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LINCOLN
MARK VIII
TOWN CAR
CONTINENTAL







MARK VIII

DRIVE EVERYTHING ELSE FIRST. It is an extraordinary request for a car company to make. Then again, this is an extraordinary new automobile for a car company to make. Introducing Lincoln Mark VIII. Once you've driven everything else, you are fully prepared to appreciate the remarkable power and ingenuity of Mark VIII's new 32-valve, 280-hp aluminum Four-Cam V-8 engine. And to revel in the

sheer responsiveness of its speed-sensitive variable-assist power rack-and-pinion steering, as well as its microcomputer-controlled air spring suspension which actually lowers the car at highway speeds for reduced drag coefficient and increased directional stability. Once you've endured the interiors of lesser cars, you are conditioned to thoroughly enjoy the luxury of a wraparound cockpit with controls that

readily respond to a driver's commands, front bucket seats with six-way power adjustments, sumptuous shirred leather trimmed upholstery, and the convenience of front seats that glide forward automatically when the seatback is tipped fully ahead to better accommodate rear passengers. And once you've compared the features of everything else, you may regard the extensive list of Mark VIII safety features which

includes the peace of mind found in an air bag Supplemental Restraint System* (SRS) for both the driver and right front passenger, four-wheel disc brakes mated to a four-wheel anti-lock brake system, and optional electronic traction assist. Drive everything else first. Then drive the new Lincoln Mark VIII. We believe you'll agree that Mark VIII is precisely what a luxury car should be.

*Always wear your safety belt.

For more information on the new Mark VIII call 1-800-446-8888.

Mark VIII interior pictured with Opal Grey leather seating surfaces. Some features shown may be optional.

