

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

TOWN CAR

NOW,
MORE THAN EVER
WHAT A LUXURY
CAR SHOULD BE.



t's arrived. The most luxurious Lincoln Town Car ever. Dramatically differ-

ent. Technically more advanced. Yet, it remains every inch a Town Car.



It's every bit as big outside. Still as spacious inside. Six-passenger comfort and a trunk of immense proportions make Town Car the most spacious luxury car you can own. A new rear air spring suspension has made Town Car's great ride even better. And, of course, the unmistakable response of a powerful V-8 engine.



In the following pages, we'll give you a closer look at this new Town Car for the 1990s. You'll see that there's much more here than an impressive new shape.



After all, when you know what a luxury car should be, you never stop looking for ways to make it even better.



Lincoln Town Car Signature Series
in Twilight Blue Clearcoat Metallic.
Some features shown may be optional.
See feature pages at back of catalog.



Lincoln Town Car Signature Series interior with Light Titanium leather seating surfaces.

A LUXURY CAR SHOULD PLACE THE WORLD AT YOUR FINGERTIPS.

The luxury you experience in a Lincoln Town Car is the result of many little things working in total harmony. For instance, the placement, size and even the feel of the controls have been designed for easy operation.

An excellent example of how this benefits the driver is the design of the fingertip speed control – a standard

Town Car feature. The controls are neatly integrated into the steering wheel, conveniently within reach.

Town Car's front seat is split 50/50 to allow the driver and passenger to attain the most comfortable seating positions independently. At the touch of a finger, the driver has access to six-way power adjustments. For added convenience, there's a memory seat option. It can "remember" three different settings to the driver's seat.

THOUGHTFUL TOUCHES THROUGHOUT.

Town Car includes many thoughtful

touches. For instance, place the gearshift selector into drive and the parking brake is automatically released.

There are power windows, power door locks and power driver and passenger side

An optional Cellular Car Phone includes such features as a speaker phone for hands-free operation in your Town Car, plus super speed dialing with 100-number memory capability.

rearview mirrors. And when you turn

on the rear defroster, it activates a heating element to help clear the outside mirrors.

Town Car offers one convenient feature that's not available on many automobiles. It's the illuminated/keyless entry system. By simply punching a five-digit code into the control panel on the outside of the driver's door, you can unlock all the doors, the trunk and also lock the entire car again. Keyless entry is standard on Signature and Cartier editions.

SENSATIONAL SOUNDS.

Standard in Town Car is the High-

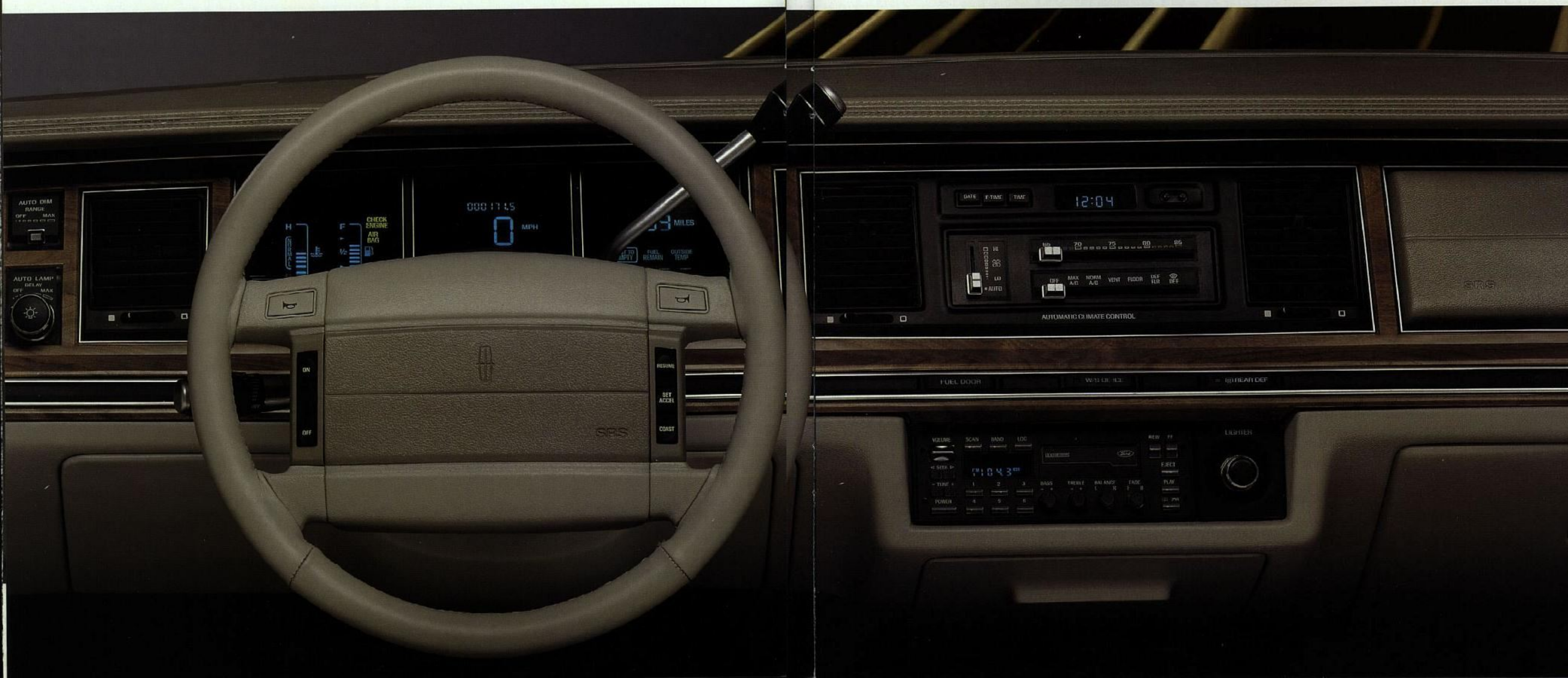
Level Audio System with an AM/FM stereo radio with cassette player, premium speakers and a remote 80-watt amplifier. An automatic power antenna is also included.

