

LINCOLN
MARK VII
1988



Lincoln Mark VII
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 one hundred km/ph 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 appoint-

ments, its personal touches, its enormous number of standard features live up to the name Lincoln.

TWIN HILLS MERCURY SALES LTD.
10801 YONGE STREET
RICHMOND HILL, ONTARIO
L4C 3E3

1988 Lincoln Mark VII LSC in Cabernet Clearcoat Metallic.



1988 Lincoln Mark VII LSC
with Cabernet leather
interior. Some features
shown may be optional.

**The only North 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 instrument-
ation, 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 tempera-
ture display.



The power seat control
(left) even resembles a
seat to make adjustments
extremely uncomplicated.



HEAD LAMP
TAIL LAMP
MIN
PULL

ANTENNA REAR DEFROG

RESUME SET ACCEL COAST
ON
OFF

AMP BRAKE
ENGINE FASTEN BELTS
DOOR AJAR TRUNK AJAR

7:00
WED 19

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

POWER VOL BASS TREB SPKRS
87.9 FM
SEEK AM FM MEMORY AUTO-REVERSE EJECT
REV AMS
audio system

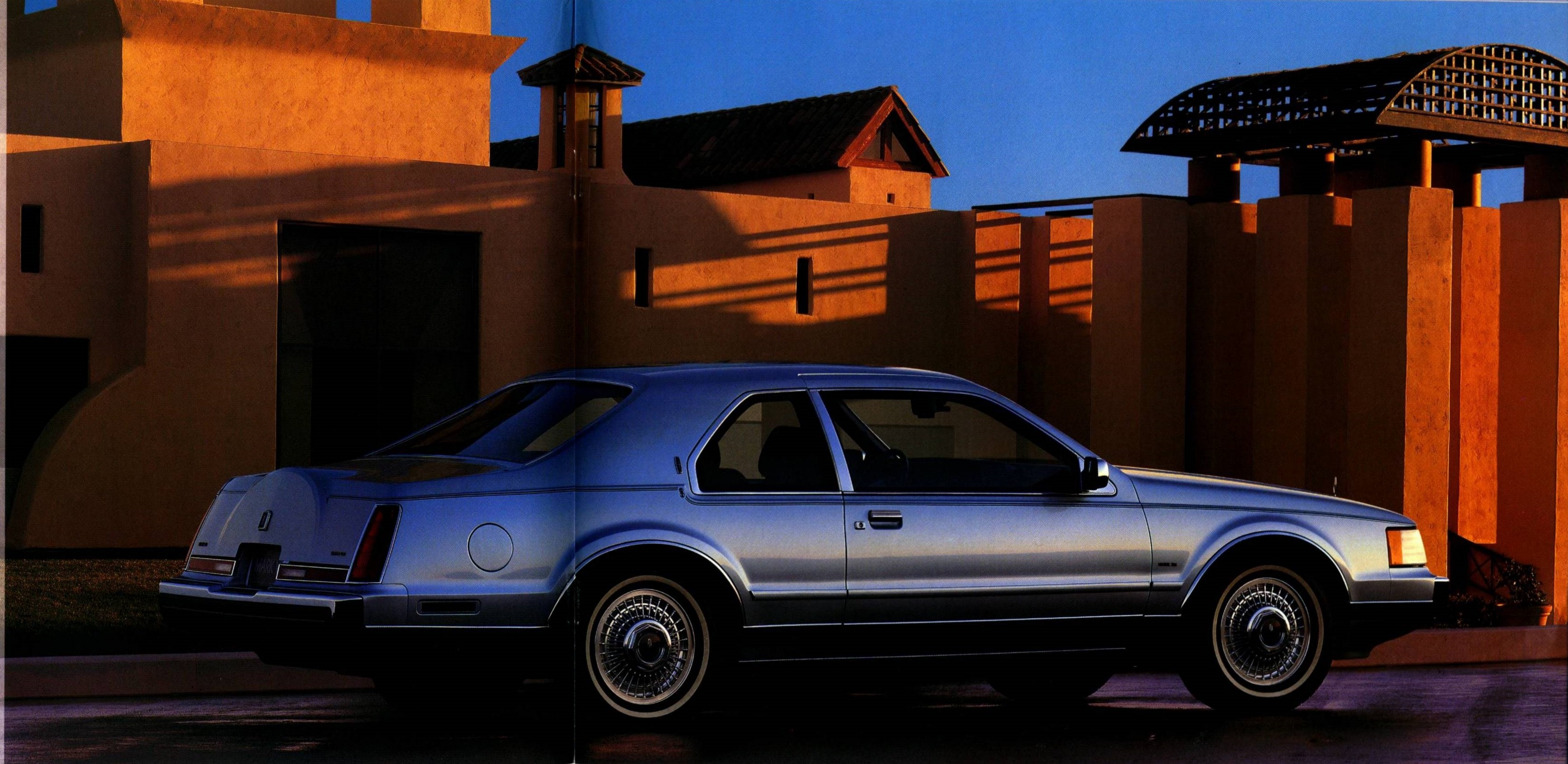
72
COOL ELECTRONIC CLIMATE CONTROL WARM
OFF/AUTO LO HI A/C - PANEL - FLOOR

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 Bill Blass?
Rather than embellishing the
simplicity of its functional form, he has
underscored it.

The colour scheme shown, Silver
Blue Clearcoat Metallic, is one of
seven choices for the exterior; all with
unique colour coordinated accent
stripes.

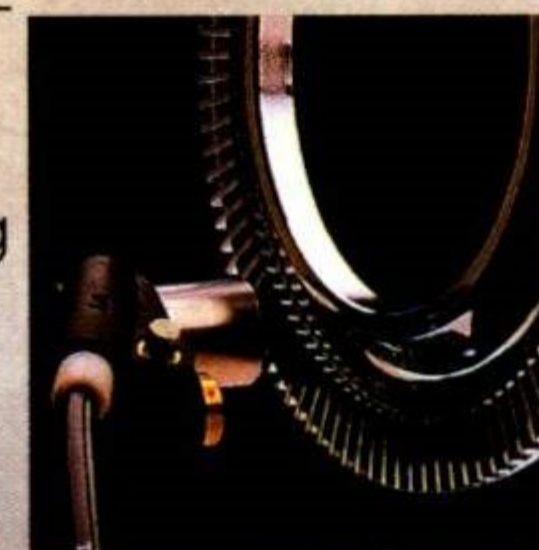
*Blass' rich cloth seating
is done in Shadow Blue.
Some features shown
may be optional.*



