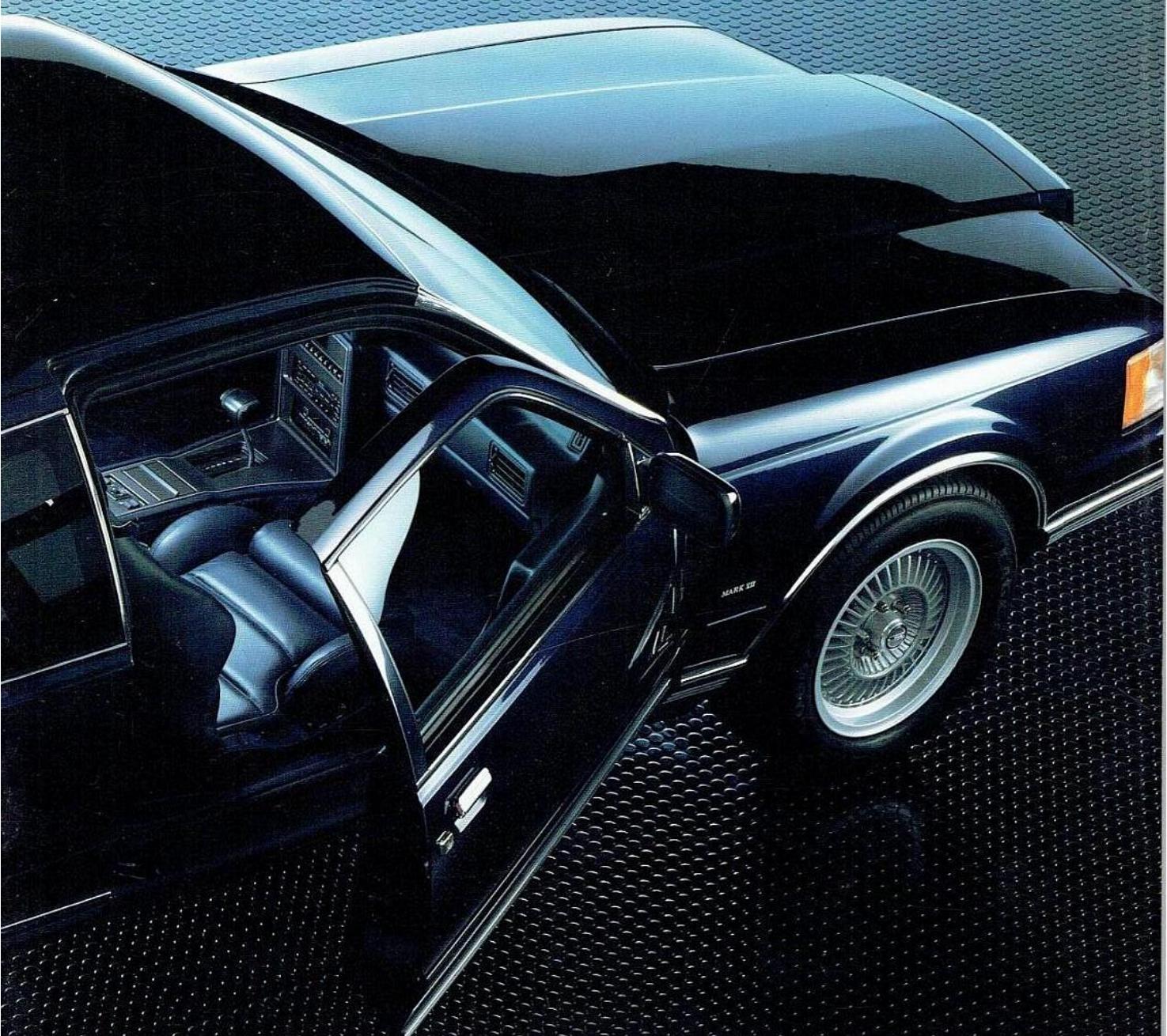
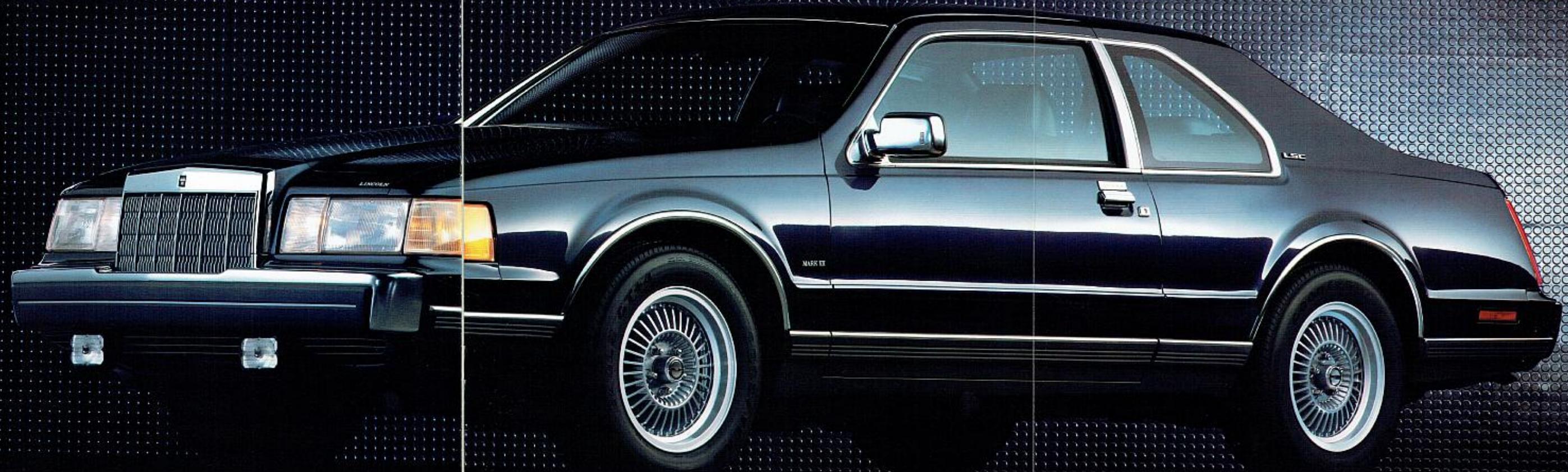