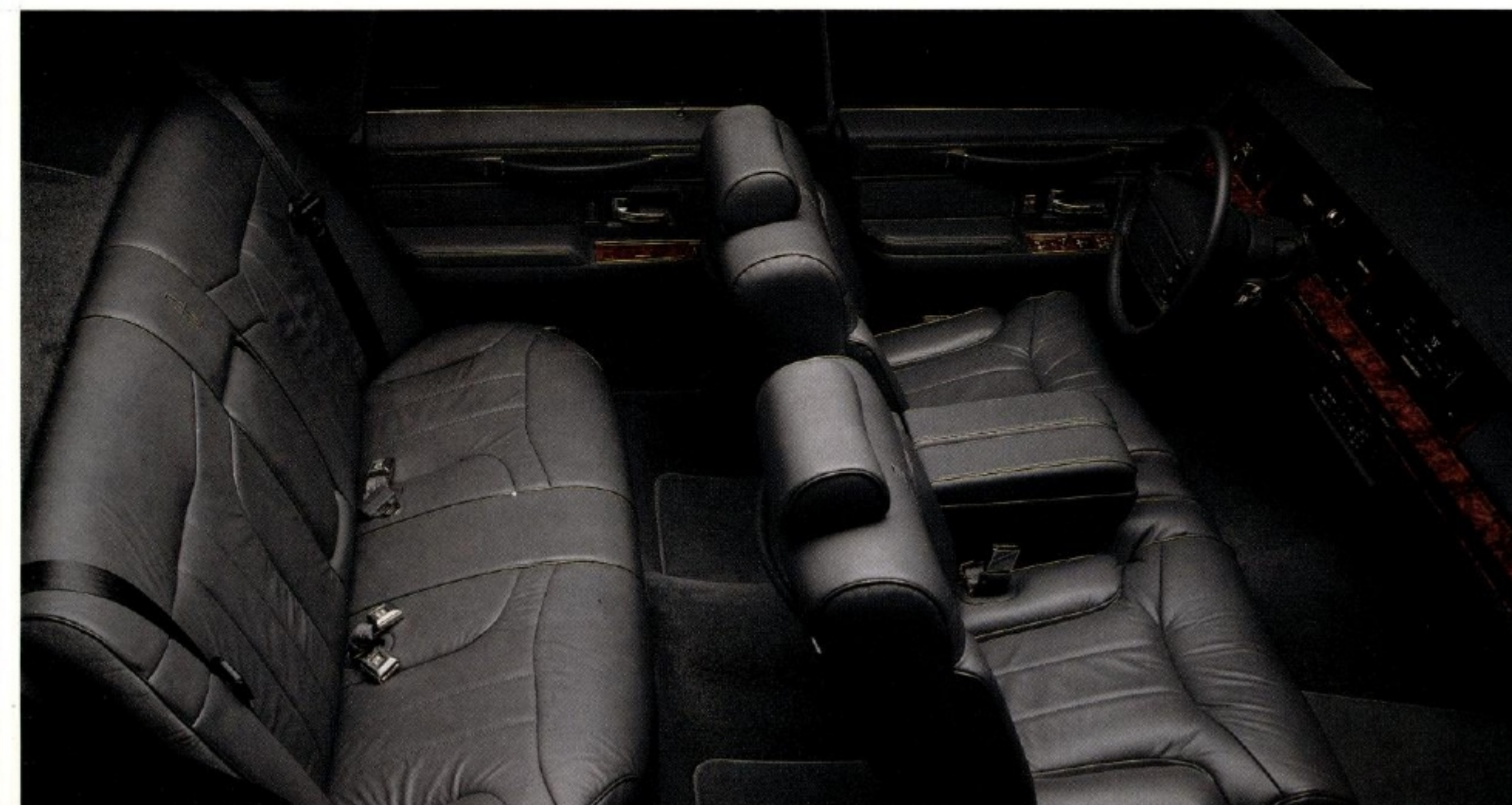


TOWN CAR

THE LUXURY OF EXCEPTIONAL SPACE AND COMFORT.

To create an ultimately comfortable luxury car, the most elementary parameters must first be addressed. Space, for example. In true Lincoln fashion, Town Car provides spaciousness that is rare among today's luxury cars, creating ample room for six adults as well as sizable cargo capacity. Yet generous space is but one attribute of Town Car's luxury. Technological sophistication is evidenced by its overhead-cam, 190-hp V-8 engine mated to an electronically controlled four-speed automatic overdrive transmission. Also

of note: a four-wheel disc anti-lock brake system, available traction assist, variable-assist power steering, and a rear air spring suspension that recalibrates itself as loads increase or decrease to help provide a gratifying combination of riding smoothness and self-assured handling. And Town Car provides a standard air bag Supplemental Restraint System for both the driver and right front passenger. Town Car is available in Executive Series, Signature Series and the uniquely styled Cartier Designer Series. Each clearly represents what a luxury car should be.



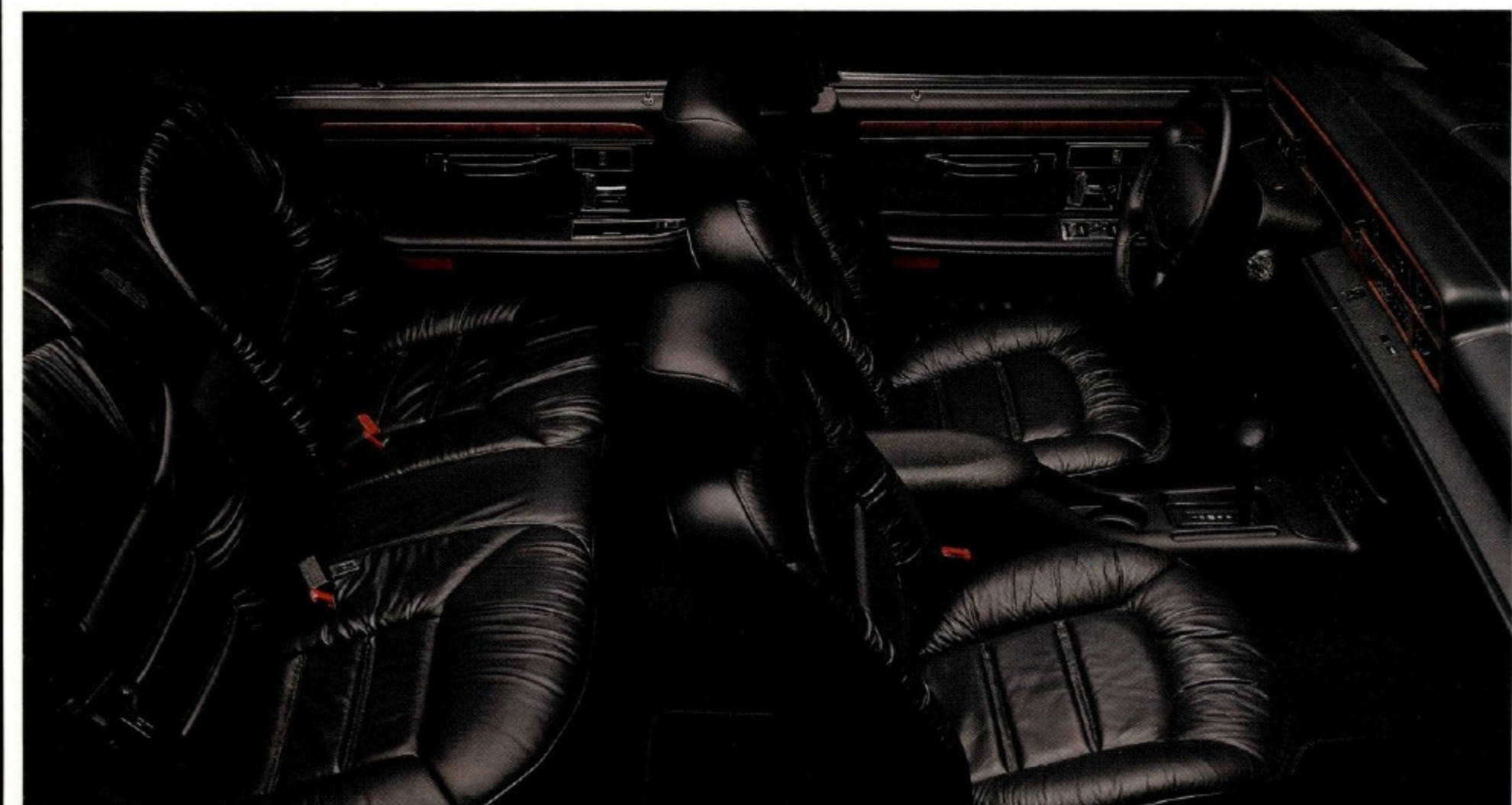
Signature Series
with optional
leather seating
surfaces.



