

LINCOLN '89

WHAT A LUXURY CAR SHOULD BE.

LINCOLN CONTINENTAL ■ LINCOLN MARK VII ■ LINCOLN TOWN CAR





Lincoln Continental Signature Series (above) in Twilight Blue Clearcoat Metallic. Signature Series interior (below) in Shadow Blue leather. Some features shown may be optional.

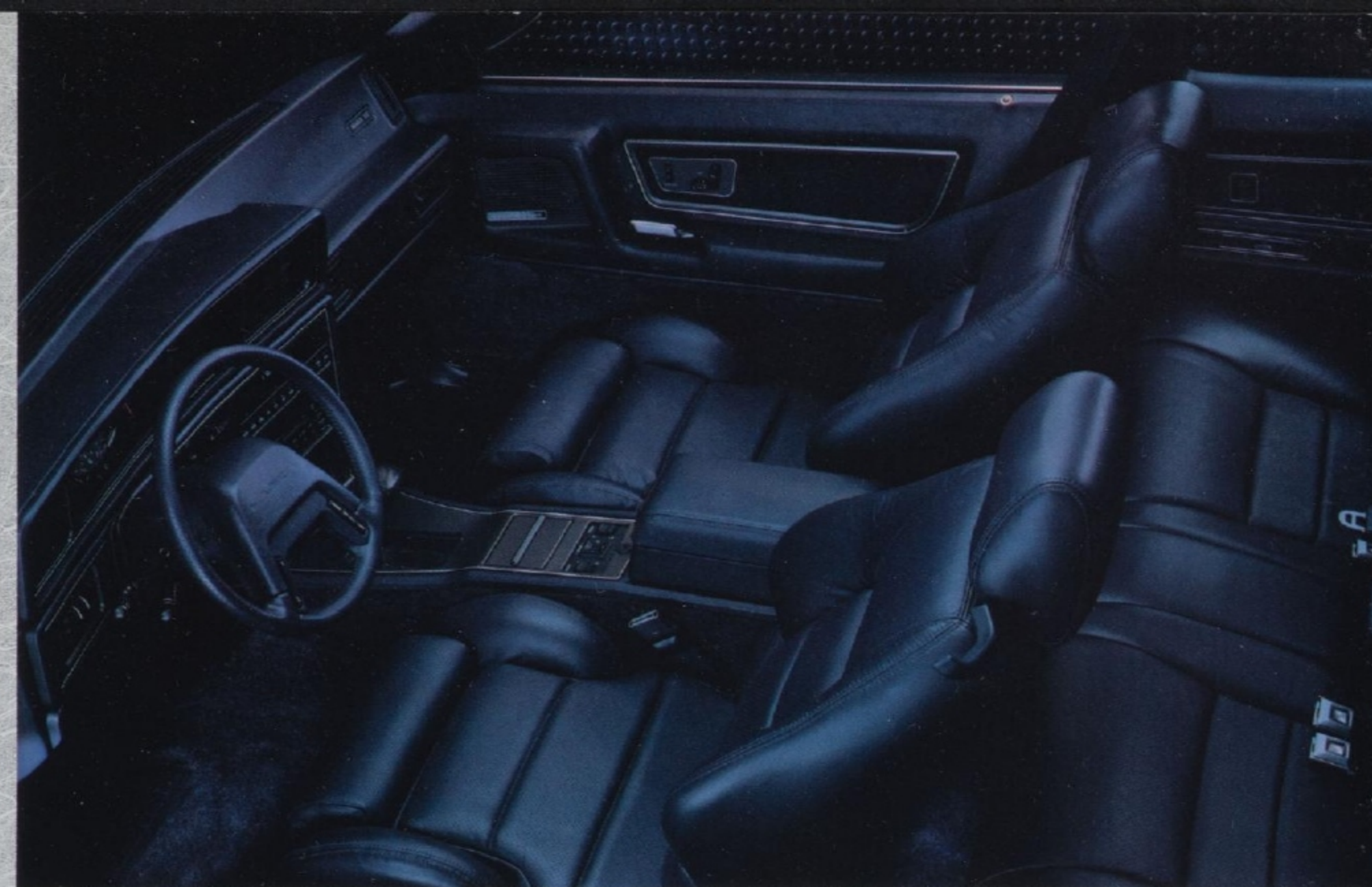
LINCOLN CONTINENTAL. QUITE SIMPLY, ONE OF THE WORLD'S MOST ADVANCED LUXURY CARS.

