


1986
Lincoln Mark VII.



LINCOLN. What a luxury car should be.

LINCOLN MARK VII

LINCOLN-MERCURY DIVISION 

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Lincoln.
What a luxury car
should be.

The selection of a luxury car is a highly individual matter. Yet, of all the varying preferences of luxury car owners, one is virtually unanimous. The demand for quality. And it is in this fundamental area that the Lincolns most clearly excel.

Ever since the classic-car era of the Twenties and Thirties, Lincoln automobiles have been known for their luxury, quality and engineering innovation.

Lincoln's steadfast dedication to integrity and craftsmanship helped it become the manufacturer of the highest quality luxury cars built in America.*

Lincoln makes certain that quality is designed into every car and that it is built in at every step throughout the manufacturing process.

While what Lincoln automobiles have in common is impressive, what is perhaps even more impressive is how they are different from each other. For each addresses and fulfills a different luxury need.

The 1986 Lincoln Mark VII, for example, satisfies not only the craving for comfort, but the passion for performance. The Mark is designed for that unique breed of driver who believes that spirited responsiveness and exceptional road manners are the ultimate luxuries.

The Lincoln Continental is a truly contemporary luxury automobile, a marvelous comingling of high technology and high fashion.

And the Lincoln Town Car continues its tradition of uncompromising ride, room and comfort.

The 1986 Lincolns. Truly what luxury cars should be.

*Based on a 1985 survey of owner-reported problems during six months prior to the survey on 1981 through 1984 models designed and built in the U.S.





LINCOLN

Lincoln Mark VII LSC.

The car you never expected
from Lincoln.

The road rolls gently through the foothills, then curves just sharply enough to quicken any serious driver's heartbeat. Hug the hairpins. Accelerate surefootedly through the switchbacks. This truly is the luxury automobile for those who consider driving a real passion.

The 1986 Lincoln Mark VII LSC is one of the most technically exciting performance automobiles in the world. It's designed to put you in direct communication with the varying nuances of the road before you. Every component aboard this extraordinary automobile comes together to provide new meaning to your idea of responsiveness.

At the same time, LSC is an automobile that surrounds you with an abundance of lavish comfort and functional elegance. This is the complete car, with more features included as standard equipment than ever before.

LSC's dynamically styled body is sleek and aerodynamic with a very impressive 0.38 drag coefficient. This slippery shape helps the car accelerate and cruise with less engine effort, improving operating efficiency.*

Not that there's any shortage of power. The LSC's improved, High-Output 5.0-liter V-8 engine with sequential multi-port elec-

tronic fuel injection gives the LSC acceleration a serious driver can appreciate.

A car with all of that power should be equipped with exceptional brakes. The Mark is. The sophisticated Anti-Lock Brake System (ABS), standard on every Mark VII, is the most advanced braking system of its type in the world.

