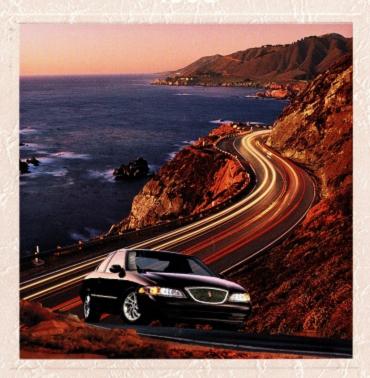
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LINCOLN MARK VIII

ANOTHER WORKING LUNCH. THE THIRD ONE THIS WEEK? PICK UP THE PICTURES FROM OUR TRIP LATER. SHOULD BE A WEEKEND FULL OF ERRANDS AND IF THERE'S TIME, MAYBE SOME TENNIS. HAVE TO RESERVE A TABLE FOR FOUR AT THE JAZZ CLUB. AND MAKE RESERVATIONS FOR THE SKI RESORT.

THE MARK VIII IS AN
AUTOMOBILE DESIGNED FOR
THOSE WHO ARE PASSIONATE
ABOUT DRIVING. A UNIQUE
BLEND OF SHEER POWER,
IMPRESSIVE HANDLING
CHARACTERISTICS AND AN
ADVANCED LEVEL OF REFINED
PERSONAL LUXURY.
ITS DRAMATIC STYLING TRULY
SETS IT APART FROM ITS
COMPETITORS. BUT ABOVE
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ULTIMATE EXAMPLE OF WHAT A
LUXURY PERFORMANCE COUPE
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ITS DRAMATIC STYLING TRULY SETS IT APART FROM ITS COMPETITORS. BUT ABOVE ALL, IT IS PERHAPS THE ULTIMATE EXAMPLE OF WHAT A LUXURY PERFORMANCE COUPE SHOULD BE.





Mark VIII has the uncarne ability to stimulate the driver

in you. Behind this subligation is the advanced

ON "PERFORMANCE."

InTech™ System which includes a muscular VS engine.

sprioble assist power steering and sophisticallial

regular managed air's spension. Augmenting the

charge of acternative is an overwhelming sense of security.

Along with depowered, Second Generation chall airbags."

and Decisions At-Speed Traction Control, you'll find

many safety features throughout your Mark VIII.





A computer-managed air suspension smooths sut the burgs in the road and automatically lowers Mark VIII overables lockout mode for at highway speeds for improved handling and reduced wind resistance. It also helps leaso the car level through changes in passenger seeting or bunk loading.

Silven smooth four-speed electronic automatic transmission includes an more performance-oriented

The SecuriLook** Seater(s) encoded kee makes your Mark IIII practically theftproof. If a non-encoded key or hot-wining is defected. the ignition is disabled.



Security lamps are located under both outside mirrors and ifluminate the ground in front of the dears. Luminarc** headlamps give bulbs, giving drivers behind

tamps, for greater safety

A neon-lighted tailliampappliqué illuminates more quickly then conventional off a distinct blue white light, you more time to react when wishinfu-20% begrier than baddened - you brake. And it's an industry

Turnolgnel Indi-

cations are located on

both outside mirrors and are

optimally positioned toward

other drivers by maximum.

through increased yearbility.









You have a rare appreciation for the well grafted, the

aesthetically pleasing. So it's only natural you'll

eventually find yourself behind the wheel of a Mark VIII.

Here is a resplendent space filled with features

which raise this vehicle to a most envisible level of

lowery. From each, hand-polished bird walnut trim

and supple leather to chrome touch zones and a

power bit, felescroing steering wheel.



from at a touch.

Incade in the dark.

For your convenience, door

Sanctes on Wark VIII are

light making them way to

The electronic message center - Seel and position memore trip information, including driving range, fuel used. imianteneous fuel economy and eight different company bearings.

Tre standard (61, Audio System includes AMFM stared - illuminated with a soft glow of consetts, a 132-watt, sixcharvel amplifier and eight superb speakers accustically The power tilt, telescoping professed within the ration to steering wheel allows produce rich, clear sound to accurate and effortiess. production. A dash-mounted adjustment. AWFM staneshingle COhadio with JES, Audio is also punitable at no additional

displays the date, time and allows has individual drivers to driver's seet, so you can program performed sout, out: easily enter and exit your side mirror, and steering wheel Mark 1616. position settings and recall

It works with the Autoplicia





In the LSC you'll discover a Mark VIII and then

some. It sports a more powerful inTech^{to}

MARK VIII LSC.

V-8 engine and sport-suspension tuning.

Also included are Euro-perforated leather

seating surfaces, monochrometic styling and

unique chrome wheels. If you take driving

seriously, the Mark VIII LSC could be the

answer to your prayers.



LSC features a monactromatic look and a unique body color grille for a sporty, sleek appearance. **Duro-perhadod** leather seeting. surfaces provide an







THE LINCOLN COMMITMENT.

