

LUXURY APPEAL



Steve Goodall (right), president of J.D. Power and Associates, presents The J.D. Power and Associates APEAL award for most appealing mid-size luxury car to John Fitzpatrick, general marketing manager, Lincoln Mercury.

(NAPSA)—One of the most prestigious awards in the automotive industry is going to town—the Town Car, that is.

The 2003 Lincoln Town Car earned the J.D. Power and Associates APEAL (Automotive Performance, Execution and Layout) award for the “most appealing mid-luxury car.” The APEAL study is based on responses from new-vehicle owners and comprises eight specific areas of vehicle performance and design that identify what consumers like and dislike about their new vehicles during the first 90 days of ownership.

The accolade should come as no surprise to owners of this enduring model; almost 60 percent of Town Car customers are repeat buyers, and 65 percent of them say they don’t even consider another vehicle.

Town Car drivers look for luxury, and the 2003 model offers it throughout, especially in a smooth, quiet ride and improved safety, handling and durability.

“Front-seat space is generous, with lots of room for three,” writes *The Arizona Republic*. “The pampered passengers roosting in the back seat will appreciate the extra console controls for audio [and] climate control.”

Drivers and passengers can take advantage of a 44 percent increase in total interior storage, including a larger glove compartment and better cup holders. Bigger is also better in the trunk, where the Town Car offers a class-leading 20.6 cubic feet of cargo space.

In addition, the car comes with extended rear park assist, a handy warning signal that beeps when the car is in reverse and approaching an object.

“The Town Car remains as the traditional American luxury car,” concludes *The Florida Times-Union*.

To learn more about the 2003 Town Car, visit the Web site at www.lincolnvehicles.com.