

LINCOLN  
MARK VII  
**PORTFOLIO**

1988



*SHEEHY LINCOLN MERCURY*  
820 Baltimore Pike  
Springer, PA 19380  
(215) 544-0100





**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 Dark 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.

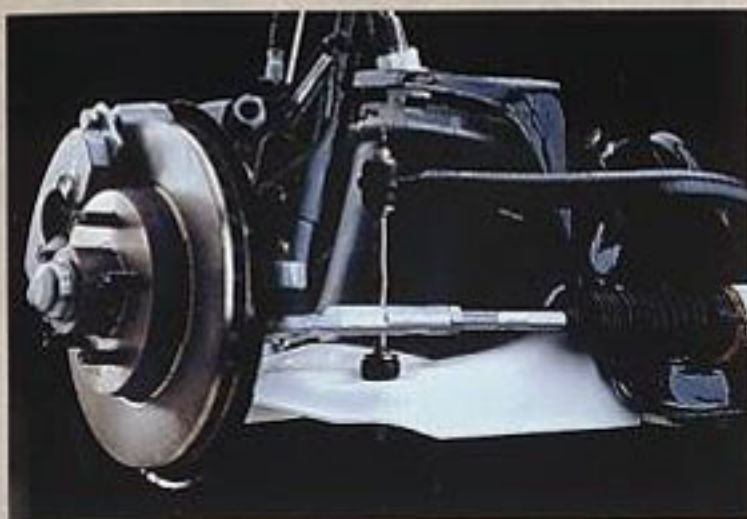
**Let's start with stopping.** Standard on all Mark VII's is the most advanced brake system in the world: the Anti-lock Brake System (ABS). ABS, combined with Mark VII's standard power-assisted four-wheel disc brakes, helps you obtain straight-line braking even on rain- or ice-slick pavement. It can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

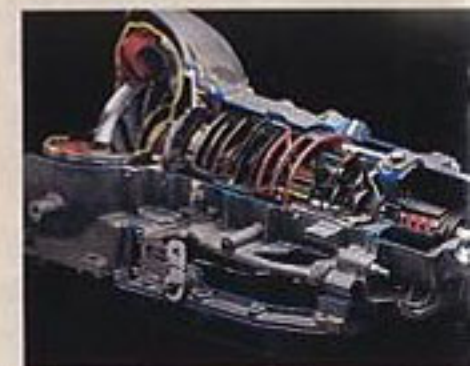
corner by a rugged rubber air spring with a piston design that varies the spring rate. This improves handling on rough roads or during severe maneuvers.

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.*





**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.

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





Warning and indicator lights panel:

- AMP
- ENGINE
- DOOR A.J.A.R.
- BRAKE
- FASTEN BELTS
- BUNK A.J.A.R.

Left side control panel:

- VAN 1 DIM
- LIGHTS
- AUTO AMP
- TRUCK LAMPS
- Wipers: WIPER, WASH, PULL

Right side control panel:

- ANTENNA
- REAR DEFROG

Steering wheel controls:

- RESUME
- SET
- ACCEL
- CONST
- OFF
- ON

Navigation and display panel:

7:00  
WED 19

1 CLOCK 2 ALARM 3 E/TIME 4 ETA 5 DEST 6 DIST 7 AVSPD 8 F/ECON 9 DTE 0 SET MILES in RESET

Audio system (Ford):

VOLUME SCAN BAND LOC REW FF

SEEK

110.19

BASS TREBLE BALANCE FADE

POWER 4 5 6

EJECT PLAY

Climate control panel:

72

COOL electronic climate control WARM

OFF/AUTO LO HI A/C - PANEL - FLOOR



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, Regatta  
Blue Metallic, is one of seven 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 Regatta 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 a remarkably well-equipped automobile.

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 Dark 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 seven 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 a series of surveys of '81-'87 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.

With 5-MPH bumpers, Mark VII offers four times the protection required by the Federal impact bumper standard. 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 major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply.

You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Some restrictions apply. Ask to see a copy of these warranties at your Lincoln-Mercury dealer.

