

1996 LINCOLN MARK VIII



THE VERITABLE DEFINITION OF
THE LUXURY PERFORMANCE
A u t o m o b i l e

Is Mark VIII a luxury car with remarkable performance characteristics? Or a performance coupe that's splendidly appointed? Truth be told, it has been fashioned to be both. You'll appreciate the overwhelming level of comfort and abundant technological advances. The result is a striking example of what a luxury performance coupe should be.





Lincoln Mark VIII in Bright Toreador Red Tinted Clearcoat Metal

MARK VIII L S C A HIGHER MARK


Take an already impressive automobile and make the engine more powerful, increase the axle ratio, establish a bolder look and what do you have? Nothing less than the Mark VIII LSC.



► **LUMINARC™ HEADLAMPS.** Longer-lasting high-intensity lights are a first among domestic automakers. They give off a distinct blue-white light at low beam for greater safety through increased visibility. *Luminarc* is a trademark of OSRAM SYLVANIA INC.

◄ **290-HORSEPOWER INTECH™ ENGINE.** This smooth performing powerplant helps make LSC a spirited and nimble sport coupe. Its extra power can take the car from 0-60 in a mere 7.6 seconds.

► **EURO-PERFORATED LEATHER SEATING SURFACES.** These seats provide an extra margin of comfort and style. They're a special feature on LSC models.



DISTINCTIVE LSC STYLING. LSC features a monochromatic exterior which contributes to its sleek look. Available in a choice of five colors, this model also includes a modified dual exhaust, sport suspension tuning and cast aluminum directional wheels.

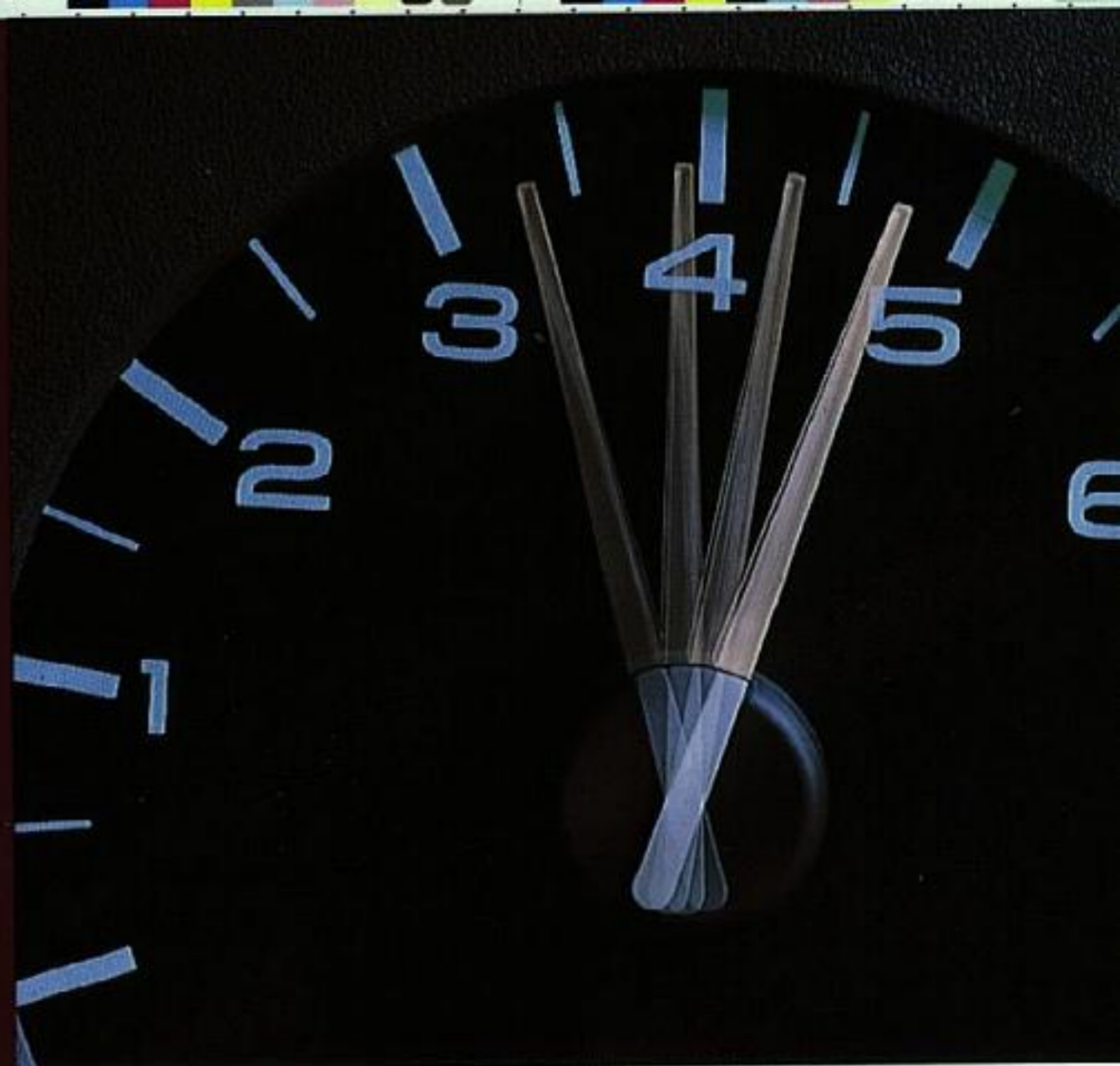
Lincoln Mark VIII LSC in Bright Toreador Red Tinted Clear Metallic. Late availability.