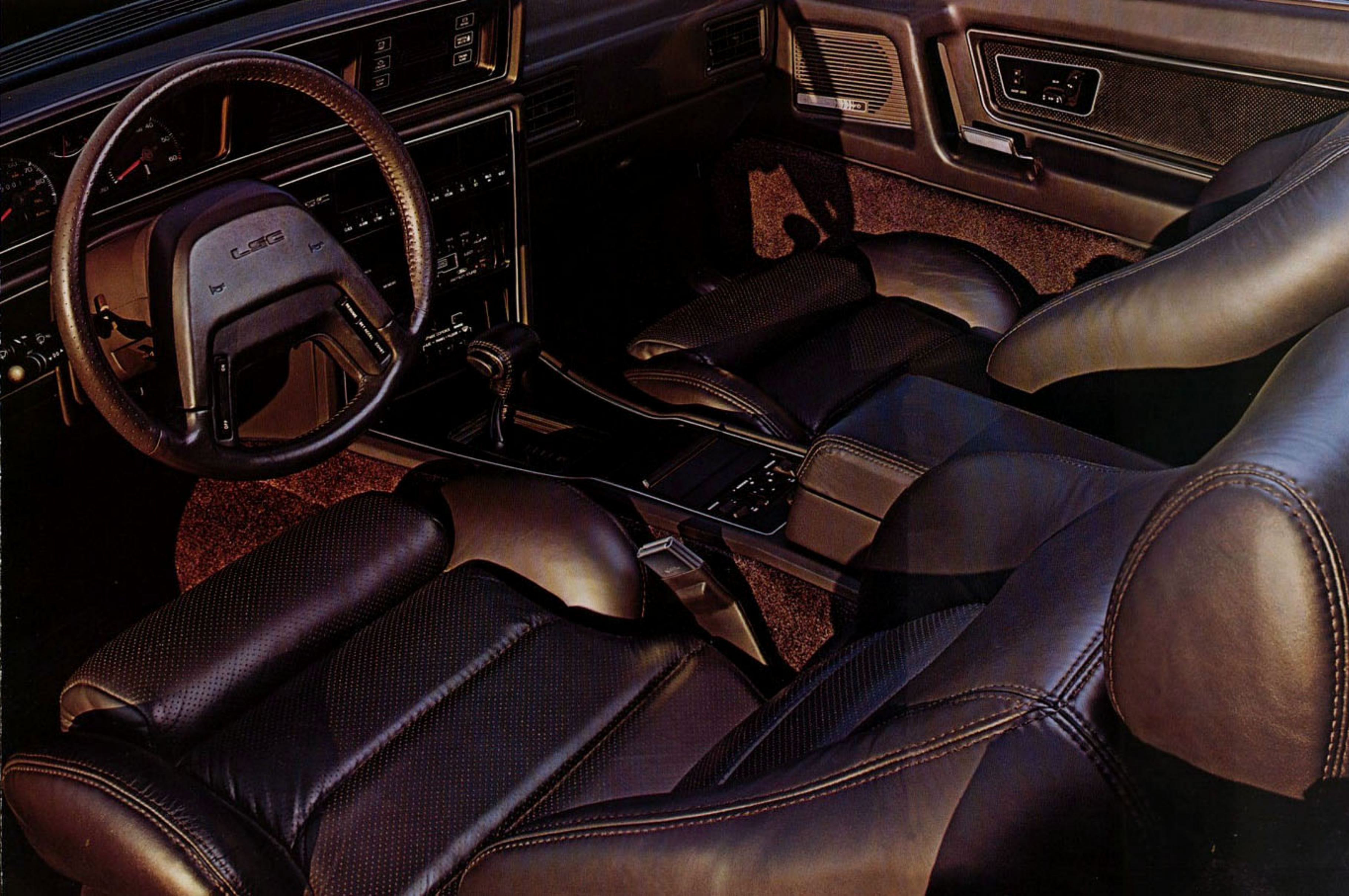
An optimum balance between all-out performance and riding comfort is achieved through LSC's Electronic Air Suspension system. The car actually rides on four columns of air. No other luxury car in the world, at any price, has a suspension this sophisticated.

Quick-ratio power-assisted rack-and-pinion steering, nitrogen-pressurized struts and shocks, a handling suspension and road-grabbing low-profile P215/65 15-inch radial performance tires further enhance Mark VII LSC's driving abilities.

Of course, a car with credentials like Lincoln Mark VII LSC's raises the obvious question. Is it one of the best performing touring coupes in the world, or is it one of the most luxurious touring coupes in the world?

By now, the answer should be just as obvious. It's both.

*See EPA statement on page 21.



Everything about the Mark VII LSC enhances the pure joy of driving.

This is the business end of Lincoln's world-class performance coupe. Totally functional. And undeniably luxurious.

The 1986 Lincoln Mark VII LSC cockpit is a wonder of ergonomic efficiency. Every instrument and control is placed where it can best serve the driver.

The driver's seat is an instrument in and of itself. Eleven separate adjustments provide personalized comfort and a driving position close to perfection.

An ingenious control switch allows the driver to make precise fore-and-aft, up-and-down and seatback movements. From there, the driver's seat can be further fine-tuned through a system of secondary adjustments—multiple position headrest, power lumbar and hip bolsters and manual thigh supports.

