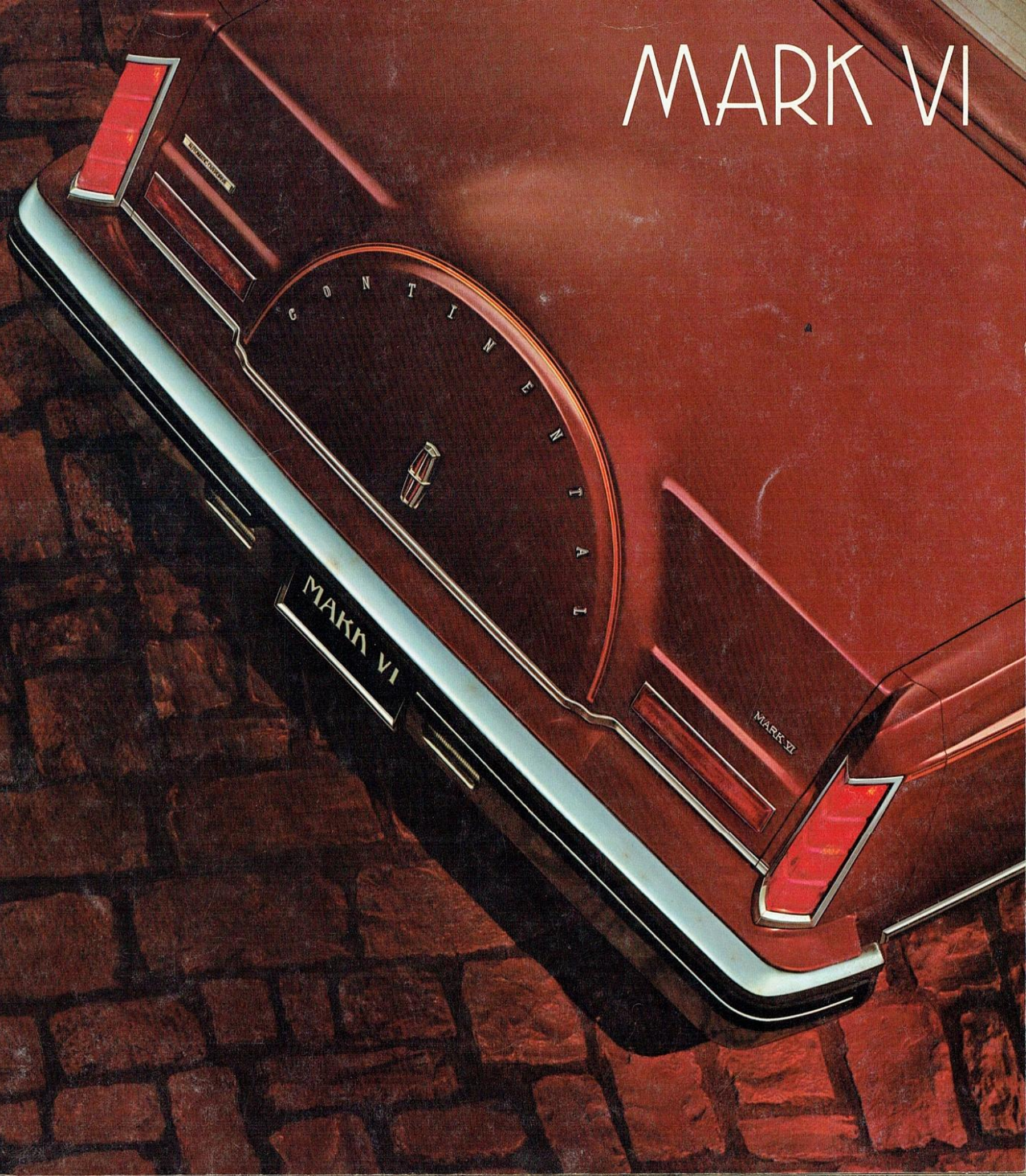


MARK VI



Presenting the unmistakable Mark VI for 1982.

Here is a beautiful merging of superb styling and sophisticated electronic technology.

It begins with Mark's bold grille, its elegant profile, distinctive rear deck lie mount treatment, and unique oval opera windows. Each element in perfect proportion.

Open the door to Mark's spacious interior, richly appointed with luxury touches: Twin Comfort Lounge seats, deep cut-pile carpeting, full-length door armrests with convenient power controls, power windows,

power vent windows, luxury tilt-steering wheel with speed control.

Discover Mark VI's sophisticated electronic technology. Evident in the Electronic Instrument Panel with Message Center. Here you can call up valuable information such as your current miles per gallon, distance to destination, estimated time of arrival, average speed, and miles to empty. (See page 19 for details.)

Advanced technological features are further evident in Mark's 5.0 Liter (302 CID) V-8 engine with Electronic Fuel Injection and Electronic Engine Controls, which meter fuel with precision, contributing to Mark's fine

overall performance. The engine is teamed with the innovative Automatic-Overdrive Transmission that automatically engages at around 40 miles per hour to reduce engine revolutions and fuel consumption.

For added reassurance, Mark VI incorporates a computerized Self-Diagnostic System to make servicing faster, surer, and more efficient than before. (See page 19 for details.)

And when you drive Mark VI, be prepared to experience its smooth, quiet ride. Totally satisfying.

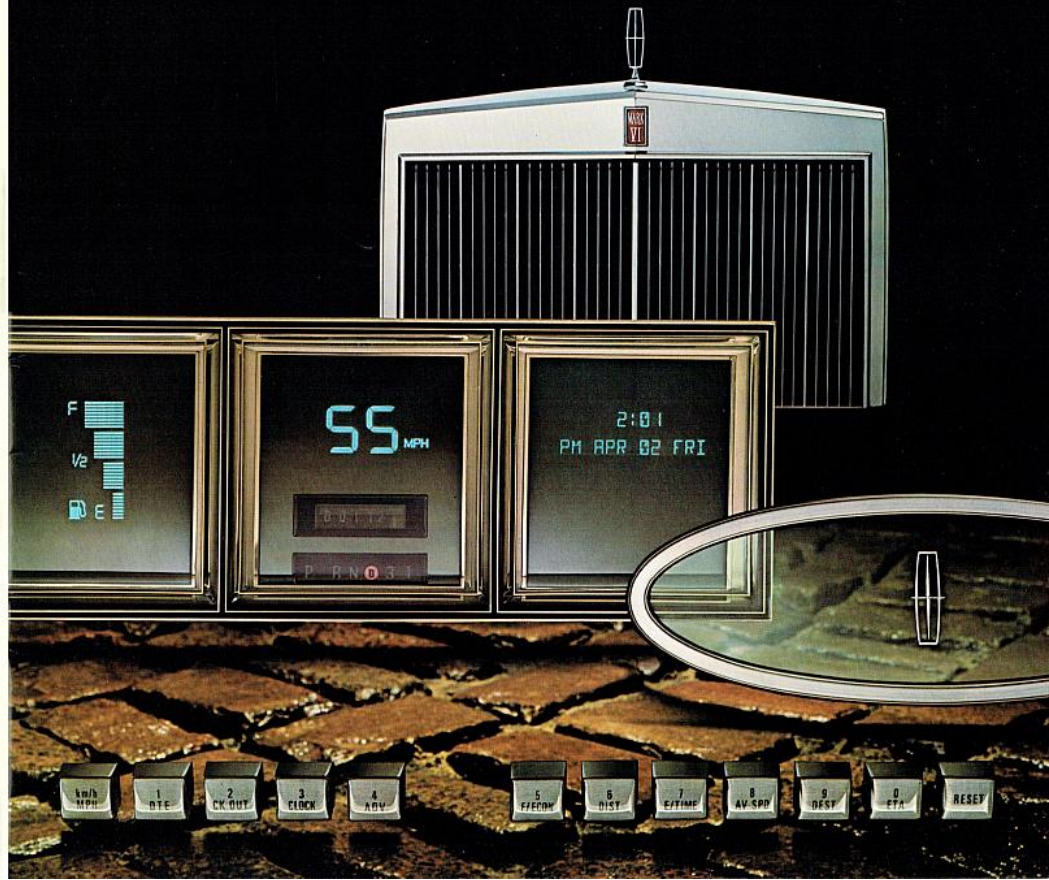
Now select the Mark VI of your choice: a distinctive Mark VI Designer Series, a personalized Mark VI Signa-