The satisfaction of owning your Mark VIII 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 Service Assistance — just call our hotline for towing, jump-starting, tire changing, lockout service or gas delivery. If your Mark VIII requires warranty 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. Some restrictions may apply. See your Lincoln dealer for complete details.

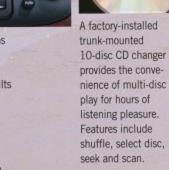


voice-activated portable/convertible cellular phone is available. It charges in the center console and can be removed and taken with you.





Power moonroof has a one-touch-open feature to provide a skylight view or tilts up for fresh air



1998 LINCOLN MARK VIII SPECIFICATIONS

ENGINE	front engine, rear-wheel drive
Layout:	DOUC 22 value modular InTach™ V.8
lype:	DOHC 32-valve modular InTech™ V-8
	4.6/281
	90.2 x 90.0/3.6 x 3.6
Compression ratio:	
Horsepower @ rpm (SAE net):	
Mark VIII	
LSC	
Torque @ rpm (lbsft, SAE net):	
	aluminum block and heads
	center entry intake for reduced noise
	sequential multi-port electronic fuel injection

DRIVETRAIN

Transmission:	four-speed electronic automatic overdrive with overdrive lockout
	and Electronic All-Speed Traction Control
Axle ratio:	

CHASSIS

unitized construction with front subframe and rubber isolated rear subframe Body: . . Suspension:

. SLA independent with microcomputer-controlled air springs, stabilizer bar independent with microcomputer-controlled air springs, stabilizer bar rear:... Shock absorbers:

front: twin-tube type nitrogen gas-pressurized nydraunce
rear: twin-tube type nitrogen gas-pressurized hydraulic with internal rebound spring
Leveling system: computer-managed air springs with automatic front-to-rear and
side-to-side leveling
Steering type:
Overall ratio (on center):

Turns, lock to lock:	
Brakes:	
front:	
Wheels:	
Tires:	P225/60R16 97V steel-belted black sidewall radials



*Not available on LSC, **LSC only.

Cast Aluminum Directional

LSC Chrome Directional**

STANDARD FEATURES

THE EXCLUSIVE LINCOLN INTECH™ SYSTEM

DIMENSIONS

reliability, and efficiency.

4.6-liter, 280-horsepower, 32-valve DOH InTech v. Height (in.):

* 100,000-mile scheduled tune-up interval* 4-speed electronic automatic overdrive

Electronic powertrain control module with "home-safe" mode

Track (in.): front 61.6

Curb weight (lbs.): .

TERIOR/CONVENIENCE

Express-down driver's window - only

System with AM/FM sterness

Wheelbase (in.):...

Length (in.): 207.2

. Driver's seat position

. 18.0 Fuel capacity (gal.):

Heavy-gauge steel side door intrusion beams

Driving range

Automatic load-leveling suspension

* Average fuel eco



sering wheel with

Electronic automatic temperature control with

Remote decklid and fuel-filler door release

headlamps Full-width neon-lighted rear taillamp

convertible cellular phone

Heated front seats with 5 temperature settings Integrated voice-activated rechargeable portable

EXTERIOR

ACCOMMODATIONS

Flexible grille

Hiproom (in.):

Legroom (in.): .

tra cost and may be offered only in combination with other options or subject to

oln. What a luxury car should be.

incoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

EPA statement: 1998 EPA mileage estimates were unavailable when this brochure was printed. The 1998 Mark VIII, however,

should gost good mileage figures. Ask your Lincoln dealer for the latest information. Options availability. Options shown or

Headroom (in.):.... front 38.1

Electrochromic (auto-dimrear 37:5 e Luggage space (cu. ft.): 14.4

16" cast aluminum directional painted wheels

. front 55.6 rear 56.7 . front 42.6

rear 35.7

rear 59.5

. front 59.2

Luminarc™ high-intensity discharge headlamps Full-width neon-lighted rear taillamp appliqué Luminarche is a trademark of OSRAM SYLVANIA INC

STANDARD FEATURES

technology designed to deliver power, control,

4.6-liter, 280-horsepower, 32-valve DOHC

. 100,000-mile scheduled tune-up interval*

· Electronic powertrain control module with

SAFETY AND SECURITY

Depowered, Second Generation dual airbag

Supplemental Restraint System (SRS)*

4-wheel Anti-Lock Brake System (ABS)

Electronic All-Speed Traction Control

SecuriLock™ Anti-theft System

Perimeter anti-theft alarm system

Reverse tilt-down feature

Dual power outside mirrors include:

Redundant turn-signal indicators

· 4-speed electronic automatic overdrive

reliability, and efficiency.

