



I N S T E A D O F
I N T R O D U C I N G I T
W E D E C I D E D
T O L A U N C H I T



THE NEW 280-HORSEPOWER LINCOLN MARK VIII

Yes, it is powerful. Astonishingly powerful. But rocket-science analogies hardly end there.

The new Mark VIII is the most technically advanced Lincoln in history.

● THE NEXT STEP IN 32-VALVE TECHNOLOGY MAKES IT GO VERY FAST, VERY FAST.

Turn the key and revel in the sound of Mark VIII's exhaust. Under the hood sits a 4.6-liter example

of Lincoln's engineering might. This all-aluminum, 32-valve Four-Cam V-8 engine

has an innovative I6-runner intake system that provides crisp response

at low rpm where many multi-valve engines stumble. A four-speed

computer-controlled automatic transmission and

available traction assist help ensure

maximum use of Mark VIII's

considerable power.



IT LIKES THE ROAD SO MUCH

IT LOWERS ITSELF TO IT.

Something remarkable happens as you reach cruising velocity.

A computerized air suspension system actually lowers the car closer to the road.

Helping Mark VIII knife cleanly through the air and improving stability by lowering the car's center of gravity. This advanced suspension is further proof of Lincoln's obsession with delivering a satisfying sense of control. Other examples: spring rates that compensate as road imperfections worsen, constant load-leveling, an electronic steering system that matches power assist to speed, and standard four-sensor, four-wheel disc, anti-lock brakes.



Take your place behind the leather-wrapped wheel. Adjust the six-way power seat. Tweak that power lumbar support.

Now, push the button that memorizes all these adjustments because you're going to want to come back here again and again.

■ Scan the sweeping instrument panel and console, a fluid design concept inspired by the liquid lines of Mark VIII's exterior.

Analog gauges, controls and switches wrap around you. The feeling is one of complete control.

A feeling rivaled only by the

reassuring peace of mind that comes with having standard driver and front passenger air bags.*

■ Mark VIII's standard equipment list includes leather trim and an electronic message center.

And though Mark VIII is lavishly

equipped, you can further

personalize its interior by adding such prized options as an

eight-speaker JBL audio system, a voice-activated phone and Autoglide†

front seats that allow easy rear-seat access. ■ If you've ever wondered

how advanced an automotive interior can be, wonder no more.



*The finest luxury
coupe in the world?
Our most
powerful argument is
on the back page.*

DRIVE EVERYTHING

ELSE FIRST

- Evaluate every other luxury coupe in the world. Compare each to Lincoln Mark VIII.

There is no more powerful argument we can make.

For more information
CALL 1 800 446-8888

VEHICLE TYPE

Front-engine, rear-wheel-drive,
five-passenger, two-door luxury coupe

TRANSMISSION

Four-speed automatic electronic overdrive

ENGINE

Type: DOHC 32-valve V-8 with aluminum
block and heads

Displacement: 4.6 liters

Horsepower (SAE net): 280 @ 5500 rpm

Torque (SAE net): 285 lbs.-ft @ 4500 rpm

Fuel Delivery: Sequential multi-port electronic
fuel injection

Air Induction: Tuned aluminum 16-runner manifold
with dual-stage port throttling

CHASSIS

Suspension: Four-wheel independent micro-
computer-controlled front and rear
air springs with automatic load
leveling and speed-activated height
adjustment; twin-tube gas-
pressurized/hydraulic shocks, and
front and rear stabilizer bars


Steering: Electronic variable-assist power rack-
and-pinion, 2.6 turns lock-to-lock

Brakes: Four-sensor, four-wheel disc,
anti-lock system

Tires: P225/60R16/97V

MEASUREMENTS

Wheelbase:	113.0 in.	Track, front/rear:	61.6/60.2 in.
Length:	206.9 in.	Curb weight:	3,752 lbs.
Width:	74.6 in.	Coefficient of drag:	.33

LINCOLN MERCURY DIVISION 
Build up—together we can save lives.



L I N C O L N M A R K V I I I

WHAT A LUXURY CAR SHOULD BE

