

1991 LINCOLN MARK VII



While many follow a familiar path, others feel compelled to set their own distinct course. Mark VII is a luxury automobile for individuals who place themselves firmly in the second category.

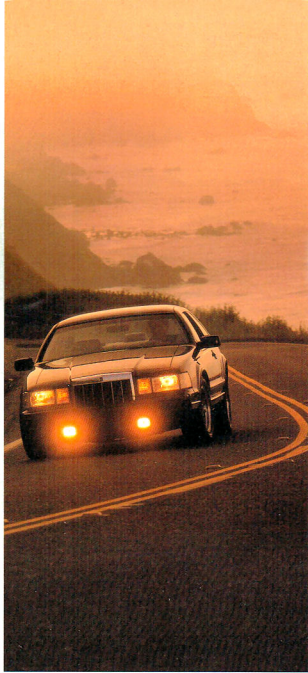
From its dramatic, contoured shape to the power, sophistication and control offered by its High-Output V-8 engine, four-wheel disc anti-lock brakes and electronic air suspension system, Mark VII dramatically defines itself as a luxury automobile created solely to satisfy those who set the most demanding standards of all. Drivers.

Mark VII is available in LSC and Bill Blass models for 1991. Each offers a unique interpretation of a truly American personal luxury coupe. And each embodies Lincoln's commitment to the highest standards of quality and customer satisfaction.

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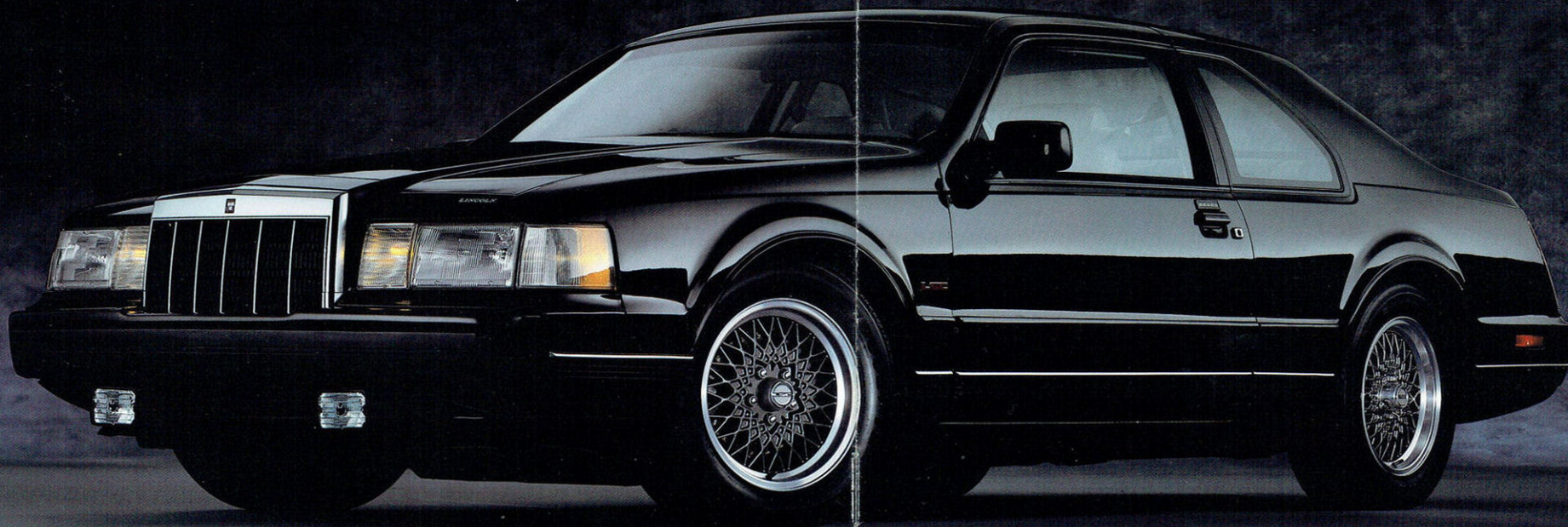
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*"I feel a nostalgic twinge every-
time I see an LSC on the street. I
owned one for two years, and I'd
give a lot to get it back again."*

*David E. Davis,
Editor/Publication Director
Automobile magazine*





Remember how you used to feel about those classic cars of the 1950s and 60s? How powerful and utterly capable they looked? Just seeing one of them cruising down the street made you want to take the controls. You can get that feeling again in a Mark VII LSC. It's far more sophisticated than those old classics, yet it can still quickly inspire that old familiar feeling that driving the right car can make all the difference in the world.