LINCOLN '89
MARK VII



LINCOLN.
What a luxury car should be.



Lincoln Mark VII LSC
in Twilight Blue Clearcoat Metallic

MARK VII. PERFORMANCE AND LUXURY WITH A STYLE ALL ITS OWN.

IT'S UNMISTAKABLE. FROM ITS FLUID AERODYNAMIC SHAPE TO ITS EXTRAORDINARY ELECTRONIC AIR SUSPENSION, MARK VII IS A STANDOUT IN A WORLD BURDENED WITH CONFORMITY. SETTING ITSELF APART FROM THE CROWD IS A TRADITION THAT DATES BACK TO THE INTRODUCTION OF THE FIRST MARK IN OCTOBER OF 1939. ■

MARK VII IS ALSO DISTINGUISHED BY AN UNCOMPROMISING COMMITMENT TO QUALITY. IT IS A COMMITMENT THAT INFLUENCES EVERYTHING FROM THE WAY MARK VII IS DESIGNED CLEAR THROUGH TO THE WAY YOU ARE CARED FOR IN THE SERVICING OF THIS FINE AUTOMOBILE MONTHS, EVEN YEARS AFTER DELIVERY. OUR AIM IS TO ACHIEVE THE HIGHEST LEVEL OF CUSTOMER SATISFACTION POSSIBLE. ■

IN THE FOLLOWING PAGES, WE WILL TAKE YOU THROUGH THE INTRICATE DETAILS WHICH COMBINE TO MAKE MARK VII LSC AND THE MARK VII BILL BLASS DESIGNER SERIES SUCH REMARKABLE AUTOMOBILES. AFTER LEARNING MORE AND ACTUALLY EXPERIENCING MARK VII AT YOUR LINCOLN DEALER, WE TRUST YOU WILL SHARE OUR ENTHUSIASM FOR THIS IMPRESSIVE LUXURY SPORT COUPE. ■

LINCOLN MARK VII. "WHAT A LUXURY CAR SHOULD BE." ■



Lincoln Mark VII LSC with Shadow Blue leather interior. Some features shown may be optional. See feature pages at back of catalog.

I NSIDE, IT'S AN EXTRAORDINARY WORLD OF COMFORT YOU CONTROL.