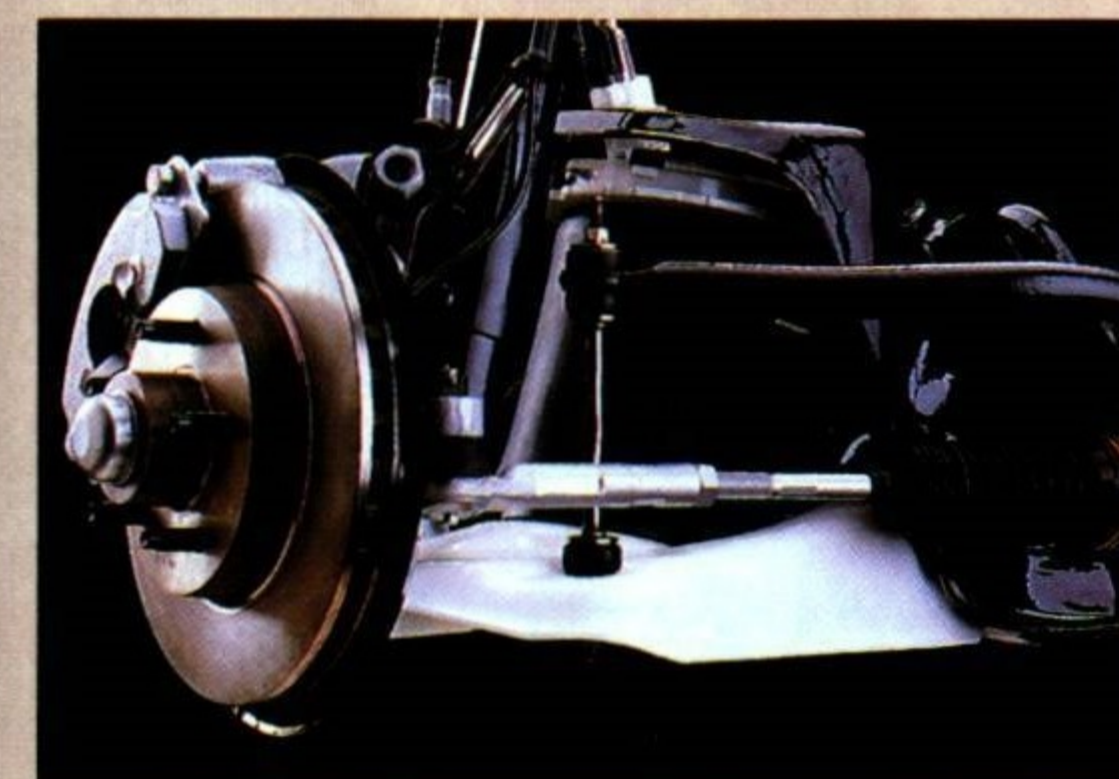
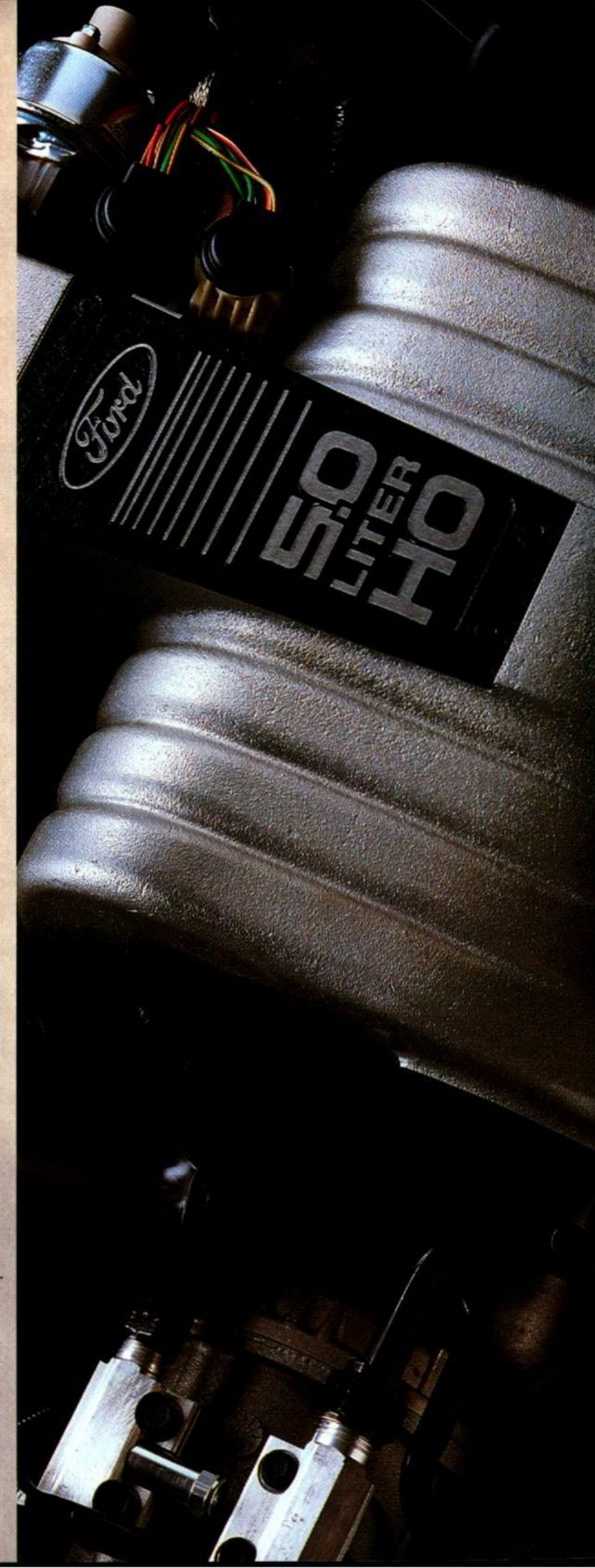
The accomplishments of an accomplished performer.

