



CONTINENTAL MARK VII LSC, THE ULTIMATE NORTH AMERICAN ROAD CAR.

Not too long ago, luxury-car owners sought, above all else, a splendid isolation from the road. But today, there is a new breed of luxury-car buyers—buyers who demand more than elegance in their automobiles. They insist on a fundamental integrity in which intelligent design, functional practicality and product quality are inherent in the nature of the automobile. Even more, they demand an active involvement in the driving experience. They want an automobile that, first and foremost, rewards the driver. And herein lies the difference between a luxury car and a premium automobile.

One of the most aerodynamic premium automobiles built in North America.

The newness of LSC, indeed of all Continental Mark VII models, is apparent in its distinctive aerodynamic shape. In its fast-sloping grille and hood; flush, integrated headlights; integrated front bumpers; 60° windshield angle and 63° rear-window angle; doors that curve into the roof line; the high rear-deck treatment with an integral spoiler contour and the traditional Mark tire configuration.

This smoothly contoured, sleek wedge-shaped design was not conceived simply to be beautiful, though beautiful it is. The aerodynamic design produces a low-drag coefficient (the measure of a form's efficiency as an aerodynamic shape) of .38, which makes Mark VII one of the most aerodynamically efficient premium automobiles built in North America.

A remarkable combination: luxury ride and sports-type handling

Also, in the not so distant past, luxury cars often had to sacrifice excellent handling characteristics to obtain a more luxurious ride.

LSC offers a new, technologically sophisticated Electronic Air Suspension system (described on page 14), which, together with nitrogen gas-pressurized front struts and rear shock absorbers and front and rear stabilizer bars, creates a remarkably smooth ride, complemented by crisp handling. The result: a new kind of driving experience.

LSC is specially equipped

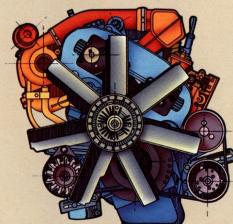
LSC is calibrated for close communication between the road and the driver. Its air suspension system has been re-engineered for even higher handling characteristics than is inherent in the other Mark VII models; its power-assisted rack-and-pinion steering has been adjusted for quick response; its axle ratio has been revised upward to 3.27 to complement handling; its unique tires—husky P215/65R15 steel-belted black sidewall Goodyears—are mounted on special 381 mm x 152 mm (15" x 6") aluminum road wheels.

Standard engine for LSC is the powerful 5.0 litre V-8. Its performance is enhanced by the precision of Electronic Fuel Injection, the Electronic Engine Control system (EEC-IV), and the smooth-shifting four-speed automatic overdrive transmission.

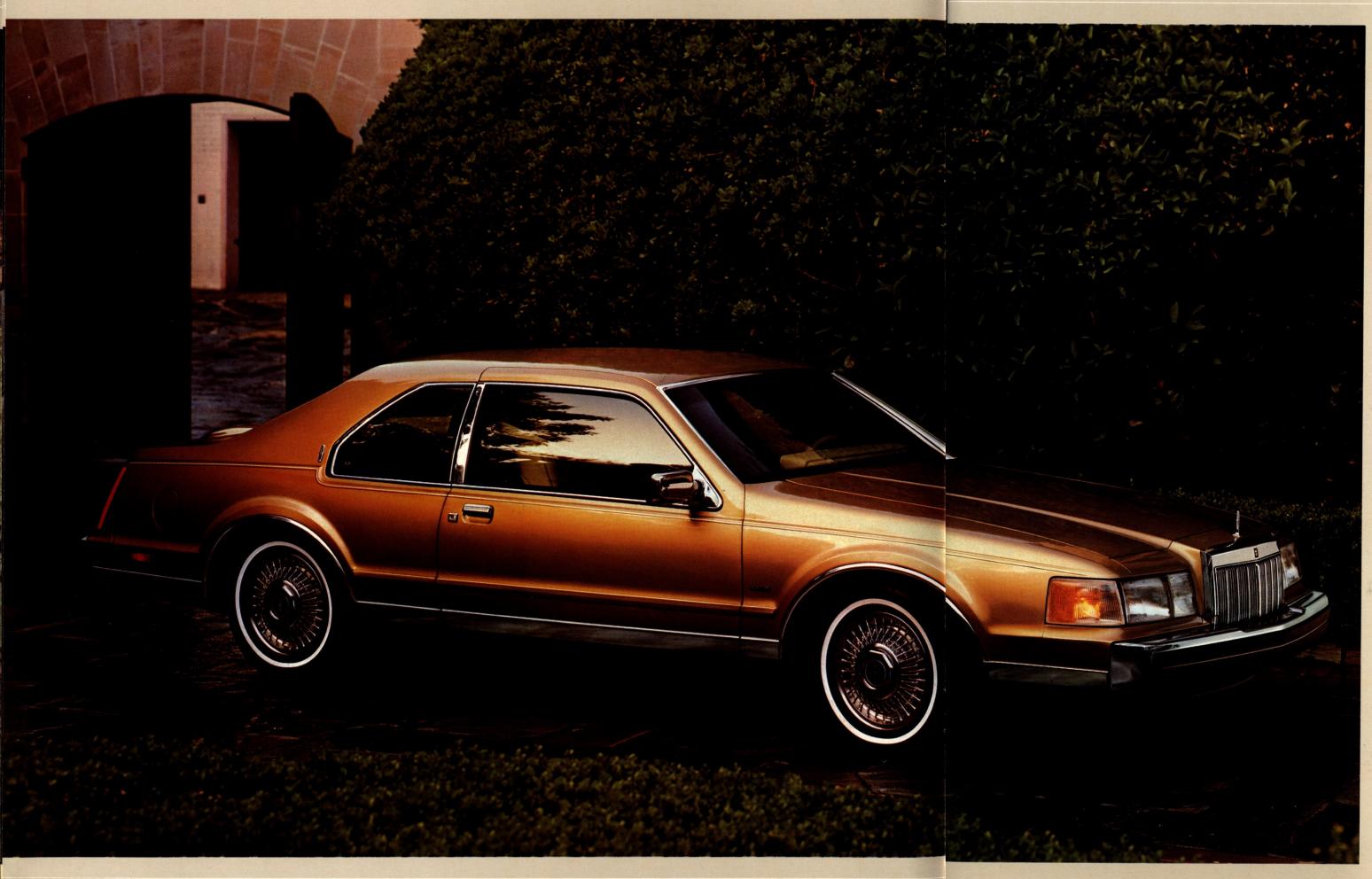
Later in the model year LSC, like all Mark VII's, will be available with a 2.4 litre six-cylinder turbo diesel engine, shown here.