THIS IS AN AUTOMOBILE DESIGNED TO GIVE YOU GREAT PERSONAL ATTENTION. THE LSC'S SEATS HAVE BEEN DESIGNED TO PROVIDE EXCEPTIONAL SUPPORT. THEY ARE SIX-WAY POWER ADJUSTABLE ARTICULATED SPORT SEATS WITH POWER SIDE BOLSTERS, POWER LUMBAR SUPPORTS AND MANUAL THIGH SUPPORTS. THE BBLASS FEATURES LUXURIOUS INDIVIDUAL FRONT SEATS WITH SIX-WAY POWER ADJUSTMENTS. BOTH LSC AND BBLASS HAVE POWER RECLINERS AND LEATHER SEATING SURFACES. LUXURIOUS CLOTH ON BBLASS AND LEATHER WITH CLOTH INSERTS ON LSC ARE AVAILABLE AT NO EXTRA CHARGE. ■

ERGONOMICS HELPS KEEP CONTROL FIRMLY IN YOUR HANDS

ERGONOMICS IS THE STUDY OF THE WORKING RELATIONSHIP BETWEEN PEOPLE AND MACHINES. FOR MARK VII, IT HELPED CREATE AN INTERIOR WITH A VERY NATURAL FEEL. YOU'LL NOTICE

THE INSTRUMENTATION (ANALOG ON LSC, DIGITAL ON BBLASS) IS EASY TO READ AND ALL VITAL CONTROLS ARE EASY TO LOCATE AND OPERATE. ■

INFORMATION AT YOUR FINGERTIPS

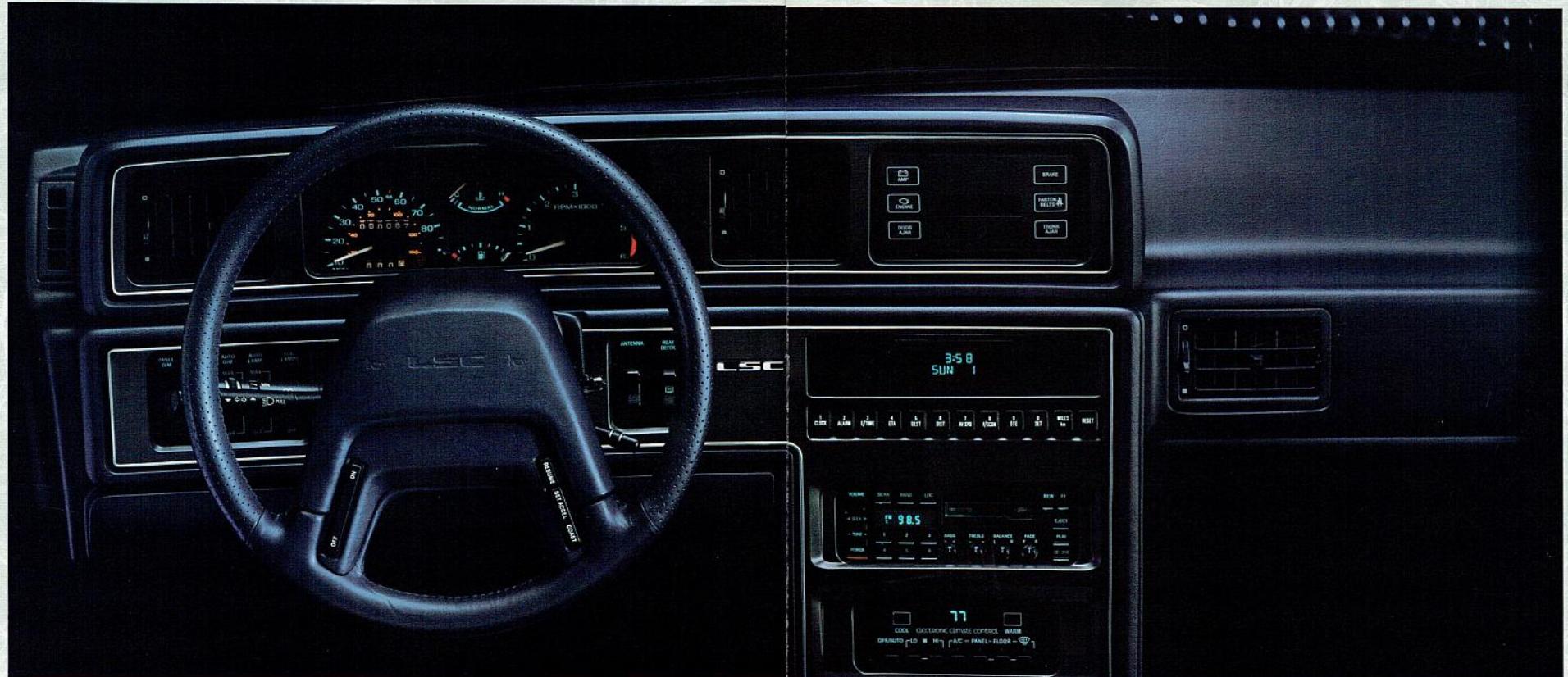
MARK VII'S ELECTRONIC MESSAGE CENTER PROVIDES SUCH VALUABLE INFORMATION AS DISTANCE TO EMPTY, AVERAGE AND INSTANTANEOUS FUEL ECONOMY, AVERAGE SPEED, DISTANCE TRAVELED, DISTANCE TO DESTINATION, ELAPSED TIME AND ESTIMATED TIME OF ARRIVAL. ■

