
THE 1986 LINCOLNS

LINCOLN MARK VII
LINCOLN CONTINENTAL
LINCOLN TOWN CAR

Lincoln Mark VII.

The car you never expected from Lincoln.

The road rolls gently through the foothills, then curves just sharply enough to quicken any serious driver's heartbeat. Hug the hairpins. Accelerate surefootedly through the switchbacks. This truly is the luxury automobile for those who consider driving a real passion.

The 1986 Lincoln Mark VII is one of the most technically exciting performance automobiles in the world.

At the same time, Mark VII is an automobile that surrounds you with an abundance of lavish comfort and functional elegance. This is the complete car, with more standard features than ever before.

For 1986, there are three Marks to choose from: the standard Mark VII, the Bill Blass Designer Series and the performance-minded LSC.

Lincoln Mark VII LSC is powered by an improved High-Output

5.0-liter V-8 engine with sequential multi-port electronic fuel injection.

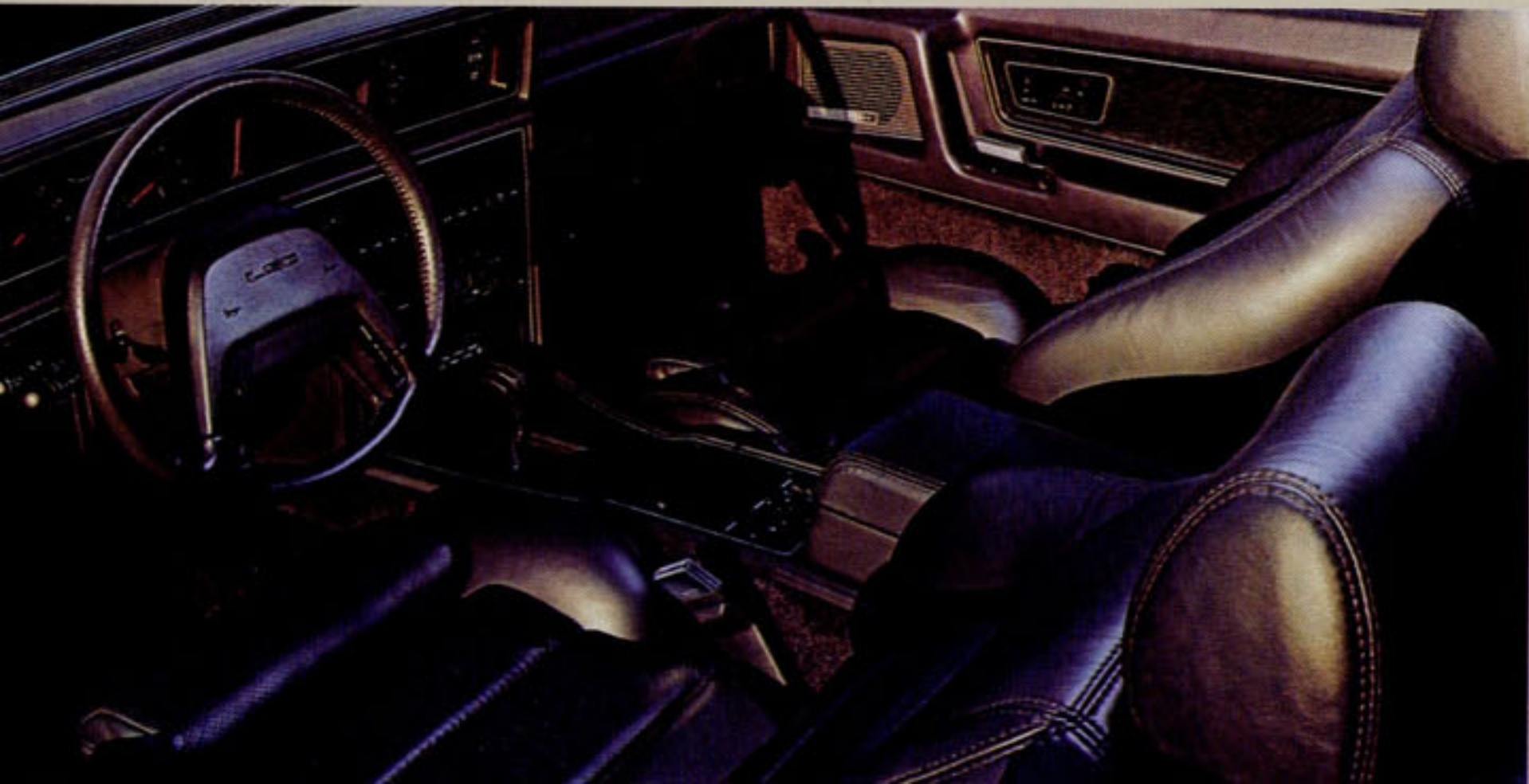
The Mark's brakes are equally exceptional. Every Mark VII is equipped with Lincoln's Anti-Lock Brake System (ABS)—the most advanced braking system of its type in the world.

