

A dark-colored Lincoln Mark VII sedan is parked in front of a modern, multi-story office building with a distinctive stepped, zig-zag facade. The building's exterior is composed of alternating horizontal bands of light-colored panels and dark-tinted glass windows. The sky is a clear, deep blue. The overall aesthetic is clean, professional, and modern.

LINCOLN
MARK VII
PORTFOLIO

1988

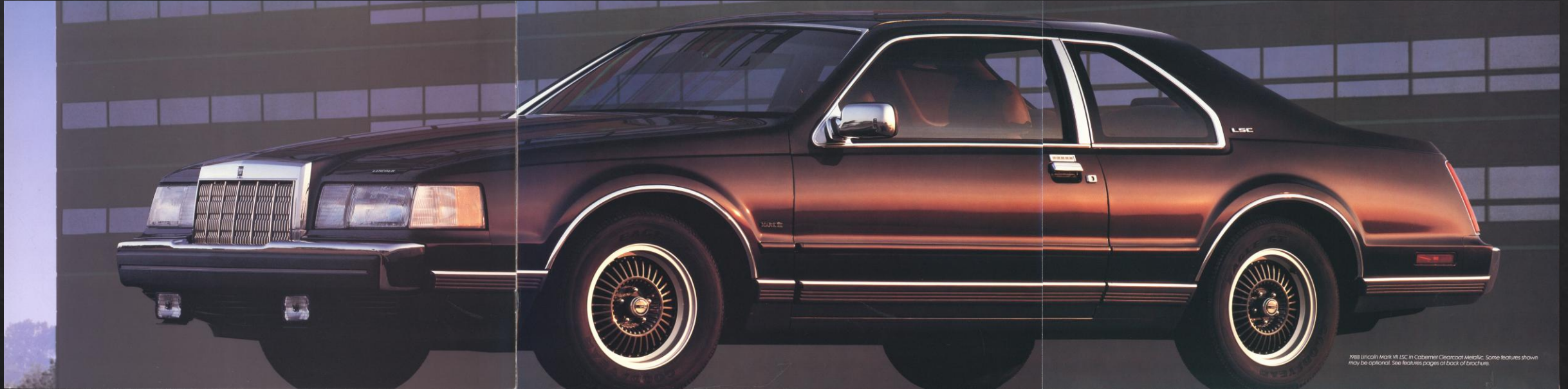


**The performance
of a sports coupe,
the luxury
of a Lincoln.**

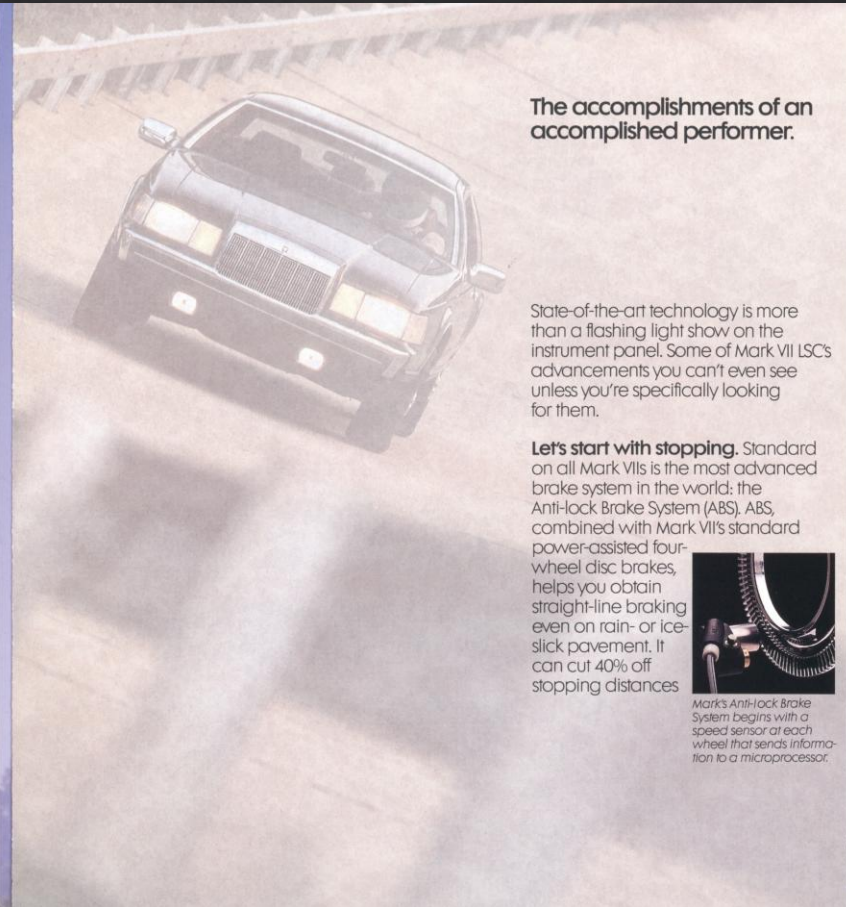
Lincoln Mark VII LSC. It behaves like no other luxury car. It goes quickly. Very quickly. Its zero-to-sixty acceleration will make the most serious driver smile.