A completely new engine, it is designed to overcome the problems associated with traditional diesel engines.

LSC. The right choice for the luxury car driver who wants to be in touch with the road.



Continental Mark VII LSC in Platinum Clearcoat Metallic. Options shown are listed on page 19.



CONTINENTAL MARK VII, THE LUXURIOUS DRIVER'S CAR.

This newest Mark is the direct beneficiary of Lincoln's driver-centred philosophy. For here is an automobile that is a pure pleasure to drive.

Mark VII's electronically fuel injected 5.0 litre V-8 puts ample power at the driver's disposal for quick, seemingly effortless acceleration and for confident highway passing. And its smooth, aerodynamic shape contributes to its road-holding ability.

Electronic Fuel Injection meters fuel with such precision that there is always just the right amount to respond to the engine's needs. This, together with the Electronic Engine Control system (EEC-IV) which constantly monitors the engine's performance, assures the driver of a correct balance between necessary power and desired fuel economy.

Also the completely new 2.4 litre six-cylinder turbo diesel engine will be available later in the model year.

The driver experience is also greatly enhanced by the fast response of power rackand-pinion steering. With power disc brakes at all four wheels, braking action is strong and sure. And fingertip speed control is especially restful on long trips.

A remarkably smooth, level ride.

If steering, braking, and accelerating are the exclusive provinces of the driver, riding is something shared by all. In Mark VII, the driver and passengers are spared the roughness of the road by the Electronic Air Suspension with automatic level control. It replaces the conventional steel springs with a computer-controlled cushion of air that compensates for varying front-to-rear or side-to-side load changes. The result is a smooth, level ride.

The special distinction that is Bill Blass

America's noted designer, Bill Blass, has put his personal imprint on this Mark VII with results that are as distinctive as they are beautiful.

For the Mark VII bearing his name, Mr. Blass has mandated an outstanding earthtone Dual-Shade combination to enhance its sleek aerodynamic shape. For the upper body, he has selected Goldenrod Glamour Clearcoat Metallic paint; for the lower body, Harvest Wheat Clearcoat Metallic, accented by Cream and Dark Green paint stripes on the sides and on the rear decklid.

Other distinctive touches are: "Bill Blass" lettering on the quarter windows and the Blass logo on the rear decklid. In addition, the styling on the Bill Blass Mark VII is enhanced by distinctive wire spoke aluminum wheels.

The Bill Blass Mark VII. It is the most innovative, technologically advanced Bill Blass model ever presented. In all, it makes a strong personal statement that reflects the refined taste of its owner.

The Bill Blass Continental Mark VII, in Goldenrod Glamour Clearcoat Metallic over Harvest Wheat Clearcoat Metallic. Options shown are listed on page 19.



CONTINENTAL MARK VII, BEYOND THE TRADITIONAL BOUNDS OF LUXURY.

Remember when many luxury cars were judged almost solely by the richness of their upholstery, the softness of their seating and the thickness of their carpeting? That's not enough anymore. Therefore, while the 1984 Mark VII does include all these traditional advantages, its luxury goes significantly beyond them.

A study in ergonomics

The Continental Mark VII interior is ergonomically designed down to the last detail. Controls are not only easy to read, but easy to reach and calibrated to enhance the driving experience. As they should be in a driver-centred car.

Power seat controls are located on the door trim panels; power window controls are conveniently located on the centre console; controls for the power remote-control outside rearview mirrors and for the power fuel-filler door release are located on the centre console; fingertip speed control is positioned on the steering wheel; intermittent windshield wiper/washer controls, turn signals, and flash-to-pass activator are contained on the two stalks mounted on the steering column. The horn control is now located in the centre hub of the steering wheel.

A beautiful view of the road

The continuing concern for functionality can be seen in the stress on driver visibility. Tinted glass helps reduce glare. The rear window contains heat elements that melt snow and frost. Side window defoggers contribute to good visibility by helping to keep moisture from forming on the inside of windows.

The interior influence of Bill Blass

Mr. Blass has carried the rich, earth-tone exterior theme of his special Continental Mark VII through to his interior, which is fashioned in distinctive Flaxen Gold, with Tu-Tone seats and door trim panels.

His reclining seats feature leather seating surfaces and are sewn in a style that is unique to this special Mark VII. As shown here, plush cloth upholstery is available as an option at no extra cost. Standard seating for both the driver and the front-seat passenger features six-way power controls which allow almost unlimited adjustment for continuous comfort. The centre armrest between them is covered in leather when leather seats are ordered, cloth-covered when cloth seat trim is ordered. For added comfort, power reclining seats also may be ordered.

