

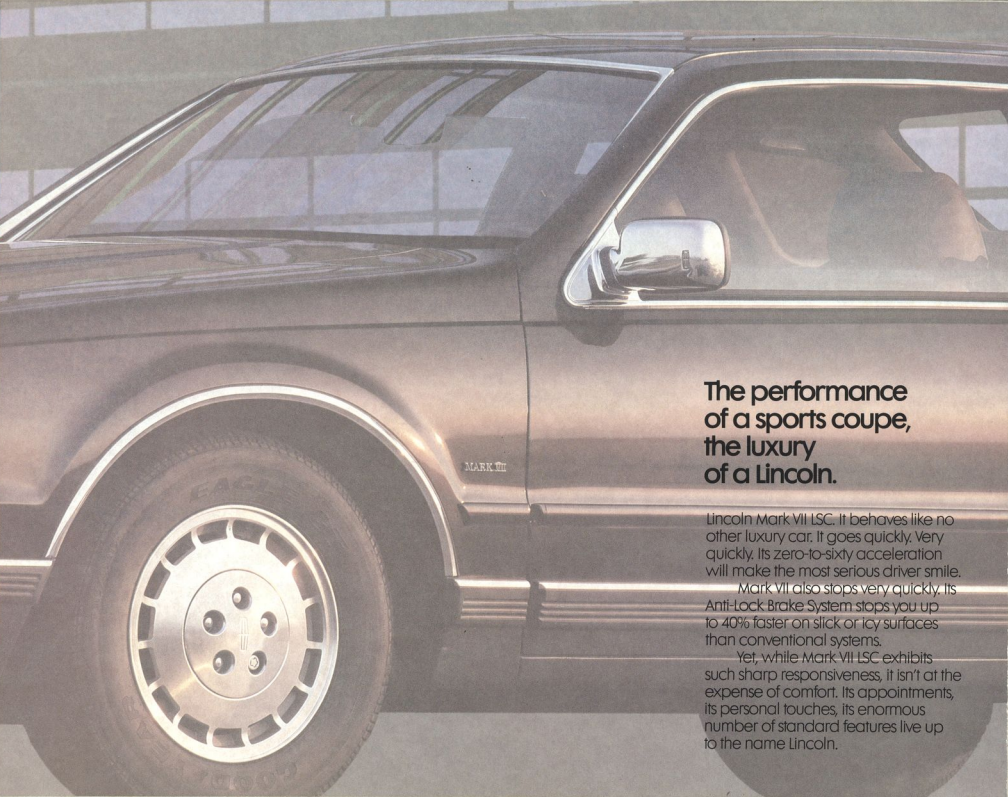
LINCOLN
MARK VII
PORTFOLIO

1987





1987 Lincoln Mark VII LSC in Cabernet Clearcoat Metallic. Some features shown may be optional. See features pages at back of brochure.




**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-sixty 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 appointments, its personal touches, its enormous number of standard features live up to the name Lincoln.



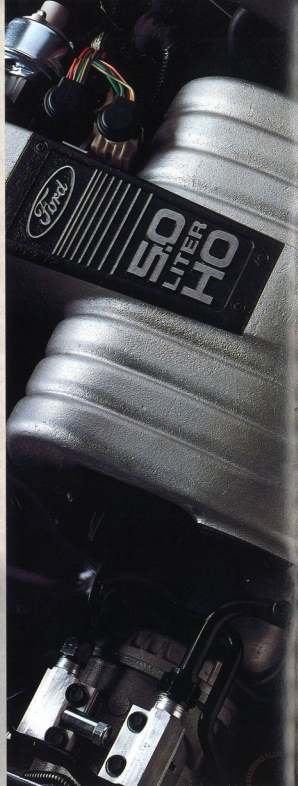
The accomplishments of an accomplished performer.

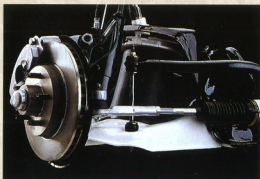
State-of-the-art technology is more than a flashing light show on the instrument panel. Some of Mark VII LSC's advancements you can't even see unless you're specifically looking for them.

Let's start with stopping. Standard on LSC (and 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, provides 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 and surely.

Eight cylinders of engineering excellence. A 5.0-liter High Output V-8 engine is standard on Mark VII LSC. 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, ambient air temperature, cooling 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 stability on rough roads or severe handling 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.*

*See EPA fuel economy statement at the back of this brochure.