Or choose the optional Ford JBL Audio System. (Standard on Cartier

Town Car.) In addition to the electronic AM/FM stereo radio with cassette, the 145-watt biamplified Ford JBL system includes satellite speakers and a subwoofer. You can even replace the cassette tape radio with an optional digital compact disc radio.



The optional Ford JBL Audio System features speakers specially designed and located to match the acoustics of Town Car's interior.





Lincoln Town Car in Aztec Gold Clearcoat Metallic.
Some features shown may be optional.
See feature pages at back of catalog.

PEACE OF MIND
MAY BE
THE GREATEST
LUXURY OF ALL.

Town Car has always been built in generous proportions and this new Town Car is no exception. It is one of the largest sedans built in America today.

Town Car isn't only large in size—it's large on safety. Its interior has been carefully designed to minimize protrusions and sharp edges.

SAFETY
BY DESIGN.

The front and rear sections of the body are designed to collapse in a controlled manner. The intent is for the vehicle to help absorb impact forces and help allow the passenger compartment to remain intact.

The roof and front pillars are built to meet a static force test equal to 5,000

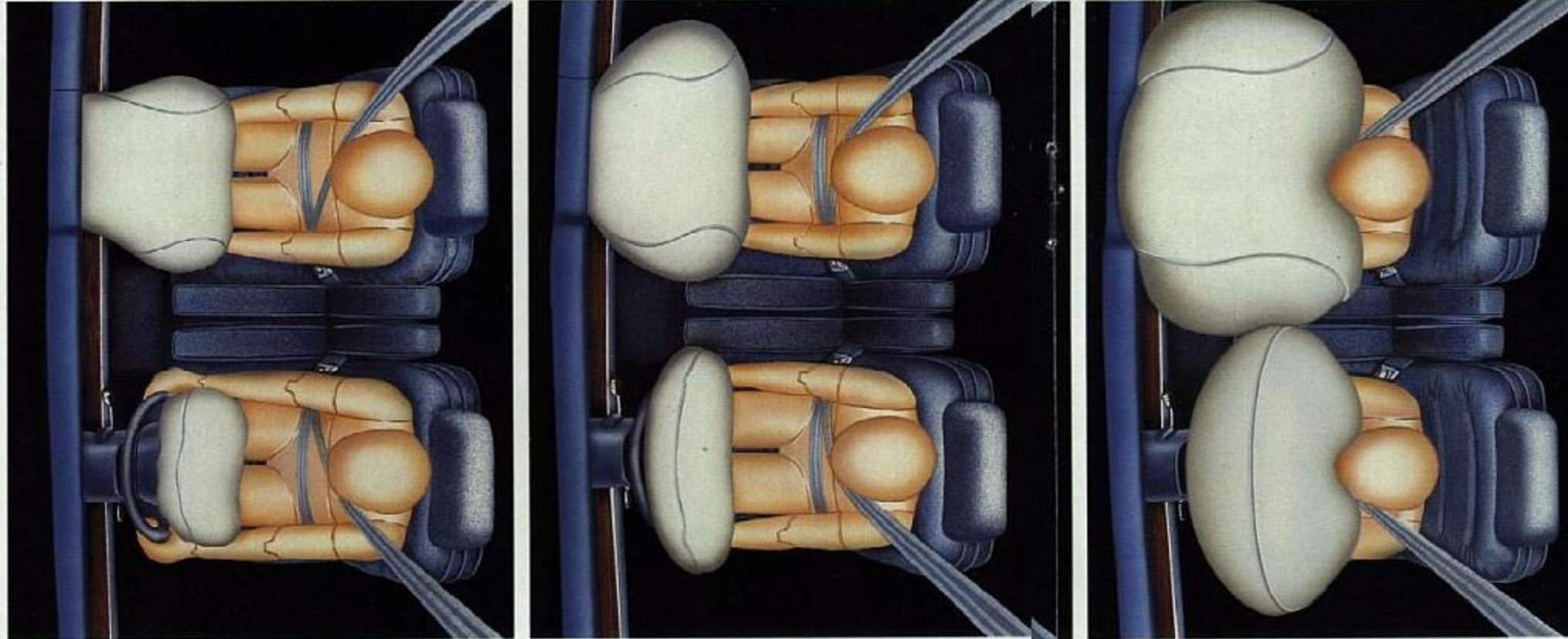
pounds. Each door contains a high-strength steel beam. And for low-speed damage protection, Town Car is equipped with five-mph bumpers front and rear.