THE WORLD'S MOST ADVANCED LUXURY CAR STEERING SYSTEM: SPEED-SENSITIVE POWER RACK-AND-PINION WITH VARIABLE ASSIST. THE WORLD'S MOST ADVANCED LUXURY CAR SUSPENSION: AN ELECTRONIC SELF-LEVELING, DUAL-DAMPING AIR SUSPENSION SYSTEM. AND THE WORLD'S MOST ADVANCED BRAKE SYSTEM: FOUR-WHEEL DISC ANTI-LOCK BRAKES (ABS). FOR PERFORMANCE, WE GAVE CONTINENTAL FRONT-WHEEL DRIVE, A RESPONSIVE FUEL-INJECTED V-6 AND A FOUR-SPEED AUTOMATIC OVERDRIVE TRANSMISSION. THEN WE GAVE IT SIX-PASSENGER COMFORT AND A BODY STYLE LIKE NO OTHER CAR IN THE WORLD. AND FOR 1989, WE ADDED A DRIVER AND RIGHT FRONT PASSENGER AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM. EXPERIENCE LINCOLN CONTINENTAL AT YOUR LINCOLN-MERCURY DEALER. ■

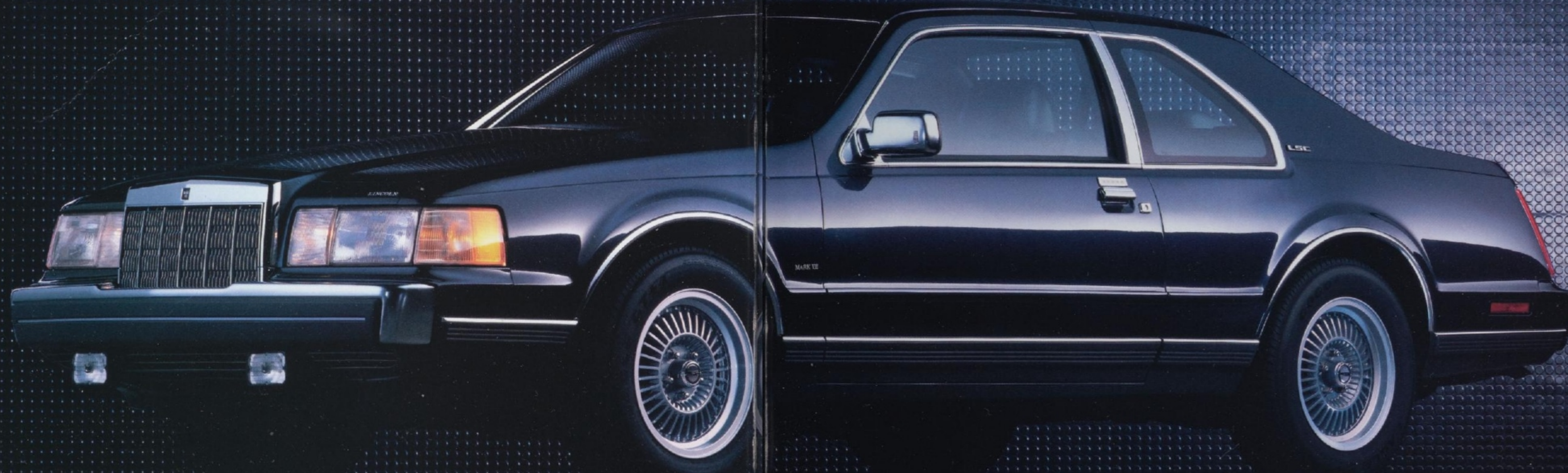


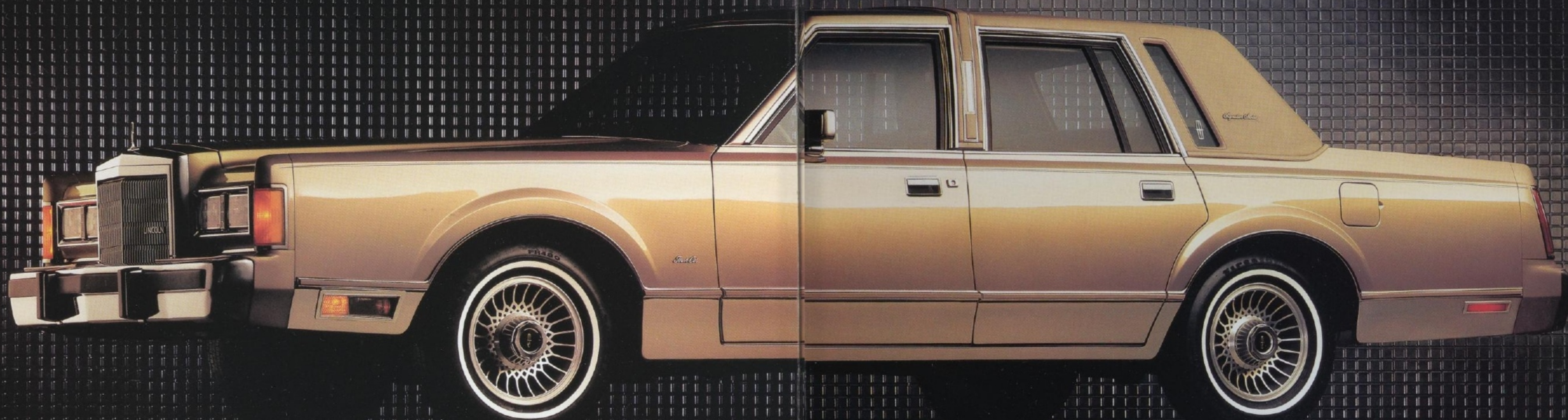
LINCOLN MARK VII. PERFORMANCE AND LUXURY WITH A STYLE ALL ITS OWN.

