

1984 LINCOLN TOWN CAR





LINCOLN TOWN CAR, THE UNCOMPROMISED STANDARD OF TRADITIONAL LUXURY SEDANS.

Elegant styling and quietness. Luxurious riding comfort and interior roominess. Remarkable driving ease and quality workmanship. These ingredients have been meticulously refined over half a century until Lincoln Town Car stands today as the uncompromised standard of traditional luxury sedans. And true to form, this year's edition exhibits a full complement of these legendary attributes.

The highest quality luxury car made in North America

According to 14,000 new-vehicle owners surveyed, Lincoln Town Car is judged to be the highest quality luxury car made in North America.* And, the goal is to be even better in 1984.

Not unexpectedly, both the sense of high quality and the feeling of security remain fundamental to Town Car. This is not to say that Town Car is content to rest on its laurels. On the contrary, it is a major tenet of the Lincoln philosophy that, no matter how good something is, it can always be improved.

A case in point is the addition of nitrogen gas-pressurized shock absorbers front and rear. They enable the famous Town Car ride to be consistently smooth and luxurious.

Of course, there are other improvements. All equally subtle. After all, with nearly eighty items of standard equipment, it stands to reason that Town Car would require only slight modification to better serve the needs of its driver and his or her passengers.

A rewarding driving experience

Town Car is engineered for those who prefer their driving to be effortless. Therefore, power steering and power front disc/rear drum brakes are standard.

Inherent, too, is the responsiveness of a fuel-injected 5.0 litre V-8 engine and the efficiency of a smooth-shifting four-speed automatic overdrive transmission.

An important aspect of Town Car's ease of operation is the continuous control of its Electronic Engine Control system. EEC-IV is one of the most advanced systems of its kind. Its job is to process input from its six engine sensors to help optimize performance, fuel economy and emissions control in the full range of driving modes, including cold-start driveaway, stop-and-go city traffic, highway cruising and hard acceleration.

Cartier, the ultimate Town Car

With a styling flair that is characteristically Cartier, unique exterior colouring is combined with the tasteful accent of wide, bright bodyside mouldings to project an image of quiet elegance. And a vinyl coach roof in Arctic White is fitted atop a Dual-Shade body in Arctic White over Platinum Clearcoat Metallic. A distinctive combination in its own right, it is even more stunning in the way it subtly defines Town Car's classic lines.

To further distinguish this model, Cartier chooses platinum vinyl insert bodyside mouldings and platinum and red striping to accentuate Town Car's graceful lines.

Next, the Cartier logo punctuates a single red stripe on the decklid and the designer script appears on the rear-quarter windows, this time in gold leaf. Lastly, turbine spoke aluminum wheels are chosen for a gleaming finishing touch.

Cartier. A classic example of how one may attain genuine motoring prestige without being pretentious.

*Based on a survey of owner-reported problems during the first three months of ownership of 1983 luxury cars designed and built in North America.

The Cartier Lincoln Town Car in Arctic White over Platinum Clearcoat Metallic. Options shown are listed on page 13.



LINCOLN TOWN CAR, A TRADITION OF PEACE AND QUIET.

Front- and rear-seat passengers will find the 1984 Town Car's interior well prepared to respond to their individual needs and desires. From the seemingly small touches of roof rail assist handles at each door, to the retractable coat hooks and rear compartment reading lamps, every consideration is given to surrounding the driver and each passenger with a complete sense of luxury.

The roomiest car in North America

As you might expect, however, there is much more to Town Car's outstanding riding comfort than meets the eye. Steps were taken in the design and assembly stages which, while not new, are germane to Town Car's legendary interior roominess and riding comfort.

The generous interior dimensions of Town Car are made possible by the use of a perimeter frame. The advantage of this design is that it does not intrude into the passenger compartment. The result: more interior room than in any luxury car in North America.*

The use of strategically placed tuned rubber body mounts, which isolate the body from driveline or road-induced noise, vibration and harshness, contributes to Town Car's smooth ride.

And the quietness of Town Car's ride is made possible by the luxury sound insulators designed into the hood, roof, door, floor, package tray, and luggage compartment panels. Together with an efficient method of sealing the doors, these insulators help prevent road noise from reaching the passenger compartment. They also help block out drafts.

Altogether, it is the careful attention to detail that helps Town Car assure its driver and passengers of wonderful peace and quiet.

The quiet inner elegance of Cartier

In keeping with the understated exterior decorating scheme shown on the preceding page, Cartier trims all roomy seating surfaces, as shown here, with plush patterned cloth in Dove Gray for the inserts and smooth cloth in Dove Gray for the bolsters and side facings. Of course, if you prefer, soft and supple leather seating surfaces - also in Dove Gray - are available at no extra cost.

For pure traveling pleasure, Lincoln provides 50/50 Twin Comfort Lounge seats. And fits them with six-way power controls and manual recliners that permit virtually infinite adjustment for individual driving and riding comfort. Front- and rear-seat armrests are provided for an extra measure of comfort and convenience.

For Town Car's expansive floor, Cartier selects thick luxury carpeting in Dove Gray. This same rich treatment covers lower door and centre pillar panels.

At the doors, Cartier offers the choice of soft patterned cloth inserts in Oxford Gray (with cloth seat upholstery); or woodtone inserts, when leather seating surfaces are selected.

Above all, this Town Car is for those who seek uncommon driving ease. So all important equipment is at the driver's fingertips: speed control, trip odometer, electric analog clock, automatic climate control air conditioning with automatic blower control, remote-control decklid release, and electronic AM/FM stereo search radio with automatic power antenna. And on the driver's door armrest - controls that power the windows, vent windows, door locks, driver's seat and outside rearview mirrors.

Finally, the distinctive Cartier logo plaque is placed to the right of the three-pod instrument cluster, and the smooth feel of leather is added to the steering wheel.