Lincoln Mark VII LSC in monochromatic Midnight Black Clearcoat.

Mark VII LSC pictured in monochromatic Midnight Black Clearcoat.

A LUXURY CAR THAT APPEALS TO THE PASSIONATE AND THE PRACTICAL MINDED.

A single glance at Mark VII's sleek yet powerful shape is enough to inspire your passionate nature. A closer look reveals that behind all this rugged beauty are many design considerations to satisfy your intellectual side.

The Mark's contoured, fluid lines represent a striking example of functional form. Its exterior design is not only handsome, but aerodynamic to help improve fuel efficiency* and reduce interior sound levels at highway speeds.



Mark VII's luxury also offers a practical side, as found in the convenience offered by its standard illuminated/keyless entry system (1). It allows you to lock or unlock both doors and the trunk without the aid of a key, simply by entering a code pre-programmed at the factory, or your own private code.

Design sensibilities are also displayed in the inclusion of cornering lamps (2), located on either side of the halogen headlamps. As the name implies, cornering lamps provide an extra measure of night vision as you're turning a corner. They're activated by using the turn signal with the headlamps on.

Mark VII offers so many of these standard conveniences that there are very few options you may choose. One of the options available for your consideration is a power moon roof (3), which opens smoothly to provide sunshine or starlight at the touch of a switch.

From standard conveniences to luxurious extras, Mark VII offers something to appease your practical side and still stir the soul.

*See EPA statement in back of catalog.



Mark VII LSC instrumentation. Some features shown may be optional.

A COCKPIT THAT REWARDS DRIVERS.

A true driver's car must offer a reassuring sense of intelligent design. Of the many places you'll find this demonstrated in the Mark VII, perhaps the best place to see it firsthand is from behind the wheel.

Mark VII's cockpit is both ergonomic and luxurious. Instrumentation (analog on LSC; digital on Bill Blass) is displayed in a fashion that is simple to read and analyze. Controls are positioned where they are easy to reach and comfortable to operate. A luxurious leather-wrapped steering wheel offers a firm grip to better experience the responsiveness of rack-and-pinion steering with quick-ratio power assist.

Mark VII's cockpit includes such conveniences as electronic automatic climate control, electronic speed control and an electronic message center that displays useful information at a glance including distance to empty, average and instantaneous fuel economy, average speed, distance traveled, distance to destination, elapsed time and time of arrival.

You'll find more thoughtful touches in Mark VII's overhead console (1), including individual courtesy/map lights, as well as continuous readouts of compass heading and outside

temperature. For an additional measure of convenience, an optional cellular car phone is available with an external speaker for enhanced hands-free operation, audio mute, plus super speed dialing with 30-number memory capability. This factory-installed option is an element of the Ford Cellular System which offers national coverage throughout the United States.*

Recognizing that intelligent design must include a strong concern for safety, Mark VII is equipped with a standard driver-side air bag