Mark VII also stops very quickly. Its Anti-Lock Brake System stops you up to 40% faster on slick or icy surfaces than conventional systems.

Yet, while Mark VII LSC exhibits such sharp responsiveness, it isn't at the expense of comfort. Its appointments, its personal touches, its enormous number of standard features live up to the name Lincoln.



1988 Lincoln Mark VII LSC in Cabernet Clearcoat Metallic. Some features shown may be optional. See features pages at back of brochure.



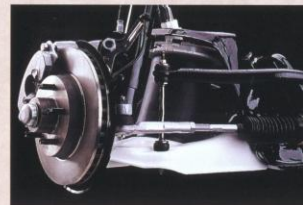
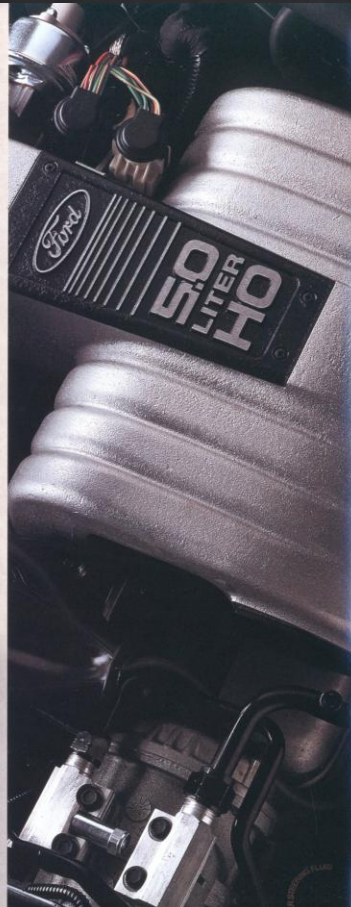
The accomplishments of an accomplished performer.

State-of-the-art technology is more than a flashing light show on the instrument panel. Some of Mark VII LSC's advancements you can't even see unless you're specifically looking for them.

Let's start with stopping. Standard on all Mark VII's is the most advanced brake system in the world: the Anti-lock Brake System (ABS). ABS, combined with Mark VII's standard power-assisted four-wheel disc brakes, helps you obtain straight-line braking even on rain- or ice-slick pavement. It can cut 40% off stopping distances



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



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

compared to conventional braking systems.

At each wheel is a sensor which relays information to a microprocessor. The microprocessor, in turn, distributes braking power between Mark VII's front and rear brakes, and left and right brakes. Even in panic stops, the wheels will not lock up so you can stop swiftly. Without swerving. Without skidding.

