LINCOLN WHAT A LUXURY CAR SHOULD BE 1997 LINCOLN MARK VIII LINCOLN COLN





WHAT A LUXURY CAR SHOULD BE 1997 LINCOLN MARK VIII

HOW DID THE WEEK SLIP BY SO FAST COULDN'T JAM IN ONE MORE ACTIVITY

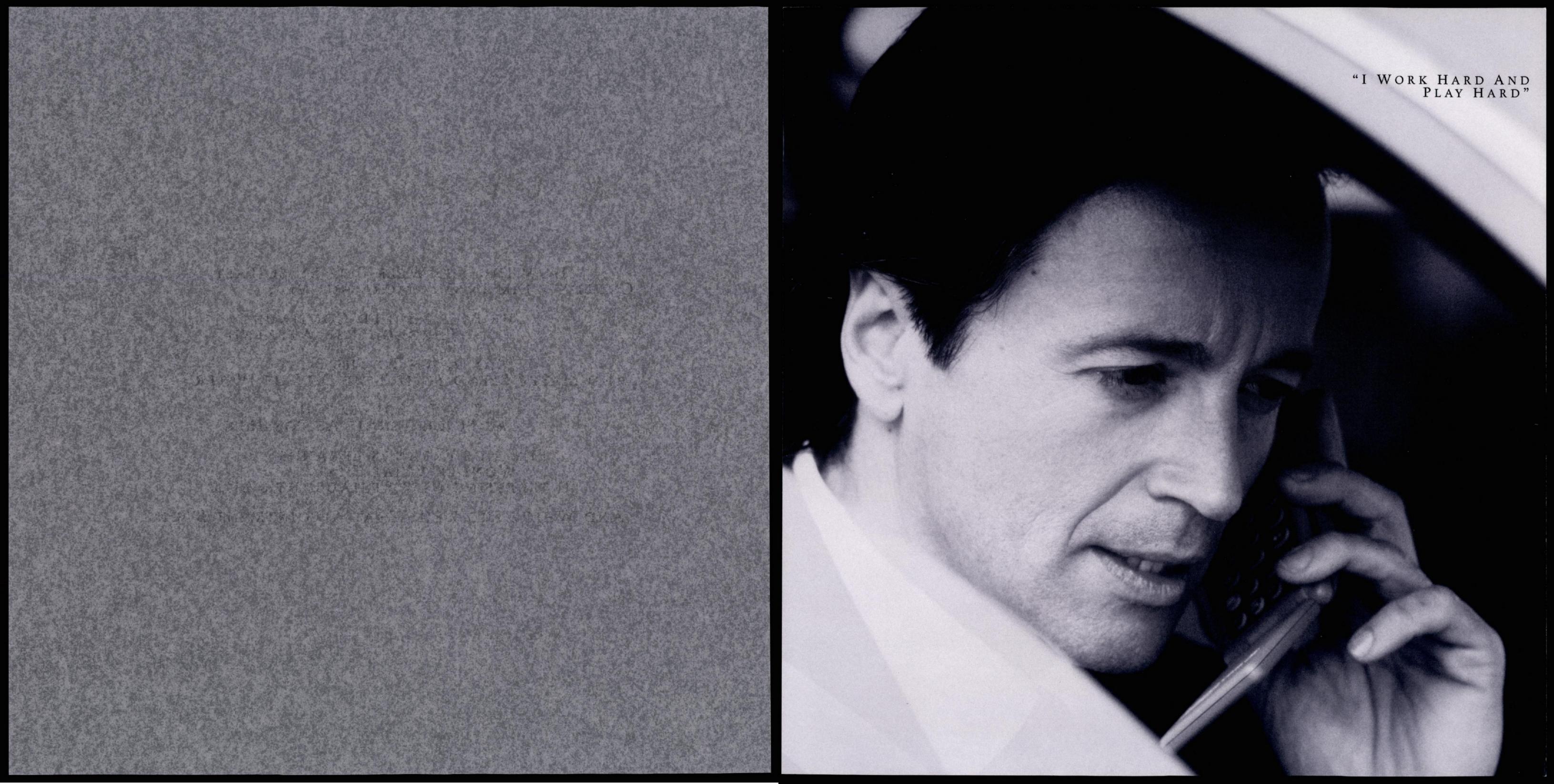
THE PACE SHOULD CONTINUE
THROUGH THE WEEKEND