State-of-the-art technology is more than a flashing light shown 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-litre 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.



The fourth gear on Mark VII's automatic overdrive transmission is 100% mechanical drive, so there's virtually no slippage.

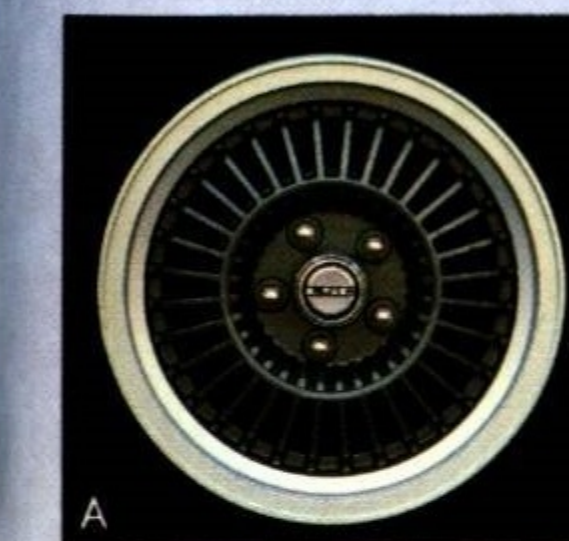
Lincoln Mark VII...with such a lengthy list of standard features, there's very little to add.

	Bill Blass	Mark VII LSC
FUNCTIONAL FEATURES		
5.0-litre high-output V8 engine	\$	\$
Sequential multi-port electronic fuel injection	\$	\$
Electronic Engine Controls (EEC-IV)	\$	\$
Tubular exhaust headers	\$	\$
Performance camshaft	\$	\$
Dual exhaust	\$	\$
Four-speed automatic overdrive transmission	\$	\$
3.08:1 axle ratio	\$	\$
3.27:1 axle ratio		\$
Traction-Lok axle	O	O
Power steering	\$	\$
Engine block heater	O	O
Four-wheel disc Anti-lock Brake System	\$	\$
Electronic air suspension and level control	\$	\$
Handling suspension		\$
Nitrogen gas-pressurized rear shocks and front struts	\$	\$
Front and rear stabilizer bars	\$	\$
84-amp-hr maintenance-free battery	\$	\$
83.7 litre (18.4 Imp. Gal.) fuel tank	\$	\$
EXTERIOR FEATURES		
Aircraft-styled doors	\$	\$
Aerodynamic halogen headlamps	\$	\$
Cornering lamps	\$	\$
Fog lamps		\$
Underhood lamp	\$	\$
Headlamp convenience system	\$	\$
Illuminated/keyless entry system	\$	\$
Single key entry/ignition	\$	\$
Power decklid pulldown	\$	\$
Power fold-away heated mirrors	\$	\$
Upper body dual band paint accent stripes	\$	

