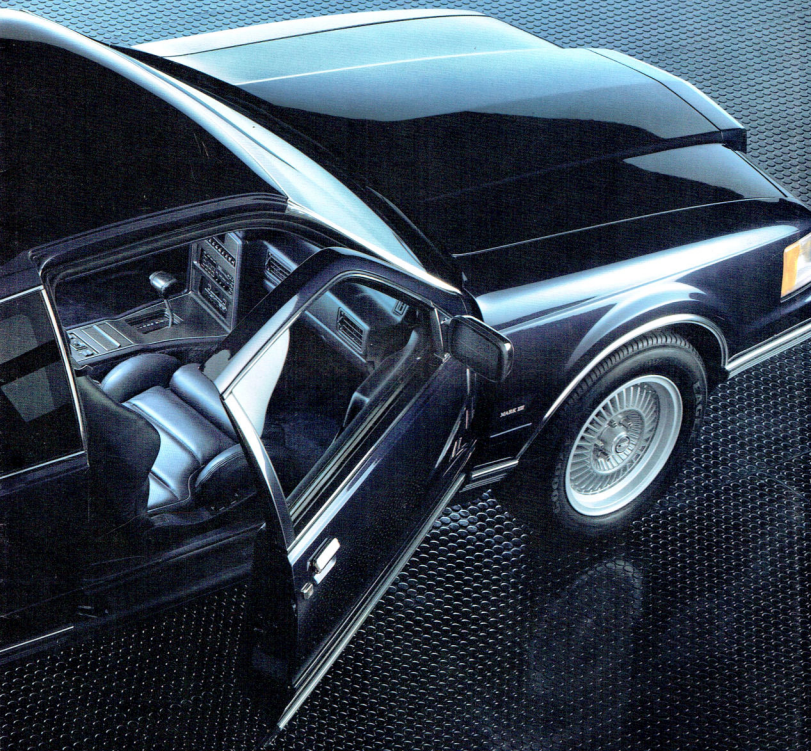
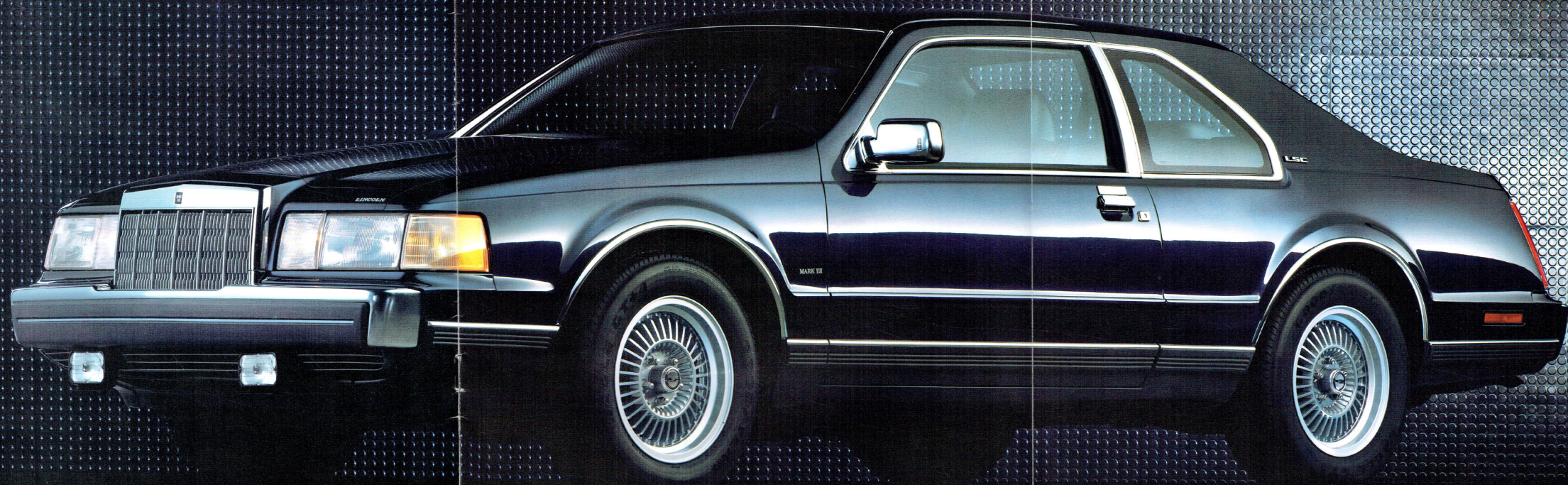


