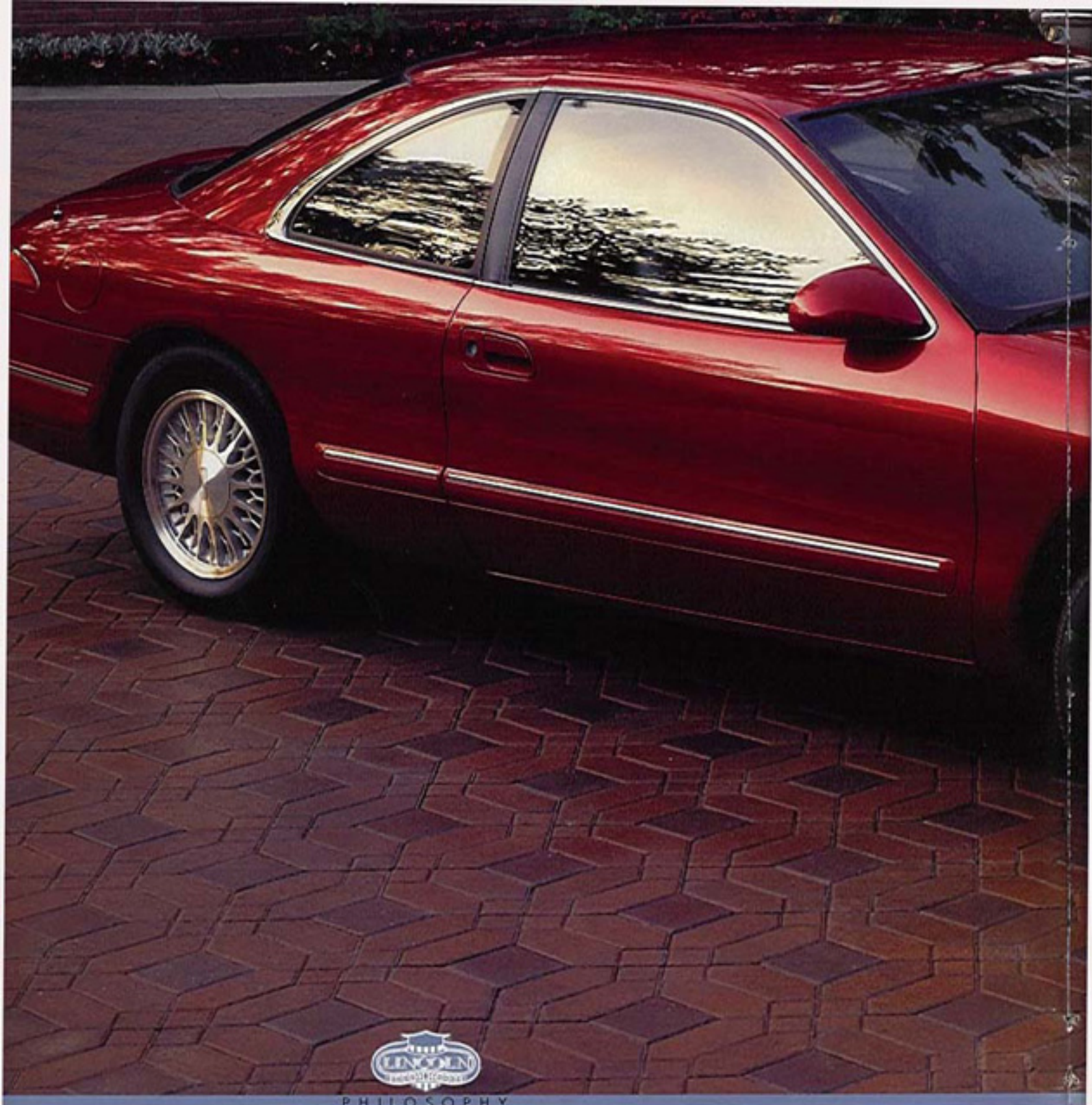


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LINCOLN MARK VIII

LINCOLN



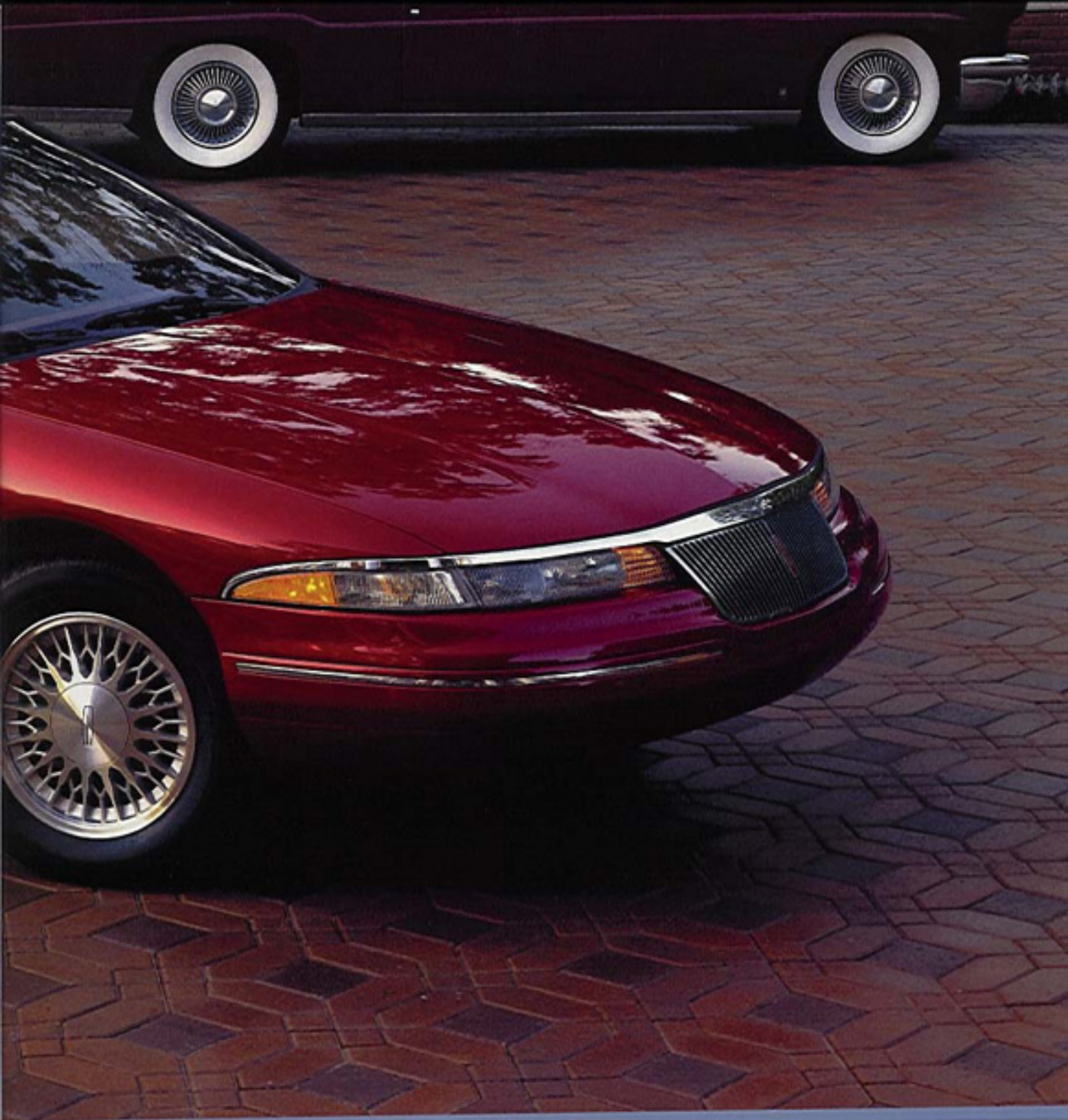


PHILOSOPHY

**A PHILOSOPHY UNCHANGED. A PROMISE FULFILLED.**

No introduction of the new Mark VIII could begin without first acknowledging the forces that brought it into being. For this is not a vehicle that was simply brought to market in response to other automotive offerings. That has never been true of any Mark. Instead every Mark has been formed by a body of knowledge and a conviction that flows from one generation of Marks to the next. Each sprung from a heritage

rich in milestones. ¶ It started in 1921 with the founding of the Lincoln Motor Car Company by Henry Leland, a man whose passion was precision engineering and whose dream was to build preeminent motor cars. Indeed, these were the very qualities that led to the purchase of the company by Henry Ford shortly thereafter. Under Ford's ownership, Lincoln thrived. A procession of magnificent machines marched across the decades: Phaetons and sedans, Town Cars



