

CONTINENTAL MARK VII



Today there is a new breed of luxury-car buyer in the U.S.—buyers who demand more than elegance in their automobiles. They insist on a fundamental integrity in which intelligent design, functional practicality and product quality are inherent in the nature of the automobile. Even more, they demand an active involvement in the driving experience. They want an automobile that, first and foremost, rewards the driver. And herein lies the difference between a luxury car and a premium automobile.

Introducing the totally new, entirely redesigned 1984 Continental Mark VII. Seventh in a distinguished lineage of automobiles, this newest Mark represents a decided departure from the past. It is more than a new luxury automobile. It is a new choice for those who put a greater emphasis on the driving experience.

The newness of Continental Mark VII is most apparent in its distinctive aerodynamic shape. In its fast-sloping grille and hood; flush, integrated headlights; integrated front bumpers; 60° windshield angle and 63° rear-window angle; doors that curve into the roof line; the high rear-deck treatment with an integral spoiler contour and the traditional Mark trunk configuration.

This smoothly contoured, sleek, wedge-shaped design was not conceived simply to make Mark VII beautiful, though beautiful it is. Indeed, a low drag coefficient (the measure of a form's efficiency as an aerodynamic shape) of .38, makes Mark VII the most aerodynamically efficient premium automobile built in the U.S.

For all its trim outside size, inside Mark VII offers the ample room and comfort that luxury-car owners quite rightly expect. For instance,

the standard reclining individual front seats are tailored in soft-knit broadcloth upholstery and contoured for lateral support. And there is thick, rich, 38-ounce ultra-plush carpeting underfoot. One of the most welcome innovations ever created for the comfort of rear-seat passengers is the special air and heat duct built into Mark VII's center console. This, then, is not just a new interior, but a new environment for the driver and his or her passengers.

To drive this newest Mark is to be in command of a sophisticated electronic control unit, with its Electronic Instrument Cluster; Message Center; and two, not one, consoles—a center console integrated with the instrument panel, plus the functional and stylish overhead console.

Driver and passengers literally ride on air—on an Electronic Air Suspension system specially developed for Mark VII. Controlled by a computer, this suspension automatically provides a remarkably smooth, level ride—even under heavy or uneven load conditions. This new air-cushioned ride, combined with tight, crisp, responsive handling, distinguishes Mark VII as one of the great premium touring coupes in the world today.

If you are beginning to feel that electronic features are as important for judging a luxury car today as cushions and carpeting were just a few years ago, you're absolutely right. In the 1984 Continental Mark VII approach to luxury, functionality and convenience count every bit as much as comfort.

Of all the Marks in history, Mark VII carries the most complete list of standard equipment, including a responsive 5.0 liter V-8—with

Electronic Fuel Injection and Electronic Engine Control matched by a smooth-shifting four-speed automatic overdrive transmission.

Later in the model year, space in Mark VII's engine compartment is reserved for an optional 2.4 liter six-cylinder turbo diesel engine—one with a complete fuel handling system which eliminates diesel fuel/water separation problems and cold weather fuel handling problems. This new diesel will be combined with a specially designed ZF four-speed automatic transmission with overdrive and a lock-up torque converter.