Shown at left in a Raven Black interior, the articulated front sport seats are trimmed in supple leather with perforated inserts that allow the seat to "breathe" for added comfort. (Cloth covered inserts are also available as a no-cost option.)

The leather-wrapped A-frame tilt steering wheel allows a commanding view of the LSC's new, aircraft-type analog instrumentation (shown on the following two pages). The speedometer, tachometer, fuel and temperature gauges all have no-nonsense, easy-to-read mechanical dials that provide accurate readouts of vital engine data.

The LSC is able to provide additional instant information regarding its travels through its programmable trip computer. A 12-button keyboard lets the driver call up pertinent travel data such as elapsed time, average speed, estimated time of arrival, distance to empty and instant and average fuel economy in either U.S. or metric readings.

Overhead, a special console houses map lights, a bank of vehicle-information warning lamps, plus an electronic compass and an outside temperature display that warns the driver when the temperature is near the freezing point and roads may start to ice.



The 1986 Lincoln Mark VII LSC is an automobile with a wealth of technological luxuries designed with a single thought in mind: total driving pleasure.



AMP BRAKE
ENGINE FASTEN BELTS
DOOR ALARM TRUNK ALARM

PANEL DIM LIC AUTO LAMP FOG LAMPS
OFF OFF OFF

ANTENNA REAR DEFOG

12:34
WED 18

1 CLOCK 2 ALARM 3 TIME 4 ETA 5 TEST 6 DIST 7 AV SPD 8 F/ECON 9 DTE 0 SET MILES km RESET

POWER VOL BASS TREB SPKRS DOLBY NR
101.4

SEEK AM FM MEMORY AUTO-REVERSE EJECT CrO2 AMS
REV

PREMIUM SOUND

70°

COOL electronic climate control WARM

OFF/AUTO LO HI A/C - PANEL - FLOOR

DOOR

The excitement of Mark VII
enveloped in the elegance of Blass.

Bill Blass designs have been elevating the American sense of style for over a quarter of a century. His fashions for men and women are legendary for their simplified lines, sensual fabrics and refined coloration.

Blass has applied his unique approach to fashion to the distinctively different 1986 Bill Blass Designer Series Lincoln Mark VII.

The Blass Mark's exterior is colored in a subtle combination of Sandalwood Clearcoat Metallic over Dark Sandalwood Glamour Clearcoat Metallic. This special scheme is accented with pinstripes in Pewter and Bright Blue and wire-spoke aluminum wheels.