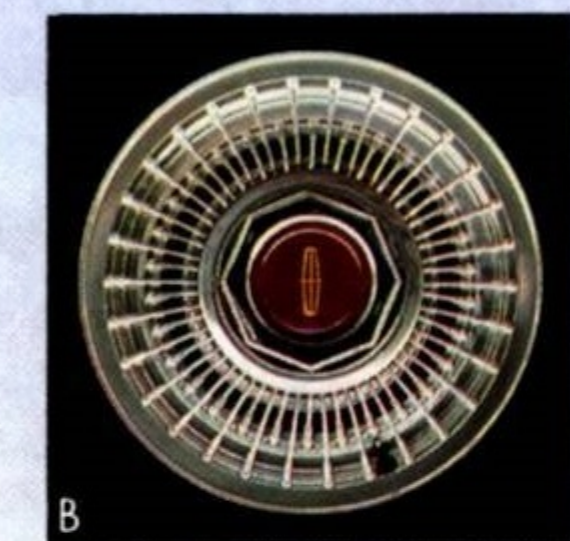
	Bill Blass	Mark VII LSC
Bright lower bodyside moulding	\$	
Fluted Dark Charcoal lower bodyside moulding		\$
Colour-keyed bodyside protection moulding	\$	\$
INTERIOR/CONVENIENCE FEATURES		
Electronic instrumentation	\$	
Analog instrumentation with tachometer		\$
Message Centre with digital readouts	\$	\$
Six-way power driver and passenger seats	\$	\$
Dual power recliners	\$	\$
Articulated sport seats		\$
Non-articulated leather seat/no extra charge		O
Manual thigh and power bolster/lumbar supports		\$
Four-way articulated front seat headrests	\$	\$
Rear seat integral headrests	\$	\$
Single rear seat fold-down armrest	\$	\$
Air Conditioner, Automatic Climate Control	\$	\$
Rear window defroster	\$	\$
Side window defoggers	\$	\$
Rear compartment heat duct	\$	\$
Tinted glass	\$	\$
Electronic AM/FM stereo search radio with cassette	\$	\$
Four-speaker Premium Sound System	\$	\$
12-speaker High Fidelity Ford JBL Audio System	O	O
Power antenna	\$	\$
Tilt steering column	\$	\$
Fingertip speed control	\$	\$
Automatic parking brake release	\$	\$
Stalk controls with flash-to-pass	\$	\$
Interval wipers with speed indicator	\$	\$
Power windows and door locks	\$	\$
Power moonroof	O	O
Illuminated glove box	\$	\$

	Bill Blass	Mark VII LSC
Leather-wrapped steering wheel	\$	
Unique perforated leather-wrapped steering wheel		\$
Leather-wrapped gearshift	\$	\$
Console-mounted gearshift, cup holder, coin slots	\$	\$
Compass/Thermometer Group	\$	\$
Automatic-dim day/night mirror	O	O
Anti-Theft Alarm System	O	O
Dual illuminated visor vanity mirrors	\$	\$
Dual-intensity rear reading lamps	\$	\$
38-ounce floor carpeting	\$	\$
Front and rear carpeted floor mats	\$	\$
Carpeted luggage compartment	\$	\$
Remote decklid and fuel filler door releases	\$	\$
Luggage compartment lamp	\$	\$
Carpeted luggage compartment	\$	\$
Leather seat trim	\$	\$
Leather bolsters with cloth inserts/no extra charge		O
TIRES/WHEELS		
P215/70R15 WSW steel-belted radial tires	\$	
P225/60R16 BSW performance steel-belted radial tires		\$
Puncture-sealant tires	O	
Handling cast-aluminum wheels (A)		\$
Wire-spoke aluminum wheels (B)	\$	

