

L I N C O L N M A R K V I I I

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LINCOLN

What A Luxury Car Should Be



L I N C O L N M A R K V I I I

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DRIVE EVERYTHING ELSE FIRST.



MARK VIII CHALLENGE Go right ahead. Drive every other luxury performance coupe you can get your hands on. Then drive the Mark VIII. That's how confident we are that this superb automobile really has no true competitor. A confidence that's further reinforced by the critical acclaim the Mark VIII has received in the



automotive press. Here's 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."—*Car and Driver*

- "Nothing less than superb."—*Motor Trend*
- "Lincoln has every reason to be confident."—*Car and Driver*
- "A modern and deftly executed powertrain."—*Road & Track*
- "The future of America's luxury car makers suddenly looks rosier."—*Automobile Magazine*

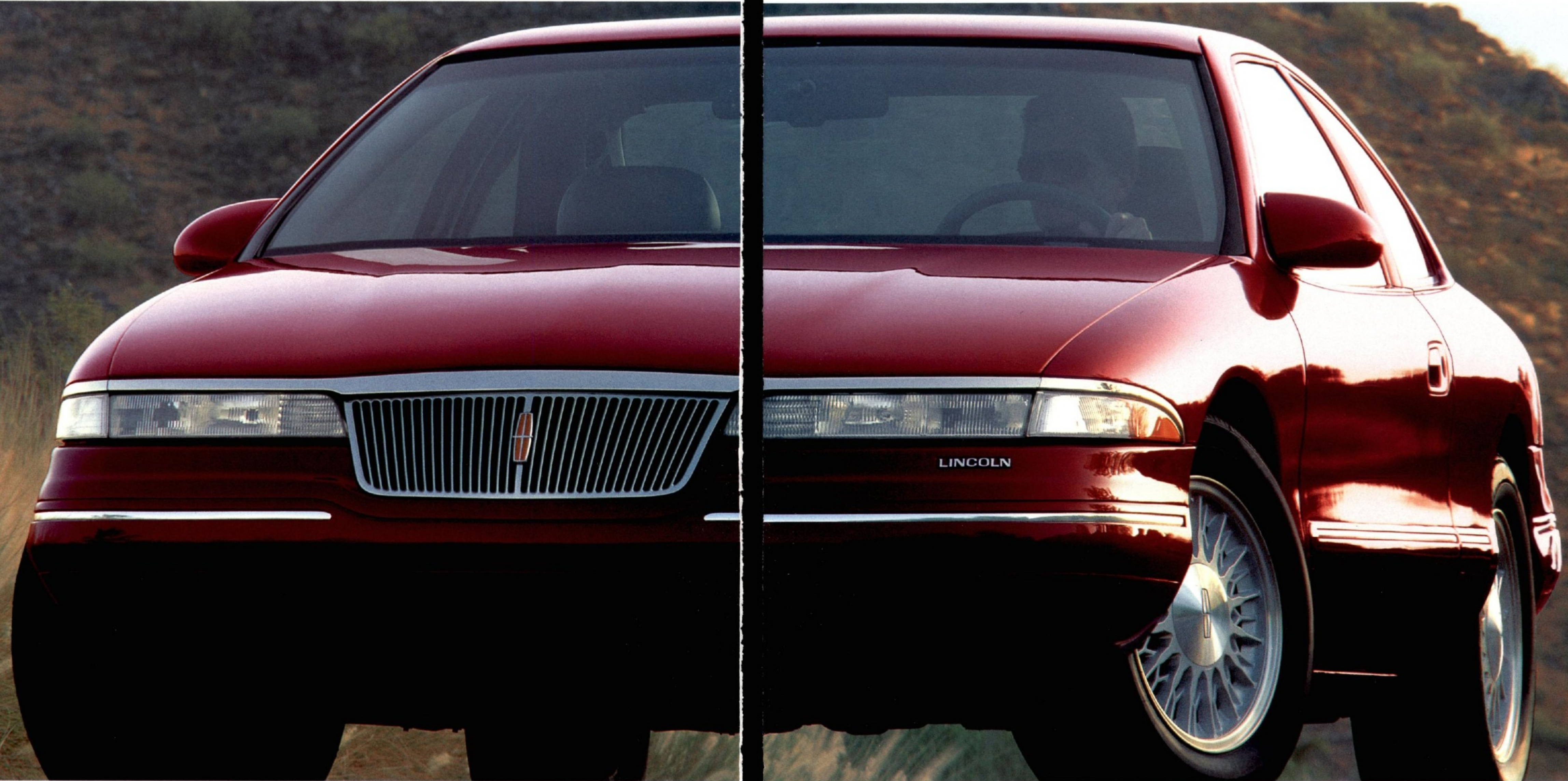


Automobile Magazine

- "Right on the mark."—*AutoWeek*
- "An American luxury car that goes toe-to-toe with the rest of the world."—*Motor Trend*

- "The world will have to pay attention to American luxury cars again."—

Since the beginning, each successive Mark has represented the pinnacle of sophistication in design and engineering for its era. And, once again that promise is realized in full measure by the latest superb Mark. The Mark VIII, an automobile so impressive that Lincoln confidently invites you to *drive everything else first.*



MARK VIII TESTING Few automobiles have as large and illustrious a reputation to live up to as this one. And the people of Lincoln have gone to extraordinary lengths to ensure that the new Mark VIII will be everything its owners expect it to be—and more. Thus the Mark VIII is one of the most thoroughly and exhaustively