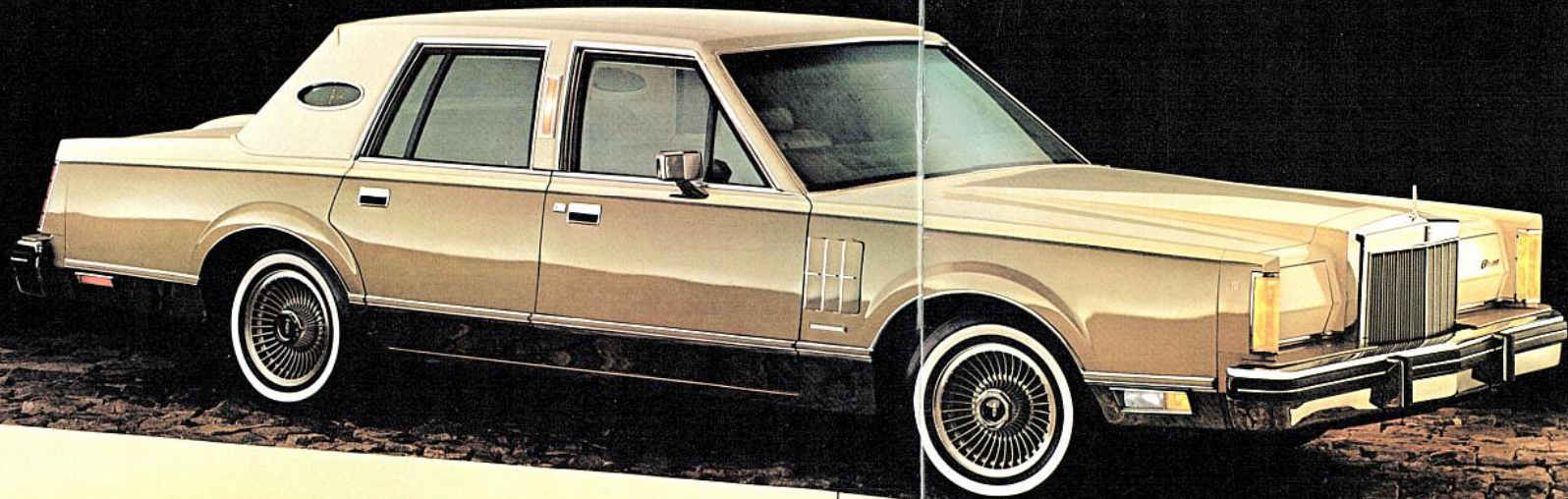
ture Series, or an elegant Mark VI, two-door or four-door.

Mark VI for 1982. Beautiful in looks, brilliant in technology.

Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 16 through 17 for specific information regarding standard and optional equipment.

1982 EPA estimates were not available at the time this catalog was published. Mark VI, however, should post in the new EPA Gas Mileage Guide excellent miles per gallon ratings. See your Lincoln-Mercury Dealer for the latest information.





PUCCI

Polished European elegance... understated yet unmistakable.

In any language the name Emilio Pucci stands for exceptional elegance, befitting Mark's sleek, four-door silhouette. Touched now with Pucci's impeccable sense of taste. Achieving an overall effect of polished European elegance.

Pucci selects Pastel French Vanilla over French Vanilla Metallic. Understated luxury, topped by a Pastel French Vanilla specialty roof in Bayville textured vinyl. Note the definition of deep Dark Brown with Gold accent stripes gracing the bodyside. Complemented by the prestigious Pucci logo on the fender and decklid. And completed by his choice of turbine spoke aluminum wheels.

Here is a level of luxury to excite the senses. To satisfy your desire for high-fashion styling and your demand for sophisticated electronic technology.

The Mark VI Pucci Designer Series. Unmistakable elegance for 1982.

The 1982 Mark VI Pucci Designer Series four-door with Pastel French Vanilla specialty roof in Bayville vinyl over French Vanilla Metallic, and turbine spoke aluminum wheels.

PUCCI

Tasteful, irresistible interior luxury.

For his interior, Pucci has selected the richness of French Vanilla to create a mood of rarefied elegance.

Pucci begins with his choice of soft French Vanilla-colored leather seating surfaces. Front seat passengers relax in Twin Comfort Lounge seats with individual recliners and six-way power so that each seat may be adjusted to your precise comfort needs. Fold-down armrests — front and rear — add to the comfort.

Four-door roominess abounds here. Gracious space enhanced by Pucci's choice of French Vanilla-colored Allure carpeting. The color-keyed luxury tilt-steering wheel. And the prestigious Pucci logo on the rich-looking instrument panel.

Now you can enjoy the elegance of Mark VI and the refinement of Emilio Pucci. Together creating a rare choice for 1982.



BILL BLASS

Boldness and bravado . . . decidedly dramatic.

Now, America's acclaimed Bill Blass treats the two-door Mark VI to grand new looks. Your choice of three dramatic combinations. Each commanding its own attention. Shown here, the White Diamond Grain carriage roof over a rich, Red midsection, with stark White lower section.

