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FIRST GLANCE

Lincoln Truck Challenges With a Chopper



2006 Lincoln Mark LT

By **NICK KURCZEWSKI**

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Introduced on Monday: Lincoln Mark LT, a luxurious pickup

What's the point? Lincoln, hurting for a luxury pickup, takes on the full-size Cadillac Escalade EXT truck.

Is it real? The Mark LT goes on sale in early '05.

The company line: Elegance, utility, and a bit of mud-in-your-face attitude. To make the point, Lincoln commissioned a fancy maroon-and-chrome show bike for the Mark LT's debut. "The elegance of this bike really complements the elegance of this truck." -- Paul Teutul Sr., Orange County Choppers of New York.

The view from here: Cameo appearances by Paul, Paul

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Jr. and Michael Teutul - of the popular television series, "American Chopper," - added some sparkle to Lincoln's otherwise sedately styled new sport utility. The Teutuls displayed their latest custom motorcycle, dubbed the Mark LT bike, as Lincoln execs tried to tout the resurgence of division.

What makes it tick? A 5.4-liter 300-horsepower V-8. Rear-wheel or all-wheel drive is available.

How much? How soon? The base price will ring in at a whisker less than \$40,000 when the truck goes on sale in early this year.

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