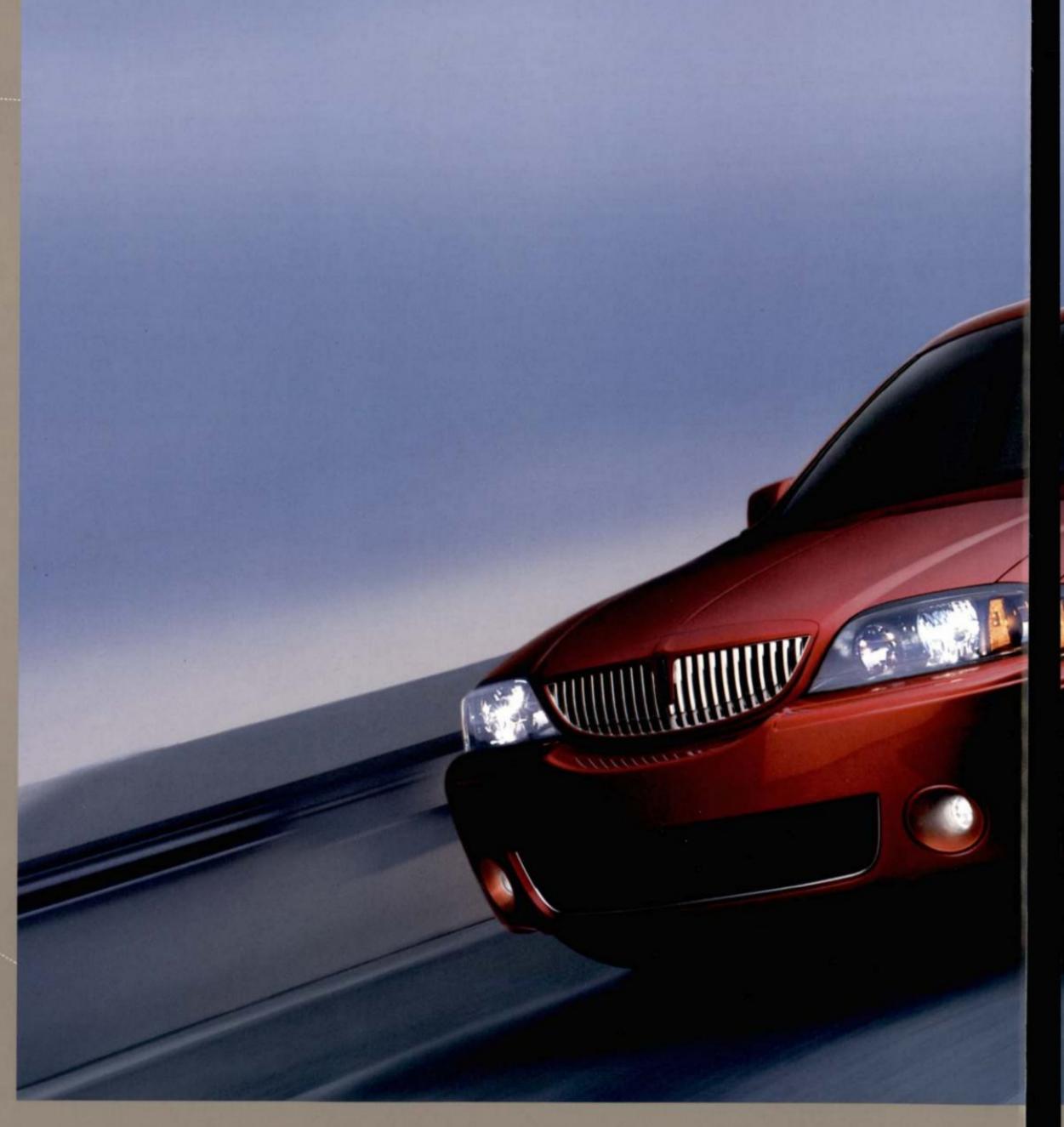
WIND UP TO 60 IN MERE SECONDS.
WIND DOWN EVEN FASTER.

WHAT MAKES A LINCOLN? Performance that inspires.

Comfort that embraces. Power that responds.

Immediately. In Lincoln LS V-8, a complete stop becomes highway speed in short order. You're transported to the height of power and the seat of serenity – at the same time. Finally, the thrill of performance meets the pleasure of luxury. Introducing the 2004 Lincoln LS.

SOON, YOU'LL HAVE YOUR FAVORITE LS CURVES.