Eight cylinders of engineering excellence. A 225-horsepower 5.0-liter High Output V-8 engine is standard on Mark VII. Its list of features reads like a racing engine's: tubular headers, dual exhaust, performance camshaft, low friction roller tappets, tuned cast-aluminum

intake manifold and remote-mounted air cleaner.

Its sequential multi-port electronic fuel injection system injects a metered amount of fuel into the intake ports of each cylinder. It does it at precisely the moment needed in a sequence identical to the cylinder valve openings.

Standard on all Mark VII models is an on-board computer (EEC-IV) that



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

controls vital engine operations. It continually senses or controls engine speed, manifold charge temperature, coolant temperatures, manifold absolute pressure, fuel/air ratio, spark timing and throttle positions.

Electronic Air Suspension is more support. A luxury performance car should deliver a superb ride. And Mark VII does. It's supported at each

corner by a rugged rubber air spring with a piston design that varies the spring rate. This improves handling on rough roads or during severe maneuvers.

The system also provides automatic computer-controlled load leveling—both front-to-rear and side-to-side—to maintain proper ride height.

To the LSC, larger front and rear stabilizer bars are added and the Electronic Air Suspension's damping forces are boosted an average of 37% to provide precise handling and improved performance.

A transmission that goes one better. A four-speed automatic overdrive transmission is standard on Mark VII. Its fourth-gear overdrive lets the engine run slower while maintaining cruising speed, so it's more efficient and actually improves fuel economy.*

*See EPA fuel economy statement at the back of this brochure.



The fourth gear on Mark VII's automatic overdrive transmission is 100% mechanical drive, so there's virtually no slippage.



1988 Lincoln Mark VII LSC with Cabernet leather interior. Some features shown may be optional. See features pages at back of brochure.

The only American performance car whose luxury comes as no surprise.

Luxury here has a single purpose: increasing your driving pleasure. The articulated driver's sport seat, with eleven different adjustments, lets you virtually create your own driving position.

In addition to forward/back, up/down, cushion tilt and seatback recline movements, you can further fine-tune your comfort with a number of more subtle adjustments. There are power cushion bolsters and manual forward/reverse supports for thighs, power lumbar supports for lower back and manual four-way headrests.

The A-frame steering wheel is leather-wrapped. And all the controls are placed so you can reach them without having to reach.

In addition to its mechanical analog instrumentation, the LSC provides information through its trip computer. A 12-button keyboard lets you summon up all sorts of useful travel data.

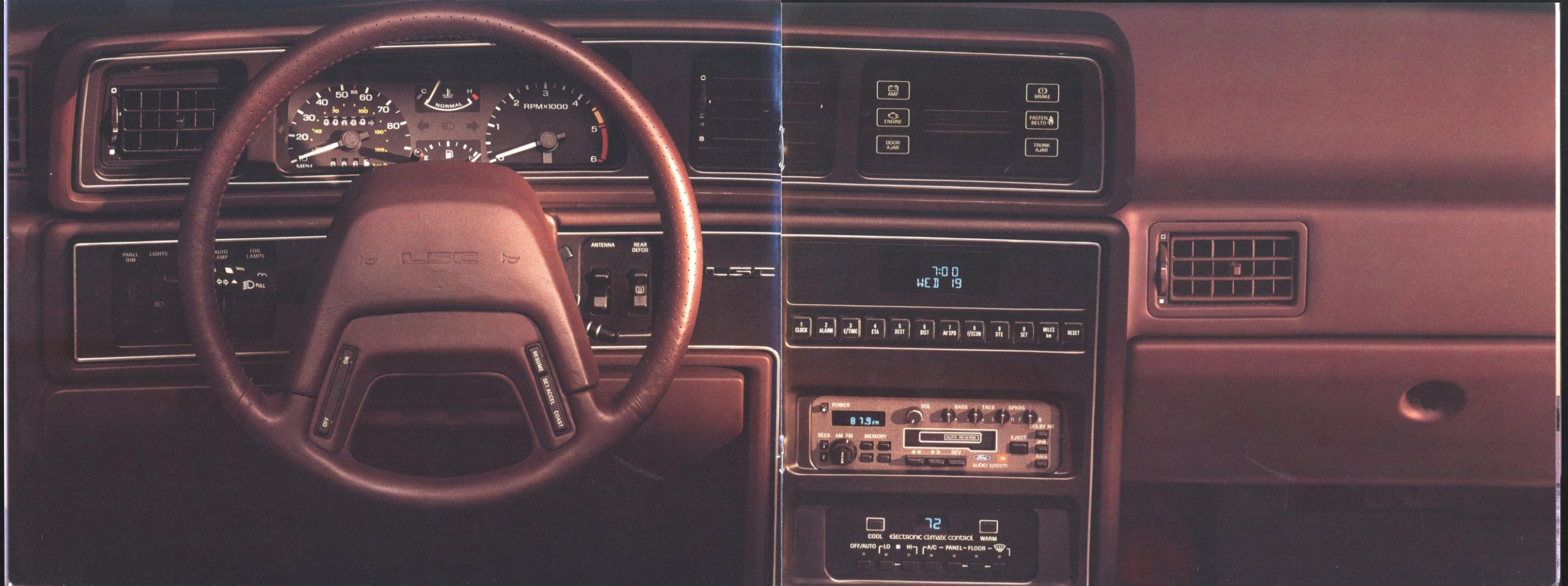
When you turn the page, you'll see how it feels to be behind the wheel of a Mark VII LSC.