Continental. And they were accompanied by a host of engineering achievements, achievements so remarkable for their time that they continue to sound impressive to this day: silent shifting, the V-12 engine, aluminum cylinder heads and power brakes, to name but a few. From this cauldron of innovation there emerged a wholly new kind of automobile. The Mark. ¶ The first of this new breed of automobiles was introduced in 1955 as the Mark II. (So designated as

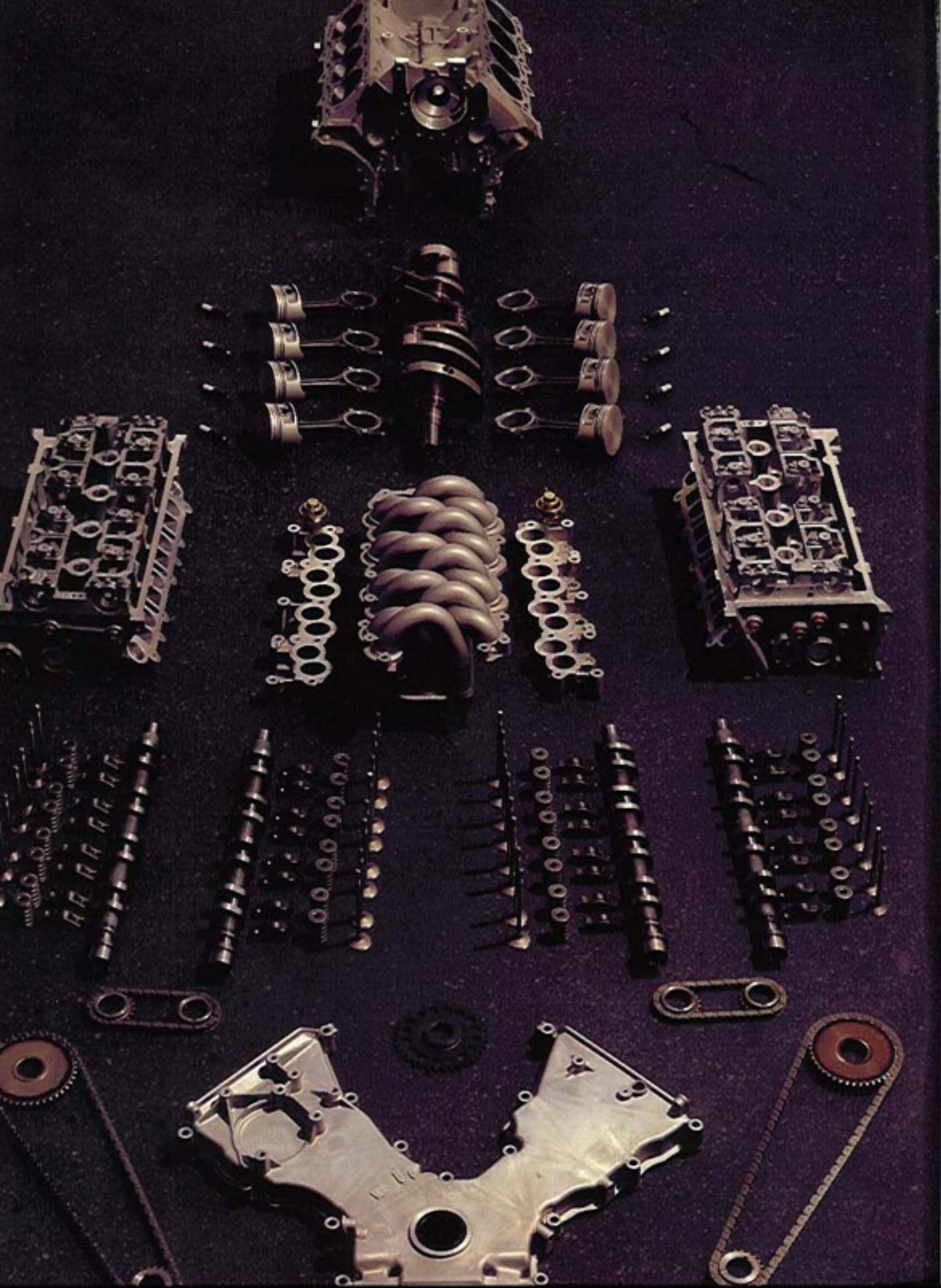
the second generation of a luxury coupe in the spirit of the original Lincoln Continental.) Like every Mark since, it represented the pinnacle of sophistication in design and engineering for its era. For such is the mandate of the Marks: to enlarge the envelope of technology while elevating the level of luxury. ¶ And, once again that promise is realized in full measure by a superb new Mark. The Mark VIII, an automobile Lincoln proudly introduces to you now.



