



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.



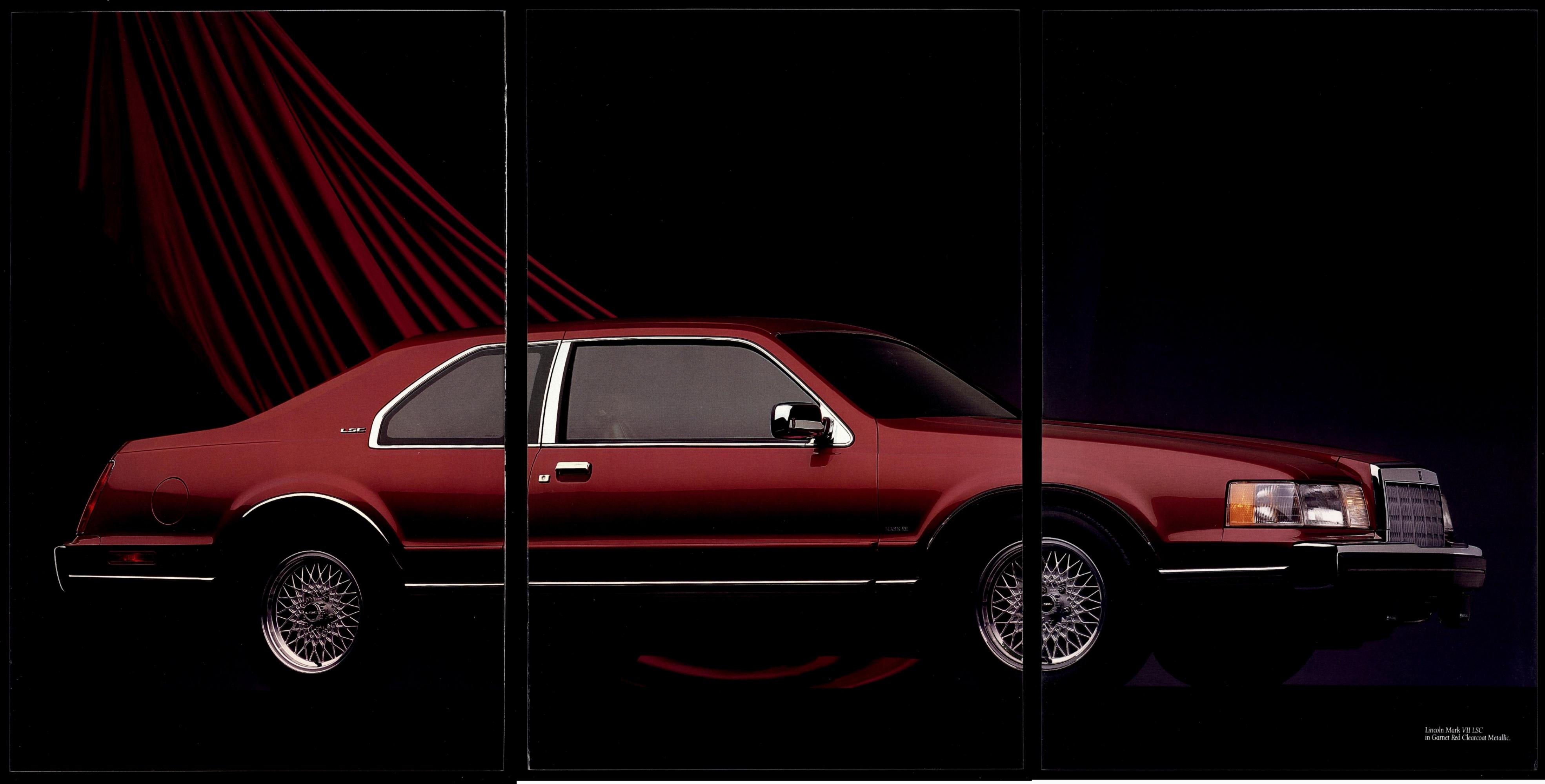
From its smooth, distinctive lines to its responsive V-8 power, sophisticated four-wheel disc Anti-lock Brake System and electronic air suspension system, Mark VII distinguishes itself as an exhilarating alternative to the commonplace.



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.



A car of this caliber demands a closer look. You are invited to explore its worth in the following pages.







Lincoln Mark VII LSC interior with Currant Red leather seating surfaces. Some features shown may be optional. See feature pages at back of catalog.