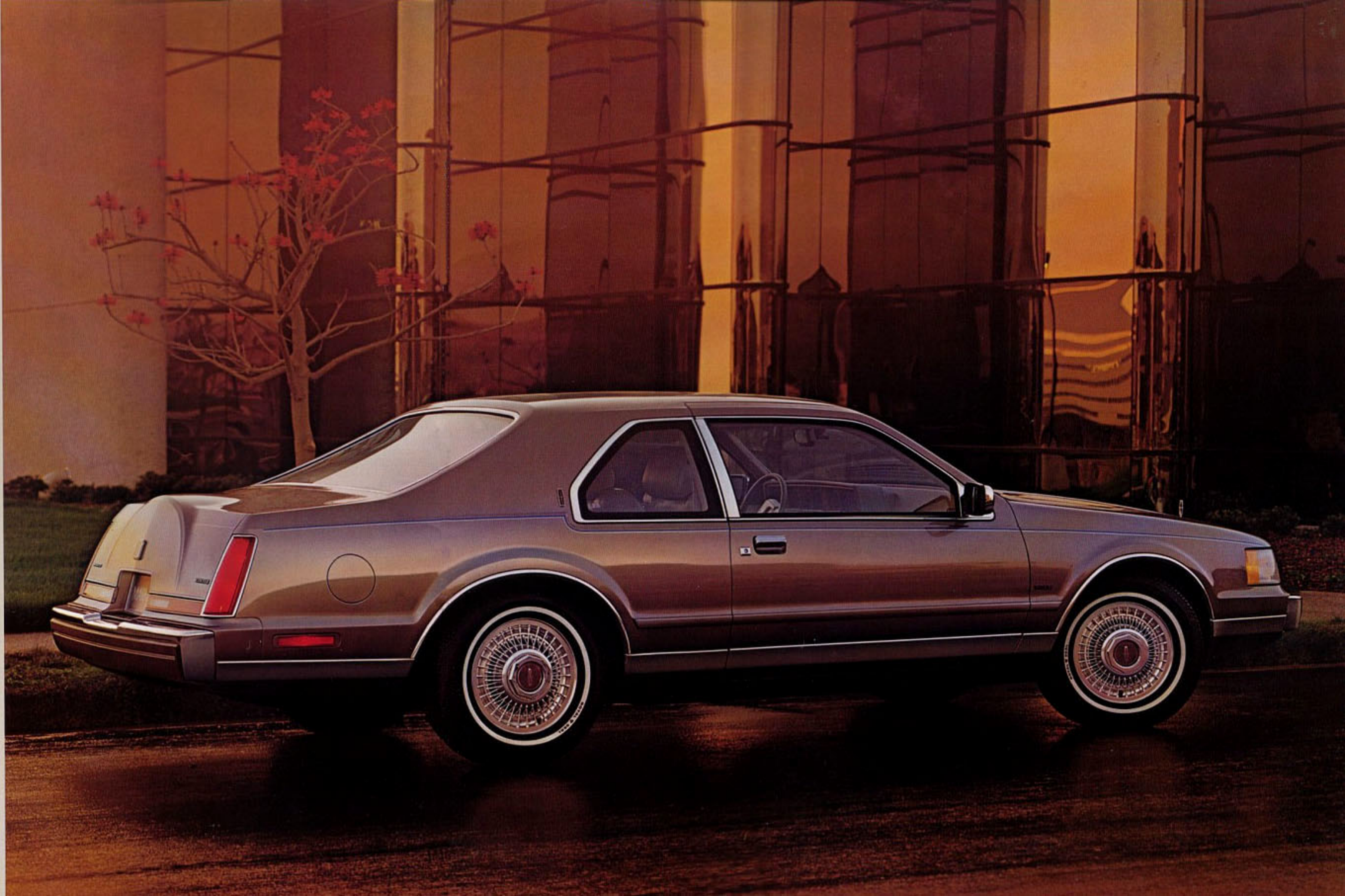
Bill Blass extends his master's touch inside the Mark VII as well.

Its seats are fashionably tailored with textured cloth seating surfaces with leather trim in a handsome Sand Beige (a no-cost option) giving the car a richly coordinated color scheme. The interior is also available with leather (standard) or Ultrasuede® (no-cost option) seating surfaces, also colored Sand Beige.

This truly is one automobile with elegance to match its spirit.



1986 Lincoln Mark VII Bill Blass Designer Series in Sandalwood Clearcoat Metallic over Dark Sandalwood Clearcoat Metallic. Some features shown may be optional. See option list on page 18.



**A car that's the
ideal combination
of style and substance.**

The 1986 Lincoln Mark VII is completely international in concept. Sleekly sculpted, mechanically sophisticated, this car was built to be one of the world's best.

The Mark's lines are clean and uncluttered. Its distinctive, aerodynamic shape helps reduce wind noise and contributes to a smooth ride. This design also enhances overall handling, and it provides a more efficient use of each gallon of fuel.*

This is a car that offers stunning performance. A microprocessor-controlled, 5.0-liter electronically

fuel-injected V-8 is the standard powerplant. This engine features an advanced sequential multi-port electronic fuel-injection system, low-friction roller tappets—like those used in hand-built competition engines—and a tuned, cast-aluminum intake manifold to provide the Mark VII with additional horsepower and improved responsiveness and smoothness over last year's engine.

Yet Mark VII is also concerned with luxuries and conveniences. For 1986, more features than ever before are standard. The Mark's computerized instrument panel features a digital speedometer and fuel gauge with vacuum fluorescent readouts. Its programmable trip log information system provides the driver with instant travel information.