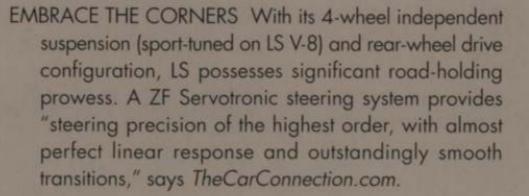
THE POLE POSITION IS YOURS Shifter confidently at hand. Asphalt disappearing underfoot. And the sweet smell of leather in the air. To drive Lincoln LS not only sharpens the senses, it soothes them. With its Formula One-inspired suspension and Lincoln presence, the LS is quickly establishing a class of its own.

"...a more entertaining track machine than BMW's vaunted 5 Series and the Cadillac CTS," says the Detroit Free Press. Behind the wheel of Lincoln LS, one thing becomes clear. The time to Travel Well is now.











BALANCED TO PERFORM Near 50/50 front-to-rear weight distribution is responsible for Lincoln LS's exceptional handling on the open road. Should you need to brake suddenly at high speed, anti-lift geometry in the rear inspires confidence by actually pulling the vehicle down toward the road.

straight and true the Anti-lock Brake System (ABS) uses computer-controlled sensors to help prevent wheel lockup during hard braking by electronically "pumping" the brakes several times per second. ABS provides greater steering control under most driving conditions.

KE CONTROL All-Speed Traction Control helps improve traction on loose or slippery surfaces by using a combination of brake and engine control to reduce wheel spin. The system senses any loss of traction and automatically steps in to help you maintain steering control.





PERFORMANCE, MEET LUXURY.

THE FINEST THINGS At Lincoln, we know that driving is serious business. Precisely why we've made you and your guests as comfortable as possible for the ride in LS. We utilize the finest materials from around the world to create a sanctuary of rich craftsmanship and exceptional comfort. Satin-nickel accents adorn the instrument control panel and door handles. Fine, white LED interior lighting illuminates the cabin. On V-6 Premium and V-8 Ultimate, premium leather and rich American walnut burl wood trim grace the Lincoln LS steering wheel, shift knob, instrument panel and door-trim panels. It's an ambience rich in elegance and thrill – especially for the one behind the wheel.



DRESSED FOR SUCCESS.

BEHIND THE WHEEL Three distinct LS interior treatments are available to suit your particular style and desire for luxury. Each steering wheel is leather wrapped and features a power tilt function and a power-telescoping column.

(Top) Black-lacquer trim accentuates the dash for a more monochromatic look. The leather-wrapped steering wheel and shift knob add to the performance feel. Standard on V-6 Luxury.

(Bottom) Aluminum interior accents on the door-trim and instrument panels join the leather-wrapped steering wheel and shift knob for a racy expression of LS performance. Standard on V-8 Sport.

(Right) American walnut burl wood trim on the dash, steering wheel and shift knob enhance the luxury.

Standard on V-6 Premium and V-8 Ultimate.









MASTER YOUR ENVIRONMENT.







CONTROL Having it means having power. And Lincoln LS puts it all at your fingertips. With the mere push of a button, you command the comfort variables that create a privileged world of personalized satisfaction.

UlTIMATE COMFORT Heated and cooled driver and front-passenger seats take driving comfort into a whole new dimension. Adjust your preferences with 6 total settings conveniently located on the instrument control panel. Standard on V-8 Ultimate, available on V-6 Premium and V-8 Sport. To indulge rear-seat passengers, heated rear seats are available on V-6 Premium, V-8 Sport and V-8 Ultimate when heated/cooled front seats are selected.

YOUR OWN ZONE Dual-zone Electronic Automatic
Temperature Control lets the driver and front
passenger select individual temperatures. The system
automatically maintains the desired settings for each
side of the front cabin.

ELECTRIC ASSIST Simply pulling a small lever will activate or release the LS parking brake with minimal effort. When Drive is selected, it automatically disengages.

EASY TO REACH Every Lincoln LS comes with poweradjustable brake and accelerator pedals. With 3" of travel, it's easy to move the pedals where you like them. A convenient memory feature is standard on V-6 Premium, V-8 Sport and V-8 Ultimate.

FINGERTIP TECHNOLOGY.