The optional Cellular Car Phone includes a speaker phone feature for hands-free operation. Lincoln Mark VII LSC interior shown in Currant Red. Some features shown are optional. See feature pages at back of catalog.

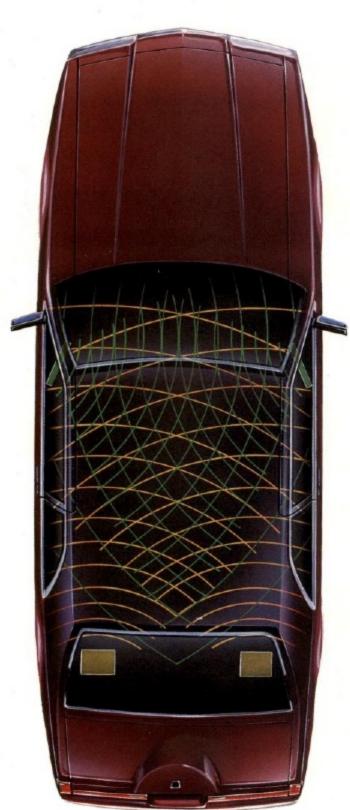
WHEN YOU OWN THIS LUXURY CAR, YOU GET A PERFORMANCE CAR AT NO EXTRA COST.

ake a seat and place your hands around the leatherwrapped steering wheel.

You are now firmly in control of a car that does not compromise luxury for the sake of performance.

AN ENVIRONMENT IN HARMONY WITH THE DRIVER.

An emphasis on ergonomics helped craft a Mark VII interior with a great sense of personal attention to your driving needs. Controls and instrumentation (analog on LSC; digital on Bill Blass) are carefully positioned to



The optional Ford JBL Audio System includes speakers strategically placed for clear, precise listening enjoyment.

be easy to see, reach and operate.

A WEALTH OF EXTRAS— ALL STANDARD.

You expect more from a car with the Lincoln name. And Mark VII's extensive list of standard features confirms your expectations.

You'll find many thoughtful comforts and conveniences, including the Tripminder, an electronic message center which provides useful in-

formation at a glance such as distance to empty, average and instantaneous fuel economy, average speed, distance traveled, distance to destination, elapsed time and time of arrival.

Also standard are such amenities as power windows and door locks, electronic automatic climate control and speed control. Luxurious front seats offer six-way power adjustments and recliners. LSC front seats have refined lumbar support and adjustable side bolsters for comfort and support.

Mark VII is even equipped with a driver-side air bag Supplemental Restraint System, located in the steering wheel. This system, along with

proper safety belt use, can help provide added protection against head and chest injuries that might occur in moderate to severe frontal impacts.



Shown here is an artist's depiction of a test of Mark VII's standard driver-side air bag Supplemental Restraint System. It inflates in less than a tenth of a second in the event of a moderate to severe frontal impact, then deflates in a fraction of a second.

SURROUND YOURSELF IN PREMIUM SOUND.

SC and Bill Blass models offer the standard High-Level Audio System with an AM/FM cassette radio, remote 80-watt amplifier and premium speakers.

Or move the sound quality a notch higher by ordering the optional Ford JBL Audio System. It features 140 watts of power and strategically located JBL speakers for a sound that rivals many home stereo systems. You can even replace the cassette tape radio with an optional compact disc radio.



Enhance your Ford JBL system with an optional integral compact disc radio.

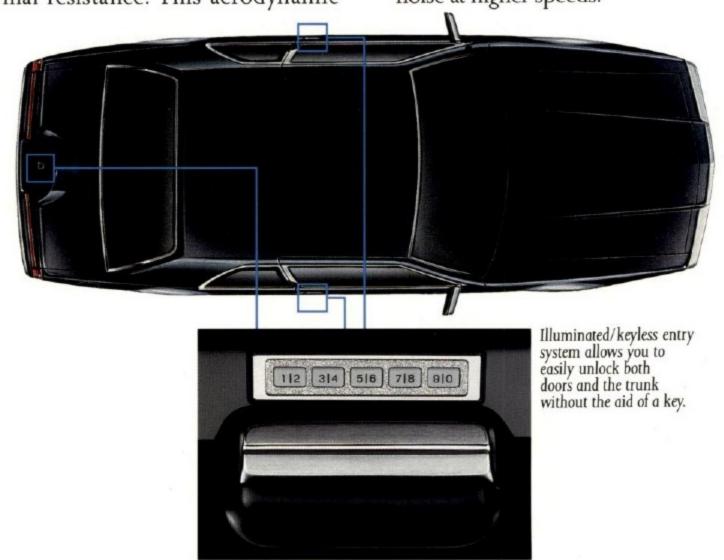
PROOF THAT A LUXURY CAR CAN HAVE SOME PRACTICAL VALUES.