One of the single greatest developments ever in the area of occupant safety is the safety belt. Town Car features lap/shoulder safety belts for outboard occupants front and rear. Occupants in the center positions are

provided with lap belts.

Ford Motor Company has been one of the leaders in the implementation of air bag Supplemental Restraint Systems. In hundreds of millions of miles of customer use, our systems have been demonstrated to be safe, reliable and effective.

Town Car is equipped with a standard driver-side air bag Supplemental Restraint System. A supplemental air bag is available as an option for the right front passenger. This system, along with proper use of the lap/shoulder safety belts, can help provide added protection against head and chest injuries that might occur in moderate to severe frontal impacts.



Shown here is an artist's depiction of a test of Town Car's standard driver and optional right front passenger air bag Supplemental Restraint System. This system is not designed to protect the occupant of the center front seating position, who should wear the lap belt provided.



Outboard rear passengers are provided with lap/shoulder safety belts. The center rear passenger is provided with a lap belt.

BRAKES THAT DO MORE
THAN JUST STOP YOU.

Town Car is also available with an optional Anti-lock Brake System (ABS). ABS can do two important things for a driver. First, it can help the driver retain steering control during maximum braking. Secondly, it can help reduce braking distances on many slick surfaces.

ABS doesn't allow the wheels to lock as a result of brake pressure. No matter how hard the driver presses on the brake pedal.

A microprocessor controls pressure to the brakes to keep the wheels at the threshold of lockup—it is there that maximum braking efficiency is achieved and steering ability is retained.

Of course, ABS cannot compensate for irresponsible driving behavior such as driving too fast for conditions.

ABS helps the driver maintain steering control while braking, even on slick surfaces.

Town Car's optional Anti-lock Brake System can "pump" the brakes up to ten times per second.



Lincoln Cartier Town Car in Crystal Blue Pearlescent Clearcoat Metallic/Regatta Blue. Some features shown may be optional. See feature pages at back of catalog.

A LUXURY CAR SHOULD OFFER THE TOUCH OF A MASTER JEWELER.

For an added touch of elegance, there is the Cartier Town Car. It is distinguished by its unique two-tone color scheme which features attractive pearlescent paint on the upper body. The Cartier's list of features is even more extensive than that of the standard Town Car and Signature Series.

Cartier gives you the choice of handsome cloth and leather seat trim or leather seating surfaces at no extra charge. Up front are 50/50 split twin comfort lounge seats with six-way power adjustments for driver and passenger, and a memory feature for the driver's seat. Power lumbar adjustments and power recline features for both sides are standard, as well.

LUXURY OF A HIGHER ORDER.

Cartier's steering wheel is wrapped in a soft, comfortable leather. The illumi-

nated/keyless entry system allows you access to the interior and the trunk by punching in a secret 5-digit code at the driver's door. Lifting the driver's door handle also illuminates the interior lights and a ring around the door lock for ease of entry at night.

Sound inside the Cartier is exceptional. Its Ford JBL Audio System includes JBL speakers and 145 watts of biamplified power. The radio is an electronic AM/FM stereo with integrated cassette player.

The Cartier Town Car is clearly identified with the Cartier logo on the face of the seatbacks, door trim panels and front floor mats. In addition, the Cartier script adds a touch of elegance to the rear side windows.

For full details concerning color selection and equipment available on the Cartier Town Car, consult the back pages of this brochure.



Town Car's large trunk offers a generous 22 cubic feet of fully carpeted storage space.