AN AUDIO SYSTEM OF THE HIGHEST CALIBER

STANDARD ON BOTH MODELS IS THE ELECTRONIC AM/FM STEREO RADIO WITH CASSETTE, REMOTE 80-WATT AMPLIFIER AND EIGHT PREMIUM SPEAKERS IN FOUR LOCATIONS. FOR THOSE WHO SEEK MORE, THERE'S THE OPTIONAL FORD JBL AUDIO SYSTEM. WITH 140 WATTS OF POWER AND TEN PREMIUM SPEAKERS, IT DELIVERS SPECTACULAR SOUND. ■

A LIST OF STANDARD LUXURIES THAT GOES ON AND ON...

MARK VII'S EXTENSIVE LIST OF STANDARD FEATURES LEAVES ONLY A FEW OPTIONS TO CONSIDER. YOU'LL FIND A COMPREHENSIVE LIST AT THE BACK OF THIS CATALOG. ■





Lincoln Mark VII LSC in Dark Titanium Clearcoat Metallic.

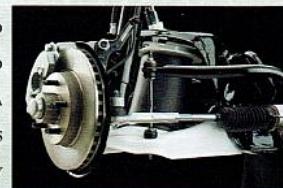
LTHE WAY IT LOOKS IS SURPASSED ONLY BY THE WAY IT PERFORMS.

MARK VII WAS DESIGNED UPON THE PREMISE THAT STYLE AND FUNCTION CAN CO-EXIST QUITE NICELY. ITS SLEEK AERODYNAMICALLY EFFICIENT FORM BEARS THAT OUT. ■

THE REASON FOR SO MUCH ATTENTION TO AERODYNAMICS IS SIMPLE. AN AERODYNAMICALLY EFFICIENT SHAPE TRANSLATES INTO BETTER HANDLING, REDUCED WIND NOISE AND IMPROVED FUEL EFFICIENCY. IT MAKES THE SHAPE OF MARK VII AN ACTIVE ELEMENT IN THE PERFORMANCE EQUATION. ■

A SUSPENSION THAT ACTUALLY RIDES ON AIR

IN THEIR QUEST TO ACHIEVE EXCEPTIONAL RIDE AND HANDLING QUALITIES, MARK VII'S ENGINEERS LOOKED BEYOND CONVENTIONAL STEEL SPRING SUSPENSIONS. THEY DEVELOPED A SOPHISTICATED ELECTRONIC AIR SPRING SUSPENSION SYSTEM. IT ACHIEVES THAT ELUSIVE COMBINATION OF TAUT HANDLING AND A PLUSH RIDE BY ALLOWING FOR VARIATIONS IN SPRING FIRMNESS AS LOAD AND CORNERING FORCES CHANGE. ■



Electronic air suspension features a rubber air spring that changes the spring rate as conditions change.

