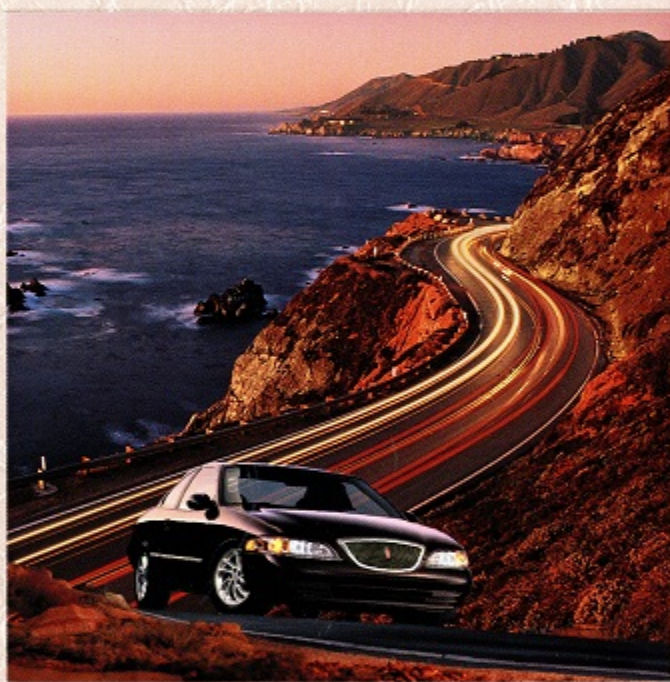
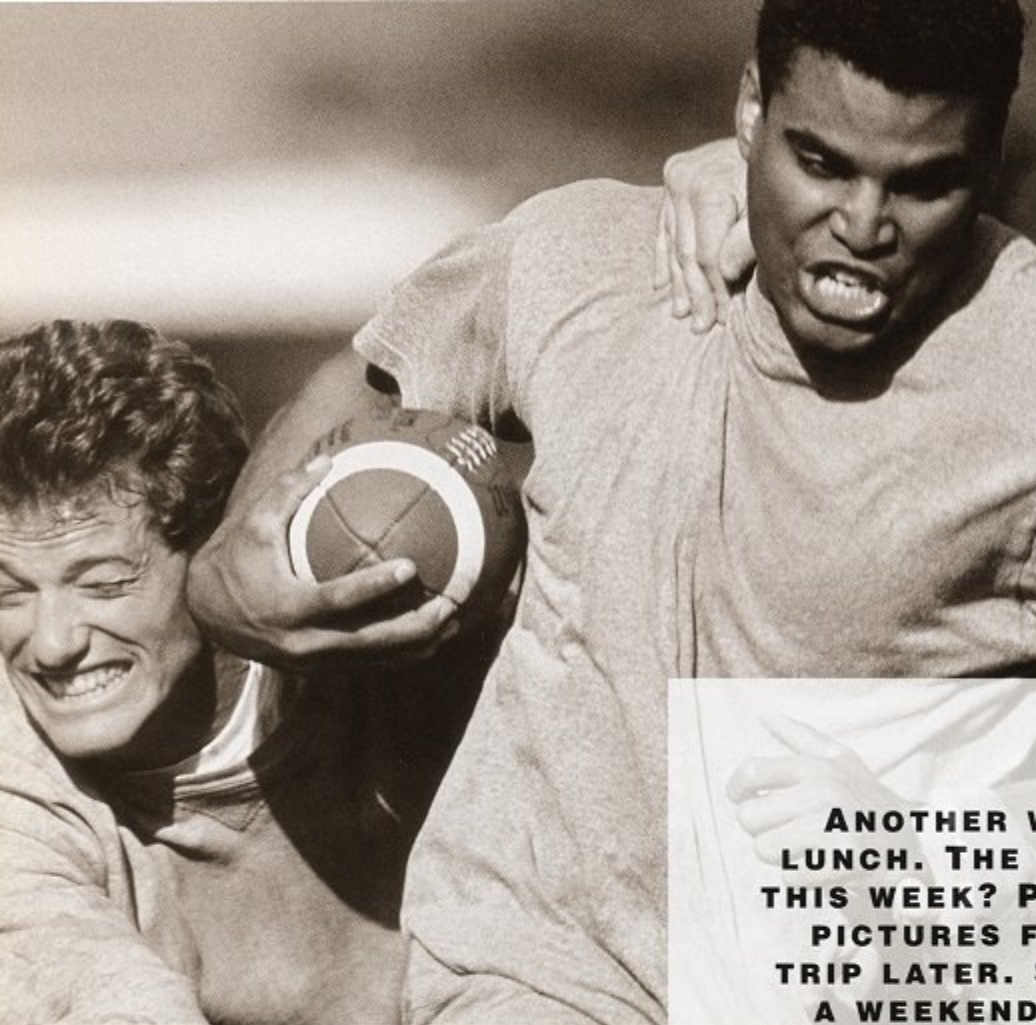


