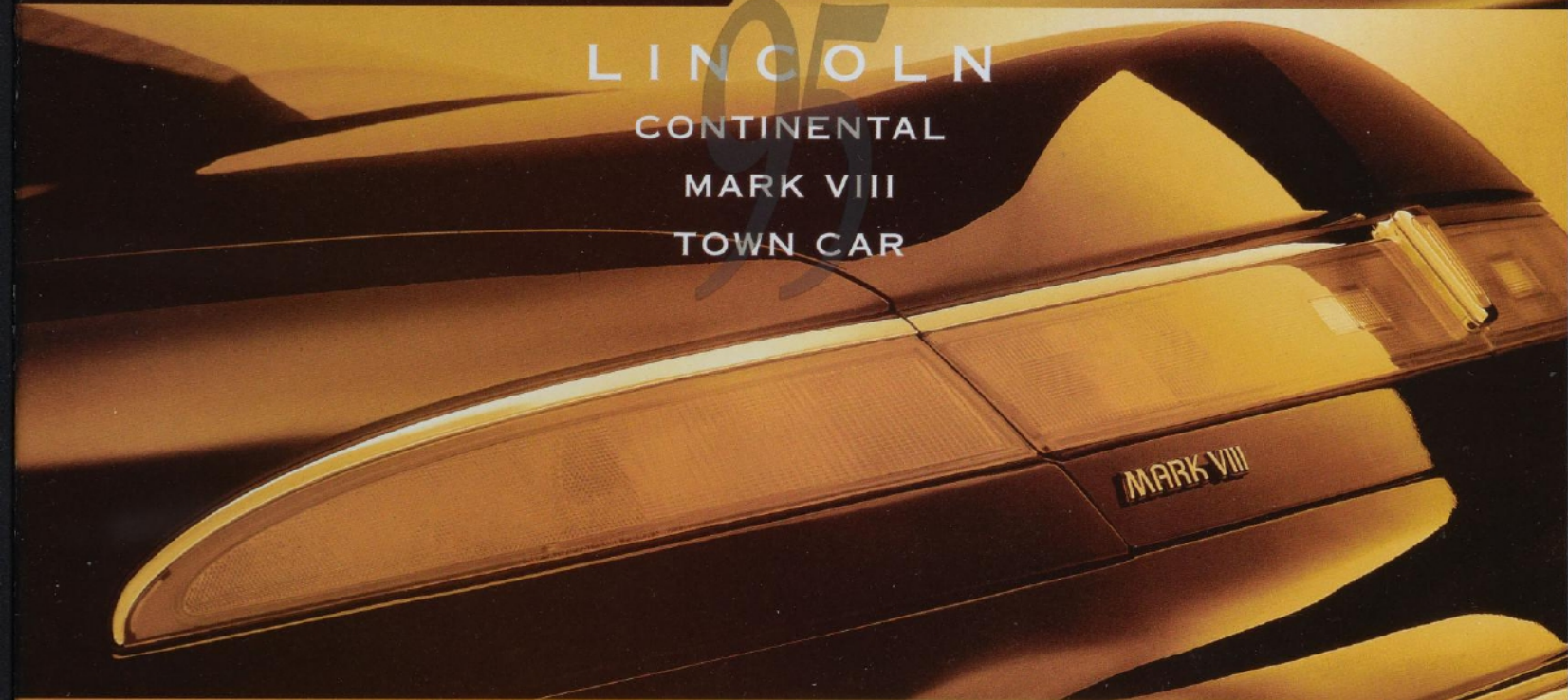


LINCOLN  
CONTINENTAL  
MARK VIII  
TOWN CAR







## C O N T I N E N T A L

*The result of this perfect balance is, quite*  
**THE ALL-NEW**  
*simply, a remarkable new kind of luxury*  
**CONTINENTAL,**  
*car. The all-new Lincoln Continental. Its*  
**A PERFECT**  
*silken power is generated by an advanced*  
**BALANCE OF**  
*DOHC, 32-valve, aluminum V-8 engine,*  
**LUXURY AND**  
*which is an important component of*  
**TECHNOLOGY.**