InTech V-8 engine

"home-safe" mode

POWERTRAIN:

transmission

THE EXCLUSIVE LINCOLN INTECH™ SYSTEM

INTERIOR/CONVENIENCE

Security lamps

Heated feature

Memory Profile System: Driver's seat position Outside mirror position

Steering column position

 Express-down driver's window — on/off Autoglide driver's seat — on/off

Automatic door locking — on/off

 Door lock confirmation "chirp" - on/off Easy entry/exit driver's seat — on/off Reverse tilt-down outside mirrors — on/off

 Phone function screen (if equipped with portable cellular phone) — on/off

Power tilt/telescoping steering wheel and column with memory JBL Audio System with AM/FM stereo/cassette

and eight speakers Electrochromic (auto-dimming) inside rearview mirror

Leather seating surfaces Center console includes: Leather-wrapped floor shifter with

lighted gear indicators Padded leather armrest

 Dual cup holders Coin holder

Genuine burl walnut console and door trim appliqués Automatic parking brake release

Battery saver Power windows with driver's side express-down and illuminated switches

A precise integration of powertrain and chassis SUSPENSION:

. Front and rear computer-managed air suspension

Wiper-activated headlamps

Brake/shift interlock

panic alarm

Cornering lamps

Rear window defroster

passengers

Child safety seat tether anchor

Rear center lap safety belt

Front and rear crumple zones

Adjustable head restraints

power lumbar supports

separate trips)

Date/time

CHASSIS: . 4-wheel disc, 4-circuit, hydraulic anti-lock

Automatic load-leveling suspension

. Speed-sensitive, variable-assist power rack-andpinion steering

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

Illuminated remote keyless entry system with

Heavy-gauge steel side door intrusion beams

3-point safety belts for front and outboard rear

Always wear your safety belt and secure children in the rear seat.

8-way power driver and passenger seats and

Instantaneous fuel economy

systems to display warnings

feature and backlit switches

Autolamp on/off delay lighting system

Remote decklid and fuel-filler door release

buttons on driver's door trim panel

CFC-free air conditioner

Front passenger grab handle

sunload sensor

Rear seat heat ducts

Dual intermittent wipers

Driver's footrest

Solar tint glass

Trip odometer (stores mileage for two

Compass (eight separate displays)

Driver and passenger Autoglide seating system

Electronic speed control with tap-up/tap-down

Electronic automatic temperature control with

Leather-wrapped steering wheel with center horn

System check: cycles through 12 vehicle

OPTIONS

· Security lamps

on both outside mirrors

EXTERIOR

headlamps

Exclusive Mark VIII lighting package:

Luminarc™ high-intensity discharge

Full-width neon-lighted rear taillamp

· Redundant turn-signal indicators mounted

AM/FM stereo/single CD/Radio/JBL Audio System (no-cost option)

Power moonroof with one-touch-open feature Trunk-mounted 10-disc radio-controlled CD changer (factory-installed only)

Heated front seats with 5 temperature settings Integrated voice-activated rechargeable portable/ convertible cellular phone

MARK VIII LSC

4.6-liter, 290-horsepower, 32-valve, DOHC InTech V-8 engine Monochromatic bodyside styling Euro-perforated leather seating surfaces

Higher axle ratio (3.27:1) Sport suspension tuning 16" chrome directional wheels

Concealed radio antenna

5-mph bumpers front/rear

Single key entry/ignition

Extensive corrosion protection

Universal garage door opener

16" chrome octastar wheels

Front floor mats (no-cost option)

(no-cost option)

16" lacy-spoke aluminum wheels

Dual bright exposed exhaust tips

Electrochromic (auto-dimming) driver's side mirror

16" cast aluminum directional painted wheels

Flexible grille

Product Changes

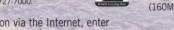
Following publication of this brochure, certain changes iin standard equipment, options, prices and the like, or product delays may have occurred which would not be included im these pages. Your Lincoln dealer is your best source for up-to-

should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to

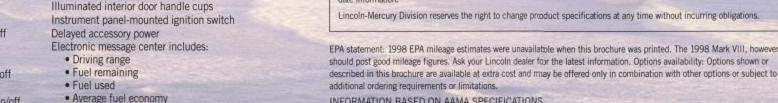


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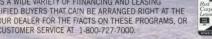


For more information via the Internet, enter http://www.lincolnvehicles.com



INFORMATION BASED ON AAMA SPECIFICATIONS.

Mark VIII from Lincoln. What a luxury car should be.



Lincoln Mark VIII

CHOICES



Ivory Pearlescent Clearcoat (Extra-Cost Tri-Coat)



Bright Toreador Red Tinted Clearcoat Metallic



Medium Charcoal Green Clearcoat Metallic



Midnight Grey Clearcoat Metallic (Late Availability on LSC Model)



Silver Frost Clearcoat Metallic



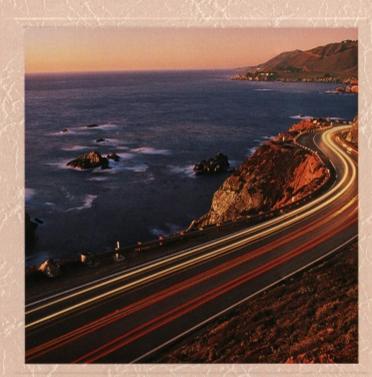
Black Clearcoat



White Pearlescent Clearcoat Metallic (Extra-Cost Tri-Cost)

INTERIOR COLOR CHOICES

Light Graphite Ivory Light Prairie Tan Midnight Black



Lincoln Mark VIII