An optimum balance between all-out performance and riding comfort is achieved through the Mark's Electronic Air Suspension system. No other luxury car in the world, at any price, has a suspension system this sophisticated.

Of course, a car with credentials like the Lincoln Mark VII raises the obvious question. Is it one of the best performing touring coupes in the world, or is it one of the most luxurious touring coupes in the world?

By now, the answer should be just as obvious. It's both.

Lincoln Mark VII LSC in Graphite Clearcoat Metallic with Raven Black interior. Some features shown may be optional. See your Lincoln-Mercury dealer for details.





Lincoln Continental.
You don't really need others to confirm the wisdom of your choice. But, invariably, they will.

Some automobiles are created to be a part of life's finer things. Their look alone sets them apart from the common and the mundane.

Lincoln Continental is such an automobile. It's comfortably at home wherever the trappings of the good life are readily apparent.

Yet Lincoln Continental possesses more than good looks alone. This is an extraordinary, four-door luxury sedan that graciously accommodates up to five adults. And Continental is the complete car, with more standard features than ever before.

Perhaps most extraordinary of all is Lincoln Continental's innovative technology and engineering.

Consider for a moment Continental's standard 5.0-liter V-8 engine. This sophisticated power-plant features sequential multi-port

electronic fuel injection that improves Continental's responsiveness and operating efficiency.*

Also standard on every Continental are power-assisted four-wheel disc brakes and Lincoln's advanced Anti-Lock Brake System (ABS)—the most advanced braking system of its type in the world.

Equally impressive is Continental's road-smoothing Electronic Air Suspension system. No other luxury car in the world, at any price, has a suspension system this sophisticated. As smoothly as it rides, however, Lincoln Continental still provides the driver with the feel of the road.

Lincoln Continental for '86. Choose the standard Continental or the Givenchy Designer Series. They're beautiful to behold. Yet even more beautiful to experience.

*See EPA fuel economy statement on page 8.

Lincoln Continental in Flemish Blue Glamour Clearcoat Metallic with Raven Black interior. Some features shown may be optional. See your Lincoln-Mercury dealer for details.



**Lincoln Town Car.
Life is full of compromises.
This isn't one of them.**

The 1986 Lincoln Town Car doesn't ask you to sacrifice any of the amenities you've come to expect in a luxury automobile. Room, comfort, responsiveness, prestige: Town Car still provides you with an abundance of them all.

Lincoln Town Car possesses a regal bearing and formal elegance that is its alone. Town Car's tasteful lines and its spaciousness make it a unique automobile. It's one of the few remaining traditionally sized luxury sedans.

Its dimensions are generously accommodating. It provides ample shoulder, hip, head and leg room for up to six adults. Excluding station wagons and vans, the Lincoln Town Car is the roomiest passenger car in America.*

Town Car's ride is smooth and comfortable. Its body-on-frame

construction and strategically placed, specially tuned body mounts filter out unwanted road noise and vibration.