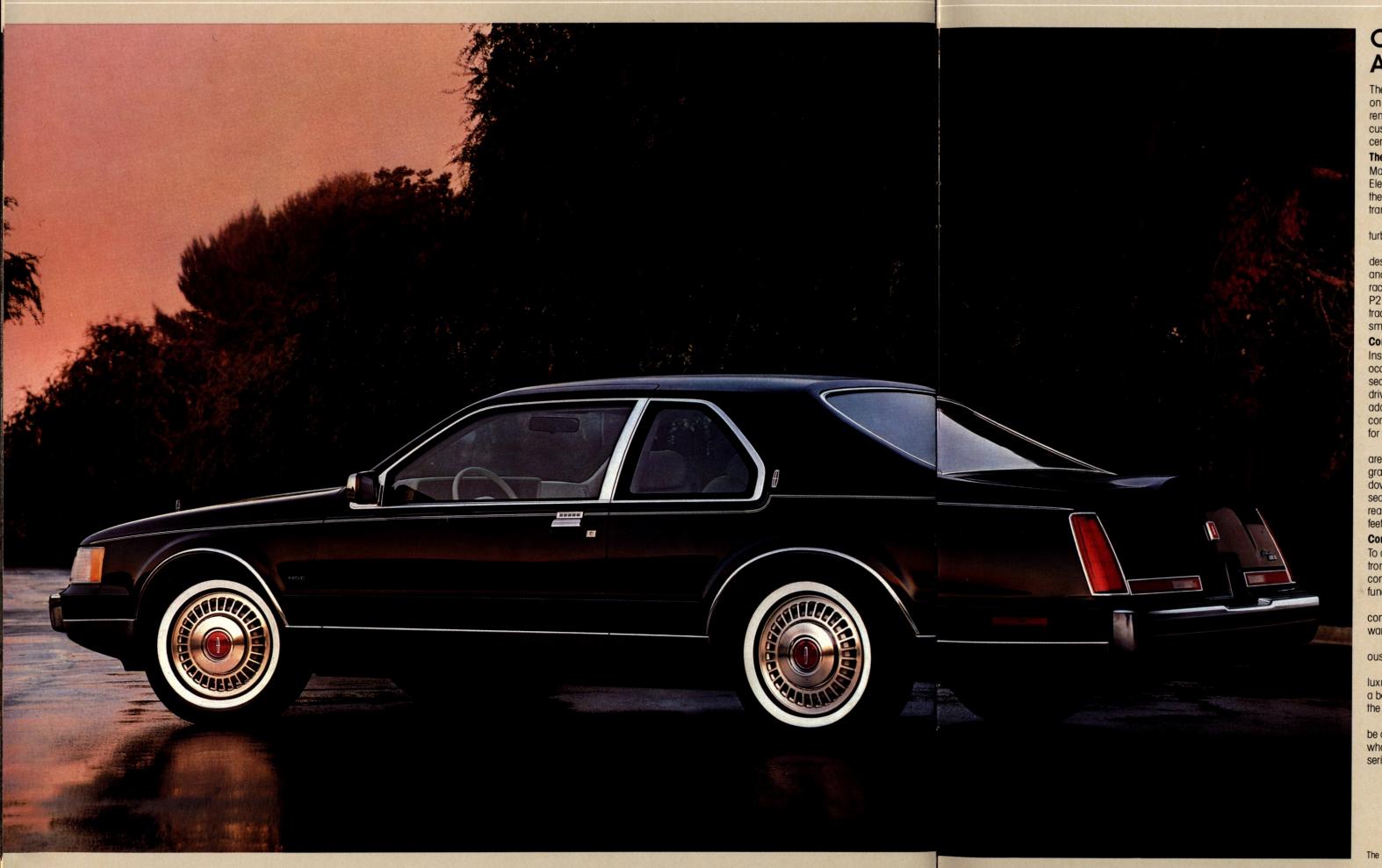
The leather-wrapped steering wheel is of the new A-frame design, which permits unobstructed viewing of the instrument panel. And, as in his exterior design, Bill Blass has put his personal imprint on the interior, as evidenced by his well-known logo on the instrument panel.

As in all Continental Mark VII models, the electronic instrument cluster is a marvel to behold—a collection of technologically advanced data-gathering and -dispensing instruments that adds a new dimension to the pleasure of being at the controls.

Integrated into the panel is a full-length floor console complete with a padded armrest, a lockable stowage compartment and a leather-wrapped gearshift knob. And overhead is a new console that contains a row of warning lights, and dual-intensity courtesy/
map lamps. The console also provides mounting locations for the optional power moon
roof control and the compass/thermometer. Recessed into the headliner are illuminated
visor vanity mirrors for the driver and his or her passenger.

The Bill Blass interior. Distinctive design that goes beyond surface luxury to create a total atmosphere to enhance the pleasure of driving.

The Bill Blass Continental Mark VII interior in Flaxen Gold. Options shown are listed on page 19



CONTINENTAL MARK VII, A NEW STANDARD OF EXCELLENCE.

The LSC, the Bill Blass, and the Versace Designer Series models are, in reality, variations on the basic theme of the 1984 Continental Mark VII. The same example of quality, the remarkable achievements in advanced technology – aerodynamics; the smooth, aircushioned ride; sophisticated electronics; modern approach to luxury; and the drivercentred philosophy – are all magnificently exemplified in this Mark VII model.

The complete automobile

Mark VII's generous list of standard equipment includes the responsive 5.0 litre V-8 with Electronic Fuel Injection, and EEC-IV—one of the most advanced systems of its kind in the world—matched by the efficiency of the smooth-shifting automatic overdrive transmission.

Also available for every Continental Mark VII model will be the 2.4 litre six-cylinder turbocharged diesel engine described more fully on page 15.

Mark VII's ride and responsive control come from the combination of its specially designed Electronic Air Suspension system and its nitrogen gas-pressurized front struts and rear shocks, and its front and rear stabilizer bars, joined with the precision of power rack-and-pinion steering. The standard tires, mounted on cast aluminum road wheels, are P215/70R15 steel-belted radial whitewalls, with an all-season tread design that enhances traction and handling characteristics. Four-wheel disc brakes are power-assisted for smooth, sure stops.

