

**CAN THE RUSH OF TECHNOLOGY
HELP DEFINE
WHAT A LUXURY CAR SHOULD BE?**



LINCOLN

DID AN ACCIDENT OF NATURE MAKE IT THE QUIETEST CAR YOU CAN OWN?

Among the most purely enjoyable of all the comforts Lincoln owners enjoy is the sense of hushed calm that envelopes the passenger cabin of Lincoln Town Car. The quietest automobile you can own. Yet the satisfaction of Town Car occupants may well be exceeded by the satisfaction Lincoln engineers take in having achieved this premier rank. Because it was only through years of painstaking research in body/chassis isolation techniques, noise control, drivetrain design and multiple other technologies that this feat was accomplished.

And unlike research in handling and performance, there were few models to follow. Genuine breakthroughs were required. Breakthroughs that include an advanced overhead-cam V-8 engine which operates with uncanny silence and smoothness. And helps place today's Lincoln Town Car among the most fuel efficient ever built.* Yet another Lincoln engineering achievement that was no mere accident of nature.

*EPA estimates. For comparison, 17 city, 23 hwy.

LINCOLN TOWN CAR





WHEN THREE MICROPROCESSORS TALK TO EACH OTHER, WHAT DO THEY TALK ABOUT?


Computer conversation: It could be about something as ordinary as wheel speed or as esoteric as steering angle rate of change. Or any of thousands of bits of electronic information that help make Continental one of the world's most capable and

comfortable luxury cars. Consider for example, Continental's EEC-IV drivetrain core computer—the same system that regulates the powerful engine of the Benetton/Ford Formula One race car. In Continental, EEC-IV controls all vital engine functions including fuel injection and ignition timing, then coordinates engine operation and electronic transmission shifting for a near seamless flow of power. Further enhancing this smooth sensation of driving

ease is a computerized suspension system. Here, dual-rate gas pressurized shock absorbers and air springs are electronically regulated to optimize ride and handling. The result is a reassuring sense of confident control and an extraordinary sense of riding comfort. To this, add the stability of computer-controlled four-wheel disc anti-lock braking (ABS). The precision of computer-regulated speed-sensitive power steering. The peace of mind of a

driver- and passenger-side air bag Supplemental Restraint System. Add, in brief, a keenly proficient array of microprocessor-managed driving systems. Systems that help make Continental one of today's most advanced luxury cars. Something well worth talking about.

LINCOLN CONTINENTAL


A Lincoln Mark VII is shown from a front-three-quarter perspective, driving on a winding road. The car's headlights and fog lights are on, illuminating the road ahead. The background features rolling hills and trees under a dramatic sunset sky with warm orange and red tones. The car is dark-colored, and its grille and headlights are prominent.

CAN A COMPUTER PULL THE KINKS OUT OF A TIGHTLY WOUND S-CURVE?

Ahead: a tightly wound S-Curve. You pass the thick, leather-covered steering wheel through your fingertips. **B**ecause its four air springs are regulated by a computer, your Mark VII is poised for optimum handling. And it responds with exactitude, slicing toward the apex of the first turn. **Y**ou rotate the steering wheel in the opposite direction, and your Lincoln grips the pavement with tenacity. Sweeps smoothly out of the turns. **S**hould loading of the trunk or cabin alter Mark VII's balance, the computer will adjust the air springs accordingly, maintaining the best attitude for optimum handling. All you feel is supremely confident. **A**nd supremely comfortable. Because the same suspension innovations that make Mark VII such an athletically agile machine give it a sumptuous ride. A seeming contradiction made possible only through the intelligence of computer controls and the determination of Lincoln engineers.

LINCOLN MARK VII

COULD TOMORROW'S MOST ADVANCED LUXURY CAR BE HIDDEN IN DETROIT?

 Printed on recycled paper



They say somewhere near Detroit there's a stunning new luxury coupe packed with some of the world's most sophisticated hardware and the world's most inviting accommodations. And

they say that it's the next Mark from Lincoln. All of which gives rise to another question: Will the next Mark redefine the very category it represents? The next Mark. From Lincoln.

LINCOLN WHAT A LUXURY CAR SHOULD BE.

For more information on the 1992 Lincolns, call 1-800-446-8888. LINCOLN-MERCURY DIVISION  Buckle up—together we can save lives.

PRODUCT CHANGES Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln-Mercury dealer is your best source for up-to-date information. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.