





## M A R K V I I I

*The world is filled with opportunities  
to compromise. This is not one of them.*  
**CREATED BY  
THE PASSIONATE.**

*This is the Lincoln Mark VIII. A  
luxury car conceived expressly to  
satisfy a few demanding individuals*  
**FOR THE  
PASSIONATE.**

*who not only enjoy driving, but get  
positively excited about it. The rare  
combination of a technologically  
sophisticated 280-hp 32-valve  
Four-Cam V-8 engine, responsive road  
manners and a lavishly appointed  
interior help make Mark VIII the true  
benchmark for luxury automobiles.*

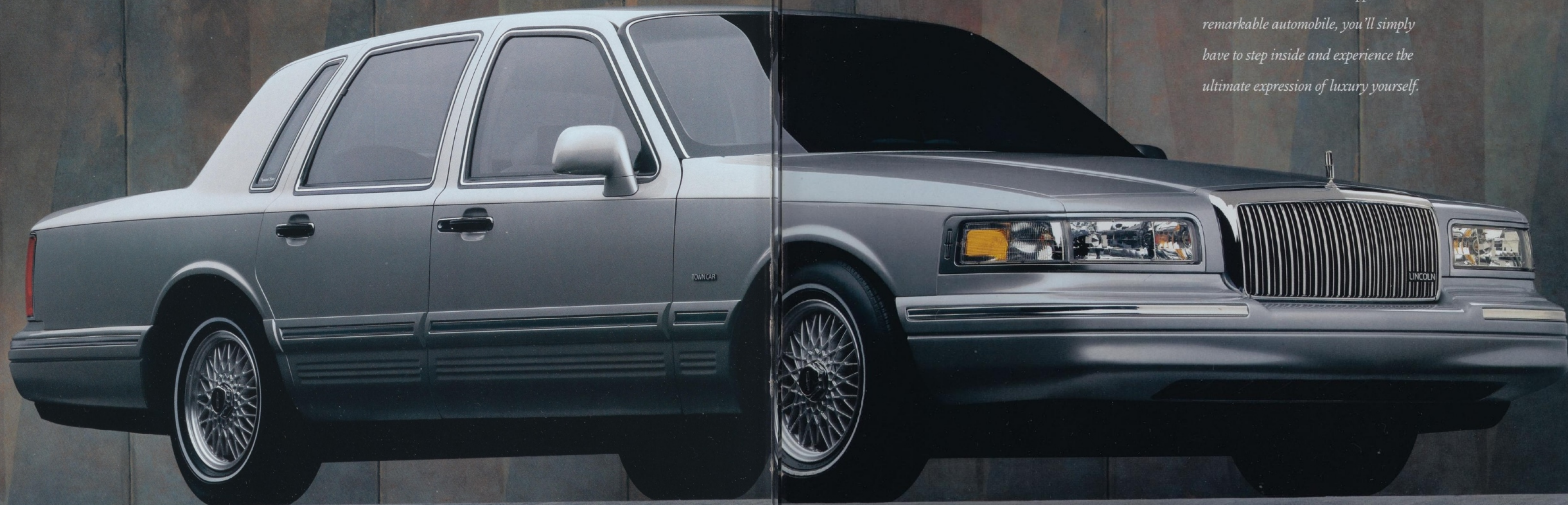






## TOWN CAR

For 1995 it still possesses all the attributes  
**IT'S BEEN CALLED** that, quite frankly, make it a Lincoln  
**THE ULTIMATE** Town Car: a roomy, quiet interior, a  
**EXPRESSION OF** luxuriously smooth ride and generous  
**LUXURY. AND** V-8 power. And now this uniquely  
**THAT WAS BEFORE** gratifying automobile has been improved  
**WE REFINED IT.** to make it even more stately and, if  
 such a thing is possible, even more  
 comfortable. We've modified a subtle  
 exterior curve here, added an amenity  
 there. Even included more contemporary  
 color choices. However, to appreciate this  
 remarkable automobile, you'll simply  
 have to step inside and experience the  
 ultimate expression of luxury yourself.