Cartier. A classic display of interior elegance that makes this Town Car a most distinguished choice in 1984.

*Excluding other Ford Motor Company products.

The Cartier Lincoln Town Car interior in Dove Gray. Options shown are listed on page 13.



LINCOLN TOWN CAR, LUXURY THAT ENCOURAGES THE PERSONAL TOUCH.

Indeed, this Signature Town Car is distinctive in its own right. But it is all the more unique in the way it serves as a catalyst for the personal touch of its owner.

Individuality personified

In much the same way that one's handwriting is unique to oneself, the very name—Signature—conjures up images of individuality. Accordingly, its exterior is appointed to project an attitude of personalized luxury.

A deeply-grained vinyl coach roof, with Signature script, highlights its classic formal roof line. Dual-Shade hood and bodyside stripes and wide, bright lower bodyside mouldings accent its distinctive appearance. And wire-styled wheel covers provide an elegant finishing touch.

For a look that is about as close to one-of-a-kind as one might seek, there is a choice of more than twenty exterior colourings: Pastel Desert Tan, Evergreen Clearcoat Metallic, and Medium Charcoal Glamour Clearcoat Metallic, to name a few. For a complete listing, see page 13.

Inner expressions of personalized luxury

Twin Comfort Lounge seats, covered in soft, smooth cloth, shown here in Admiral Blue, provide adjustable comfort for both the driver and front-seat passenger. Each seat has a six-way power control and manual recliner to permit adjustment to virtually any position for individual comfort.

Front seatbacks are fitted with robe cords and map pockets for the extra convenience of rear-seat passengers. And dual floor well lights ease nighttime entry and exit for everyone.

Even the spacious 634 litres (22.4 cu. ft.) luggage compartment—largest of any car in North America*—is covered with nine-ounce carpeting. And so is the spare tire cover. This treatment helps protect precious cargo as it absorbs road noises.

And, while there are nearly eighty standard features all told, for those who wish to further distinguish their Signature, there is the choice of more than forty options. As shown and described on pages 12 and 13, they include: the Keyless Entry System which responds only to the owner's personal entry code and the power glass moonroof.

It has been said that one's automobile is an expression of how one feels about oneself. This, in fact, is what makes Town Car Signature Series such a personally rewarding choice.

* Excluding other Ford Motor Company products.

The Signature Lincoln Town Car in Blue Flannel Clearcoat Metallic. Options shown are listed on page 13. Signature interior in Admiral Blue.





LINCOLN TOWN CAR, A NORTH AMERICAN CLASSIC.

The uncompromised standard of traditional luxury sedans. The classic example of the motoring elegance demanded by the traditional luxury-car buyer. Today's Lincoln Town Car is all of this.

And more. In every respect, this newest edition carries on the Town Car tradition of providing remarkable driving ease and riding comfort.

Extraordinary driving ease

It begins with power steering, power front disc/rear drum brakes, power windows and vent windows, power door locks, remote-control decklid release and, of course, easy-to-read instrumentation.

Comfort at the wheel is an equally important contributor to Town Car's driving ease. And so, 50/50 Twin Comfort Lounge seats—with six-way power controls for the driver's seat and fold-down centre armrests—are standard. They are upholstered in beautifully tailored cloth, in a wide selection of colours. And they feature full-foam construction for good support, even during long drives.

The remarkable driveability of Town Car continues with the responsiveness of its standard 5.0 litre V-8 engine. A trusted power source, it offers the advanced technology of the Electronic Engine Control system (EEC-IV) and Electronic Fuel Injection. EFI, more efficient than a conventional carburetor, meets the ever-changing fuel requirements of a variety of driving situations—everything from stop-and-go city traffic to highway travel.

In addition, Town Car provides a four-speed automatic overdrive transmission that incorporates a fourth (overdrive) gear which is automatically engaged at speeds above 72 kilometres per hour (45 m.p.h.). The benefit? Reduced engine wear and improved fuel efficiency due to lower engine speed.

As a matter of fact, it is only through this combination of ingredients—V-8 engine, EEC-IV, EFI and automatic overdrive transmission—that an automobile of Town Car's size is able to offer such surprising fuel economy.