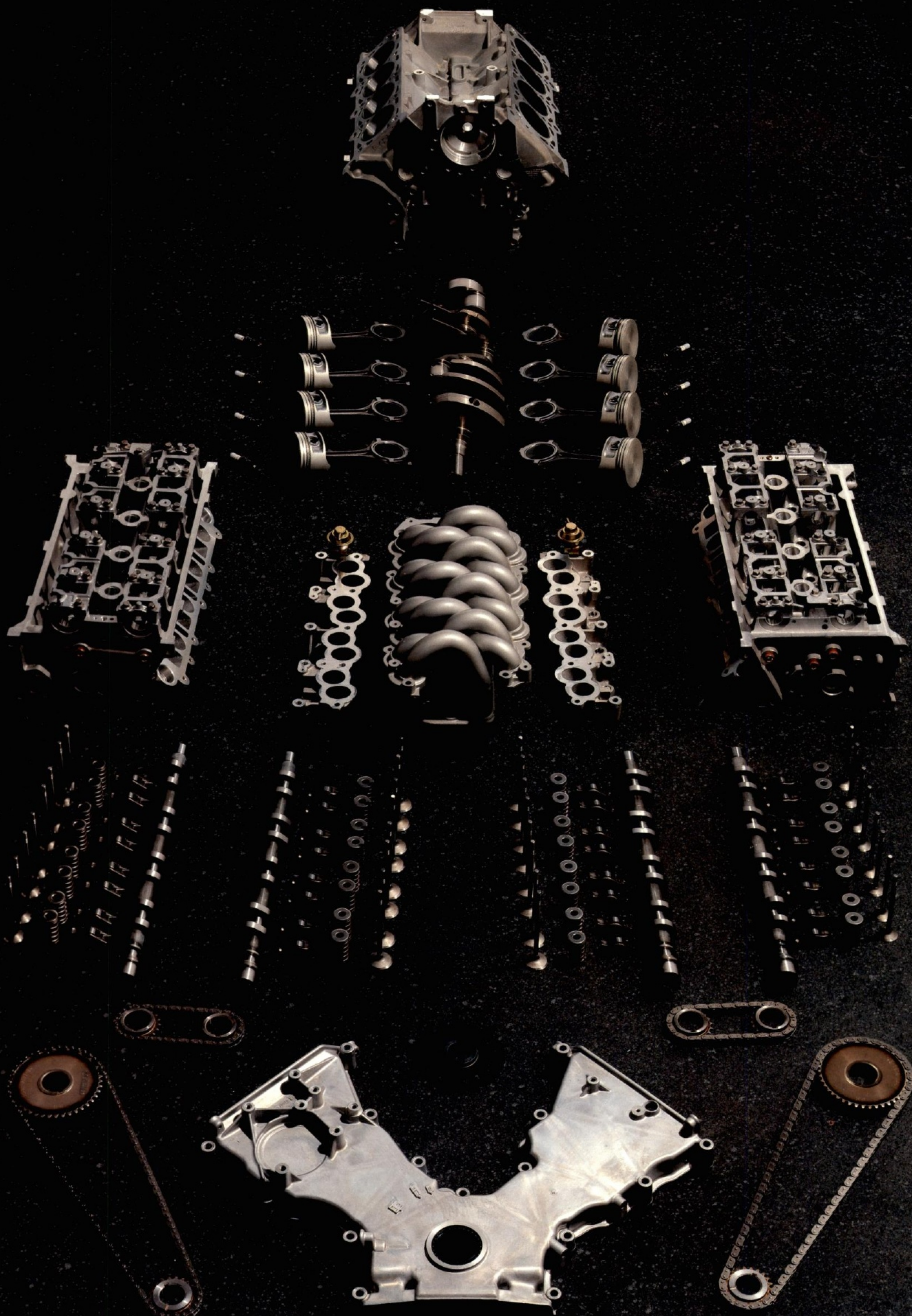


tested vehicles in Lincoln's illustrious history. For example, the Mark's Four-Cam, 32-valve V-8 engine was being tested even before there was a Mark VIII to test it in. Concealed under the hoods of a test fleet of Lincoln Town Cars, it rolled up hundreds of thousands of punishing miles, some under extreme

weather conditions—from searing Death Valley heat to the rigorous cold of Minnesota winters. In addition, many brutal dynamometer tests were run which involved continuous cycling of the engine, day and night, through various speed-load points including maximum horsepower to maximum torque. The objective of one

of these high-speed, full-throttle tests was an endurance of 300 hours. The Mark VIII engine far exceeded its test goals. To help ensure a quiet passenger cabin, laser beams were aimed at body panels to detect even the smallest deflection which could resonate and cause a sound. Another test employed technology

which enabled engineers to trace the source of sounds in various seating locations so they could take corrective action to help eliminate them. In all, endless hours of dedication were involved in an effort to make owning a Mark VIII a rare and highly satisfying experience.



A LEADING MEMBER OF THE WORLD'S SUPERPOWERS.

MARK VIII POWER The Mark VIII is set in motion by a 32-valve, Four-Cam 280-hp V-8 that is one of the most sophisticated powerplants available in any luxury car in the world. An engine that combines abundant power with exceptional efficiency.* This achievement seems all the more remarkable when you discover how

civilized and obedient this powerplant is.

The engine is built with a precision cast aluminum block of deep skirt design, combining a high degree of stiffness for reduced noise and vibration with an appreciable savings in weight. To further combat weight and increase high speed potential, reciprocating mass was reduced by the use of lightweight forged powdered metal connecting rods and aluminum alloy pistons.

Equally elaborate engineering steps were taken to reduce internal friction and thus enhance efficiency.* A notable example is the roller finger cam-follower valve train which actuates the four valves in each cylinder's combustion chamber.

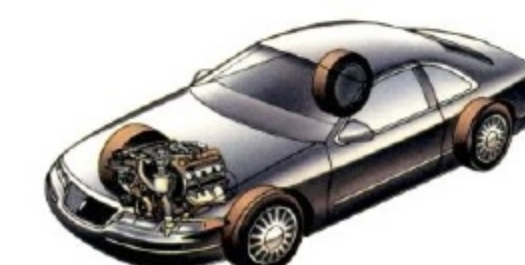
A measure of this engine's innovative engineering is the way it delivers air to these chambers. Separate tuned runners are employed for the two intake valves in each cylinder. At low engine speeds, air flows through only one of the runners, while at higher speeds, both deliver air flow to the cylinder. Thus a high air velocity provides improved cylinder filling and turbulence for an optimal combustion process.

