



LINCOLN

What a luxury car should be.

LINCOLN CONTINENTAL

LINCOLN MARK VII

LINCOLN TOWN CAR

Lincoln Continental.

Once again,
world class luxury
is measured in miles
instead of kilometers.

The world's most advanced luxury automobile. It isn't from Germany. Or England. It's from Lincoln. Introducing the new Continental.

Such a statement is not an exaggeration. It's a fact based on Continental's considerable technological innovations. Nor

is it an affront to the other great luxury cars of the world. Rather, it's an acknowledgement of their past accomplishments. Their achievements in certain areas were used as the benchmark for this new Continental. Lincoln engineers knew if they didn't simply match those marks, but exceeded them, they would create a luxury car without equal. And they succeeded.

They gave Continental the world's most advanced luxury-car suspension, steering and braking systems.

Continental's dual-damping electronic air suspension senses the road and driving situation, then adjusts shock firmness to compensate. Continental's speed-sensitive variable-assist steering constantly adjusts the level of

power assist to match the driver's needs. And Continental's anti-lock brakes (ABS) provide excellent vehicle control and shorter stopping distances under almost all road conditions.

The engineers surrounded this advanced technology with an aerodynamic body that pays homage to no other car in the world. Then gave it front-wheel drive and a new 3.8-liter EFI V-6 with smooth balance-shaft performance. And, of course, they made it a Lincoln by giving it six-passenger room and a rare level of standard equipment.

There's a new benchmark for judging world-class luxury. Its name is Continental. And it's the most convincing argument yet of why Lincoln is *still* "What a luxury car should be."

Continental available early 1988.



Continental Signature Series in Midnight Black Clearcoat. Interior in Titanium leather. Some features shown may be optional.



Lincoln Mark VII LSC.

How a luxury car should behave.

The Mark VII LSC handles the road with authority, while it handles its passengers like a Lincoln.

LSC's advanced high-output 5.0-liter V-8 engine makes for rapid transit. Equipped with precise sequential multi-port electronic fuel injection, this potent engine produces an impressive 225 horsepower. And that, in turn, produces impressive acceleration. LSC puts that power to good use with the kind of handling that comes from electronic air suspension, front and rear stabilizer bars and low-profile performance radials.

Of course, a car that moves this quickly deserves stopping

power that's up to the task. Mark VII LSC (and the personalized Mark VII Bill Blass model) is equipped with the world's most advanced brakes, the Anti-lock Brake System (ABS). It provides surer, faster stops under almost all road conditions.

While LSC displays uncommon over-the-road talent, it is also still a Lincoln. And that means LSC is extensively equipped—both to support the functional needs of the driver and the comfort and well-being of passengers.

Lincoln Mark VII LSC. The performance of a sports coupe. The luxury of a Lincoln.



Mark VII LSC in Dark Cabernet Clearcoat Metallic. Interior in Cabernet leather. Some features shown may be optional.



Lincoln Town Car. How a luxury car should move you.

Few cars in the world have the ability to overwhelm you like this one. The Lincoln Town Car Signature Series.

Town Car still possesses that talent because it still possesses the enduring virtues of this rare class of automobile. With an unmistakable presence that dramatically separates it from all other cars.

The size is undiminished. Town Car remains one of the few traditional six-passenger luxury sedans built in America. With more room inside than any other American car, except station wagons and vans. And one of the largest trunks in the world.

The comfort is uncompromised. The ride is exceptionally smooth and quiet. The appointments are in keeping with legendary

Lincoln luxury. Plush 50/50 twin comfort lounge seats. Full-length armrests at every door. Plus an array of power conveniences, including driver and passenger seats, windows, vents, locks and outside mirrors. All standard. Several extraordinary options are also available, including a 12-speaker Ford JBL Audio System and digital compact disc player.

And if any doubt remains about Town Car's ability to move you, look under the hood. A powerful 5.0-liter V-8 engine with sequential multi-port electronic fuel injection is standard.

There's only one small problem with demanding this kind of luxury, style, room and comfort in an automobile. It limits your choices to just one car. The 1988 Lincoln Town Car.



Town Car Signature Series in Dark Shadow Blue Clearcoat Metallic. Interior in Shadow Blue cloth. Some features shown may be optional.



Our commitment to quality and safety is not just something on paper. It is built into our cars.

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

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 *Ford Extended Service Plan*.

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.

To get copies of materials for your Continental 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, year, engine and transmission type.

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.

EPA fuel economy. 1988 Lincoln Town Car and Mark VII: 17 EPA EST. MPG, 24 EST. HWY. EPA estimates. Your actual mileage may vary with maintenance, options, driving conditions and habits. EPA estimates for 1988 Lincoln Continental were not available at publishing time. Continental, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

Regarding this brochure... 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 optional at an extra cost. Some features or options described 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.

Buckle up—*together we can save lives.*

LINCOLN-MERCURY DIVISION 

LINCOLN. What a luxury car should be.