THE BEST OF BOTH WORLDS It doesn't get any better: a Lincoln Soundmark THX Certified Car Audio System packaged with an easy-to-use Navigation System. THX Certification ensures the finest quality sound. 12 speakers, a 90-watt subwoofer, 180 watts of power and a 6-disc in-dash CD player provide it. Just hit the Audio button, load your CDs and listen for hours. When you need directions, the Navigation System understands 174 commands and provides turn-by-turn voice guidance. It combines DVD mapping with Global Positioning System (GPS) satellite technology. A 6.5" color LCD screen presents high-quality graphics, while touch-screen simplicity and Map, Destination and Menu buttons make it a snap to use. This inspiring system is available on V-6 Premium and V-8 models.

AUDIO PERFORMANCE The only thrill that comes close to driving an LS is hearing its acoustical precision. V-6 Luxury features a 4-speaker Premium Sound System with an AM/FM stereo/single CD/cassette player. A Lincoln Soundmark Audiophile AM/FM stereo with 180 watts of power, 12 speakers and a 6-disc in-dash CD player is standard on V-6 Premium and V-8 models, available on LS V-6 Appearance Package. The Sirius Satellite Radio service, which adds over 100 channels of coast-to-coast music, news and entertainment, can be added to the Soundmark THX-Certified or Audiophile systems. See your Lincoln Mercury Dealer for activation details.

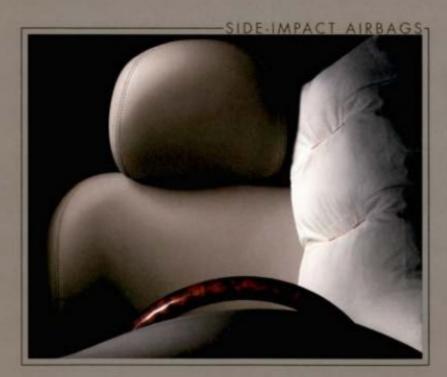


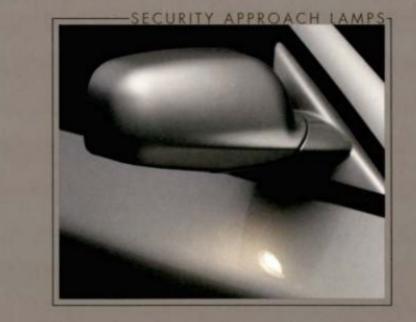






ON GUARD. ADVANCED SAFETY AND SECURITY SYSTEMS.







ARMED TO DEFEND Standard side-impact airbags join driver and front-passenger dual-stage airbags to offer a critical line of defense in an accident. With sensors on each side of the vehicle governing their deployment, side-impact airbags are concealed in the front-seat side bolsters. For even more protection, side-curtain airbags are available on all models as part of the Safety and Parking Package and deploy from the headliner in certain side-impact collisions.

WARM GREETING Heated power-adjustable exterior mirrors include memory settings for 2 different drivers. Security approach lamps underneath illuminate the ground when you press a remote key fob button or lift a door handle. V-6 Premium and V-8 models add an electrochromic (auto-dimming) feature on the driver's side to dim the glare from lights behind your vehicle.

INTUITIVE ASSISTANCE Brake Assist senses a sudden stop and automatically applies the maximum pedal pressure to help you stop more quickly. LOOKING OUT BEHIND Rear Park Assist alerts you with a beeping tone if an object comes within 15 feet of the rear bumper when in Reverse. Available on all models as part of the Safety and Parking Package.

INTELLIGENT PROTECTION The Personal Safety System™ controls airbag energy deployment levels and safety belt tension in an accident – providing optimum protection for the driver and front passenger.





TRAVEL WELL. LINCOLN LS FOR 2004.



STANDARD LINCOLN LS EQUIPMENT

V-6 LUXURY

PERFORMANCE

All-Speed Traction Control

Brakes - power, vented 4-wheel disc anti-lock with Brake Assist

Cooling System - fail-safe

Drivetrain - rear-wheel drive

Engine - 3.0L DOHC 24-valve V-6 with variable-cam timing and electronic throttle control

Exhaust System - dual with chrome tips

Fuel Injection - sequential multi-port

Shock Absorbers - twin-tube, nitrogen gas-pressurize Steering - power, speed-sensitive, variable-assist

rack-and-pinion

Suspension - front: independent aluminum Shortand Long-Arm (SLA) with coil spring-over-shock, tubular stabilizer bar and anti-dive geometry; rear: independent aluminum SLA with coil spring-over-shock, stabilizer bar and anti-lift geometry

Transmission - 5-speed electronic automatic with overdrive

INTERIOR

Air Filtration - passenger compartment particulate

Armrest - full-length door, rear-seat center fold-down with 2 cupholders

Ashtray - instrument control panel, illuminated with lighter Assist Handles - with integrated coat hooks