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

Continuing a tradition of breaking with tradition.

Throughout the history of the Mark, one thing has remained constant. Each has been a dramatic departure from

conventionality. The 1956 Mark II was entirely new, sharing neither frame nor components with any other Ford or Lincoln car. But Mark's striking originality goes beyond styling and engineering. For 1987, Mark VII has distinguished itself still another way.

It is America's most completely equipped car.

An item-by-item list of standard features is in the back of this brochure, but among the highlights are a fuel-injected V-8 engine, Anti-Lock Brake System and Electronic Air Suspension.



The standard instrument panel includes digital speedometer and fuel gauge, Automatic Climate Control, AM/FM stereo cassette radio with Premium Sound, speed control and leather-wrapped tilt steering wheel.



1987 Lincoln Mark VII in Rose Quartz Clearcoat Metallic. Also available in a variety of colors. See features pages at back of brochure.



1987 Lincoln Mark VII LSC with Cabernet leather interior. Some features shown may be optional. See features pages at back of brochure.



The only 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 and seatback 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 instrumentation, 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 temperature display.



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

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

His color scheme is Prairie Mist Metallic for the exterior with color-coordinated accent stripes.

Blass' leather seating is done in Sandalwood with Dark Prairie Mist accents. Some features shown may be optional. See features pages at back of brochure.



Lincoln Mark VII Bill Blass Designer Series in Prairie Mist Clearcoat Metallic.

**As a luxury car buyer,
you look for more than
claims of quality.
You look for evidence.**

A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And the job continues to get done.

A focus on safety. In addition to obvious safety features such as the Anti-Lock Brake System, Lincoln builds structural strength into every Mark VII.

Its unitized body, for example, is welded from end to end, forming a high-strength passenger capsule. This vehicle construction absorbs energy during a collision and helps dissipate some of the force of the impact.

The doors feature strong, double panel welded construction. Inside each is a high strength steel beam that can help withstand a considerable side impact.

While the Federal impact bumper standard is 2.5 MPH, Mark VII offers twice the protection with 5-MPH bumpers. This helps reduce damage from low-speed impact and may even result in lower repair costs.

Quality protection. All Lincolns are covered by a limited warranty on major powertrain components for 48 months or 50,000 miles, whichever comes first. A deductible applies, so ask to see a copy of the warranty at your dealer.

You're further protected by corrosion perforation coverage for five years or 100,000 miles, whichever comes first. There is no deductible.

The Lincoln Commitment.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special, preferred treatment.

In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your problem, he can seek help at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.

A toll-free number to call. Should the need ever arise, you can be in direct communication with the Lincoln Commitment Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. We provide you with a special hot line number that ensures prompt attention.

Ford Extended Service Plan.

You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. Ask your dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada.





Lifetime Service Guarantee.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. You pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the guarantee.

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.

Technical Service Bulletins.

All vehicles 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 about Ford-paid repair programs and TSBs relating to your Lincoln Mark VII.

To get copies of materials for your Mark VII or the vehicle of interest to you, call Ford toll-free at 1 800 241-3673.

In Alaska or 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, address, vehicle make, model, year and identification number, as well as engine size.

EXTERIOR COLORS

Standard on Mark VII and LSC

Graphite Clearcoat Metallic	Midnight Black
Crystal Clearcoat Metallic	Arctic White

Platinum Clearcoat Metallic

Titanium Clearcoat Metallic

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 Mark VII and LSC

Dark Taupe Glamour Clearcoat Metallic

Glacier Blue Glamour Clearcoat Metallic

Standard and Exclusive on Bill Bloss

Prairie Mist Glamour Clearcoat Metallic

INTERIOR COLORS

Standard on Mark VII and LSC

Shadow Blue Taupe Raven Black

Cabernet Oxford Gray Sandalwood

Standard on Bill Bloss

Sandalwood

SPECIFICATIONS

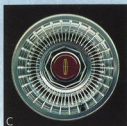
Wheelbase (in.)	108.5		
Overall length (in.)	202.8		
Overall height (in.)	54.2		
Overall width (in.)	70.9		
Tread (in.) (front/rear)	58.4/59.0		
Headroom (in.) (front/rear)	37.8/37.1		
Legroom (in.) (front/rear)	42.0/36.9		
Shoulder room (in.) (front/rear)	56.0/57.8		
Hiproom (in.) (front/rear)	52.4/55.2		
Luggage capacity (cu. ft.)	12.1		
Fuel capacity (gal.)	24.2		
Curb weight (lb.)	3722	3747 3772	
(Mark VII, Bill Bloss, LSC)			

Specifications and descriptions used were in effect when this catalog 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 features listed are subject to change. Some features described are required in combination with other options. Availability of some features may be subject to a slight delay.