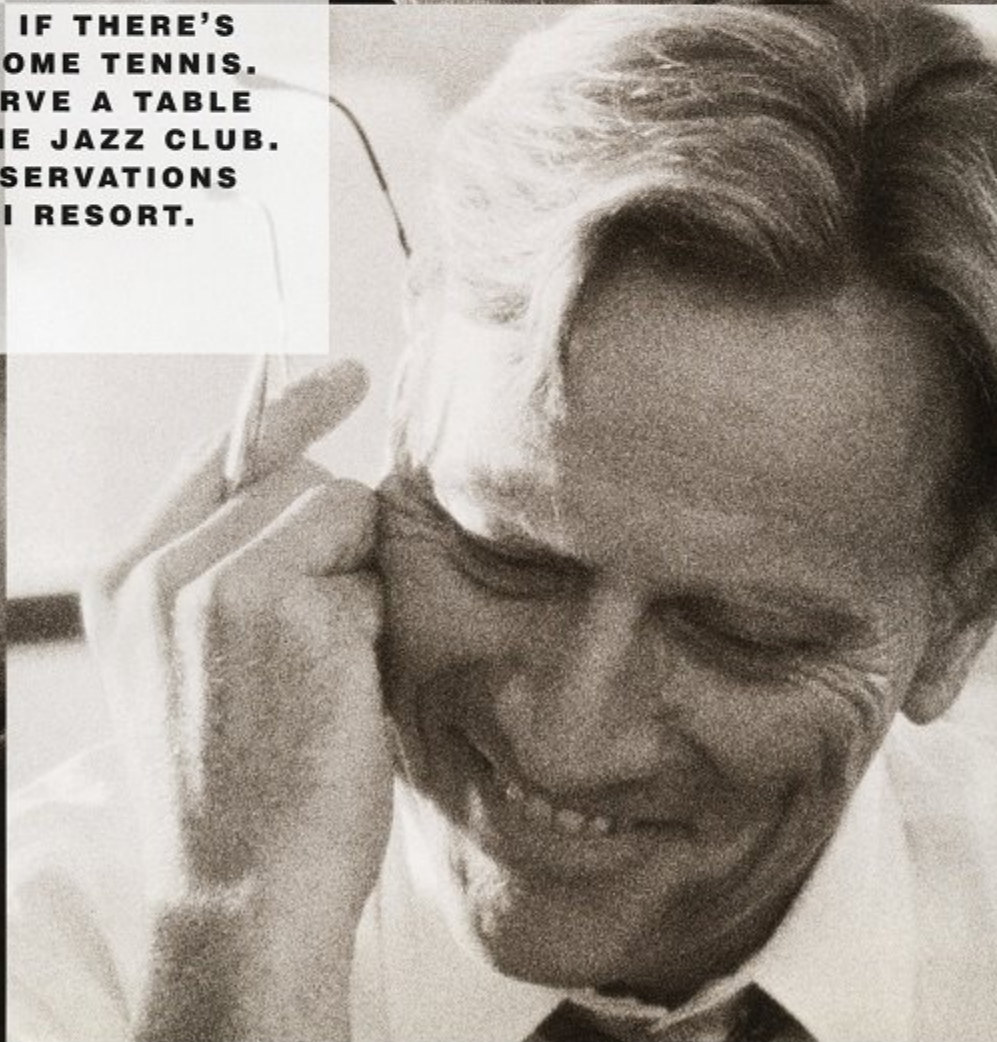
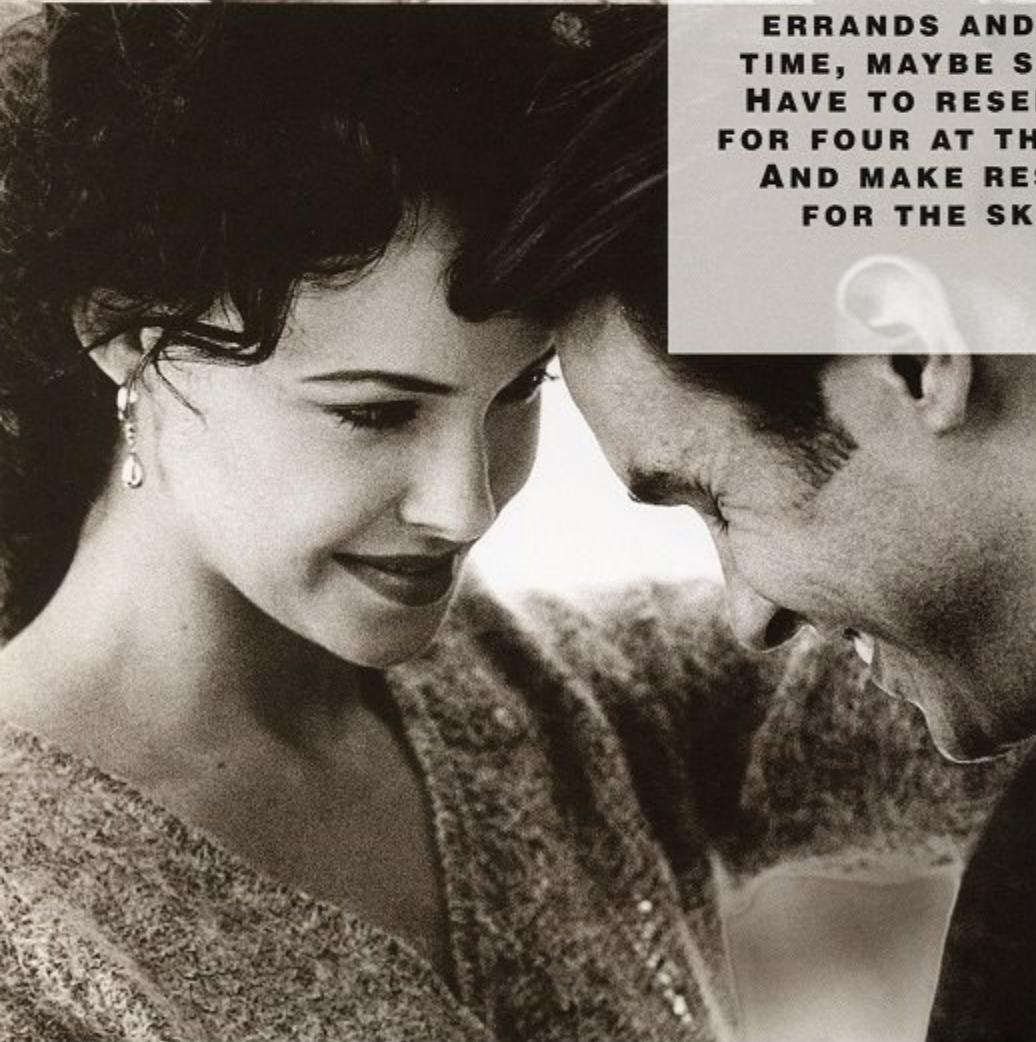
1998