Audio - premium Dual-Media AM/FM stereo/cassette/CD player with 80 watts and 4 speakers

Climate Control - Dual-zone Electronic Automatic Temperature Control

Cupholders - 2 front and 2 rear

Floor Console - driver and front-passenger sliding armrest with storage bin and power point

Fuel Filler Door Release - remote

Glove Box - lockable and illuminated

Interior Accents - black-lacquer, with leather-wrapped steering wheel and shift knob

Instrument Control Panel - satin-nickel-finish

Rear-Seat Climate Control Ducts Rearview Mirror - manual day/night

Scuff Plates - front, with "Lincoln" embossed on

aluminum inserts

Trunk Lid Release - remote

Always wear your safety belt and secure children in the rear seat. HomeLink is a registered trademark of Johnson Controls.

INTERIOR (continued)

Seats - leather-trimmed, power 8-way driver and 6-way front-passenger with manual lumbar; 60/40 split-fold rear Visors - with dual illuminated mirrors

EXTERIOR

Antenna - concealed

Bumpers - color-keyed with chrome inserts

Door Handles - color-keyed

Fog Lamps

Glass - solar-tinted

Grille - chrome surround with platinum verticals

Mirrors - dual power, heated with security approach

Rear Window Defroster

Wheels - 16" 7-spoke painted aluminum Windshield Wipers - speed-sensitive, variable-

intermittent with heated park

SAFETY/SECURITY

Airbags - dual-stage front, side-impact with head/chest protection for driver and front-passenger

Alarm - perimeter system

Autolamps - automatic on/off headlamps with delay

Battery Saver System

Brake Shift Interlock Keyless Entry Keypad - driver's door-mounted

LATCH - rear-seat lower anchors and tether anchors for

child safety seats

Locks - child safety rear-door

Personal Safety System™ - including front crash severity sensor, sensors to detect front safety belt usage and driver's-seat position, front safety belt pretensioners and energy-management retractors

Remote Keyless Entry - with illuminated entry, theater dimming and security approach lamps

Safety Belts - color-keyed lap and shoulder belts for all seating positions with front-seat height-adjustable

SecuriLock" - passive anti-theft system

Ford Motor Company.

SmartLock™ - anti-lockout system

Ford Motor Company Insurance Services Choose the insurance program that's designed for your vehicle - Ford Motor Company Insurance Services. Our program helps you receive the rates and service you deserve. Call 877.367.3847 or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of

INSTRUMENTATION/DRIVER CONTROL

Accessory Timed Delays

Instrument Cluster - analog

Parking Brake - electric assist, automatic release

Power-Adjustable Pedals

Power Door Locks - with SmartLock

Power Windows - Global open/close on all, driver and front-passenger one-touch-up/-down feature may be opened with key or key fob, and closed with key

Speed Control - electronic, steering wheel-mounted Steering Wheel - power tilt/telescopic, leather-wrapped with audio and speed controls

V-6 APPEARANCE PACKAGE

In addition to or in place of equipment on V-6 Luxury:

Audio - Lincoln Soundmark™ Audiophile AM/FM stereo with 6-disc in-dash CD player, 180 watts and 12 speakers including a 90-watt subwoofer, Sirius Satellite Radio capable

Bumpers - color-keyed with monochromatic inserts Grille - color-keyed with chrome vertical bars

License Plate Surround - color-keyed Wheels - 16" 7-spoke polished aluminum

V-6 PREMIUM

In addition to or in place of equipment on V-6 Luxury:

Audio - Lincoln Soundmark Audiophile AM/FM stereo with 6-disc in-dash CD player, 180 watts and 12 speakers including a 90-watt subwoofer, Sirius Satellite Radio capable

HomeLink® Universal Transceiver - universal remote for up to 3 items

Interior Accents - American walnut burl wood trim on leather-wrapped steering wheel and shift knob

Mirrors - dual power, heated, folding with security approach lamps, electrochromic (auto-dimming) driver's-side and memory settings for 2 different drivers

Power-Adjustable Pedals - with memory Power Lumbar - driver and front-passenger seat

Rearview Mirror - electrochromic (auto-dimming) with compass

Wheels - 16" 11-spoke painted aluminum



If you're as passionate about Lincoln LS as we are, you need to visit www.llsoc.com and register. It's your complete source for the latest LS news, specs, classifieds, events and owner photos. There's also a list of members in your area, so you can connect with those who appreciate LS performance as much as you do. So visit online, or call the National Office Monday Friday, 9 a.m.-5 p.m. Pacific Time at 909.244.6347.



finance, you'll find the choices that are right for you at ord Credit. Ask your Lincoln Mercury Dealer for details or check us out at www.fordcredit.com

Get the ride you want. Whether you plan to lease or To ensure we're offering our customers the best service possible, we proudly offer the Lincoln Personal Consultant, Just visit our Web site at Lincoln.com/pc and one of our manufacturer's representatives will help with anything from price quotes to product features to arranging a test drive at your local Lincoln Mercury Dealer - at no cost or obligation.

