

The background of the advertisement is a close-up, artistic shot of a window with a grid pattern. The light passing through the window creates a series of vertical, wavy, and textured patterns in shades of gold, brown, and black, resembling a reflection or a view through a decorative screen.

LINCOLN MARK VII  
CONTINENTAL  
TOWN CAR

What a luxury car  
should be.



**Lincoln Mark VII.  
Continuing a tradition of  
breaking with tradition.**

Throughout the history of the Mark, one thing has remained constant. Each has been a dramatic departure from

conventionality. 1987 Mark VII's striking originality stands out in its style and engineering.

While Mark VII moves beautifully, its Anti-Lock Brake System stops you quickly. Up to 40% faster than conventional brakes on slick or icy surfaces.

Yet Mark's sharp responsiveness isn't at the expense of comfort. Mark VII has the distinction of being America's most completely equipped car.

State-of-the-art technology is especially apparent in the LSC. Its 5.0-liter High Output V8 engine,

sequential multi-port electronic fuel injection system, Electronic Air Suspension, larger front and rear stabilizer bars and radial performance tires are all standard.

For driving pleasure and performance, 1987 Lincoln Mark VII.



1987 Lincoln Mark VII LSC in Cabernet Clearcoat Metallic with Cabernet leather interior. Some features shown may be optional. See your Lincoln-Mercury dealer for details.







**Lincoln Continental.**  
**The first thing you'll notice is**  
**that everybody else does.**

1987 Lincoln Continental  
 Givenchy Designer Series in  
 Rose Quartz Clearcoat Metallic  
 over Dark Taupe Glamour  
 Clearcoat Metallic with a  
 Taupe leather interior. Some  
 features shown may be  
 optional. See your Lincoln-  
 Mercury dealer for details.

The admiring glances simply acknowledge what you already know: that a luxury car should, first and foremost, look like one.

But the beauty of Continental is more than aesthetic.

It's technological, too.

Its engine, for example, is a sequential multi-port electronic fuel-injected 5.0-liter V8. A true luxury in this age of underpowering.

Its brake system is the most advanced in the world—the Anti-Lock Brake System. It stops you faster, more surely, than conventional brakes under the heaviest braking, even on slick surfaces.

Its suspension system is the most sophisticated of any luxury car. It actually rides on four columns of air that isolate riders from bumps and jars for a smooth, controlled ride.

Generally and technically speaking, Lincoln Continental is truly a beautiful luxury car.





**Undiminished size.  
Uncompromised luxury.  
Anything less wouldn't be  
Lincoln Town Car.**

In a world where the difference between promise and product is often considerable, this automobile delivers exactly what you expect of it.

Uncompromised room and comfort. Exceptional quiet. A smooth, substantial ride. Plus a presence on the American road that is becoming increasingly distinctive.

Lincoln Town Car remains one of the few traditional six-passenger luxury cars. It has more room inside than any other traditional luxury sedan in the world.

The uncompromising Lincoln attitude toward luxury extends to quality, too. For only a genuine commitment to product integrity could yield such an automobile as Town Car.

1987 Lincoln Town Car  
Cartier Designer Series in  
Crystal Clearcoat Metallic  
over Titanium Clearcoat  
Metallic with a Crystal vinyl  
coach roof and an Oxford  
Gray leather interior. Some  
features may be optional.  
See your Lincoln-Mercury  
dealer for details.





**The Lincoln Commitment.** More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special, preferred 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 problem, he can seek help 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 Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. We 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.

**Quality protection.** All Lincolns are covered by a limited warranty on major components for 48 months or 50,000 miles, whichever comes first. A deductible applies, so ask to see a copy of the warranty at your dealer's.

You're further protected by corrosion perforation coverage for five years or 100,000 miles, whichever comes first. There is no deductible.

**Ford Extended Service Plan.** You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. The cost is nominal, so it could pay for itself the first time needed. Ask your dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada.

**Lifetime Service Guarantee.** Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln 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 repairing dealer will fix it free. Free parts. Free labor. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the Lifetime Service Guarantee.

**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. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and 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 Lincoln.

To get copies of materials for your Lincoln, call Ford toll-free at 1 800 241-3673.

In Alaska or Hawaii, call 1 800 243-3711.

In Georgia, call 1 800 282-0959 or write Ford at Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year and identification number, as well as engine size.

**Is leasing for you?** There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

**Our commitment to quality and safety isn't just something written on paper. It's built into our cars.**

Lincoln Mark VII

Mark VII

Mark VII Bill Blass Designer Series

Mark VII LSC

Lincoln Continental

Continental

Continental Givenchy Designer Series

Lincoln Town Car

Town Car

Town Car Signature Series

Town Car Cartier Designer Series

**EPA statement—**1987 EPA mileage estimates were unavailable at the time this publication was printed. The 1987 Lincoln cars, however, should post good mileage ratings in the new EPA mileage guide. See your Lincoln-Mercury dealer for the latest information.

**Buckle up—together we can save lives.**

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed is 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 Lincoln owner's manual for specific service requirements and added operations related to severe service applications.

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LINCOLN. What a luxury car should be.

LINCOLN-MERCURY DIVISION