Extraordinary riding comfort

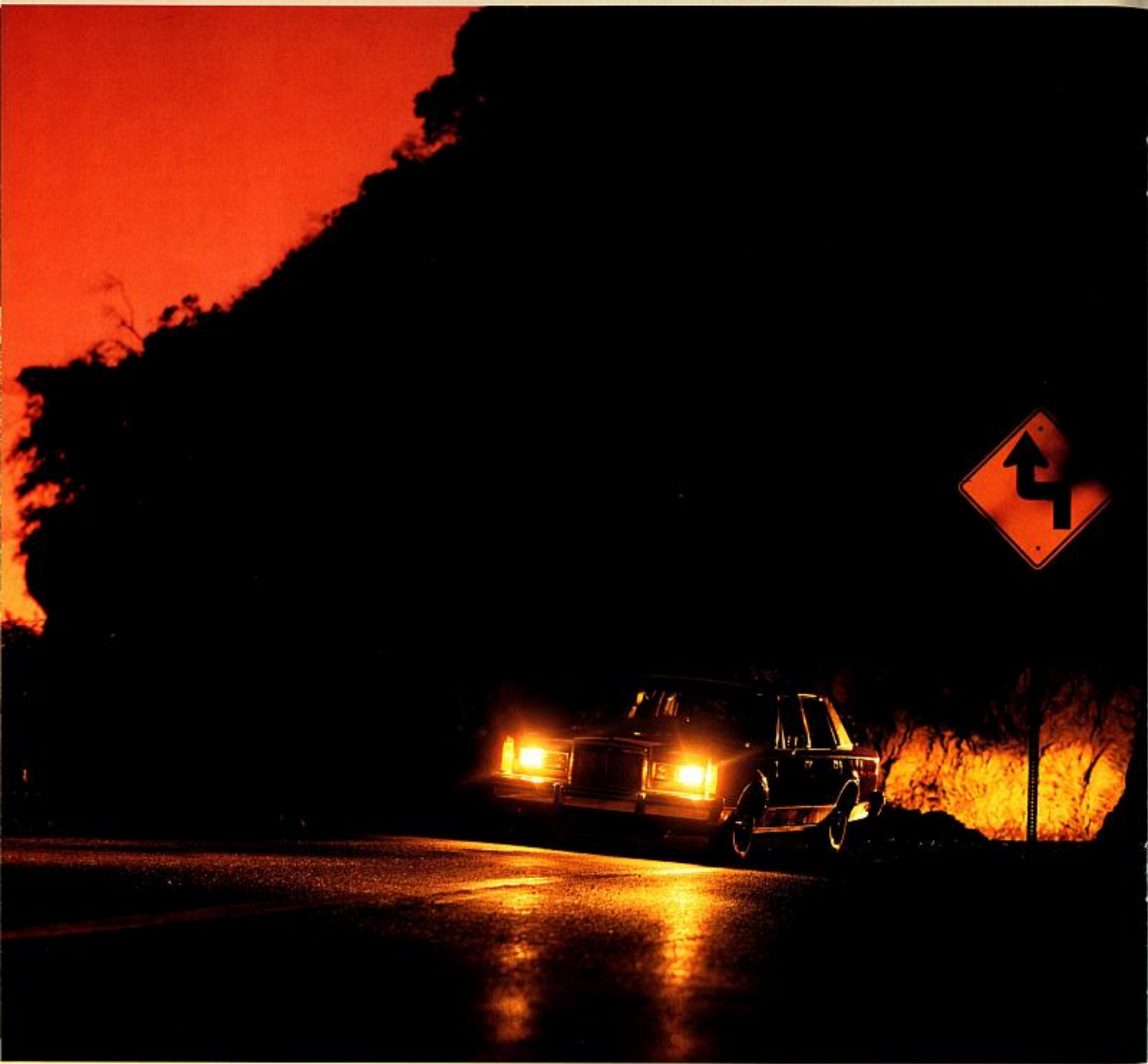
Town Car's renowned interior comfort begins with a spacious cabin that offers more passenger room than any automobile in its class.* And continues with the extra touches one comes to expect in an automobile of such high-level luxury.

For example, to help front-seat passengers easily make on-the-go appearance appraisals, there is an illuminated visor vanity mirror. And, to surround everyone with the look and feel of luxury, there is cloth-covered headlining; a carpeted package tray; and eighteen-ounce carpeting that covers not only the floor, but the lower door and centre pillar panels as well.

For some people, a car should be of a prominent size, provide outstanding driving ease and riding comfort, exhibit close attention to quality and offer precision engineered, advanced technology. For those people, there is only one choice in 1984—the new Lincoln Town Car.

*Excluding other Ford Motor Company products.

The 1984 Lincoln Town Car in Dark Charcoal Clearcoat Metallic. Options shown are listed on page 13.



HOW LINCOLN MADE THE "BEST" BETTER.

Lincoln Town Car owners take for granted that it is among the most magnificent luxury cars on the market.

That hasn't changed for 1984. However, a significant change for 1984 is the incorporation of Electronic Fuel Injection to enhance Town Car's powerful 5.0 litre V8 engine. 1984 also brings improvements in responsiveness, protection of appearance, its level of interior comfort and the consistency of its legendary riding smoothness. All for the purpose of increasing the pleasure of driving and riding in this newest Lincoln Town Car.

An electronic mechanic

The Lincoln Town Car engine features Electronic Engine Control (EEC-IV), a micro-processor that can conserve fuel, provide easier starting in cold weather, adjust the fuel

shuts off the air conditioning so as not to divert power from the wheels.

With its amazing memory, EEC-IV can compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.

During the first two minutes of operation, the computer checks the operation of all its sensors and actuators to ensure proper function.

Even in the repair shop, the computer continues working. With a simple instrument, a service man can signal the electronic diary that will tell him what has gone wrong.

Leave it to Town Car to provide an electronic mechanic.

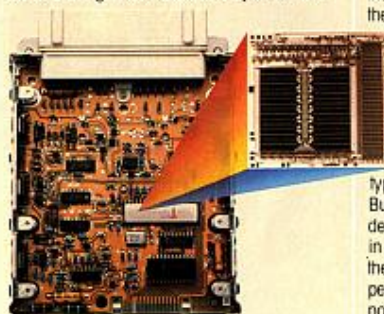
New riding standards

Town Car's size is an important factor in its renowned ride. But a major contributor to the feeling of smoothness and control is the careful tuning of shock absorbers. In their simplest form, shock absorbers use hydraulic oil that resists movement of a piston in a cylinder. In addition to preventing the floating feeling after hitting a large bump, they help determine how a car handles on rough roads.

To soften the ride, engineers typically reduce the hydraulic oil restrictions. But with a conventional shock absorber design, the reduced restriction results in a lag condition—a condition which the occupants will feel as an erratic ride, perhaps accompanied by audible suspension noise.

Engineers solved the problem by introducing inert nitrogen gas into the shock absorber cylinder. This pressurizes the oil and reduces aeration—one reason for lag—particularly during heavy useage.

The result: Town Car's already smooth ride has been enhanced to provide a more consistently smooth ride, even over rough roads.



mixture and even diagnose a malfunction.

With a computer chip no larger than a dime, EEC-IV monitors seven operations, including ignition timing, fuel/air ratio, emissions, and operation of the air conditioning compressor.