appeal. A fluid shape and striking accents distinguish Mark VII as a car that stands apart from the crowd. Yet its handsome appearance is underscored by some very sensible design

AERODYNAMIC SHAPE HELPS YOU GO WITH THE FLOW.

considerations.

Mark VII's smooth, contoured lines help it cut through the air with minimal resistance. This aerodynamic design contributes to improved fuel efficiency* and reduced interior wind noise at higher speeds.



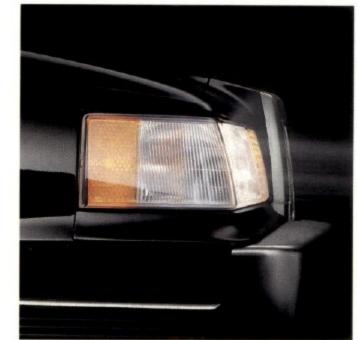


THE CONVENIENCE OF KEYLESS ENTRY.

An illuminated/keyless entry system is standard with Mark VII. A preprogrammed code allows you to unlock or lock both doors and the trunk without the aid of a key. You can even program in your own code.

A BRIGHT EXAMPLE OF ATTENTION TO DETAIL.

Evidence of Mark VII's attention to detail lies in its headlamps, which introduced the first replaceable halogen bulb in a domestic production vehicle. Their halogen design not



Headlamp lenses are constructed of Lexan® for excellent impact resistance. (Lexan® is a registered trademark of General Electric.)

only provides a whiter light than conventional headlamps, you can simply replace the bulb instead of the entire headlamp if a burnout occurs. To help resist breakage, the lenses are constructed of Lexan, which is up to

ten times stronger than conventional glass.

A COMMITMENT TO QUALITY.

You may not be able to see it, but you'll quickly appreciate the commitment to quality behind every Mark VII. This commitment influences everything from the way this fine automobile is designed clear through the way your dealer services you months, even years after your Mark VII is delivered.

*See EPA statement in back of catalog.





Mark VII LSC Special Edition with monochromatic paint treatment of Midnight Black Clearcoat (offered with limited availability early in 1990).

MARK VII'S LUXURY DOESN'T COME AT THE EXPENSE OF DRIVER CONTROL.

ark VII is a luxury car of special details. Some provide comfort, others add to performance. None are more important than those vital details designed to provide the driver enhanced control on the open road.

ABS does not allow braking-induced wheel lockup. A microprocessor controls brake pressure to keep each individual wheel at the threshold of lockup, where maximum braking efficiency is achieved.

n fact, ABS operates so quickly that changes in brake pressure can occur up to ten times per second. Even the world's best professional drivers can't duplicate this braking efficiency.

POWER FOR THE OPEN ROAD.

o get the full meaning of Mark VII's performance, put your foot down and feel the smooth rush of a 225-horsepower (SAE net) 5.0-liter High-Output V-8.

ABS helps the driver maintain steering control while braking, even on slick surfaces.

This is no ordinary V-8. It's equipped with a sophisticated sequential multiport electronic fuel injection system that provides a precise measure of fuel to each cylinder at exactly the moment it is needed for improved fuel efficiency.* It offers EEC-IV, an advanced electronic engine control system that continuously monitors and fine tunes the engine for optimum smoothness, responsiveness and fuel economy. And it