Electronic Automatic Climate Control, AM/FM stereo electronic search cassette radio with Premium Sound, rear-seat heating vents, fingertip speed control, leather-wrapped tilt steering wheel, power door locks, power windows and six-way power driver's and passenger's seats are only some of the equipment now standard. A complete listing is on page 18. The car's seats

are handsomely detailed in richly sewn cloth. Dual illuminated visor vanity mirrors complete the feeling of luxury.

Without a doubt, Mark VII is the Lincoln designed to challenge the world.

*See EPA statement on page 21.

1986 Lincoln Mark VII in Silver Blue Clearcoat Metallic. Some features shown may be optional. See option list on page 18.



Lincoln automobiles have a long and distinguished reputation for engineering excellence. From the V-12s of the early Thirties to the computer-controlled wizardry of today's cars, Lincoln has been at the forefront of innovation and change.

The 1986 Lincoln Mark VII incorporates some of the most advanced technology currently available in any production car.

Lincoln's computer-controlled Anti-Lock Brake System (ABS) is now standard on every Mark VII. This is one of the most advanced braking systems of its type in the world.

This technological breakthrough works with Mark VII's standard power-assisted four-wheel disc brakes. They can combine to provide shorter stopping distances — on wet, icy or dry pavement — than conventional systems. Even under the heaviest braking, as in an emergency, the front and rear wheels are designed not to lock up.

Speed sensors at each wheel relay information to a microprocessor which, in turn, distributes braking power between the car's front and rear brakes and between the left and right front disc brakes — stopping the Mark swiftly and surely.

Mark VII's Electronic Air Suspension is another technological marvel. And, like the Anti-Lock Brake System, it's a first for U.S. manufacturers.

Sophisticated engineering and safety advancements may be the most important qualities of all.

At each corner, the car is supported by a tough, Ford-designed rubber air spring that's manufactured



by Goodyear. The air spring has a piston design that varies the spring rate according to road conditions.

The springs, matched to nitrogen gas-pressurized front struts and rear shock absorbers — plus front and rear stabilizer bars — provide a remarkable blend of comfort and handling.

In the LSC version, the suspension's damping forces are increased an average of 45% over the base model.

Larger front and rear stabilizer bars are added for even more precise handling.

Mark VII's sophisticated air suspension even provides automatic computer-controlled load leveling — not just front-to-rear, but also side-to-side. Strategically located sensors tell a computer when to make adjustments in Mark VII's stance.

Maintaining proper ride height ensures that Mark VII's suspension, headlights, even its sleek shape, provide their intended benefits.

For 1986, all Mark VII's have increased power. The standard Mark VII and the Bill Blass Designer Series are powered by an improved 5.0-liter V-8 engine that features sequential multiple-port electronic fuel-injection.

This advanced system injects a metered amount of gasoline through the intake ports into each cylinder at the exact moment it's needed in a sequence identical to the cylinder valve openings. It also has low-friction roller

tappets, a tuned, cast-aluminum intake manifold and a remote mounted air cleaner. This gives the engine greater operating precision. The Mark VII's zero-to-50 mph acceleration is swift enough to impress those who take their driving seriously. And its fuel economy rating is highly respectable for this class of automobile.*

Mark VII LSC has even more power. It's propelled by a 5.0-liter High-Output

V-8 with the same sequential multiple-port electronic fuel-injection system.

In addition, the H.O. V-8 has tubular headers, a dual exhaust and a performance camshaft for extra responsiveness.

Both engines are controlled by EEC-IV—Ford Motor Company's fourth-generation Electronic Engine Control computer. It is one of the most advanced automotive computers in regular production use today.

Mark VII's standard four-speed automatic overdrive transmission is more efficient than conventional three-speed transmissions because its fourth-gear overdrive allows the engine to run slower to maintain a cruising speed. And that final gear features nearly 100% mechanical drive, which means virtually no slippage and, therefore, improved fuel economy.*

The plant where Lincoln automobiles are assembled is every bit as technically advanced and innovative as the cars themselves.