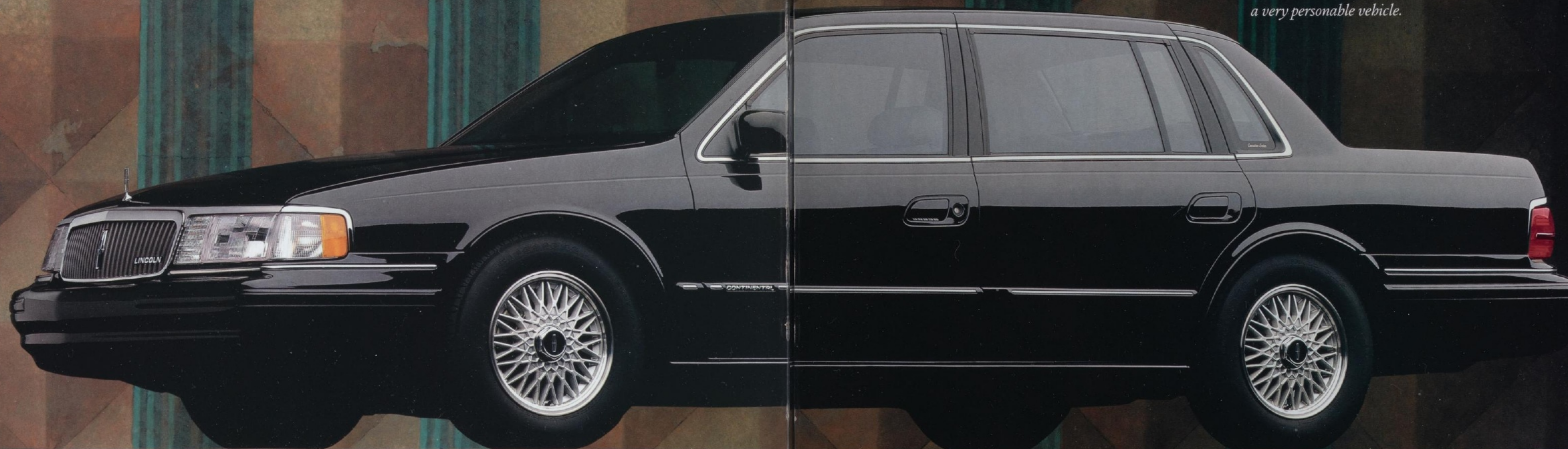
*Some features may be optional.*





## CONTINENTAL

*Continental is available with*  
**IT KNOWS**  
*features that set it apart from ordinary*  
**QUITE A BIT**  
*luxury cars. For example, an optional*  
**ABOUT YOU.**  
*voice-activated cellular phone knows*  
**FROM THE**  
*the sound of your voice. You dial*  
**MOMENT YOU'RE**  
*a number simply by speaking the*  
**INTRODUCED.**  
*name of the person you wish to call. It*  
*knows your favorite seat position and*  
*will return to it when you push a*  
*button on its keyfob. It even knows*  
*your weight and adjusts its suspension*  
*accordingly. All this makes Continental*  
*a very personable vehicle.*



*Some features may be optional.*



It is more than the prestige of owning a superior luxury automobile. The Lincoln Commitment is a comprehensive owner benefits package designed to provide you with services to support your every driving need. It includes 24-hour Roadside Service Assistance, a Service Loaner, Destination Assistance, Emergency Travel Expenses, Travel Planning and one of the best warranties in the industry. Plus much more. Ask your dealer for a complete description of the Lincoln Commitment benefits and a copy of the limited warranty.

MARK VIII

LINCOLN



## LINCOLN MARK VIII

### SELECTED FUNCTIONAL FEATURES

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, SPEED-SENSITIVE RACK-AND-PINION STEERING  
FRONT AND REAR NITROGEN GAS-PRESSURIZED/HYDRAULIC SHOCK ABSORBERS  
EXTENSIVE CORROSION PROTECTION  
DUAL EXHAUST WITH EXPOSED BRIGHT EXHAUST TIPS

### INTERIOR/CONVENIENCE FEATURES

140-MPH SPEEDOMETER  
TACHOMETER  
LEATHER SEATING SURFACES  
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  
HIGH-LEVEL AUDIO SYSTEM WITH ELECTRONIC AM/FM STEREO RADIO AND CASSETTE  
ANTI-THEFT ALARM SYSTEM  
DELAYED ACCESSORY POWER  
INTEGRATED UNIVERSAL GARAGE DOOR OPENER  
POWER WINDOWS WITH DRIVER'S SIDE EXPRESS-DOWN FEATURE  
FINGERTIP SPEED CONTROL  
CFC-FREE ELECTRONIC AUTOMATIC TEMPERATURE CONTROL  
SOLAR TINT GLASS  
POWER LOCKS  
REMOTE KEYLESS/ILLUMINATED ENTRY SYSTEM WITH ANTI-THEFT SYSTEM  
FRONT AND REAR FLOOR MATS  
AUTOMATIC POWER ANTENNA

### SELECTED OPTIONS

ELECTRONIC TRACTION ASSIST  
JBL AUDIO SYSTEM WITH CELLULAR PHONE PREWIRE  
TRUNK-MOUNTED 10-DISC CD CHANGER  
POWER MOONROOF  
ELECTROCHROMIC AUTOMATIC DIMMING MIRRORS  
VOICE-ACTIVATED CELLULAR TELEPHONE  
DIRECTIONAL CHROMED WHEELS  
DIRECTIONAL CAST ALUMINUM PAINTED WHEELS