This ingenious dual air induction system, together with sophisticated sequential multi-port fuel injectors, results in excellent engine response and fuel efficiency across a broad rpm range.* Better than can be achieved through 32-valve technology alone.

Fuel injection, ignition and other variable engine functions are monitored and managed by a powerful EEC-IV electronic engine control. This unit also manages the electronic transmission control for optimum overall performance.

The four-speed electronic automatic overdrive transmission is ideally matched to Mark VIII's V-8 engine. Notable for its barely detectable gear changes, this transmission is also capable of shifts from fourth directly to first when appropriate for performance. Third and fourth gears have the ability to provide 100 percent mechanical lockup resulting in a savings of both fuel* and engine wear. Pressing a button on the selector lever permits you to lock out the overdrive mode for increased engine braking on hilly terrain.

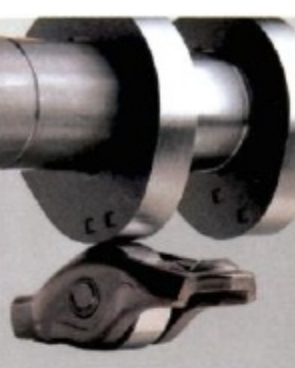
*See the EPA statement in the back of this brochure.



Dual tuned runners deliver air to each cylinder to optimize both low- and high-speed performance.



Connecting rod bearing caps are mechanically fractured so they can be reassembled only one way: precisely.



Roller finger cam followers are but one of many friction-reducing features in this advanced V-8.



Each cylinder's combustion chamber breathes in and out freely through four valves.



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

PLEASE BE SEATED.
THE PERFORMANCE IS ABOUT TO BEGIN.



MARK VIII COMFORT A well-designed seat is not only essential to passenger comfort, it is also an important element of driver control. It's not surprising, then, that the Mark VIII's designers gave a high priority to seating. The usual placement and form of the lumbar support, for example, were completely rethought.

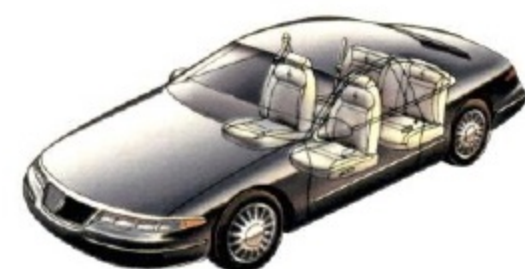
As part of an anatomical study, seating foam was actually sculpted around people's lower backs to help design seatbacks which will support your back naturally.

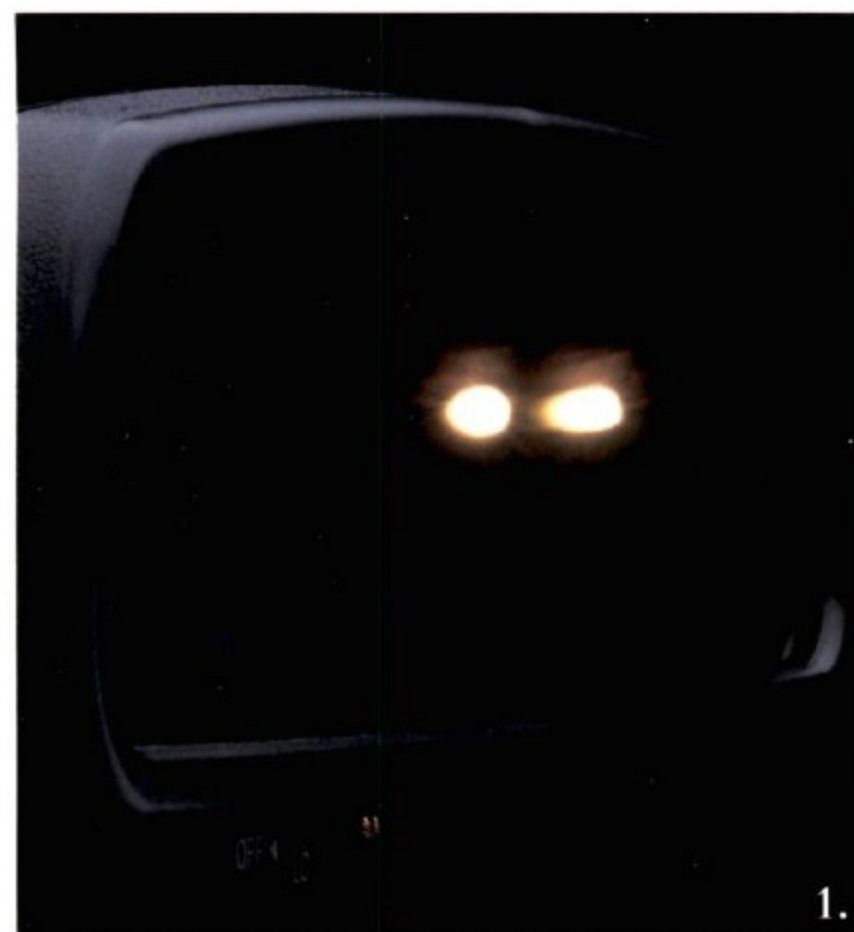
Similar care was exercised in the shaping of front seat bolsters. The object here is to gently cradle driver and passenger against lateral movement while negotiating tight curves, yet to avoid the sense of a seat that's overly confining or restrictive. Again, your body will happily agree that the designers did their homework well.

Both Mark VIII front seats provide six-way power adjustment, as well as power recliner and lumbar function. In addition, the driver's seat has a "memory" which enables it to return automatically to any of three preselected positions.