It uses this information in a number of ways. During maximum acceleration, perhaps in a passing situation, the computer

Refined refinements

Town Car owners take particular pride in their car's interior, and with good reason.

A casual glance at its standard features reads like an options list for most other cars. Yet designers were able to add significant refinements to this year's model.

For instance, starting Town Car's engine signals a sensor in the oil pan. If the oil level is more than a quart low, a warning light appears on the instrument panel. This is a totally different instrument from the oil warning light, which merely reports oil pressure and doesn't signal a potentially dangerous low-oil condition.

The radio antenna has been fully automated to protect it against vandals and aggressive car washes. When either the radio or the ignition is turned on it goes up and automatically comes down when either is turned off.

Even the air conditioning system has been improved to assure driver and passenger comfort. The blower operates automatically to help maintain the preset temperature inside the car, no matter how much the outside temperature varies.

Looks better longer

Rust and corrosion are among a car's greatest enemies. Salted winter streets in northern climes and the salt-laden air of the seashore can attack the body as soon as a car leaves the showroom.

Engineers developed galvanized parts for under the body and heavy zinc coatings to fight off the damaging effects of salt and water.

The body itself is submerged in a protective primer which is electrically charged so that it is virtually "plated" on.

A subsequent primer and three additional coats of paint—two coats plus two coats of clear paint on metallic finishes—are applied with an electrostatic process, insuring complete coverage.

The war against rust and corrosion will never end, but Town Car is winning the battle.

Operating safety/occupant protection

Operating safety means providing the driver with the tools to avoid dangers. Handling, quick response, visibility and the elimination of distractions are part of the operating safety mix.

Operating safety is the realization that in today's world, some accidents do occur. Occupant protection devices are designed for protection of the driver and his or her passengers, should such an accident occur.

You expect Lincoln Town Car, with its body-on-frame design, to have excellent safety features—and indeed, it offers the full range of Ford Safety Design Features.

In addition, certain features that may be options on other cars are included as standard on Town Car, as well as all Lincoln luxury vehicles. A partial list includes:

- power brakes
- power steering
- door ajar warning indicator
- low washer fluid warning light
- cornering lamps
- fluidic windshield washers.

There are seat belts for every occupant—integral lap and shoulder belts with automatic retractors and tension relievers in the front, lap belts in the rear.

The new Lincoln Town Car

For 1984, Town Car combines its traditional values with subtle improvements in ride, interior comfort and engine control. The result: A position as the automobile of choice for those who seek to reward themselves with luxurious driving ease and riding comfort that is stronger than ever.



LINCOLN TOWN CAR STANDARD FEATURES AND OPTIONS

1. Wheels and wheel covers. Add the finishing touch to your Town Car with a choice of: (a) Full wheel covers, which are standard on Town Car, (b) Locking wire-styled wheel covers, which are standard on Signature Series, (c) Turbine spoke aluminum wheels, which are standard on Cartier, (d) Lacy spoke aluminum wheels, or (e) Wire spoke aluminum wheels.

2. Electronic AM/FM stereo search radio with cassette tape player has digital readout and features a Dolby® noise reduction system. This improves the sound reproduction of cassette tape music. Tape controls include locking fast forward and reverse, and automatic and manual tape ejection. This radio option is alternatively available with 8-track tape player. (A limited supply is available, however).

3. Keyless entry system option uses the owner's personal five-digit code to open doors and decklid by using buttons just above the driver's door. The key may also be used instead. Includes automatic door locks and the Illuminated Entry System, which causes all interior lights to go on and an illuminated ring to appear around the door lock when either front door handle is pulled.

4. Electronic instrument panel with message centre is an easy-to-use, easy-to-read computerized system option featuring a digital speedometer, and electronic graphic fuel gauge. The Message Centre is a trip log information system with a 12-button keyboard providing data on time, date, distance to empty, elapsed time, average fuel economy, instantaneous fuel economy, distance to destination, trip odometer, estimated time of arrival, and average speed. There is also a feature to convert miles to kilometres and the reverse. Includes a system check-out feature.

Dolby® is a registered trademark of Dolby Laboratories, Inc.

Selected standard functional features

- 5.0 litre V-8 engine with Electronic Fuel Injection (EFI), Electronic Engine Controls (EEC-IV) and four-speed automatic over-drive transmission
- Power steering
- Power front disc/rear drum brakes
- Nitrogen gas-pressurized shock absorbers
- Engine temperature gauge (in addition to warning light) and oil level warning light
- Remote-control decklid release
- Remote-control left-hand outside rear-view mirror
- White sidewall steel-belted radial tires (P215/70R15)
- Defroster Group includes electric rear window defroster and heated left-hand remote-control outside rearview mirror
- Corrosion protection using pre-coated steel panels, special sealers, primers and waxes for selected body parts
- Lower bodyside protection (spray on vinyl)

Selected standard interior features

- 50/50 Twin Comfort Lounge seats with six-way power driver's seat for driving comfort
- Rich cloth seat upholstery
- Rear-seat fold-down centre armrest
- Power door locks
- Electronic AM/FM stereo search radio with automatic power antenna
- Power windows and vent windows
- Automatic climate control air conditioner/heater with automatic blower control
- Tinted glass all around
- Eighteen-ounce spun nylon carpeting on the floor, lower door and centre pillar panels
- Dual beam map/dome light
- Rear compartment reading lamps
- Courtesy lights and integral reflectors on front doors
- Dual illuminated visor vanity mirrors
- Roof rail assist handles at each door
- Door pull straps

Selected standard exterior features

- Full vinyl roof
- Quad-rectangular halogen headlamps
- Coach lamps
- Cornering lamps
- Premium bodyside mouldings
- Bright rocker panel mouldings

Signature Series

Includes all Town Car standard equipment, plus the following selected additions and/or differences.