*Continental's new InTech System. And*  
*equally impressive is its intelligence.*  
*This car actually learns a whole range*  
*of personal driving preferences and*  
*remembers them for two drivers. Proving*  
*that beauty can also have a high IQ.*



*Some features may be optional.*





*Continental interior shown in Light Graphite.*





## MARK VIII

*The world is filled with opportunities  
to compromise. This is not one of them.  
This is the Lincoln Mark VIII. A  
luxury car conceived expressly to  
satisfy a few demanding individuals  
who not only enjoy driving, but get  
positively excited about it. The rare  
combination of a technologically  
sophisticated 32-valve 280-hp  
Four-Cam V-8 engine which is part  
of the InTech System, responsive road  
manners and a lavishly appointed  
interior help make Mark VIII the true  
benchmark for luxury automobiles.*



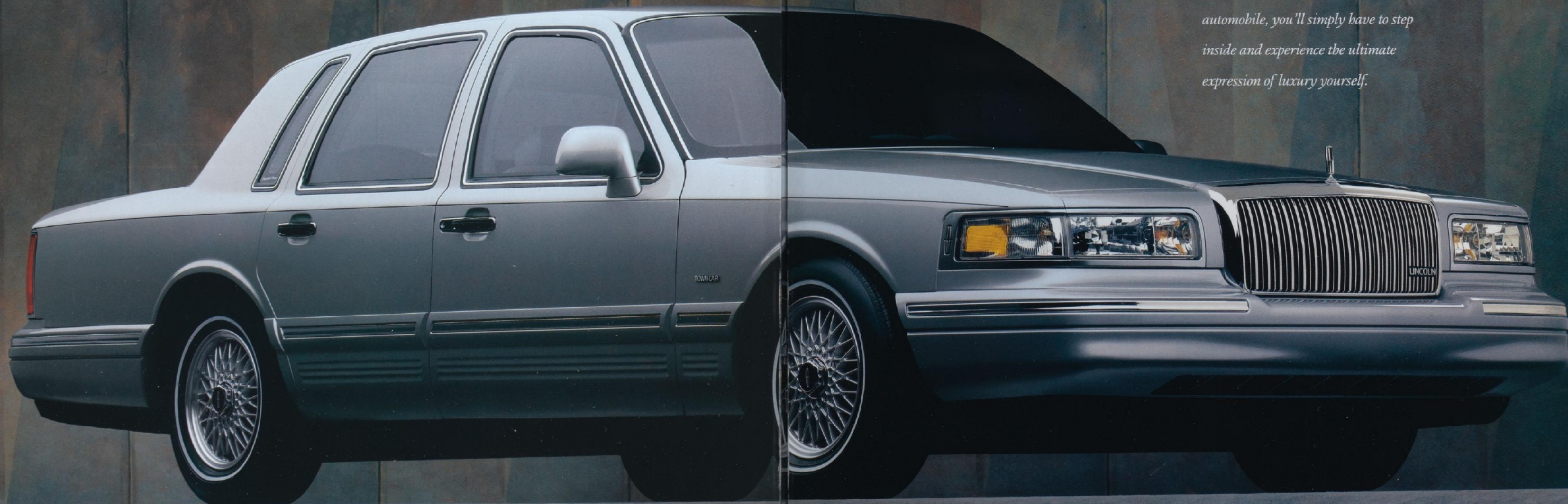
*Some features may be optional.*





## 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 V-8  
**LUXURY. AND** power. And now this uniquely gratifying  
**THAT WAS BEFORE** automobile has been improved to make it  
**WE REFINED 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. How-  
 ever, 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.*