LINCOLN
MARK VIII



ANOTHER WORKING LUNCH. THE THIRD ONE THIS WEEK? PICK UP THE PICTURES FROM OUR TRIP LATER. SHOULD BE A WEEKEND FULL OF ERRANDS AND IF THERE'S TIME, MAYBE SOME TENNIS. HAVE TO RESERVE A TABLE FOR FOUR AT THE JAZZ CLUB. AND MAKE RESERVATIONS FOR THE SKI RESORT.



THE MARK VIII IS AN AUTOMOBILE DESIGNED FOR THOSE WHO ARE PASSIONATE ABOUT DRIVING. A UNIQUE BLEND OF SHEER POWER, IMPRESSIVE HANDLING CHARACTERISTICS AND AN ADVANCED LEVEL OF REFINED PERSONAL LUXURY. ITS DRAMATIC STYLING TRULY SETS IT APART FROM ITS COMPETITORS. BUT ABOVE ALL, IT IS PERHAPS THE ULTIMATE EXAMPLE OF WHAT A LUXURY PERFORMANCE COUPE SHOULD BE.





Lincoln MKZ VIII shown in Bright Torador Red Tinted Clearcoat Metallic.



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IT DEFINES THE LUXURY
PERFORMANCE COUPE.



IT DEFINES THE LUXURY
PERFORMANCE COUPE.



Lincoln Mark VIII shown in Black Clearcoat.

Mark VIII has the uncanny ability to stimulate the driver

is you. Behind this exhilaration is the advanced

WITH THE EMPHASIS
ON "PERFORMANCE."

InTech™ System which includes a muscular V8 engine,

variable assist power steering and sophisticated

computer-managed air suspension. Augmenting the

charge of adrenaline is an overwhelming sense of security.