GO DOWN TO THE BOAT AND MAYBE SPEND SOME TIME ON THE WATER

TRY TO SQUEEZE IN
AS MUCH TENNIS AS POSSIBLE

ERRANDS ERRANDS
WONDER WHAT THAT
INTERESTING NEW RESTAURANT'S LIKE

AND WHERE DID I PUT THAT APPOINTMENT BOOK









Even the most fleeting glance tells you at once that

it's a Mark VIII. However, upon closer inspection

OUTSIDE APPEARANCES INDICATE THAT CHANGE IS GOOD.

you'll notice refinements both subtle and dramatic.

You'll discover some lines have been softened.

A curve or two are now more fluid. A few new

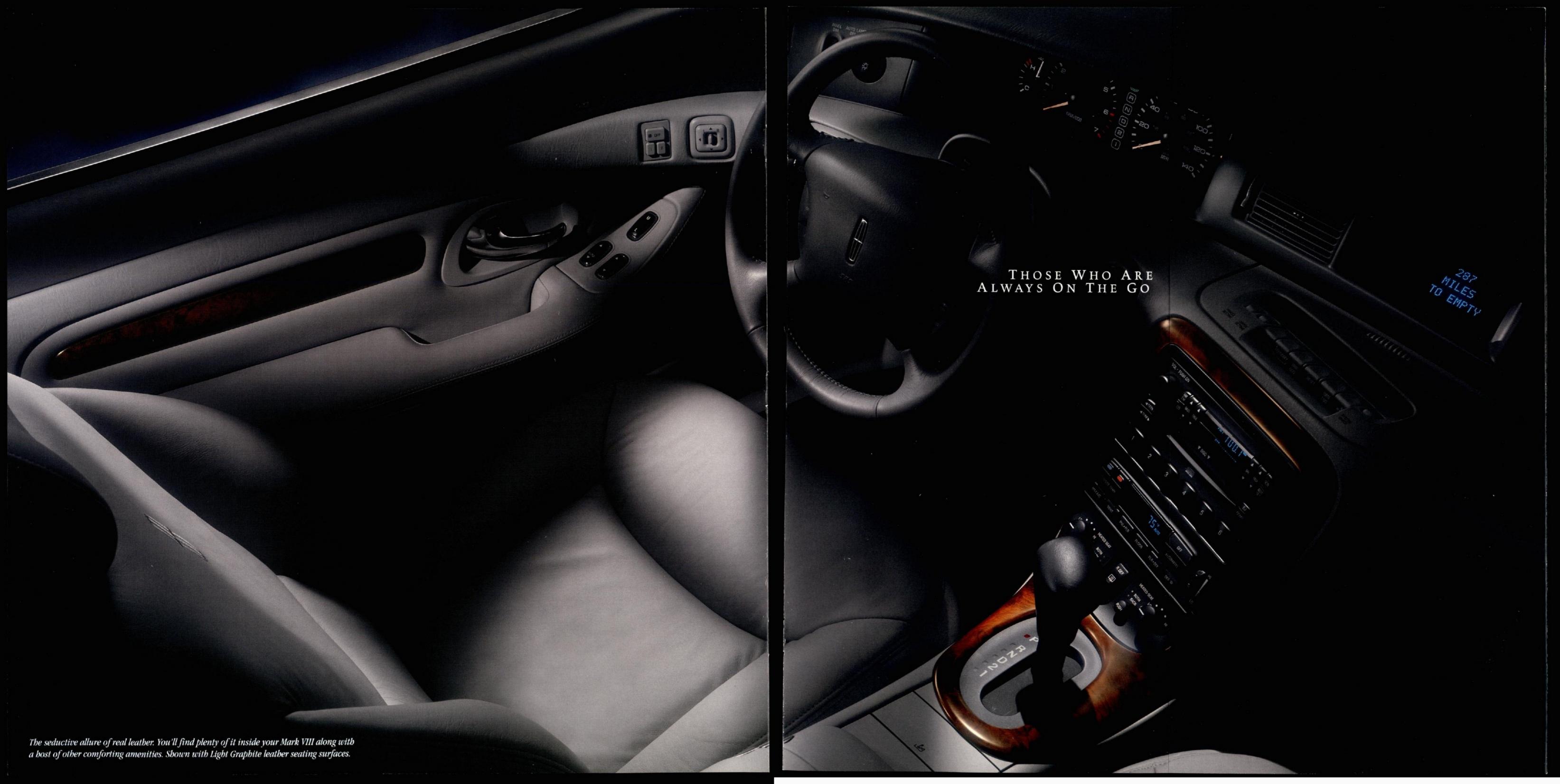
features such as the world's first neon-lighted