Comfort for the passengers

Inside, Mark VII demonstrates its ergonomic integrity with an interior that provides its occupants with more than just comfortable seating. The standard reclining individual front seats are tailored in soft-knit broadcloth upholstery and contoured for lateral support. The driver's seat has a full 177.8 mm (7") of travel to provide a wide range of adjustments. In addition, the six-way power adjustment assures the driver of an almost infinite variety of comfortable seating positions. The steering column tilts to fit the exact angle most comfortable for the driver.

The emphasis, however, is not on front-seat passengers alone. Rear-seat passengers are thoughtfully served with such standard convenience and comfort features as integrated headrests, dual intensity reading lamps, front seatback map pockets and a fold-down centre armrest. When the armrest is folded up, there is ample room for three rear-seat passengers. One of the most welcome innovations ever created for the comfort of rear-seat passengers is the special heat duct built into Mark VII's centre console. Legs and feet, especially, will feel the difference.

Control for the driver

To drive the newest Continental Mark is to be in command of a sophisticated electronic control unit, with its electronic instrument cluster; Message Centre; and two, not one, consoles — a floor-mounted centre console integrated with the instrument panel, plus the functional and stylish overhead console.

Also standard on Mark VII is the new A-frame steering wheel with the new horn control located in its centre hub. Walnut wood-tone appliqués and inserts lend a note of warmth and distinction throughout.

Underneath it all is thirty-eight-ounce ultra-plush floor carpeting – thick and luxurious, like carpets found in elegant private homes.

If the 1984 Mark VII sounds as far removed from the average luxury car as most luxury cars are from basic transportation, it's for good and deliberate reasons. Mark VII is a beautiful departure from traditional luxury cars. It is a premium automobile that holds the promise of an exhilarating driving experience.

People who have traditionally been Mark buyers will find this modern version to be an extraordinary automobile, offering an extraordinary driving experience. Those who have never before owned a Mark may find that this is the year to give it most serious thought.

The 1984 Continental Mark VII in Midnight Black Clearcoat. Options shown are listed on page 19.

CONTINENTAL MARK VII: A NEW STANDARD OF PREMIUM LUXURY-CAR **DESIGN AND ENGINEERING**

In past years, styling and functionality had little relation to each other. Fins and gadgets were added at the designer's whim or to meet the supposed taste of the buying public. This approach is diametrically opposed to Lincoln's driver-centred philosophy which, as mentioned in the introduction to this publication, is: that an automobile should be designed from the driver outward. Thus, all of its engineering, design and manufacturing has been directed toward the enhancement of the driver/Mark VII relationship.

That these objectives were met is obvious in a study of Mark VII's advanced styling, innovative engineering, high technology and devotion to driver comfort.

Taming the wind

Company engineers actually spent 239 wind tunnel test hours on 3/8 scale and full-size clay models of Continental Mark VII to determine how to tame wind resistance and wind noise.

The efficiency of Mark VII's design results in it requiring so little horsepower to

travel at 80 km per hour that over 90% of its power is held in reserve for use when it is needed most, as in passing situations.

The benefits are obvious. There is less wear and tear on the engine, there is efficient use of fuel, and the ride is quiet.

The designers even managed to put the wind to work. The body is shaped so that air, sweeping over the surfaces, exerts less lift, resulting in better contact between the tires and the road. Something the driver will notice most in the feel of command and responsiveness.

Another important design note is that Mark VII provides 8 kph (5-mph) bumpers front and rear. This means better protection for the lamps, cooling system and exhaust components and helps reduce the repair cost of slow speed impacts.

Electrons and air set new riding standards Car experts usually measure ride by spring rates, g-forces and esoteric formulae. The average car owner's yardstick is apt to be how he or she

feels after a long, tough trip. Both will be pleased by Mark VII's remarkable new Electronic Air Suspension system, the product of years of testing and many kilometres of driving.

The small onboard microcomputer can order air vented or added to level the ride, even when Mark VII is heavily or unevenly loaded with passengers or luggage. It also compensates for side-to-side or front-torear load changes.

And, should an electrical malfunction occur, the computer puts the suspension in a limited operating mode and alerts the driver that service is required.

A new level of control

to a smooth,

Teaming up the Electronic Air Suspension with new handling technologies resulted in a remarkable level of control.

Some of the new handling features include a premium-type linkage rear stabilizer bar to give good control and handling without sacrificing ride. A major contributor

gentle ride is the careful tuning of struts and shock absorbers.

Continental Mark VII uses nitrogen gas-pressurized front struts and rear shocks. They contain inert nitrogen, permanently sealed at approximately 100 pounds per square inch, in a chamber above the hydraulic fluid.

When "fluid-only" units are exposed to heavy-duty or rough road usage over an extended period of time, the temperature of the oil increases. The fluid can become aerated and this results in a fading or reduction of the bump-cushioning effect. However, the introduction of the nitrogen gas pressurizes the fluid and virtually eliminates aeration, thereby letting the hydrau-

lics continue doing their job. even during severe usage.

Mark VII's power-assisted rack-and-pinion steering design is a proven, simple system that allows precise control and excellent manoeuverability. Little pedal effort is needed with Mark's power-assisted four-wheel disc brakes. Discs, at all four wheels, because they provide good cooling, and that

> hard stops. Power that thinks

Quick and precise steering

To operate efficiently and economically, today's powerplants require fast, accurate controls.

reduces any tendency to fade after repeated

Electronics provide that control in Mark VII by taking on chores that were once handled mechanically. Electronics control the fuel injection unit (EFI) which, better

than the conventional carburetor it replaced, meters fuel in proportion to the engine's needs in a

variety of driving situations. Electronics, instead of a distributor, regulate voltage and control the firing of spark plugs. And the Electronic Engine Control system (EEC-IV) constantly monitors engine speed, cooling temperature, fuel/air ratio, spark timing, volumetric air flow, throttle and crankshaft position. exhaust gas recirculation valve position.

It is so sophisticated that, when a car needs maximum power, as in a passing situation, EEC-IV automatically shuts off the air conditioner compressor so power is not diverted.

and exhaust gas mixture.