Along with de-powered, Second Generation dual airbags*

and Electronic All-Speed Traction Control, you'll find

many safety features throughout your Mark VIII.



A computer-managed air suspension smooths out the bumps in the road and automatically lowers Mark VIII at highway speeds for improved handling and reduced wind resistance. It also helps keep the car level through changes in passenger seating or trunk loading.

Sleek smooth four-speed electronic automatic transmission includes an overdrive lockout made for more performance-oriented driving.

The SecurLock™ System's encoded key makes your Mark VIII practically theft-proof. If a non-encoded key or hot-wiring is detected, the ignition is disabled.



Security lamps are located under both outside mirrors and illuminate the ground in front of the doors.

Luminae™ headlamps give off a distinct blue-white light, 10% brighter than traditional lamps, for greater safety


through increased visibility. A neon-lit tail lamp applique illuminates more quickly than conventional bulbs, giving drivers behind you more time to react when you brake. And it's an industry first.

Turn-signal indicators are located on both outside mirrors and are optimally positioned toward other drivers for maximum visibility.



*Keep your seat belt and ensure children in the car seat.

Luminae™ is a trademark of GENSLY SYSTEMS, INC.

A high-angle, close-up photograph of the front interior of a Mercedes-Benz vehicle. The image highlights the light-colored leather upholstery of the driver's seat and the center console. The steering wheel, featuring the Mercedes-Benz logo, is positioned in the upper center. The dashboard and center console are accented with dark wood trim. The instrument cluster and infotainment system are visible in the upper right. The overall lighting is dramatic, emphasizing the textures of the leather and wood.

**SOME OF THE MORE
COMFORTING THINGS IN LIFE.**

287
MILES
TO EMPTY

The seductive allure of real leather. You'll find plenty of it inside your Merck V12 along with a host of other comforting amenities. Shown with Light Graphite leather seating surfaces.



SOME OF THE MORE COMFORTING THINGS IN LIFE.

SEEM TO FIND THEIR WAY INTO YOURS.

Here is a resplendent space filled with features

which raise this vehicle to a most enviable level of

luxury. From rich, hand-polished birch wood trim

and supple leather to chrome touch zones and a

power tilt, telescoping steering wheel.

You have a rare appreciation for the well crafted, the

aesthetically pleasing. So it's only natural you'll

eventually find yourself behind the wheel of a Mark VIII.



The electronic message center displays the date, time and trip information, including driving range, fuel used, instantaneous fuel economy and eight different compass headings.

The standard JBL Audio System includes AM/FM stereo cassette, a 130-watt, six-channel amplifier and eight speaker speakers acoustically positioned within the cabin to produce rich, clear sound reproduction. A dash-mounted AM/FM stereo/cassette CD/radio with JBL Audio is also available at no additional charge.

Seat and position memory allows two individual drivers to program preferred seat, outside mirror, and steering wheel position settings and recall them at a touch.

For your convenience, door handles on Mark VIII are illuminated with a soft glow of light making them easy to locate in the dark.

The power tilt, telescoping steering wheel allows accurate and effortless adjustment.

It works with the Autoglide driver's seat, so you can easily enter and exit your Mark VIII.

The seductive allure of real leather. You'll find plenty of it inside your Mark VIII along with a host of other comforting amenities. Shown with Light Graphite leather seating surfaces.



TO THE MARK
AND BEYOND.

TO THE MARK
AND BEYOND.

In the LSC you'll discover a Mark VIII and then

some. It sports a more powerful InTech™

MARK VIII LSC.

V-8 engine and sport-suspension tuning.

Also included are Euro-perforated leather

seating surfaces, monochromatic styling and

unique chrome wheels. If you take driving

seriously, the Mark VIII LSC could be the

answer to your prayers.



LSC features a monochromatic look and a unique body color grille for a sports, sleek appearance. Euro-perforated leather seating surfaces provide an extra margin of comfort and style. They're a special feature on LSC models. Adding to LSC's distinctive style are chrome directional wheels.





 **Lincoln Mark VIII**

CHOICES



Ivory Pearlescent Clearcoat
(Extra-Cost Tri-Coat)



Silver Frost Clearcoat Metallic



Bright Toreador Red Tinted Clearcoat Metallic



Black Clearcoat



Medium Charcoal Green Clearcoat Metallic



White Pearlescent Clearcoat Metallic
(Extra-Cost Tri-Coat)



Midnight Grey Clearcoat Metallic
(Late Availability on LSC Model)

**INTERIOR
COLOR
CHOICES**

- Light Graphite*
- Ivory*
- Light Prairie Tan*
- Midnight Black*



 **Lincoln Mark VIII**