LINCOLN

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MARK VII





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

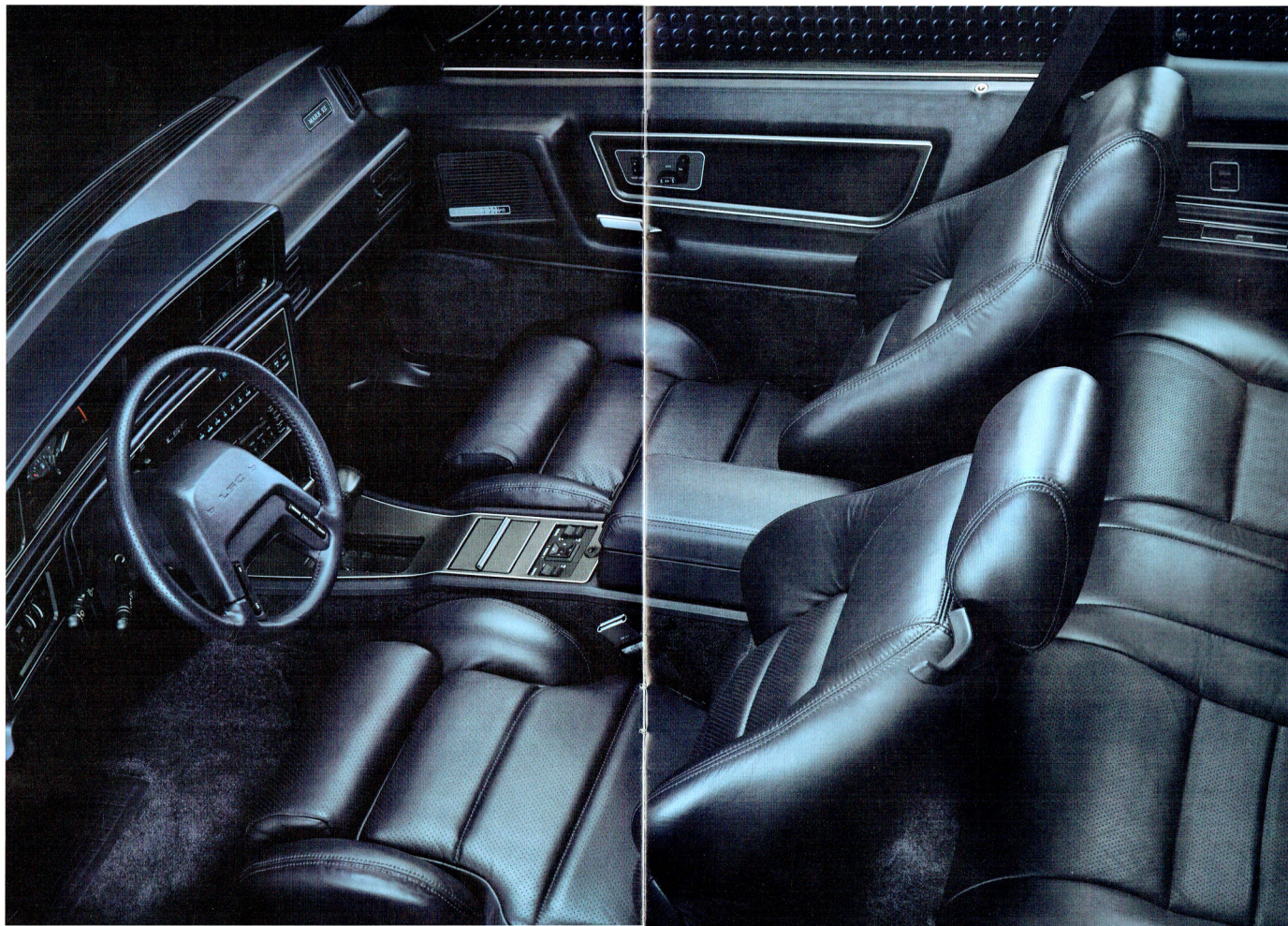
It's unmistakable. From its fluid aerodynamic shape to its extraordinary electronic air suspension, Mark VII is a standout in a world burdened with conformity. Setting itself apart from the crowd is a tradition that dates back to the introduction of the first Mark in October of 1939.

