

MARK VIII  
CONTINENTAL  
TOWN CAR

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 **LINCOLN**  
What A Luxury Car Should Be



DRIVE EVERYTHING ELSE FIRST.



**LINCOLN MARK VIII** Drive every other luxury performance coupe you can get your hands on. Then drive the Mark VIII. You'll see why this superb automobile has received overwhelming praise in the automotive press. Here's just a sampling:

- "Like a fast freight locomotive on velvet rails."—*Motor Trend*

- "Lincoln Mark VIII scores a solid bull's-eye."—*AutoWeek*
- "The engineers have hit their mark. Terrific."—*Motor Trend*
- "Right on the mark."—*AutoWeek*
- "The world will have to pay attention to American luxury cars again."—*Automobile Magazine*
- "An American luxury car that goes toe-to-toe with the rest of the world."—*Motor Trend*

The experts have spoken. Now it's your turn to put the Mark VIII to the test against all the other cars in its category. Feel the silken power of its 280-hp 32-valve Four-Cam V-8. Enjoy the remarkable sense of control offered by an interior that's literally sculpted around the driver. Experience its microcomputer-controlled air spring suspension which actually lowers the car to hug the road more closely at highway speeds.



And enjoy also the piece of mind found in an air bag Supplemental Restraint System\* (SRS) for both driver and front passenger, four-wheel disc brakes mated to a four-wheel Anti-lock Brake System, and optional electronic Traction Assist. Drive everything else first, and you'll drive home a Lincoln Mark VIII.

\*Always wear your safety belt.



Mark VIII interior  
pictured with Saddle  
all-leather seat trim.  
Some features shown  
may be optional.





GIVE YOURSELF A LIFETIME ACHIEVEMENT AWARD.



**LINCOLN TOWN CAR** Maybe you've desired a Town Car for some time. Or perhaps you've owned a number of Town Cars and find yourself irresistibly drawn back. Either way, you share in a long-held belief that no other car can match the gratification of owning a Lincoln Town Car. And for good reason. Sheer luxury and spaciousness are its hallmarks. In these times

of downsizing and compromise, Town Car's virtues remain undiminished. Inside, it provides luxurious, quiet comfort for as many as six adults. It is set in motion by a smoothly efficient 4.6L overhead cam V-8 engine\* mated to an electronically controlled four-speed automatic overdrive transmission. For your driving safety, Town Car provides a standard air bag Supplemental Restraint System for both the driver and right front passenger, as well as a standard four-wheel disc Anti-lock Brake System with available electronic Traction Assist. Town Car is available in Executive Series, Signature Series and the uniquely styled Cartier Designer Series. Each would be a worthy award for your lifetime of achievement.

\*See the EPA statement in the back of this brochure.

Signature Series with optional leather seating surfaces.





INDULGE YOURSELF. BETTER YET, INDULGE EVERYONE.



# LINCOLN CONTINENTAL

An important part of Continental's special luxury is sophisticated engineering that brings added pleasure to drivers and exceptional comfort to anyone who goes along for the ride. One of the reasons: an advanced self-leveling, computer-managed suspension system. It 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. The 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. Further sophistication is evidenced by computer-regulated variable-assist power steering that subtly decreases the level of assist as speed increases for enhanced road feel, while increasing assist for easy maneuverability at lower speeds. Add to this sequential multi-port fuel-injected V-6 engine ideally matched to an advanced electronic automatic overdrive transaxle.

Choose from Executive Series 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.



## SELECTED FUNCTIONAL FEATURES

- 4.6L 32-valve 280-hp Four-Cam V-8 engine
- Sequential multi-port electronic fuel injection
- Electronic engine control (EEC-IV)
- Electronically controlled four-speed automatic overdrive transmission
- Speed-sensitive, variable-assist, power rack-and-pinion steering
- Front and rear microcomputer-controlled air spring four-wheel independent suspension
- Anti-theft alarm system
- Extensive corrosion protection
- Dual exhaust outlets with bright exhaust tips