TESTING

**THE NEW MARK VIII EARNS ITS NAMEPLATE.** Few automobiles have as large and illustrious a reputation to live up to as this one. ¶ And the people of Lincoln have gone to extraordinary lengths to ensure that the new Mark VIII will be everything its owners expect it to be—and more. Thus the new Mark VIII is the most thoroughly and exhaustively tested vehicle in Lincoln's history. And arguably, in the history of the Ford Motor Company. ¶ For example, the new

32-valve, Four-Cam V-8 engine was being tested even before there was a Mark VIII to test it in. Concealed under the hoods of a fleet of 40 Lincoln Town Cars, it rolled up hundreds of thousands of tough, demanding miles, from searing Arizona desert heat to the near-arctic cold of northern Canadian winters. ¶ A brutal dynamometer test involved continuous cycling of the engine, nonstop, day and night, through various speed-load points including maximum horsepower to



**A LANDMARK OF ENGINE DESIGN.** The Mark VIII is set in motion by a new 32-valve, 280-hp, Four-Cam V-8 that is one of the most sophisticated powerplants available in any luxury car today. An engine that combines abundant power with exceptional efficiency.\* This achievement seems all the more remarkable when you discover how civilized and obedient this powerplant is. ¶ The engine is built with a precision cast aluminum block of deep skirt design, combining a high degree of stiffness for reduced noise and vibration with an appreciable savings in weight. To further combat weight and increase high speed potential, reciprocating mass was reduced by the use of lightweight forged powdered metal connecting rods and aluminum alloy pistons. ¶ Equally elaborate engineering steps were taken to reduce internal friction and thus enhance efficiency.\* A notable example is the roller finger cam-follower valve train which actuates the four valves in each cylinder's combustion chamber. ¶ A measure of this engine's innovative engineering is the way it delivers air to the combustion chambers. Separate tuned runners are employed for the two intake valves in each cylinder. At low engine speeds, air flows through only one of the runners, while at higher speeds, both deliver air flow to the cylinder. Thus a high air velocity provides improved cylinder filling and turbulence for an optimal combustion process. This ingenious dual air induction system, together with sophisticated sequential multi-port fuel injectors, results in excellent fuel efficiency and engine response across a broad rpm range.\* Better than can be achieved through 32-valve technology alone. ¶ Fuel injection, ignition and other variable engine functions are monitored and managed by a new, more powerful EEC-IV electronic engine control. This unit also manages the electronic transmission control for enhanced overall performance. ¶ The four-speed electronic automatic overdrive transmission is ideally matched to the Mark VIII's V-8 engine. Notable for its barely perceptible gear changes, this transmission is also capable of shifts from fourth directly to first when appropriate for performance. Third and fourth gears have the ability to provide 100 percent mechanical lockup resulting in a savings of both fuel\* and engine wear. Pressing a button on the selector lever permits you to lock out the overdrive mode for increased engine braking on hilly terrain.

\*See the EPA statement in the back of this brochure.



Each cylinder's combustion chamber breathes in and out freely through four valves.



Roller finger cam followers are but one of many friction-reducing features in this advanced V-8.