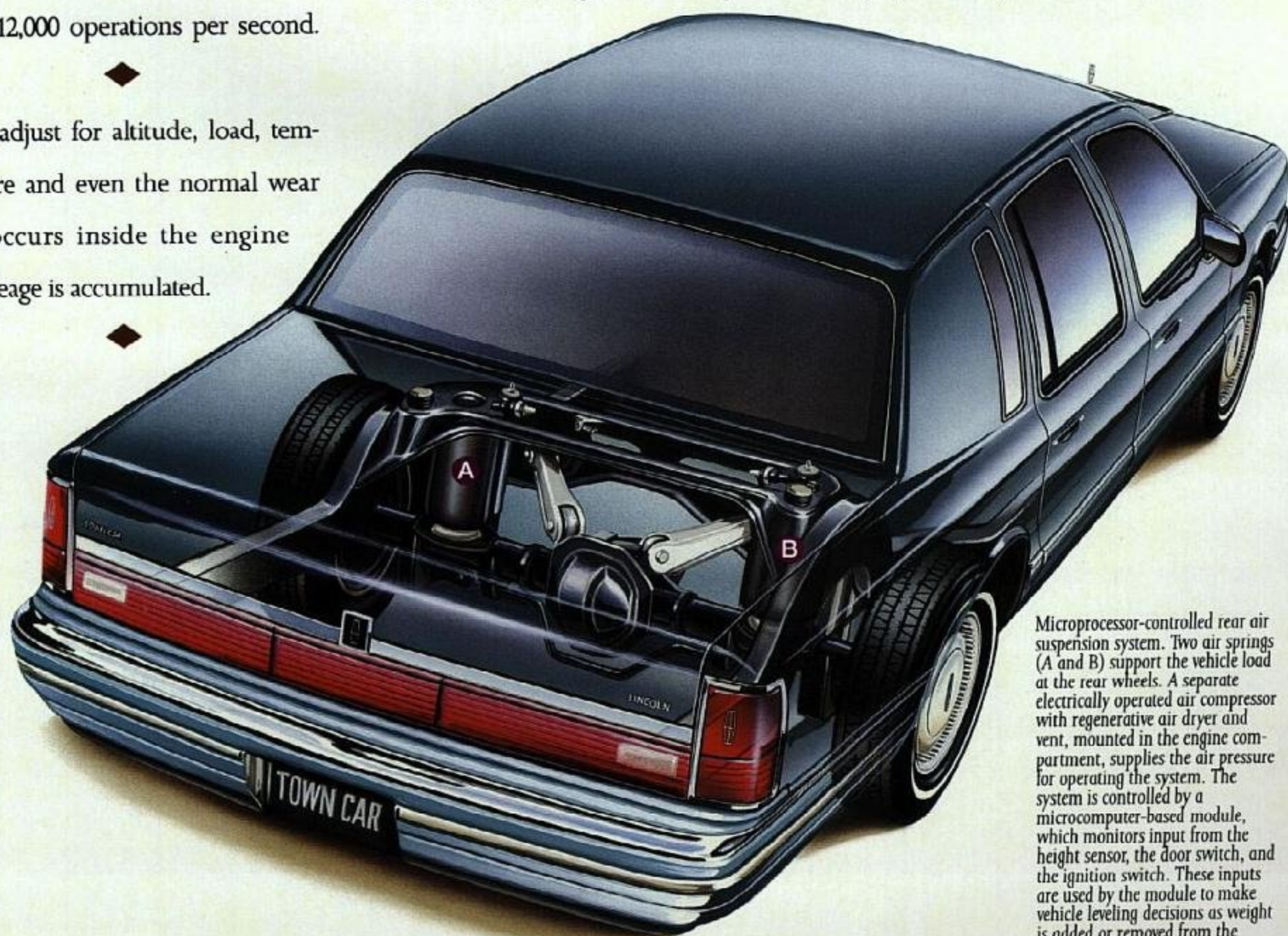
Lincoln Cartier Town Car interior in Crystal Blue cloth and leather seat trim.

A LUXURY CAR
SHOULD BE BUILT
UPON SOLID
TECHNOLOGY.

When you put your foot down on the accelerator, Town Car responds with the proven performance of a strong V-8 engine.

Enhancing its efficiency is EEC-IV—one of the world's most advanced electronic engine control systems. EEC-IV constantly monitors and controls specific engine functions to help maintain optimum engine operation. It has the capacity to process more than 312,000 operations per second.

It can adjust for altitude, load, temperature and even the normal wear that occurs inside the engine as mileage is accumulated.



Microprocessor-controlled rear air suspension system. Two air springs (A and B) support the vehicle load at the rear wheels. A separate electrically operated air compressor with regenerative air dryer and vent, mounted in the engine compartment, supplies the air pressure for operating the system. The system is controlled by a microcomputer-based module, which monitors input from the height sensor, the door switch, and the ignition switch. These inputs are used by the module to make vehicle leveling decisions as weight is added or removed from the vehicle.



5.0
LITER
EFI

Town Car's 5.0-liter V-8 engine delivers smooth performance aided by sequential multi-port electronic fuel injection (EFI).

Power from Town Car's smooth V-8 is transmitted to the rear wheels through an efficient 4-speed automatic overdrive transmission. At highway speeds, the fourth gear encourages economical operation by allowing the engine to operate in relatively low rpm ranges.*

A NEW LEVEL
OF RIDE QUALITY.