## LINCOLN CONTINENTAL

### SELECTED FUNCTIONAL FEATURES

INTECH SYSTEM  
4.6L 32-VALVE INTECH V-8 ENGINE  
SEQUENTIAL MULTI-PORT ELECTRONIC FUEL INJECTION  
ELECTRONIC ENGINE CONTROL (EEC-V)  
ELECTRONICALLY CONTROLLED NON-SYNCHRONOUS SHIFT WIDE-RATIO  
FOUR-SPEED AUTOMATIC TRANSAXLE  
FOUR-CORNER SEMI-ACTIVE AIR SUSPENSION  
DRIVER ADJUSTABLE SUSPENSION AND STEERING  
EXTENSIVE CORROSION PROTECTION  
DUAL EXHAUST SYSTEM  
BATTERY SAVER  
INTERIOR/CONVENIENCE FEATURES  
MEMORY PROFILE SYSTEM  
CFC-FREE ELECTRONIC AUTOMATIC TEMPERATURE CONTROL SYSTEM WITH SUNLOAD SENSOR  
SIX-WAY POWER DRIVER AND FRONT PASSENGER RECLINERS WITH MEMORY DRIVER SEAT AND FOUR-WAY POWER LUMBAR  
HIGH-LEVEL AUDIO SYSTEM WITH AM STEREO/FM STEREO RADIO AND CASSETTE WITH CONCEALED ANTENNA  
AUTOLAMP LIGHTING SYSTEM  
MICRONAIR® FILTRATION SYSTEM  
RETAINED ACCESSORY POWER  
KEYLESS ENTRY  
SOLAR TINT GLASS  
POWER WINDOWS WITH "EXPRESS-DOWN" DRIVER WINDOW  
POWER DOOR LOCKS WITH "SMART LOCK" FEATURE  
FINGERTIP SPEED CONTROL  
VIRTUAL IMAGE INSTRUMENT CLUSTER WITH MESSAGE CENTER

### SELECTED OPTIONS

ANTI-THEFT ALARM SYSTEM  
6-DISC CD CHANGER  
JBL AUDIO SYSTEM WITH DIGITAL SIGNAL PROCESSING (DSP)  
INTEGRATED VOICE-ACTIVATED CELLULAR TELEPHONE  
POWER MOONROOF  
ALL-SPEED TRACTION ASSIST  
16" CHROME ALUMINUM DIRECTIONAL WHEELS  
ELECTROCHROMIC DAY/NIGHT MIRROR WITH COMPASS  
HEATED SEATING SURFACES

MicronAir® is a registered U.S. trademark of Freudenberg Nonwovens.

## LINCOLN MARK VIII

### SELECTED FUNCTIONAL FEATURES

INTECH SYSTEM  
4.6L 32-VALVE INTECH 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 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  
RETAINED ACCESSORY POWER  
INTEGRATED UNIVERSAL GARAGE DOOR OPENER  
POWER WINDOWS WITH "EXPRESS-DOWN" DRIVER WINDOW  
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 TELEPHONE 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 ALARM 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)

## 100,000 MILES

It should come as no surprise that Lincoln is the first luxury car manufacturer to feature engines that can perform for 100,000 miles without a single scheduled tune-up on all models.\* Lincoln was also the first to offer both a dual air bag Supplemental Restraint System (SRS) and a four-wheel Anti-lock Brake System (ABS). For additional peace of mind, Lincolns also provide numerous safety features including front and rear crumple zones, side door intrusion beams and a brake/shift interlock.

## THE LINCOLN COMMITMENT™

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.

### PRODUCT CHANGES

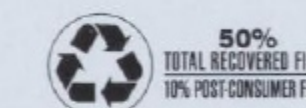
FOLLOWING PUBLICATION OF THIS BROCHURE, CERTAIN CHANGES IN STANDARD EQUIPMENT, OPTIONS, PRICES AND THE LIKE, OR PRODUCT DELAYS MAY HAVE OCCURRED WHICH WOULD NOT BE INCLUDED IN THESE PAGES. YOUR LINCOLN DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE INFORMATION.

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 1995 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 OFFICIAL AAMA SPECIFICATIONS.

\*Available on Mark VIII models produced after 10/17/94.



LINCOLN  
MERCURY

(560,000) 11-94 P-8254





**LINCOLN**

What A Luxury Car Should Be