Yet another front seat feature is one which will be welcome news to rear seat passengers. Appropriately named Autoglide, it empowers both front seats to glide completely forward when their seatbacks have been tipped fully ahead, so that rear seat passengers may enter or step out with ease. When the seatback is returned to its upright position, the seat automatically returns to its original location. No other luxury car provides this thoughtful convenience on both driver and passenger seats.

Thus far, this discussion has been limited to the science of seating in the new Mark VIII. But there is also the matter of its luxury. Which is why Mark VIII seating is covered entirely in rich leather for an elegant appearance and feel that is soft to the touch.





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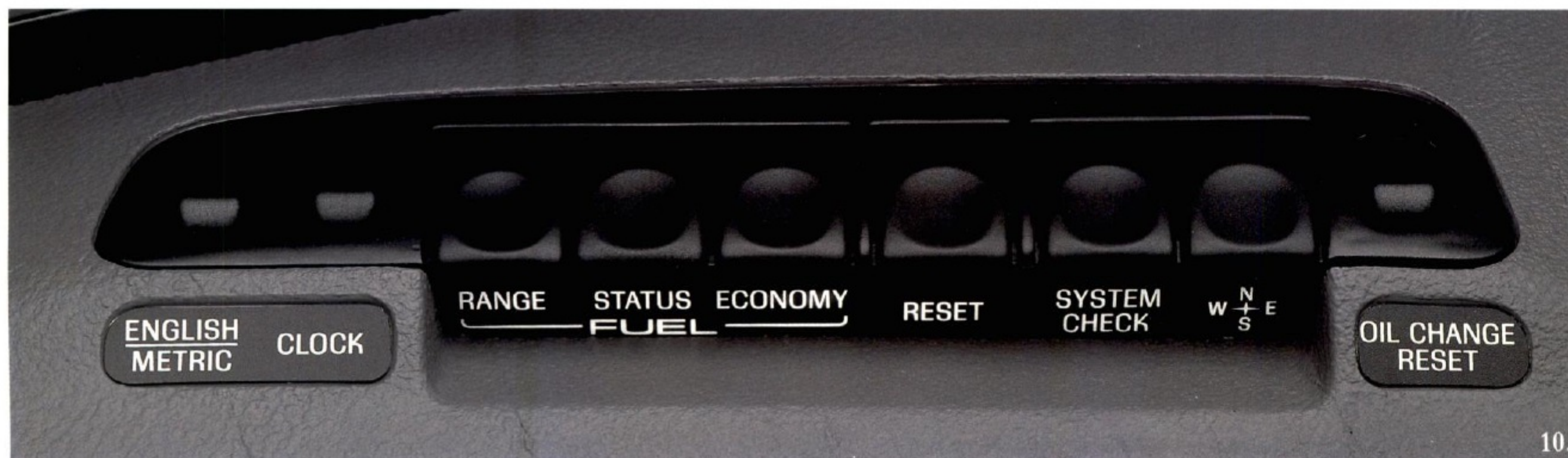
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DELIGHTFUL REMINDERS THAT THIS IS, IN EVERY SENSE, A LUXURY CAR.

MARK VIII AMENITIES

This is a car in which advanced technology has been turned into thoughtful luxury. While the Mark proudly emphasizes its ability to please drivers, it also treats passengers to an environment of exceptional comfort and convenience. Shown at left are some, but by no means all, of the amenities that are

standard or available on the Mark VIII. Below is a description of each.

1. Electrochromic rearview mirrors. Without movement, their reflectivity is electronically altered to shield the driver's eyes from headlamp glare. Available as interior mirror and exterior driver-side mirror.

2. One-touch-down driver's side window. Just briefly press the "down" side of the window control button and the window lowers completely.

3. Keyless remote entry system. A tiny radio transmitter that fits on your key ring permits you to lock and unlock the Mark VIII's doors, release the trunk lid and switch on the illuminated entry lamps from distances up to 33 feet. It also includes a remote alarm feature and new functions noted below.

4. Three-position memory driver's seat. At a touch of a button the seat positions itself to suit the preferred driving posture of three different drivers. Either of the two remote transmitters can also be used to recall a preprogrammed position. A new function also positions outside mirrors to suit each driver.

5. Full center horn-sounding surface. No need to search for a horn button. Located nearby are the fingertip speed control buttons.

6. Voice-activated cellular phone. This available convenience lets you place a call simply by saying aloud the previously stored name of the person to be called. Its memory holds 30 dialed numbers and 20 accessed by voice.

7. Autoglide seating system for both front seats. Both driver's and front passenger's seats move forward to make room for easy rear seat entry and exit when seatbacks are tipped fully ahead. When returned to their normal upright position, the seats automatically glide back to their original location.

8. Electronic AM stereo/FM stereo cassette radio with Premium Sound system. It's acoustically tailored to the Mark VIII interior for superior sound quality. Available upgrades include a superb JBL audio system and 10-disc trunk mounted CD changer.

9. Automatic climate control system. Besides being quiet and convenient, it utilizes the non-ozone-depleting refrigerant R134a that's free of CFCs.

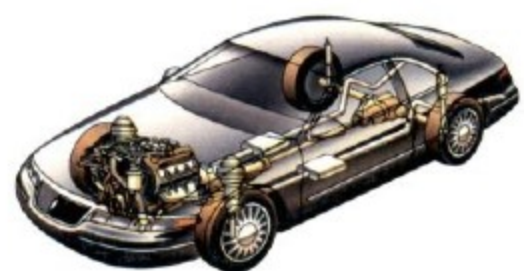
10. Electronic message center. It displays a clock and other useful trip information, including driving range, fuel used, instantaneous fuel economy and compass heading. It also reports on 13 vital vehicle systems.



GIVE UP. YOU'RE SURROUNDED.



MARK VIII CONTROL In the picture above, you can see that the Mark VIII has a decided bias toward drivers. When you settle yourself behind the wheel, you're aware that this generous interior literally wraps itself around you, bringing all necessities conveniently close. Clearly, it was designed to enhance driver control.