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



The power seat control (left) even resembles a seat to make adjustments extremely uncomplicated.

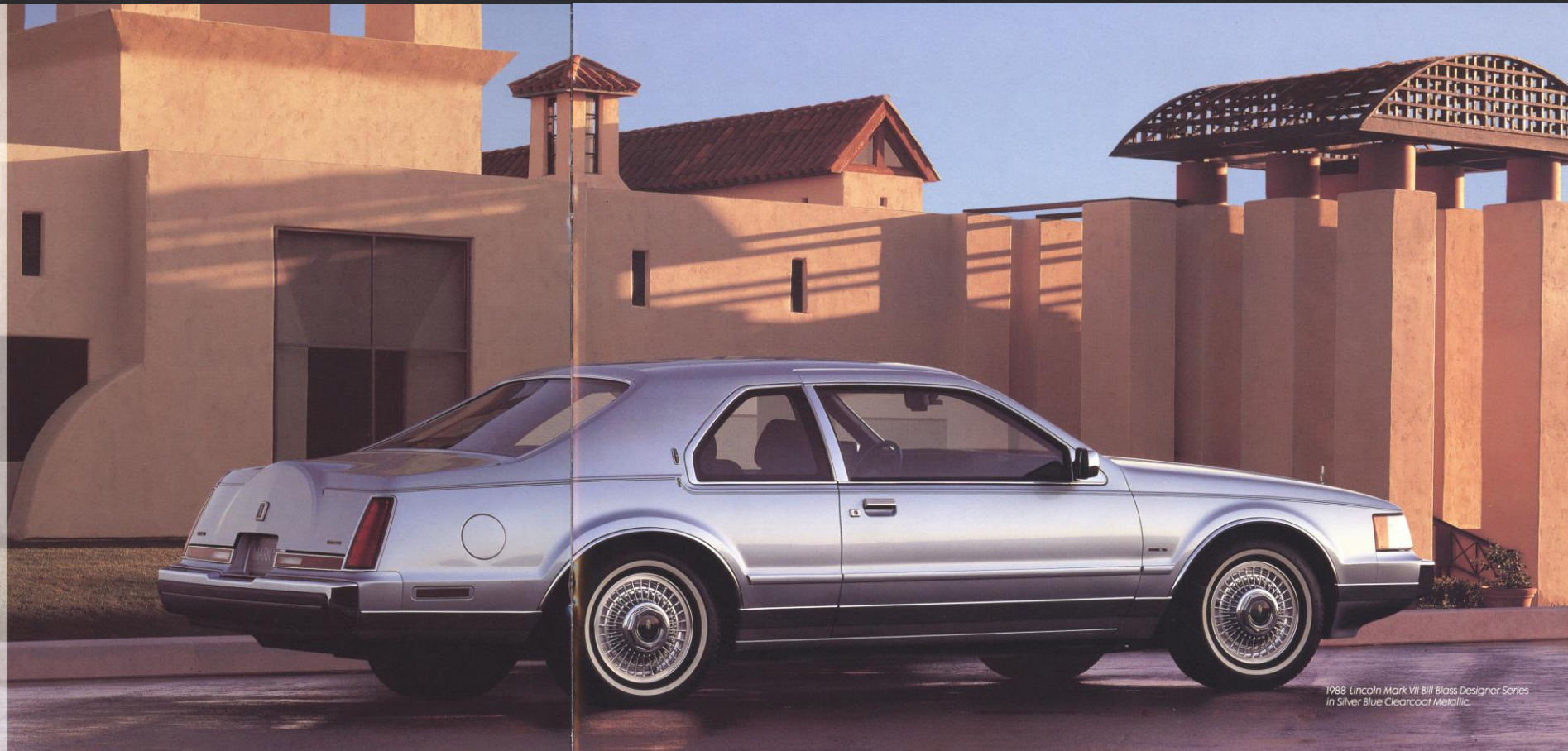


**Bill Blass gives Mark VII
a feel for fashion that
acknowledges
its feel for the road.**

What designer better understands the disciplines of subtlety and understatement than America's Bill Blass? Rather than embellishing the simplicity of its functional form, he has underscored it.

The color scheme shown, Silver Blue Metallic, is one of eight choices for the exterior; all with unique color-coordinated accent stripes.

Blass' rich cloth seating is done in Shadow Blue. Some features shown may be optional. See features at back of brochure.



*1988 Lincoln Mark VII Bill Blass Designer Series
in Silver Blue Clearcoat Metallic.*

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. The 1956 Mark II was entirely new, sharing neither frame nor components with any other Ford or Lincoln car.

But Mark's striking originality goes beyond styling and engineering. For 1988, Mark VII has distinguished itself

still another way. It is America's most completely equipped car.

An item-by-item list of standard features is in the back of this brochure, but among the highlights are a fuel-injected V-8 engine, Anti-lock Brake System and Electronic Air Suspension.



1988 Lincoln Mark VII in Titanium Clearcoat Metallic. Also available in a variety of colors. See features pages at back of brochure.

As a luxury car buyer, you look for more than claims of quality. You look for evidence.

A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And that job continues to get done. For the past six years, Lincoln has been unsurpassed in quality by any American-made luxury car.[†]

A focus on safety. In addition to obvious safety features such as the Anti-Lock Brake System, Lincoln builds structural strength into every Mark VII. Its unitized body, for example, is welded from end to end, forming a high-strength passenger compartment. This vehicle construction absorbs energy during a collision and helps dissipate some of the force of the impact.

[†]Based on an average of owner-reported problems in the first three months of service of '86 models and in a six-month period on '81-'85 models designed and built in North America.

The doors feature strong, double panel welded construction. Inside each is a high strength steel beam that can help withstand a considerable side impact.

While the Federal impact bumper standard is 2.5 MPH, Mark VII offers four times the protection with 5-MPH bumpers. This helps reduce damage from low-speed impact and may even result in lower repair costs.

Quality protection. All Lincolns are covered by a limited warranty on major components for 6 years or 60,000 miles, whichever comes first. A deductible applies, so ask to see a copy of the warranty at your dealer.

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

The Lincoln Commitment.

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 Lincoln Commitment 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.

Ford Extended Service Plan.

You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. 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. You pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free. 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 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 Mark VII. To get copies of materials for your Mark VII or the vehicle of interest to you, 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.

