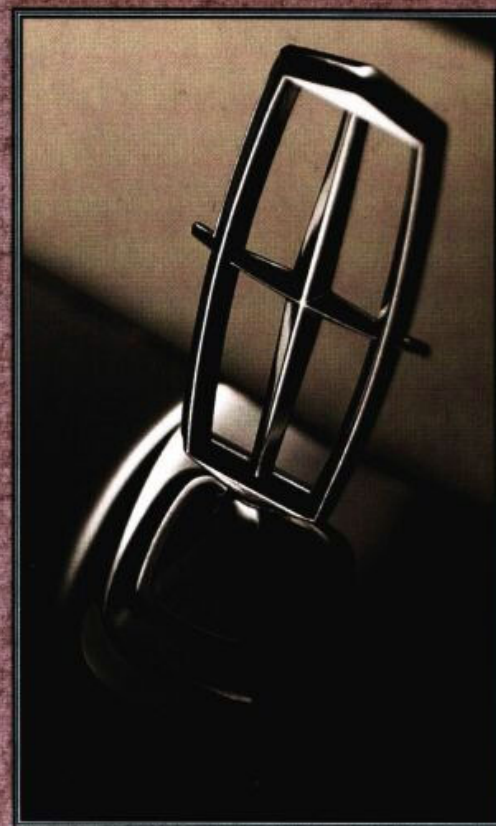


1 9 9 7
L I N C O L N
WHAT A LUXURY CAR SHOULD BE



MARK VIII

CONTINENTAL

TOWN CAR

This is an automobile fashioned to thoroughly

MARK VIII

satiate people who are passionate about driving.

It's a singular blend of refined personal luxury,

exhilarating power, and deft handling

characteristics. This is due in large part to the

exclusive InTech™ System. Mark VIII's exterior

has been restyled to further stimulate your

senses. It is a most captivating example of

what a luxury performance coupe should be.



WE'VE MADE OUR MARK
NOW WE'RE REFINING IT.



Lincoln Continental is a breed unto itself.

CONTINENTAL

You'll find a space where contemporary

luxurious comfort are harmonious. A

refined vehicle with the smooth ride and

handling characteristics that make it so

easy to own. This is a vehicle that

exemplifies sophisticated engineering as exemplified

by the InTech™ System. Lincoln Continental.

Experience the road in a most gratifying new way.

EXPERIENCE THE ROAD
ON YOUR OWN TERMS:
ELEGANTLY.



For years, one automobile has been revered as a

TOWN

benchmark of traditional luxury. The Lincoln

Town Car. As you can see, today's edition of this

superbly crafted vehicle remains true to its

original concept. You'll appreciate the near

legendary Lincoln ride and tranquil setting.

Its resplendent, spacious interior allows you to

stretch out and get comfortable. As a result,

you'll find that Town Car will ensure you arrive

at your destination ready to go.

CAR

AN ENDURING AND
UNCOMPROMISED CLASSIC.



A photograph of three men in business suits. The man in the foreground is wearing glasses and looking towards the right. Behind him, two other men are looking at a car, which is partially visible on the right side of the frame. The lighting is warm and focused on the men's faces.

The satisfaction of owning your Lincoln goes well beyond the driving

experience. It's knowing your car is backed by a comprehensive

benefits package like the Lincoln Commitment. It includes 24-hour

LINCOLN

Roadside Service Assistance — just call our hotline for towing, jump-

COMMITMENT™

starting, tire changing, lockout service or gas delivery. If your Lincoln

requires service, alternate transportation such as a loaner or shuttle

service may be provided. Should an emergency arise, whether you're

close to home or away on vacation, rest assured we'll reimburse you

for things like meals, lodging, taxis and rental cars. And we'll furnish

you with computerized maps and trip routing. What's more, the Lincoln

Commitment provides a Customer Assistance Center and a 4-year/50,000-

mile limited warranty. See your Lincoln dealer for complete details.