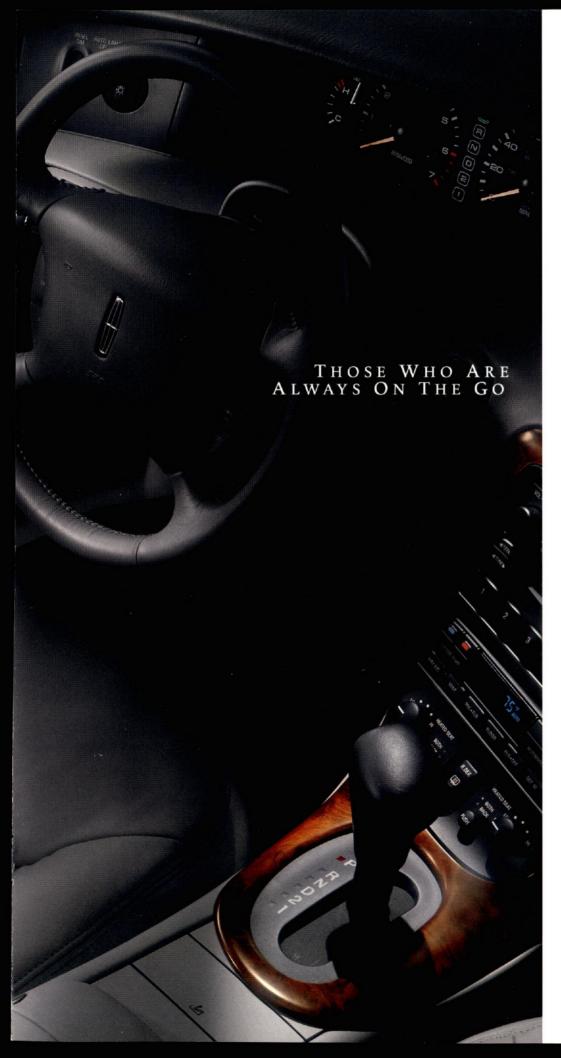
taillamp appliqué, while stunning, are also included

to add an extra margin of safety. The 1997 Lincoln

Mark VIII...more luxurious, comfortable,

and yes, distinctive.





Even though you're constantly on the move, you

value the small details that surround you.

Which is why the Mark VIII feels so right. The

APPRECIATE THE FINER THINGS ALONG THE WAY.

attention to detail can be witnessed everywhere

in this extraordinary vehicle. From rich,

hand-polished burled walnut trim and leather

and chrome touch zones to the JBL Audio System

and power tilt, telescoping steering wheel.



The electronic message center displays the date and time and trip information, including driving range, fuel used, instantaneous fuel economy and eight different compass headings.

This JBL Audio System includes a 132-watt, six-channel amplifier and eight superb speakers acoustically positioned within the cabin to produce rich, clear sound reproduction across a wide sonic range. A dash-mounted CD player is also included.

Seat and position memory allows two individual drivers to program preferred seat, outside mirror, and steering wheel position settings and recall them at a touch.