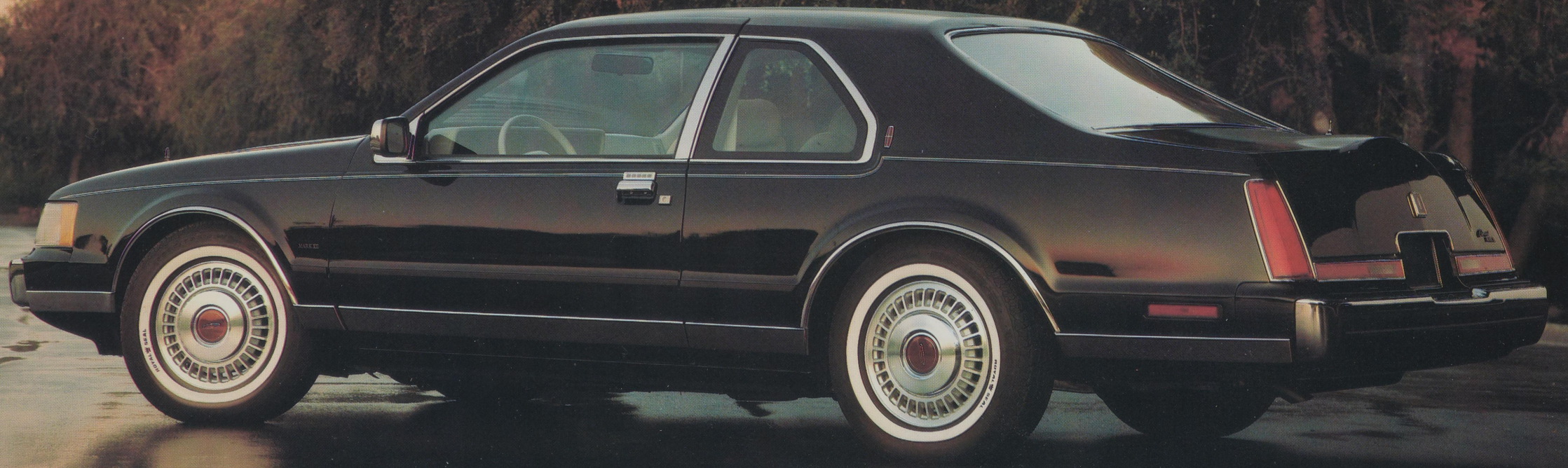
The new Continental Mark VII is offered in five splendid choices: The standard Mark VII; two Designer Series—one by America's noted designer Bill Blass, the other by Italy's exciting young designer Gianni Versace, who is making his debut into the world of automotive fashion; the Turbo Diesel (available in combination with all Mark VII's); and the LSC—the new sport touring coupe which offers a unique combination of superb handling and ride characteristics that, until now, were not to be found in one and the same car.

If the 1984 Continental Mark VII sounds as far removed from the average luxury car as most luxury cars are from basic transportation, it is for good and deliberate reasons. Mark VII is a beautiful departure from traditional luxury cars. It is a premium automobile that holds the promise of a unique driving experience.

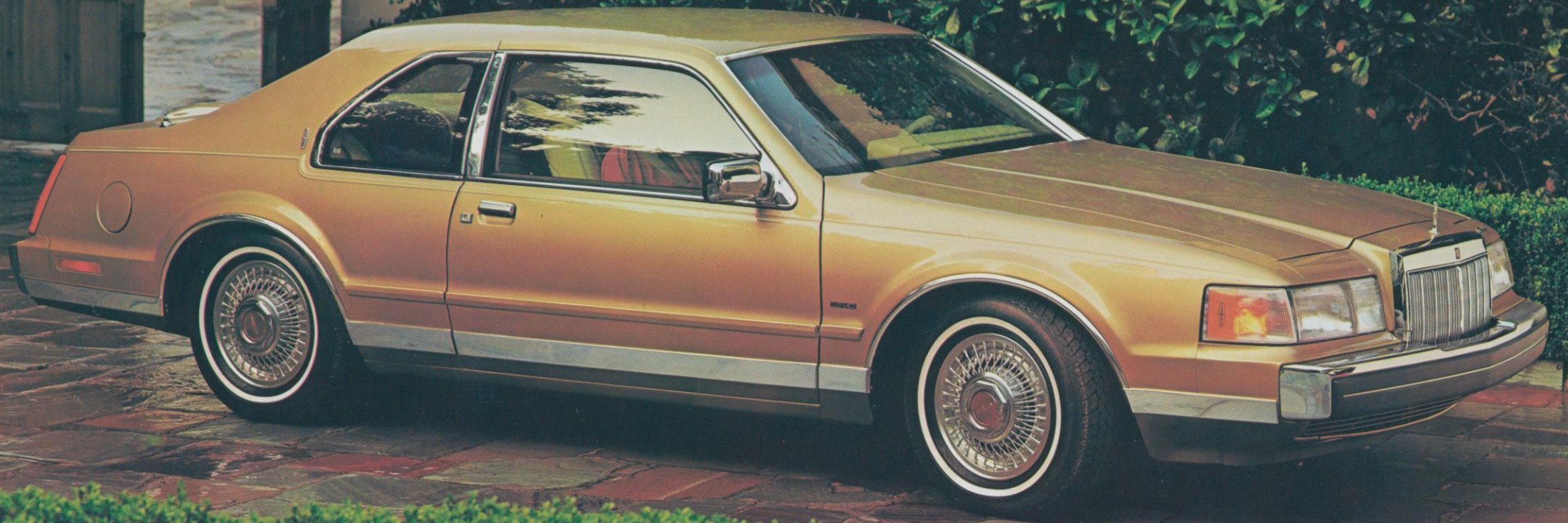
With this in mind, people who have traditionally been Mark buyers will find this to be an extraordinary automobile. And those who have never before owned a Mark may find that this is the year to give it most serious thought.