1997 MARK VIII

SELECTED FUNCTIONAL FEATURES

InTech™ System
4.6L 280-horsepower 32-valve DOHC InTech™ V-8 engine
100,000-mile scheduled tune-up interval*
Computer-managed, load-leveling, 4-wheel independent air suspension
4-wheel disc anti-lock brakes
4-speed electronic automatic overdrive transmission
Speed-sensitive, variable-assist power rack-and-pinion steering
Passive Anti-Theft System (PATS)
Dual exhaust with exposed bright tips
Electronic All-Speed Traction Control

CONVENIENCE FEATURES

6-way power driver and passenger seats with dual power recliners and power lumbar supports and leather seating surfaces
JBL Audio System with electronic AM/FM stereo radio and CD player
CFC-free electronic automatic temperature control with sunload sensor
Outside mirrors with ground illumination, turn signal indicators and back-up features
Memory Profile System
Luminarc™ high-intensity discharge headlamps
Electrochromic (auto-dimming) inside/outside mirrors
Driver and passenger Autoglide seating system

SELECTED OPTIONS

Trunk-mounted 10-disc CD changer
Power moonroof with "one-touch" open feature
Integrated voice-activated, rechargeable, portable, cellular phone
16" chrome Octastar aluminum wheels
16" cast aluminum directional painted wheels (no cost)
Heated front seats with 5 temperature settings

LSC FEATURES

4.6L 290-horsepower 32-valve DOHC InTech™ V-8 engine
Monochromatic exterior styling
Sport suspension tuning
16" chrome aluminum directional wheels
Euro-perforated leather seating surfaces
Higher axle ratio

Luminarc™ is a trademark of OSRAM SYLVANIA INC.
See dealer for complete list of features.

1997 CONTINENTAL

SELECTED FUNCTIONAL FEATURES

InTech™ System
4.6L 260-horsepower 32-valve DOHC InTech™ V-8 engine
100,000-mile scheduled tune-up interval*
Computer-managed, load-leveling, 4-wheel independent suspension
4-wheel disc anti-lock brakes
4-speed electronic automatic overdrive transaxle
Speed-sensitive, variable-assist power rack-and-pinion steering
Driver-adjustable suspension and steering effort
Dual exhaust with exposed bright tips
All-Speed Traction Control

CONVENIENCE FEATURES

12-function Memory Profile System
CFC-free electronic automatic temperature control with sunload sensor
6-way power driver and front passenger recliners with memory driver seat and 2-way power lumbar and leather seating surfaces
High-Level Audio System with AM/FM stereo radio and cassette with concealed antenna
Autolamp on/off delay lighting system
Particulate air-filtration system
Power windows with driver-side "express-down" feature
Power door locks with "smart lock" feature
Virtual image instrument cluster with message center
Electrochromic (auto-dimming) inside rearview mirror with compass

SELECTED OPTIONS

6-disc CD changer in passenger compartment
JBL Audio System with Digital Signal Processing (DSP)
Integrated voice-activated cellular phone
Power moonroof
16" chrome double window aluminum wheels
16" chrome five spoke aluminum wheels
Electrochromic (auto-dimming) sideview mirror
Heated front seats with 5 temperature settings
Personal Security Package includes:

- SecuriTire System
 - Michelin "Zero-Pressure" Tires
 - Pressure Alert Tire Sensing System
- Programmable garage door opener

RESCU Package includes:

- Lincoln RESCU (Remote Emergency Satellite Cellular Unit)
- Integrated voice-activated cellular phone
- JBL Audio System
- Programmable garage door opener

1997 TOWN CAR

SELECTED FUNCTIONAL FEATURES

4.6L SOHC V-8 engine
100,000-mile scheduled tune-up interval*
4-speed electronic automatic overdrive transmission with overdrive lockout
Speed-sensitive, variable-assist power steering with selectable steering effort switch
Self-leveling rear air spring suspension
Battery saver