1987 EPA estimates were not available at publishing time. Lincoln models, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.





(A) Handling cast-aluminum wheels, (B) Forged-aluminum wheels, (C) Wire-spoke aluminum wheels. See chart for availability.

§ Standard feature ○ Optional feature

FUNCTIONAL FEATURES

	Mark VII	Bill Bliss	Mark VII LSC
5.0-liter V8 engine (150 hp @ 3200 rpm)	§	§	
5.0-liter high-performance V8 engine (200 hp @ 4000 rpm)			§
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	○	○	○
Power rack-and-pinion steering	§	§	§
Four-wheel disc Anti-Lock Brake System	§	§	§
Electronic air suspension and level control	§	§	§
Handling suspension			§
Nitrogen gas-pressurized shocks and struts	§	§	§
Front and rear stabilizer bars	§	§	§
84-amp-hr maintenance-free battery	§	§	§
22.1-gallon 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 trunk pull-down
 Power fold-away heated mirrors
 Extensive corrosion protection
 Upper body dual band paint accent stripes
 Bright lower bodyside molding
 Fluted Dark Charcoal lower bodyside molding
 Color-keyed bodyside protection molding
 Unique paint theme

INTERIOR/CONVENIENCE FEATURES

Electronic instrumentation
 Analog instrumentation with tachometer
 Message Center with digital readouts
 Six-way power driver and passenger seats
 Dual power recliners
 Articulated sport seats
 Manual thigh and power bolster/lumbar supports
 Four-way articulated front seat headrests
 Rear seat integral headrests
 Single rear seat fold-down armrest
 Automatic Climate Control
 Rear window defroster
 Side window defoggers
 Rear compartment heat duct
 Tinted glass
 AM/FM electronic search stereo with cassette
 Four-speaker Premium Sound System
 Power antenna
 Tilt steering column
 Fingertip speed control

With such a lengthy list of standard features, there's very little to add.



Mark VII	Bill Bliss	Mark VII LSC		Mark VII	Bill Bliss	Mark VII LSC
S	S	S	Automatic parking brake release	S	S	S
S	S	S	Stalk controls with flash-to-pass	S	S	S
S	S	S	Interval wipers with speed indicator	S	S	S
S	S	S	Power windows and door locks	S	S	S
S	S		Power moonroof	O	O	O
		S	Illuminated glove box	S	S	S
S	S	S	Leather-wrapped steering wheel	S	S	
	S		Unique perforated leather-wrapped steering wheel			S
			Leather-wrapped gearshift		S	S
S	S		Console-mounted gearshift, cup holder, coin slots	S	S	S
		S	Compass/Thermometer Group	S	S	S
S	S	S	Automatic-dim day/night mirror	O	O	O
S	S	S	Anti-Theft Alarm System	O	O	O
S	S	S	Dual Illuminated visor vanity mirrors	S	S	S
		S	Dual-Intensity rear reading lamps	S	S	S
		S	38-ounce floor carpeting	S	S	S
S	S	S	Front and rear carpeted floor mats	S	S	S
S	S	S	Remote trunk and fuel filler door releases	S	S	S
S	S	S	Carpeted luggage compartment with lamp	S	S	S
S	S	S	Leather seat trim	O	S	S
S	S	S	Ultrasuede® seat material/no extra charge		O	
S	S	S	Leather bolsters with leather or cloth inserts			S
S	S	S	TIRES/WHEELS			
S	S	S	P215/70R15 WSW steel-belted radial tires	S	S	
S	S	S	P215/65R15 85W performance steel-belted radial tires			S
S	S	S	Puncture-sealant tires	O	O	
S	S	S	Handling cast-aluminum wheels (A)			S
S	S	S	Forged-aluminum wheels (B)	S		
S	S	S	Wire-spoke aluminum wheels (C)	O	S	




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.

Is leasing for you? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

Buckle up—together we can save lives. Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-to-install protective child restraints—Tot-Guard Safety Seat and Infant Carrier—meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

LINCOLN.
What a luxury car should be.

LINCOLN-MERCURY DIVISION 

LITHO IN U.S.A. (308M) 8-86 P-9644