- 50/50 Twin Comfort Lounge seats, each with six-way power and manual recliner
- Distinctive cloth seat upholstery sew style
- Seatback robe cords and map pockets
- Dual floor well lights
- Vinyl coach roof

- Signature series script on rear-quarter pillar (except with Carriage roof)
- Dual-shade accent stripes on hood and bodyside
- Wide bright lower bodyside moulding
- Locking wire-styled wheel covers

Cartier Designer Series

- Includes all of the Signature series standard equipment, plus the following selected additions and/or differences:
- Choice of Dove Gray Luxury cloth upholstery or leather seating surfaces
 - Door trim inserts are Oxford Gray cloth with cloth upholstery (woodtone when leather seating surfaces are selected)
 - Leather-wrapped steering wheel
 - Arctic White vinyl coach roof
 - Exclusive Dual-Shade body in Arctic White over Platinum Clearcoat Metallic
 - Platinum and red bodyside striping
 - Red stripe on decklid with Cartier logo
 - Cartier designer script in rear-quarter windows
 - Turbine spoke aluminum wheels

Selected optional functional features

- An extensive list of options allows you to personalize your Town Car even further.
- Traction-Lok differential axle includes conventional spare tire and wheel
 - Conventional spare tire is a P215/70R15 white sidewall steel-belted radial with steel wheel
 - Headlamp convenience group includes automatic headlamp dimmer and "Auto Lamp" on/off/delay system
 - Illuminated Entry System
 - Keyless Entry System
 - Anti-Theft System is activated when vehicle is entered without the key or keyless entry code. The car won't start, lights flash and the horn sounds.
 - P215/70R15 puncture-sealant tires are designed to seal tread punctures up to 3/16" in diameter. They feature an aggressive tread pattern, low rolling resistance and extended tread life

Selected optional exterior features

- Glamour paint (not available on Cartier)
- Dual-Shade paint includes unique upper body striping (not available on Cartier)
- Vinyl roof matches upper body colour. See this page for colour choices.
- Power decklid pulldown engages to automatically close the decklid when it is lowered manually to within 50.8 mm (2") of the closed position
- Carriage Roof (not available on Cartier)
- Coach roof with frenched rear window, frenched seams, and vinyl roof wrapover moulding with bright accents (standard on Cartier and Signature)
- Power glass moonroof includes integral sun/shade/privacy panel (requires illuminated visor vanity mirrors)
- Power remote-control outside rearview mirrors include electrically operated left- and right-hand convex mirrors with an illuminated Fahrenheit and Celsius thermometer in left-hand mirror

Selected optional interior features

- 50/50 Twin Comfort Lounge seats with six-way power and manual passenger recliner (available only on Lincoln Town Car)
- 50/50 Twin Comfort Lounge seats, each with six-way power and dual recliners (standard on Cartier and Signature)
- Leather seating surfaces
- Leather-wrapped steering wheel (standard on Cartier)
- Tilt steering wheel
- Premium Sound System with power amplifier and six speakers
- 40-channel Citizen's Band radio includes tri-band power antenna and channel selection memory
- Inside dimming electronic mirror automatically adjusts to changes in light, to compensate for headlights of cars approaching from the rear
- Electronic instrument panel provides electronic digital speedometer, electronic graphic fuel gauge and month/day/date electronic clock; also includes Message Centre with trip log, including kilometres to empty and instantaneous and average fuel economy
- Fingerprint speed control (standard on Cartier)
- Floor mats, front and rear, are sixteen-ounce colour-keyed carpet inserts with rubber backing. (Unique mats are standard on Cartier, available later in the model year.)

COLOUR CHOICES

A broad spectrum of exterior colours is offered to personalize the 1984 Lincoln Town Car. These colours are designed to coordinate with a wide selection of available trims and roof treatments. Lincoln-Mercury Dealers have further details and colour samples.

LINCOLN TOWN CAR

Standard exterior colours

Midnight Black Clearcoat, Arctic White, Claret Red, Light Desert Tan, Pastel Desert Tan, Cream, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Evergreen Clearcoat Metallic, and Harvest Wheat Clearcoat Metallic.

Optional glamour colours

Walnut Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, and Sage Green Glamour Clearcoat Metallic.

Dual-shade paint options

Light Desert Tan/Pastel Desert Tan, Platinum Clearcoat Metallic/Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic/Blue Flannel Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic/Evergreen Clearcoat Metallic, Goldenrod Glamour Clearcoat Metallic/Harvest Wheat Clearcoat Metallic, and Midnight Black/Medium Charcoal Glamour Clearcoat Metallic.

Cartier Designer Series

Arctic White/Platinum Clearcoat Metallic

Accent Stripes

Dual-shade accent stripes on the Lincoln Signature Series are available in the following colours: Medium Charcoal/Midnight Black; Medium Charcoal/Platinum; Pastel Desert Tan/Light Desert Tan; Dark Academy Blue/Light Academy Blue; Evergreen/Sage Green; Harvest Wheat/Goldenrod.

Vinyl roof colours

Full-vinyl and coach roofs are available in the following colours: Arctic White, Dark Charcoal, Light Charcoal, Claret Red, Midnight Blue, Evergreen, Sage Green, Goldenrod, Cream, Midnight Black, Scarlet, Academy Blue, Walnut, Light Desert Tan. The carriage roof only is available in Tan, Dark Blue and Dark Brown.