Major controls have been subtly angled to favor what the designers call your see/reach area. Message center, sound system and climate control system panels can be viewed and controls touched in mere moments without altering your driving posture. Similarly, the shift lever seems to have naturally found the precise

location your hand expects it to occupy. The instrument panel's large, crisp analog dials are located within easy sight lines. There are even new secondary sun visors to block out glare conventional visors miss. How, you may well wonder, could everything seem so perfectly placed, shaped and sized?

Quite simply, it's the result of an unyielding pursuit of the science of ergonomics by the Mark VIII's interior design staff. For example, they developed their own form of driving simulator to observe the way drivers reach for various controls while they're also dealing with traffic situations. In another ingenious device,

halogen lamps scanned the instrument panel in much the same manner as a driver's eyes to help optimize instrument placement and visibility. Employing this kind of thoroughness in every detail, the designers of the Mark VIII have created an environment in which the art of driving truly flourishes.

DRIVING PLEASURE BASED

ON PEACE OF MIND.



MARK VIII SAFETY Your well-being and that of your passengers are of utmost importance in the design and engineering of Lincoln automobiles. That's readily apparent in the priority given to occupant protection by the designers of the Mark VIII. Consider its air bag Supplemental Restraint System. In combination with

properly worn safety belts, it constitutes one of the most advanced and effective restraint systems available. Lincoln includes driver and right front passenger air bags as standard equipment on the Mark VIII as it has in every other Lincoln model. In fact, Lincoln was the first luxury car manufacturer to do so.



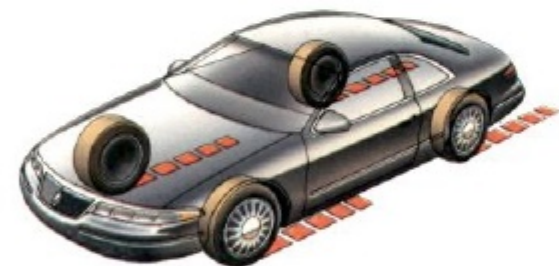
Air bags are designed to help reduce the risk of head and chest injuries in certain moderate to severe frontal impacts. Remember that air bags are designed to supplement the protection provided by your safety belts, which is why Mark VIII provides lap/shoulder safety belts for both front and rear outboard seating positions.

Other important safety considerations are apparent in the structure of the Mark VIII body and passenger cabin. For instance, the Mark VIII meets the 1997 Federal Dynamic Side Impact Standards. In addition to the protection offered by its sheer strength, strategic areas are designed to yield in a calculated manner upon severe

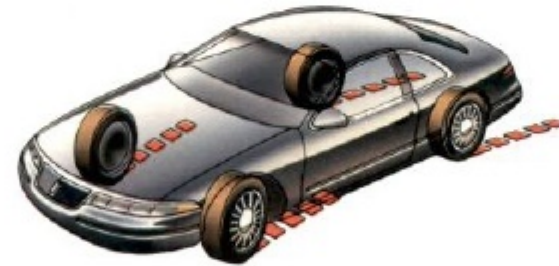
impact. Called crumple zones, they're engineered into the front and rear of the car to help absorb the energy of a major collision for the added protection of passengers. Similarly, the steering column has been designed to collapse in a controlled fashion in the event of a collision.

Simulation.

IN YOUR MARK. GET SET. GO.



The Mark VIII's ABS helps drivers make shorter, straighter stops in less than ideal conditions.



An increased ability to steer during hard braking is another driver advantage of the Mark VIII's ABS.



Available electronic traction assist system helps counter slippage in the driving wheels to help maintain traction.

MARK VIII TRACTION All driving weather is not ideal, nor are any two driving surfaces identical. Which is precisely why Mark VIII engineers have come to the aid of the driver with a highly sophisticated Anti-lock Brake System (ABS). The Mark VIII's ABS employs four sensors, one at each wheel. When the beginning of