CONVENIENCE FEATURES

Comfort/Convenience Group includes 6-way power front passenger seat, power decklid pulldown, dual illuminated visor vanity mirrors, Autolamp on/off delay lighting system, rear carpeted floor mats
Twin comfort lounge seats with 6-way power driver and passenger adjustments, driver seatback power recliner, and 2-way front head restraints
CFC-free electronic automatic temperature control with sunload sensor
Electronic AM/FM stereo radio with cassette player and concealed antenna
Solar tint glass
Illuminated power window, door locks and seat control switches
Delayed accessory power

AVAILABLE FEATURES

Memory driver seat with dual power recliners and power lumbar supports (Signature & Cartier)
Electronic Traction Assist (standard on Cartier)
Leather seating surfaces (no extra charge on Cartier)
JBL Audio System with Digital Signal Processing (DSP) (standard on Cartier — N/A on Executive Series)
Remote steering wheel audio/temperature controls (standard on Signature & Cartier)
Power moonroof (N/A on Executive Series)
Electrochromic (auto-dimming) mirrors and compass (standard on Cartier)
Integrated voice-activated cellular telephone (N/A on Executive Series)
Heated front seats with 5 temperature settings (standard on Cartier)
16" spoke aluminum wheels
16" eight window chrome wheels (Signature & Cartier)
Ride Control Package with 16" spoke aluminum wheels and P225/60R16 all-season WSW tires (N/A on Executive Series)

AVAILABLE SERIES

- Executive
- Signature
- Cartier

SAFETY/SECURITY

STANDARD LINCOLN SAFETY/SECURITY FEATURES

Driver and right front passenger air bag Supplemental Restraint System (SRS)**
4-wheel Anti-lock Brake System (ABS)
Remote illuminated/keyless entry system and anti-theft system
3-point safety belts for front and rear outboard passengers
Front and rear crumple zones
Heavy-gauge steel side door intrusion beams
Brake/shift interlock
Interval windshield wipers
Cornering lamps
Dual power heated outside mirrors
Rear window defroster
Side window demisters

***Always wear your safety belt.*

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: 1997 EPA mileage estimates were unavailable when this brochure was printed. The 1997 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.

 **LINCOLN**

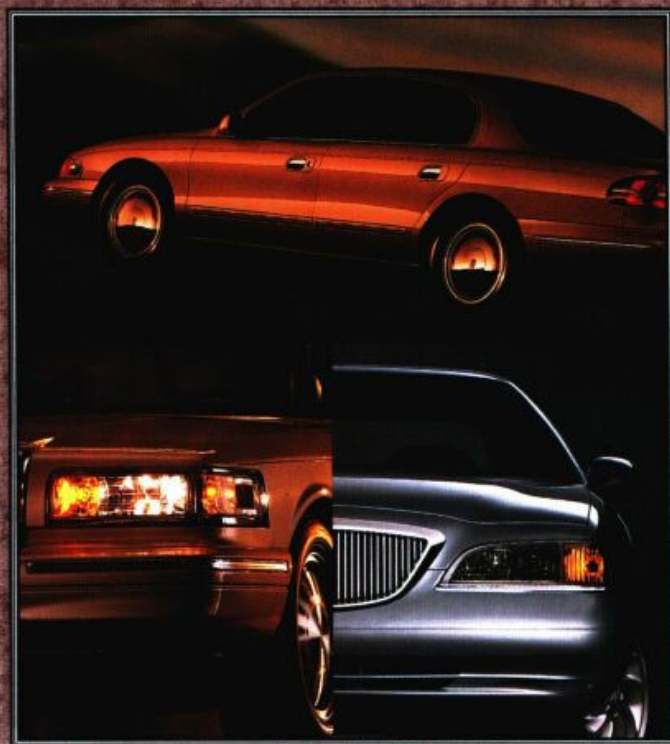
What A Luxury Car Should Be



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



(900,000) 9-96 P-0360



LINCOLN

What A Luxury Car Should Be