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 on pages 2, 3, 4 is shown in Twilight Blue Clearcoat Metallic. Some features shown may be optional.



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

luxurious individual front seats with six-way power adjustments. Both LSC and Blass have power recliners and leather seating surfaces. Luxurious cloth on Blass 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

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 Bill Blass features

(analog on LSC, digital on Blass) is easy to read and all vital controls are easy to locate and operate.

Information at your fingertips

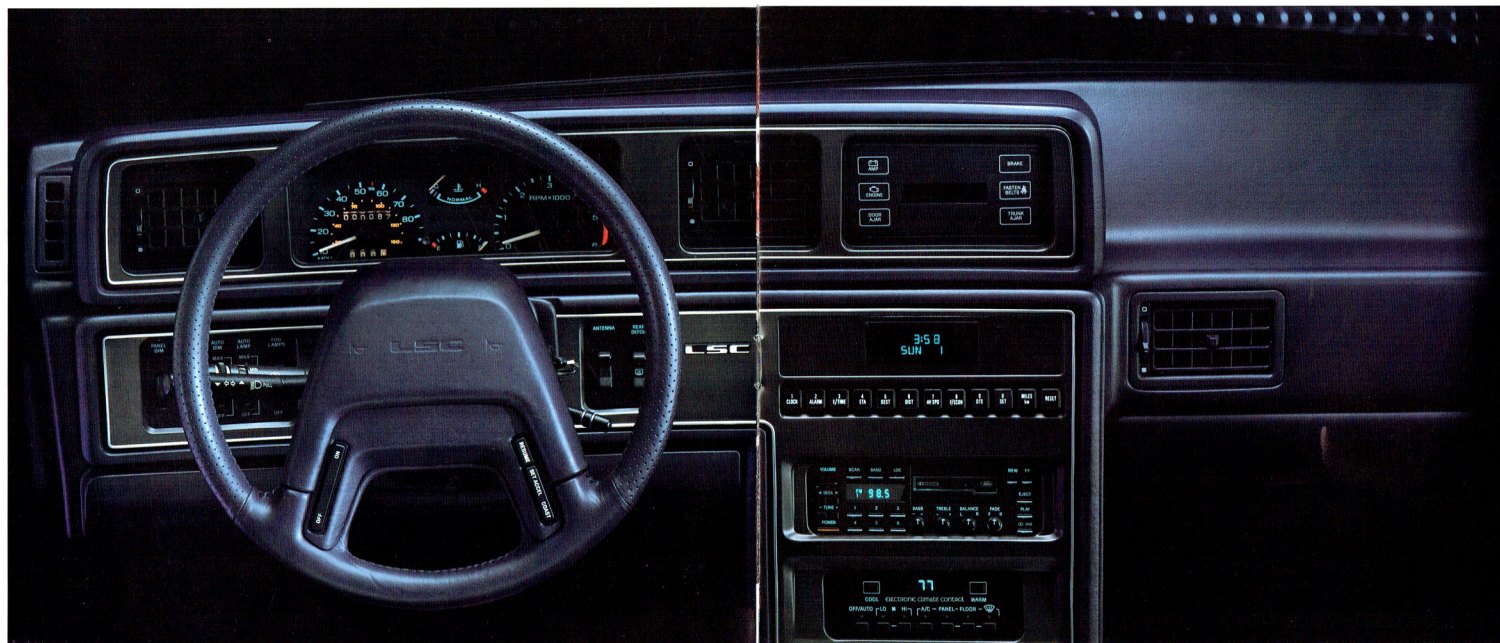
Mark VII's electronic message centre provides such valuable information as distance to empty, average and instantaneous fuel economy, average speed, distance traveled, distance to destination, elapsed time and estimated time of arrival.