MARK VII'S ELECTRONIC AIR SUSPENSION ALSO ADJUSTS AUTOMATICALLY TO LOAD SHIFTS CAUSED BY PASSENGERS OR ADDED WEIGHT IN THE TRUNK. IT ADJUSTS BOTH FRONT TO REAR AND SIDE TO SIDE TO MAINTAIN PROPER RIDE HEIGHT. ■

THE WORLD'S MOST ADVANCED BRAKING SYSTEM

THE MARK VII INCORPORATES AN ANTI-LOCK BRAKE SYSTEM (ABS) WITH FOUR-WHEEL POWER-ASSISTED DISCS AS STANDARD EQUIPMENT. ON WET, SNOW- OR ICE-SLICK PAVEMENT, ABS HELPS YOU OBTAIN STRAIGHT, CONTROLLED STOPS. AND DOES SO IN UP TO 25 PERCENT LESS DISTANCE. ■



Mark VII's Anti-lock Brake System begins with a speed sensor at each wheel that sends information to a microprocessor.

MARK VII'S ABS BRAKES ACTUALLY RESPOND TO BOTH DRIVER INPUT AND ROAD CONDITIONS. NOT JUST THE PRESSURE OF THE DRIVER'S FOOT ON THE BRAKE PEDAL. ■

ABS DOESN'T ALLOW THE WHEELS TO LOCK. NO MATTER HOW HARD THE DRIVER SLAMS ON THE BRAKE PEDAL. NO MATTER HOW SLICK THE PAVEMENT. A MICROPROCESSOR CONTROLS PRESSURE TO THE BRAKES TO KEEP THE WHEELS ON THE THRESHOLD OF LOCKUP. IT IS THERE THAT MAXIMUM BRAKING EFFICIENCY IS ACHIEVED. IT'S A LEVEL OF BRAKING EFFICIENCY THAT EVEN THE WORLD'S BEST PROFESSIONAL DRIVERS CANNOT DUPLICATE. ■



Lincoln Mark VII
Bill Blass Designer Series in
Bright Currant Red Clearcoat Metallic.

EXHILARATING PERFORMANCE AT YOUR BECK AND CALL

POWER. YOU GET IT IN GENEROUS PROPORTIONS FROM MARK VII'S 225-HORSEPOWER (SAE NET) 5.0-LITER V-8. THIS SMOOTH HIGH-OUTPUT ENGINE IS EQUIPPED WITH A SOPHISTICATED SEQUENTIAL MULTI-PORT ELECTRONIC FUEL-INJECTION SYSTEM THAT PROVIDES A PRECISE MEASURE OF FUEL TO EACH CYLINDER AT EXACTLY THE MOMENT IT IS NEEDED. THE RESULT IS IMPROVED ENGINE EFFICIENCY.* ■

OTHER FEATURES WHICH ADD TO THE V-8'S REFINED PERFORMANCE INCLUDE TUBULAR STAINLESS STEEL HEADERS, A TUNED CAST-ALUMINUM INTAKE MANIFOLD AND DUAL EXHAUST WHICH HELP THE ENGINE "BREATHE" MORE FREELY FOR INCREASED EFFICIENCY* AND PERFORMANCE. ■

ONE OF THE WORLD'S MOST ADVANCED ENGINE CONTROL SYSTEMS

CENTRAL TO THE ENGINE'S EFFICIENT OPERATION IS EEC-IV—ONE OF THE MOST ADVANCED ELECTRONIC ENGINE CONTROL SYSTEMS IN THE WORLD TODAY. WITH THE CAPACITY TO PROCESS MORE THAN 250,000 OPERATIONS PER SECOND, THIS ON-BOARD COMPUTER CONTINUOUSLY MONITORS AND FINE TUNES THE ENGINE TO MAXIMIZE SMOOTHNESS, RESPONSIVENESS AND FUEL ECONOMY.* ■

EEC-IV SENSES SPARK TIMING, AMBIENT AIR TEMPERATURE, ENGINE COOLANT TEMPERATURE, THROTTLE POSITION, SUB-AUDIBLE ENGINE KNOCK AND EXHAUST GAS MIXTURE. ON THE BASIS OF THAT INFORMATION IT THEN CONTROLS ENGINE SPEED, AIR/FUEL RATIO, IGNITION TIMING, FUEL METERING AND EXHAUST GAS RECIRCULATION. IT EVEN ADJUSTS FOR ALTITUDE AND COMPENSATES FOR THE NORMAL WEAR THAT TAKES PLACE INSIDE THE ENGINE AS MILEAGE IS ACCUMULATED. ■