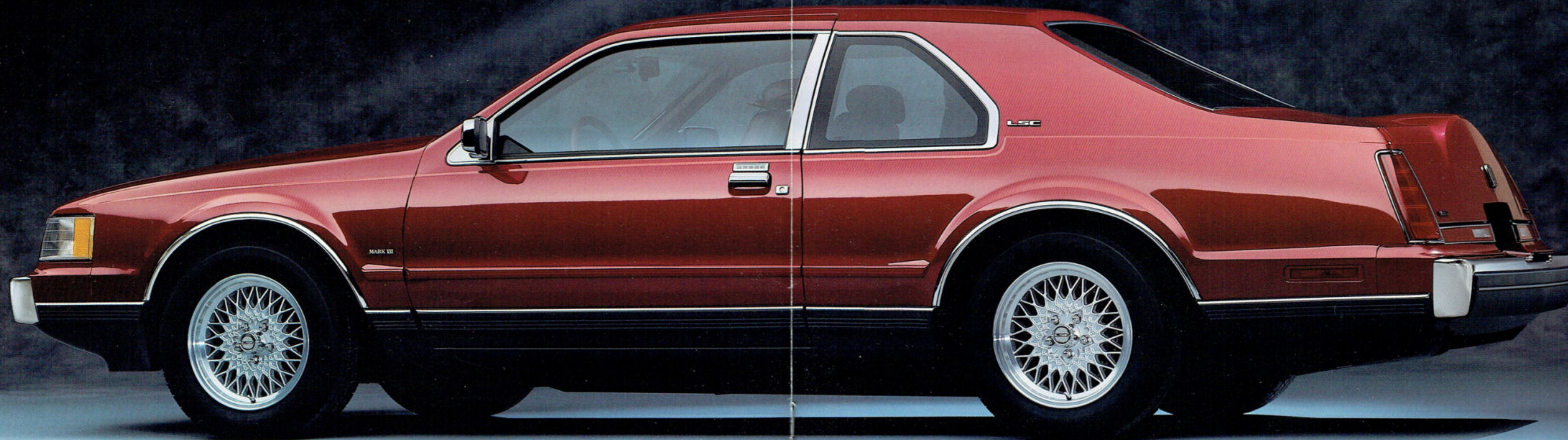
Supplemental Restraint System (2) located in the steering wheel. This system, along with properly worn safety belts, provides the most advanced occupant restraint system available today.

In the unfortunate event of a moderate to severe frontal collision, sensors activate the air bag (in less time than it takes to blink an eye) to provide an added measure of protection for the driver's head and chest.

Another safety feature which we strongly encourage everyone to use is the safety belt. Mark VII is equipped with three-point lap/shoulder safety belts for front and rear outboard passengers, and a lap belt for the center rear passenger.



To appreciate what makes the Mark VII truly distinctive, you'll have to experience something which words cannot depict. Take a seat, wrap your hands around the steering wheel and find an enjoyable stretch of road.



Mark VII LSC in Medium Cranberry Clearcoat Metallic.



Lincoln Mark VII LSC interior with Cranberry leather seating surfaces.

AN INTERIOR THAT GRATIFIES PASSENGERS.

Mark VII is a luxury car for people with an individual sense of style. And since no two individuals are identical in dimensions or in tastes, Mark VII offers room to accommodate.

You have the luxury of choosing a Mark VII that matches your own inclinations: the Luxury Sport Coupe (LSC) or the Bill Blass designer series.

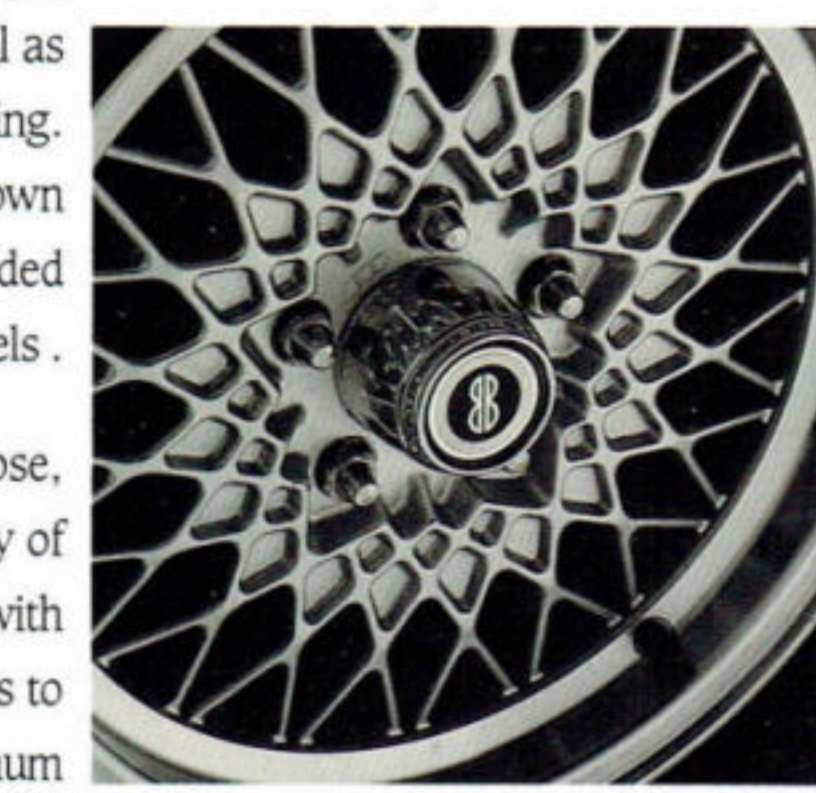
The LSC allows you to settle into the supportive comfort of an articulated sport seat (1) with individual power lumbar and side bolster adjustments. The Bill Blass edition (2) offers cloth or leather seating surfaces in a unique designer's sew style, as well as special accents and badging. Both cars feature their own distinctively branded BBS wheels.