Some thought the famous Town Car ride was already too good to improve upon. But that didn't stop the engineers of this newest Lincoln from taking the ride a notch higher still with a microprocessor-controlled rear air spring suspension.

In the area of ride quality, these air springs (which are much more sophisticated than the adjustable "air shocks" or "load leveler" features on some luxury cars) can operate at low spring rates to maximize ride smoothness. As loads increase, the air spring provides enhanced vehicle ride. The air springs automatically level the car as weight is added or removed to keep it at optimum ride height.

A GREAT
SUPPORTING CAST.

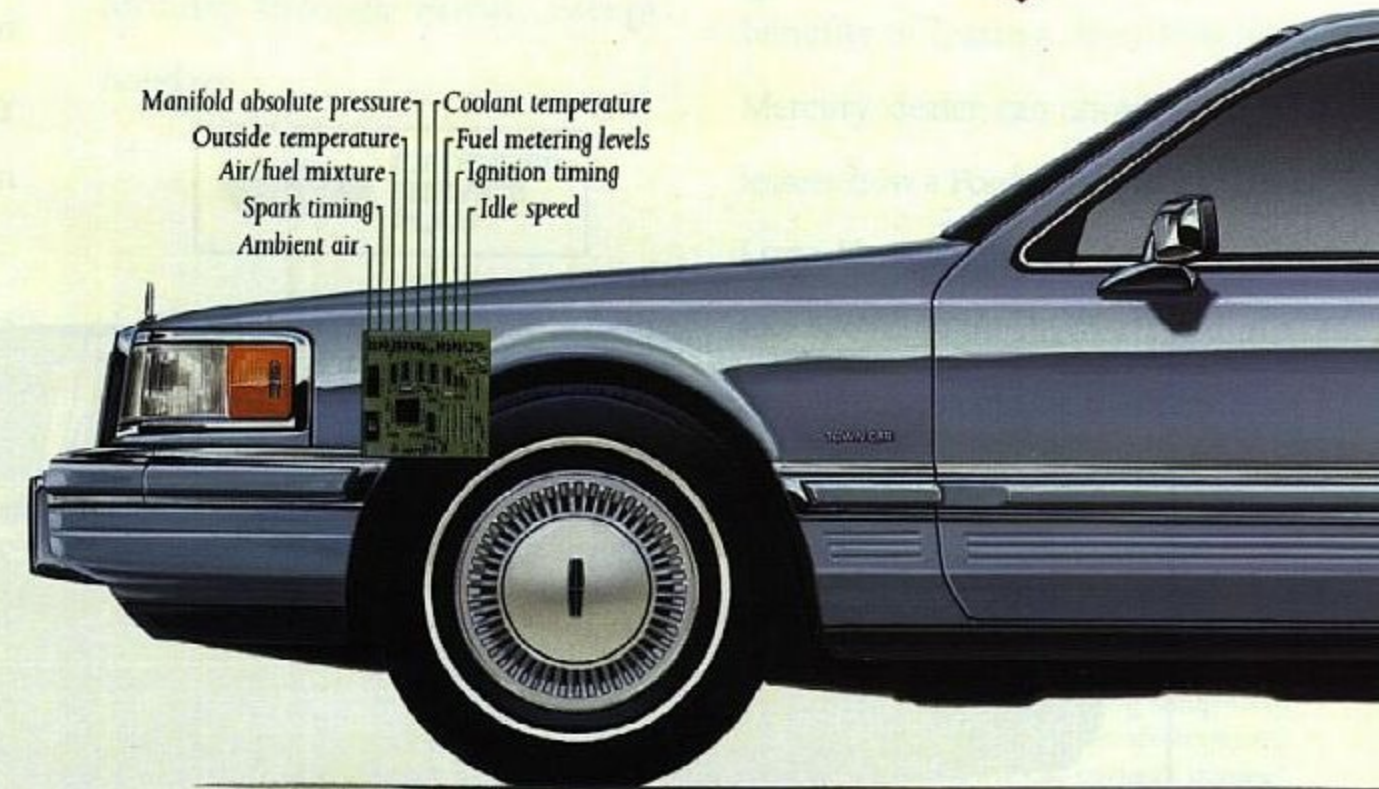
Also contributing to Town Car's outstanding ride is its long 117.4-inch wheelbase and body-on-frame construction. Another feature is its advanced speed-sensitive steering which varies the degree of assist

according to vehicle speed.

THE LUXURY OF "MUSCLE"

The size and power of Town Car offer you another advantage—the ability to tow a sizable load. The Trailer Tow III option equips Town Car to pull a 5,000-pound maximum gross trailer weight. It includes: heavy-duty cooling—heavy-duty stabilizer bar and shock absorbers—transmission oil cooler—power steering oil cooler—heavy-duty "U" joints and driveshaft—conventional spare tire—wiring harness for trailer taillamps, stop lights, turn signals, battery recharging and electric trailer brakes—heavy-duty turn signals and emergency flashers—Traction-Lok rear axle with 3.55:1 axle ratio and dual exhaust.