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 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 catalogue.





*Lincoln Mark VII LSC in Dark Titanium
Clearcoat Metallic. Some features
shown may be optional.*

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

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.

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

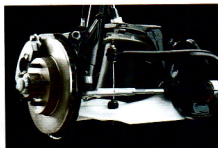
The Mark VII incorporates an Anti-lock Brake System (ABS) with four-wheel power-assisted discs as standard equipment. On wet, snow- or ice-slick pavement, ABS helps you obtain straight, controlled stops. And does so in up to 25 percent less distance.

Mark VII's 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.

Mark VII was designed upon the premise that style and function can co-exist quite nicely. Its sleek aerodynamically efficient form bears that out.

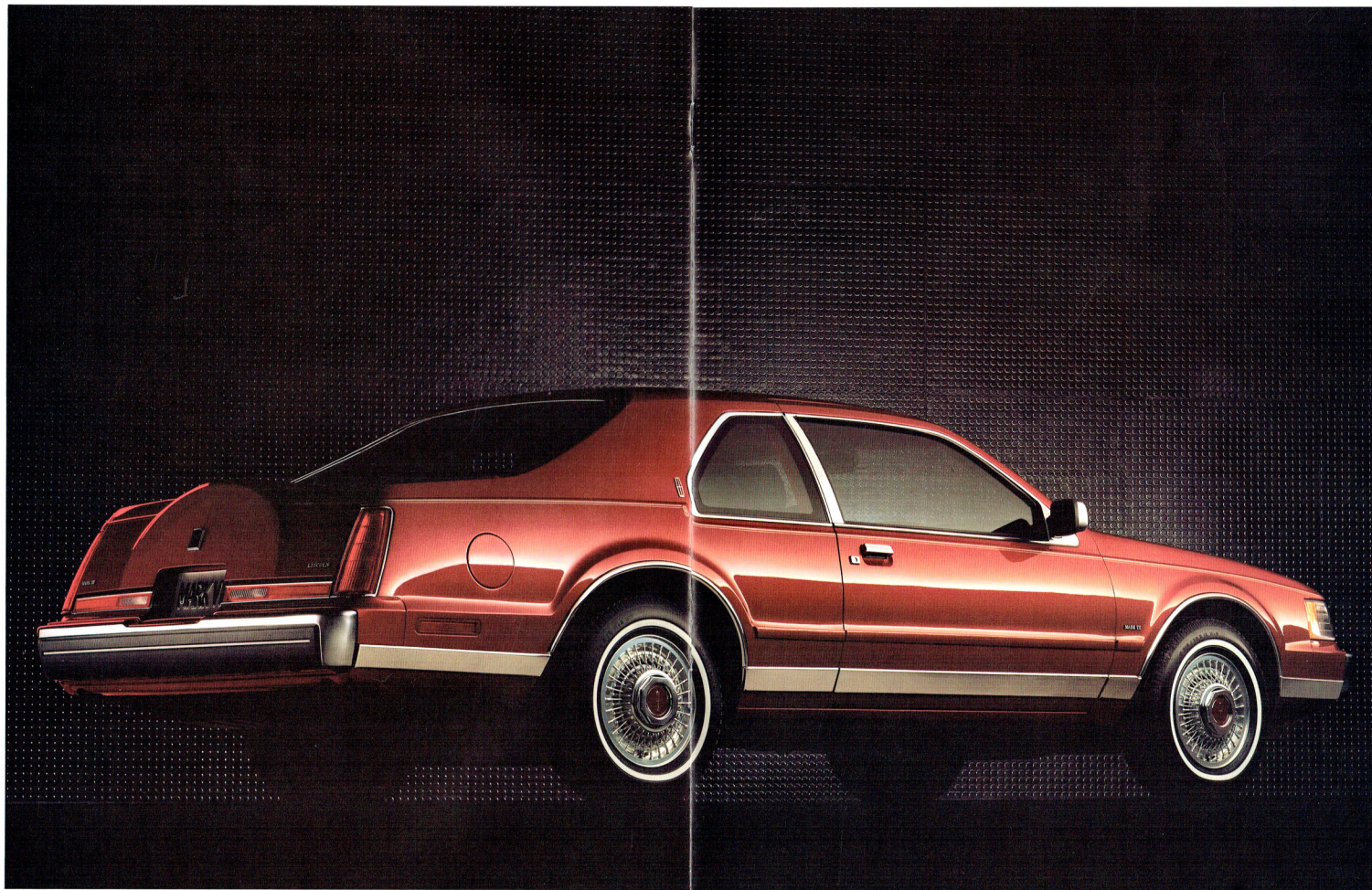
The reason for so much attention to aerodynamics is simple. An aerodynamically efficient shape translates into better handling, reduced