INTERIOR COLORS

| Standard on LSC | | |
|------------------------|----------|------------|
| Shadow Blue | Titanium | Sandalwood |
| Cabernet | Cinnabar | |
| Standard on Bill Bliss | | |
| Shadow Blue | | Sandalwood |

EXTERIOR COLORS

| Standard on LSC | |
|---|----------------|
| Crystal Clearcoat Metallic | Midnight Black |
| Titanium Clearcoat Metallic | Arctic White |
| Cabernet Clearcoat Metallic | |
| Silver Blue Clearcoat Metallic | |
| Dark Shadow Blue Clearcoat Metallic | |
| Dark Sandalwood Clearcoat Metallic | |
| Silver Sand Clearcoat Metallic | |
| Rose Quartz Clearcoat Metallic | |
| Optional on LSC | |
| Dark Taupe Glamour Clearcoat Metallic | |
| Glacier Blue Glamour Clearcoat Metallic | |
| Standard on Bill Bliss | |
| Crystal Clearcoat Metallic | Midnight Black |
| Cabernet Clearcoat Metallic | Arctic White |
| Silver Blue Clearcoat Metallic | |
| Dark Shadow Blue Clearcoat Metallic | |
| Silver Sand Clearcoat Metallic | |

SPECIFICATIONS

| | |
|----------------------------------|-----------|
| Wheelbase (in.) | 108.5 |
| Overall length (in.) | 202.8 |
| Overall height (in.) | 54.2 |
| Overall width (in.) | 70.9 |
| Tread (in.) (front/rear) | 58.4/59.0 |
| Headroom (in.) (front/rear) | 37.8/37.1 |
| Legroom (in.) (front/rear) | 42.0/36.9 |
| Shoulder room (in.) (front/rear) | 55.9/57.8 |
| Hiproom (in.) (front/rear) | 52.4/55.2 |
| Luggage capacity (cu. ft.) | 14.2 |
| Fuel capacity (gal.) | 22.1 |
| Curb weight (lb.)* | 3747 3772 |
| (Bill Bliss, LSC) | |

*1987 curb weights. 1988 not available at time of printing.

Specifications and descriptions used were in effect when this catalog 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 required in combination with other options. Availability of some features may be subject to a slight delay.

1988 EPA estimates were not available at publishing time. Lincoln models, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.



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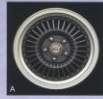
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(A) Handling cast-aluminum wheel, (B) Wire-spoke aluminum wheel; see chart for availability.

| | Bill Bliss Mark VII | Mark VII LSC |
|---|---------------------|--------------|
| Standard features Optional feature | | |
| FUNCTIONAL FEATURES | | |
| 5.0-liter high-output V6 engine (225 hp @ 4000 rpm) | \$ | \$ |
| Sequential multi-point electronic fuel injection | \$ | \$ |
| Electronic Engine Controls (EEC-IV) | \$ | \$ |
| Tubular exhaust headers | \$ | \$ |
| Performance camshaft | \$ | \$ |
| Dual exhaust | \$ | \$ |
| Four-speed automatic overdrive transmission | \$ | \$ |
| 3.08:1 axle ratio | \$ | \$ |
| 3.27:1 axle ratio | O | \$ |
| Reaction lock radio | O | O |
| Power rack-and-pinion steering | \$ | \$ |
| Four-wheel disc Anti-lock Brake System | \$ | \$ |
| Electronic air suspension and level control | \$ | \$ |
| Handling suspension | \$ | \$ |
| Nitrogen gas-pressurized shocks and struts | \$ | \$ |
| Tire and rear stabilizer bars | \$ | \$ |
| 84-amp-hr maintenance-free battery | \$ | \$ |
| 233-rotation fuel tank | \$ | \$ |
| EXTERIOR FEATURES | | |
| Aircraft-styled doors | \$ | \$ |
| Aerodynamic halogen headlamps | \$ | \$ |
| Cornering lamps | \$ | \$ |
| Fog lamps | \$ | \$ |
| Underhood lamp | \$ | \$ |
| Headlamp convenience system | \$ | \$ |
| Illuminated keyless entry system | \$ | \$ |
| Single key entry/ignition | \$ | \$ |
| Power trunk pull-down | \$ | \$ |