An elephant-like memory is the key to EEC-IV's sophistication. The memory is programmed to compensate for changes that take place in a vehicle as it accumulates kilometers. It also remembers engine malfunctions and reports them to a service technician even if the condition is only intermittent.

EEC-IV keeps tabs on itself. During the first two minutes of operation, the unit checks all its sensors and actuators, something like a pilot's preflight check. In the unlikely event of EEC-IV unit failing to work, engineers have designed in a limited operating strategy mode which permits operation of the engine without the assistance of the computer

A more efficient transmission

Typically, automatic transmissions are convenient but inherently less efficient than their manual counterparts because of normal fluid slippage. This means the engine works harder and burns more fuel.

The transmission for Mark VII's 5.0 litre V-8, however, features a fourth gear overdrive with a 100% mechanical drive which eliminates slippage. The powerflow is 60% mechanical in third gear. The reduced slip, together with lower engine speed in overdrive, provides fuel economy improvement for suburban and highway

A new diesel engine

Later in the model year, Mark VII will introduce a completely new, advanced turbodiesel engine jointly designed by BMW Motoren and Ford Motor Company.

> Because the diesel is a completely new engine - built specifically for passenger car use - a number of features contributing to good performance were designed in.

For example, to ensure quick starting, a "glow plug" fast starting system was developed. This new feature not only reduces start-

ing time, it also results in less cold engine exhaust smoke.

To avoid water-contaminated fuel problems, a special fuel conditioning system is incorporated. It features a filter with water separator, a water level warning light and a fuel heater to help prevent waxing.

Complementing this new engine is a new ZF four-speed automatic overdrive transmission with lock-up torque converter, specifically matched to the 2.4 litre turbo

Keeping the driver informed

The new Mark VII has been designed around the driver... to make driving easy and pleasurable.

The driver won't be distracted by stretching and groping for hard-to-reach controls. And its electronic instrument panel features large digital readouts which can be read at a glance.

One feature that captures the spirit of

the 1984 Continental Mark VII is the Message Centre with a 12-button keyboard that lets the driver request information such as: current fuel usage per kilometre; average fuel economy; distance to empty; elapsed trip time; average speed; distance to destination and estimated time of arrival.

Operating safety

Safety and security are made up of a number of factors. Operating safety devices which help the driver take evasive action in emergency situations. And occupant protection devices which help provide protection should an emergency occur.

Examples of operating safety include the good handling of Mark VII, its quick engine response, its precise steering and even the contoured seat that helps resist driver fatigue.

Contoured seatbacks provide lateral support in turns. And to tailor the seat to different drivers, a generous 177.8 mm (7") track adjustment helps provide correct positioning.

Of course, one of the best ways to keep out of harm's way is to avoid it... but the driver has to see it. That's why emphasis was placed on visibility in Mark VII's design. One example is how the sloping hood increases visibility particularly at the crest of steep hills. The tinted windshield helps reduce glare. Power-assisted remote-control mirrors are adjusted easily to accommodate different drivers. And side window defoggers help keep visibility unimpaired.

For nighttime driving, halogen headlights provide a more natural, whiter light than conventional tungsten headlamps. They feature breakage-resistant polycarbonate lenses. Should a lens be broken, however, the light will stay lit until the lens is replaced. And if a bulb burns out, instead of replacing the whole unit, it's only necessary to replace the bulb assembly. A nice touch that encourages carrying a spare so a repair can be made on the spot.

Occupant protection

Some of the features provided for occupant protection are easily seen. Protective energy-absorbing materials are strategically located, wherever possible, in the instrument panel, steering wheel, doors, consoles, visors and armrests.

In addition to front headrests, integral rear-seat headrests are included for outboard rear-seat passengers.

In the event of a collision, Mark VII's unitized body is designed to collapse in a predictable manner upon impact. This absorbs some of the impact energy and



can result in reducing the force that otherwise would be transmitted to occupants.

Side impact protection is enhanced by a high-strength steel guard beam welded inside each door and designed to withstand 2 833 kilogram (7,000 pounds) of lateral force.

There are seat belts for every occupant - integral lap and shoulder belts with automatic retractors and tension relievers in the front, lap belts in the rear.

The latest edition of Mark ushers in a whole new concept of what a premium automobile should be. To traditional values. Continental Mark VII has added a sense of control, responsiveness and security with performance to match the most luxurious touring cars built anywhere.



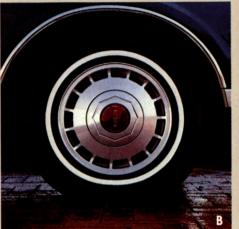


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MARK VII OPTIONAL FEATURES

1. Compass/Thermometer Group in the overhead console provides digital information on outside temperature (-30°F to 150°F) and directional compass readings. Pushing the metric/English button on the Message Centre will provide Celsius readings. The option also includes the ice alert feature, which is activated below 38°F to warn the driver of potential icy road conditions. The word "ICE" and the outside temperature flash alternately for one minute.

2. Wheels (A) Special cast aluminum wheels for the optional special handling package have wider rims than standard wheels and unique centres with exposed bright lug nuts. These wheels are standard on the LSC. (B) Cast aluminum road wheels are standard on the Mark VII. (C) Wire spoke aluminum wheels are standard on Bill Blass and Versace, and (D) Forged aluminum wheels are optional on all models, except with the handling package and LSC.