The second combination . . . the

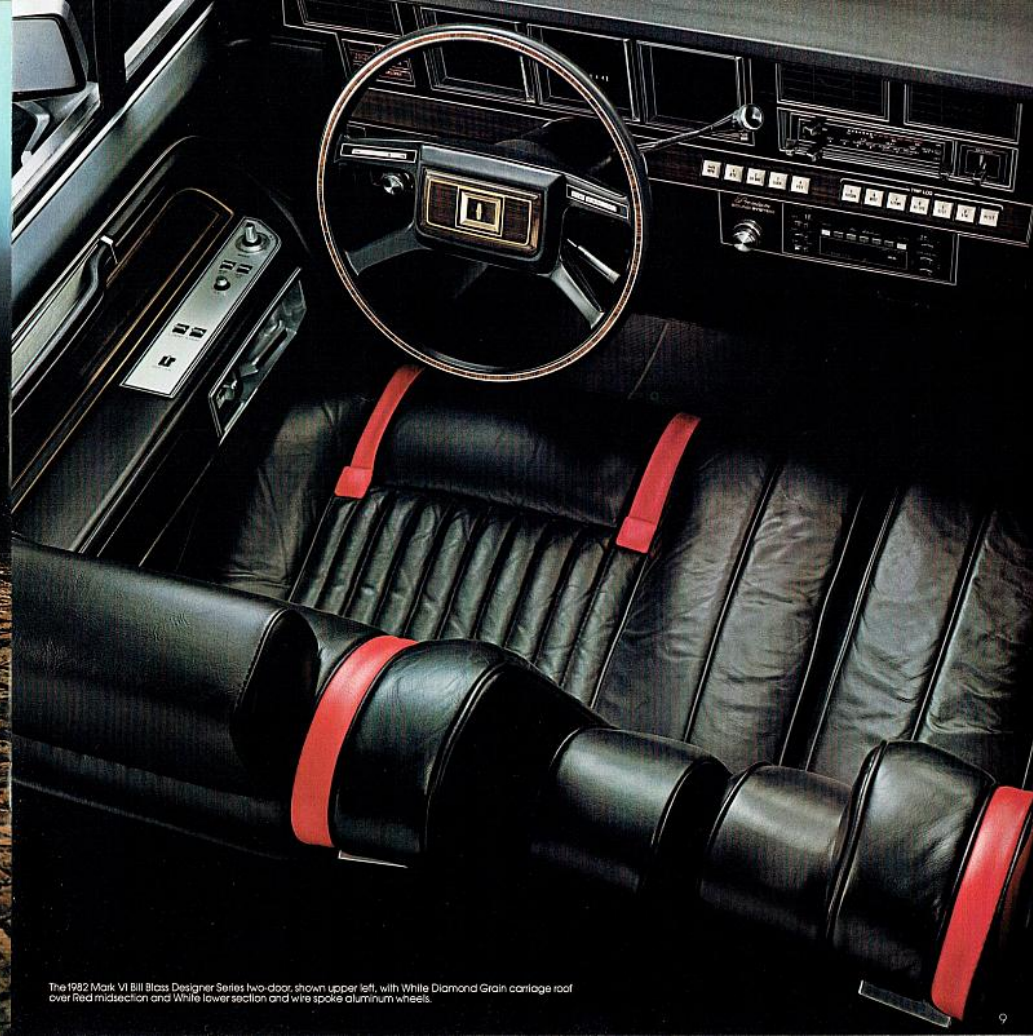
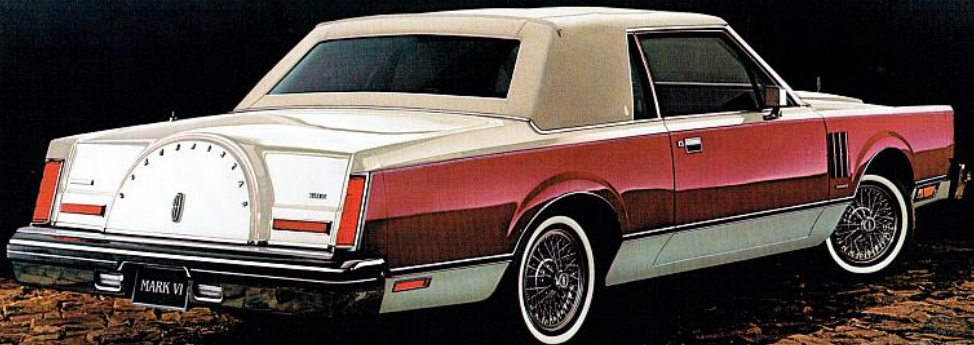
White Diamond Grain carriage roof over a stark White body. Each of these comes with Opal leather seating surfaces, dramatized by Red straps and buttons.

The third combination . . . the Black Cambria carriage roof atop a bold, Black body inside, soft Black cloth or shown right, luxurious optional Black leather seating surfaces and

contrasting Red straps and buttons.

Each style is further defined by dual Red accent stripes on the bodyside. The distinctive Blass logo on the decklid. And completed with his selection of wire spoke aluminum wheels.

The Mark VI Bill Blass Designer Series. Decidedly dramatic.



The 1982 Mark VI Bill Blass Designer Series two-door, shown upper left, with White Diamond Grain carriage roof over Red midsection and White lower section and wire spoke aluminum wheels.

SIGNATURE

Personalized styling for two-door sleekness or four-door stateliness.

Start with your initials on the front door. A special Signature touch. Followed by the tailored lines of Signature's highly stylized design, with its coach roof in richly grained vinyl. And the

distinctive Signature Series script on the rear-quarter pillar. Another Signature exclusive.

Open the door to personalized elegance. Relax in the richness of

Twin Comfort Lounge seats. Shown below, left, in fine Fawn leather seating surfaces, shown below, right, in rich Dark Red Signature cloth. These seats have six-way/six-way power,

individual recliners, and dual fold-down armrests for your added comfort. Comfort enhanced by full-length armrests, color-keyed Allure carpeting, and color-keyed luxury tilt-

steering wheel. There are elegant Signature touches throughout: door and quarter trim appliques, carpeted cargo area, and the highly personalized instru-

ment panel proudly bearing your signature.