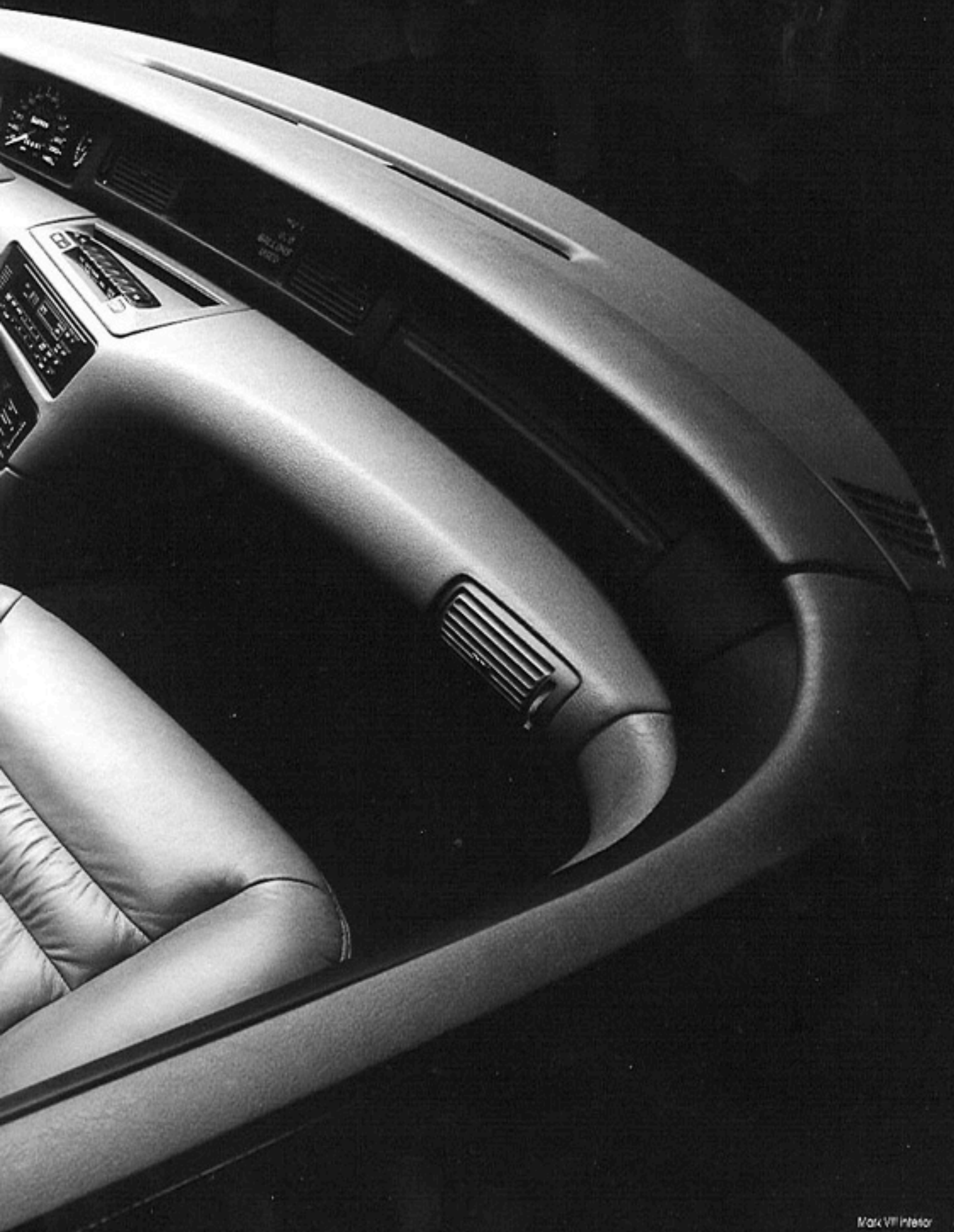


Connecting rod bearing caps are mechanically fractured so they can be reassembled only one way, precisely.



Dual tuned runners deliver air to each cylinder to optimize both low- and high-speed performance.



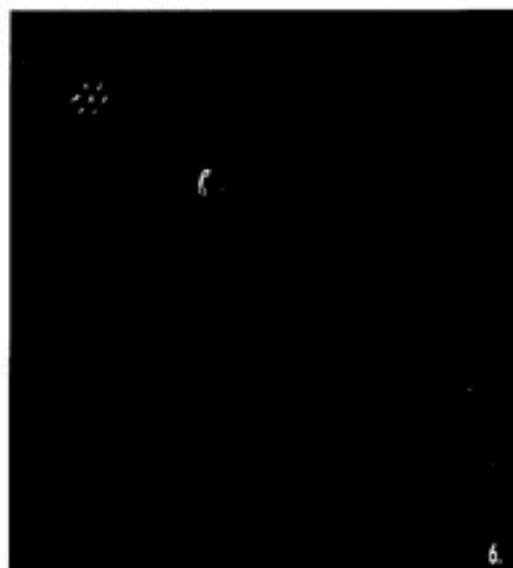


Max V12 Intecor  
pictured with  
Cool Grey leather  
seating surfaces.



**REFINING THE ART AND SCIENCE OF SEATING.** A well designed seat is not only essential to passenger comfort, it is also nothing less than an important element of driver control. It's not surprising, then, that the Mark VIII's designers gave a high priority to seating. The placement and form of the lumbar support, for example, were completely rethought. As part of an anatomical study, seating foam was actually sculpted around people's lower backs to help design seatbacks which would have a form that is fully supportive and completely natural. Similar care was exercised in the shaping of front seat bolsters. The object here is to gently cradle driver and passenger against lateral movement while negotiating tight curves, yet to avoid the sense of a seat that's overly confining or restrictive. Again, your body will happily agree that the designers did their homework well. Both Mark VIII front seats are endowed with six-way power adjustment, as well as power recliner and lumbar functions. In addition, the driver's seat has a "memory" which enables it to return automatically to any of three preselected positions. Yet another front-seat feature is one which will be welcome news to rear seat passengers. Appropriately named Autoglide, it empowers both front seats to glide completely forward when their seatbacks have been tipped fully ahead, so that rear seat passengers may enter or step out with ease. When the seatback is returned to its upright position, the seat automatically returns to its original location. Thus far, this discussion has been limited to the science of seating in the new Mark VIII. As to its art, your attention is directed to the picture at left. By applying the very purest of design tenets—form follows function—Lincoln designers have obviously come very close to creating a work of art.