InTechTM System

THE LUXURY
OF POWER

At the heart of the InTech System is a lightweight yet powerful engine with the rare ability to perform for 100,000 miles before its first scheduled tune-up. Additional InTech components include an Electronic Powertrain control module featuring a Home-safe mode, speed-sensitive steering, 4-wheel anti-lock brakes and a computer-managed air suspension. Now, the luxury of power is accompanied by true peace of mind.*

*Under normal driving conditions with routine fluid/filter changes.




▲ Although speed is just one of its many superior characteristics, Mark VIII can soar from 0-60 in an exhilarating 7.9 seconds.

▼ Silken smooth four-speed automatic transmission includes an overdrive lockout for more performance-oriented driving.





The 4.6L 32-valve InTech V-8, which provides 280 horsepower, is Mark VIII's standard engine. Designed for quick responsive performance, it features a precision cast aluminum alloy block with cast iron linings, sequential electronic multi-port fuel injection and EEC-V computerized engine controls. Shown here is the ingenious dual air induction system which employs separate tuned runners to optimize engine "breathing" for peak performance at both low and higher speeds.



I T W I L L
A U T O M A T I C A L L Y
L O W E R I T S H E I G H T
A N D R A I S E Y O U R
E X P E C T A T I O N S

Whenever Mark VIII reaches highway

speeds, something remarkable happens.

The InTech™ System's computer-managed

air suspension automatically lowers the

Mark for improved handling and reduced

wind resistance. Furthermore, this system

helps the car maintain a level stance and

proper ride height through changes in

passenger seating or trunk loading. It's

just one more advanced feature driving

enthusiasts will appreciate.

YOU ARE IN CONTROL

The Mark's four-wheel disc Anti-lock Brake

System helps you maintain steering control

during hard braking, even on slippery road

surfaces. A component of the InTech™ System,

ABS works with available electronic Traction

Assist to detect slippage from either rear wheel

while accelerating at low speeds. Within

milliseconds, Traction Assist pulses the brakes


to help control wheel spin and retain traction.

This system can effectively aid in getting the


Mark VIII underway from a standing start

on glare ice.





Cornering lamps. Designed to activate with turn signals to increase visibility when completing a turn at night.



Crumple zones. They're engineered into the front and rear of the car to help absorb some of the energy of a major collision before it reaches the passenger compartment.

Electrochromic rearview mirrors. Available interior and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.

Dual air bags. Expect nothing less from the first luxury car manufacturer to offer dual air bags as standard equipment on all models. (Always wear your safety belt.)

Instrument panel beam. A tubular steel beam hidden behind the instrument panel provides a stable mounting platform for the steering column to help ensure proper air bag positioning.



Lap/shoulder safety belts. For your safety, they're included for both front and rear outboard seating positions.




Side door beams. They're part of a system which meets Federal Dynamic Side Impact Standards for 1997.



High-doo doors. Doors are engineered to remain closed during the event of a collision or rear impact.



Reinforced roof pillars. The roof and front pillars are engineered to meet a static force test equal to 3,000 pounds.



Interior padding. Key interior areas are padded and virtually every surface is rounded to help avoid injury in the event of a collision.



Four-wheel disc Anti-lock Brake System. Ample stopping power is augmented by ABS to give the driver greater steering control while braking, particularly on slippery road surfaces.

ENGINEERED TO INSTILL AN OVERWHELMING SENSE OF *Security*

Consider the myriad safety advances found on

Mark VIII, and you'll concur that it is, indeed, a

technological marvel. Great measures have been taken

to protect you should a collision occur, and more

important, help prevent an accident in the first place.

Many, but by no means all, of Mark's safety and

security features are detailed on these pages.