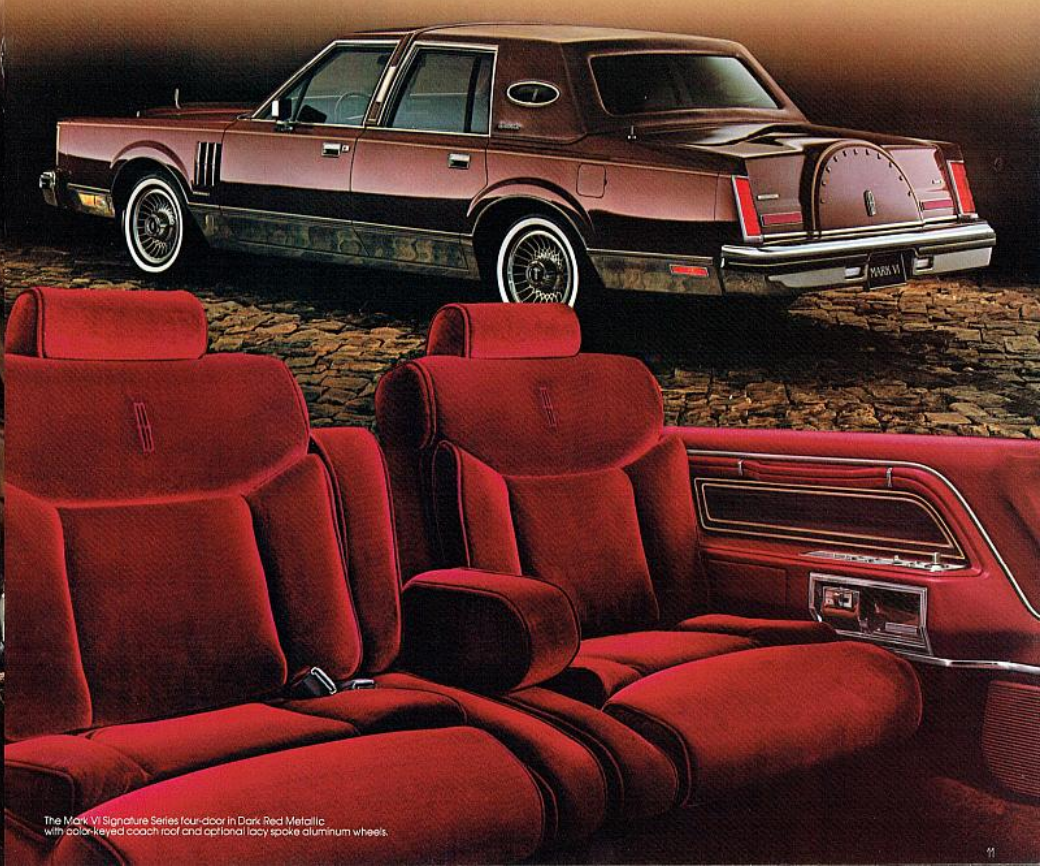
Select your Signature Series two-door or four-door in any one of ten rich color selections with a choice

of fourteen vinyl roof colors. (See color choices, page 18.)

Here is a truly individualized automobile. Respected for all of the personalized touches that make it exclusively Signature Series for 1982.



The 1982 Mark VI Signature Series two-door in Medium Fawn with color-keyed coach roof and wire wheel covers.



The Mark VI Signature Series four-door in Dark Red Metallic with color-keyed coach roof and optional lacy spoke aluminum wheels.

MARK VI

Expect the unexpected, experience the exceptional.

Mark VI is a statement of uncompromising luxury. Esteemed for its high level of standard features.

Electronic warning chimes greet your entry. The Electronic AM/FM

Stereo Search radio with four speakers produces a fullness and clarity of sound. The Electronic Instrument Panel provides a wealth of useful driving information.

Mark VI is full of thoughtful comfort considerations, like Twin Camfort Lounging seats. Shown below left, in handsome Pewter colored cloth; Panel provides a wealth of useful driving information.



The 1982 Mark VI two-door in Medium Dark Pewter Metallic with color-keyed full vinyl roof and optional turbine spoke aluminum wheels.

Blue cloth. There's the luxury of the lift-steering wheel, rich cut carpeting, door courtesy lights, retractable coat hooks, door pull straps, and over sixty other standard luxury features de-

signed for your total driving pleasure. (See pages 14-15 for complete listing.)

With so many standard features, you'll still have the satisfaction of personalizing your two-door or four-door

Mark VI. Consider options such as the style of wheels you prefer, automatic garage door opener, the special Keyless Entry System, power moonroof, or any number of other exciting options.

(See pages 16-17 for complete listing.) Select the graceful two-door or the grand four-door. Either way, you benefit from all the aesthetic and engineering expertise of Mark VI for 1982.



The 1982 Mark VI four-door in Light Blue Metallic with optional color-keyed vinyl half-roof and full wheel covers.

S T A N D A R D F E A T U R E S

A generous offering for all Mark VI models.

Pictured below are just ten of the many standard features you'll particularly appreciate on your 1982 Mark VI.

1. FRONT DOOR ARMREST WITH CONVENIENT POWER CONTROLS

That easily operate the windows, lock the doors, adjust the driver's seat, and position the side-view mirrors.

2. ELECTRONIC AM/FM STEREO SEARCH RADIO to bring you electronic precision tuning. Touch-button seek feature locates and tunes to the next station you can listen to clearly. Scan feature allows you to audition each program before the radio automatically moves to the next station.

3. AUTOMATIC TEMPERATURE CONTROL AIR CONDITIONING SYSTEM provides you with consistent comfort. Just set the controls to the desired temperature, and it will be maintained until you adjust it.

4. LEFT- AND RIGHT-HAND (CONVEY) MIRRORS provide expanded field of vision.

5. LUXURY FOUR-SPOKE COLOR-KEYED STEERING WHEEL comes with speed control, to lessen fatigue on long trips, and "resume" feature for automatic acceleration to the same speed set prior to braking.

6. TWIN COMFORT LOUNGE SEATS with six-way power for the driver. Easily adjustable to provide maximum driving comfort. (Optional recliner.)

7. POWER VENT WINDOWS are another thoughtful detail and provide just the right amount of fresh air.

8. DEEP-VELL TRUNK offers 22.4 cubic feet of usable space, the same for both two-door and four-door models. Fully carpeted with room for convenient upright stowage of grocery bags, suitcases and other items.

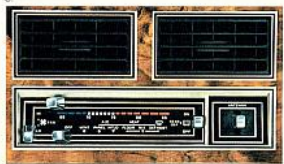


9. TILT-STEERING WHEEL adjusts to five different positions and allows the driver to enter and exit the car with ease.

10. STALK-MOUNTED CONTROLS simplify your driving by placing the windshield wipers, washer fluid, horn, and bright lights where you can conveniently reach them. Interval windshield wiper feature is also standard.

Standard Interior Features

- o Twin Comfort Lounge seats, with six-way power (driver only), and fold-down center armrests for driver and passenger
- o Chatel cloth covered headlining
- o Soft-feel interior garnish moldings
- o Carpeted package tray
- o Cloth seat trim
- o Rear seat folding center armrest
- o Door courtesy light and integral reflectors (front doors)
- o High gloss panel trim
- o Door pull straps
- o Lower door carpeting (front and rear doors)
- o Lower center pillar carpeting on four-door sedans
- o 18-ounce cut-pile carpeting
- o Full-length door suofly plates with Surlin inserts
- o Deluxe color-keyed seat belts
- o Rear-quarter pillar lamps
- o Retractable coat hooks
- o Full luggage compartment trim with spare tire cover
- o Dual beam/map light
- o Door rail assist handles (2 on 2-door, 4 on 4-door)