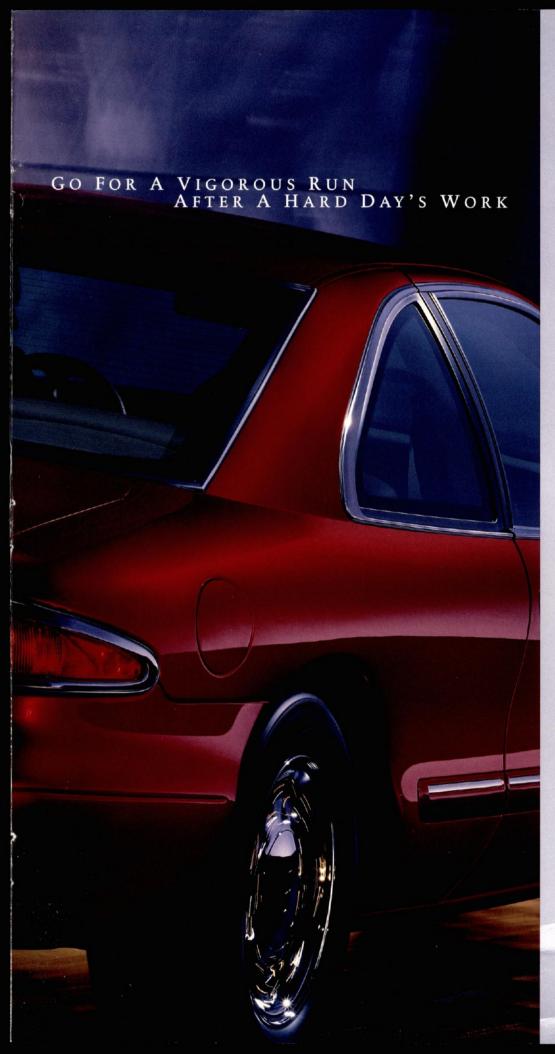
For your convenience, Mark VIII's door handles are illuminated with a soft glow of light making them easy to locate in the dark. It's just another convenient feature you expect from a luxury automaker like Lincoln.

Another thoughtful Lincoln touch is the power tilt, telescoping steering wheel. This allows you to accurately and effortlessly adjust your steering wheel. It works with the Autoglide driver's seat, so you can easily enter and exit your Mark VIII.

Remote keyless entry system. Two remote hand-held key fobs lock and unlock doors, release the trunk lid, switch on illuminated entry lamps, and activate security lamps from a distance. A valet key is also available. This gives a parking attendant access to only your car's doors and ignition.







Mark VIII's InTech™ System features a potent

32-valve 280-horsepower V-8 engine with the

THE INTECHTM SYSTEM.

ability not just to excite you but to perform for

100,000 miles before its first scheduled tune-up.*

Other $\mathsf{InTech}^{\scriptscriptstyle\mathsf{TM}}$ components adding to your behind-

the-wheel rush include an improved speed-sensi-

tive power steering system and a sophisticated

computer-managed air suspension. Ride and

handling characteristics have also been refined.

It all adds up to one invigorating workout.

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



A computer-managed air suspension smooths out the bumps in the road and automatically lowers Mark VIII at highway speeds for improved handling and reduced wind resistance. It also helps keep the car level through changes in passenger seating or trunk loading.

Mark VIII's engine has been designed to perform for 100,000 miles without a scheduled tune-up under normal driving conditions with routine fluid/filter changes.

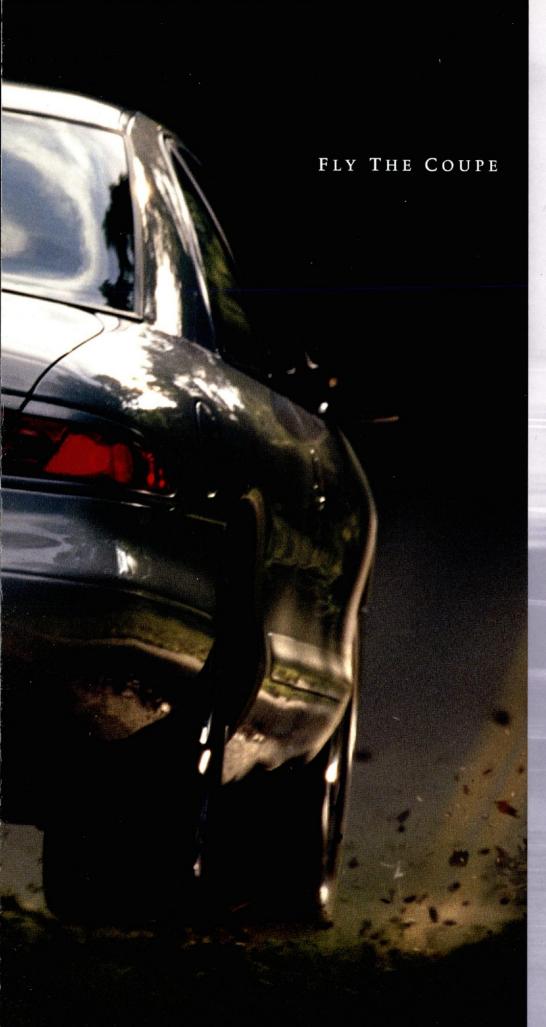
Silken smooth fourspeed electronic automatic transmission includes an overdrive lockout made for more performance-oriented driving.