Whichever model you choose, you'll appreciate the luxury of driver and passenger seats with six-way power adjustments to help you select the optimum

level of comfort. Other amenities include dual power seat back recliners, power windows and door locks, a full console with leather armrest and ample seating for five adults — just as you'd expect to find in a luxury car of Mark VII's caliber.

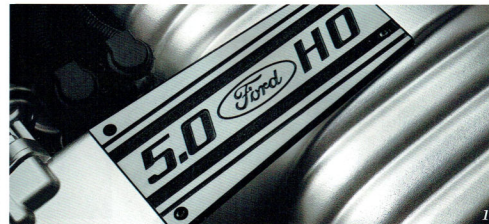
One luxury that can't be overlooked is the pleasure afforded by a precision audio system. Mark VII's standard offering is a High-Level Audio System with an AM/FM cassette radio, remote 80-watt amplifier and premium speakers that are carefully placed within the interior for clear listening enjoyment.

If your love of music is as passionate as your love of driving, you may opt for the highly acclaimed Ford JBL Audio System (3). It features 140 watts of power that combine with the wide dynamic range of JBL speakers to provide breathtaking musical performance. You may even match this system to your preferred format by replacing the cassette tape radio with an optional integral compact disc radio.





MARK VII ENGINEERING: A SOPHISTICATED BLEND OF POWER AND GRACE.

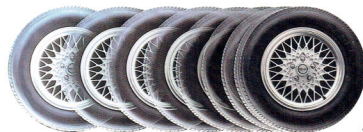


A car that excites and involves the driver must offer far more than raw horsepower. So Lincoln engineers endowed Mark VII with features and attributes that enhance not only power, but handling and safety as well.

Power is provided by a 225-horsepower (SAE net), 5.0-liter High-Output V-8 (1) equipped with sequential multi-port electronic fuel injection, tubular stainless steel headers, a tuned cast-aluminum intake manifold, dual exhaust and EEC-IV, an advanced electronic engine control system. This engine is efficiently matched to a smooth four-speed automatic overdrive transmission.

Mark VII's elusive combination of taut handling and plush ride is derived from an Electronic Air Suspension system (2) that allows for quick variations in spring firmness as load and cornering forces change. The system includes computer-controlled automatic load leveling, along with side-to-side and front-to-rear adjustments to help maintain proper ride height through changing loads and road conditions.

All this performance is brought to a quick halt by Mark VII's four-wheel disc Anti-Lock Brake System (3). ABS contains a microprocessor that provides maximum braking efficiency by pulsing brake pressure up to ten times per second when imminent wheel lockup is sensed. It helps the driver maintain steering control – even in extreme braking situations – by inhibiting brake-induced wheel lockup, no matter how hard the driver may slam on the brakes.