- o 12" day/night inside rear view mirror
- o Large lockable glove compartment

Standard Exterior Features

- o Wide, bright bi-metal rocker panel moldings
- o Center pillar coach lamps (4-door)
- o Mark VI hood ornament
- o Concealed round halogen headlamps
- o Front bumper guards and rub strips and rear bumper rub strips, with White accent stripes
- o Full-vinyl roof, Valino grain with frenched rear window
- o Decklid lock cover
- o Bodyside protection moldings — wide, color-keyed
- o Full wheel covers (4)

Standard Functional Features

- o 5.0 Liter (302 CID) V-8 engine
- o Electronic Fuel Injection
- o Electronic Engine Control (EEC)
- o Automatic Overdrive transmission
- o Power steering
- o Power brakes: front disc/rear drum
- o Power windows
- o Power vent windows
- o Power antenna
- o White sidewall Michelin steel-belted radial tires (P205/75R15")
- o Tinted glass
- o Dual note horn
- o Electronic warning chimes (replaces buzzer)
- o Coolant recovery system

- o Mini-spare tire
- o Cornering lamps
- o Automatic parking brake release
- o 18-gallon fuel tank
- o Viscous drive fan
- o Electronic Instrument Panel with Message Center



- o Fluidic windshield washer system
- o Heavy-duty battery (54 amp)
- o Power doorlock release
- o Power door locks
- o Left- and right-hand remote-control mirrors
- o Intermittent wipers

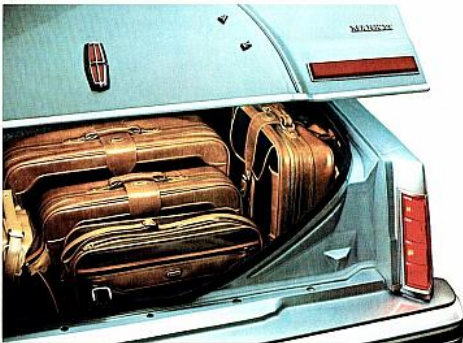
Mark VI Signature Series

(Includes all of the standard Mark VI features, plus all of the following special features):

- o Coach lamps
- o "Signature Series" script on rear-



- o reproduced in Gold-tone with a Black background
- o Distinctive seat trim style and appointments with leather seating surfaces or Signature cloth
- o Distinctive door/quarter trim appliques
- o Color-keyed Allure carpeting on floor, lower door, and center pillar
- o Dual floor well lights



- o quarter pillar
- o Dual-Shade bodyside accent stripes
- o Owner's initials on front doors
- o Wire wheel covers (4)
- o Bright front fender lower edges with simulated adjusters
- o Exterior colors (10 choices — see page 18)
- o Vinyl roof colors (14 choices — see page 18)
- o Four interior colors — Dark Red, Midnight Blue, Pewter, and Medium Fawn
- o Personalized instrument panel — nameplate with owner's signature

Mark VI Designer Series

(Includes all of the standard Mark VI features, plus the following exclusive features):

Pucci

Dual-Shade:

- Pastel French Vanilla upper/French Vanilla Metallic lower
- o Four-door specialty roof in Pastel French Vanilla Bayville textured vinyl
- o Signature Series seat sew style with French Vanilla leather seating surfaces
- o French Vanilla wide, bright bodyside molding insert
- o Dark Brown with Gold accent stripes on bodyside
- o Pucci logo on decklid
- o Pucci logo in Dark Brown on fender
- o Pucci logo and identification on instrument panel
- o Turbine spoke aluminum wheels (4)



Bill Bliss

Color Choices:

- Black monotone
- White monotone
- Dual-Shade: White upper/Red middle/White lower
- o Black Cambria carriage roof with Black monotone combination;
- White Diamond Grain carriage roof with White/Red/White or White monotone combination
- o Distinctive Bliss sew style
- Black cloth or optional leather seating surfaces with Red straps and buttons
- Opal leather seating surfaces with Red straps and buttons
- o Black bodyside molding on Black model, White on White model
- o Red accent stripes on bodyside
- o Bill Bliss logo and identification on instrument panel
- o Wire spoke aluminum wheels (4)
- o Delete lower bodyside molding on White/Red/White combination

Continental Mark VI Specifications

	2 Door	4 Door
Wheelbase	114.3"	117.3"
Overall Length	216.0"	219.0"
Overall Height	55.1"	56.0"
Overall Width	78.1"	78.1"
Wheel tread		
Front	62.2"	62.2"
Rear	62.0"	62.0"
FRONT		
Headroom	38.0"	39.0"
Shoulder Room	60.7"	60.7"
Hiproom	56.5"	56.5"
Legroom	43.5"	43.5"
REAR		
Headroom	37.9"	38.2"
Shoulder Room	60.9"	60.7"
Hiproom	57.0"	57.8"
Legroom	36.7"	42.1"
Seating Capacity	6	6
Luggage Capacity (Cu. Ft.)	22.4	22.4
Fuel Capacity (Gals.)	18.0	18.0
Curb Weight (Lbs.)	4039	4052

O P T I O N A L

An attractive selection of luxurious extras.

Featured below are only nine from the list of popular options you may select for your 1982 Mark VI.

1. TWO-DOOR SPECIALTY ROOF. Distinctive half-roof treatment that includes coach lamps. There's also a specialty roof available for the four-door model.

2. KEYLESS ENTRY SYSTEM. Your own personal five-digit code opens the driver's and passenger's side and unlocked by using buttons on driver's door. If you wish, you may use your key instead. Includes Illuminated Entry System.

3. POWER GLASS MOONROOF. Provides an open-air feel on the open roof. Sliding back to open, and forward to close at the touch of your finger. (Not available with carriage roof on two-door models.)

4. WHEELS. Here are your choices, left to right: lacy spoke aluminum wheels, wire spoke aluminum wheels, turbine spoke aluminum wheels, and wire wheel covers.

5. ILLUMINATED ENTRY SYSTEM. All interior lights go on and a ring around the door lock is illuminated when either front door handle is pulled. Included in Keyless Entry System.

6. AUTOMATIC GARAGE DOOR OPENER CONTROL. Includes integral visor-mounted transmitter and separate receiver that is wired directly to an existing automatic door opener system. Requires illuminated visor vanity mirrors.

7. ELECTRONIC AM/FM STEREO SEARCH RADIO with cassette tape player. Features Dolby® noise reduction system. This greatly

improves the sound reproduction of your cassette tape music. Tape controls include locking fast forward and reverse, and automatic and manual tape ejection.

8. ELECTRONIC AM/FM STEREO SEARCH RADIO with 8-track tape player. Includes electronic touch-button AM/FM tuning and seek feature that automatically locates and moves to the next station you can listen to clearly.

9. CARRIAGE ROOF. A splendid-looking simulated convertible top. Standard on Bill Bloss Designer Series. Not available on four-door models or with moonroof.