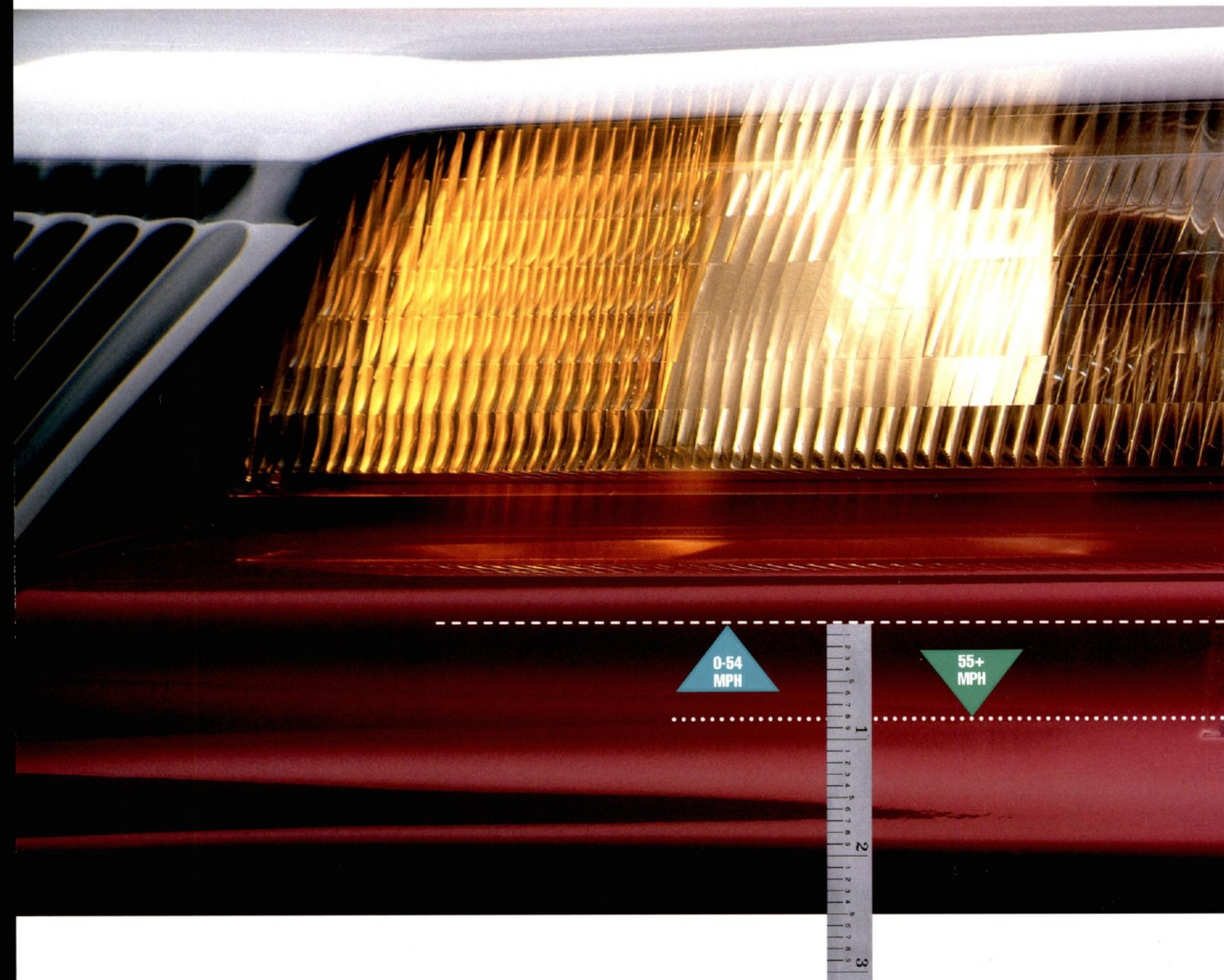
wheel lockup is detected during braking, the system acts to help prevent it by electronically "pumping" the brakes far faster than humanly possible.

The resultant capability of this system is dramatically apparent in stopping situations in which one side of the car is on a slick patch and the other is on dry pavement. It also contributes to shorter, straighter stops on most surfaces and helps to maintain steering control during hard braking. In addition, it forms the basis of the first electronic traction control system to be made available on a Mark. In simplest terms, this

system monitors and compares the rotation rates of the wheels to detect any sign of slippage by the driving wheels. A computer selectively applies the brakes in pulses of fractions of a second to either of the rear wheels that begins to demonstrate faster rotation during acceleration. Operating at speeds up to 34 mph, it helps the potentially slipping wheel retain its traction while the car is negotiating such surfaces as slick roadways and uphill ramps. As an impressive example of its capability, with traction assist the Mark VIII can get underway from a standing start on glare ice without spinning either rear wheel.



A CAR THAT LOWERS ITSELF TO HUG THE ROAD.



MARK VIII STABILITY In the Mark VIII, Lincoln introduced a suspension with a capability rare in the automotive world. At 55 mph, its computer-managed suspension actually lowers the automobile so that it's riding closer to the road. Eight-tenths of an inch closer, in fact. This achieves two desirable results: First, the

Mark VIII moves down the road with less resistance to the air, thereby improving fuel efficiency.* And second, directional stability is improved as the car's center of gravity is lowered.

The events that bring this about demonstrate the suspension's high degree of sophistication.



At 55 mph, Mark VIII's computer-managed suspension actually lowers the automobile so that it's riding closer to the road.

When 55 mph is maintained for 30 seconds, a dedicated electronic control module acts to modulate pressure in the air springs which causes the desired lowering of the vehicle. Sensors keep the car level at its new height. When the speed slows to below 45 mph for at least 10 seconds, the process is reversed and the car returns to its

former height, remaining level at all times.

The Mark VIII's suspension also helps maintain the car's level stance and proper ride height despite changes in passenger seating or trunk loading. This can contribute to greater stability and more predictable handling. In addition, pistons in the air springs are calibrated to achieve

variable response with respect to driving situations. And, further contributing to the Mark's exemplary ride and handling, the front suspension is of independent SLA (short- and long-arm) design and the rear suspension is fully independent as well. Aluminum suspension components are used for reduced weight.