Interior trim

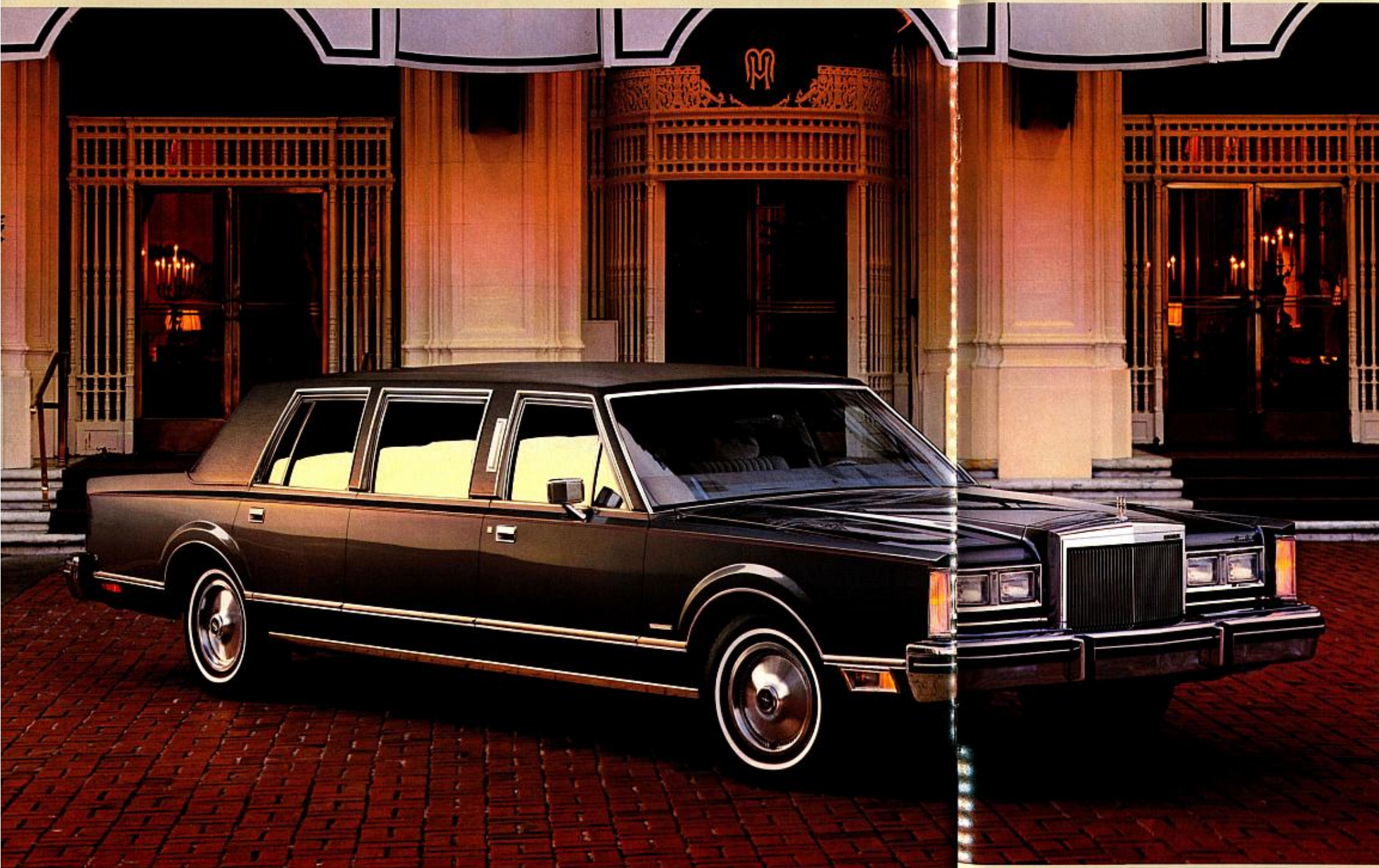
Twin Comfort Lounge seats come with cloth or optional leather seating surfaces in: Charcoal, Dove Gray, Oxford White/Dove Gray (leather only), Terra Cotta Red, Admiral Blue, Desert Tan, Flaxen Gold, and Sage Green. The Cartier Designer Series offers a choice of cloth or optional leather seating surfaces in Dove Gray.

1984 LINCOLN TOWN CAR SPECIFICATIONS

EXTERIOR		
Wheelbase	2979 mm	(117.3")
Overall Length	5563 mm	(219.0")
Overall Width	1984 mm	(78.1")
Overall Height	1420 mm	(55.9")
Tread		
- Front	1580 mm	(62.2")
- Rear	1575 mm	(62.0")
INTERIOR		
Front Compartment†		
Headroom‡	991 mm	(39.0")
Legroom	1105 mm	(43.5")
Shoulder Room	1542 mm	(60.7")
Hiproom	1435 mm	(56.5")
Rear Compartment†		
Headroom	970 mm	(38.2")
Legroom	1069 mm	(42.1")
Shoulder Room	1542 mm	(60.7")
Hiproom	1468 mm	(57.8")
Luggage Capacity		
Litres (cu. ft.)	634	(22.4)
Fuel Capacity		
(Litres (imp. gal.))	67.7	(14.9)
Curb Weight		
Kilograms (lbs.)	1843	(4062)

† Interior dimensions with six-way position power seat in rearmost position.
‡ Front headroom 50.8 mm (2") less with optional moonroof.

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



LINCOLN TOWN CAR LIMOUSINES.

Crafted from the highest quality luxury car made in North America.

There is no such thing as too much luxury. As proof of this, there is the Lincoln Town Car limousine, created from the most prestigious name in traditional automotive luxury.

A number of independent coach builders offer special limousine versions of the Town Car. Although these limousines vary according to the preference of their builders, they all have the same inherent superiority. Each is created from the Lincoln Town Car, the highest quality luxury car made in North America.*

Town Car limousines are generally available with the wide selection of standard and optional features described in this catalog on page 13. Coach builders begin with these traditional luxury appointments, then add the requisite features and benefits of limousine luxury.

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

* Based on a survey of owner-reported problems during the first three months of ownership of 1983 cars designed and built in North America.



QUALITY—EVERY STEP OF THE WAY.