Interior Options

- o Twin Comfort Lounge seats with six-way power adjustment for driver and passenger, fold-down center armrests, and front passenger recliner

- o Twin Comfort Lounge seats with six-way power adjustment for driver and passenger, fold-down center armrests, and dual manual recliners (standard on Signature Series and Designer Series)

- o Leather seating surfaces

- o Illuminated visor vanity mirrors

- o Citizen's Band, 40-channel transceiver with detachable microphone with built-in controls and power tri-band antenna

- o Six-speaker Premium Sound System with power amplifier

- o Front floor mats/rear floor mats (carpet insert with rubber backing)

Exterior Options

- o Moon dust paint

- o Valina grain vinyl coach roof with frenched rear window (standard on Signature Series)

- o Power remote-control mirrors (convex right-hand side)

- o Owner's manogram* (installed on front doors by dealer)

- o Turbine spoke aluminum wheels (4) (standard on Pucci Designer)

- o Lacy spoke aluminum wheels (4)

- o Wire spoke aluminum wheels (standard on Bill Bloss Designer)

- o Wire wheel covers (standard on Signature Series)

- o Door-edge guards

- o Lower bodyside protection

- o Wide rocker panel moldings (a delete option)

- o Front license plate bracket (standard in all states where required)



F E A T U R E S

- o License plate frames
- o Touring lamps
- o Dual-Shade paint (2-door and 4-door models)**

Functional Options

- o Electronic Instrument Panel, a delete option (replaced by conventional instrumentation if you wish)

- o Headlamp convenience group (includes automatic headlamp dimmer and "auto lamp" on/off delay system)

- o Conventional spare tire (white sidewall steel-bellied radial with wheel)

- o Traction-Lok differential (includes conventional spare tire)

- o Dual exhausts
- o Maintenance-free 71-amp battery
- o Defroster group (includes electric rear window defroster and heated left-hand remote-control mirror)
- o Puncture-resistant wide white sidewall tires
- o Luggage compartment rubber mat

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire in your Mark VI when ordering

if from your Dealer. Before taking delivery, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, that they are acceptable to you.

* Dolby is a trademark of Dolby Laboratories, Inc.

** Standard on Signature Series

*** Not available on Designer or Signature Series.



Brilliant ways to personalize your 1982 Mark VI.

Exterior Colors
The variety of exterior colors for Mark VI, shown below in printed representation, is designed to coordinate with the many available exterior trim and roof colors. Working with such a wide choice of possibilities, you are able to express your individual taste most effectively. See your Dealer's color and upholstery book for a full and more accurate presentation of color and trim choices.

Signature Series Exterior Colors

These colors are offered on both the two-door and four-door Mark VI Signature Series: Light Pewter, Medium Dark Pewter Metallic, Dark Blue Metallic, Dark Brown Metallic,

Wedgewood Blue, Light Pewter Metallic, Light Fawn Metallic, Medium Mulberry Metallic, Black, and White.

Vinyl Roof Colors

Signature Series vinyl roof colors are: Black, Light Pewter Metallic, Dark Pewter Metallic, Dark Red Metallic, Medium Blue Metallic, Light Blue Metallic, Wedgewood Blue, Pastel French Vanilla, French Vanilla Metallic, Light Fawn Metallic, Dark Brown Metallic, Medium Dark Mulberry Metallic, Silver Metallic, and White.

Valino grain vinyl roof colors come in: Black, Light Pewter Metallic, Dark Pewter Metallic, Dark Red Metallic, Medium Blue Metallic, Light Blue Metallic, Wedgewood Blue, Pastel French Vanilla, French

Vanilla Metallic, Light Fawn Metallic, Dark Blue/Light Blue, and Dark Copper/Coral. Dual-Shade accent stripes for the four-door: Dark Pewter/Medium Silver/Candy Red, Light Blue/Dark Blue/Light Blue, and Medium Fawn/Dark Champagne/Dark Copper. For the two-door: Dark Pewter/Candy Red, Light Blue/Dark Blue, and Medium Fawn/Dark Copper.

Carriage Roof Colors

Two-door specialty carriage roofs are available in: Black, Dark Blue, Dark Brown, White, and Fawn. Four-door specialty roofs are available in: White, Fawn, Dark Blue, Brown, Black, and Pastel French Vanilla.

Accent Stripes

Accent stripes are offered in the following colors: Black, White, Dark Pewter, Bright Red, Medium Blue, Pastel Sand, Gold, Light Champagne, Dark Champagne, Light Cordovan, and Dark Cordovan. Signature Series Tu-tone accent stripes are available in: Gold/Red, Dark Red/Red Orange,

Dark Blue/Light Blue, and Dark Copper/Coral. Dual-Shade accent stripes for the four-door: Dark Pewter/Medium Silver/Candy Red, Light Blue/Dark Blue/Light Blue, and Medium Fawn/Dark Champagne/Dark Copper. For the two-door: Dark Pewter/Candy Red, Light Blue/Dark Blue, and Medium Fawn/Dark Copper.

Interior Trim

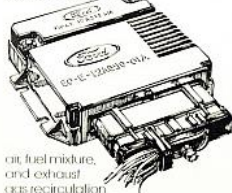
Twin Comfort Lounge seats are offered in both cloth and leather with vinyl trim. Cloth colors are: Black, Pewter, Dark Red, Midnight Blue, French Vanilla, and Medium Fawn. In leather the available colors are: Black, Pewter, Dark Red, Midnight Blue, Medium Fawn, Mulberry, Opal with Red, Opal with Blue, Opal with Fawn, Opal with Black, Opal with Pewter, and Opal with Mulberry.

More reasons to appreciate your 1982 Mark VI.

High levels of advanced electronic technology make Mark VI an automobile truly worth enjoying.

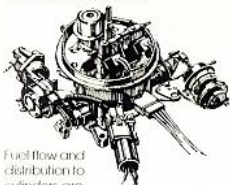
Electronic Engine Controls

A computer brain monitors and controls spark.



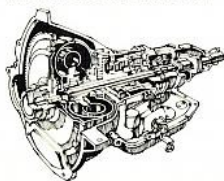
air fuel mixture, and exhaust gas recirculation for effective use of fuel.

Electronic Fuel Injection



Fuel flow and distribution to cylinders are more precise than with conventional carburetors, plus excess fuel not needed by the engine is returned to the fuel tank.

Automatic Overdrive Transmission



The engine is teamed with Automatic Overdrive Transmission. It incorporates a fourth gear which automatically engages at around 40 miles per hour to reduce engine revolutions and fuel consumption.

Front Suspension

A long- and short-arm coil spring design with front stabilizer bar makes an important contribution to the push Mark VI ride.

Rear Suspension

Also contributing to the Mark VI ride is a four-bar link design incorporating coil springs centered over the axle and shock absorbers in front of the axle.

Self-Diagnostic Testing

Here is advanced technology that takes the guesswork out of servicing. A computerized "trouble shooter" that quickly and efficiently diagnoses difficulties that might occur in the engine.