ENGLISH  
METRIC

CLOCK

RANGE STATUS ECONOMY  
FUEL

RESET

SYSTEM  
CHECK

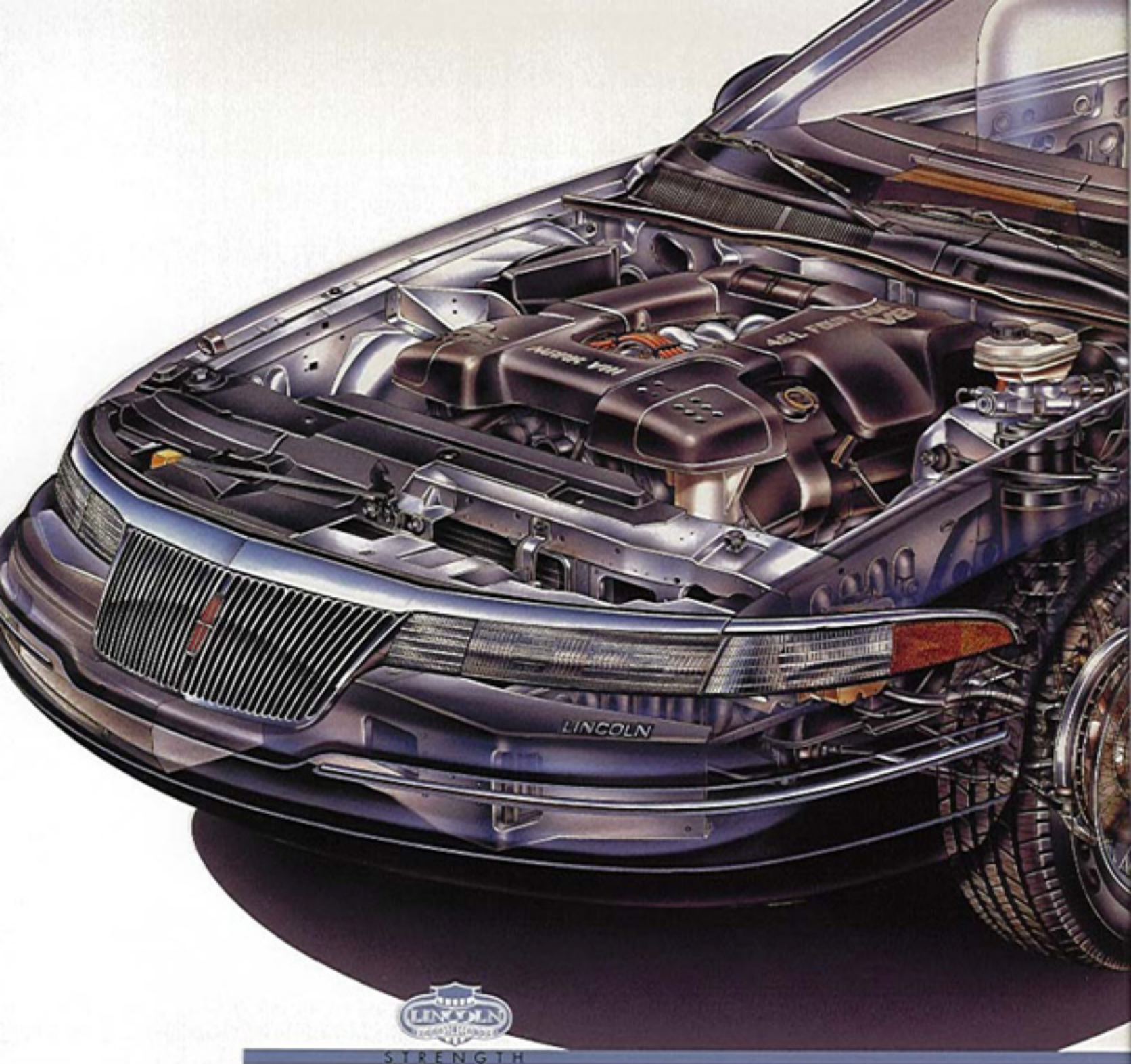
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20

OIL CHANGE  
RESET



**SOME LUXURIES YOU'VE ALWAYS WANTED, AND SOME YOU'VE NEVER THOUGHT OF.** Shown at the left are some, but by no means all, of the thoughtful amenities that are standard or available on the new Lincoln Mark VIII. The following is a description of each:

1. Electrochromic rearview mirrors. Unlike conventional day/night mirrors that mechanically flip up to banish glare, this one functions without moving. It electronically alters the reflectivity of the mirror to shield the driver's eyes. Option includes both interior mirror and exterior driver-side mirror.
2. One-touch-down driver's side window. Just briefly press the "down" side of the window control and the window lowers completely.
3. Keyless remote entry system. A tiny radio transmitter that fits on your key ring permits you to lock and unlock the Mark VIII's doors, release the trunk lid and switch on the illuminated entry lamps from distances up to 33 feet. It also includes a remote alarm feature which sounds the horn and flashes the headlamps and taillamps intermittently for up to three minutes.
4. Driver's seat with three-position memory. At a touch of a button, it positions itself to suit the preferred driving posture of three different drivers. Both driver and passenger seats are six-way power adjustable and have power recliner and power lumbar control.
5. Full center horn-sounding surface. A convenience you may not expect in a car with a driver-side air bag. No need to search for a horn button. Located nearby are the fingertip speed control buttons with "tap-up" "tap-down" function that enables you to increase or decrease your speed at a touch.
6. Voice-activated cellular phone. Once switched on, this available technological wonder lets you place a call simply by saying aloud the previously stored name of the person to be called. The ultimate in hands-free phoning. Its memory holds 30 dialed numbers and 20 that can be accessed by voice alone.
7. Autoglide seating system. Both driver's and front passenger's seats welcome rear seat passengers by graciously moving forward to make room for easy entry and exit when seatbacks are tipped fully ahead. When seatbacks are returned to their normal upright position, the seats automatically glide back to their original location.
8. Electronic AM/FM stereo cassette radio with Premium Sound system. This stereo system has been acoustically tailored to the Mark VIII interior for excellent sound quality. For the dedicated audiophile, however, available upgrades include a superb JBL audio system and 10-disc trunk-mounted CD changer.
9. Automatic climate control system. Newly engineered, it features a quiet fan start-up mode and an even more user friendly control panel. Perhaps most important of all, it utilizes the refrigerant R134a that's free of CFCs and their associated environmental concerns.
10. Electronic message center. It permits the driver to view a clock and other useful trip information, including driving range, fuel used, instantaneous fuel economy and compass heading. It also reports on 12 vehicle systems, among which are oil level and oil life remaining before a required change, engine coolant level and coolant temperature. It will even indicate if an exterior bulb has burned out.



