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## ONE LOOK AND YOU'LL SEE WHY MARK VIII IS AMERICA'S BEST-SELLING LUXURY PERFORMANCE COUPE.

The most obvious highlight of the 1994 Lincoln Mark VIII is its impressive exterior styling. The distinctive body forms a single, flowing shape from its low-profile headlamps and steeply raked roof line to its softly rounded trunk. It is a truly remarkable automobile—one that brings sport luxury coupes to a new height.

Few automobiles have as large and illustrious a reputation to uphold as this one. The people of Lincoln have gone to extraordinary lengths to ensure that the new Mark VIII will be everything its owners expect it to be—and more.



### WRAPAROUND INTERIOR

If the exterior is Mark VIII's most obvious highlight, the interior is its most inviting. Luxuriously appointed, this generous interior is literally sculpted around the driver. This wraparound design brings all necessities conveniently close to enhance driver control.



### SOPHISTICATED POWERPLANT

The Lincoln Mark VIII has one of the most sophisticated powerplants available in any luxury car in the world. The 280-hp, 4.6-liter Four Cam V-8—with sequential multi-port electronic fuel injection—combines abundant power with exceptional fuel efficiency. A wide-ratio, electronically controlled, four-speed, automatic overdrive transmission is ideally matched to this powerful engine.



### DUAL AIR BAGS

The Mark VIII is equipped with a standard driver- and right front passenger-side air bag Supplemental Restraint System that offers added protection when used in combination with safety belts. Always wear your safety belt. It's also worth knowing that Lincoln was one of the first luxury carmakers to offer standard dual air bags and anti-lock brakes on every car.



### COMPUTER-MANAGED SUSPENSION

Additional proof of Mark VIII's technical innovation is its front and rear microcomputer-controlled air spring four-wheel independent suspension. At 55 mph this computer managed suspension actually lowers the car closer to the road for improved performance. The Mark VIII's road-hugging ability at highway speeds is something serious driving enthusiasts will appreciate.

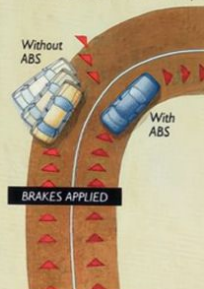


### SPEED-SENSITIVE POWER STEERING

Speed-sensitive power steering is standard on Lincoln Mark VIII. It delivers excellent road feel with the right amount of assist for all driving maneuvers, including parking.

### ANTI-LOCK BRAKES

An Anti-lock Braking System (ABS) is standard on the Mark VIII. It helps drivers maintain steering control during hard braking even in less-than-ideal situations. An available electronic Traction Assist system can also help the driving wheels grip slippery surfaces rather than spin during acceleration.



### STANDARD FEATURES

Here are just a few of Mark VIII's impressive standard features:

- Rear-wheel drive
- Tachometer
- Anti-theft alarm system
- Fingertip speed control
- CFC-free air conditioner and solar tinted glass
- Power windows with driver's side express-down feature
- Power locks
- Rear window defroster and side window demisters
- All-leather seat trim
- Six-way power driver and passenger seats with dual power recliner and power lumbar support
- Driver's seat and mirror with three-position memory
- Driver and passenger Autoglide seating system
- Dual exhaust outlets with bright exhaust tips
- Electronic AM stereo/FM stereo cassette radio and Premium Sound system with automatic power antenna
- Remote keyless illuminated entry system
- Cast aluminum wheels
- P225/60R16/97V performance radial tires

### LINCOLN COMMITMENT

During the 48-month/50,000-mile bumper-to-bumper warranty, every new Lincoln is covered by the Lincoln Commitment—an ownership experience totally focused on your satisfaction. The Lincoln Commitment is one of the best ownership support programs in the industry. Benefits include technician certification, service loaners, 24-hour Roadside Assistance, an informative delivery process, Sales Consultant certification and a 1,000-mile inspection. Complete details and a copy of the limited warranty are available at your dealer.







## OPTIONS AND SPECIFICATIONS

The 1994 Lincoln Mark VIII is a luxury car that emphasizes its ability to please drivers as well as treat passengers to an environment of exceptional comfort and convenience. Its impressive list of standard amenities leaves but a few options from which to choose if you're interested in adding a personal touch. Here are the options available for Mark VIII:

- Electronic Traction Assist
- AM/FM stereo radio with CD player
- JBL audio system
- Trunk-mounted 10-disc CD changer
- Power moonroof
- Electrochromic automatic dimming mirrors
- Voice-activated cellular telephone
- Chromed aluminum directional wheels

### DIMENSIONS (IN INCHES)

Wheelbase: .....	113.0
Overall length: .....	207.3
Overall height: .....	53.6
Overall width: .....	74.6

### CAPACITIES

Luggage space: .....	14.4 cu. ft.
Curb weight: .....	3,768 lbs.

### ENGINE

Layout: .....	Front engine, rear-wheel drive
Type: .....	DOHC 32-valve V-8 with aluminum block and heads
Displacement: .....	4.6 liters/281 cu. in.
Horsepower (SAE net): .....	280 @ 5,500 rpm
Torque (SAE net): .....	285 lb.-ft. @ 4,500 rpm
Fuel capacity: .....	18.0 gal.
Fuel economy: .....	18-25 mpg

### TRANSMISSION

Four-speed automatic electronic overdrive

### SUSPENSION

Short/Long Arm (SLA) front and independent rear suspension; microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling; front and rear stabilizer bars and direct double-acting gas-pressurized/hydraulic shock absorbers with air spring assembly

**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. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations. **YOUR LINCOLN-MERCURY DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE AND ADDITIONAL INFORMATION.**

 **LINCOLN**  
What A Luxury Car Should Be