## INTERIOR/CONVENIENCE FEATURES

- 140-mph speedometer
- Tachometer
- All-leather seat trim
- Six-way power driver and passenger seats with dual power recliner and power lumbar
- Driver's seat and mirror with three-position remote memory
- Driver and passenger Autoglide seating system
- Electronic AM/FM stereo cassette radio and Premium Sound system
- Automatic power antenna
- Power windows with driver's side express-down feature
- Fingertip speed control
- CFC-free electronic automatic climate control
- Solar tinted glass
- Power locks
- Remote keyless/illuminated entry system

## SELECTED OPTIONS

- Electronic Traction Assist
- AM/FM stereo radio with CD player
- JBL audio system
- Trunk-mounted 10-disc CD changer
- Power moonroof
- Electrochromic automatic dimming inside/outside mirrors
- Voice-activated cellular telephone
- Chromed aluminum directional wheels

## SELECTED FUNCTIONAL FEATURES

- 4.6L SOHC 210-hp V-8 engine
- Sequential multi-port electronic fuel injection
- Electronic engine control (EEC-IV)
- Electronically controlled four-speed automatic overdrive transmission with overdrive lockout
- Speed-sensitive, variable-assist power rack-and-pinion steering
- Rear air spring suspension
- Extensive corrosion protection
- Dual exhaust system

## INTERIOR/CONVENIENCE FEATURES

- Six-way power seats
- CFC-free electronic automatic climate control
- Electronic AM/FM stereo with cassette tape player
- Automatic power antenna
- Solar tinted glass
- Power windows with driver's side express down feature
- Power door locks
- Fingertip speed control
- Electronic instrument cluster
- Electronic Tripminder®/message center
- Remote keyless/illuminated entry system

## SELECTED OPTIONS

- Electronic Traction Assist
- Leather seating surfaces (no extra charge on Cartier)
- Driver-side memory seat with dual power recliners and lumbar support (standard on Cartier, N/A on Executive Series)
- JBL audio system (standard on Cartier)
- Trunk-mounted 10-disc CD changer
- Power moonroof
- Anti-theft alarm system (N/A on Executive Series)
- Electrochromic automatic dimming rearview mirror
- Voice-activated cellular telephone (N/A on Executive Series)
- Ride Control Package (includes white sidewall tires)
- Trailer Tow III

## SELECTED FUNCTIONAL FEATURES

- 3.8L 160-hp V-6 engine
- Sequential multi-port electronic fuel injection
- Electronic engine control (EEC-IV)
- Electronically controlled four-speed automatic overdrive transmission
- Computer-controlled adaptive air suspension, load leveling and dual damping ride control
- Speed-sensitive, variable-assist power rack-and-pinion steering
- Four-wheel independent suspension with rebound springs
- Extensive corrosion protection
- Dual exhaust system

## INTERIOR/CONVENIENCE FEATURES

- CFC-free electronic automatic climate control
- Tilt steering column
- 50/50 twin comfort seating with power driver's seat
- High-Level audio system with electronic AM/FM stereo and cassette player
- Automatic power antenna
- Solar tinted glass
- Power windows/power door locks
- Fingertip speed control
- Electronic instrument cluster with message center

## SELECTED OPTIONS

- 5-passenger seating with leather trim (Executive Series only)
- Anti-theft alarm
- Trunk-mounted grocery carrier (Signature Series only)
- CD player
- JBL audio system
- Voice-activated cellular phone
- Power moonroof
- Double window aluminum wheels (Executive Series only)

## STANDARD SAFETY FEATURES

Lincoln was the first luxury carmaker to offer standard dual air bags and anti-lock brakes on every car.

- Driver and right front passenger air bag Supplemental Restraint System (SRS)
- Four-wheel Anti-lock Brake System (ABS)
- Four-wheel disc brakes with vented front discs
- Three-point safety belts for front and rear outboard passengers
- Front and rear crumple zones
- Heavy-gauge steel side door intrusion beams
- Brake/shift interlock
- Four-way adjustable front head restraints
- Interval windshield wipers
- Cornering lamps
- Heated power mirrors
- Rear window defroster
- Side window demisters

INFORMATION BASED ON OFFICIAL AAMA SPECIFICATIONS.

**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.

EPA statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Lincolns, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. 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.

*Buckle up—together we can save lives.*

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LINCOLN-MERCURY DIVISION 