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

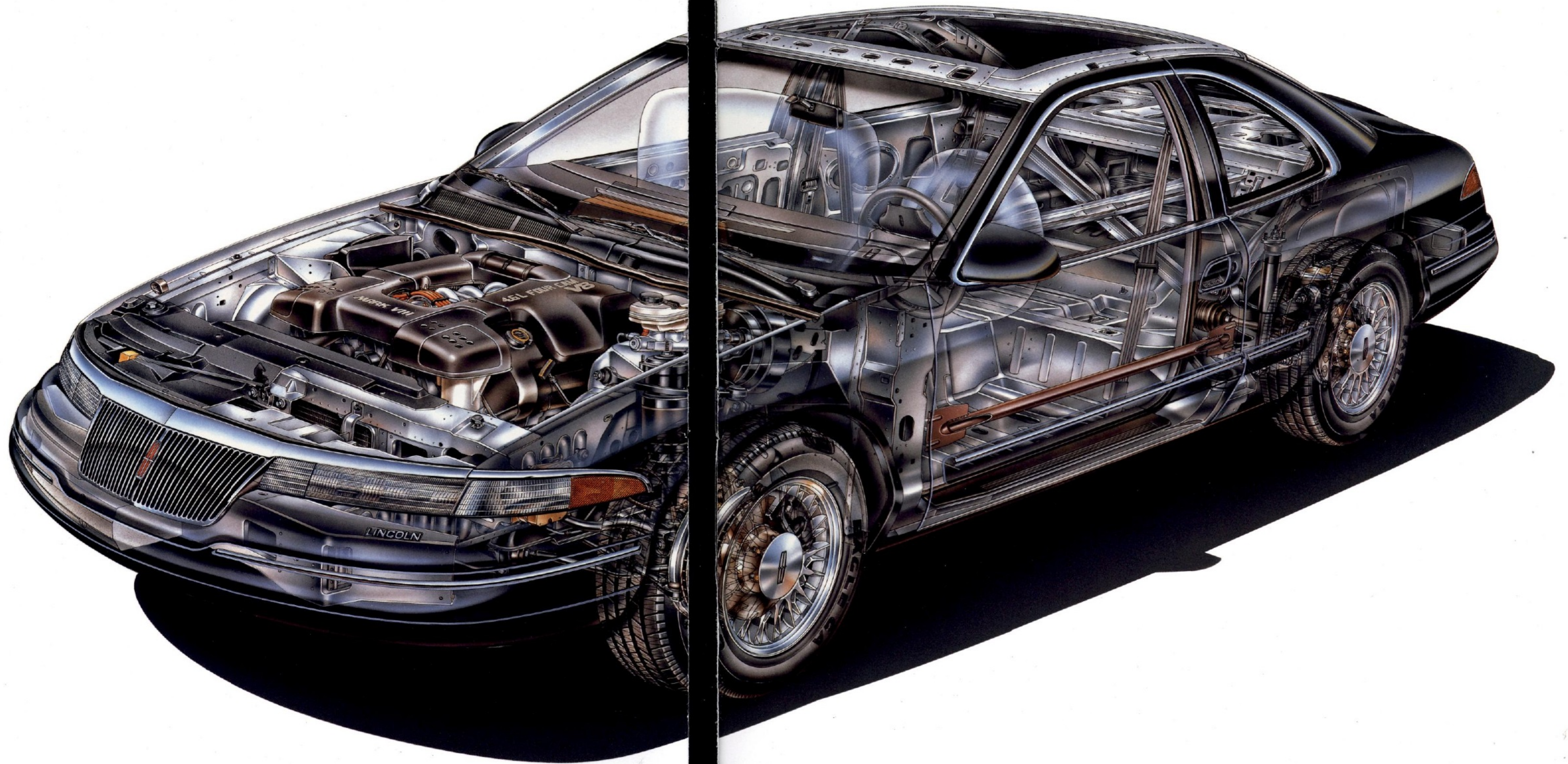


The SLA front suspension is designed with anti-dive geometry to counteract the automobile's tendency to "dive" when braking.



Air springs maintain the proper ride height and a smooth ride regardless of vehicle loading.

A CAR BUILT TO KEEP ITS AGE A SECRET.



MARK VIII ENDURANCE How well a car endures over the years depends largely on two factors: How well it withstands the punishing forces of the road, and how well it resists the relentless forces of nature. Both of these areas received a great deal of attention from the engineers and designers of the Mark VIII.

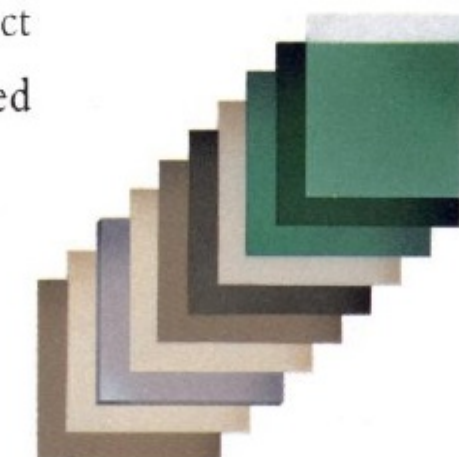


Much of the car you see here is a single component: a monocoque body unit formed of various alloys, including HSLA high-strength steel. And welded at more than 2,500 points to form a frame and body in a single unit. It's not only rigidly built to withstand the harsh irregularities of the road, but also to help protect

the passengers within. The roof and front pillars, for example, must meet a static force test equal to 5,000 pounds. And the seamless tubular steel side door beams help protect against side impacts. The Mark VIII is also designed to help protect itself with bumpers that have been subjected to a five-mph impact test.

Contending with the elements is another matter, but one treated with equal importance. The Mark VIII hood and grille, for example, are made of synthetic materials that are utterly impervious to rust and corrosion. The grille, incidentally,

is capable of being severely bent and twisted and still retaining its original shape. For further protection, all Mark VIII exterior body panels except the roof are galvanized on both sides—a process that greatly inhibits rust. Finally, the body receives an advanced multi-stage finishing process.



Extensive use of two-sided galvanized steel plus special protective primers and a chip-resistant urethane coating below the bodyside moldings help the Mark VIII retain its beauty.



Mark VIII pictured with optional chromed aluminum directional wheels.

THE LINCOLN COMMITMENT. WHAT IT MEANS.

MARK VIII OWNERSHIP As a Lincoln owner, you can expect to be treated with special care. That's the Lincoln Commitment. The Lincoln Commitment, which you receive with the purchase of your new Lincoln, is focused on providing you with a highly satisfying ownership experience. It includes: AN INTRODUCTION TO YOUR LINCOLN—AND THE PEOPLE BEHIND IT.

We will take you through a thorough delivery process to familiarize you with your new automobile and dealership personnel. This is the ideal time to schedule your Complimentary 1,000 Miles After Delivery inspection visit.

THE PEACE OF MIND OF A ROADSIDE SERVICE ASSISTANCE PROGRAM. You will enjoy the assurance of a Roadside Service Assistance program provided by Ford Auto Club, Inc. that includes roadside service and towing anywhere in the United States, emergency travel expense reimbursement and alternate transportation if necessary.

This complimentary service is extended to all new Lincoln owners for four years from original date of purchase as part of the Lincoln Commitment. Roadside service can be obtained 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.

A CAR WHEN YOU NEED IT DURING WARRANTY SERVICE. Should your Lincoln require overnight warranty service, you will receive a service loaner car when available or a base rental allowance of up to \$30 per day 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.