Every Lincoln is produced at the Wixom Assembly Plant outside of Detroit. This plant was conceived, built and is operated solely for the production of luxury automobiles.

One of the most important and technically amazing pieces of equipment at Wixom is a \$2 million machine called the Flexible Inspection System (FIS)—a giant computer-

coordinated measuring device designed to provide accurate measurements of the fit of many of the bare body-shell components.

FIS is equipped with two delicate ruby-tipped electronic sensors that touch the car in as many as 150 different locations.

The main computer on the FIS then compares these measurements, indicated in one one-hundredth



of a millimeter, with design objectives. It then records these measurements on statistical charts to help plant personnel maintain consistent quality.

For Lincoln owners, this means high quality control, close body fits and a fine finish on their Mark VII, Continental or Town Car.

Another important concern for every motorist is safety.

All Lincolns are designed to meet or exceed all federal safety standards.

As part of the testing, roofs and doors are crushed, car bodies are vibrated and bumpers are subjected to fixed-barrier and pendulum tests.

To help the driver avoid dangers, each Lincoln provides quick response, and good handling. These are important factors in the realm of operating safety.

Every Lincoln is equipped with seat belts, which are proven to help reduce injury and to help prevent fatalities in the event of an accident. Seat belt use now is mandatory in several states and the payoff in lives saved has been substantial.

Occupant protection, however, is not limited to adults. Recent studies have shown that the proper use of child-protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor

Company's Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal safety standards.

Both are easy to install and use the seat belts already equipped in Lincoln cars.

Lincoln strongly recommends the regular use of both child restraints and seat belts, whether driving around the block or across the country.

*See EPA fuel economy statement on page 21.

The most completely equipped car sold in America leaves you with very few options.

One of the hallmarks of a luxury automobile like Lincoln Mark VII is the large number of features that are included as standard equipment. For 1986, the Mark's list of standards is significantly longer than in previous years.

You'll note that the LSC and the Bill Blass Designer Series are equipped with comparable levels of standard equipment.

In addition, a selection of specialized options and colors are available, allowing owners the luxury of personalizing their Mark to reflect their individual interests and tastes.

It's the littlest luxuries that often-times make the largest difference in how well a car performs and how well it caters to the needs of its driver and passengers.

In Lincoln Mark VII, no detail has been overlooked. This is an automobile in which every piece of standard equipment and every option has been designed to provide exceptional comfort and convenience. Indeed, this is what a luxury car should be.

Selected standard functional features

- 5.0-liter V-8 engine with sequential multi-port electronic fuel-injection and Electronic Engine Controls (EEC-IV)
 - EEC-IV's memory allows a service technician to determine, through sensors, possible problem areas within the engine
 - Four-speed automatic overdrive transmission
 - Anti-Lock Brake System (ABS)
 - Power-assisted four-wheel disc brakes
 - Power-assisted rack-and-pinion steering
 - Electronic Air Suspension with automatic level control
 - Nitrogen gas-pressurized front struts and rear shock absorbers
 - Front and rear stabilizer bars
 - P215/70R15 white sidewall steel-belted radial tires with wraparound tread design
 - Remote-control fuel filler door
 - 22.1-gallon fuel tank
 - Corrosion protection using pre-coated steel panels, special sealers, primers and waxes for selected body parts
 - Single key for ignition and locks
 - Headlamp convenience group
- Low oil level warning light
 - Electronic Automatic Climate Control
 - AM/FM stereo electronic search cassette radio with Premium Sound, power antenna and four-speaker system
 - Full-length center floor console with leather-covered and padded front-seat armrest, lockable compartments and rear-seat heat duct
 - Power windows
 - Power door locks
 - Power decklid pulldown
 - Remote-control decklid release
 - Tinted glass on all windows
 - Side window defoggers
 - Door-mounted courtesy lamps
 - Dual-intensity rear reading/courtesy lamps
 - Carpeted luxury luggage compartment trim

