

1991 LINCOLN TOWN CAR



Last year, a bold new Town Car was introduced. It offered all the classic Town Car elements, along with beautiful new styling cues and a number of impressive new features. This Town Car was not only instantly recognizable on the streets, it was recognized by *Motor Trend* magazine as their 1990 "Car of the Year."

Now comes the Lincoln Town Car for 1991. This legendary luxury sedan still offers the expansive six-passenger comfort and trunk capacity that make Town Car the most spacious luxury car you can own. It continues to provide a remarkably quiet, comfortable ride for driver and passengers alike. And now it includes a powerful new V-8 engine as well as other refinements that make it the most technically advanced Town Car ever.

Three models are available for 1991. The luxurious Town Car, the elegant Signature Series and the richly appointed Cartier Series. Each offers a classic style of luxury that is unmistakably Town Car. And each embodies Lincoln's commitment to the highest standards of quality and customer satisfaction.



1991 LINCOLN TOWN CAR

*"This is, after all,
the epitome of unabashed
American-style luxury."*

Motor Trend magazine

You've seen fads come,
and go. Isn't that what
fads are supposed to do?
And while other people
may feel inclined to follow
whatever is trendy, you'll
find comfort in a quiet,
familiar place that
won't diminish. Lincoln
Town Car.



Lincoln Town Car Signature
Series in Twilight Blue
Clearcoat Metallic.



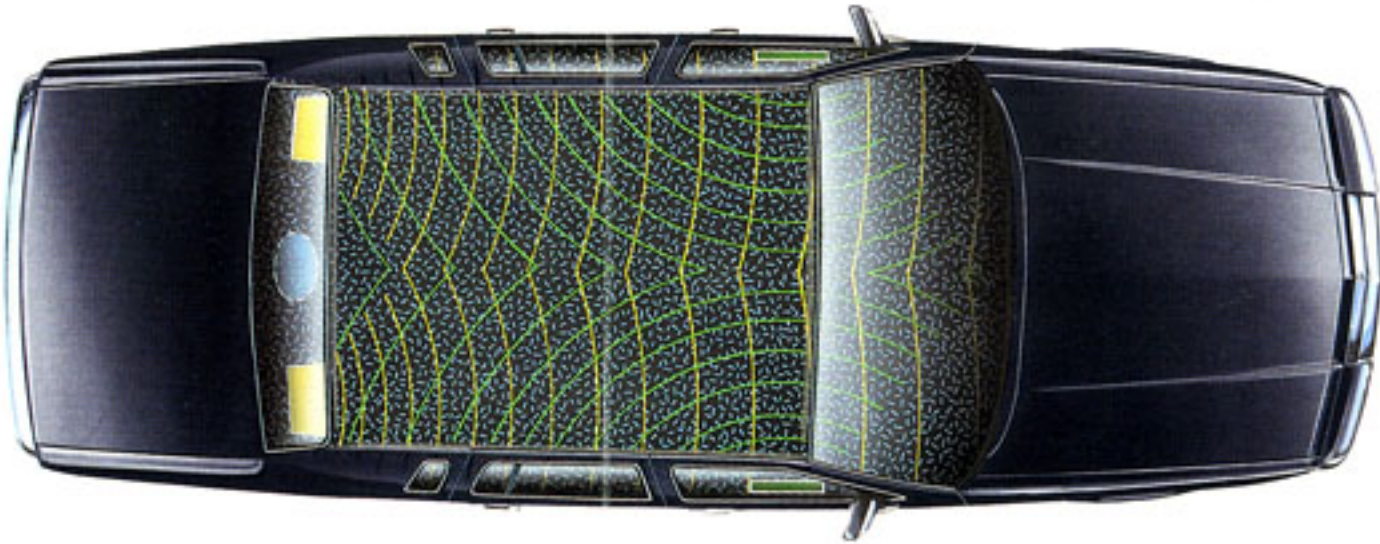
Town Car Signature Series interior with optional Light Titanium leather seating surfaces.

IRONICALLY, ONE OF THE QUIETEST CARS YOU CAN OWN ALSO HAS THE MOST VOLUME.

Town Car's limousine-like interior envelops driver and passengers alike in a world of quiet and comfort.

as standard equipment. In addition, Signature Series Town Cars may be ordered with an optional memory

Speakers and amplifiers in either standard High-Level or optional Ford JBL Audio Systems are specially designed and located to match the acoustic qualities of Town Car's interior.



The roomiest car you can own provides more than ample space for up to six occupants to ride in luxury. And once you settle in, you'll relax in an interior that is superbly isolated from the noises of the outside world. In fact, Town Car is renowned for having one of the quietest interiors of any luxury car.

Town Car and Signature Series each offer their own distinctive upholstery treatments in rich cloth or optional leather seating surfaces. And each includes the luxury of a driver's seat with six-way power adjustments at your fingertips. The Signature Series offers these same power adjustments to the right front passenger