CONTINENTAL

THE BEAUTY OF SOPHISTICATED ENGINEERING. While Continental lends an air of unmistakable elegance as it glides down the road, its real beauty lies in the unseen forces of its sophisticated engineering. Continental includes a self-leveling, computer-managed suspension system that actually adapts to driving situations by changing, within milliseconds, from a softer damping rate on straight roads to a firmer damping rate while cornering, accelerating or traveling down a rough stretch of road. Further sophistication is evidenced by a computer-regulated variable power assist steering system which gradually reduces power steering assist

as speed increases for enhanced road feel, while increasing assist for easy maneuverability at lower speeds. Add to this a sequential multi-port fuel-injected V-6 engine ideally matched to an advanced electronic automatic overdrive transaxle. Continental also offers as standard equipment such advanced safety features as a four-wheel disc anti-lock brake system and an air bag Supplemental Restraint System for the driver and right front passenger. Choose from Executive or Signature Series models. Each offers a degree of engineering sophistication that boldly embodies what a luxury car should be.



Executive Series with optional five-passenger interior and leather seating surfaces.



SAFETY

MARK VIII
TOWN CAR
CONTINENTAL



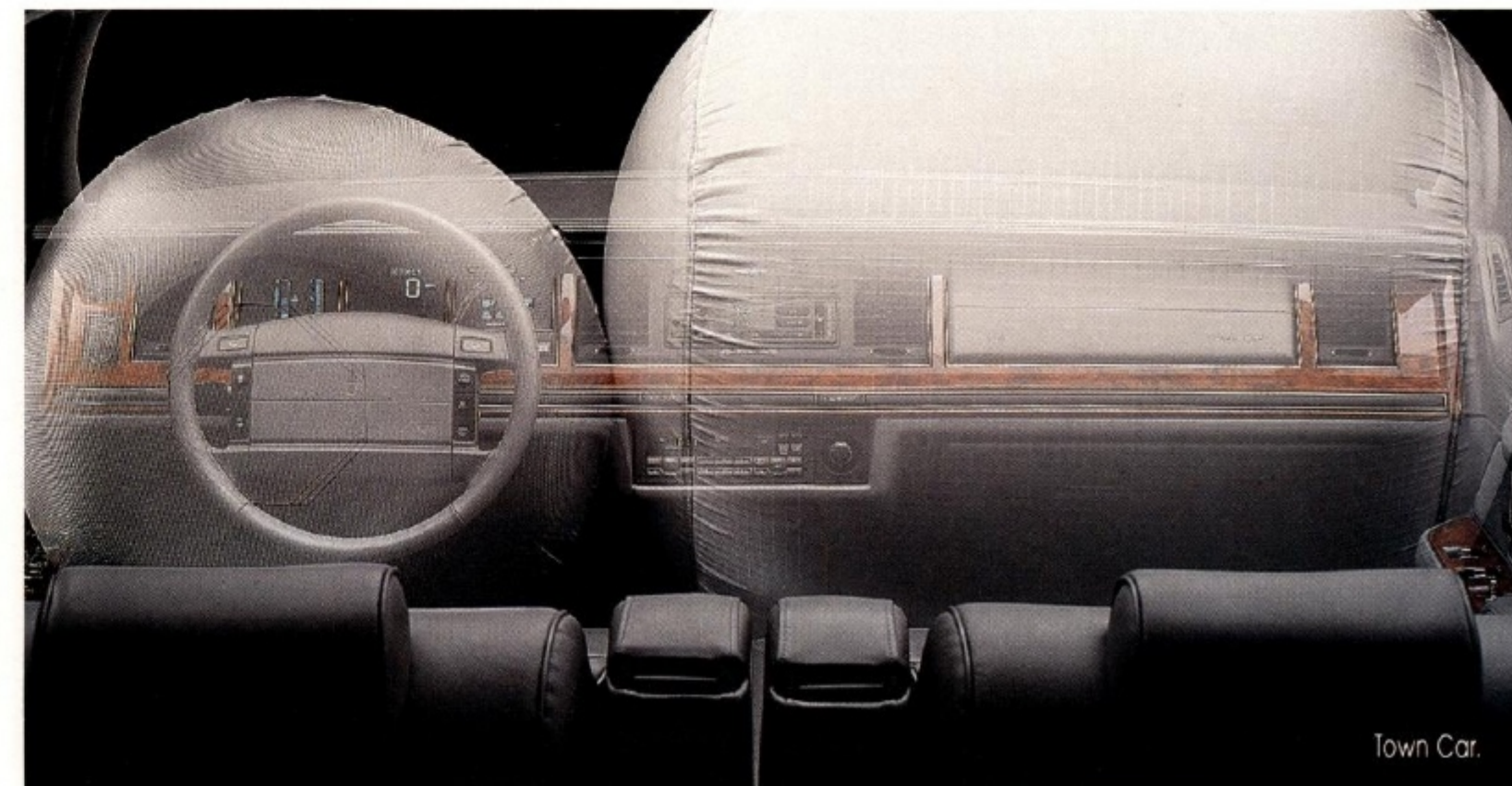
Mark VIII.