1. The service technician hooks up a manual tester to your car's built-in computer.
2. He begins testing procedures to determine how the electronic engine controls are functioning. By actuating the built-in self-tester he receives a service code that tells him if the EEC system is okay. If there's a problem, the service code tells where it is.
3. Through further testing, he's able to pinpoint the problem and work to correct it.

This process assures servicing that is more efficient, more accurate, and faster than before.

Electronic Instrument Panel With Message Center

The Electronic Instrument Panel with Message Center is an advanced computerized system that's both easy to read and easy to use.

The electronic instrument cluster is fluorescently lit on a black background and features a bar system to indicate the amount of fuel in the tank, a digital speedometer, and the Message Center display.

The Message Center features a 12-button keyboard and provides such information as: time, day, date, warning messages, elapsed time, average fuel economy, average speed, estimated time of arrival, distance traveled, distance to destination, distance to empty, and conversion from miles to kilometers and vice-versa.

Here is advanced technology right at your fingertips. Creating total rapport between you and your new Mark VI.

Standard Exterior Colors



Black

White

Light Pewter

Medium Dark Pewter Metallic*

Dark Blue Metallic*

Pastel French Vanilla

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.



Dark Brown Metallic*

Medium Dark Mulberry Metallic*

Wedgewood Blue

Light Pewter Metallic*

Light Fawn Metallic*

Medium Mulberry Metallic*

* Denotes Clearcoat color, a finish that provides a brilliant deep surface because the pigment lies beneath a clear, protective baked enamel coating.

Optional Exterior Moon dust Colors



Silver Metallic*

Dark Red Metallic*

Light Blue Metallic*

French Vanilla Metallic*

Medium Fawn Metallic*

Dual-Shade Paint Options (upper/lower)

Black/Medium Dark Pewter Metallic.

Dark Blue Metallic/Light Blue Metallic.

Dark Brown Metallic/Medium Fawn Metallic.

THE LINCOLN COMMITMENT

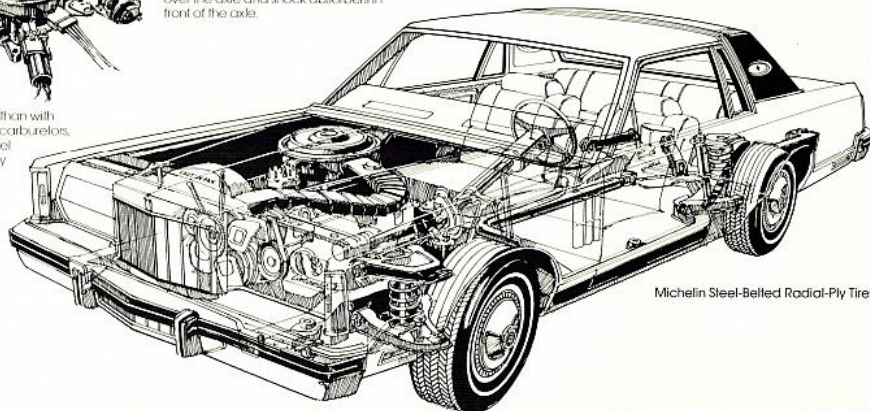
The Lincoln-Mercury Division announces extended service coverage on the 1982 Mark VI as part of a comprehensive, new program committed to making your ownership of a new Mark VI a totally satisfying experience.

New your 1982 Mark VI comes with the regular limited warranty which provides coverage through 12 months/24,000 miles, whichever comes first, plus extended service coverage for an additional 24 months/24,000 miles, whichever comes first.

This supplemental coverage includes specified repairs on engine, transmission, drive shaft and axles, steering, front suspension, brakes, air conditioning, and electrical components.*

During this period from 12 months/24,000 miles to 36 months/36,000 miles, you pay just \$50 per repair visit at your selling dealership. Coverage also includes reimbursements for towing and vehicle rental assistance when your Mark VI must be kept overnight.

*Warranty does not cover recommended maintenance services on normal wear parts. See your Dealer regarding the specific coverage provided and other important details.



Michelin Steel-Belted Radial-Ply Tires

Corrosion Perforation Warranty

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1982 Lincoln-Mercury automobiles. And at no cost to you.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling Dealer after inspection by a Ford representative. Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

This warranty valid only in the 50 United States.

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 Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673.

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

We'll need your name and address; year, make, model, and vehicle identification number, as well as engine size; and whether you have a manual or automatic transmission.

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 for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:

Call Ford toll-free at 1-800-241-3673.

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

We'll need your name and address; year, make, model, and vehicle identification number, as well as engine size; and whether you have a manual or automatic transmission.

Leasing

There may be considerable advantages in leasing a new Mark VI, depending on your needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If you use your Mark VI in business, your tax records may be simplified. Further, with an optional coupon book, you get a comprehensive range of maintenance services at any Lincoln-Mercury dealership. This helps you pre-determine your monthly automobile expenses.

There are other conveniences provided by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member, such as handling tire replacement, licensing, taxes, and insurance.

Specifications and descriptions used were in effect when this publication 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 equipment listed are subject to change.

MARK VI

LINCOLN-MERCURY DIVISION



Litho in U.S.A. (170M) 8-81 Form No. P-8108

GIVENCHY

Accented for richness . . . subtle yet striking.

Givenchy interprets the meaning of the word "understated" by translating the sophisticated lines of Mark's two-door styling into unmistakable beauty for 1982.