\$ - Standard feature O - Optional feature



A Handling cast-aluminum wheels



B Wire-spoke aluminum wheels

EXTERIOR COLOURS		
Standard on LSC		
Crystal Clearcoat Metallic	Midnight Black	
Titanium Clearcoat Metallic	Arctic White	
Cabernet Clearcoat Metallic		
Silver Blue Clearcoat Metallic		
Dark Shadow Blue Clearcoat Metallic		
Dark Sandalwood Clearcoat Metallic		
Silver Sand Clearcoat Metallic		
Rose Quartz Clearcoat Metallic		
Optional on LSC		
Dark Taupe Glamour Clearcoat Metallic		
Glacier Blue Glamour Clearcoat Metallic		
Standard on Bill Blass		
Crystal Clearcoat Metallic	Midnight Black	
Cabernet Clearcoat Metallic	Arctic White	
Silver Blue Clearcoat Metallic		
Dark Shadow Blue Clearcoat Metallic		
Silver Sand Clearcoat Metallic		
INTERIOR COLOURS		
Standard on LSC		
Shadow Blue	Titanium	Light Sandalwood
Cabernet	Cinnabar	
Standard on Bill Blass		
Shadow Blue	Light Sandalwood	
DIMENSIONS		
Wheelbase mm (in.)	2756	(108.5)
Overall length mm (in.)	5151	(202.8)
Overall height mm (in.)	1377	(54.2)
Overall width mm (in.)	1801	(70.9)
Tread mm (in.) (front/rear)	1483/1499	(58.4/59.0)
Headroom mm (in.) (front/rear)	960/942	(37.8/37.1)
Legroom mm (in.) (front/rear)	1067/937	(42.0/36.9)
Shoulder room mm (in.) (front/rear)	1420/1468	(55.9/57.8)
Hiproom mm (in.) (front/rear)	1331/1402	(52.4/55.2)
Luggage capacity litres (cu. ft.)	402	(14.2)
Fuel capacity litres (Imp. gal.)	83.7	(18.4)
Curb weight kilograms (lb.)	1700 (3747)	1711 (3772)
(Bill Blass, LSC)		



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.



THE LINCOLN CARD



OUR CONFIRMATION OF QUALITY. FOR THREE YEARS, VIRTUALLY ALL YOU'LL PAY FOR IS FUEL.

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year unlimited mileage plan that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

Your Lincoln dealer would be more than pleased to review with you all of the information regarding this preferential plan, to make your Lincoln driving years as pleasurable as possible. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the 3 year period.

After the expiration of your Lincoln card coverage, the new Ford of Canada 6 year/100,000 km major component warranty will come into effect. At this point there is a transfer charge to the second owner. See your Lincoln dealer for complete details of this limited warranty.

Motorcraft EXCEEDS THE NEED

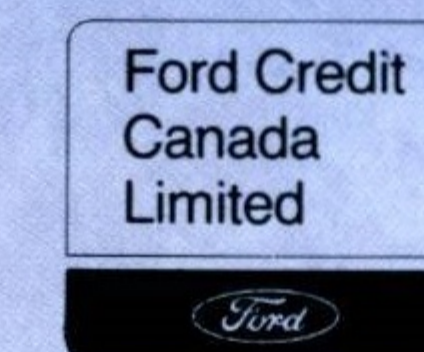
Genuine Ford and Motorcraft original equipment replacement parts are engineered and manufactured to Ford's high specifications. They're your best assurance of quality and long-term satisfaction because these replacement parts meet the same high standards as those installed in production.

CORROSION PROTECTION

All Lincoln cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels, hoods, fenders and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;
- phosphate coating on the entire car body after a super cleaning process;
- an electrocoat process to apply corrosion resistant primer paint, also on the entire body;
- aluminized wax sprayed into the hard-to-reach lower body areas and the inside surfaces of doors;
- protective vinyl coating behind the wheel openings and along the lower body side area.

The DURAGUARD System is backed by a no-extra charge 6 year/160,000 km manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of sheet metal and all other components except exhaust system, caused by corrosion.



Ford Credit Canada Limited is interested in helping to fill the transportation needs of every qualified buyer of a Ford product. A participating dealer can arrange financing terms or a Red Carpet Lease[®] tailored to your circumstances. Ford Credit Canada Limited has offices conveniently located throughout Canada.

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Buy or lease your Lincoln from your Lincoln-Mercury Dealer.



LINCOLN MARK VII