#### **The Lincoln Commitment.**

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 problem, 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 Commitment Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Lincoln, we provide you with a special hot line number that ensures prompt attention.

#### **Ford Extended Service Plan.**

Additional coverage on certain selected components of your new Lincoln 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 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 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 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. 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 Lincoln Mark VII.

To get copies of materials for your Mark VII, 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, and engine and transmission type.

### INTERIOR COLORS

#### Standard on LSC

Shadow Blue	Titanium	Sandalwood
Cabernet	Cinnabar	

#### Standard on Bill Blass

Shadow Blue		Sandalwood
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### EXTERIOR COLORS

#### Standard on LSC

Midnight Black Clearcoat	Arctic White
Crystal Clearcoat Metallic	Maroon Clearcoat
Dark Titanium Clearcoat Metallic	
Dark Cabernet Clearcoat Metallic	
Regatta Blue Clearcoat Metallic	
Dark Shadow Blue Clearcoat Metallic	
Cinnabar Clearcoat Metallic	
Medium Driftwood Clearcoat Metallic	
Rose Quartz Clearcoat Metallic	
Sandstone Clearcoat Metallic	
Ocean Blue Clearcoat Metallic	
Silver Frost Clearcoat Metallic*	

#### Standard on Bill Blass

Midnight Black Clearcoat	Arctic White
Crystal Clearcoat Metallic	
Dark Cabernet Clearcoat Metallic	
Regatta Blue Clearcoat Metallic	
Dark Shadow Blue Clearcoat Metallic	
Sandstone Clearcoat Metallic	
Silver Frost 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.)	14.7
Fuel capacity (gal.)	22.1
Curb weight (lb.)	Bill Blass 3747
	LSC 3772

### Regarding this brochure...

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.

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

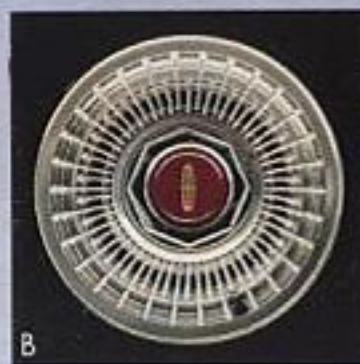
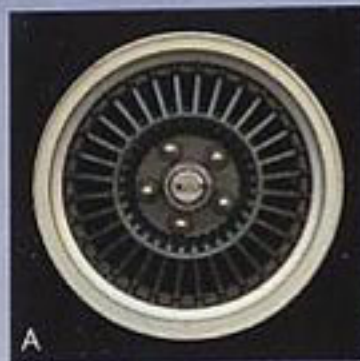
\*Late availability. Will replace Crystal Clearcoat Metallic.











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

S Standard feature    O Optional feature

**FUNCTIONAL FEATURES**

	Bill Blass Mark VII	Mark VII LSC
5.0-liter high-output V8 engine (225 hp @ 4000 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	
3.27:1 axle ratio		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		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**

Aircraft-styled doors	S	S
Aerodynamic halogen headlamps	S	S
Cornering lamps	S	S
Fog lamps		S
Underhood lamp	S	S
Headlamp convenience system	S	S
Illuminated/keyless entry system	S	S
Single key entry/ignition	S	S

Bill Blass Mark VII    Mark VII LSC

- Power trunk pulldown
- Power fold-away heated mirrors
- Extensive corrosion protection
- Upper body dual band paint accent stripes
- Bright lower bodyside molding
- Fluted Dark Charcoal lower bodyside molding
- Color-keyed bodyside protection molding

**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 seat/no extra charge
- Manual thigh and power bolster/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 heat duct
- Tinted glass
- AM/FM electronic stereo with cassette and Premium Sound
- 10-speaker High Fidelity Ford JBL Audio System
- Power antenna
- Tilt steering column
- Fingertip speed control

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





**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, 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.** Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-to-install protective child restraints—Tot-Guard Safety Seat and Infant Carrier—meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

LINCOLN.  
What a luxury car should be.

LINCOLN-MERCURY DIVISION 

Litho in U.S.A. (300M) 9-87 P7414