Lincoln Mark VII Specifications

Vehicle type: five-passenger, two-door luxury sport coupe

Dimensions:

Wheelbase (in.)	108.5
Track (in.)	front 58.4 rear 59.0
Length (in.)	202.8
Width (in.)	70.9
Height (in.)	54.2
Curb weight (lb.)	3,782 (Blass) 3,807 (LSC)
Fuel capacity (gal.)	21.0
Luggage space (cu. ft.)	14.2

Accommodations:

Headroom (in.)	front 37.8 rear 37.1
Legroom (in.)	front 42.0 (max.) rear 36.9 (min.)
Hiproom (in.)	front 52.4 rear 55.2
Shoulder room (in.)	front 56.0 rear 57.8

Engine:

Layout	front engine, rear-wheel drive
Type	5.0-liter High-Output V-8 with EEC-IV computer
Displacement (liters/cu. in.)	5.0/302
Bore & stroke (mm/in.)	101.6x76.2/4.0x3.0
Compression ratio	9.0:1
Horsepower @ rpm (SAE net)	225 @ 4200
Torque @ rpm (lb.-ft. SAE net)	300 @ 3200
Fuel delivery	sequential multi-port electronic fuel injection
Fuel requirement	.87 octane (minimum) unleaded (anti-lock index)

Drivetrain:

Transmission type	4-speed automatic overdrive with lock-up converter
Gear ratios: I	2.40
II	1.47
III	1.00
IV	0.67
axle ratio	3.27:1

Chassis:

Body	unitized construction with separate front subframe
Suspension	front hybrid MacPherson strut with air spring mounted on lower control arm rear four bar link with air spring on lower arm, stabilizer bar shock absorbers nitrogen gas-pressurized leveling system microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling
Steering type	constant-ratio power rack-and-pinion
Overall ratio	14.7:1
Turns, lock to lock	2.46
Turning circle, curb to curb (ft.)	40.1
Brakes	front 10.8-inch power-assisted disc, anti-lock rear 11.3-inch power-assisted disc, anti-lock
Wheels	cast aluminum 16x17-inch
Tires	P225/60R16 BSW steel-belted radials

Information based on MVMA specifications.

S Standard feature O Optional feature N/A Not available

Bill Blass

Functional Features

5.0-liter High-Output V-8 engine (225 hp @ 4,200 rpm)	S
Driver-side air bag Supplemental Restraint System	S
Sequential multi-port electronic fuel injection	S
Electronic engine controls (EEC-IV)	S
Tubular exhaust headers	S
Performance camshaft	S
Dual exhaust	S
Four-speed automatic overdrive transmission	S
Traction-Lok axle	O
Power rack-and-pinion steering	S
Four-wheel disc Anti-lock Brake System	S
Electronic air suspension and level control	S
Handling suspension	S
Nitrogen gas-pressurized shocks and struts	S
Front and rear stabilizer bars	S
84-amp/hr maintenance-free battery	S
21.0-gallon fuel tank	S

Exterior Features

Aerodynamic halogen headlamps	S
Cornering lamps	S
Fog lamps	N/A
Headlamp convenience system	S
Illuminated/keyless entry system	S
Single key entry/ignition	S
Power trunk pulldown	S
Power fold-away heated mirrors	S
Extensive corrosion protection	S
Upper body dual band paint accent stripes	S
Color-keyed bodyside protection molding	S
Special edition monochromatic paint	N/A

Interior/Convenience Features

Electronic instrumentation	S
Analog instrumentation with tachometer	N/A
Message center with digital readouts	S
Six-way power driver and passenger seats	S
Leather seat trim	S
Articulated sport seats	N/A
Non-articulated seat with leather trim/no extra charge	N/A
Leather seat trim with cloth inserts/no extra charge	N/A
Cloth seat trim/no extra charge	O
Dual power recliners	S
Power bolster/lumbar supports	N/A
2-way front seat headrests	S
Rear seat fold-down armrest	S
Electronic automatic climate control	S
Rear window defroster	S
Side window defoggers	S
Rear compartment heat duct	S
Tinted glass	S
High-Level electronic AM/FM stereo with cassette	S
Ford JBL Audio System	O