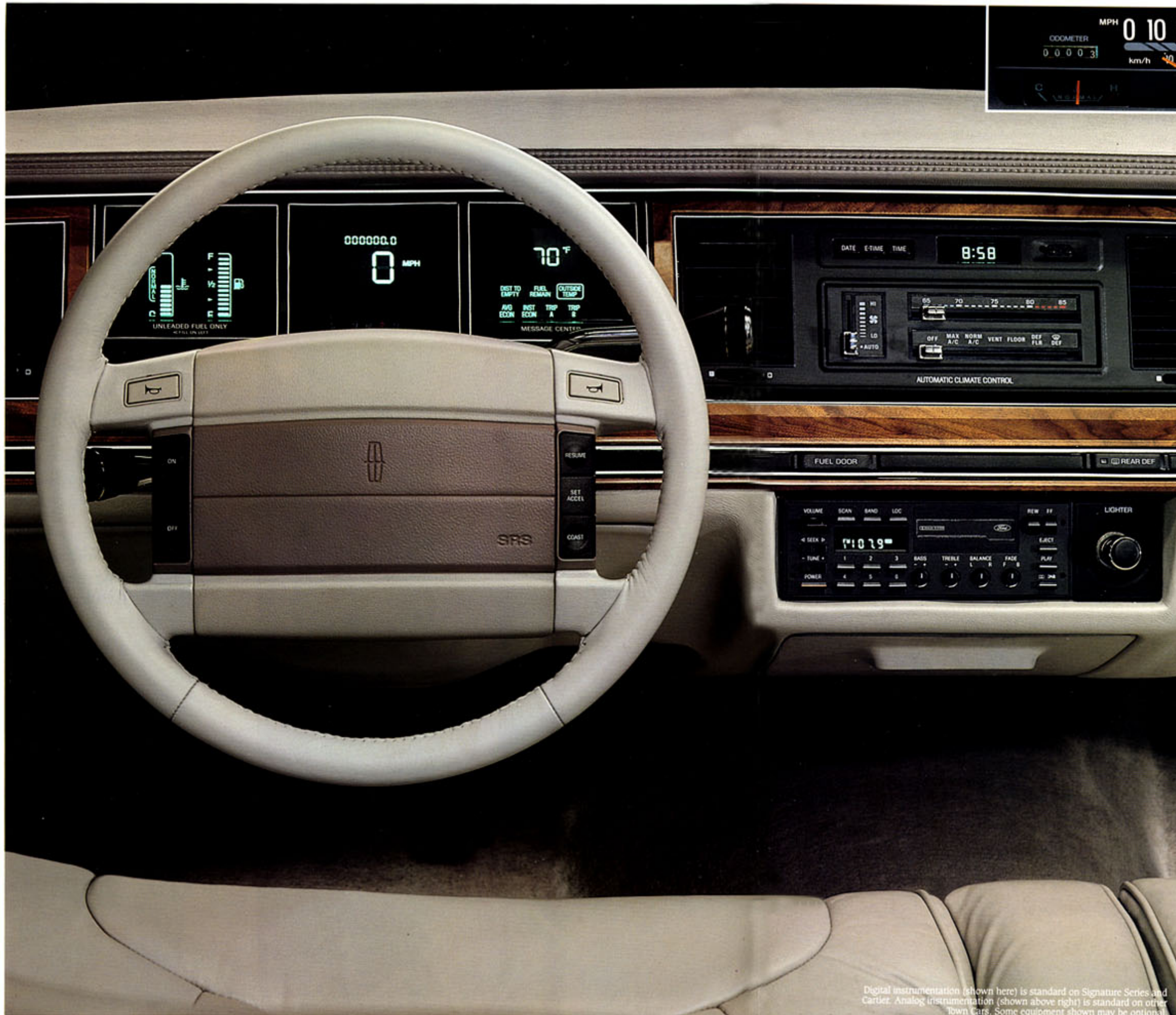
feature that can recall three different driver's seat settings at a touch.

Town Car's remarkably quiet interior provides the perfect listening environment for two fine sound systems. The High-Level Audio System includes an AM/FM stereo cassette radio, 80-watt amplifier and premium speakers. Or if your musical tastes demand the finest in car audio, you may order the optional Ford JBL Audio System. It offers all the sophisticated features of the High-Level radio,

plus 145 watts of amplification and JBL speakers for superb definition and clarity throughout a wide acoustic range.



Town Car's plush 50/50 split front seating incorporates a coil-and-grid internal spring suspension as well as molded lateral pads for comfort and firm support.



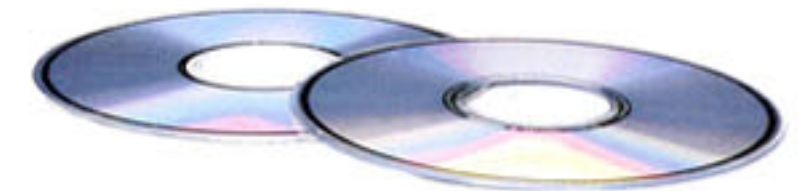
IN TOWN CAR, MANY LUXURIES ARE WITHIN YOUR REACH.

Only from behind the wheel of a Town Car will you be in the best position to appreciate a car that rewards its driver in many ways.

Perhaps the ultimate reward is the pleasure of driving one of the smoothest riding cars you can own. You'll be further rewarded by advanced speed-sensitive steering that provides the optimum level of assist at varying speeds.



Both the standard High-Level and optional Ford JBL Audio Systems offer you the choice of replacing the cassette tape radio with an optional digital compact disc radio.