MARK VII



BLASS



VERSACE



LSC



MARK VII STANDARD FEATURES

SELECTED STANDARD FUNCTIONAL FEATURES

- 5.0 liter EFI V-8 engine with EFI and Electronic Engine Controls
- Four-speed Automatic Overdrive Transmission
- Power rack-and-pinion steering
- Power four-wheel disc brakes
- Electronic Air Suspension with automatic level control
- Nitrogen gas-pressurized front struts and rear shocks
- Front and rear stabilizer bars
- P215/70R15 white sidewall tires with wraparound tread design
- Remote-control fuel filler door

SELECTED STANDARD INTERIOR FEATURES

- Individual reclining luxury seats
- 6-way power driver's seat
- Soft-knit broadcloth seat trim
- Full seatback map pockets
- 38-ounce ultra-plush floor carpeting
- New A-frame steering wheel with center horn control
- Tilt steering column with stalk-mounted washer/wiper controls
- Fingertip speed control
- Overhead console
- Flush-mounted sun visors with push-button release and passenger-side vanity mirror
- Interval windshield wipers with speed indicator
- Power door locks
- Electronic instrument cluster
- Low oil warning light

- Electronic AM/FM stereo radio with automatic power antenna and four speaker system
- Electronic automatic climate control
- Full-length center floor console with lockable compartments and rear-seat air and heat duct
- Power windows
- Tinted glass on all windows
- Remote-control decklid release
- Side window defoggers
- Door-mounted courtesy lamps
- Dual intensity rear-seat courtesy/reading lamps
- Carpeted luxury luggage compartment trim

SELECTED STANDARD EXTERIOR FEATURES

- Dual power remote-control foldaway outside rearview mirrors
- Color-keyed bodyside protection moldings
- Flush-mounted halogen headlamps
- Cast aluminum road wheels

BILL BLASS DESIGNER SERIES

Includes all Mark VII standard features, plus the following selected additions and/or differences:

- Goldenrod Glamour Clearcoat Metallic over Harvest Wheat Clearcoat Metallic
- Cream and Dark Green paint stripes
- Wire spoke aluminum wheels
- Flaxen Gold interior
- Leather seating surfaces (cloth available at no extra cost)
- 6-way power passenger seat
- Leather-wrapped steering wheel and gearshift knob
- Illuminated visor vanity mirrors

VERSACE DESIGNER SERIES

Includes all Mark VII standard features, plus the following selected additions and/or differences:

- Walnut Glamour Clearcoat Metallic paint
- Tan and Bright Blue paint stripes
- Wire spoke aluminum wheels
- Desert Tan interior
- Leather seating surfaces (cloth inserts available at no extra cost)
- 6-way power passenger seat
- Leather-wrapped steering wheel and gearshift knob
- Illuminated visor vanity mirrors

TURBO DIESEL MODEL

Available, starting in December, in combination with the features standard on either Mark VII, the Bill Blass or the Versace Designer Series, or LSC—selection of the Turbo Diesel model introduces the following additions and/or differences:

- 2.4 liter six-cylinder Turbocharged Diesel engine
- Specially designed four-speed automatic transmission with lockup torque converter and overdrive
- Integral fuel filter/water separator with warning light
- Electric fuel and engine block heaters
- Advanced quick-glow plug system with after-glow feature
- External oil cooler
- Improved sound insulation
- Retuned suspension and 3.73 axle ratio
- High-discharge battery and 100-amp. alternator
- Dual exhaust

LSC SERIES

Includes all the Mark VII standard features, plus the following selected additions and/or differences:

- Black exterior and interior accents
- Handling suspension
- Special cast aluminum road wheels with P215/65R15 BSW specially designed Goodyear performance tires
- Leather seat trim with leather inserts (cloth inserts available at no extra cost)
- Leather-covered console armrest
- Leather-wrapped gearshift knob
- Black leather-wrapped steering wheel

SPECIFICATIONS

Wheelbase	108.5"
Overall length	202.8"
Overall height	54.0"
Overall width	70.9"
Wheel tread front	58.4"
rear	59.0"
Front headroom	37.8"
shoulder room	56.0"
hiproom	52.4"
legroom	42.0"
Rear headroom	37.1"
shoulder room	57.8"
hiproom	55.2"
legroom	36.9"
Luggage capacity (cu. ft.)*	15
Fuel capacity (gals.)	22.3
Curb weight (lbs.)	3625

*Based on EPA Interior Volume Index.