S Standard feature O Optional feature N/A Not available

Bill Blass LSC

Functional Features

5.0-liter High-Output V-8 engine (225 hp @ 4,200 rpm)	S	S
Driver-side air bag Supplemental Restraint System	S	S
Sequential multi-port electronic fuel injection	S	S
Electronic engine controls (EEC-IV)	S	S
Tubular exhaust headers	S	S
Performance camshaft	S	S
Dual exhaust	S	S
Four-speed automatic overdrive transmission	S	S
Traction-Lok axle	O	O
Power rack-and-pinion steering	S	S
Four-wheel disc Anti-lock Brake System	S	S
Electronic air suspension and level control	S	S
Handling suspension	S	S
Nitrogen gas-pressurized shocks and struts	S	S
Front and rear stabilizer bars	S	S
84-amp/hr maintenance-free battery	S	S
21.0-gallon fuel tank	S	S

Exterior Features

Aerodynamic halogen headlamps	S	S
Cornering lamps	S	S
Fog lamps	N/A	S
Headlamp convenience system	S	S
Illuminated/keyless entry system	S	S
Single key entry/ignition	S	S
Power trunk pulldown	S	S
Power fold-away heated mirrors	S	S
Extensive corrosion protection	S	S
Upper body dual band paint accent stripes	S	N/A
Color-keyed bodyside protection molding	S	S
Special edition monochromatic paint	N/A	O

Interior/Convenience Features

Electronic instrumentation	S	N/A
Analog instrumentation with tachometer	N/A	S
Message center with digital readouts	S	S
Six-way power driver and passenger seats	S	S
Leather seat trim	S	S
Articulated sport seats	N/A	S
Non-articulated seat with leather trim/no extra charge	N/A	O
Leather seat trim with cloth inserts/no extra charge	N/A	O
Cloth seat trim/no extra charge	O	N/A
Dual power recliners	S	S
Power bolster/lumbar supports	N/A	S
2-way front seat headrests	S	S
Rear seat fold-down armrest	S	S
Electronic automatic climate control	S	S
Rear window defroster	S	S
Side window defoggers	S	S
Rear compartment heat duct	S	S
Tinted glass	S	S
High-Level electronic AM/FM stereo with cassette	S	S
Ford JBL Audio System	O	O

Bill Blass LSC

Interior/Convenience Features Con'd

Electronic AM/FM stereo radio with compact disc	O	O
Automatic power antenna	S	S
Cellular telephone	O	O
Tilt steering column	S	S
Fingertip speed control	S	S
Automatic parking brake release	S	S
Stalk controls with flash-to-pass	S	S
Interval wipers	S	S
Power windows and door locks	S	S
Power moonroof	O	O
Illuminated glove box	S	S
Leather-wrapped steering wheel with perforated leather	S	S
Leather-wrapped gearshift	S	S
Console-mounted gearshift, cup holder, coin slots	S	S
Compass/thermometer group	S	S
Electrochromic automatic dimming mirror	O	O
Anti-theft alarm system	O	O
Dual illuminated visor mirrors	S	S
Dual-intensity rear reading lamps	S	S
Front and rear carpeted floor mats	S	S
Remote trunk and fuel-filler door releases	S	S
Carpeted luggage compartment with lamp	S	S
Underhood lamp	S	S

Tires/Wheels

P225/60R16 BSW performance steel-belted radial tires	S	S
BBS handling cast-aluminum wheels	S	S

Interior Colors

Crystal Blue	N/A	S
Mocha	N/A	S
Cranberry	N/A	S
Ebony	S	S
Light Titanium	S	S

Exterior Colors

Medium Mocha Clearcoat Metallic	N/A	S
Light Mocha Pearlescent Clearcoat Metallic	N/A	S
Cranberry Clearcoat Metallic	S	S
Garnet Red Clearcoat Metallic	S	S
Burgundy Clearcoat Metallic	S	S
Amethyst Pearlescent Clearcoat Metallic	S	S
Crystal Blue Pearlescent Clearcoat Metallic	S	S
Regatta Blue Clearcoat Metallic	N/A	S
Twilight Blue Clearcoat Metallic	S	S
Midnight Black Clearcoat	S	S
Graphite Clearcoat Metallic	S	S
Titanium Pearlescent Clearcoat Metallic	S	S
Arctic White	S	S
Special edition monochromatic paint colors		
Garnet Red Clearcoat Metallic	N/A	O
Midnight Black Clearcoat	N/A	O

THE LINCOLN COMMITMENT.