## LINCOLN TOWN CAR

### SELECTED FUNCTIONAL FEATURES

4.6L SOHC V-8 ENGINE  
SEQUENTIAL MULTI-PORT ELECTRONIC FUEL INJECTION  
ELECTRONIC ENGINE CONTROL (EEC-V)  
ELECTRONICALLY CONTROLLED FOUR-SPEED AUTOMATIC OVERDRIVE TRANSMISSION WITH OVERDRIVE LOCKOUT  
SPEED-SENSITIVE, VARIABLE-ASSIST POWER STEERING WITH SELECTABLE STEERING EFFORT  
REAR AIR SPRING SUSPENSION  
EXTENSIVE CORROSION PROTECTION  
DUAL EXHAUST SYSTEM  
BATTERY SAVER

### INTERIOR/CONVENIENCE FEATURES

CFC-FREE ELECTRONIC AUTOMATIC TEMPERATURE CONTROL  
HIGH-LEVEL AUDIO SYSTEM WITH AM STEREO/FM STEREO RADIO WITH CASSETTE PLAYER AND DUAL CONCEALED DIVERSITY ANTENNA  
SOLAR TINT GLASS  
12-VOLT ACCESSORY POWER POINT  
ANTI-THEFT DETERRENT SYSTEM  
FINGERTIP SPEED CONTROL  
REMOTE STEERING WHEEL AUDIO/CLIMATE CONTROLS (STANDARD ON SIGNATURE AND CARTIER)  
ELECTRONIC INSTRUMENT CLUSTER  
ELECTRONIC TRIPMINDER®/MESSAGE CENTER  
REMOTE KEYLESS/ILLUMINATED ENTRY SYSTEM  
2-SPOKE STEERING WHEEL WITH CENTER HORN  
LIGHTED POWER WINDOWS WITH EXPRESS-DOWN FEATURE/DOOR LOCKS AND SEAT CONTROL SWITCHES  
REAR SEAT HEAT DUCTS  
RETAINED ACCESSORY POWER  
MEMORY SEAT WITH DUAL POWER RECLINERS AND LUMBAR SUPPORT (N/A ON EXECUTIVE SERIES)  
VISOR INTEGRATED PROGRAMMABLE GARAGE DOOR OPENER (N/A ON EXECUTIVE SERIES)

### SELECTED OPTIONS

ELECTRONIC TRACTION ASSIST  
LEATHER SEATING SURFACES (STANDARD ON CARTIER)  
JBL AUDIO SYSTEM WITH DIGITAL SIGNAL PROCESSING (DSP) (STANDARD ON CARTIER)  
TRUNK-MOUNTED 10-DISC CD CHANGER  
POWER MOONROOF (N/A ON EXECUTIVE SERIES)  
ELECTROCHROMIC MIRRORS AND COMPASS (STANDARD ON CARTIER)  
VOICE-ACTIVATED CELLULAR TELEPHONE (N/A ON EXECUTIVE SERIES)  
5-TEMPERATURE HEATED CUSHION AND SEATBACK (STANDARD ON CARTIER, N/A ON EXECUTIVE SERIES)

## LINCOLN CONTINENTAL

### SELECTED FUNCTIONAL FEATURES

3.8L V-6 ENGINE WITH BALANCE SHAFT  
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  
EXTENSIVE CORROSION PROTECTION  
DUAL EXHAUST SYSTEM

### INTERIOR/CONVENIENCE FEATURES

CFC-FREE ELECTRONIC AUTOMATIC TEMPERATURE 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 TINT 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  
POWER MOONROOF  
VOICE-ACTIVATED CELLULAR TELEPHONE  
JBL AUDIO SYSTEM  
CD PLAYER

## LINCOLN SAFETY

### STANDARD SAFETY FEATURES

DRIVER AND RIGHT FRONT PASSENGER AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM (SRS)  
FOUR-WHEEL ANTI-LOCK BRAKE SYSTEM (ABS)  
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  
INTERVAL WINDSHIELD WIPERS  
CORNERING LAMPS  
HEATED POWER MIRRORS  
REAR WINDOW DEFROSTER  
SIDE WINDOW DEMISTERS

### 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 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: 1995 EPA mileage estimates were unavailable when this publication was printed. The Lincolns, however, should post good mileage figures. Ask your Lincoln 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.



(240,000) 9-94 P-8254

**LINCOLN**  
**MERCURY**





**LINCOLN**

What A Luxury Car Should Be