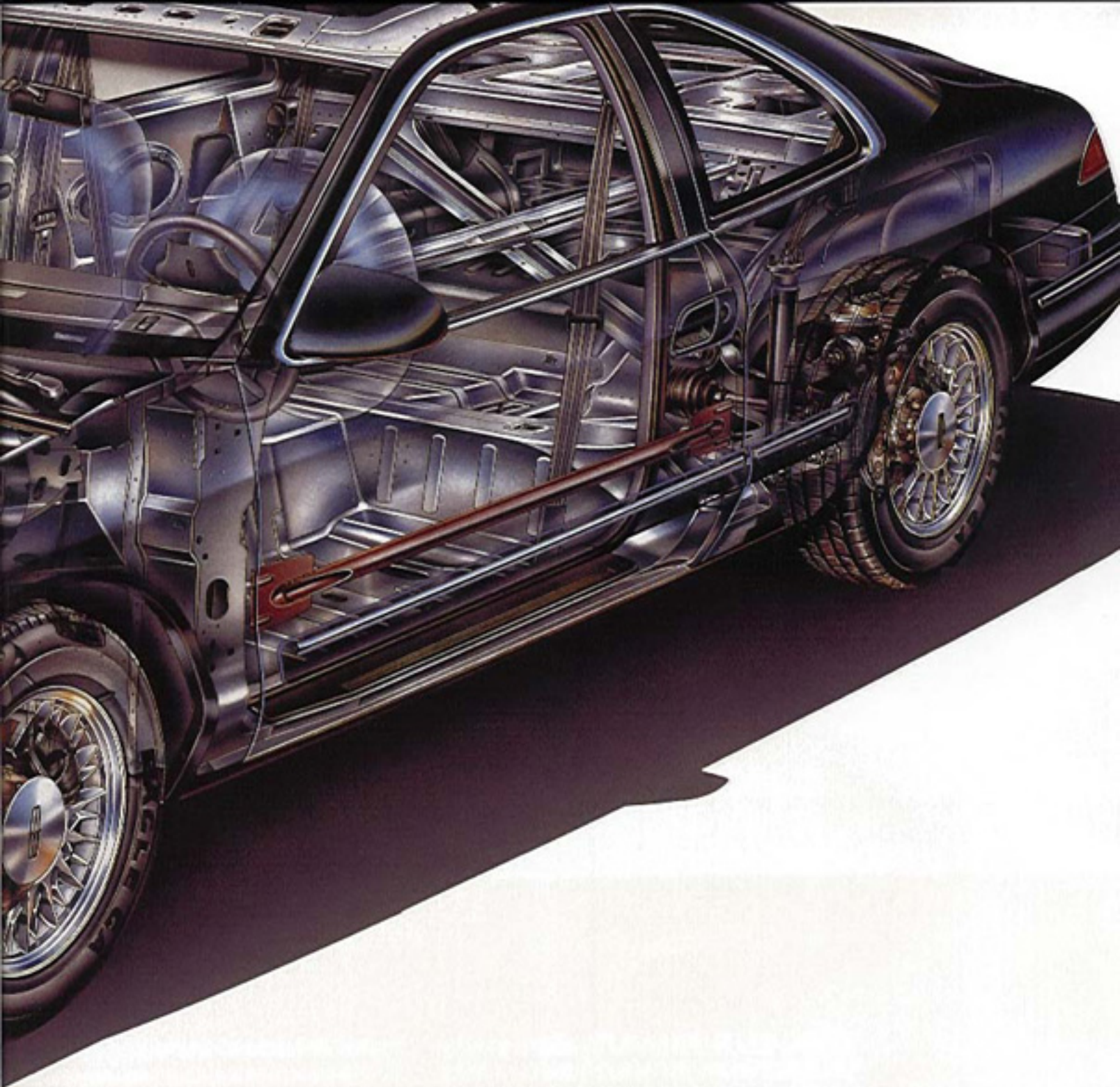
**THE REASSURANCE OF STRUCTURAL INTEGRITY.**

Security and protection are surely among the qualities most prized by luxury car owners. And you may be confident that they were also given a high priority by Mark VIII engineers.

¶ Much of the car you see here is a single component: a monocoque body unit formed of various alloys, including HSLA high-strength steel. And welded at more than 2,500

points to form a rigid monocoque structure. An automobile frame and body engineered in a single unit. ¶

It's not only rigidly built to withstand the punishing forces of the road but also designed to help protect the passengers within. The roof and front pillars, for example, must meet a static force test equal to 5,000 pounds. And the heavy-gauge steel side door beams help guard against intrusion into the passenger



compartment during side impacts. ¶ Then there are body structures whose strengths lie in their ability to yield and deform in a calculated manner upon severe impact. By so doing, they are able to absorb some of the energy of a collision that might otherwise be transferred to the passenger cabin. Called crumple zones, these structures have been comprehensively engineered into the front and rear sections

of the new Mark VIII to add to your protection and that of your passengers. In a similar fashion, the steering column has been designed to absorb energy in a controlled manner in a frontal collision. ¶ The Mark VIII is even designed to help protect itself. Its bumpers have been successfully tested at five mph, which is twice the impact speed that the U.S. government standard requires.