Another luxury attribute is Town Car's responsive 5.0-liter V-8 engine. It enables the Town Car to accelerate quickly, smoothly and with greater fuel efficiency** than previous Town Car models.

Yet the reason most often stated for purchasing a Lincoln Town Car is the aura of success it reflects upon its owners.

For 1986, there are three distinctively different Lincoln Town Cars—the Signature Series, the Cartier Designer Series and the standard Town Car—fine motorcars that are the embodiment of the Lincoln tradition of excellence.

*Based on EPA interior volume index.

**See EPA fuel economy statement on page 8.

Lincoln Signature Series Town Car in Champagne Clearcoat Metallic with Sand Beige interior. Some features shown may be optional. See your Lincoln-Mercury dealer for details.



The Lincoln Commitment

When buying or leasing a new Lincoln Mark VII, Lincoln Continental or Lincoln Town Car, assurance of its quality design, construction and dealer service is the Lincoln Commitment...one of the most ambitious owner satisfaction programs ever offered.

Upon delivery of a Lincoln luxury car, the owner will begin to discover many important features of the Lincoln Commitment. Among them is the Lincoln Commitment representative. There is one in every Lincoln-Mercury dealership, fully qualified to serve the particular needs of Lincoln owners.

Occasionally, there may be some problems that an individual dealer may not be able to resolve. To assist the customer in resolving these difficulties, the dealer can call on the aid of one of 29 Luxury Car Owner Relations Managers located in each Ford Parts and Service Division District Office.

There is also a national Lincoln Commitment coordinator who will ensure priority handling of any and all Lincoln-related owner inquiries.

Additionally, a Lincoln Commitment toll-free hot line has been established at Ford Parts and Service Division Headquarters in Dearborn, Michigan. It is in operation during regular business hours—9:00 a.m. to 5:00 p.m. EST, Monday through Friday, except holidays.

All these things and more make up the Lincoln Commitment: the promise that owning a new Lincoln Mark VII, Lincoln Continental, or Lincoln Town Car is going to be truly a unique and satisfying experience.

Extended Service Plan

Ford Motor Company's optional Extended Service Plan covers certain selected components

on new Lincoln cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your Lincoln-Mercury dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.

Lifetime Service Guarantee

Participating Lincoln-Mercury dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Lincoln cars for as long as you own them. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if the car is kept a lifetime. It doesn't matter where the car was purchased or whether it's new or used, the work is still covered by the repairing dealer. This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your Lincoln-Mercury dealer for a copy of the warranty and take time to read it.

Ford-paid repair programs after the warranty period

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Ask Ford Motor Company or your Lincoln-Mercury dealer about such programs relating to your Lincoln automobile.

To get copies of any adjustment program for a Lincoln automobile, call Ford toll-free at 1-800-241-3673.

In Alaska and Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at: Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

Technical Service Bulletins

All automobiles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer for any such TSBs and explanations relating to your Lincoln automobile.

To get copies of these Technical Service Bulletins and explanations for your Lincoln, call Ford toll-free at 1-800-241-3673.

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Leasing

There may be considerable advantages in leasing a new Lincoln Mark VII, Lincoln Continental or Lincoln Town Car, depending on individual needs. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used in business, tax records may be simplified.

Your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can help you with a lease program that is right for you.

Lincoln Mark VII

- Mark VII
- Mark VII Bill Blass Designer Series
- Mark VII LSC

Lincoln Continental

- Continental
- Continental Givenchy Designer Series

Lincoln Town Car

- Town Car
- Town Car Signature Series
- Town Car Cartier Designer Series

EPA statement

1986 EPA mileage estimates were unavailable at the time this publication was printed. The 1986 Lincoln cars, however, should post good mileage ratings in the new EPA mileage guide. See your Lincoln-Mercury dealer for the latest information.

Buckle up—together we can save lives.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln 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.

Refer to the Lincoln owner's manual for specific service requirements and added operations related to severe service applications.

LINCOLN. What a luxury car should be.

LINCOLN-MERCURY DIVISION