Our goal is to ensure that your satisfaction in owning a Lincoln includes the luxury of personal attention to all of your needs, now and for many miles down the road.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN A MILE.

The luxury of owning a Lincoln extends far beyond the quality of the automobile. It includes an extensive pre-delivery and delivery process that familiarizes you with your new automobile, the dealership and all available services. You'll have the opportunity to meet key dealer personnel, tour the service department, schedule your first routine maintenance visit, and take a brief orientation drive to ensure that you are completely familiar and satisfied with your new Lincoln. In addition, a full tank of gas will be provided upon delivery of your new Lincoln.

A PROMISE TO LISTEN.

Should the need ever arise, you can call the Lincoln Customer Assistance Center toll-free at 1-800-521-4140* or write Ford Motor Company, Lincoln Customer Assistance

Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. The center hours of operation are from 8:30 am to 5:00 pm, EST, and until 7:00 pm for the West Coast.

Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a factory representative. A member of the Lincoln Commitment team will then contact you the next business day. Rest assured that you will receive prompt attention.

This is your convenient source for all services offered through *the Lincoln Commitment.*

A SERVICE LOANER.

You deserve special attention when servicing your Lincoln. Which is why you will receive a service loaner car or a base rental allowance for up to five days if your Lincoln requires warranty work that will keep it at the dealership overnight. Ask your dealer for complete details on this service loaner program.

WHEREVER YOU ARE, WE'RE THERE.

As part of the Lincoln Commitment, we're providing an ongoing roadside service assistance program that can respond to your needs anywhere in

the United States. This wide-ranging program includes roadside service and towing, area maps and trip routing, and up to \$1,000 emergency travel expense reimbursement. In the unfortunate circumstance that you should need assistance, roadside service can be requested by calling toll-free 1-800-521-4140*, 24 hours a day, 7 days a week. A service truck will be dispatched immediately and in most instances, will arrive within 45 minutes of your call. This service is provided at no charge to all new Lincoln owners for one year from date of purchase, and to any Lincoln owner, regardless of vehicle age, for an appropriate fee. Benefits are provided by Ford Auto Club, Inc.



FACTORY TRAINED SERVICE.

Should your Lincoln need servicing, you may rest assured that it will be performed by a factory trained service technician. These technicians must pass extensive factory-authorized training courses that specially qualify them to perform major diagnostic and service procedures.

Buckle up—together we can save lives.

*Effective Oct. 1, 1990.

EPA statement: 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Lincoln Mark VII, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Options availability:** Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. **"Ask your Lincoln-Mercury Dealer":** Following publication of this catalog, 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. **Product changes:** Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

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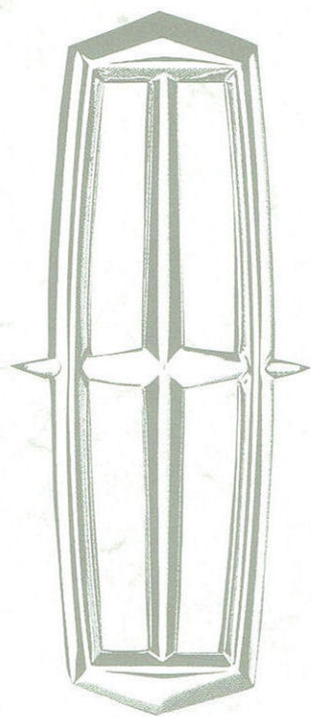
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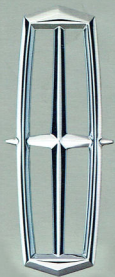
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LINCOLN-MERCURY DIVISION

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LINCOLN.
WHAT
A
LUXURY
CAR
SHOULD
BE.