Interior shown in Ivory with leather seating

NORTH
WEST

RANGE

STATUS

ECONOMY

RESET

SYSTEM
CHECK

N
W + E
S

OIL CHANGE
RESET

VOL - PUSH ON

AM
FM

BASS

TREB

FM 1 105.1 ST

BAL

FADE

AUTO
SET

SEEK

SCAN

EJ

DOLBY B NR

TAPE

REPEAT

TUNE

REW

1

FF

2

SIDE 1-2

3

4

5

6

OUTSIDE TEMP

75 °F
AUTO

OFF

AUTOMATIC

MAX A/C

VENT

PNL • FLR

FLOOR

FLR • DEF

DEF

HI

LO

R. DEF.

TRAC.
ASST

◀ **ELECTRONIC MESSAGE CENTER**

An invaluable feature that displays time and trip information, including driving range, fuel used, instantaneous fuel economy and compass heading. Also reports on 13 vital vehicle systems.

▲ **SOLAR TINT GLASS.** Included to reduce a higher percentage of the sun's rays. Available in tint or clear glass to reduce air-conditioning down times. Also helps to protect interior from sun fading.

◀ **AUTOMATIC TEMPERATURE CONTROL.** Besides being quiet to cool, it uses a non-ozone-depleting refrigerant free of CFCs.

See specification pages for features.



◀ **REMOTE KEYLESS ENTRY SYSTEM.** Two remote transmitters lock and unlock doors, release the trunk lid and switch on illuminated entry lamps from a distance. Each transmitter also recalls one of three preprogrammed positions for the driver's seat and outside mirrors.

▶ **SEAT AND POSITION MEMORY.** Allows up to three drivers to program preferred seat and outside mirror settings and recall them at a touch.



◀ **UNIVERSAL GARAGE DOOR OPENER.** Simply program your existing garage door opener code into this built-in visor unit. Your opener will always be on board yet stylishly concealed.



▶ **AUTOGLIDE SEATING SYSTEM.** Both the driver's and the front passenger's seats move forward automatically when seatbacks are tipped ahead to better accommodate rear entry and exit.

W E ' D B E
P L E A S E D T O
F I L L Y O U I N
O N A L L T H E
Details

An enormous degree of pleasure can be derived from Mark VIII because, quite frankly, so much thought has gone into its design. Nothing has been spared in the quest to create a luxury automobile that satisfies so thoroughly. Reflected here are merely a few of Mark's luxury appointments. We cordially invite you to discover the rest for yourself.



THE LINCOLN *Commitment*SM

The Lincoln Commitment is a comprehensive owner benefits package designed to provide you with services to support your every driving need. Benefits include a service loaner if your automobile requires overnight warranty service. Also, 24-hour Roadside Service Assistance is provided for four years. Should you need towing, jump-starting, lock-out service or gas delivery, a call to our hotline will bring you help. Custom computerized maps and trip routing are available.

Other benefits include Emergency Travel Expense Reimbursement, membership in Quest[®] International for travel-related discounts on meals and rooms, Destination Assistance, a Customer Assistance Center to answer your questions and a 4-year/50,000-mile limited warranty. See your dealer for details.



▼ **AVAILABLE ELECTROCHROMIC REARVIEW MIRRORS.** Rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.

► **VOICE-ACTIVATED CELLULAR PHONE.** The cellular phone includes a handset located in the center console storage compartment for easy access. Its memory holds 30 dialed numbers and 20 accessed by voice.

▲ **HAND-HELD REMOTE PHONE.** This convenient portable "flip" phone ensures you're never out of touch. It can be operated in a hands-free "speaker phone" mode and is capable of storing 99 numbers including 20 voice-activated numbers and automatically recharges in console. (Dealer-installed option.)



► **10-DISC CD CHANGER.** Trunk-mounted unit adds the clarity of CD sound to your audio system. Features include shuffle, select disc, seek and scan.



CREATING
YOUR OWN
Personal
STATEMENT OF
LUXURY



► **JBL AUDIO SYSTEM.** This is strictly for the audiophile. It includes a 132-watt, six-channel amplifier and eight superb speakers acoustically positioned within the cabin to produce rich, clean sound reproduction across a wide sonic range.



▲ **POWER MOONROOF.** For your convenience, it opens at the touch of a switch to provide a skylight view or tilts up for fresh air ventilation.

Features shown are optional.