WE'LL BE HAPPY TO TALK TO YOU. If you need help beyond your dealer, you can call the Lincoln Commitment Hotline toll-free 1-800-521-4140. 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.



SPECIFICATIONS

DIMENSIONS

Vehicle type: five-passenger, luxury sports coupe

Wheelbase (in.):	113.0
Track (in.):	front 61.6 rear 60.2
Length (in.):	207.3
Width (in.):	74.6
Height (in.):	53.6
Curb weight (lb.):	3,768
Fuel capacity (gal.):	18.0
Luggage space (cu. ft.):	14.4

ACCOMMODATIONS

Headroom (in.):	front 38.1 rear 37.5
Legroom (in.):	front 42.6 rear 32.5
Hiproom (in.):	front 56.7 rear 56.7
Shoulder room (in.):	front 58.9 rear 59.5

ENGINE

Layout:	front engine, rear-wheel drive
Type:	DOHC 32-valve V-8 with aluminum block and heads
Displacement (liters/cu. in.):	4.6/281
Bore & stroke (mm/in.):	90.2 x 90.0/3.6 x 3.6
Compression ratio:	9.8:1
Horsepower @ rpm (SAE net):	280 @ 5,500
Torque @ rpm (lb.-ft. SAE net):	285 @ 4,500
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	91 octane premium

DRIVETRAIN

Transmission type:	4-speed automatic electronic overdrive
Gear ratios:	I-2.84:1 II-1.56:1 III-1.00:1 IV-0.70:1
Axle ratio:	3.07:1

CHASSIS

Body:	unitized body/frame
Suspension:	4-wheel independent microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling; front and rear stabilizer bars and twin-tube-type gas-pressurized/hydraulic shock absorbers with air spring assembly and unique valving
Steering type:	variable-assist, power rack-and-pinion
Overall ratio on center:	14.0:1
Turns, lock to lock:	2.6
Turning circle, curb to curb (ft.):	37.2
Brakes:	four-wheel disc, hydraulic anti-lock brake system
front:	11.5-inch power assisted disc, anti-lock
rear:	10-inch power assisted disc, anti-lock
Wheels:	cast aluminum
Tires:	P225/60R16/97V
Spare:	16" x 4" aluminum

STANDARD FEATURES

FUNCTIONAL

4.6L 32-valve Four-Cam V-8 engine
Sequential multi-port electronic fuel injection
Electronic engine control (EEC-IV)
Electronically controlled four-speed automatic overdrive transmission
Variable-assist, rack-and-pinion steering
Front and rear microcomputer-controlled air spring four-wheel independent suspension
Front and rear nitrogen gas-pressurized/hydraulic shock absorbers
Front and rear stabilizer bars
Maintenance-free battery
Spare tire with aluminum wheel
Dual exhaust outlets with bright exhaust tips

SAFETY

Driver and front passenger air bag Supplemental Restraint System (SRS)
Three-point safety belts for front and outboard rear passengers
Rear center lap belt
Front and rear crumple zones
Tubular, ultra-high-strength-steel side-impact beams
Four-wheel disc brakes
Four-wheel Anti-lock Brake System (ABS)
Four-way adjustable front seat head restraints
Remote illuminated keyless entry system with panic button
Anti-theft alarm system
Interval windshield wipers
Cornering lamps
Heated power mirrors
Rear window defroster
Side window demisters

INTERIOR/CONVENIENCE

140-mph speedometer
Tachometer
Trip odometer
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 memory
Memory mirrors and seat with remote recall
Driver and passenger Autoglide seating system
Electronic AM/FM stereo cassette radio and Premium Sound system
Automatic power antenna
Leather-wrapped steering wheel with center horn
Leather-wrapped gear shift
Power windows with driver's side express-down feature
Speed control with tap up/tap down
Tilt steering column
Automatic temperature control
Cup holder
Storage armrest
Headlamp convenience group
Front seatback map pockets
Rear seat heat ducts
Front and rear floor mats
Solar tint glass
Remote decklid and fuel-filler door releases
Courtesy lights on side doors
Dual illuminated visor mirrors
Power locks

Front and rear cigarette lighters
Automatic on/off headlamps
Trunk-mounted cargo net
Message center. Continuous functions include clock, driving range, fuel remaining, fuel used, average fuel economy, instantaneous fuel economy. Plus these 13 vehicle system warnings: change oil soon, oil change required, oil level, charging system, engine coolant temperature, engine coolant level, washer fluid level, closure of doors, closure of trunk, check exterior lamp, air ride system switch off, check air ride system and low fuel level. A compass is also included.

EXTERIOR

5-mph bumpers
Flexible grille
Single key entry/ignition
Extensive corrosion protection
Premium bodyside moldings
Aluminum wheels

AVAILABLE OPTIONS

Electronic traction assist
CD radio
JBL audio system
Trunk-mounted 10-disc CD changer
Power moonroof
Electrochromic automatic dimming mirrors
Voice-activated cellular telephone
Chromed aluminum directional wheels

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 Lincoln Mark VIII, 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.

INFORMATION BASED ON AAMA SPECIFICATIONS.

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LINCOLN-MERCURY DIVISION 



EXTERIOR COLORS

Opal Grey Pearlescent Clearcoat Metallic			White Opalescent Clearcoat Metallic
Dark Portofino Blue Clearcoat Metallic			Evergreen Frost Clearcoat Metallic
Portofino Blue Clearcoat Metallic			Garnet Red Glaze Clearcoat Metallic
Amethyst Clearcoat Metallic			Deep Jewel Green Clearcoat Metallic
Champagne Clearcoat Metallic			Midnight Opal Clearcoat Metallic
Santa Fe Clearcoat Metallic			Midnight Black Clearcoat
Rose Mist Clearcoat Metallic			



LEATHER INTERIORS

Saddle
Ebony
Portofino Blue
Opal Grey

