



BIGGER SAVINGS THAN YOU EVER IMAGINED. NOW UNTIL MARCH 31.

Big thinking leads to big rewards. That notion is especially true right now at your Lincoln Mercury dealer's Think Big National Sales Event. From now through March 31st, get big savings on every Lincoln and Mercury. See your Lincoln Mercury dealer now, where it really pays to think big.

**THINK
BIG**
SALES EVENT

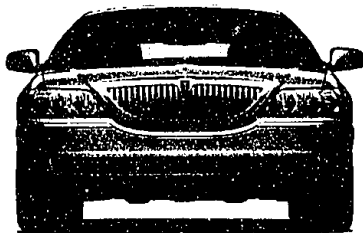
LINCOLN | MERCURY
lincoln.com | mercuryvehicles.com



2003 MERCURY GRAND MARQUIS

0.0% APR FINANCING OR \$3,500 CASH BACK*

FOR A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS:
PRE-PAY A TWO-YEAR LEASE WITH ONE EASY PAYMENT OF
\$6,509 AFTER \$4,250 CASH BACK**
FOR RETURNING LESSEES
Security deposit not required. Excludes tax, title and license fees.
GRAND MARQUIS A-PLAN PRICE STARTING AT
\$18,061 AFTER \$4,250 A/Z CASH***



2003 LINCOLN TOWN CAR

2003 LINCOLN TOWN CAR
0.0% APR FINANCING OR \$4,000 CASH BACK*

FOR A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS:
\$477 PER MONTH/36 MONTH LEASE CASH DUE AT SIGNING
\$0 DOWN AFTER \$5,250 CASH BACK**
FOR RETURNING LESSEES**
Includes refundable security deposit. Excludes tax, title and license fees.
TOWN CAR A-PLAN PRICE STARTING AT
\$31,771 AFTER \$5,250 A/Z CASH***

*Visit thinkbigwinbig.com now through March 19 and have a chance to win a Grand Prize trip to New Orleans during the men's college basketball tournament a \$50,000 Second Prize or a \$25,000 Third Prize.**



2003 LINCOLN LS

A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS

2003 LINCOLN LS V-6 PREMIUM

ONLY
\$399** \$1,824
CASH DUE AT SIGNING

A MONTH/36-MONTH LEASE

(After \$1,750 cash back for returning lessees)
Includes refundable security deposit. Excludes tax, title and license fees.

LS BASE V-6 A-PLAN PRICE STARTING AT
\$28,364 AFTER \$750 A/Z CASH***



2003 MERCURY SABLE

LS PREMIUM WITH NO-CHARGE LEATHER AND ABS

A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS

2003 MERCURY SABLE LS PREMIUM

ONLY
\$289** \$1,489
CASH DUE AT SIGNING

A MONTH/36-MONTH LEASE

(After \$2,500 cash back for returning lessees)
Includes refundable security deposit. Excludes tax, title and license fees.

SABLE GS A-PLAN PRICE STARTING AT
\$15,789 AFTER \$3,000 A/Z CASH***



2003 MERCURY MOUNTAINEER

A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS

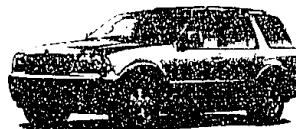
2003 MERCURY MOUNTAINEER V-6

ONLY
\$339** \$989
CASH DUE AT SIGNING

A MONTH/36-MONTH LEASE

(After \$2,500 cash back for returning lessees)
Includes refundable security deposit. Excludes tax, title and license fees.

MOUNTAINEER BASE A-PLAN PRICE STARTING AT
\$25,490 AFTER \$2,500 A/Z CASH***



2003 LINCOLN AVIATOR

A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS

2003 LINCOLN AVIATOR LUXURY MODEL

ONLY
\$499** \$1,649
CASH DUE AT SIGNING

A MONTH/36-MONTH LEASE

(After \$2,000 cash back for returning lessees)
Security deposit waived. Excludes tax, title and license fees.

AVIATOR A-PLAN PRICE STARTING AT
\$37,382 AFTER \$1,000 A/Z CASH***



2003 LINCOLN NAVIGATOR

A/Z/D-PLAN EMPLOYEES & ELIGIBLE FAMILY MEMBERS

2003 LINCOLN NAVIGATOR LUXURY

ONLY
\$599** \$1,249
CASH DUE AT SIGNING

A MONTH/36-MONTH LEASE

(After \$1,750 cash back for returning lessees)
Includes refundable security deposit. Excludes tax, title and license fees.

NAVIGATOR A-PLAN PRICE STARTING AT
\$44,138 AFTER \$750 A/Z CASH***

VISIT YOUR
METRO DETROIT
LINCOLN MERCURY
DEALERS.

PLYMOUTH
Hawthorn Park
40401 Ann Arbor Rd.
Ann Arbor, MI 48106
(734) 433-2424
lincoln.com

ATLANTA
2100 W. Stadium Blvd.
Atlanta, GA 30309
(770) 468-6100
lincoln.com

ROCHESTER HILLS
Crestwood
1185 South Rochester Rd.
Rochester Hills, MI 48309
(248) 652-4200
lincoln.com

CINCINNATI/OWENS
Shy Evans Lakeville
17500 Hall Rd.
Cincinnati, OH 45244
(513) 840-2000
lincoln.com

ROSELAND
Bob Marley
29000 Grayhol
Roseland, NJ 07068
(908) 552-6000
lincoln.com

DEARBORN
Jack Demmer
21531 Michigan Ave.
Dearborn, MI 48124
(313) 274-8800
lincoln.com

SOUTHFIELD
Star
24350 West 12 Mile Rd.
Southfield, MI 48034
(248) 334-4900
lincoln.com

DETROIT
Bob Marley
16901 Mack Ave.
Detroit, MI 48228
(313) 885-4000
lincoln.com

SOUTHGATE
Southgate
16800 Fort Street
Southgate, MI 48063
(734) 285-8800
lincoln.com

DETROIT
Park Motor
18100 Woodward Ave.
Detroit, MI 48228
(313) 869-5000
lincoln.com

STERLING HEIGHTS
Crest
36200 Van Dyke
Sterling Heights, MI 48309
(588) 939-6000
lincoln.com

GARDEN CITY
Shy Evans Garden City
32000 Ford Rd.
Garden City, MI 48135
(734) 425-4300
lincoln.com

TROY
Bob Marley
1950 West Maple
Troy, MI 48063
(248) 643-6600
lincoln.com

WYOMING
Varsity
49251 Grand River
Wyoming, MI 48186
(248) 305-5300
lincoln.com

YPSILANTI
Sail
950 East Michigan
Ypsilanti, MI 48197
(734) 482-7133
lincoln.com

†NO PURCHASE NECESSARY. ODDS OF WINNING SECOND OR THIRD PRIZE ARE 1:524,288. Odds of winning other prizes depend on the number of eligible entries received. Must be 18 or older, a licensed driver, and reside in select Detroit counties. Sweepstakes ends March 26. See your local dealer or thinkbigwinbig.com for full details. *Not all buyers will qualify for Ford Credit financing. APR varies by term. For APR or cash back on a purchase, take delivery from dealer stock by 3/31/2003. **Not all buyers will qualify for Red Carpet Lease. Some payments higher, some lower. Customers eligible for the \$500 renewal incentive on Grand Marquis and \$1000 renewal incentive on Town Car must terminate their new or used Lincoln Mercury RCL contract by 3/31/2003. Proof of ownership required. ***A-Plan prices after cash back exclude taxes, title and license fees. Residency restrictions apply. Offers subject to change.