*See EPA statement in back of catalog.



Town Car's EEC-IV electronic control system continuously reads and reacts to data delivered from many vital engine components. The system can identify inefficiencies and adjust the engine accordingly to help maintain performance.

1990
LINCOLN
TOWN CAR
SPECIFICATIONS

Vehicle type: six-passenger, four-door sedan

| DIMENSIONS: | | Wheelbase (in.) | 117.4 |
|-------------|-------------------------|----------------------|-------|
| | Track (in.) | front 62.8 rear 63.3 | |
| | Length (in.) | 220.2 | |
| | Width (in.) | 78.1 | |
| | Height (in.) | 56.7 | |
| | Curb weight (lb.) | 4,028 | |
| | Fuel capacity (gal.) | 18.0 | |
| | Luggage space (cu. ft.) | 22.3 | |

| ACCOMMODATIONS: | | Headroom (in.) | front 39.0 rear 38.1 |
|-----------------|---------------------|----------------------|----------------------|
| | Legroom (in.) | front 42.5 rear 42.8 | |
| | Hiproom (in.) | front 57.2 rear 57.8 | |
| | Shoulder room (in.) | front 62.0 rear 62.0 | |

| ENGINE: | | Layout | front engine, rear-wheel drive |
|---------|--------------------------------|---|--------------------------------|
| | Type | V-8 with EEC-IV computer | |
| | Displacement (liters/cu. in.) | 5.0/302 | |
| | Bore & stroke (mm/in.) | 101.6x76.2/4.0x3.0 | |
| | Compression ratio | 8.9:1 | |
| | Horsepower @ rpm (SAE net) | 150 @ 3200* | |
| | Torque @ rpm (lb.-ft. SAE net) | 270 @ 2000* | |
| | Fuel delivery | sequential multi-port electronic fuel injection | |
| | Fuel requirement | 87 octane (minimum) unleaded (anti-knock index) | |

| DRIVETRAIN: | | Transmission type | 4-speed automatic overdrive with lock-up converter |
|-------------|----------------|---------------------------------------|--|
| | Gear ratios: I | 2.40 II | 1.47 III |
| | | 1.00 IV | 0.67 |
| | axle ratio | (std.) 3.08:1; (Sig., Cartier) 3.27:1 | |
| | | (Traction-lok & trailer tow) 3.55:1 | |

| CHASSIS: | | Body | body-on-frame perimeter |
|----------|------------------------------------|---|-------------------------|
| | Suspension front | independent S.L.A. coil-spring design with ball joints and stabilizer bar | |
| | rear | four bar link, air suspension | |
| | shock absorbers | 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 front | 11.0-inch power-assisted disc | |
| | rear | 10.0-inch power-assisted drum | |
| | Four-wheel Anti-lock Brake System | optional | |
| | Wheels | 15x6.5-inch steel | |
| | Tires | P215/70R15 WSW steel-belted radials | |

Information based on MVMA specifications. *Dual exhaust 160 hp @ 3400 and 280 lb.-ft. @ 2200.

TOWN CAR SIGNATURE CARTIER

FUNCTIONAL FEATURES

| | | | |
|---|---|---|-----|
| 5.0-liter V-8 engine (150 hp @ 3200 rpm) | S | S | S |
| Sequential multi-port electronic fuel injection | S | S | S |
| Electronic engine control (EEC-IV) | S | S | S |
| Four-speed automatic overdrive transmission | S | S | S |
| Driver-side air bag Supplemental Restraint System | S | S | S |
| Right front passenger air bag Supplemental Restraint System | 0 | 0 | 0 |
| Speed-sensitive, variable-assist power steering | S | S | S |
| Power front disc/rear drum brakes | S | S | S |
| 4-wheel Anti-lock Brake System | 0 | 0 | 0 |
| Rear air spring suspension | S | S | S |
| Nitrogen gas-pressurized shock absorbers | S | S | S |
| Traction-Lok axle | 0 | 0 | 0 |
| Trailer Tow Package (Class III) | 0 | 0 | N/A |
| Maintenance-free battery | S | S | S |