With such a lengthy list of standard features, there's very little to add.



| | Bill Bliss Mark VII | Mark VII LSC |
|--|---------------------|--------------|
| Power fold-away heated mirrors | \$ | \$ |
| Extensive corrosion protection | \$ | \$ |
| Upper body dual brand paint accent stripes | \$ | \$ |
| Tight lower body-side molding | \$ | \$ |
| Ruled Dark Charcoal lower body-side molding | \$ | \$ |
| Color-keyed body-side protection molding | \$ | \$ |
| Unique paint theme | \$ | \$ |
| INTERIOR/CONVENIENCE FEATURES | | |
| Electronic instrumentation | \$ | \$ |
| Analog instrumentation with tachometer | \$ | \$ |
| Message Center with digital readouts | \$ | \$ |
| Six-way power driver and passenger seats | \$ | \$ |
| Dual power recliners | \$ | \$ |
| Articulated sport seats | \$ | \$ |
| Non-articulated leather seating extra charge | O | \$ |
| Manual high and power boiler/lumbar supports | \$ | \$ |
| Four-way articulated front seat headrests | \$ | \$ |
| Single rear seat fold-down armrest | \$ | \$ |
| Electronic Automatic Climate Control | \$ | \$ |
| Rear window defroster | \$ | \$ |
| Side window defoggers | \$ | \$ |
| Rear compartment head duct | \$ | \$ |
| Tinted glass | \$ | \$ |
| AM/FM electronic search stereo with cassette | \$ | \$ |
| Four-speaker Premium Sound System | \$ | \$ |
| 12-speaker High Fidelity Ford JBL Audio System | O | O |
| Power windows | \$ | \$ |
| Tilt steering column | \$ | \$ |
| Trip/step speed control | \$ | \$ |

| | Bill Bliss Mark VII | Mark VII LSC |
|--|---------------------|--------------|
| Automatic parking brake release | \$ | \$ |
| Lock controls with lock-to-pass | \$ | \$ |
| Internal wipers with speed indicator | \$ | \$ |
| Power windows and door locks | \$ | \$ |
| Power moonroof | O | O |
| Illuminated glove box | \$ | \$ |
| Leather-wrapped steering wheel | \$ | \$ |
| Unique perforated leather-wrapped steering wheel | \$ | \$ |
| Leather-wrapped gearshift | \$ | \$ |
| Console-mounted gearshift, cup holder, coin slots | \$ | \$ |
| Composite Thermometer Group | \$ | \$ |
| Automatic-dim day/night mirror | O | O |
| Anti-Theft Alarm System | O | O |
| Dual illuminated rear vanity mirrors | \$ | \$ |
| Dual-intensity rear reading lamps | \$ | \$ |
| 38-ounce floor carpeting | \$ | \$ |
| Front and rear carpeted floor mats | \$ | \$ |
| Removable trunk and fuel filler door releases | \$ | \$ |
| Carpeted luggage compartment with lamp | \$ | \$ |
| Leather seat trim | \$ | \$ |
| Leather bolsters with cloth inserts/extra charge | \$ | \$ |
| Eight seat trim | O | \$ |
| TIRES/WHEELS | | |
| P225/70R16 V60R steel belted radial tires | \$ | \$ |
| P225/60R16 L6W performance steel belted radial tires | \$ | \$ |
| Puncture-resistant tires | O | O |
| Handling cast-aluminum wheel (A) | \$ | \$ |
| Wire-spoke aluminum wheel (B) | \$ | \$ |



The optional power glass moonroof operates five ways. Open it all the way or use its convenient vent feature. A sliding sun shade panel is included.