- 3. Keyless entry system allows doors to be locked and unlocked and the decklid to be opened by buttons on the driver's door. Key can also be used. It includes the Illuminated Entry System. The way it works is: when the outside door handles are raised, a ring of light appears around the keyhole and the interior lights are illuminated.
- 4. Six-way power passenger seat (power driver's seat is standard). New, easy-to-use controls are located on the door panels. One control adjusts the seat angle forward or back; the other adjusts seat height up or down. (Standard on Bill Blass and Versace.) Dual power reclining seatbacks are also available (require 6-way power seats).
- 5. Power glass moonroof 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 new vent feature, it can be adjusted to the comfort preference of the driver and his or her passengers. Includes an integral sliding sun-shade/privacy panel. Controls are in the overhead console.
- 6. AM/FM electronic stereo search radio with cassette tape player includes Dolby® noise reduction, automatic tape reverse and metal

tape equalization. The tune-and-seek feature automatically locates stations and moves from one station to the next to allow review of programming. The Dolby® system provides clean, crisp sound reproduction.

Dolby® is a trademark of Dolby Laboratories, Inc.

Mark VII selected functional options

Handling package provides a sporty ride and improved handling. Included in this performance package are increased-diameter front and rear stabilizer bars; revised front and rear spring rates, with a 40 percent increase in damping forces over the standard suspension; quick-ratio power steering; a 3.27 axle ratio for increased acceleration; and P215 / 65R15 black sidewall performance tires, with wraparound tread, on special 381 mm x 152 mm (15" x 6") cast alloy wheels.

P215/70R15 white sidewall puncture-sealant tires; P215/70R15 black sidewall tires.
Inside dimming electronic mirror automati-

Inside dimming electronic mirror automatically adjusts to changes in light, to compensate for headlights of cars approaching from the rear.

Anti-theft alarm system is 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 diverts power to the drive wheel with the best footing to help maintain traction on a variety of road surfaces.

Power decklid pulldown helps close the decklid without having to slam it shut. As the decklid is lowered to within 50.8 mm (2") of its closed position, the power mechanism takes over and pulls the decklid closed and latches it.

Headlamp Convenience Group includes automatic on/off/delay and dimming.

Selected interior options

Front seats with built-in electric heating pads. They are activated by a separate switch to provide quick warming independent of engine temperature.

Leather seating surfaces (standard on LSC, Bill Blass and Versace).

Floor mats, front and rear (standard on LSC, Bill Blass and Versace).

Citizen's Band portable radio includes tri-band power antenna and integral power/antenna jack attachment inside floor console. Portable magnetic antenna and cigarette lighter power adapter are also supplied for use in other vehicles.

Leather-wrapped steering wheel (standard on LSC, Bill Blass and Versace).

Premium Sound System has higher wattage amplifier and four coaxial speakers for improved sound quality. Surrounds driver and passengers with concert-hall quality sound. Manual vent windows provide a means of ventilation in virtually any weather, without

having to open the side windows. Selected exterior options

Glamour paint Road lamps

With respect to extra-cost optional equipment, make certain to specify the type of equipment desired in Continental 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.

COLOUR CHOICES

A broad spectrum of exterior colours is offered to personalize the 1984 Continental Mark VII. These colours are designed to coordinate with a wide selection of available trims and roof treatments. Lincoln Mercury Dealers have further details and colour samples.

CONTINENTAL MARK VII

Standard exterior colours

Arctic White, Midnight Black Clearcoat, Claret Red, Cream, Pastel Desert Tan, Harvest Wheat Clearcoat Metallic, Evergreen Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic.

Optional glamour colours

Sage Green Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic

LSC Standard exterior colours

Arctic White, Midnight Black Clearcoat, Platinum Clearcoat Metallic, Slate Blue Clearcoat Metallic

LSC optional glamour colours

Medium Charcoal Glamour Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic

Bill Blass Designer Series

Available only in Goldenrod Glamour Clearcoat Metallic/Harvest Wheat Clearcoat Metallic

Versace Designer Series

Available only in Walnut Glamour Clearcoat Metallic.

Interior trim

Individual luxury seats are standard in cloth and available in optional leather seating surfaces in: Charcoal, Dove Gray, Oxford White/Dove Gray (leather only), Terra Cotta Red, Admiral Blue, Desert Tan, Flaxen Gold, and Sage Green. On the LSC, standard seat trim is leather with perforated leather inserts (cloth inserts a no-cost option) only in Charcoal and Desert Tan. The Bill Blass seat trim is available in leather (cloth with cloth inserts a no-cost option) in Flaxen Gold only. Versace seat trim is available in leather (cloth inserts with leather bolsters a no-cost option) in Desert Tan only.



CONTINENTAL MARK VII LSC, A RARE COMBINATION OF INTERIOR COMFORT AND TECHNOLOGY.

Lincoln's concept of product integrity is clearly evident in the way LSC's interior beautifully fulfills the promise of its exterior design. Tastefully outfitted for comfort yet, in keeping with Lincoln's driver-centred philosophy, it is thoroughly functional. It is, in addition, a total environment of advanced technology.

A driver control centre

As in all Continental Mark VII models, LSC's modernistically styled instrument panel features an electronic instrument cluster. It is a complete data system, with a permanent-memory electronic display odometer; digital speedometer; digital electronic fuel gauge; and Electronic Automatic Climate Control air conditioning. It also incorporates a Message Centre—a trip computer system with a twelve-button keyboard for access to important information such as trip kilometres remaining, average speed, fuel level, estimated time of arrival, day and date.

As shown here, LSC's instrument panel is distinguished by Black brushed appliqués. And this understated theme is carried throughout the interior.

To enhance the ongoing dialogue between driver and LSC, it has both a floor and an overhead console. The full-length centre floor console, integrated into the instrument panel, houses the shift selector, controls for power windows and power outside mirrors, plus a power release for the fuel filler door. It also contains a small compartment under the armrest top for storing tape cassettes and other small valuables. The entire armrest also raises to reveal another, lockable compartment. Special adjustable cup holders are built into the console as well.

A new overhead console

LSC's second console, an overhead electronic module, helps increase the flow of information to the driver. It houses dual intensity courtesy/reading lights, sun-visor release buttons and warning lights for the air suspension. It also provides, when so equipped, controls for the optional power moonroof, as well as readouts for the optional compass and outside thermometer with an ice alert system. (See page 19 for a more detailed explanation.)