A 32-valve, Four-Cam 280-horsepower InTech V-8 is Mark VIII's standard engine. With its new center entry intake manifold, it's destined to set the standard for responsive performance.

While raw speed isn't the only performance advantage you'll find on Mark VIII, it is reassuring to know that it can soar from 0-60 in an exhilarating 7.9 seconds.







The Mark VIII LSC raises the excitement to the

MARK VIII LSC.

next level. It features a more powerful InTech™

V-8 engine and sport suspension tuning.

Additionally, it comes with rich Euro-perforated

leather seating surfaces, distinctive chrome

wheels and striking monochromatic styling. If

you're ready for a most arousing experience,

here's your opportunity.









Sport suspension tuning contributes to LSC's superb handling characteristics.

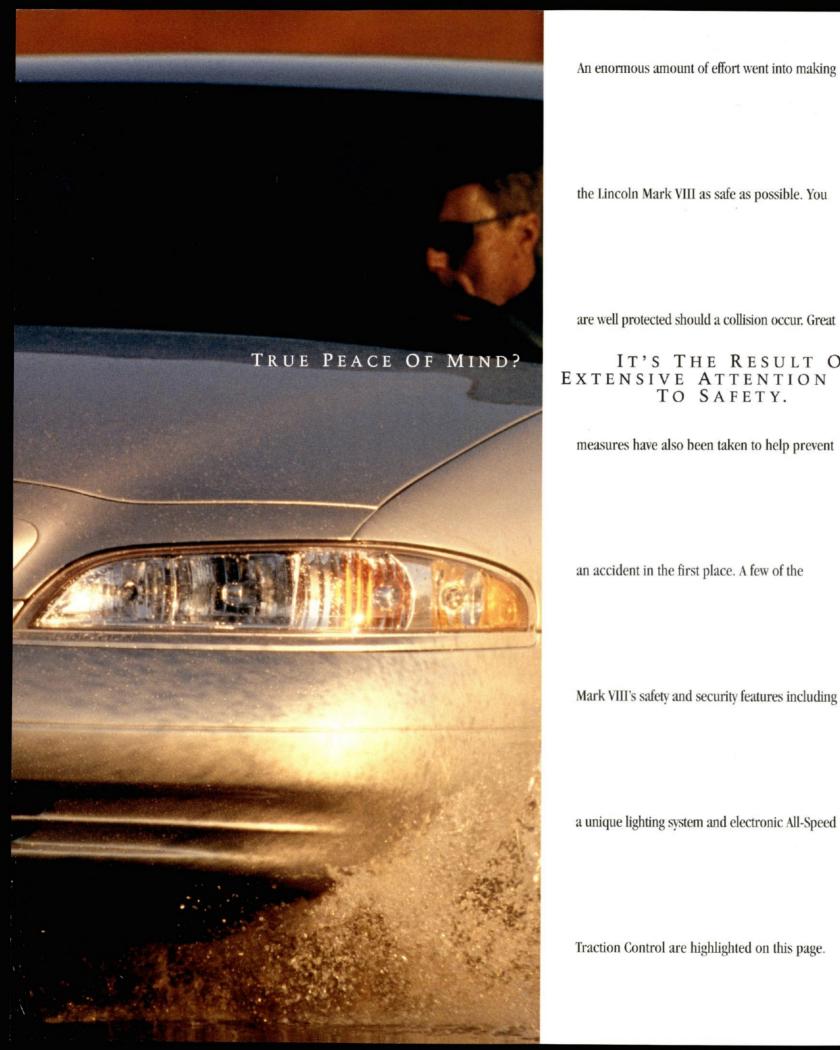
LSC features a monochromatic look and a unique body color grille for a sporty, sleek appearance.

