

# The truck for the man who has everything

By JENNIFER ENRIGHT

Ten years ago, trucks were designed specifically as work trucks not as luxury items, but today David Gallinger, general manager at Gallinger Ford Lincoln in Milton, says that's all changed. David says consumers are demanding more than just the traditional style trucks - they want something that's stylish as well as functional.

Right now on the lot at Gallinger Ford Lincoln you'll find what David describes as the "most luxurious truck available," the Lincoln Mark LT, a truck that marries the comforts of a luxury vehicle with the utilitarian uses that many of us might associate with a truck. David says trucks today are "nicely appointed luxury items versus just work trucks. "The Lincoln would be the very, very top of the luxury truck line."

The Lincoln Mark LT, a new truck for 2006, comes with all the extra flourishes that you'd expect to find with a Lincoln - a waterfall grille, comfortable leather seating, touches of chrome, and a variety of distinctive colours for the exterior including black, dark toreador red, Arizona beige, silver and dark shadow grey.

A two-wheel drive version of the truck goes for a base price of \$49,535. But there is also a four-wheel drive model with a base price of \$53,650. As David notes, these base prices cover automatic air conditioning, power windows, power door locks, power seats, heated seats, AM/FM CD, speed control and aluminum wheels. "All of that is already there," says David. "Basically, a customer only has to decide on having a power moon roof (or sun roof) or a rear seat DVD player."

The truck comes with four full doors (so that the vehicle can comfortably seat five people), a 5.4 L SOHC (single overhead cam) 3-valve V-8 engine with 300 horsepower, as well as an elaborate safety system. The safety system makes use of sensors that can work in milliseconds to determine what would be required in the event of an accident. "It (the safety system) will sense how severe a crash is so that it knows how the airbags should deploy. That's with today's technology versus technology from years ago."

David expects the vehicle will sell well in Halton. The trucks are definitely showpieces, something you'd expect to see driven to social functions. But they're also practical. "If you want to pull a boat or a trailer you could. And if you want to drive in luxury then this is it."

For more information on the Lincoln Mark LT, contact Gallinger Ford Lincoln at 905-875-3673 or 1-800-268-5042. The e-mail address is dealerdave@gallingerford.com. The dealership is located at 655 Main Street East in Milton.

Information on the Lincoln Mark LT is also available at Ford's website [www.ford.ca](http://www.ford.ca).



PHOTO BY JENNIFER ENRIGHT

David Gallinger, general manager at Gallinger Ford Lincoln in Milton, stands beside the new Lincoln Mark LT, a truck that comes with numerous features including heated seats, leather seating, speed control, aluminum wheels, and a fancy waterfall grille. David says the vehicle is one of the most luxurious around. "If you want to drive in luxury, this is it."

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