

L I N C O L N



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T O W N C A R  

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C O N T I N E N T A L  

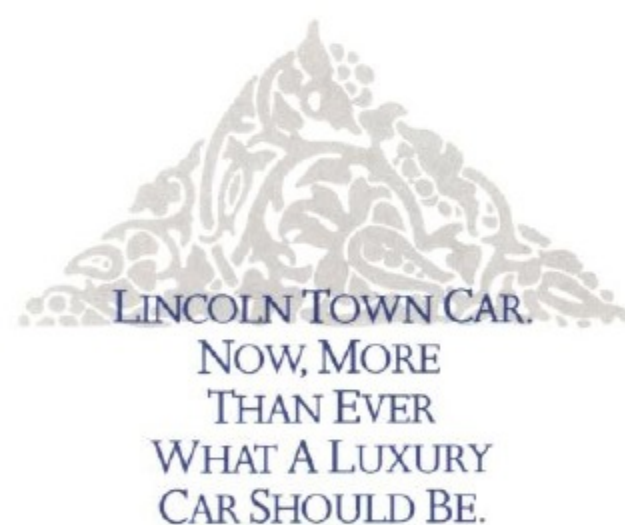
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M A R K V I I





*Lincoln Town Car Signature Series (above) in Twilight Blue Clearcoat Metallic. Signature Series interior (below) with Light Titanium leather seating surfaces. Some features shown may be optional.*



It's arrived. The most luxurious Lincoln Town Car ever. Dramatically different. Technologically more advanced. Yet it remains every inch a Town Car.

It's every bit as big outside. Still as spacious inside. Six-passenger comfort and the largest trunk of any car sold in America make Town Car the most spacious luxury car you can own. A new rear air spring suspension has made Town Car's great ride even better. And, of course, there's the unmistakable response of a powerful V-8 engine.

Take a closer look at this new Town Car for the 1990s. Whether it's the standard Town Car, the distinctive Signature Series or the designer-edition Cartier Town Car, you'll see that there's much more here than an impressive new shape.

After all, when you know what a luxury car should be, you never stop looking for ways to make it even better. The new Lincoln Town Car.







Lincoln Continental Signature Series (below) in Midnight Black Clearcoat. Signature Series interior (above) with Ebony leather seating surfaces. Some features shown may be optional.



LINCOLN CONTINENTAL.  
FIFTY YEARS AFTER  
ITS INTRODUCTION,  
THIS LUXURY  
AUTOMOBILE IS STILL  
AHEAD OF ITS TIME.



ontinental. It is a name that has come to exemplify luxury in an automobile. Now, in its golden anniversary year, Continental continues to distinguish itself as one of the world's most advanced luxury cars.



Proof of this claim comes from Continental's many technological innovations. It features one of the world's most advanced luxury car suspension systems—a four-wheel independent, self-leveling, computer-managed suspension system that excels in both ride and handling. It offers one of the world's most advanced luxury car steering systems—an electrohydraulic, speed-sensitive, variable-assist power rack-and-pinion steering system that is designed to provide the optimum