1996 MARK VIII SPECIFICATIONS

Vehicle type: Five-passenger, two-door
Luxury Sport Coupe

DIMENSIONS

Wheelbase (in.):	113.0
Track (in.):	front 61.6 rear 60.2
Length (in.):	207.3
Width (in.):	74.8
Height (in.):	53.6
Curb weight (lb.):	3,768
Fuel capacity (gal.):	18.0
Luggage space (cu. ft.):	14.4

ACCOMMODATIONS

Headroom (in.):	front 38.1 rear 37.5
Legroom (in.):	front 42.6 rear 32.5
Hiproom (in.):	front 56.7 rear 56.7
Shoulder room (in.):	front 58.9 rear 59.5

ENGINE

Layout:	front engine, rear-wheel drive
Type:	DOHC 32-Valve, InTech™ V-8 with aluminum block and heads
Displacement (liters/cu. in.):	4.6/281
Bore & Stroke (mm/in.):	90.2 x 90.0/ 3.6 x 3.6
Compression ratio:	9.8:1
Horsepower @ rpm (SAE net):	280 @ 5500
Torque @ rpm (lbs.-ft. SAE net):	285 @ 4500
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	91 octane premium recommended

DRIVETRAIN

Transmission type:	automatic electronic
Gear ratios:	I-2.84:1 III-1.00:1
Axle ratio:	

CHASSIS

Body:	unitized body
Suspension:	4-wheel independent microcomputer-controlled front and rear with automatic front-to-rear and side-to-side leveling; front and rear stabilizer bars and twin- gas-pressurized/hydraulic shock absorbers with air spring assembly and uni- coil springs
Steering type:	variable-assist, speed-sensitive, power rack-and-pinion
Overall ratio:	
Turns, lock to lock:	
Turning circle, curb to curb (ft.):	
Brakes:	4-wheel disc hydraulic anti-lock brakes
front:	11.5-inch power-assisted disc
rear:	10.1-inch power-assisted disc
Wheels:	cast
Tires:	P225/60

STANDARD FEATURES

THE INTECH™ SYSTEM

A technologically advanced system designed to deliver miles of worry-free driving.

- 4.6L, 280-horsepower, 32-valve, DOHC InTech™ V-8 engine
- 100,000-mile scheduled tune-up interval
- 4-speed automatic transmission
- Electronic powertrain control with "home-safe" mode
- Computer-managed air suspension
- Load-leveling suspension
- 4-wheel independent suspension
- 4-wheel-disc anti-lock brakes
- Speed-sensitive steering

OTHER FUNCTIONAL FEATURES

Front and rear stabilizer bars
Maintenance-free battery
Spare tire with aluminum wheel
Dual exhaust with exposed bright exhaust tips

SAFETY

Driver and front passenger air bag Supplemental Restraint System (SRS)
3-point safety belts for front and outboard rear passengers
Child-restraint tether anchorage
Rear center lap belt
Front and rear crumple zones
Tubular, ultra-high-strength-steel side-impact beams
4-wheel disc Anti-lock Brake System (ABS)
4-way adjustable front seat head restraints
Remote illuminated keyless entry system with panic button
Anti-theft alarm system
Interval windshield wipers
Cornering lamps
Heated power mirrors
Rear window defroster
Side window demisters

INTERIOR/CONVENIENCE FEATURES

140-mph speedometer
Tachometer
Trip odometer
Leather seating surfaces
6-way power driver and passenger seats with dual power recliner and power lumbar
Driver's seat and mirror with three-position memory and remote recall
Driver and passenger Autoglide seating system
High-Level audio system with electronic AM/FM stereo radio and cassette
Automatic power antenna
Leather-wrapped steering wheel with center horn
Leather-wrapped gear shift
Power windows with driver's side express-down feature
Retained accessory power
Speed control with tap up/tap down and backlit switches
Tilt steering column
Electronic automatic temperature control
Cup holder
Front storage armrest
Rear center armrest
Headlamp convenience group
Front seatback map pockets
Rear seat heat ducts
Solar tint glass
Remote decklid and fuel-filler door releases
Courtesy lights on side doors
Dual illuminated visor mirrors
Power locks
Integrated universal garage door opener
Front and rear cigarette lighters
Automatic on/off headlamps
Message center. Continuous functions include clock, driving range, fuel remaining, fuel used, average fuel economy, instantaneous fuel economy. Plus these 13 vehicle system warnings: change oil soon, oil change required, low oil level, charging system, check engine coolant temperature, low engine coolant level, low washer fluid level, door ajar, trunk ajar, check exterior lamps, air ride system switch off, check air ride system and low fuel level. A compass is also included.