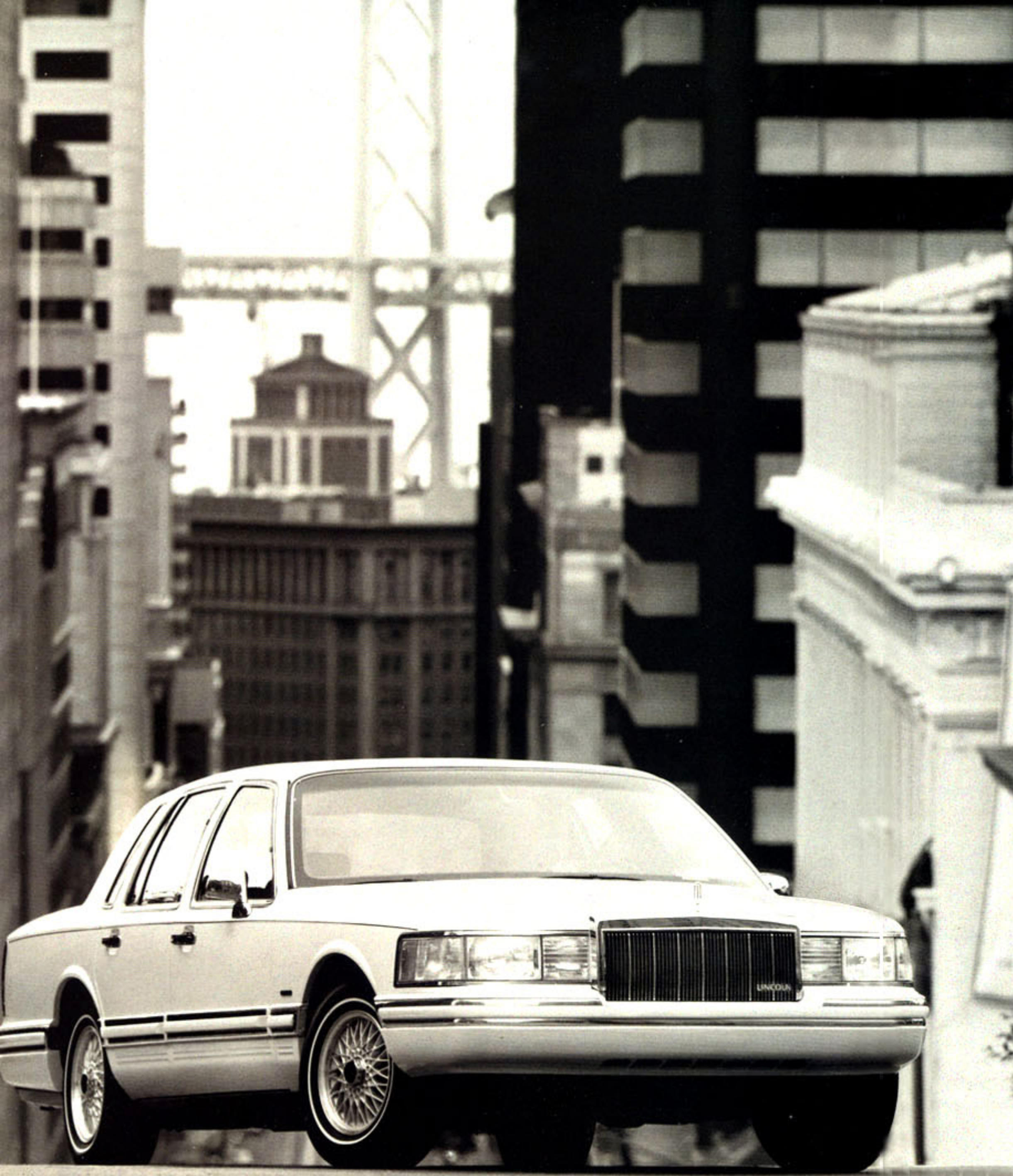
Controls are designed and placed for simple operation. Instrumentation is positioned for quick, clear comprehension. Optional on Town Car and standard with Signature Series is a built-in message center that indicates at a touch instant or average fuel economy, distance to empty, elapsed distance and average speed.

You may even order a cellular car phone. This factory-installed option is an element of the Ford Cellular System, which offers national coverage throughout the United States.* Features include an external speaker for enhanced hands-free operation, audio mute, plus super-speed dialing with 30-number memory capability.