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



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



EXHILARATING PERFORMANCE AT YOUR BECK AND CALL

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.

Power. You get it in generous proportions from Mark VII's 225-horsepower (SAE net) 5.0 litre 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.



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



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

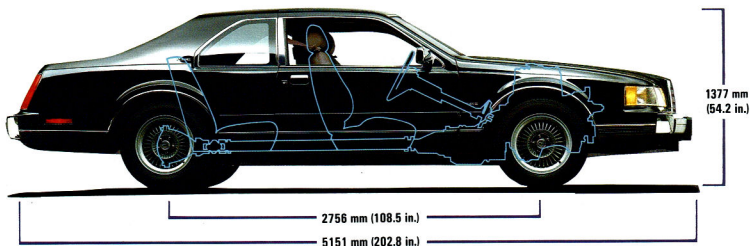
1989 LINCOLN
MARK VII
SPECIFICATIONS

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

DIMENSIONS:	Wheelbase mm (in.)	2756 (108.5)
	Track mm (in.)	front 1483 (58.4) rear 1499 (59.0)
	Length mm (in.)	5151 (202.8)
	Width mm (in.)	1801 (70.9)
	Height mm (in.)	1377 (54.2)
	Curb weight kg (lb.)	1697 (3743) (Blass) 1715 (3783) (LSC)
	Fuel capacity litres (imp. gal.)	83 (18.4)
	Luggage space litres (cu. ft.)	402 (14.2)
ACCOMMODATIONS:	Headroom mm (in.)	front 960 (37.8) rear 942 (37.1)
	Legroom mm (in.)	front 1067 (42.0) (max.) rear 937 (36.9) (min.)
	Hiproom mm (in.)	front 1331 (52.4) rear 1402 (55.2)
	Shoulder room mm (in.)	front 1422 (56.0) rear 1468 (57.8)
ENGINE:	Layout	front engine, rear-wheel drive
	Type	5.0 litre high-output V-8 with EEC-IV computer
	Displacement (litres/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
DRIVETRAIN:	Fuel requirement	87 octane (minimum) unleaded (anti-knock index)
	Transmission type	4-speed automatic overdrive with lock-up converter
	Gear ratios: I	2.40
	II	1.47
	III	1.00
	IV	0.67
CHASSIS:	axle ratio	3.08:1 (Blass) 3.27:1 (LSC)
	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
	levelling system	microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side levelling
	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 metres (ft.)	12.2 (40.1)
	Brakes front	276 mm (10.9-inch) power-assisted disc, anti-lock
	rear	287 mm (11.3-inch) power-assisted disc, anti-lock
	Wheels	cast aluminum 15x6.0-inch (Blass) 16x7-inch (LSC)
	Tires	Bill Blass P215/70R15 VSW steel-belted radials
	LSC	P225/60R16 BSW steel-belted radials

