

1998



LINCOLN







**Navigator from Lincoln.**

**A most luxurious way  
to travel . . . anywhere.**















The all-new Navigator is a vehicle you never expected from Lincoln. It's both rugged and refined—a full-size luxury Sport Utility Vehicle with the capability to take you most anywhere. And since it's a Lincoln, you'll enjoy an uncompromised level of comfort and luxury amenities wherever you choose to go.

1998 Navigator Features:

- 5.4L V-8 engine with 100,000-mile tune-up interval\*
- Available Control-Trac four-wheel-drive system
- Load-leveling rear air suspension
- Second Generation dual airbags – always wear your safety belt and secure children in the rear seat.
- Exclusive quad-bucket seating with 1st- and 2nd-row center consoles
- 3rd-row bench seat with leather seating surfaces
- SecuriLock™ Passive Anti-Theft System with Keyless Entry

\*Under normal driving conditions with routine fluid/filter changes.







The new 1998 Lincoln Town Car

There's only one Town Car,  
for a number of comforting  
reasons.







Lincoln Town Car. One of the most distinguished names in full-sized luxury automobiles. For 1998 it has been redesigned. Its elegant new exterior features a distinctive contemporary look. The ride is smooth and controlled.

And the interior is classic Lincoln.

1998 Town Car Features:

- 4.6L V-8 engine with 100,000 mile tune-up interval\*
- 40/20/40 front seating system with storage armrest (Signature and Cartier Series).
- Second Generation dual airbags – always wear your safety belt and secure children in the rear seat.
- Easy entry/exit driver's seat (Signature and Cartier Series)
- 4-wheel disc anti-lock brakes
- All-Speed Traction Control
- Watt's linkage rear suspension
- Rear air-conditioning and heat ducts
- SecuriLock™ Passive Anti-theft System

\*Under normal driving conditions with routine fluid/filter changes.









**1998 Lincoln Continental**

**An uncommon blend of classic  
and contemporary design.**





Luxury needn't be ostentatious. Witness the new front-wheel-drive 5-passenger Lincoln Continental. A perfect example of the contemporary luxury car. It features several engineering enhancements. You'll appreciate the impressive handling and steering dynamics, and a controlled, quiet ride.

1998 Continental Features:

- Front-wheel drive
- 32-valve, 260-hp V-8 engine with 100,000 mile tune-up interval\*
- Second Generation dual airbags – always wear your safety belt and secure children in the rear seat.
- All-Speed Traction Control
- Exterior and interior refinements
- Independent load-leveling rear suspension

\*Under normal driving conditions with routine fluid/filter changes.