14,000 owners across the country were recently asked to evaluate the quality of their cars. Everything from engine performance, electrical systems, paint quality and fit to squeaks, rattles, even wind noise.

This study of new-vehicle quality established that Ford Motor Company is building the highest quality luxury cars built in North America.*

The results only confirmed what Lincoln designers, engineers, production and assembly employees already knew: They foresaw the improvement in quality through a dramatic drop in warranty claims and from monthly quality audits of the cars they produce.

Three years of complete dedication to quality produced these results and, rather than become complacent, the goal for 1984 is to become even better.

To see how these improvements are being achieved, it is necessary to follow the construction of Lincoln luxury vehicles from concept to completion.

Driving a Computer

With one of the most sophisticated computer networks of any automaker in the world at their command, Lincoln designers and engineers are able to mathematically reproduce components on a viewing screen before a single part is built. This allows them to simulate driving of the new cars for thousands of kilometres before production begins.

Computers also are put to work laying out and designing production facilities. Engineers can even predict the effects of a proposed manufacturing process on the men

and women who actually assemble the automobile. For example, there are certain welding operations, such as the one shown above, where the human touch is irreplaceable. And where it is not, as discussed later on, robots are called upon to do the work.

Quality assurance

Prototypes of the cars and individual components undergo strenuous laboratory and proving ground tests to back up the computers' predictions.

The purpose is to artificially speed up the wear process so that the cars and components can be designed and built to live up to customer needs and expectations throughout the life of the product.

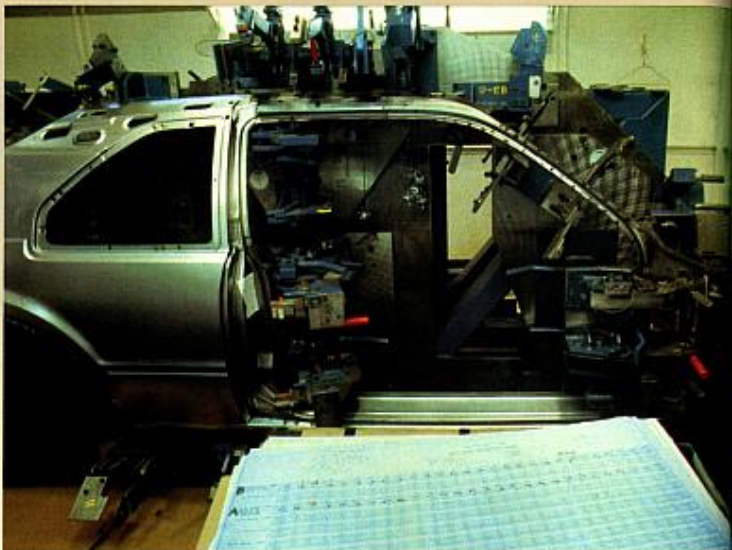
As just one example, consider the punishment an instrument panel goes through.

To simulate rough-road driving conditions, the entire instrument panel assembly—including all optional components—is subjected to 3 million horizontal and vertical vibration cycles. This is far in excess of actual exposure to vibration normally expected during the life of the vehicle.

The point: to seek out defects before the cars are manufactured.

Reliability teams

A major step in achieving quality came about by rethinking the ways in which cars are built. In the past, engineers would design a car, then pass it on to manufacturing to build prototypes, then pass it over to the assembly division for production—frequently not colling in the people responsible for servicing the car until almost the end of the process.



Today's Lincolns, however, have had all the various departments involved from day one. Representatives from Engineering, Manufacturing, Assembly, Service, and even independent suppliers were organized into Reliability Teams to study the 1984 designs long before production ever began.

With the advent of these Reliability Teams, it was no longer necessary to wait until the car was built, then scramble to fix the problems. The quality was built in.

Using numbers as a tool

There are thousands of parts that make up a Lincoln, each of which has to meet critical design standards. The issue: how to insure and measure consistent production standards. The solution is based on defect prevention rather than defect detection.

Using a method called statistical process control, for instance, a machine operator is able to monitor his or her own production.

If the line on the chart approaches the limits of acceptability, production is shut down and adjustments are made at once.

The statistical process control technique is even used on large body panels. This allows designers and engineers to call for precise tolerances. Once established, the norm for body dimensions and fit is set by a measured and marked up master, such as the one shown above. Lincoln's goal is \pm one millimetre variance in parts.

Employee involvement

To be sure, computers, new tools and statistical

process controls are making important contributions to the quality of the 1984 cars. But talk to plant management and they say the key ingredient to building the finest quality cars is the minds, attitudes and morale of all employees.

This is obvious at the Wixom Plant, 35 miles northwest of Detroit, where the Lincoln Town Cars are built.

Typical of the efforts to improve quality is the Employee Involvement program. Volunteer teams of six to ten employees from specific plant areas are brought together to think constructively about their specialities.

A second program is a hot-line communication system. Any employee, at any time, can call in a suggestion or complaint. The call is transcribed and top management, including the plant manager, gets a copy. Within 24 hours, the employee is notified that his or her message has been received and, within 48 hours, action is taken or a person is assigned to study the problem.

With the establishment of the hot-line system, red tape went out the window, employee morale was improved and communication was opened where it had never occurred before.

Before-the-job training

Shortly before production on 1984 models began, 1,000 additional employees were hired for a second shift at the Wixom plant.

In the past, typically, an employee was



taken to a work station, given a few hours of instruction and put to work.

But this time, each employee underwent 40 hours of classroom training, with the emphasis on quality, before taking his or her place in the factory. Full days, not hours, were spent on the job with experienced instructors. Workers requiring special skills, such as point sprayers, were videotaped doing their jobs and the tapes critiqued by experts.

An extra hand

On Wixom's 14 miles of assembly lines there are specially trained trouble-shooters known as Quality Upgrade Operators. They are the extra hands assigned to assist production supervisors in monitoring and maintaining assembly line quality.