INTERIOR/CONVENIENCE FEATURES

| | | | |
|---|-----|-----|-----|
| Comfort/Convenience Group | | | |
| Six-way power front passenger seat, power decklid pulldown, dual illuminated visor mirrors, rear floor mats and headlamp convenience system (includes automatic headlamp dimmer and Autolamp on/off/delay system) | 0 | S | S |
| 50/50 twin comfort lounge seats | S | S | S |
| Six-way power driver's seat | S | S | S |
| Driver and passenger manual recliners | S | S | N/A |
| Memory seat with power recliner and lumbar support | N/A | 0 | S |
| Two-way front seat headrests | S | S | S |
| Cloth seat trim | S | S | N/A |
| Leather seat trim | 0 | 0 | 0* |
| Cloth and leather seat trim | N/A | N/A | S |
| Front seatback robe cords and map pockets | N/A | S | S |
| Front- and rear-seat fold-down center armrests | S | S | S |
| High-Level AM/FM stereo electronic cassette radio | S | S | S |
| Ford JBL Audio System | 0 | 0 | S |
| Ford JBL AM/FM stereo compact disc radio | 0 | 0 | 0 |
| Automatic power antenna | S | S | S |
| Cellular telephone | 0 | 0 | 0 |
| Electronic instrumentation | S | S | S |
| Message center | S | S | S |
| Power moon roof | 0 | 0 | 0 |
| Anti-theft alarm system (requires keyless entry system) | 0 | 0 | 0 |
| Electrochromic dimming mirror | 0 | 0 | 0 |
| Power windows and door locks | S | S | S |
| Fingertip speed control | S | S | S |
| Tilt steering column | S | S | S |
| Automatic climate control | S | S | S |
| Tinted glass | S | S | S |
| Rear window defroster | S | S | S |
| Remote-control trunk release | S | S | S |
| Automatic parking brake release | S | S | S |
| Interval wipers | S | S | S |
| Courtesy lights and integral reflectors on front doors | S | S | S |

*No extra charge

S Standard feature 0 Optional feature N/A Not available



117.4
220.2

56.7

TOWN CAR SIGNATURE CARTIER

| | | | |
|--------------------------------|---|-----|-----|
| Roof rail assist handles | S | S | S |
| Leather-wrapped steering wheel | O | S | S |
| Trip odometer | S | S | S |
| Front floor mats | S | S | S |
| Visor mirror on passenger side | S | N/A | N/A |
| Dual illuminated visor mirrors | O | S | S |

EXTERIOR FEATURES

| | | | |
|---|-----|-----|-----|
| Cornering lamps | S | S | S |
| Illuminated/keyless entry system | O | S | S |
| Single key entry/ignition | S | S | S |
| Power fold-away heated mirrors | S | S | S |
| Extensive corrosion protection | S | S | S |
| Bodyside accent stripes | N/A | N/A | S |
| Premium bodyside moldings | S | S | S |
| Front and rear rub strips | S | S | S |
| Dual-Shade paint | N/A | N/A | S |
| Lower bodyside moldings with body color coordinated rub strips | S | N/A | N/A |
| Titanium lower body side (except with selected paints) | N/A | S | N/A |
| Lower bodyside moldings with lower color coordinated rub strips | N/A | S | S |

TIRES/WHEELS

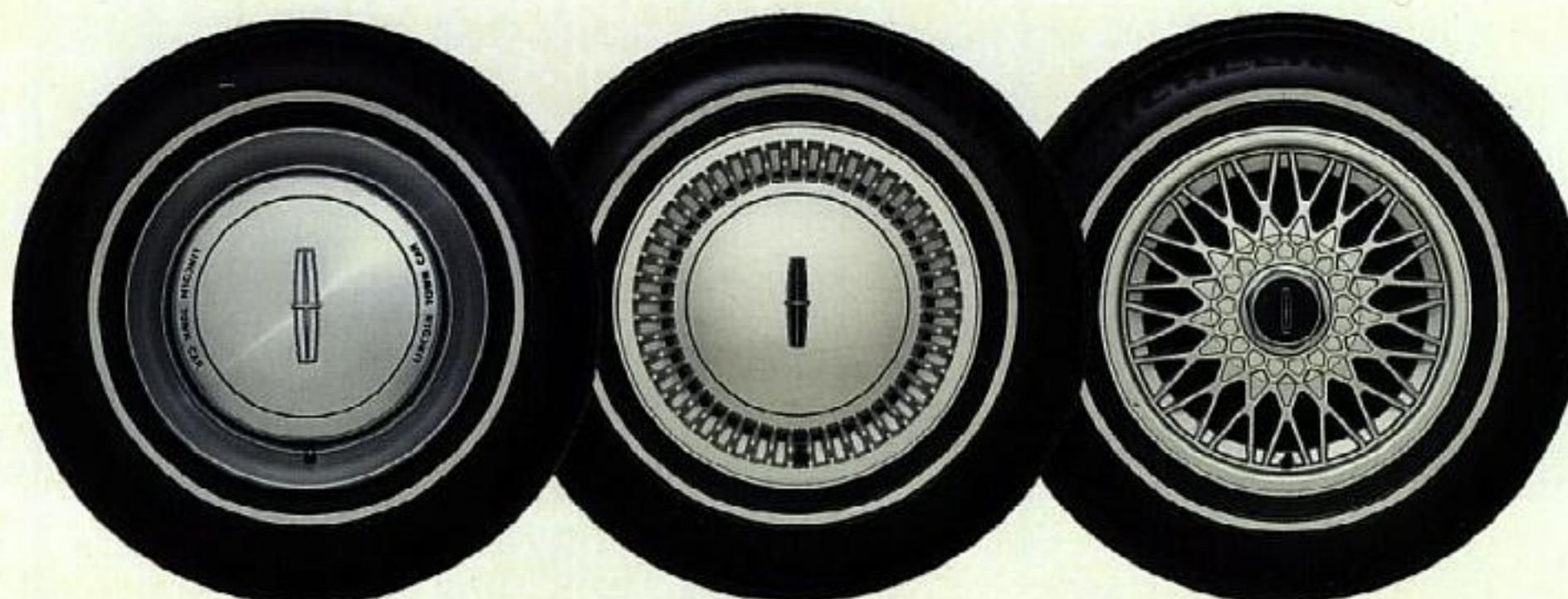
| | | | |
|--|---|-----|-----|
| P215/70R15 WSW steel-belted radial tires | S | S | S |
| Luxury wheel covers | S | N/A | N/A |
| Cast aluminum wheels | O | S | O |
| Geometric spoke aluminum wheels | O | O | S |