MARK VII IS PROOF POSITIVE THAT A LUXURY CAR CAN ALSO BE A PERFORMANCE CAR. ALONG WITH A STYLE THAT IMMEDIATELY IDENTIFIES A STRONG SENSE OF INDIVIDUALITY, MARK VII OFFERS A HIGH-OUTPUT 225-HORSEPOWER V-8 ENGINE. ITS UNIQUE ELECTRONIC SUSPENSION PROVIDES CRISP HANDLING AND A COMFORTABLE RIDE BY AUTOMATICALLY VARYING SPRING FIRMNESS. AND BECAUSE ACCELERATION IS NOT THE ONLY MEASURE OF PERFORMANCE, FOUR-WHEEL-DISC ANTI-LOCK BRAKES ARE STANDARD. BOTH THE LSC AND THE DISTINCTIVE BILL BLASS DESIGNER SERIES MARK VII MODELS OFFER AN IMPRESSIVE LIST OF STANDARD FEATURES AS WELL AS EXCEPTIONAL LUXURY APPOINTMENTS, BECAUSE A DRIVER SHOULD NOT HAVE TO SACRIFICE PERSONAL COMFORT FOR PERFORMANCE. EXPERIENCE MARK VII AT YOUR LINCOLN-MERCURY DEALER. ■



Lincoln Mark VII LSC interior (above) in Shadow Blue leather. Mark VII LSC exterior (below) in Twilight Blue Clearcoat Metallic. Some features shown may be optional.





Lincoln Town Car Signature Series (above) in Sandstone Clearcoat Metallic.
Signature Series interior (below) in Sandalwood leather.
Some features shown may be optional.

LINCOLN TOWN CAR. LUXURY THAT NEEDS NO INTRODUCTION.

JUST ONE LOOK TELLS YOU IT'S A TOWN CAR. ITS STYLING IS THAT DISTINCTIVE. JUST ONE DRIVE LETS YOU KNOW THAT IN THE WORLD OF LUXURY CARS, THE LINCOLN TOWN CAR IS IN A CLASS BY ITSELF. INSIDE IS LUXURIOUS SEATING AND AN ATTENTION TO DETAIL THAT PROVIDES AN UNCOMMON LEVEL OF COMFORT AND EASE OF OPERATION—AS WELL AS ONE OF THE INDUSTRY'S LARGEST TRUNKS AND MORE INTERIOR ROOM THAN ANY OTHER AMERICAN CAR. UNDER THE HOOD IS A POWERFUL 5.0-LITER V-8 ENGINE THAT DELIVERS THE SMOOTH, RESPONSIVE POWER YOU'VE COME TO EXPECT FROM A LINCOLN. EXPERIENCE TOWN CAR FIRSTHAND AT YOUR LINCOLN-MERCURY DEALER. ■



OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN MILE ONE. AND LASTS CONSIDERABLY LONGER.

COMMITMENT. More than a promise, this is a program with one solid objective: to ensure *customer satisfaction*. ■ A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment. ■ In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level. ■ The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries. ■ **A TOLL-FREE NUMBER TO CALL.** Should the need ever arise, you can be in direct communication with the Lincoln Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Lincoln, we provide



you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.

■ Additional coverage on certain selected components of your new Lincoln is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the *Ford Extended Service Plan*. ■ Participating Lincoln-Mercury



dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that *you pay for a covered repair only once*. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. ■ Ask your dealer to show you a copy of this limited warranty. ■ **FORD-PAID REPAIR**

PROGRAMS AFTER THE WARRANTY PERIOD. Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. ■ **TECHNICAL SERVICE BULLETINS.** All vehicles need repairs during their lifetime. Ford

issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later. ■ Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-

paid repair programs and TSBs relating to your Lincoln. ■ To get copies of materials for your Lincoln or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. ■ In Alaska or Hawaii, call 1-800-241-3711. ■ In Georgia, call 1-800-282-0959. ■ You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model and year, engine and transmission type. ■ **IS LEASING**

FOR YOU? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you. ■ Buckle up—together we can save lives.

A DEDICATION TO QUALITY. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit, Michigan. Producing Lincolns is this plant's sole job. Here, Quality is Job 1. ■ **QUALITY PROTECTION.** All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. Ask to see a copy of this warranty at your Lincoln-Mercury dealer. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Some restrictions apply. ■ **THE LINCOLN**

LINCOLN. What a luxury car should be.