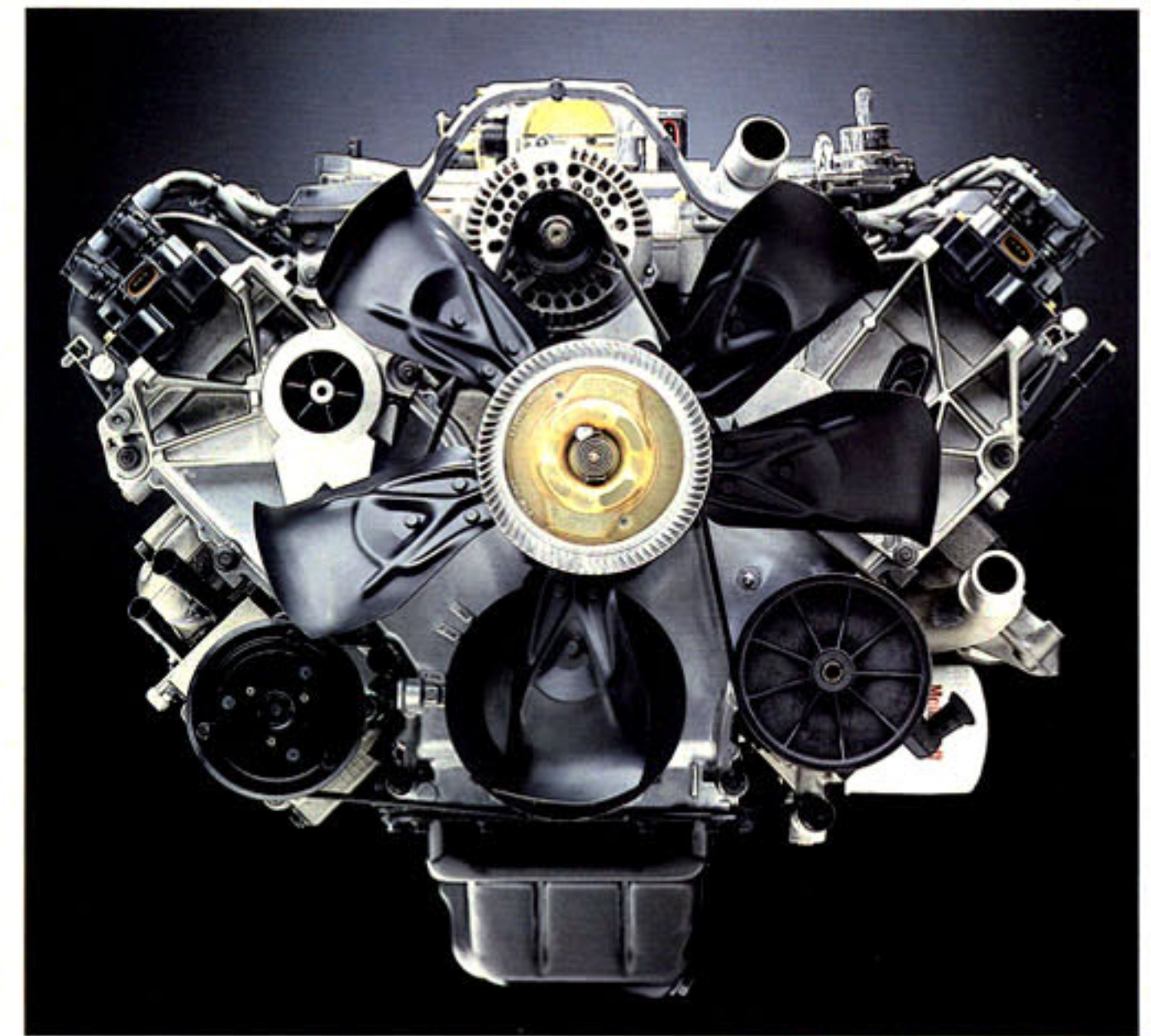


Digital instrumentation (shown here) is standard on Signature Series and Cartier. Analog instrumentation (shown above right) is standard on other Town Cars. Some equipment shown may be optional.

*Coverage may not be available in some areas.



POWER COMES FROM A SOPHISTICATED NEW V-8.



When the decision was made to endow Town Car with a new engine, it was immediately understood that this power source must possess characteristics worthy of the car in which it would be fitted.

These demanding parameters led to Town Car's all-new 4.6-liter V-8 engine — the first product of a \$750,000,000 corporate investment in engine technology.

This engine is not only substantially quieter than its predecessor, but also more fuel efficient.* Single overhead cam (SOHC) design and other improvements have increased horsepower from 150 to 190 (SAE Net), providing more responsive acceleration while producing all the confident pulling power you'd expect of a V-8 engine.

This new V-8 offers sequential multi-port electronic fuel injection for efficient use of fuel, a mass airflow sensor for peak

performance in different altitudes and weather conditions, and a distributorless ignition that provides accurate, true spark with no required maintenance. Monitoring these and many other engine functions is EEC-IV, a sophisticated on-board computer with the capacity to process more than 312,000 operations per second. This new power source is matched to a smooth-shifting four-speed automatic overdrive transmission.

The smoothness you feel in Town Car's powertrain is complemented by the remarkably relaxed ride you'll enjoy with Town Car's sophisticated suspension. A microprocessor-controlled air spring rear suspension automatically adjusts the air springs to enhance ride smoothness. And Town Car's front suspension has been improved for 1991, with new front-end geometry for increased directional stability and reduced tire wear.

*See EPA statement in back of catalog.

This Town Car sets an impressive standard for others to follow.



Lincoln Town Car in Regatta Blue Clearcoat Metallic.

Town Car is the perfect choice if you desire luxury and more flexibility to select the features that suit your style.

It offers many luxurious standard features, including automatic temperature control, fingertip speed control, power windows and door locks, power remote-controlled mirrors and tinted glass.

You'll also find many options to select, including the convenience of an



illuminated/keyless entry system. By simply pressing a five-digit code, you can unlock all the doors. And the trunk. And also lock the entire car again. This feature is standard on Signature and Cartier editions.

There's much more to mention — in fact, too much to include everything here. For a complete listing of standard and optional features on all

three Town Cars, please consult the specifications on pages 24 and 25.



Town Car interior shown in Shadow Blue cloth.



IF YOU TRAVEL, DRIVE A TOWN CAR. BECAUSE YOU NEVER KNOW WHAT TO EXPECT OUT THERE.

Smart drivers know that no matter how carefully they drive, it's impossible to be too safe. The smart thing to do is drive a Lincoln Town Car, with its many innovative safety features.

Safety begins, appropriately enough, with the design of the Town Car's body. To help protect occupants, the front and rear sections of the body are designed to help absorb impact forces in a collision and help allow the passenger compartment to remain intact. In addition, the roof and front pillars are built to meet a static force test equal to 5,000 pounds.

Of course, the best way to protect yourself from an accident is to prevent it from occurring.

Which is why Town Car is equipped with the stopping power of four-wheel disc brakes. And why you can order an optional Anti-lock Brake System (1). ABS contains a microprocessor that pulses brake pressure up to ten times per second to help prevent brake-induced wheel lockup, greatly improving braking efficiency while allowing the driver to retain steering ability. It can help reduce stopping distances on many slippery road surfaces. Equally important, ABS helps the driver maintain steering control – even in extreme braking situations – by inhibiting brake-induced wheel lockup, no matter how hard the driver presses on the brake pedal.