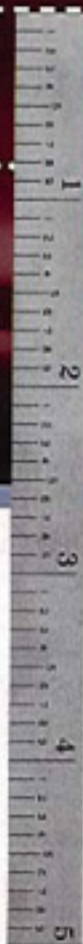


0-54  
MPH

55+  
MPH



STABILITY



**A SUSPENSION THAT LOWERS THE CAR.** In the new Mark VIII, Lincoln presents a suspension with a capability rare in the automotive world. At 55 mph, its computer-managed suspension actually lowers the automobile so that it's riding closer to the road. Eight-tenths of an inch closer, in fact. This achieves two desirable results: First, the Mark VIII moves down the road with less resistance to the air. (Wind

tunnel tests show a reduced drag coefficient, from .34 to .33. And second, directional stability is improved as the car's center of gravity is lowered. These two factors combine to improve fuel efficiency.\* The events that bring this about demonstrate the suspension's degree of sophistication. When 55 mph is maintained for 30 seconds, a dedicated electronic control module acts to modulate pressure in the air spring



At 55 mph, Mark VIII's computer-managed suspension actually lowers the automobile so that it's riding closer to the road.



The SLA front suspension is designed with anti-dive geometry to counteract the automobile's tendency to "dive" when braking.



# LINCOLN

which causes the desired lowering of the vehicle. Sensors keep the car level at its new height. When the speed slows to below 45 mph for at least 10 seconds, the process is reversed and the car returns to its former height, remaining level at all times.

Mark VIII's suspension also helps maintain a level attitude and proper ride height despite changes in passenger seating or trunk loading. This can contribute to greater stability and

more predictable handling. In addition, pistons in the air springs are calibrated to achieve variable response with respect to driving situations. And, further contributing to the Mark's exemplary ride and handling, the front suspension is of independent SLA (short and long arm) design and the rear suspension is fully independent as well. Aluminum suspension components are used for reduced weight.



Air springs maintain the proper ride height and a smooth ride regardless of vehicle loading.

\*See the EPA statement in the back of this brochure.



**DEFEATING TIME AND THE ELEMENTS.** How well a luxury car protects itself against the ravages of time, the weather and the abrasive nature of everyday use is surely one measure of its caliber. It's not surprising, then, that this matter received a great deal of attention from the engineers and designers of the new Mark VIII. You'll find ample evidence of that in the picture at left. The hood is of a formed synthetic resin material that's utterly impervious to rust and corrosion. And also staunchly resistant to life's dings and dents. The grille, also of synthetic material, is capable of absorbing a five-mph impact and then springing back to its original shape. It's finished with a remarkable substance called indium that has the appearance of chrome, and it, too survives the deformation of a five-mph impact, unharmed. ¶ And, of course, as mentioned elsewhere in these pages, both front and rear bumpers are tested to withstand twice the impact speed required by U.S. government standards. ¶ For further protection, all Mark VIII exterior body panels except the roof are galvanized on both sides—a process that greatly inhibits rust. And a painstaking multi-step finishing process is employed which includes special protective primers and a chip-resistant urethane coating below the bodyside moldings. ¶ The new Mark VIII is an illustrious example of an automobile that's been engineered to bring its owner a high degree of satisfaction. Thus it is covered by a four-year or 50,000-mile bumper-to-bumper limited warranty with no deductible. You're further protected by a limited corrosion perforation warranty for six years or 100,000 miles. Ask to see a copy of these limited warranties at your Lincoln-Mercury dealer.





Wheelbase (in.).....	113.0	Height (in.).....	53.6
Track (in.)..... front 61.6 rear 60.2		Curb weight (lb.).....	3,752
Length (in.).....	206.9	Fuel capacity (gal.).....	18.0
Width (in.).....	74.6	Luggage space (cu. ft.).....	14.4



Vehicle type: Five-passenger, luxury sports coupe

Headroom (in.)..... front 38.1 rear 37.5	Hiproom (in.)..... front 56.7 rear 56.7
Legroom (in.)..... front 42.6 rear 35.9	Shoulder room (in.)..... front 58.9 rear 59.5



Layout.....	Front engine, rear-wheel drive	Horsepower @ rpm (SAE net).....	280 @ 5,500
Type.....	DOHC 32-valve V-8 with aluminum block and heads	Torque @ rpm (lb.-ft. SAE net).....	285 @ 4,500
Displacement (liters/cu. in.).....	4.6/281	Fuel delivery.....	Sequential multi-port electronic fuel injection
Bore & stroke (mm/in.).....	90.2 x 90.0/3.6 x 3.6	Fuel requirement.....	91 Octane premium
Compression ratio.....	9.8:1		



Transmission type.....	4-speed automatic electronic overdrive	Axle ratio.....	3.07:1
Gear ratios.....	I-2.84:1 II-1.56:1 III-1.00:1 IV-0.70:1		



Body.....	Unitized body/frame	Turns, lock to lock.....	2.6
Suspension.....	4-wheel independent microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling; front and rear stabilizer bars and twin-tube-type gas-pressurized/hydraulic shock absorbers with air spring assembly and unique valving	Turning circle, curb to curb (ft.).....	37.2
Steering type.....	Variable-assist, power rack-and-pinion	Brakes.....	Four-wheel disc, hydraulic anti-lock brake system
Overall ratio on center.....	14.0:1	front.....	11.46-inch power assisted disc, anti-lock
		rear.....	10-inch power assisted disc, anti-lock
		Tires.....	P225/60R16/97V
		Wheels.....	Cast aluminum
		Spare.....	16" x 4" aluminum