Choice seats in the front

LSC's reclining front seats are contoured for firm lateral support, as when taking corners. What is less evident, perhaps, from a photograph is the intense concern that has gone into the selection of the quality fabrics, the painstaking craftsmanship in the sewing, forming and fitting of the fabrics to the seats.

The seating surfaces are of supple leather, in a choice of either Desert Tan or Charcoal. Or, for those who prefer less leather and more cloth, there is a choice of cloth and leather trim, such as that shown here. Also trimmed in leather are the new A-frame steering wheel, the front centre armrest, and the gearshift knob.

But seats, after all, are meant to be comfortable. LSC's driver's seat, therefore, is equipped with six-way power controls (optional for passenger seat). Adjustments can be augmented even more by the selection of optional dual power reclining seats. Together with the standard tilt steering wheel and generous 177.8 mm (7") front-and-rear travel of the seat itself, the driver is assured of a variety of comfortable seating positions.

New comfort for front-and rear-seat passengers

LSC, like all Mark VIIs, also offers two new features that are sure to warm the hearts of winter drivers and passengers. One, for the comfort of rear-seat passengers, is a special heat duct directed to the rear compartment. The other is an option for the two front seats — they can actually be equipped to provide heat to the seat at the flip of a switch.

This, then, is not just a new interior, but a new environment for the driver and his or her passengers. An environment, above all, designed to enhance one's experience at the wheel.

LSC interior in Charcoal. Options shown are listed on page 19



CONTINENTAL MARK VII, A NEW APPROACH TO LUXURIOUS DRIVING.

Mark VII is beautiful proof that luxury is more than just comfort. Full electronic instrumentation replaces the gauges and dials of yesteryear.

Inside temperature of the car is precisely controlled by the standard Electronic Automatic Climate Control air conditioning system.

An exciting new world of electronics

Standard in every Mark VII is an electronic AM/FM stereo radio which features an automatic power antenna. And to limit the use of keys, an optional Keyless Entry System is available and an optional Illuminated Entry System and Anti-Theft Alarm System that can simplify security measures.

Entertainment options include the choice of an electronic AM/FM multiplex stereo search radio with a cassette tape player or an 8-track (limited supply available). The cassette unit features Dolby® noise reduction, automatic tape reverse and metal tape equalization. All selections may be ordered with the optional Premium Sound System, which features a higher wattage amplifier and four coaxial speakers.

The design flair of Versace

The exciting young Italian designer, Gianni Versace, makes his auspicious debut in the world of automotive fashion with his own version of the 1984 Continental Mark VII.

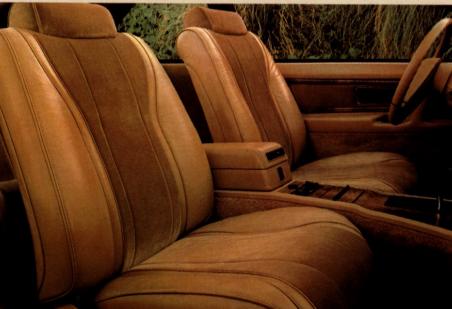
His distinctive design flair is evident in the selection of an elegantly simple monochromatic exterior treatment – Walnut Glamour Clearcoat Metallic – highlighted by Tan and Bright Blue accent striping. Versace spells out his name on the quarter windows and places his distinctive logo on the instrument panel. Then he adds wire spoke aluminum wheels as a special finishing touch.

Versace further enhances this exterior colour scheme with Desert Tan for the interior, which he highlights in luxurious leather. Leather for all seating surfaces, including the standard luxury reclining six-way power seats in front, for the front centre armrest, the A-frame steering wheel and the shift selector knob. However, one may choose plush cloth seating surfaces with leather bolsters, as shown below, at no extra cost.

In the 1984 Continental Mark VII approach to luxury, functionality and convenience count every bit as much as comfort.

The Versace Continental Mark VII in Walnut Glamour Clearcoat Metallic.

Versace interior in Desert Tan. Options shown are listed on page 19.











CONTINENTAL MARK VII STANDARD FEATURES

1. Electronic instrument panel. This easyto-use, easy-to-read computerized system features a digital speedometer and digital fuel gauge in a multi-colour fluorescent display on a black background. The Message Centre is a trip log information system with a 12-button keyboard providing data on time, date, distance to empty, elapsed time, average fuel economy, instantaneous fuel economy, distance to destination, trip odometer, estimated time of arrival, and average speed. All electronic instrumentation will display in metric equivalents (litres, kilometres, kilometres per hour) at the touch of a button. The new A-frame steering wheel, also shown, provides an unobstructed view of the instrument panel.

2. Flush-mounted aerodynamic halogen headlamps are shaped to fit smoothly against the contours of the front fender to improve air flow. And they are quite cost efficient. If a headlamp fails, the entire unit need not be replaced, just the bulb assembly.

3. New A-frame tilt steering wheel with fingertip speed control allows the wheel to adjust to five positions for the driver's ease of entry and exit. Speed control provides more comfort in long-distance driving. Just set the desired cruising speed. The "resume" feature enables to car to return to the speed set prior to braking.

4. Dual illuminated visor vanity mirrors.

These mirrors are mounted on both the driver's and passenger's sun visor. Dual intensity lights permit their use day or night. Standard on all models

5. Side window defogger vents are located on the far ends of the instrument panel, near the side windows. They direct air toward the side windows to help keep moisture from forming on the inside, for good visibility.

6. Rear heat duct. This thoughtful feature offers new comfort to rear-compartment passengers. A special duct directs heat to the rear compartment for more even air distribution and temperature throughout the vehicle.

7. Electronic AM/FM stereo search radio features variable intensity digital frequency display; separate controls for volume, bass, treble and speaker side-to-side/front-to-rear balance; seek, scan and memory push-button tuning. Includes automatic power antenna which is activated up when the radio and/or the ignition switch is turned on, or down when either is turned off.