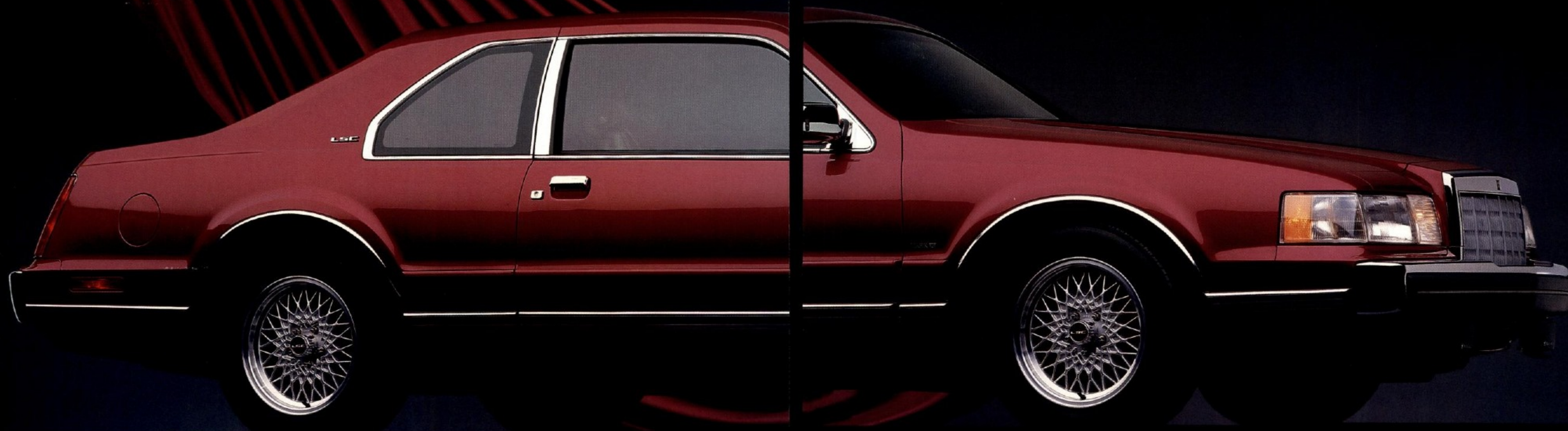
level of assist at varying speeds. And it provides a four-wheel disc Anti-lock Brake System (ABS) that helps the driver maintain steering control during hard braking.



Continental's evolution over the years has resulted in a six-passenger luxury car of remarkable distinction. A fine tradition in automotive luxury continues. The 1990 Lincoln Continental.







Lincoln Mark VII LSC (above) in Garnet Red Clearcoat Metallic. Mark VII LSC interior (below) with Currant Red leather seating surfaces. Some features shown may be optional.



LINCOLN MARK VII.  
A LUXURY CAR  
FOR THOSE WHO  
SET THE MOST  
DEMANDING STANDARDS.  
DRIVERS.



his is a car for those who choose not to compromise in their life-style, or their automobile.

From its smooth, distinctive lines

to its responsive 225-horsepower 5.0-liter High-Output V-8 engine, Mark VII distinguishes itself as an exhilarating alternative to the commonplace. Yet power isn't the only yardstick with which to measure Mark VII's performance. It is also equipped with a sophisticated four-wheel disc Anti-lock Brake System, and an electronic air suspension system that achieves exceptional ride and handling qualities by allowing for variations in spring firmness as

load and cornering forces change.

Mark VII presents two models for 1990—the sleek, dynamic LSC and the elegant Bill Blass edition. Both have the power to move you in the spirited tradition of the Lincoln Mark Series.

When you own this luxury car, you get a performance car at no extra cost. Lincoln Mark VII.



## 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 powertrain warranty for 6 years or 60,000 miles. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. Ask to see a copy of these warranties at your Lincoln-Mercury dealer.

## THE LINCOLN 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

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

dealer be unable to resolve your concern, help can be obtained at that level. See your Owner's Manual for the nearest location.

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 Owner Relations Operations at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Lincoln, we provide you with a toll-free 800 number in your Owner's Manual 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 participating

dealer for complete details on *Ford Extended Service Plans*.



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 covered repair is free at a participating Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your Lincoln-Mercury dealer for a copy of this limited warranty.

## IS LEASING FOR YOU?

Many motorists are discovering the benefits of leasing. Your Lincoln-Mercury dealer can show qualified lessees how a Ford Credit Red Carpet Lease Plan may be the best plan for you. See your Lincoln-Mercury dealer for a Red Carpet Lease that suits your needs best.

Buckle up—together we can save lives.

Regarding this catalog...

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. ■ Standard and optional features listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay. ■ Refer to the owner's manual for specific service requirements and added operations related to severe service applications. ■ 1990 EPA estimates were not available at publishing time. Your Lincoln, however, should earn good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