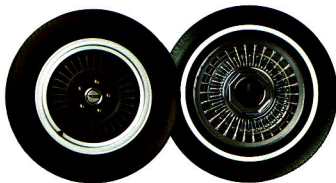
Information based on MMA specifications:

*constant ratio on LSC Series



1989 LINCOLN MARK VII STANDARD AND OPTIONAL FEATURES

	BILL BLASS	LSC
FUNCTIONAL FEATURES		
5.0 litre 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
Engine block immersion heater	O	O
Front and rear stabilizer bars	S	S
84-amp-hr maintenance-free battery	S	S
83-litre (18.4 imp. gal.) 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 decklid 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
Colour-keyed bodyside protection moulding	S	S
INTERIOR/CONVENIENCE FEATURES		
Electronic instrumentation	S	N/A
Analog instrumentation with tachometer	N/A	S
Message centre 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
Four-way articulated front seat headrests	S	S
Single rear seat fold-down armrest	S	S
Electronic automatic climate control	S	S



Handling cast-aluminum wheel
(LSC)

Wire-spoke aluminum wheel
(Bill Blass)



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

	BILL BLASS	LSC
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
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
38-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 COLOURS

Standard on LSC

	Shadow Blue	Current Red	Titanium	Current Red
	Sandalwood	Raven Black		

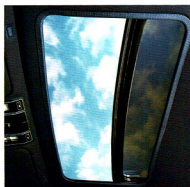
Standard on Bill Blass

EXTERIOR COLOURS

Silver Frost Clearcoat Metallic	Midnight Black Clearcoat	Pewter Clearcoat Metallic*
Bright Current Red Clearcoat Metallic	Light Crystal Blue Clearcoat Metallic*	Twilight Blue Clearcoat Metallic
Dark Titanium Clearcoat Metallic	Medium Driftwood Clearcoat Metallic*	Sandstone Clearcoat Metallic
Midnight Red Clearcoat Metallic	Arctic White	

S – Standard feature O – Optional feature N/A – Not available

*Available on LSC only



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.



Our confirmation of quality. For three years, virtually all you'll pay for is fuel.

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year unlimited mileage plan that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

Your Lincoln dealer would be more than pleased to review with you all of the information regarding this preferential plan, to make your Lincoln driving years as pleasurable as possible. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the 3 year period.

After the expiration of your Lincoln card coverage, the Ford of Canada 6 year/100,000 km major component warranty will come into effect. At this point there is a transfer charge to the second owner. See your Lincoln dealer for complete details of this limited warranty.



Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.

DURAGUARD SYSTEM

All Lincoln cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoat steel on doors, quarter panels, hoods, fenders and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- an electrocoat process to apply corrosion resistant primer paint, also on the entire body;
- aluminized wax sprayed into the hard-to-reach lower body areas and the inside surfaces of doors;
- protective vinyl coating behind the wheel openings and along the lower bodyside area.

CORROSION WARRANTY

The DURAGUARD System is backed by a no-extra charge 6 year/160,000 km manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of sheet metal and all other components except exhaust system, caused by corrosion. See your dealer for details of this limited warranty.



Ford Credit Canada. Limited is interested in helping to fill the transportation needs of every qualified buyer of a Ford product. A participating dealer can arrange financing terms or a Red Carpet Lease* tailored to your circumstances. Ford Credit Canada; Limited has offices conveniently located throughout Canada.

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