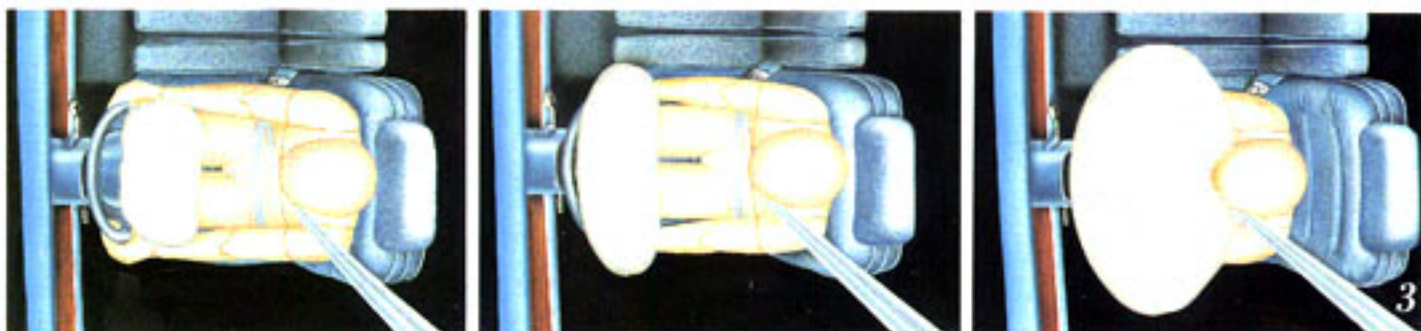
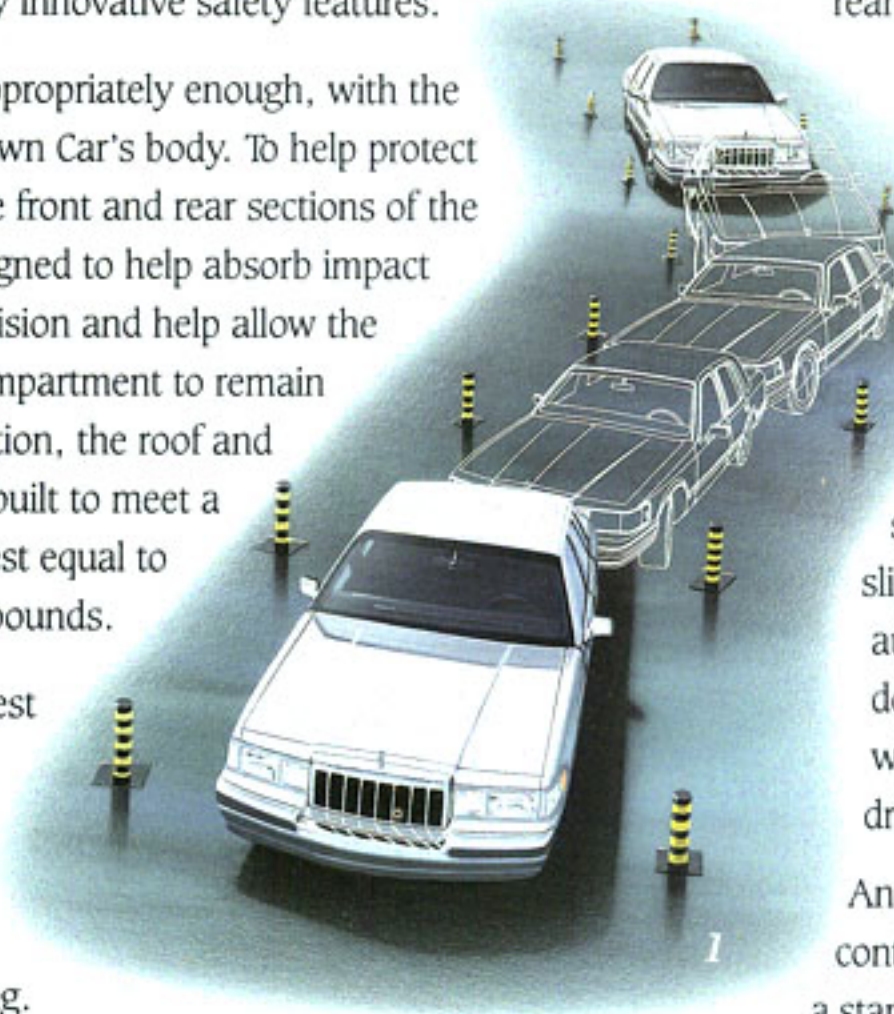
Now ABS-equipped Town Cars may even be ordered with optional Traction Assist (2).

This innovative feature helps keep the rear wheels from spinning while accelerating or traveling at low speeds. Traction Assist includes electronic sensors that monitor wheel rotation to assure proper traction is being maintained. If sensors detect wheel slippage, the brakes are automatically applied to slow down the spinning wheel or wheels, providing greater driver control.

An emphasis on safety continues inside Town Car with a standard driver-side air bag

Supplemental Restraint System. As illustrated (3), the air bag inflates in less time than it takes to blink an eye, providing an added measure of protection for the driver's head and chest in the unfortunate event of a moderate to severe frontal collision. This system, working together with properly worn safety belts, provides the most advanced occupant restraint system available today.

Passengers are strongly encouraged to use the safety belts provided. Outboard passengers front and rear are provided with lap/shoulder safety belts, while lap belts are included for passengers in the center seating positions.



*When the contemporary lines
of Town Car are matched with the
master jeweler's touch of Cartier,
the combination brings a new
meaning to the term "precious metal."*

Cartier Town Car is distinguished by its rich two-tone paint treatment, which features lustrous pearlescent paint on the upper body. Standard Cartier features include color-coordinated bodyside moldings and geometric spoke aluminum wheels.