A COMMITMENT TO YOUR PEACE OF MIND. At Lincoln, a sense of driving security and peace of mind is addressed by a rigorous program of safety engineering. ☪ An air bag Supplemental Restraint System is included as standard equipment for both the driver and right front passenger on every new Lincoln automobile. When used in combination with properly worn safety belts, it constitutes one of the most advanced and effective restraint systems available. ☪ Lincoln automobiles are rigidly built not only to withstand the punishing forces of the road, but are also designed to help protect the passengers within. The roof and front pillars

must meet a static force test equal to 5,000 pounds. And the heavy-gauge steel side door beams help guard against intrusion into the passenger compartment during side impacts. In addition, crumple zones at the front and rear of every Lincoln help absorb much of a collision's energy before it reaches the cabin. ☪ Obviously, accident avoidance is also an important consideration. Thus every Lincoln features a four-wheel disc anti-lock brake system, as well as speed-sensitive power steering and an agile suspension system—features that are engineered to deliver a ready response to a driver's demands.




Continental.



Town Car.



OWNERSHIP

THE LINCOLN COMMITMENT. WHAT IT MEANS. As a Lincoln owner, you can expect to be treated with lavish care. That's the Lincoln Commitment.  The Lincoln Commitment, which you receive with the purchase of your new Lincoln, includes:


AN UNDERSTANDING OF YOUR LINCOLN—AND THE PEOPLE BEHIND IT. You will undergo an extensive delivery process to familiarize yourself with your new automobile and dealership personnel. You'll even receive a full tank of gas.

THE VALUABLE BENEFITS OF A ROADSIDE SERVICE ASSISTANCE PROGRAM. You will enjoy the benefits of a Roadside Service Assistance program provided by Ford Auto Club, Inc. that include roadside service and towing anywhere in the United States and up to \$1,000 emergency travel expense reimbursement (for up to three days when your vehicle is disabled more than 100 miles from home).

A TOLL-FREE NUMBER YOU CAN CALL. Roadside service can be requested by calling toll-free 1-800-521-4140, 24 hours a day, seven days a week. A Lincoln authorized service vehicle will be dispatched immediately and, in most instances, will arrive within 45 minutes of your call. This complimentary service is extended to all new Lincoln owners for four years as part of the Lincoln Commitment, and to any Lincoln owner, regardless of vehicle age, for an appropriate fee. See your dealer for details.

A CAR WHEN YOU NEED IT DURING WARRANTY SERVICE. Should your car require overnight warranty service, you will receive a service loaner car when available or a base rental allowance for up to five days. Ask your dealer for complete information.

THE LINCOLN LIMITED WARRANTY. The Lincoln bumper-to-bumper limited warranty covers four years or 50,000 miles with no deductible. Ask to see a copy of this limited warranty at your Lincoln-Mercury dealer.

THE ABILITY TO TALK TO US. In the event of a problem your dealer can't solve, you can call toll-free 1-800-521-4140 or write Ford Motor Company, Lincoln Customer Assistance Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. Business hours are from 8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a customer service representative. A member of the Lincoln Commitment team will contact you the next business day.  Buckle up—together we can save lives.

Product changes

Following publication of this brochure, 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.

Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.



LINCOLN.
WHAT A LUXURY CAR SHOULD BE.



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LINCOLN-MERCURY DIVISION