THE SMOOTH TRANSMISSION OF POWER

POWER FROM THE POTENT V-8 IS TRANSMITTED THROUGH AN EFFICIENT FOUR-SPEED AUTOMATIC OVERDRIVE (AOD) TRANSMISSION. IT APPROACHES THE EFFICIENCY OF A MANUAL SHIFT

TRANSMISSION BY PROVIDING A 60 PERCENT MECHANICAL DRIVE IN THIRD GEAR AND 100 PERCENT MECHANICAL DRIVE IN FOURTH GEAR. THIS HELPS REDUCE THE AMOUNT OF POWER THAT IS LOST THROUGH NORMAL OPERATION IN CONVENTIONAL AUTOMATIC TRANSMISSIONS. AND ON THE HIGHWAY, THE OVERDRIVE RATIO OF FOURTH GEAR ALLOWS THE ENGINE TO OPERATE IN THE LOWER RPM RANGES FOR REDUCED WEAR AND MAXIMUM FUEL EFFICIENCY.* ■



The fourth gear on Mark VII's transmission is 100% mechanical drive for improved fuel efficiency.*



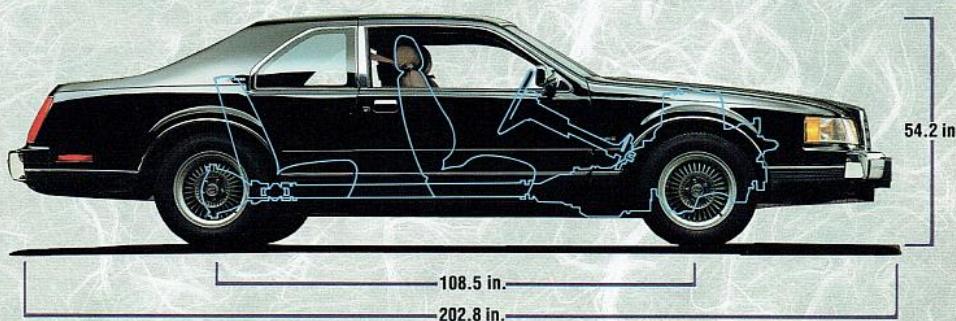
One example of applied racing technology is low friction roller tappets.

1989 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.)	3743 (Blass)	3783 (LSC)
Fuel capacity (gal.)		22.1
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	5.0/302
Displacement (liters/cu. in.)		101.6x76.2/4.0x3.0
Bore & stroke (mm/in.)		9.0:1
Compression ratio		225 @ 4200
Horsepower @ rpm (SAE net)		300 @ 3200
Torque @ rpm (lb.-ft. SAE net)		87 octane (minimum) unleaded (anti-knock index)
Fuel delivery	sequential multi-port electronic fuel injection	
Fuel requirement		
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	3.08:1 (Blass) 3.27:1 (LSC)	
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	variable-ratio power rack-and-pinion*	
Overall ratio	19.6:1 (Blass) 14.7:1 (LSC)	
Turns, lock to lock	3.05 (Blass) 2.46 (LSC)	
Turning circle, curb to curb (ft.)		40.1
Brakes front	10.9-inch power-assisted disc, anti-lock	
rear	11.3-inch power-assisted disc, anti-lock	
Wheels	cast aluminum 15x6.0-inch (Blass) 16x7-inch (LSC)	
Tires	P215/70R15 WSW steel-belted radials	
Boss Blass		
LSC	P225/60R16 BSW steel-belted radials	

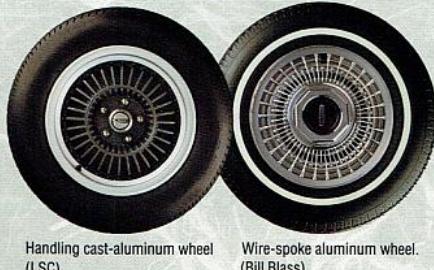
Information based on MVMA specifications:

*constant ratio on LSC Series



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 @ 4200 rpm)	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
3.08:1 axle ratio	S	N/A
3.27:1 axle ratio	N/A	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	N/A	S
Nitrogen gas-pressurized shocks and struts	S	S
Front and rear stabilizer bars	S	S
84-amp-hr maintenance-free battery	S	S
22.1-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
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
Leather with cloth inserts/no extra charge	N/A	O
Cloth seat trim/no extra charge	O	N/A
Articulated sport seats	N/A	S
Non-articulated leather seat/no extra charge	N/A	O
Dual power recliners	S	S
Manual thigh and power bolster/lumbar supports	N/A	S



Overhead console features map lights, warning lamps, an electronic compass and an outside temperature display.