Lincoln Cartier Town Car in
Titanium Pearlescent
Clearcoat Metallic/Medium
Titanium.



Lincoln Cartier Town Car interior with Light Titanium cloth and leather seat trim.

A DAZZLING DEMONSTRATION OF CARTIER CRAFT

For those who want their Town Car to shine with the distinction of a rare jewel, there's Cartier. The Cartier Town Car celebrates the art of luxury with special accents such as cloth and leather upholstery in a unique designer's sew style. Or you can choose supple leather seating surfaces at no additional expense.

If you desire something extra in an automobile, the Cartier accommodates with an extensive list of standard features. You'll enjoy the convenience of illuminated/keyless entry. Dual illuminated visor/vanity mirrors. An



Cartier's driver and passenger seats include six-way power adjustments. The driver's seat even provides a memory feature that can recall up to three distinct seat settings.

electronic instrument cluster with a computerized message center. And the Ford JBL Audio System.

The 50/50 split twin comfort lounge seats include standard power lumbar adjustments and power seatback recline features. These remarkably comfortable seats even include an additional 1 1/2 inches of padding to place you firmly in the lap of luxury.



With 22 cubic feet of fully carpeted trunk space, Town Car has enough room for six people and their luggage.

1991 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.)	218.8
Width (in.)	78.1
Height (in.)	56.7
Curb weight (lb.)	4,035
Fuel capacity (gal.)	20.0
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.)	4.6/281
Bore & stroke (mm/in.)	90.2×90.0/3.6×3.6
Compression ratio	9.0:1
Horsepower @ rpm (SAE net)	190 @ 4200*
Torque @ rpm (lb.-ft. SAE net)	260 @ 3200
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	3.27:1 (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 disc
Four-wheel Anti-lock Brake System	optional
Wheels	15×6.5-inch steel
Tires	P215/70R15 WSW steel-belted radials

Information based on MVMA specifications.

*Dual exhaust 210 hp @ 3200
and 270 lb.-ft. @ 3400

S Standard feature O Optional feature
N/A Not available

Town Car Signature Cartier

Functional Features

	Town Car	Signature	Cartier
4.6-liter SOHC V-8 engine (190 hp @ 4200 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
Passenger-side air bag SRS*	O	O	O
Speed-sensitive, variable-assist power steering	S	S	S
Power 4-wheel disc brakes	S	S	S
4-wheel Anti-lock Brake System	O	O	O
4-wheel ABS with traction assist	O	O	O
Rear air spring suspension	S	S	S
Nitrogen gas-pressurized shock absorbers	S	S	S
Trailer Tow Package (Class III)	O	O	N/A
Maintenance-free battery	S	S	S

Interior/Convenience Features

	Town Car	Signature	Cartier
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)	O	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	O	S
Two-way front seat headrests	S	S	S
Cloth seat trim	S	S	N/A
Leather seat trim	O	O	O**
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	N/A
Ford JBL Audio System	O	O	S
AM/FM stereo radio with digital disc player	O	O	O
Automatic power antenna	S	S	S
Cellular telephone	O	O	O
Electronic instrumentation with message center	O	S	S
Power moon roof	O	O	O
Anti-theft alarm system	N/A	O	O
Electrochromic automatic dimming mirror	O	O	O
Power windows and door locks	S	S	S
Fingertip speed control	S	S	S
Tilt steering column	S	S	S
Automatic temperature control	S	S	S
Tinted glass	S	S	S
Rear window defroster	S	S	S
Remote decklid release	S	S	S
Automatic parking brake release	S	S	S
Keyless entry system	O	S	S
Leather-wrapped steering wheel	O	S	S
Interval wipers	S	S	S
Courtesy lights and integral reflectors on front doors	S	S	S
Roof rail assist handles	S	S	S
Trip odometer	S	S	S
Front floor mats	S	S	S
Visor mirror on passenger side	S	N/A	N/A

Town Car Signature Cartier

Interior/Convenience Features Con'd

	Town Car	Signature	Cartier
Dual illuminated visor mirrors	O	S	S
Insta-Clear® windshield	O	O	O

Exterior Features

	Town Car	Signature	Cartier
Cornering lamps	S	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	S	S
Premium bodyside moldings	S	S	S
Front and rear rub strips	S	S	S
Dual-Shade paint	N/A	N/A	S
Monotone paint treatment	S	O	N/A
Titanium lower body side (except with selected paints)	N/A	S	N/A

Tires/Wheels

	Town Car	Signature	Cartier
P215/70R15 WSW steel-belted radial tires	S	S	S
P215/70R15 BSW steel-belted radial tires	O	O	O
Full deluxe wheel covers	S	N/A	N/A
Turbine spoke aluminum wheels	O	S	O
Geometric spoke aluminum wheels	O	O	S