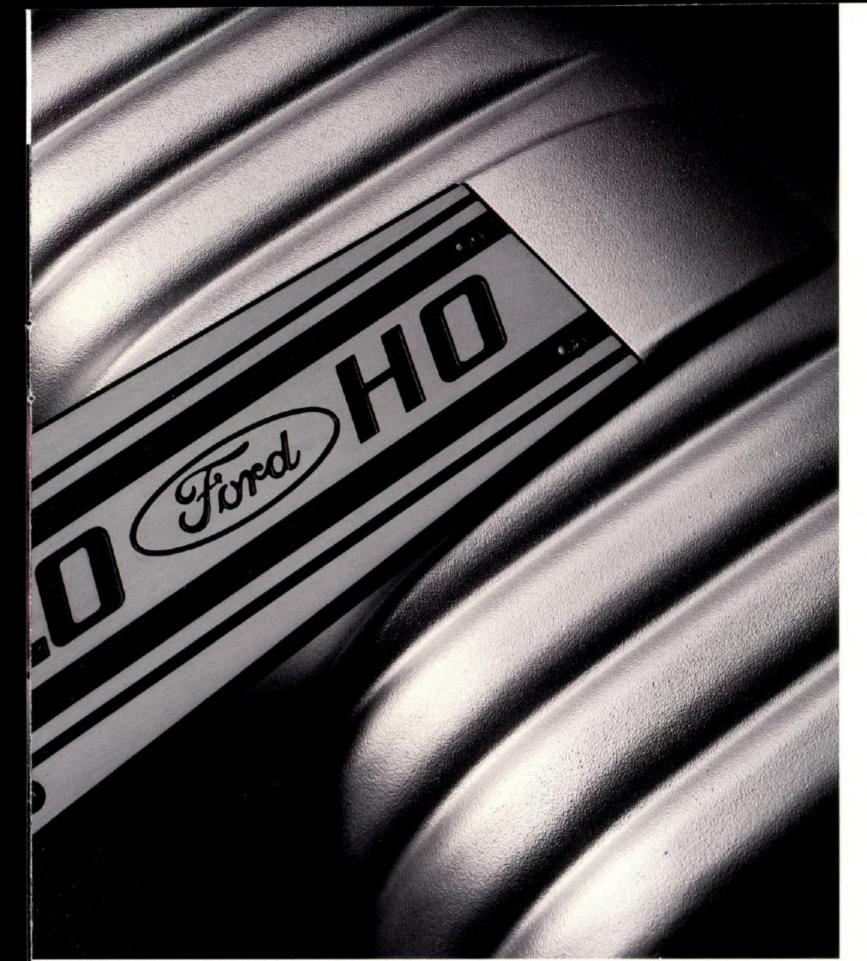
comes standard



Mark VII comes equipped with a four-wheel disc Anti-Lock Brake System (ABS) that can help reduce stopping distances on many slippery road surfaces. This system helps the driver maintain steering control during hard braking.



The designation "HO" truly stands for High Output with Mark VII's multi-port electronic fuel injection and other performance features.



5.0-liter V-8 engine, offering 225 horsepower (SAE net), sequential

with tubular stainless steel headers, a tuned cast-aluminum intake manifold and dual exhaust.

matic overdrive (AOD) transmission. Its fourth-gear overdrive allows the engine to operate at lower rpm while

A SUSPENSION THAT'S FIRM YET YIELDING.

ark VII's Electronic Air Suspension system achieves exceptional ride and handling qualities not found in conventional steel spring suspensions. By allowing for variations in spring firmness as load and cornering forces change, this sophisticated system provides excellent handling without sacrificing riding comfort.

The system also offers automatic load leveling to adjust for weight shifts caused by added passengers or cargo. Side-to-side and front-to-rear adjustments help maintain proper ride height.

*See EPA statement in back of catalog.

This power is smoothly transmitted through an efficient four-speed auto-The electronic air suspension achieves an elusive combination of taut handling and a plush ride by allowing for variations in spring firmness as load and cornering forces change.

13

efficiency.

Computer-controlled load leveling automatically adjusts to maintain proper ride height. maintaining cruising speed for reduced wear and enhanced fuel

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Mark VII's ABS system can "pump" the brakes up to ten times per second without lockup.

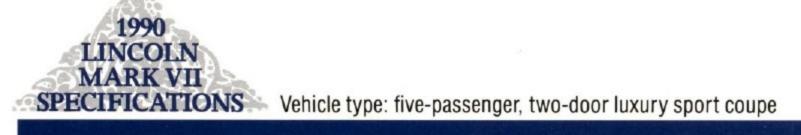
THE BILL BLASS TOUCH FINDS ITS MARK.

n automobile as well designed as Mark VII deserves a designer edition of equal stature.