### FUNCTIONAL FEATURES

4.6L Four-Cam V-8 engine (280 hp @ 5,500 rpm) .....	S	Traction assist .....	O
Sequential multi-port electronic fuel injection .....	S	Front and rear microcomputer-controlled	
Electronic engine control (EEC-IV) .....	S	air spring suspension .....	S
Electronically controlled four-speed automatic		Rear nitrogen gas-pressurized/hydraulic	
overdrive transmission .....	S	shock absorbers .....	S
Driver- and passenger-side air bag		Maintenance-free battery .....	S
Supplemental Restraint System .....	S	Dual exhaust outlets with bright exhaust tips.....	S
Variable-assist, rack-and-pinion steering .....	S	Front and rear stabilizer bars .....	S
Four-wheel disc anti-lock brake system .....	S	Four-wheel independent suspension .....	S



### INTERIOR/CONVENIENCE FEATURES

140-mph speedometer .....	S	Power moonroof .....	O
Interval windshield wipers .....	S	Anti-theft alarm system .....	S
Six-way power driver and passenger seats with		Electrochromic automatic dimming mirrors .....	O
dual power recliner and power lumbar feature .....	S	Power windows with driver's side	
Memory driver's seat .....	S	express-down feature .....	S
Four-way front seat head restraints .....	S	Speed control w/tap up/down .....	S
Trunk-mounted cargo net .....	S	Tilt steering column .....	S
Headlamp convenience group .....	S	Automatic temperature control .....	S
Leather seat trim .....	S	Solar tint (except back glass) .....	S
Front seatback map pockets .....	S	Rear window defroster .....	S
Electronic AM/FM stereo cassette radio and		Remote decklid and fuel door releases .....	S
Premium Sound system .....	S	Illuminated keyless entry system with remote .....	S
Electronic AM/FM stereo CD player and		Leather-wrapped steering wheel with center horn .....	S
Premium Sound system .....	O	Courtesy lights on front doors .....	S
JBL audio system .....	O	Trip odometer .....	S
Trunk-mounted 10-disc CD changer .....	O	Dual illuminated visor mirrors .....	S
Rear seat heat ducts .....	S	Tachometer .....	S
Storage armrest .....	S	Voice-activated cellular telephone .....	O
Front and rear floor mats .....	S	Power locks .....	S
Message center continuous functions: clock,		Driver and passenger Autoglide seating system .....	S
driving range, fuel remaining, fuel used, average			
fuel economy. Plus 12 vehicle system warnings: percent			
of oil life remaining, oil level, battery voltage, engine			
coolant temperature, engine coolant level, washer fluid			
level, closure of doors, closure of trunk, burned out			
exterior lamp, air ride system switch status, air ride			
system error and low fuel level. Also compass .....	S		

Front and rear cigarette lighters .....	S	Cup holder .....	S
Leather-wrapped gear shift .....	S	Automatic power antenna .....	S
Side window demisters .....	S	Automatic headlamps .....	S



Cornering lamps .....	S	Extensive corrosion protection .....	S
Single key entry/ignition .....	S	Premium bodyside moldings .....	S
Color-keyed heated power mirrors .....	S	Flexible grille .....	S



P225/60R16/97V steel-belted radial tires .....	S	Brushed aluminum directional wheels .....	O
Aluminum wheels .....	S	Spare tire with aluminum wheel .....	S



Driver-side and passenger-side air bag Supplemental Restraint System .....	S	Four-way adjustable front head restraints .....	S
Four-wheel disc brakes .....	S	Remote keyless entry system with panic button .....	S
Four-wheel anti-lock brake system .....	S	Anti-theft alarm system .....	S
		Electronic traction assist .....	O


Information based on MVMA specifications.

S Standard feature O Optional feature

**Product Changes**

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln-Mercury dealer is your best source for up-to-date information. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.


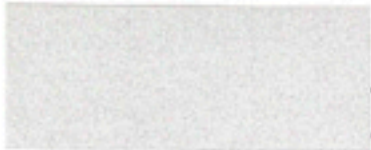

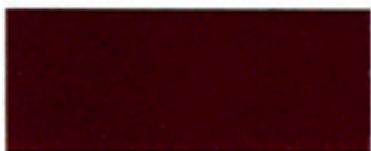
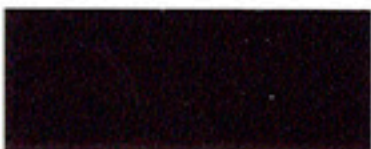
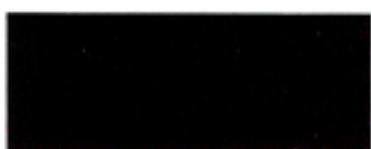

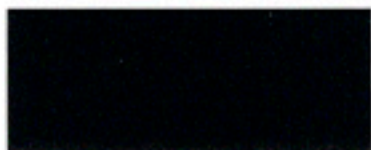

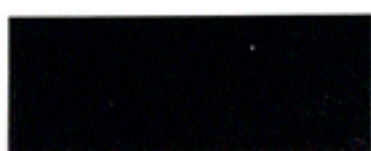


EPA statement: 1993 EPA mileage estimates were unavailable when this publication was printed. The 1993 Lincoln Mark VII, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

 Printed on recycled paper

(400M) 8-92 P-8257

LINCOLN-MERCURY DIVISION 

EXTERIOR COLORS

Opal Grey Pearlescent Clearcoat Metallic		White Opalescent Clearcoat Metallic	
Garnet Red Clearcoat Metallic		Cranberry Clearcoat Metallic	
Aubergine Clearcoat Metallic		Burgundy Clearcoat Metallic	
Light Mocha Pearlescent Clearcoat Metallic		Deep Jewel Green Clearcoat Metallic	
China Blue Clearcoat Metallic		Midnight Opal Clearcoat Metallic	
Nordic Blue Clearcoat Metallic		Midnight Black Clearcoat	



INTERIOR LEATHER COLORS

- Opal Grey
- Mocha
- Ebony
- Aquamarine