Selected standard interior features

- Six-way power driver's and front passenger's luxury seats with power recliners
- Four-way articulated front-seat headrests
- Soft-knit cloth seat trim
- Full seatback map pockets and robe cords
- 38-ounce ultra-plush floor carpeting
- A-frame leather-wrapped steering wheel with center horn control
- Tilt steering wheel with stalk-mounted washer/wiper controls
- Fingertip speed control
- Overhead console
- Compass/Thermometer Group
- Flush-mounted sun visors with pushbutton release and dual illuminated visor vanity mirrors
- Interval windshield wipers with speed controls
- Electronic instrument panel with programmable trip log information system

Selected standard exterior features

- Keyless, illuminated entry system
- Dual power, heated, remote-control foldaway outside rearview mirrors
- Color-keyed bodyside protection moldings
- Flush-mounted aerodynamic halogen headlamps
- High-mount rear stop lamp
- Cast-aluminum road wheels

LSC Series

Includes all Lincoln Mark VII standard features, plus the following selected additions and/or differences:

- High-Output 5.0-liter V-8 engine with sequential multiple-port electronic fuel injection, performance camshaft and dual exhaust
- Aircraft-type analog instrumentation including tachometer, odometer, speedometer, fuel and temperature gauges
- Handling suspension
- Special cast-aluminum road wheels with P215/65R15 BSW Good-year performance tires
- Fog lamps
- Black exterior and interior accents
- Dark charcoal lower bodyside moldings

- Articulated leather-covered sport seats with perforated inserts (cloth inserts are a no-cost option) and the same front seat power controls as the base car plus power lumbar and bolsters and manual thigh supports
- Unique leather-covered steering wheel and gearshift knob

Bill Blass Designer Series

Includes all Lincoln Mark VII standard features, plus the following selected additions and/or differences:

- Sand Beige interior
- Leather seating surfaces in designer's sew style (Ultrasuede® or textured cloth surfaces available at no extra cost) with leather seat straps
- Leather-wrapped gearshift knob
- Distinctive exterior with Sandalwood Clearcoat Metallic over Dark Sandalwood Metallic unique to this car
- Unique paint stripes on bodyside and decklid
- Wire-spoke aluminum wheels

Power glass moonroof option

Operates two ways to provide that open-air feeling. As shown, it can be opened all the way for maximum air circulation or, using the vent feature, it can be adjusted to the comfort preference of the driver and passengers. Includes an integral sliding sun-shade/privacy panel. Controls are in the overhead console.



Cast-aluminum wheels standard on LSC model. Not available on other models.



Geometric cast-aluminum wheels available as an option on all models except LSC.



Cast-aluminum road wheels standard on Mark VII.



Wire-spoke aluminum wheels standard on the Bill Blass Designer Series models. Not available on LSC.



Mark VII selected options

- P215/70R15 white sidewall puncture-sealant tires (not available on LSC)
- Inside dimming electronic mirror automatically adjusts to changes in light to compensate for headlights of cars approaching from the rear
- Anti-Theft Alarm System, activated *when the vehicle is entered* without the key or the keyless entry code. The vehicle will not start, lights flash, and the horn blows
- Traction-Lok axle directs power to the drive wheel with the best footing to help maintain traction on a variety of road surfaces
- Leather seating surfaces (standard on LSC and Designer Series)

Standard exterior colors

A wide selection of exterior colors is offered to personalize the 1986 Mark VII. These colors are designed to coordinate with a selection of available interior trims. Lincoln-Mercury dealers have further details and color samples.

Arctic White
Midnight Black
Dove Gray
Platinum Clearcoat Metallic
Graphite Clearcoat Metallic
Maroon Clearcoat Metallic
Silver Blue Clearcoat Metallic
Champagne Clearcoat Metallic
Saxony Blue Clearcoat Metallic
Shadow Blue Clearcoat Metallic

Glamour paint options

Antique Rose Glamour Clearcoat Metallic
Red Velvet Glamour Clearcoat Metallic
Flemish Blue Glamour Clearcoat Metallic
Antique Gold Glamour Clearcoat Metallic
Dark Sandalwood Glamour Clearcoat Metallic

Bill Blass Designer Series

Sandalwood Clearcoat Metallic with unique Dark Sandalwood Glamour Clearcoat Metallic lower bodyside treatment

Interior trim

Individual luxury seats are standard in cloth and available in optional leather seating surfaces. Color choices are:
Sand Beige
Raven Black
Terra Cotta Red
Admiral Blue
Taupe
Oxford Gray

In the LSC, standard seat trim is leather with perforated leather inserts (cloth inserts are a no-cost option) in Raven Black, Sand Beige, Terra Cotta Red, Taupe or Admiral Blue.