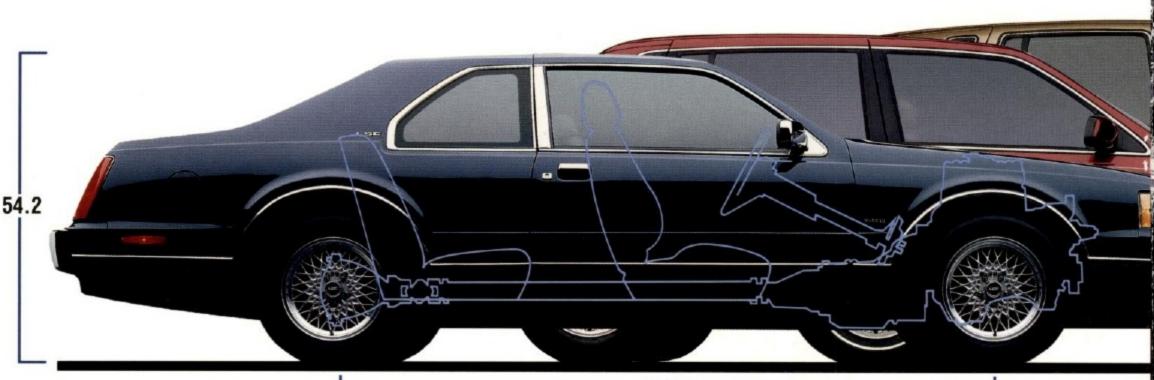
Enter Bill Blass, the famed designer noted for his ability to infuse classic style with an all-American energy. His touches help create a truly distinctive luxury coupe, from the elegant interior appointments to the wire spoke wheels and other special accents that distinguish this fine automobile.



Lincoln Mark VII Bill Blass edition in Twilight Blue Clearcoat Metallic.



Wheelbase (in.) 108.5 Track (in.) front 58.4 rear 59.0 Length (in.) 202.8 Width (in.) 70.9 Height (in.) 54.2 Curb weight (lb.) 3,779 (Blass) 3,804 (LSC) Fuel capacity (gal.) 22.1 Luggage space (cu. ft.) 14.2
Headroom (in.) front 37.8 rear 37.1 Legroom (in.) front 42.0 (max.) rear 36.9 (min.) Hiproom (in.) front 52.4 rear 55.2 Shoulder room (in.) front 56.0 rear 57.8
Layout
Transmission type 4-speed automatic overdrive with lock-up converter Gear ratios: I 2.40 II 1.47 III 1.00 IV 0.67 axle ratio 3.08:1 (Blass) 3.27:1 (LSC)
Body



- 108.5 -- 202.8 -

BILL	BLASS	LSC

FUNCTIONAL FEATURES

5.0-liter High-Output V-8 engine (225 hp @ 4,200 rpm)	S	S
Driver-side air bag Supplemental Restraint System	S	S
Sequential multi-port electronic fuel injection	S	S
Electronic engine controls (EEC-IV)	S	S
Tubular exhaust headers	S	S
Performance camshaft	S	S
Dual exhaust	S	S
Four-speed automatic overdrive transmission	S	S
3.08:1 axle ratio	S	N/A
3.27:1 axle ratio	N/A	S
Traction-Lok axle	0	0
Power rack-and-pinion steering	S	S
Four-wheel disc Anti-lock Brake System	S	S
Electronic air suspension and level control	S	S
Handling suspension	N/A	S
Nitrogen gas-pressurized shocks and struts	S	S
Front and rear stabilizer bars	S	S
84-amp/hr maintenance-free battery	S	S
22.1-gallon fuel tank	S	S
		5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1

EXTERIOR FEATURES

Aerodynamic halogen headlamps	S	S
Cornering lamps	S	S
Fog lamps	N/A	S
Headlamp convenience system	S	S
lluminated/keyless entry system	S	S
Single key entry/ignition	S	S
Power trunk pulldown	S	S
Power fold-away heated mirrors	S	S
Extensive corrosion protection	S	S
Jpper body dual band paint accent stripes	S	N/A
Color-keyed bodyside protection molding	S	S
	THE RESERVE AND DESCRIPTION OF THE PERSON NAMED IN COLUMN TWO	