V-8 SPORT

In addition to or in place of equipment on V-6 Premium:

Bumpers - color-keyed front and rear with color-keyed inserts

Engine - 3.9L DOHC 32-valve V-8 with variable-cam timing and electronic throttle control

Exterior Mirrors - dual power, heated, fixed with security approach lamps, electrochromic (auto-dimming) driver's-side and memory settings for 2 different drivers

Interior Accents - aluminum, including leather-wrapped steering wheel and shift knob

Message Center - electronic Suspension - sport-tuned

Transmission - 5-speed SelectShift Automatic™ with manual gear-selection mode

Wheels - 17" 7-spoke machined-aluminum

V-8 ULTIMATE

In addition to or in place of equipment on V-8 Sport:

AdvanceTrac® - Electronic Stability Enhancement System Exterior Mirrors - dual power, heated, folding with security approach lamps, electrochromic (auto-dimming) driver's-side and memory settings for 2 different drivers

Heated and Cooled Seats - perforated leathertrimmed driver and front-passenger

Head Restraints - rear-seat, adjustable

Interior Accents - American walnut burl wood trim on leather-wrapped steering wheel and shift knob

Power Moonroof

Wheels - 17" 8-spoke chrome aluminum

AVAILABLE EQUIPMENT

V-6 LUXURY

V-6 APPEARANCE PACKAGE V-6 PREMIUM V-8 SPORT V-8 ULTIMATE

O O O S AdvanceTrac - Electronic Stability Enhancement System

O O O Audio/Navigation - Lincoln Soundmark™ THX®-Certified Car Audio System, including touch-screen DVD/Satellite Navigation System and 6-disc in-dash CD player, Sirius Satellite Radio capable

O O O Headlamps - High-Intensity Discharge (HID)

Heated and Cooled Seats - perforated leather-trimmed driver and front-passenger 0005

Heated Rear Seats - requires heated/cooled front seats 000 Interior Accents - American walnut burl wood on instrument panel and door-trim panel

LSE Package - includes unique 17" 7-spoke chrome wheels, modified front and rear fascias and side rocker panels, unique fog lamps, color-keyed grille surround with chrome vertical bars, colorkeyed license plate surround, rear decklid spoiler, all-red taillamps, LSE badge, LSE floor mats and unique wood interior appliqués

O O O S Power Moonroof

Safety and Parking Package - includes side-curtain airbags and Rear Park Assist Wheels - 16" 11-spoke chrome-aluminum wheels

S=Standard O=Optional

Ford Extended Service Plan For a purchase or lease, the Ford Following the publication of this brochure, certain changes in standard Company and honored at all Ford and Lincoln Mercury dealerships.

Extended Service Plan gives you "Peace-of-Mind" protection designed to equipment, options, prices and the like, or product delays may have cover key vehicle components and protect you from the cost of unexpected occurred which would not be included in these pages. Your Lincoln repairs. Ask your Lincoln Mercury Dealer for an ESP backed by Ford Motor Mercury Dealer is your best source for up-to-date information. Lincoln Mercury reserves the right to change product specifications at any time without incurring obligations. 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.

DEALER ACCESSORIES









LSE REAR SPOILER Made from tough ABS plastic and manufactured to original equipment specifications, this spoiler enhances the performance look of Lincoln LS. The spoiler includes an additional brake light.

MOBILE-EASE HANDS-FREE COMMUNICATION SYSTEM Integrated into the audio system, Mobile-Ease features Bluetooth® technology that recognizes your Bluetooth-equipped cell phone. As long as your phone is in the vehicle, the system allows you to place and receive hands-free calls through the audio system.

REMOTE START This powerful key fob allows you to start Lincoln LS from up to 500 feet away, ensure that it's locked and that its remote security system is armed. Choose from 3 available systems.

MOLDED SPLASH GUARDS Made from heavy-duty plastic that resists cracking, these custom LS splash guards deflect mud, ice and snow away from lower body panels. Packaged in pairs for front or rear.