In the past, efficiency dictated letting the car go through the assembly process before making any repairs. The trouble was, almost invisible or hidden faults slipped through. Now the attitude is—when it leaves each work station it's right, or it doesn't move on to the next one.

If a serious problem appears, a flashing blue light at a Quality Inspection Point alerts area management and these Quality Upgrade Operators are called in to take corrective action on the spot. If necessary, the assembly line is shut down while the problem is fixed. This represents a new era in car assembly—when quotas take a back seat to quality.

Reliable robots

At Wixom, 25 robots take on the dangerous and repetitive chore of welding side and floor panels. They are so accurate that a deviation of less than 1/100 of an inch is rare. Yet to insure strong, secure welds, one body is

completely torn apart every week just to determine that the welds are secure and within specifications.

Finish as a gauge of quality

One very obvious measure of an automobile's quality is the attention given to its finish. It's one of the rare cases where you can judge a book by its cover.

The process starts before the sheet metal is formed. Selected critical underbody parts are designed to protect against corrosion by using galvanized steel or by applying a corrosion-inhibiting layer of zinc-rich epoxy paint.

The body itself is first cleaned in a six-step phosphate spray treatment that coats the metal for its first application of primer.

The whole body is immersed in a huge tank. The body and primer are given opposite electrical charges, which bonds the paint to the metal, similar to a plating process.

After the electrocoat process, body sealer is applied to any area where leaks could develop or where matching metal-to-metal joints could cause noise.

A visitor to the plant would note that, although most of the finish operation is done by machine, one critical step is performed by hand. After the second coat of primer, hand-sanders, as seen above, go over the body inch-by-inch to make sure the surface is smooth for the colour coat, a prerequisite that is especially critical for the metallic finishes. And, while aluminum chips, suspended in a polyester enamel, give the finish its sparkle, not all metallic finishes are alike. Research shows that smaller aluminum flakes provide a better finish—smaller flakes don't appear above the surface and they cover more



completely. Smaller particles also allow application of a thinner colour coat. The advantage is that a thin coat sets up quickly and when dry, doesn't mix with the two subsequent coats of acrylic Clearcoat enamel. The two Clearcoats, which give the paint its depth and lustre, also contain ultraviolet filters to keep the base coat from fading.

As shown above right, the finish is inspected after each coat of paint. Then, as a final check, selected units are locked in a humidity booth, steamier than a rainy day in the tropics. And other selected units are locked in the salt booth, which duplicates years of driving on northern winter streets.

Inspecting the inspectors

There are four key programs important to maintaining the quality a Lincoln Town Car buyer expects.

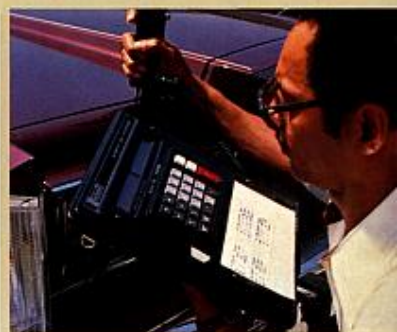
The first is the Audit Program. Randomly selected cars are removed every day from the plant's pre-delivery system and subjected to an inch-by-inch inspection by experts.

Auditors evaluate the fit and finish from the customer's viewpoint. They also test the operational ease of components, even how much strength it takes to close a door. A comprehensive road test over a variety of surfaces determines the design integrity of the entire vehicle.

Then comes the report card. Each flaw discovered is assigned a concern value. In other words, how obvious the blemish would appear to a customer.

Because some blemishes are almost too small or hidden to be noticed, stick-on arrows, colour coded to reflect the seriousness of the flaw, are applied to the car.

Inspected cars are then displayed in special in-plant evaluation areas next to the workers, in a setting similar to a dealer's showroom.



Charts indicate recurring problems and subsequent improvements.

Each night, department managers drive home a different new car to search for the hidden or less obvious flaws. They are given an inspection checklist to fill out, and the results are discussed daily.

The third of the quality improvement programs is the WRAP (Warranty Reduction Audit Program). Four inspectors are stationed in the rail and conveyer shipping areas. The idea: away from the hustle and bustle of the factory, on randomly selected vehicles, inspectors can take a more relaxed view of the total car—just as a customer would see it. If a concern is found, the car is driven to a specific location where the plant and department managers, the Quality Upgrade Operator and, perhaps, the employee responsible for the concern, are brought to view the car.

Finally, inspectors such as the one shown above right, evaluate the fit between one body part and the next—around hood, trunk and door openings—utilizing a computerized measuring device. Used on finished vehicles within the plant, this equipment checks margins and alignment of sheet metal components to assure parts are built to specifications.

These measures may seem extravagant, particularly when there is so much dedication to building the car right in the first place, but it is this dedication to quality that has made Lincoln the highest quality collection of luxury cars in North America.

* Based on a survey of owner-reported problems during the first three months of ownership of 1983 cars designed and built in the U.S.

**THE LINCOLN CARD.
OUR CONFIRMATION OF QUALITY.
FOR THREE YEARS, VIRTUALLY
ALL YOU'LL PAY FOR IS GASOLINE.**

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year unlimited mileage plan that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be



necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

Your Lincoln dealer would be more than pleased to review with you all of the information regarding this preferential plan, to make your Lincoln driving years as pleasurable as possible. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the 3 year period.

Motorcraft 
EXCEEDS THE NEED

Lincolns come equipped with factory engineered and approved parts, including a dependable Motorcraft battery, Motorcraft spark plugs, shock absorbers, ignition parts and long life oil filter. For continued performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

CORROSION PROTECTION

All Lincoln cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard

equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;
- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.

The DURAGUARD System is backed by a no-extra charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the

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LINCOLN TOWN CAR