The Bill Blass seat trim is leather surfaces in Sand Beige only (Ultra-suede® and textured cloth seating surfaces are a no-cost option).

With respect to extra-cost optional equipment, make certain to specify the type of equipment desired in Lincoln Mark VII when ordering from the dealer. Before taking delivery, please verify that the equipment ordered is included or, if there are changes, that they are acceptable.

Lincoln Mark VII specifications

EXTERIOR

Wheelbase (in.):	108.5
Overall length (in.):	202.8
Overall height (in.):	54.2
Overall width (in.):	70.9
Tread	
— front (in.):	58.4
— rear (in.):	59.0

INTERIOR

Front compartment	
Head room (in.):	37.8
Shoulder room (in.):	56.0
Hip room (in.):	52.4
Leg room (in.):	42.0
Rear compartment	
Head room (in.):	37.1
Shoulder room (in.):	57.8
Hip room (in.):	55.2
Leg room (in.):	36.9
Luggage capacity (cu. ft.):	14.5
Fuel capacity (gal.):	22.1
Curb weight (lb.):	3667

One of the things that accompanies the purchase or lease of a fine Lincoln automobile is the Lincoln Quality Commitment.

Put simply, the Lincoln Quality Commitment is our pledge to make sure Lincoln owners receive special treatment. We'll do everything we can to make driving and owning a Lincoln automobile a rewarding experience.

This means that all Lincoln cars meet rigorous quality standards and that integrity is inherent in every Lincoln part and design. It also means that Lincoln sales and service departments are fully committed to providing the highest level of customer satisfaction in the entire industry.

According to a 1985 survey, we are offering the highest quality domestic cars. That survey was based on an average of owner-reported problems during the six months prior to the survey on 1981 through 1984 models designed and built in the U.S.

To help us provide the highest level of customer satisfaction in the entire industry, a program coordinator has been appointed in every Lincoln-Mercury dealership to help further improve customer satisfaction and serve the particular needs of Lincoln owners.

One part of the Lincoln Quality Commitment Program is the 36-month/36,000-mile (whichever occurs first) limited warranty that goes along with every Lincoln car. This limited warranty has even been expanded to include components like the standard electronic instrument panel, trip computer and the computer-controlled air suspension. Ask your Lincoln dealer for a copy of the warranty and take time to read it.

The Lincoln Commitment.



Occasionally there may be some problems that an individual dealer may not be able to resolve. To assist the customer in resolving these difficulties, the dealer can call on the aid of one of 29 Luxury Car Owner Relations Managers located in each Ford Parts and Service Division District Office. There is also a national Lincoln Commitment coordinator who will ensure priority handling of any and all Lincoln-related owner inquiries at the request of the district managers.

A special Lincoln Commitment toll-free hot line 800 telephone number also is included as a part of the Lincoln

Commitment to help ensure prompt attention to any special problems a customer might encounter. This phone number puts the owner in direct communication with the Lincoln Commitment Program coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan, and it is in operation during regular business hours, 9:00 a.m. to 5:00 p.m. EST, Monday through Friday, except holidays.

Additionally, because Lincoln is interested in finding out just how pleased our customers are in areas such as delivery, service and product satisfaction, we occasionally will write to them as a part of this program and ask for their opinion on our performance in these areas. The goal, of course, is constant improvement in customer satisfaction with our automobiles and service.

The Lincoln Quality Commitment Program. It's just another example of how we at Lincoln are fully committed to making the ownership of our cars a pleasurable and satisfying experience.