Euro-perforated leather seating surfaces provide an extra margin of comfort and style. They're a special feature on LSC models.

This smooth performing 290-horsepower InTech engine helps make LSC a spirited sport coupe. Its extra power can take the car from 0-60 in a mere 7.6 seconds.

Adding to LSC's distinctive style are chrome directional wheels.





An enormous amount of effort went into making

the Lincoln Mark VIII as safe as possible. You

Traction Control obtain maximum wheel grip at



Dual air bags are standard equipment on all models. (Always wear your safety belt.)

Four-wheel disc Anti-lock Brakes (ABS) give the driver greater steering control while braking, particularly on slippery road surfaces.

Electrochromic

driver-side exterior and inside rearview

mirrors automati-

cally alter their reflectivity to shield your eyes from the

cars' headlamps.

are well protected should a collision occur. Great

IT'S THE RESULT OF EXTENSIVE ATTENTION TO SAFETY.

glare of other measures have also been taken to help prevent



Crumple zones help



absorb some of the energy of a major collision before it reaches the passenger compartment.





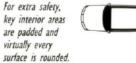
Doors are designed to remain closed in the event of a front or rear collision.





The roof and front pillars are reinforced and are engineered to meet a static force test equal to 5,000 pounds.





Three-point lap/shoulder safety belts are included for both front and rear outboard seating positions.



Cornering lamps activate with turn signals to increase visibility when completing a turn at night.



Additional turn-signal indicators are located on both outside mirrors. They're optimally positioned toward other drivers for maximum visibility.

increased visibility.

Security lamps are located under both outside mirrors and illuminate the ground in front of the doors.

A neon-lighted taillamp appliqué consisting of a single neon gas tube illuminates more quickly than conventional bulbs, giving drivers behind you more time to react when you brake. And it's an industry first.

The encoded key makes your Mark VIII practically theft-proof. If a nonencoded key or hotwiring is detected, the ignition is disabled.

Luminarc is a trademark of OSRAM SYLVANIA INC.



























PERSONALIZING YOUR PERSONAL SPACE.

activated portable cellular phone is available. It charges conveniently in the center console and can be removed

For your comfort dual heated front seats with separate controls for either the cushion, or cush ion and seatback, for your Mark VIII They're especially appreciated on cold winter mornings.

Features shown are optional.



trunk-mounted 10-disc CD changer provides the convenience of multi-disc play for hours of listening pleasure. Features include shuffle, select disc, seek and scan.

Power moonroof now has a "one-touch" open feature to provide up for fresh air

EXTERIOR

Exclusive Mark VIII lighting package:

- Luminarc high-intensity discharge headlamps
- · Full-width neon-lighted rear taillamp appliqué
- · Redundant turn signal indicators mounted on both outside mirrors
- Security lamps

Concealed radio antenna

5-mph bumpers front/rear Redesigned flexible grille

> Single key entry/ignition Extensive corrosion protection

16" lacy-spoke aluminum wheel

Dual bright exposed exhaust tips Electrochromic (auto-dimming) driver's side mirror

AVAILABLE FEATURES

Electronic All-Speed Traction Control (no cost option) Premium electronic AM/FM stereo radio with cassette player (no cost option)

Power moonroof with "one-touch" open feature Trunk-mounted 10-disc CD changer

Heated front seats with 5 temperature settings Integrated voice-activated rechargeable portable

cellular phone

16" cast aluminum directional painted wheels (no cost option)

16" chrome octastar wheels

Valet key (restricts access to trunk, trunk lock release and glove box) — available upon request from Lincoln

Front floor mats (no cost option)

Higher axle ratio (3.27:1)

MARK VIII LSC

4.6-liter, 290-horsepower, 32-valve, DOHC InTech V-8 engine Monochromatic bodyside styling

Euro-perforated leather seating surfaces

Sport suspension tuning 16" chrome directional wheels

Product Changes

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INFORMATION BASED ON AAMA SPECIFICATIONS.