Interior Colors

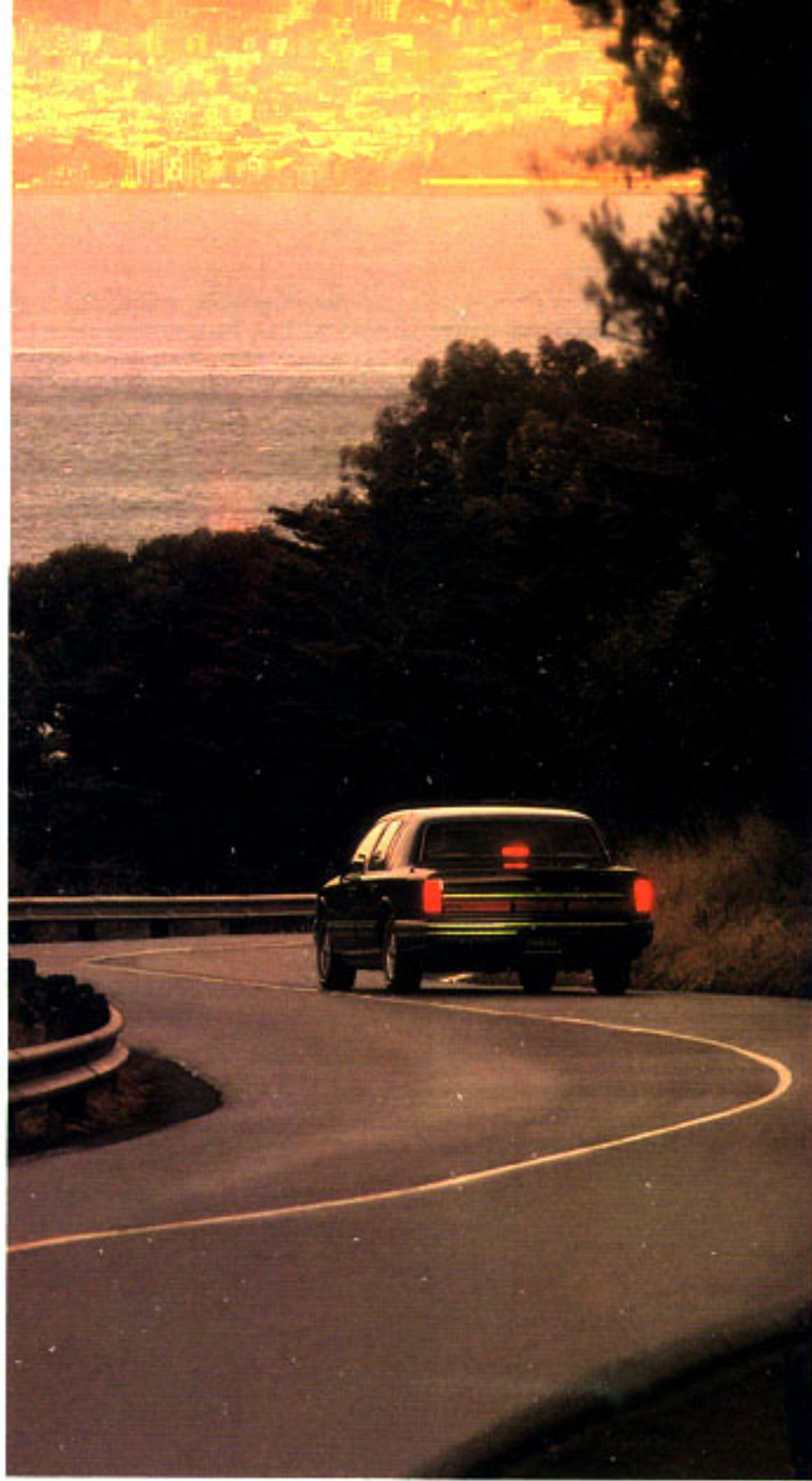
	Town Car	Signature	Cartier
Light Titanium	S	S	S
Shadow Blue	S	S	N/A
Cranberry	S	S	N/A
Crystal Blue	S	S	S
Ebony	S	S	N/A
Cream	S	S	S
Oxford White/Lt. Titanium (leather only)	O	O	N/A

Exterior Colors

	Town Car	Signature	Cartier
Aztec Gold Clearcoat Metallic	S	N/A	N/A
Cranberry Clearcoat Metallic	S	S	N/A
Burgundy 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 Rosé Clearcoat Metallic	S	S	N/A
Amethyst Pearlescent Clearcoat Metallic	S	S	N/A
Arctic White	S	S	N/A
Graphite Clearcoat Metallic	S	S	N/A
Crystal Blue Pearlescent Clearcoat Metallic	N/A	S	N/A
Champagne Pearlescent Clearcoat Metallic	N/A	S	N/A
Cartier Exterior Colors			
Titanium Pearlescent Clearcoat Metallic/Medium Titanium			
Crystal Blue Pearlescent Clearcoat Metallic/Regatta Blue			
Champagne Pearlescent Clearcoat Metallic/Aztec Gold			

*Expected availability Spring of 1991. See dealer for details.

**No extra charge



THE LINCOLN COMMITMENT.

Our goal is to ensure that your satisfaction in owning a Lincoln includes the luxury of personal attention to all of your needs, now and for many miles down the road.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN A MILE.

The luxury of owning a Lincoln extends far beyond the quality of the automobile. It includes an extensive pre-delivery and delivery process that familiarizes you with your new automobile, the dealership and all available services. You'll have the opportunity to meet key dealer personnel, tour the service department, schedule your first routine maintenance visit, and take a brief orientation drive to ensure that you are completely familiar and satisfied with your new Lincoln. In addition, a full tank of gas will be provided upon delivery of your new Lincoln.

A PROMISE TO LISTEN.

Should the need ever arise, you can call the Lincoln Customer Assistance Center toll-free at 1-800-521-4140* or write Ford Motor Company, Lincoln Customer Assistance

Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. The center hours of operation are from 8:30 am to 5:00 pm, EST, and until 7:00 pm for the West Coast, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a factory representative. A member of the Lincoln Commitment team will then contact you the next business day. Rest assured that you will receive prompt attention. This is your convenient source for all services offered through *the Lincoln Commitment.*

A SERVICE LOANER.

You deserve special attention when servicing your Lincoln. Which is why you will receive a service loaner car or a base rental allowance for up to five days if your Lincoln requires warranty work that will keep it at the dealership overnight. Ask your dealer for complete details on this service loaner program.