INTERIOR COLORS

| | | | |
|--|---|---|-----|
| Light Titanium | S | S | S |
| Shadow Blue | S | S | N/A |
| Currant Red | S | S | N/A |
| Crystal Blue | S | S | S |
| Ebony | S | S | N/A |
| Cream | S | S | S |
| Oxford White/Lt. Titanium (leather only) | O | O | N/A |
| Oxford White/Shadow Blue (leather only) | O | O | N/A |
| Oxford White/Currant Red (leather only) | O | O | N/A |

EXTERIOR COLORS

| | | | |
|--|-----|-----|-----|
| Aztec Gold Clearcoat Metallic | S | N/A | N/A |
| Alabaster Clearcoat | S | S | N/A |
| Bright Currant Red Clearcoat Metallic | S | S | N/A |
| Midnight Red Clearcoat Metallic | S | S | N/A |
| Regatta Blue Clearcoat Metallic | S | N/A | N/A |
| Twilight Blue Clearcoat Metallic | S | S | N/A |
| Midnight Black Clearcoat | S | S | N/A |
| Silver Clearcoat Metallic | S | S | N/A |
| Arctic White | S | S | N/A |
| Dark Titanium Clearcoat Metallic | S | S | N/A |
| Crystal Blue Pearlescent Clearcoat Metallic | N/A | S | N/A |
| Cartier Exterior Colors | | | |
| Titanium Pearlescent Clearcoat Metallic/Dark Titanium | | | |
| Crystal Blue Pearlescent Clearcoat Metallic/Regatta Blue | | | |
| Champagne Pearlescent Clearcoat Metallic/Aztec Gold | | | |



Luxury wheel cover

Cast aluminum wheel

Geometric spoke aluminum wheel

OUR
COMMITMENT
BEGINS BEFORE YOU'VE
DRIVEN MILE ONE.
AND LASTS
CONSIDERABLY LONGER.

A DEDICATION
TO QUALITY.



All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit, Michigan. Producing Lincolns is this plant's sole job. Here, Quality is Job 1.

◆
QUALITY PROTECTION.

All Lincolns are covered by a limited major component powertrain warranty for 6 years or 60,000 miles. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. Ask to see a copy of these warranties at your Lincoln-Mercury dealer.

◆
THE LINCOLN
COMMITMENT.

More than a promise, this is a program with one solid objective: to ensure *customer satisfaction*.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special 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 concern, help can be obtained at that level. See your Owner's Manual for nearest location.

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

◆
A TOLL-FREE
NUMBER TO CALL.

Should the need ever arise, you can be in direct communication with Owner Relations Operations at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Town Car, we provide you with a toll-free 800 number in your Owner's Manual that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.



Additional coverage on certain selected components of your new Town Car is available at a cost so low it could pay for itself the first time it

is needed. Ask your participating dealer for complete details on *Ford Extended Service Plans*.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Town Car 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 covered repair is free at a participating Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your Lincoln-Mercury dealer for a copy of this limited warranty.



◆
IS LEASING FOR YOU?

Many motorists are discovering the benefits of leasing. Your Lincoln-Mercury dealer can show qualified lessees how a Ford Credit Red Carpet Lease Plan may be the best plan for you. See your Lincoln-Mercury dealer for a Red Carpet Lease that suits your needs best.

Buckle up—together we can save lives.

Regarding this catalog...

Specifications and descriptions used were in effect when this publication 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. ■ Standard and optional features listed are 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. ■ Refer to the Town Car owner's manual for specific service requirements and added operations related to severe service applications. ■ 1990 EPA estimates were not available at publishing time. Town Car, however, should earn good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.



LINCOLN.
WHAT
A
LUXURY
CAR
SHOULD
BE.