LINCOLN

http://www.lincolnvehicles.com

What A Luxury Car Should Be



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE Corpo DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS, OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.





For more information via the Internet, enter

1997 LINCOLN MARK VIII SPECIFICATIONS

Layout: front engine, rear-wheel drive Horsepower @ rpm (SAE net): Torque @ rpm (lbs.-ft. SAE net): Construction: aluminum block and heads Fuel delivery: sequential multi-port electronic fuel injection

DRIVETRAIN

ENGINE

Transmission: four-speed electronic automatic overdrive with overdrive lockout and electronic All-Speed Traction Control

CHASSIS

Body: unitized construction with front subframe and rubber isolated rear subframe
Suspension:
front:
rear: independent with micro-computer-controlled air springs, stabilizer bar
Shock absorbers:
front:
Leveling system: computer-managed air springs with automatic front-to-rear and side-to-side leveling
Steering type: speed-sensitive, variable-assist, power rack-and-pinion
Overall ratio:
Turns, lock to lock:
Turning circle, curb to curb (ft.):
Brakes:
front:
rear:
Wheels:
Tires:



Spoke Aluminum'

Cast Aluminum Directional



Chrome Directional**

*Not available on LSC. **LSC only.

STANDARD FEATURES

THE EXCLUSIVE LINCOLN INTECH™ SYSTEM

A precise integration of powertrain and chassis technology designed to deliver power, control, reliability, and efficiency. POWERTRAIN:

- 4.6-liter, 280-horsepower, 32-valve DOHC InTech V-8 engine
- 100,000-mile scheduled tune-up interval*
- 4-speed electronic automatic overdrive transmission
- · Electronic powertrain control module with "home-safe" mode

SAFETY AND SECURITY

4-wheel Anti-Lock Brake System (ABS)

Electronic All-Speed Traction Control

Dual power outside mirrors include:

Reverse tilt-down feature

Security lamps

Heated feature

Anti-theft alarm system

Memory Profile System:

· Driver's seat position

Outside mirror position

Steering column position

Redundant turn signal indicators

Luminarc™ high-intensity discharge headlamps

Full-width neon-lighted rear taillamp appliqué

Luminarc™ is a trademark of OSRAM SYLVANIA INC.

INTERIOR/CONVENIENCE

• Express-down driver's window — on/off

Door lock confirmation "chirp" — on/off

Reverse tilt-down outside mirrors — on/off

Phone screen display (if equipped with portable

Power tilt/telescoping steering wheel and column with

Electrochromic (auto-dimming) inside rearview mirror

· New leather-wrapped floor shifter with lighted

Genuine burled walnut console and door trim appliqués

Power windows with driver side express-down and

6-way power driver and passenger seats with dual

power recliners and power lumbar supports

Easy entry/exit driver's seat — on/off

Autoglide driver's seat — on/off

Automatic door locking — on/off

cellular phone) — on/off

IBL Audio System with CD player

Redesigned center console includes:

· New, padded leather armrest

Leather seating surfaces

gear indicators

· Dual cup holders

illuminated switches

Automatic parking brake release

Coin holder

Battery saver

Passive Anti-Theft System (PATS)

Dual air bag Supplemental Restraint System (SRS)*

SUSPENSION:

Automatic load-leveling suspension

Wiper-activated headlamps

Brake/shift interlock

panic button

Cornering lamps

Rear window defroster

Child safety seat tether anchor

Front and rear crumple zones

4-way adjustable head restraints

Illuminated interior door handle cups

Electronic message center includes:

Instrument panel-mounted ignition switch

Rear center lap safety belt

*Always wear your safety belt.