INTERIOR/ CONVENIENCE FEATURES

lectronic instrumentation	S	N/A
nalog instrumentation with tachometer	N/A	S
lessage center with digital readouts	S	S
ix-way power driver and passenger seats	S	S
eather seat trim	S	S
rticulated sport seats	N/A	S
on-articulated seat with leather trim/no extra charge	N/A	0
eather seat trim with cloth inserts/no extra charge	N/A	0
loth seat trim/no extra charge	0	N/A
ual power recliners	S	S
ower bolster/lumbar supports	N/A	S
-way front seat headrests	S	S
ingle rear seat fold-down armrest	S	S
lectronic automatic climate control	S	S
ear window defroster	S	S
ide window defoggers	S	S
ide Willdow deleggers	0	
ear compartment heat duct	S	S

S Standard feature O Optional feature N/A Not available



BILL BLASS LSC

	DILL DELLE	
	建分类的数据的 在35	St. 76.3
Tinted glass	S	S
High-Level electronic AM/FM stereo with cassette	S	S
Ford JBL Audio System	0	0
Electronic AM/FM stereo radio with compact disc	0	0
Power antenna	S	S
Cellular telephone	0	0
Tilt steering column	S	S
Fingertip speed control	S	S
Automatic parking brake release	S	S
Stalk controls with flash-to-pass	S	S
Interval wipers	S	S
Power windows and door locks	S	S
Power moonroof	0	0
Illuminated glove box	S	S
Leather-wrapped steering wheel with perforated leath	er S	S
Leather-wrapped gearshift	S	S
Console-mounted gearshift, cup holder, coin slots	S	S
Compass/thermometer group	S	S
Electrochromic automatic dimming mirror	0	0
Anti-theft alarm system	0	0
Dual illuminated visor mirrors	S	S
Dual-intensity rear reading lamps	S	S
Front and rear carpeted floor mats	S	S
Remote trunk and fuel-filler door releases	S	S
Carpeted luggage compartment with lamp	S	S
Underhood lamp	S	S
THE RESERVE OF THE PARTY OF THE		HINDS !
P215/70R15 WSW steel-belted radial tires	S	N/A
P225/60R16 BSW performance steel-belted radial tir	es N/A	S
BBS handling cast-aluminum wheels	N/A	S
Wire-spoke aluminum wheels	S	N/A
THE RESIDENCE OF THE PROPERTY OF THE PERSON NAMED IN	医罗克里克	为企业 在1
Crystal Blue	S	S

INTERIOR

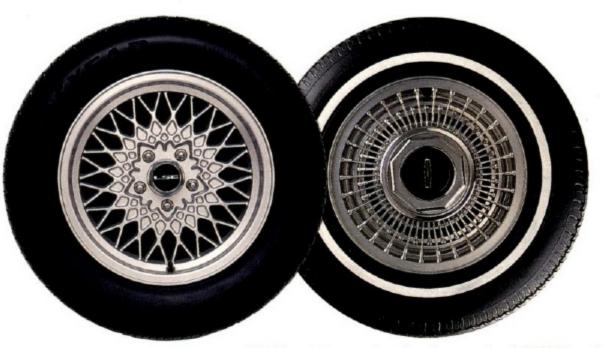
COLORS

TIRES/ WHEELS

S	S
N/A	S
N/A	S
S	S
N/A	S
֡֡֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜	N/A S

EXTERIOR COLORS

	计可以通过数据	
Alabaster Clearcoat	S	S
Sandalwood Pearlescent Clearcoat Metallic	S	S
Medium Driftwood Clearcoat Metallic	S	S
Midnight Red Clearcoat Metallic	S	S
Garnet Red Clearcoat Metallic	S	S
Crystal Blue Pearlescent Clearcoat Metallic	S	S
Regatta Blue Clearcoat Metallic	S	S
Twilight Blue Clearcoat Metallic	S	S
Midnight Black Clearcoat	S	S
Silver Clearcoat Metallic	S	S
Dark Titanium Clearcoat Metallic	S	S
Titanium Pearlescent Clearcoat Metallic	S	S
Arctic White	S	S



BBS handling cast-aluminum wheel (LSC) Wire-spoke aluminum wheel (Bill Blass)

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

A DEDICATION TO QUALITY.



ll 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 dealer be unable to resolve your concern, help can be obtained at that level. See your Owner's Manual for 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 Mark VII, 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 Mark VII 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 Mark VII 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 Mark VII owner's manual for specific service requirements and added operations related to severe service applications. 1990 EPA estimates were not available at publishing time. Mark VII, however, should earn good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.



LINCOLN.
WHAT
A
LUXURY
CAR
SHOULD
BE.