Selected standard functional features

- 5.0 litre EFI V-8 engine
- Electronic Engine Controls (EEC-IV)
- Self-diagnostic testing takes the guesswork out of servicing the engine on Mark. A service technician connects a manual tester to the EEC-IV computer. EEC-IV's memory allows the tester to determine, through sensors, possible problem areas within the engine.
- Four-speed automatic overdrive transmission
- Power rack-and-pinion steering
- Power four-wheel disc brakes
- 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 tires with wraparound tread design
- · Remote-control fuel filler door
- 84.4 litres (18.5 imp. gal.) fuel tank for extended driving range
- Corrosion protection using precoated steel panels, special sealers, primers and waxes for selected body parts

Selected standard interior features

- Manually reclining front individual luxury seats with 6-way power driver's seat, and 2-position manual passenger's seat
- Soft-knit broadcloth seat trim
- Full seatback map pockets
- 38-ounce ultra-plush floor carpeting
 New A-frame steering wheel with centre
- horn control

 Tilt steering wheel with stalk-mounted washer/wiper controls
- Fingertip speed control
- Overhead console
- Flush-mounted sun visors with pushbutton release and dual illuminated visor vanity mirrors
- Interval windshield wiper with speed indicator

speed indicator

- Power door locks
- Electronic instrument cluster
- · Low oil warning light
- Electronic automatic climate control
- Electronic AM/FM stereo search radio with automatic power antenna and four speaker system
- Full-length centre floor console with padded front-seat armrest, lockable compartments and rear seat heat duct
- Power windows
- Tinted glass on all windows
- Side window defoggers
- Door-mounted courtesy lamps
- Dual intensity rear reading/courtesy lamps
- Remote-control decklid release
- Carpeted luxury luggage compartment trim

Selected standard exterior features

- Dual power remote-control foldaway outside rearview mirrors
- Colour-keyed bodyside protection mouldings
- Flush-mounted halogen headlamps
- Cast aluminum road wheels

Bill Blass Designer Series

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

- Flaxen Gold interior with Tu-Tone seats and door trim panels
- Leather seating surfaces in designer's sew style (plush cloth upholstery available at no extra cost)
- 6-way power passenger seat (power driver's seat is standard)
- Leather-wrapped steering wheel and gear shift knob

· Distinctive exterior with Goldenrod Glam-

our Clearcoat Metallic over Harvest Wheat Clearcoat Metallic

- Cream and Dark Green paint stripes on bodyside and decklid
- Wire spoke aluminum wheels

Versace Designer Series

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

- Desert Tan interior
- Leather seating surfaces in designer's sew style (cloth inserts with leather bolsters available at no extra cost)
- 6-way power passenger seat (power driver's seat is standard)
- Leather-covered steering wheel, front centre armrest, and gear shift knob
- Illuminated visor vanity mirrors
- Walnut Glamour Clearcoat Metallic
 autorior
- exterior

 Tan and Bright Blue paint stripes on
- bodyside, decklid and hoodWire spoke aluminum wheels

LSC series

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

- Black exterior and interior accents
- Handling suspension (See pages 18-19 for details.)
- Special cast aluminum road wheels with P215/65R15 BSW specially designed Goodyear performance tires
- Leather seating surfaces with perforated leather inserts (Cloth inserts available at no extra cost. In Charcoal or Desert Tan only.)
- Leather-covered steering wheel, console armrest, and gear shift knob

Turbo diesel model

Available, starting in December, in combination with the features standard on either Mark VII, the Bill Blass, The Versace, or LSC – selection of the Turbo Diesel model introduces the following additions and/or differences:

- 2.4 litre six-cylinder Turbocharged Diesel engine
- Specially designed ZF four-speed automatic transmission with overdrive and a lock-up torque converter
- Integral fuel filter with water separator and warning light
- Electric fuel and engine block intake air heaters
- Advanced quick-glow plug system with after-glow feature
- External oil cooler
- Improved sound insulation
- Retuned suspension and 3.73 axle ratio
- High discharge battery and 100 amp alternator
- Dual exhaust

Mark VII Specifications

EXTERIOR		
Wheelbase	2756 mm 5151 mm 1372 mm 1801 mm 1483 mm	(108.5")
Overall Length	5151 mm	(202.8")
Overall Height	1372 mm	(54.0")
Overall Width	1801 mm	(70.9")
Tread	1483 mm	(58.4")
- Front		
- Rear	1499 mm	(59.0")
INTERIOR		
Front Compartment		
Headroom	960 mm	(37.8")
Shoulder Room	1422 mm	(37.8") (56.0") (52.4") (42.0")
Hiproom	1331 mm	(52.4")
Legroom	1067 mm	(42.0")
Rear Compartment		
Headroom	942 mm	(37.1") (57.8") (55.2")
Shoulder Room	1468 mm	(57.8")
Hiproom	1402 mm	(55.2")
Legroom	937 mm	(36.9")
Luggage Capacity		
Litres (cu. ft.)	425	(15)
Fuel Capacity		
Litres (imp. gal.)	84.4	(18.5)
Curb Weight		
Kilograms (Lbs.)	1644	(3625)



THE LINCOLN CARD. OUR CONFIRMATION OF QUALITY. FOR THREE YEARS, VIRTUALLY ALL YOU'LL PAY FOR IS GASOLINE.

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

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necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

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Motorcraft Ford EXCEEDS THE NEED

Mark VII comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, Motorcraft spark plugs, shock absorbers, ignition parts and long life oil filter. For continued performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Corrosion protection

All Mark VII cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses:
- electrocoat process to apply corrosion resistant primer paint, also on the entire body:
- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.

The DURAGUARD System is backed by a noextra charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month 20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have

been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

Get it together - buckle up.

CONTINENTAL MARK VII