	BILL BLASS	LSC
Four-way articulated front seat headrests		
Single 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
AM/FM electronic search stereo with cassette	S	S
Eight-speaker Premium Sound System	S	S
Ten-speaker Ford JBL Audio System with 140-watt amplifier	O	O
Power antenna	S	S
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 with speed indicator	S	S
Power windows and door locks	S	S
Power moonroof	O	O
Illuminated glove box	S	S
Leather-wrapped steering wheel	S	N/A
Unique perforated leather-wrapped steering wheel	N/A	S
Leather-wrapped gearshift	S	S
Console-mounted gearshift, cup holder, coin slots	S	S
Compass/thermometer group	S	S
Automatic-dim day/night mirror	O	O
Anti-theft alarm system	O	O
Dual illuminated visor vanity mirrors	S	S
Dual-intensity rear reading lamps	S	S
36-ounce floor carpeting	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		
P215/70R15 WSW steel-belted radial tires	S	N/A
P225/60R16 BSW performance steel-belted radial tires	N/A	S
Handling cast-aluminum wheels	N/A	S
Wire-spoke aluminum wheels	S	N/A
INTERIOR COLORS		
LSC		
Shadow Blue	Titanium	Sandalwood
Currrant Red	Raven Black	Bill Blass
Bill Blass		



The sun, moon and stars are yours with Mark VII's optional power moonroof. Shown here open, partially closed and with sliding sun/shade panel extended.

EXTERIOR COLORS



Midnight Black Clearcoat



Sandstone Clearcoat Metallic



Silver Frost Clearcoat Metallic



Twilight Blue Clearcoat Metallic



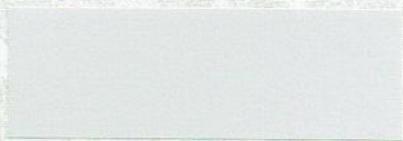
Pewter Clearcoat Metallic *



Midnight Red Clearcoat Metallic



Bright Currant Red Clearcoat Metallic



Arctic White



Light Crystal Blue Clearcoat Metallic *



Dark Titanium Clearcoat Metallic



Medium Driftwood Clearcoat Metallic *

*LSC only

Regarding this catalog...

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. ■ Standard and optional features listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay. ■ Refer to the Mark VII owner's manual for specific service requirements and added operations related to severe service applications. ■ 1989 EPA estimates were not available at publishing time. Mark VII, however, should earn good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN MILE ONE. AND LASTS CONSIDERABLY LONGER.

COMMITMENT. More than a promise, this is a program with one solid objective: to ensure *customer satisfaction*. ■ A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment. ■ In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level. ■ The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries. ■ **A TOLL-FREE NUMBER TO CALL.** Should the need ever arise, you can be in direct communication with the Lincoln Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Mark VII, we



EXTENDED SERVICE PLAN

provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays. ■ Additional coverage on certain selected components of your new Mark VII is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the *Ford Extended Service Plan*. ■ Participating Lincoln-Mercury dealers offer to guarantee their service work on your

Mark VII for as long as you own it. This Lifetime Service Guarantee means that *you pay for a covered repair only once*. If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. ■ Ask your dealer to show you a copy of this limited warranty. ■ **FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD.** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. ■ **TECHNICAL SERVICE BULLETINS.** All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later. ■ Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Mark VII. ■ To get copies of materials for your Lincoln or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. ■ In Alaska or Hawaii, call 1-800-241-3711. ■ In Georgia, call 1-800-282-0959. ■ You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model and year, engine and transmission type. ■ **IS LEASING FOR YOU?** There may be considerable advantages in leasing a new Mark VII. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you. ■ Buckle up—together we can save lives.



LIFETIME SERVICE GUARANTEE

A DEDICATION TO QUALITY. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit, Michigan. Producing Lincolns is this plant's sole job. Here, Quality is Job 1. ■ **QUALITY PROTECTION.** All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. Ask to see a copy of this warranty at your Lincoln-Mercury dealer. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Some restrictions apply. ■ **THE LINCOLN**

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