MARK VII OPTIONAL FEATURES

SELECTED FUNCTIONAL OPTIONS

- Handling package provides a firmer ride and more responsive steering. Included are larger front and rear stabilizer bars; increased damping; revised front and rear spring rates; quick-ratio power steering; a 3.27 axle ratio for increased acceleration; and high-performance P215/65R15 black sidewall Goodyear tires with wrap-around tread, on special 15" x 6" Cast aluminum road wheels.
- P215/70R15 wide white sidewall puncture-sealant tires; P215/70R15 black sidewall tires.
- Inside dimming electronic mirror automatically adjusts for headlights of cars approaching from the rear.
- Anti-theft alarm system is activated when the vehicle is entered without the key or the keyless entry code. The vehicle will not start, lights flash, and the horn blows.
- Headlamp convenience group includes automatic on/off/delay and dimming.
- Electronic compass/thermometer group mounts in the overhead console and provides digital readout of outside temperature (-30°F to 150°F) and directional compass readings. The option also includes the ice alert

feature, which is activated below 38°F to warn the driver of potential icy road conditions. The optional garage door opener with 3-channel transmitter is also mounted in the overhead console. The separate receiver can be wired to an existing automatic door opener.

- Power decklid pulldown

SELECTED INTERIOR OPTIONS

- 6-way power passenger seats
- Dual power reclining seatbacks (require 6-way power seats)
- Programmable driver's seat (late availability)
- Front seats with built-in electric heaters
- Leather seating surfaces
- Leather-wrapped steering wheel
- AM/FM electronic stereo search radio with cassette tape player includes Dolby® noise reduction, automatic tape reverse and metal tape equalization.
- Premium sound system has more powerful amplifier and four coaxial speakers for improved sound quality.
- Dual illuminated vanity mirrors
- Manual vent windows

Dolby® is a trademark of Dolby Laboratories, Inc.

SELECTED EXTERIOR OPTIONS

- Power moonroof (late availability)
- Road lamps
- Glamour paint
- Keyless entry system
- Illuminated entry system
- Foldaway heated outside rearview mirrors

WHEELS

Wheels ordered with the special handling package have wider rims and unique centers with exposed bright lug nuts (standard on the LSC). Cast aluminum road wheels are standard on the Mark VII. Wire spoke aluminum wheels are standard on the designer series (not available on LSC). Forged aluminum road wheels are available on Mark VII and designer series, but not with handling or trailer towing packages.

COLOR CHOICES

Personalize your 1984 Mark VII with a wide range of available colors and trims. Lincoln-Mercury Dealers have further details and color samples.

MARK VII EXTERIOR COLORS

- Arctic White
- Midnight Black Clearcoat
- Claret Red
- Cream
- Harvest Wheat Clearcoat Metallic
- Evergreen Clearcoat Metallic
- Blue Flannel Clearcoat Metallic
- Platinum Clearcoat Metallic
- Dark Charcoal Clearcoat Metallic
- Scarlet Clearcoat Metallic

OPTIONAL GLAMOUR COLORS

- Sage Green Clearcoat Metallic
- Midnight Blue Clearcoat Metallic
- Academy Blue Clearcoat Metallic
- Medium Charcoal Clearcoat Metallic

BILL BLASS DESIGNER SERIES

Available only in Goldenrod Glamour Clearcoat Metallic over Harvest Wheat Clearcoat Metallic.

VERSACE DESIGNER SERIES

Available only in Walnut Glamour Clearcoat Metallic.

LSC EXTERIOR COLORS

- Arctic White
- Midnight Black
- Platinum Clearcoat Metallic
- Slate Blue Clearcoat Metallic

OPTIONAL GLAMOUR COLORS

- Medium Charcoal Clearcoat Metallic
- Sage Green Clearcoat Metallic
- Academy Blue Clearcoat Metallic

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 equipment listed is 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.

Get it together—buckle up.

CONTINENTAL MARK VII

LINCOLN-MERCURY DIVISION