WHEREVER YOU ARE, WE'RE THERE.

As part of the Lincoln Commitment, we're providing an ongoing roadside service assistance program that can respond to your needs anywhere in

the United States. This wide-ranging program includes roadside service and towing, area maps and trip routing, and up to \$1,000 emergency travel expense reimbursement. In the unfortunate circumstance that you should need assistance, roadside service can be requested by calling toll-free 1-800-521-4140* 24 hours a day, 7 days a week. A service truck will be dispatched immediately and in most instances, will arrive within 45 minutes of your call. This service is provided at no charge to all new Lincoln owners for one year from date of purchase, and to any Lincoln owner, regardless of vehicle age, for an appropriate fee. Benefits are provided by Ford Auto Club, Inc.



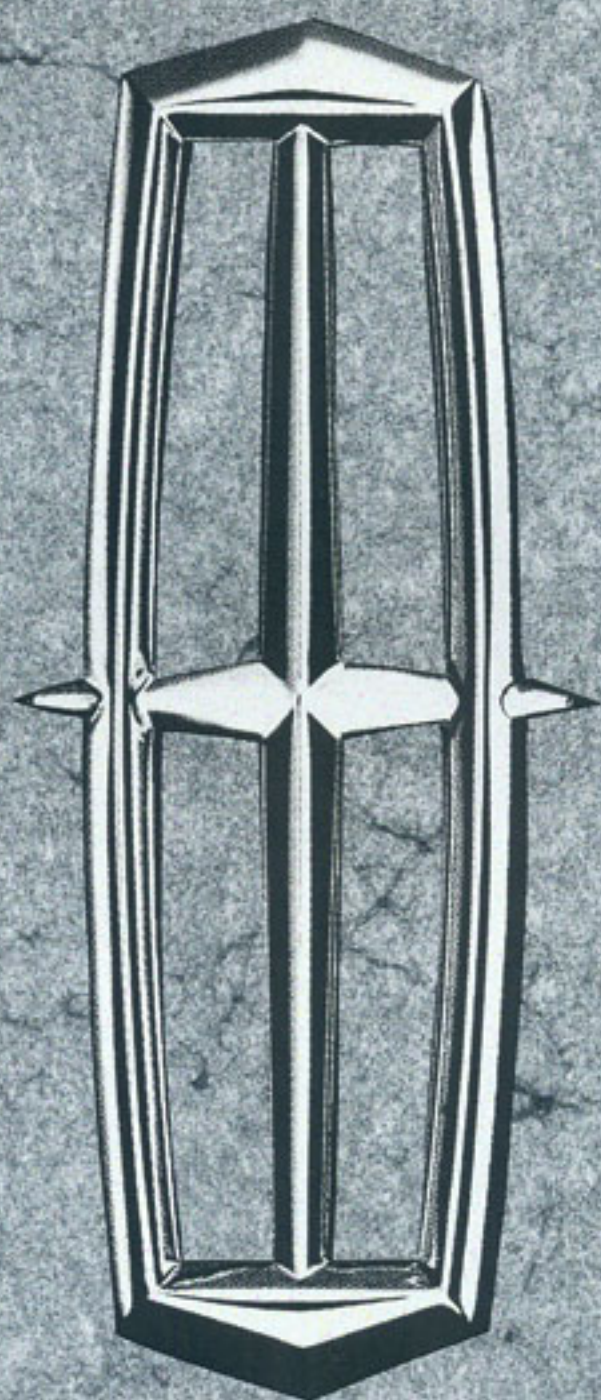
FACTORY TRAINED SERVICE.

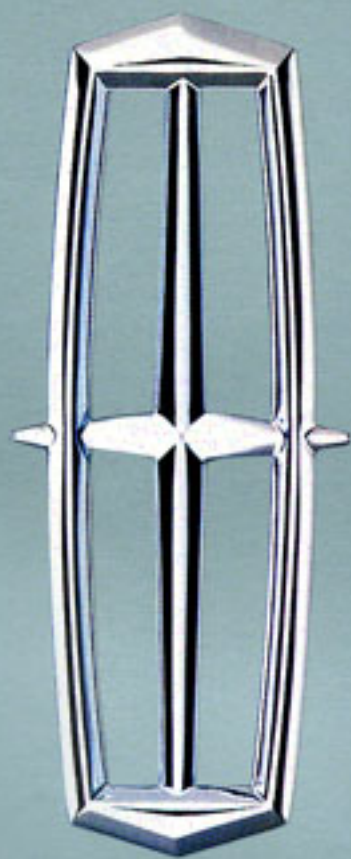
Should your Lincoln need servicing, you may rest assured that it will be performed by a factory trained service technician. These technicians must pass extensive factory-authorized training courses that specially qualify them to perform major diagnostic and service procedures.

Buckle up—together we can save lives.

*Effective Oct. 1, 1990.

EPA statement: 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Lincoln Town Car, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Options availability:** Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. **"Ask your Lincoln-Mercury Dealer":** Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Lincoln-Mercury dealer is your best source for up-to-date information. **Product changes:** Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.





LINCOLN.
WHAT
A
LUXURY
CAR
SHOULD
BE.



Now more than ever... What a luxury car should be.



**1991 LINCOLN TOWN CAR
WITH SOPHISTICATED NEW 4.6L V-8 MODULAR ENGINE**

Special Red Carpet Lease Rates. See Your Dealer for Details.



1991 LINCOLN CONTINENTAL



1991 MARK VII



**Lincoln.
What
A
Luxury
Car
Should
Be.**



Vehicle Leasing Plan