Delayed accessory power

Driving range

Fuel used

· Fuel remaining

separate trips)

Date/lime

Average fuel economy

to display warnings

and backlit switches

Front passenger grab handle

driver's door trim panel

Rear seat center fold-down armrest

Autolamp on/off delay lighting system

sunload sensor

Rear seat heat ducts

Dual intermittent wipers

Driver's footrest

Solar tint glass

Instantaneous fuel economy

Trip odometer (stores mileage for two

Driver and passenger Autoglide seating system

Leather-wrapped steering wheel with center horn

System check: cycles through 12 vehicle systems

Electronic speed control with tap-up/tap-down feature

CFC-free electronic automatic temperature control with

Remote decklid and fuel-filler door release buttons on

Compass (eight separate displays)

- · 4-wheel disc, 4-circuit, hydraulic anti-lock brakes
- · Speed-sensitive, variable-assist power rack-and-pinion

Illuminated remote Keyless Entry system with

Heavy-gauge steel side door intrusion beams

3-point safety belts for front and outboard rear passengers

Front and rear computer-managed air suspension

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

EXTERIOR

Exclusive Mark VIII lighting package:

- Luminarc[™] high-intensity discharge headlamps · Full-width neon-lighted rear taillamp appliqué
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- Security lamps

Concealed radio antenna

Redesigned flexible grille Single key entry/ignition Extensive corrosion protection

16" lacy-spoke aluminum wheel

5-mph bumpers front/rear

Dual bright exposed exhaust tips

Electrochromic (auto-dimming) driver's side mirror

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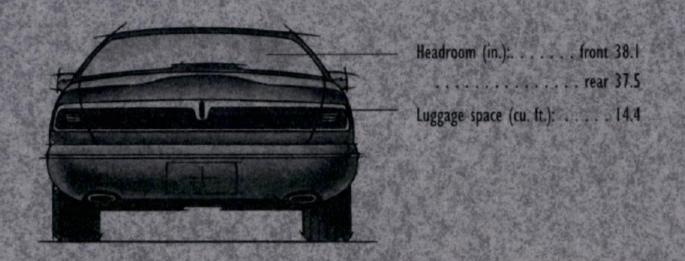
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TOTAL RECOVERED FIBER
10% POST-CONSUMER FIBER (360M) 7-96 P7392

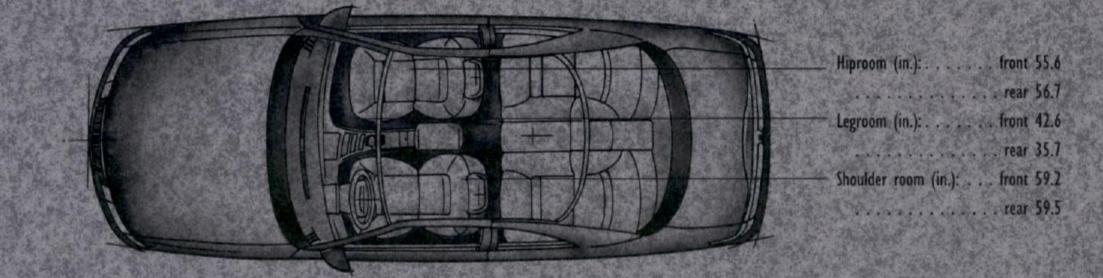
DIMENSIONS

ACCOMMODATIONS

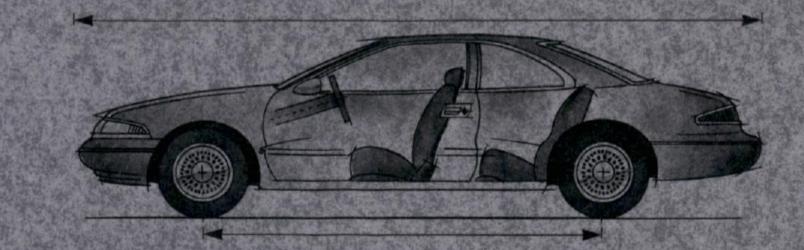
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rear 60.2



Length (in.): 207.2



INTERIOR COLOR CHOICES

- Light Graphite Ivory
- Ebony Light Prairie Tan

Cordovan Clearcoat Metallic

Ivory Pearlescent Clearcoat Metallic (Extra-Cost Tri-Coat)

Bright Toreador Red Tinted Clearcoat Metallic*

Evergreen Clearcoat Metallic*

Deep Navy Blue Clearcoat Metallic*

Light Prairie Tan Clearcoat Metallic

Silver Frost Clearcoat Metallic*

Pewter Grey Clearcoat Metallic

Black Clearcoat*

Opal Opalescent Clearcoat Metallic (Extra-Cost Tri-Coat) *

*Mark VIII LSC colors.

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