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C O N T I N E N T A L

L I N C O L N

M A R K V I I I

T O W N C A R



AN AUTOMOBILE THAT
Responds
TO YOUR NEEDS



CONTINENTAL. You expect the finest, and Continental responds with an extraordinarily high degree of craftsmanship and exquisite selection of materials. You value comfort, and it answers with an abundance of amenities. You require a car with superb ride and responsive handling characteristics. It accommodates you with the 260-hp 4.6L 32-valve DOHC V-8, part of the InTech™ System, and the Road-Calibrated Suspension system which contributes to its even, smooth ride. By all accounts, this is the most technologically advanced and captivating vehicle in Lincoln history.





Continental's remarkably comfortable interior is shown here in Light Graphite with leather seating surfaces.

THE VERITABLE
DEFINITION OF THE
L U X U R Y
Performance
AUTOMOBILE



MARK VIII. One of America's premier performance cars now offers you the luxury of choice. Choose Mark VIII and you'll receive a most sophisticated and spirited vehicle powered by a 280-hp 32-valve InTecb™ V-8. The more demanding driving enthusiast may select the Mark VIII LSC. With its increased horsepower, sport suspension tuning, Euro-perforated leather seating surfaces and bold monochromatic appearance, it takes exhilaration to an unprecedented level. Mark VIII... what a luxury automobile and performance coupe should be.



SIMPLY STATED, IT'S A
MOST STATELY
Luxury
AUTOMOBILE.



Interior shown in available Light Graphite leather seating surfaces



TOWN CAR is noted for a spacious interior, exceptional ride and a high level of comfort few other luxury automobiles offer. And it's from Lincoln, a leading name in luxury for 75 years. It's reassuring to know that through the years, Town Car has never been compromised. In fact, it has been constantly refined to ensure that this year's offering remains the true pinnacle of luxury and comfort.



1996 LINCOLN Continental

SELECTED FUNCTIONAL FEATURES

InTech™ System
4.6L 260-horsepower 32-valve DOHC InTech™ V-8 engine
100,000-mile tune-up interval*
Sequential multi-port electronic fuel injection
Electronic Engine Control (EEC-V)
Electronic powertrain control module with home-safe mode
Computer-managed air suspension
Load-leveling suspension
4-wheel independent suspension
4-wheel disc anti-lock brakes
Electronically controlled non-synchronous shift wide-ratio four-speed automatic transaxle
Speed-sensitive steering
Road-Calibrated Suspension
Driver-adjustable suspension and steering
Extensive corrosion protection
Dual exhaust system
Battery saver

INTERIOR/CONVENIENCE FEATURES

Dual air bags
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 and automatic driver's seat movement for easy entry/exit
High-Level audio system with electronic AM/FM stereo radio and cassette with concealed antenna
Autolamp lighting system
Particulate air 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
Anti-theft alarm system

SELECTED OPTIONS

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
Personal Security Packages Including:
— Lincoln RESCU — Securities
— Pressure Alert Tire Sensing System
— Programmable Garage Door Opener

1996 LINCOLN Mark VIII

SELECTED FUNCTIONAL FEATURES

InTech™ System
4.6L 280-horsepower 32-valve DOHC InTech™ V-8 engine
100,000-mile tune-up interval*
Sequential multi-port electronic fuel injection
Electronic Engine Control (EEC-V)
Electronic powertrain control module with home-safe mode
Computer-managed air suspension
Load-leveling suspension
4-wheel independent suspension
4-wheel disc anti-lock brakes
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

Dual air bags
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 memory and remote recall
Driver and passenger Autoglide seating system
High-Level audio system with electronic AM/FM stereo radio and cassette
Retained accessory power
Integrated universal garage door opener
CFC-free electronic automatic temperature control
Remote keyless/illuminated entry system with anti-theft system

SELECTED OPTIONS

Electronic Traction Assist
JBL audio system (includes cellular telephone prewire)
Trunk-mounted 10-disc CD changer
Power moonroof
Electrochromic auto dimming inside/outside mirrors
Voice-activated cellular telephone
Directional chrome wheels (late availability)
Directional cast aluminum painted wheels

LSC FEATURES (LATE AVAILABILITY)

4.6L 290-horsepower 32-valve DOHC InTech™ V-8 engine
Monochromatic styling
Euro-perforated leather seating surfaces
Luminarc™ headlamps
Higher axle ratio (3.27:1)
Sport suspension tuning
Directional cast aluminum painted wheels
Luminarc™ is a trademark of OSRAM SYLVANIA INC.
See dealer for complete list of features.

1996 LINCOLN Town Car

SELECTED FUNCTIONAL FEATURES

4.6L SOHC V-8 engine
Sequential multi-port electronic fuel injection
100,000-mile tune-up interval*
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 switch
Rear air spring suspension
Extensive corrosion protection
Dual exhaust system
Battery saver

INTERIOR/CONVENIENCE FEATURES

Dual air bags
CFC-free electronic automatic temperature control
High-Level audio system with AM stereo/FM stereo radio with cassette player and concealed 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)
Illuminated power window, 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, standard on Signature and Cartier)

SELECTED OPTIONS

Electronic Traction Assist (standard on Cartier)
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)

1996 LINCOLN 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 CommitmentSM

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. Benefits include transportation assistance if your automobile requires warranty service.** Also, 24-hour Roadside Service Assistance is provided for four years. Should you need towing, jump-starting, lock-out service or gas delivery, a call to our hotline will bring you help. Custom computerized maps and trip routing are available. Other benefits include Emergency Travel Expense Reimbursement, membership in Quest® International for travel-related discounts on meals and rooms, Destination Assistance, a Customer Assistance Center to answer your questions and a 4-year/50,000-mile limited warranty. See your dealer for details.

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: 1996 EPA mileage estimates were unavailable when this publication was printed. The 1996 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. To learn more about these remarkable automobiles via the Internet, enter <http://www.lincolnvehicles.com>.

*Under normal driving conditions with routine fluid/filter changes.

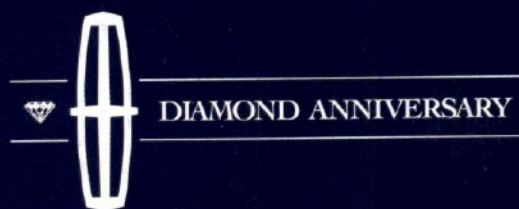
**Subject to availability at participating dealers.



LINCOLN
Mercury

(850,000) 9-95 P-7790

*The Lincoln Motor Car Company was
established in 1921, aspiring to create
preeminent vehicles. Since its inception,*



*Lincoln has upheld a well-earned
reputation for crafting some of the
world's most coveted automobiles.*

*Today, that dedication to master
craftsmanship and technological
leadership remains as strong as ever.
Lincoln. What a luxury car should be.*

For 75 years.