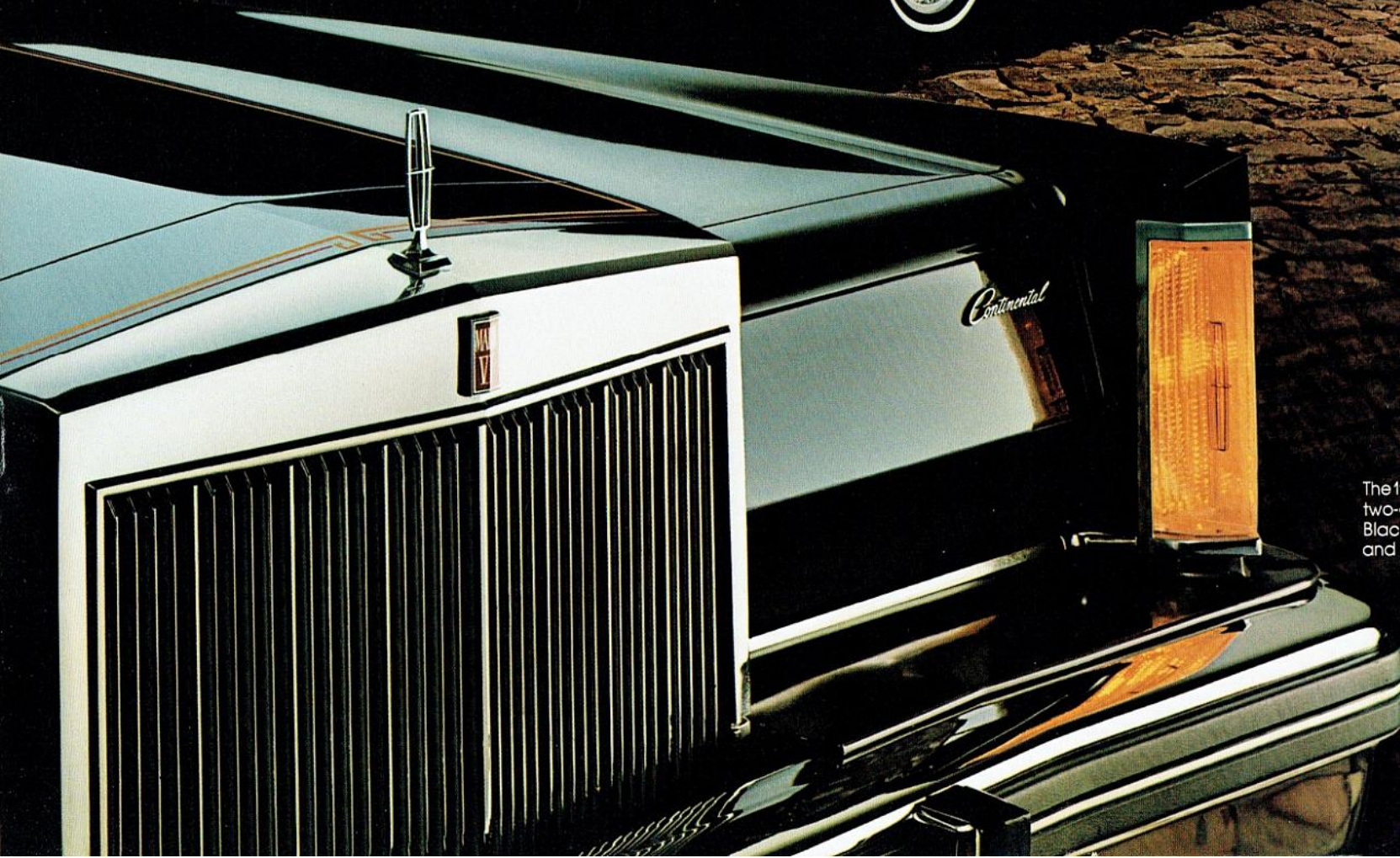
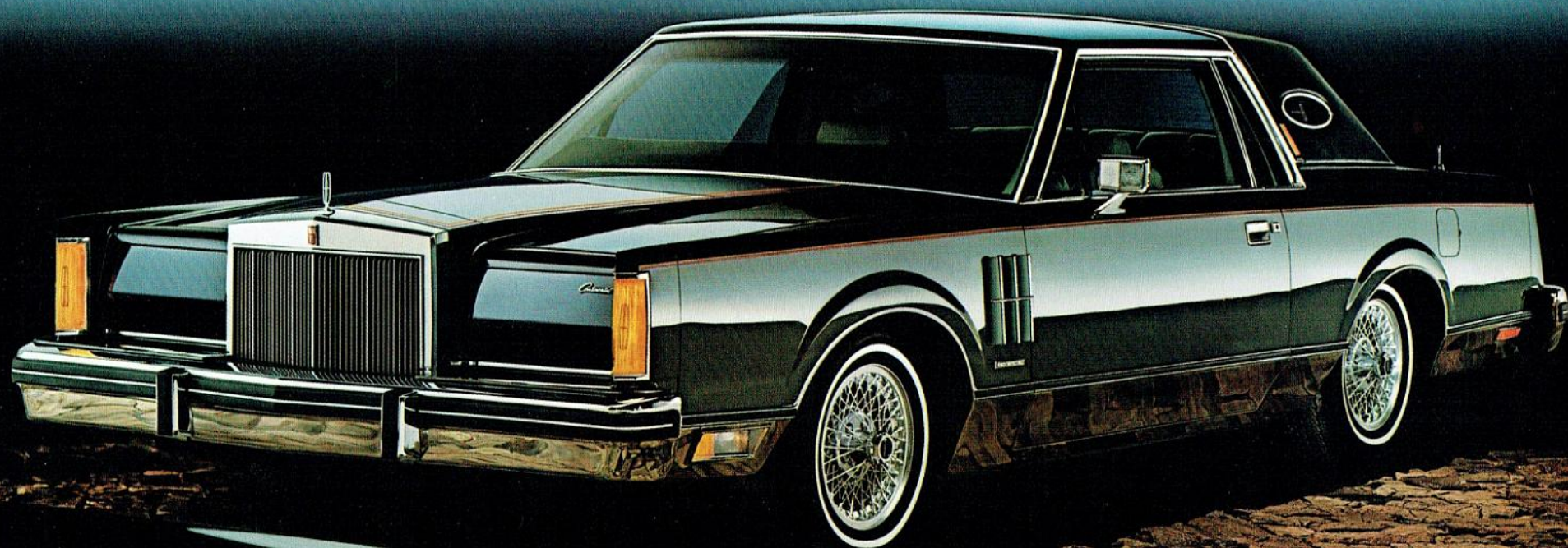
Givenchy begins with Black to color the classic looking vinyl coach roof. He underscores this choice with Black over Medium Dark Pewter Metallic.

And defines it with dual Red and Gold body accent stripes, his signature on the oval opera windows, and his insignia on Mark's distinctive hood and decklid. Givenchy then completes the effect with his choice of wire spoke aluminum wheels.

For Mark's elegantly appointed interior, Givenchy selects Pewter to

complement his theme. The Twin Comfort Lounge seats may be selected in either rich Radcliffe cloth or luxurious leather seating surfaces. And on the instrument panel . . . the plaque mounted Givenchy insignia and signature . . . fitting touches for this fine automobile.

The Mark VI Givenchy. Striking richness for 1982.



The 1982 Mark VI Givenchy Designer Series two-door with Black vinyl coach roof over Black and Medium Dark Pewter Metallic and wire spoke aluminum wheels.

**Mark VI Givenchy Designer Series
Standard Features**

The Mark VI Givenchy Designer Series includes all of the standard Mark VI features, listed on page 14 and 15 of your Mark VI catalog, and the following:

- o Dual-Shade — Black upper/Medium Dark Pewter Metallic lower

- o Black Valino grain vinyl coach roof
- o Red/Gold accent striping on bodyside, hood and decklid
- o Wide, bright bodyside moldings
- o Coach lamps
- o Givenchy signature on opera windows
- o Givenchy logo on hood and decklid

- o Givenchy logo and signature on instrument panel
- o Signature Series seat sew style
- o Pewter leather seating surfaces or Pewter Radcliffe cloth
- o Wire spoke aluminum wheels

The Mark VI Givenchy Designer Series is subject to late availability.

MARK VI

LINCOLN-MERCURY DIVISION



Litho in U.S.A. (170M) 8-81 Form No. P-81081