See your dealer for these and other great Lincoln Mercury Dealer-installed accessories or visit lincolnaccessories.com.

WHEELS

A	17" 8-spoke chrome finish		
	Standard on V-8 Ultimate		
В	16" 11-spoke chrome finish		
	Available on V-6 Premium		
С	17" 7-spoke chrome finish		
	Standard on LSE Package		
D	16" 7-spoke painted finish		
	Standard on V-6 Luxury		
E	16" 7-spoke polished finish		
	Standard on		
	LS Appearance Package		
F	16" 11-spoke painted finish		
	Standard on V-6 Premium		
G	17" 7-spoke machined finish		
	Standard on V-8 Sport		



SPECIFICATIONS

DRIVETRAIN		V-6	V-8		
Engine		3.0L DOHC 24-valve V-6	3.9L DOHC 32-valve V-8		
Horsepower (hp @ rpm)		232 @ 6750 280 @ 6000			
Torque (lbft. @ rpm)		220 @ 4500 286 @ 4000			
Compression Ratio		10.5:1	10.75:1		
Layout		Front engine, rear-wheel drive			
Timing		Variable-cam			
Throttle		Electronic throttle control			
Transmission	V-6	5-speed electronic automatic with overdrive			
	V-8	5-speed SelectShift Automatic™ with manual gear-selection mode			
Fuel Injection		Sequential multi-port electronic			
Ignition		Coil-on-plug electronic			
Exhaust		Dual stainless steel with separate catalytic converters,			
		mufflers and resonators			
Cooling System		Fail-safe			
Axle Ratio		3.58:1			

CHASSIS

Suspension	Front	Independent aluminum Short- and Long-Arm (SLA) with coil spring- over-shock, tubular stabilizer bar and anti-dive geometry; sport-tuned for V-8 models	
	Rear	Independent aluminum Short- and Long-Arm (SLA) with coil spring-over-shock, stabilizer bar and anti-lift geometry; sport-tuned for V-8 models	
Shock Absorbers		Gas-charged hydraulic twin-tube with integral rebound spring	
Steering		Power, speed-sensitive, variable-assist rack-and-pinion	
Brakes		Power, vented 4-wheel disc anti-lock with dual-piston front and single-piston rear calipers	
Wheels		16" aluminum (V-6); 17" aluminum (V-8)	
Tires		P225/55R16 94V all-season (V-6); P235/50R17 95V all-season (V-6)	

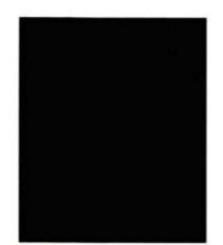
DIMENSIONS

		Front	Rear	
Headroom		40.5"	37.3"	
Legroom		42.8"	36.0"	
Hip Room		53.0"	54.7"	
Shoulder Room		57.6"	57.0"	
Curb Weight	V-6/V-8	3681 lbs./3962 lbs.		
Height		56.1"		
Length		194.3"		
Width		80.1" (including mirrors)		
Wheelbase		114.5"		
Track	Front/Rear	60.51"/60.79"		
Fuel Capacity		18.0 gallons	5	
Cargo Volume	(cu. ft.)	13.5		





EXTERIOR AND INTERIOR COLORS



BLACK





CHARCOAL GREY METALLIC SILVER BIRCH METALLIC





LIGHT TUNDRA METALLIC MEDIUM STEEL BLUE METALLIC TRUE BLUE METALLIC





AUTUMN RED METALLIC VIVID RED METALLIC



CASHMERE TRI-COAT* LIGHT FRENCH SILK METALLIC LS APPEARANCE PACKAGE DOVE MEDIUM LIGHT STONE BLACK

DOVE

MEDIUM LIGHT STONE

CHARCOAL GREY METALLIC

SILVER BIRCH METALLIC

AUTUMN RED METALLIC

CERAMIC WHITE TRI-COAT*

O O O TRUE BLUE METALLIC

O O O VIVID RED METALLIC

LIGHT TUNDRA METALLIC

MEDIUM STEEL BLUE METALLIC

BLACK

O O O BLACK

O O O BLACK

SILVER BIRCH METALLIC





BLACK

DOVE



MEDIUM LIGHT STONE BLACK

O O BLACK

SILVER BIRCH METALLIC

VIVID RED METALLIC

*Additional cost.

CERAMIC WHITE TRI-COAT* CASHMERE TRI-COAT*

LIGHT FRENCH SILK METALLIC

LINCOLN

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