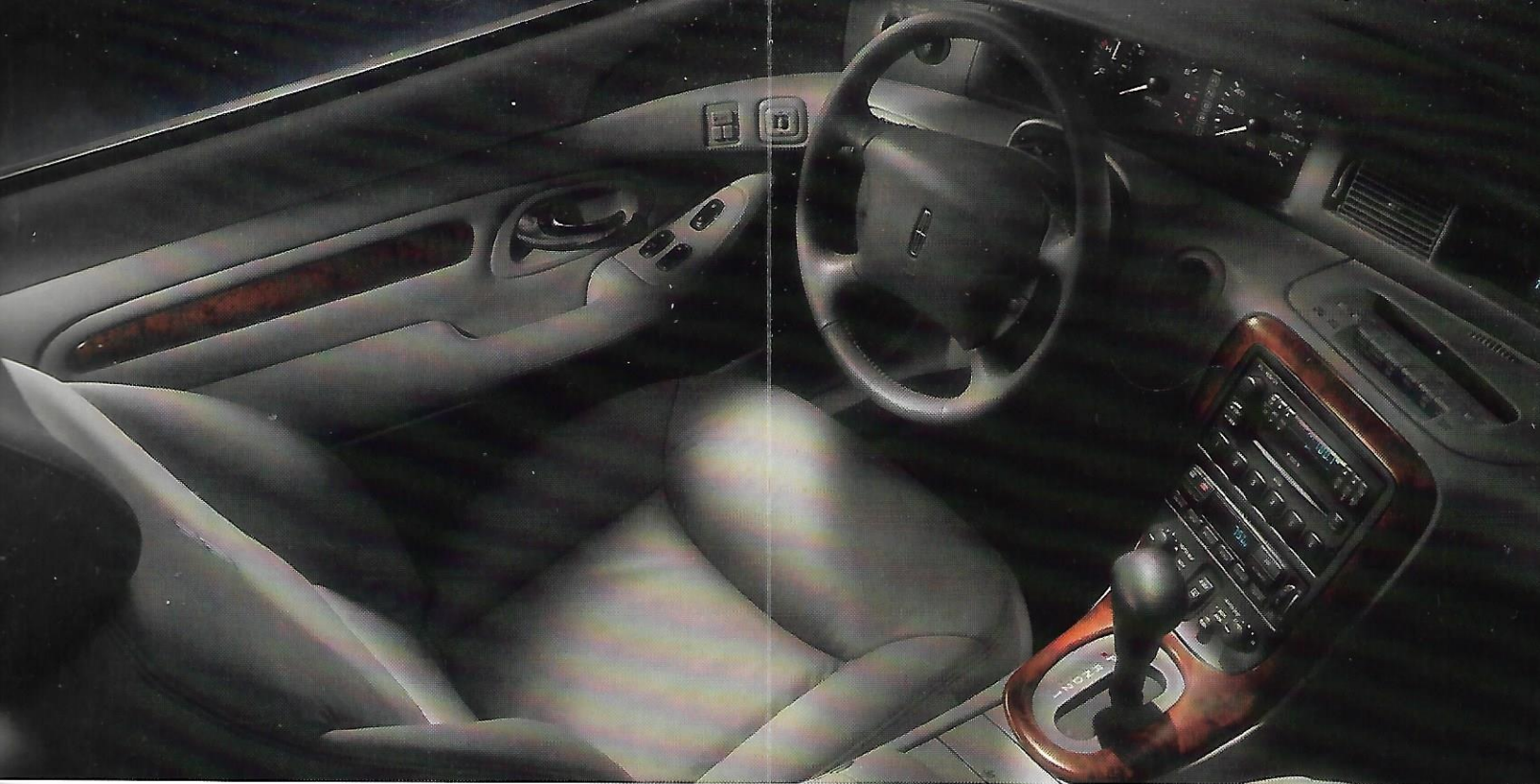


A black and white advertisement for the 1998 Lincoln Mark VIII. The car is shown from the front left, driving on a road. The background is a blurred landscape with trees and a road, suggesting speed. The text is in a serif font.

**1998 Lincoln Mark VIII**

**It defines the luxury  
performance coupe.  
With the emphasis on  
“performance.”**





The Mark VIII is an automobile designed for those who are passionate about driving. A unique blend of sheer power, deft handling characteristics and an advanced level of refined personal luxury. What's more, its dramatic styling sets it apart from its competitors.

1998 Mark VIII Features:

- 32-valve, 280-hp V-8 engine with 100,000 mile tune-up interval\* (LSC 290-hp)
- Second Generation dual airbags – always wear your safety belt and secure children in the rear seat.
- All-Speed Traction Control
- Distinctive exterior styling
- Refined personal luxury characteristics
- Rear-wheel drive

\*Under normal driving conditions with routine fluid/filter changes.



## THE LINCOLN COMMITMENT®

The satisfaction of owning your Lincoln goes well beyond the driving experience. It's knowing your car is backed by a comprehensive benefits package like the Lincoln Commitment. It includes 24-hour Roadside Assistance—just call our hotline for towing, jump-starting, tire changing, lockout service or gas delivery. If your Lincoln requires service, alternate transportation such as a loaner or shuttle service may be provided. Should an emergency arise, whether you're close to home or away on vacation, rest assured we'll reimburse you for things like meals, lodging, taxis and rental cars. And we'll furnish you with computerized maps and trip routing. What's more, the Lincoln Commitment provides a Customer Assistance Center and a 4-year/50,000-mile bumper to bumper limited warranty. See your Lincoln dealer for complete details.

### Lincoln. What a luxury car should be.



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.



50%  
TOTAL RECOVERED FIBER  
100% POSTCONSUMER FIBER

(650M) 9-97 P1000

For more information via the Internet, enter  
<http://www.lincolnvehicles.com>  
or call 1-800-446-8888