EXTERIOR FEATURES

5-mph bumpers
Flexible grille
Single key entry/ignition
Extensive corrosion protection
Premium body color bodyside moldings with bright insert
16-in. lacy-spoke aluminum wheels

AVAILABLE FEATURES

Electronic Traction Assist
JBL audio system with cellular phone pre-wire
Trunk-mounted 10-disc CD changer
Power moonroof
Electrochromic automatic dimming mirrors
Voice-activated cellular telephone
Directional cast aluminum painted wheels
Directional chromed wheels - late availability
Front floor mats

MARK VIII LSC FEATURES

4.6L, 290-horsepower, 32-valve, DOHC InTech™ V-8 engine
Monochromatic bodyside styling
Euro-perforated leather seating surfaces
Luminarc™ headlamps
Higher axle ratio (3.27:1)
Sport suspension tuning
Directional cast aluminum painted wheels

PRODUCT CHANGES

FOLLOWING PUBLICATION OF THIS BROCHURE, CERTAIN CHANGES IN STANDARD EQUIPMENT, OPTIONS, PRICES AND THE LIKE, OR PRODUCT DELAYS MAY HAVE OCCURRED WHICH WOULD NOT BE INCLUDED IN THESE PAGES. YOUR LINCOLN DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE INFORMATION.

LINCOLN-MERCURY DIVISION RESERVES THE RIGHT TO CHANGE PRODUCT SPECIFICATIONS AT ANY TIME WITHOUT INCURRING OBLIGATIONS.

EPA statement: 1996 EPA mileage estimates were unavailable when this publication was printed. The 1996 Lincoln Mark VIII, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

INFORMATION BASED ON AAMA SPECIFICATIONS.



(350M) 7-95 P-8212

 **LINCOLN**
 **Mercury**

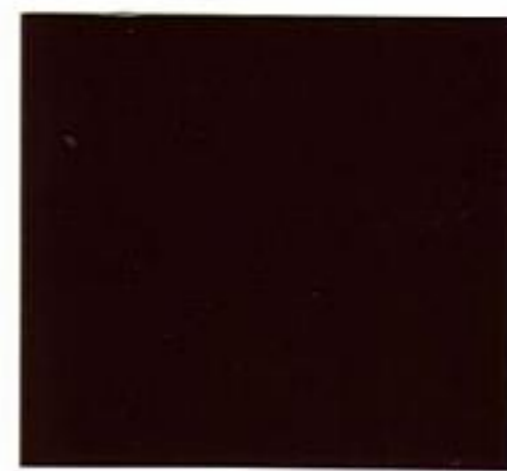
Luminarc™ is a trademark of OSRAM SYLVANIA INC.



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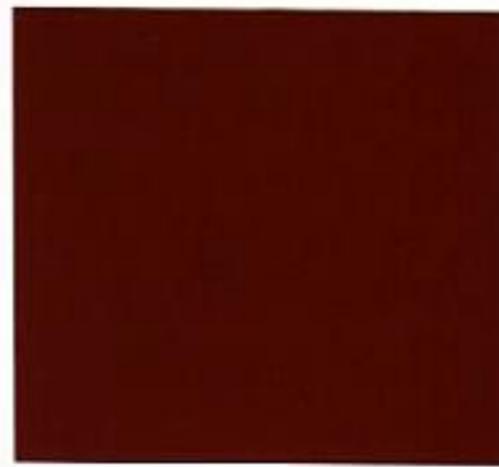
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3



4



5



6



7



8



9



10



11



12



13



14



15

1996 MARK VIII EXTERIOR CO

1 Cypress Gold Clearcoat Me

2 Light Saddle Metallic

3 Cordovan Clearcoat Metallic*

4 Ivory Pearlescent Clearcoat (Extra-Cost Treatment)

5 Bright Toreador Tinted Clearcoat Metallic**

6 Desert Violet Metallic

7 Dark Baltic Birch Clearcoat Me

8 Medium Wedge Clearcoat Me

9 Willow Green Clearcoat Me

10 Medium Willow Clearcoat Me

11 Charcoal Grey Metallic**

12 Silver Frost Clearcoat Metallic

13 Black Clearcoat

14 Opal Opalescent Clearcoat Metallic (Extra-Cost Treatment)

15 Performance Clearcoat

INTERIOR CO

Light Graphite

Cypress

Ivory

Ebony

Saddle

Light Graphite with accents*

*75th Anniversary

**Mark VIII LSC 75th Anniversary available only in or Silver Frost.

*The Lincoln Motor Car Company was
established in 1921, aspiring to create
preeminent vehicles. Since its inception,*



*Lincoln has upheld a well-earned
reputation for crafting some of the
world's most coveted automobiles.*

*Today, that dedication to master
craftsmanship and technological
leadership remains as strong as ever.*

Lincoln. What a luxury car should be.

For 75 years.