

# MARK VII



1992



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**MARK VII**



# What a luxury car should be

## PHILOSOPHY

The automobiles of Lincoln are the result of many

long years of careful planning and clear thinking. They are not imitative of other luxury marques, but instead define luxury in a way that is uniquely Lincoln.

The luxury of Lincoln automobiles is a function of technical sophistication, of engineering precision. This sophistication is evident not merely in zero-to-sixty acceleration or cornering skill but in every category of automotive worth. Evident, for example, in terms of occupant safety and occupant comfort. In the slippery road stopping power of an anti-lock braking system. In the split-second

decision-making capability of engine and suspension computers. Evident in the usefulness of cabin amenities, in the cubic-foot volume of a trunk, in the reserves of electrical starting power available.

Lincoln engineering sophistication is evident in terms of smooth ride. Quietness. Spaciousness. Benefits that can only be achieved through diligent application of precise engineering practices. And categories in which Lincoln leads the automotive world.





An  
automobile  
seventy years  
in the  
making

3 **HISTORY**



"He has made it a life principle always to do things better than they have been done before," wrote a contemporary of Henry Leland some forty years before Leland built the first Lincoln automobile in 1921.

Engineering precision was Leland's passion. It was the tool that helped him teach a fledgling auto industry exactly what a luxury car should be. And it was the prize that led Henry Ford to purchase Leland's Lincoln Motor Company shortly after it was formed.



Under Ford ownership, Lincoln flowered. Year after year, model after model, its reputation grew. Magnificent machines carrying the custom bodies of America's finest coachmakers, rolled out of the Lincoln plant.

In 1931, an all-new Lincoln series was launched that would include some of the most spectacular automobiles the world has ever seen. And some of the most advanced automobiles the world has ever seen: clutchless shifting, the V-12 engine, aluminum cylinder heads, power brakes and much, much more.

Other classic Lincolns would follow: Phaetons and sedans, Town Cars and Continentals. And, of course, the Mark Series.

The history of the Lincoln Marks began with the introduction of the Mark II in the fall of 1955. (Designated the Mark II as the second generation of a luxury coupe in the spirit of the original Continental.) Fittingly enough, this car took shape under the guidance of William Clay Ford, son of Edsel Ford, who had, some fifteen years earlier, been the inspiration behind the Continental.

The Mark II was nothing less than the post-war reinvention of the grand touring car. And its equal had never been seen on the American road.

Notable for its lack of chrome at a time when excessive ornamentation was becoming almost the norm for luxury cars, the Mark II stood beautifully alone. Elegant in its crisply sculpted form, it set a lofty standard indeed for the Marks which were to follow.

Mark after Mark has risen magnificently to the challenge, including today's Mark VII.



The  
luxury of  
abundant  
power

10

POWER



A veritable engineering masterpiece, the 5.0-liter V8 of the Mark VII produces 225 horsepower.

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Few things determine the character of an automobile as readily as does its engine. In the case of Lincoln Mark VII, that characterization is clearly one of enormous competence. Its powerplant is a V-8 which displaces fully 5.0 liters and develops 225 horsepower at 4,200 rpm. But, impressive though those figures may be, they fall far short of describing this engine. The Mark VII's 5.0-liter V-8 is a veritable engineering masterpiece.

Many of its more auspicious features ring like an echo from the world of racing: Roller tappets, for example, that increase engine efficiency by lessening the friction between tappets and camshaft. A tuned cast aluminum intake manifold and dual exhausts help the engine breathe freely for quick, smooth throttle response.

As part of a precisely choreographed engine ballet, a sequential fuel injection system injects a metered amount of fuel into each cylinder's intake port precisely when it is needed, helping to improve engine efficiency.

Managing this and other complex engine events is a remarkable electronic device called EEC-IV. It is, unquestionably, one of the industry's most advanced engine computers. Capable of processing more than 300,000 pieces of information per second, virtually nothing relating to engine performance escapes its watchful eye. It senses spark timing, ambient air temperature, throttle position and exhaust gas mixture. Based on that information, it makes decisions which control air/fuel ratio, ignition timing, fuel metering and exhaust gas recirculation. The result of EEC-IV's engine management is the smooth and responsive power one associates with Lincoln, combined with an efficient use of fuel.\*

Ideally matched to the 5.0-liter V-8 is its four-speed automatic overdrive transmission. Noteworthy for silken shifts, its fourth gear is a 100% mechanical lockup, so slippage is virtually eliminated. In this overdrive mode, engine rpm is reduced by a third for a saving of both fuel and engine wear.

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



Reinventing  
the  
automobile  
suspension

12

HANDLING



Computer-controlled air springs and nitrogen-pressurized hydraulic shock absorbers contribute to remarkable handling proficiency.

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Since the Mark VII is a luxury coupe with a decided bias toward drivers, it's only natural that it should excel in the area of handling. And that its suspension design be given an extremely high priority.

Automotive engineers have long known that the ideal suspension would be one that could change its characteristics to accommodate varying road and driving conditions. The question was how to achieve it.

Lincoln engineers solved this vexing problem by abandoning much of the conventional wisdom about suspensions, including the idea that a car's springs must be made of steel. For the Mark VII, they devised air springs made of tough rubber.

In a sense, they were inventing a new suspension technology. The Mark's ingenious air springs have a piston design that's calibrated to provide excellent handling. A computer located in the trunk processes the information necessary to control the four air springs, maintaining correct average height and vehicle attitude.

An important adjunct to this air suspension system is its ability to compensate for changes in passenger load or trunk cargo by keeping the car level and at the proper ride height. It automatically makes the proper adjustments, both front to rear and side to side. This not only contributes to more predictable handling, but also serves to keep headlights aimed for proper illumination of the roadway, regardless of weight changes within the vehicle.



Historic  
regard  
for your  
security

14

**SAFETY**



Over the years, few automobiles have equaled Lincoln's commitment to your driving peace of mind. The Mark VII is certainly no exception to this Lincoln tradition. Together with the Lincoln Continental, for example, it pioneered the introduction of anti-lock brakes among American cars.

Standard on the Mark, this system helps prevent wheel lockup under the heaviest braking conditions, and can help reduce stopping distances, particularly on slippery road surfaces. It consists of four disc brakes controlled by a microprocessor which acts to keep each wheel at the threshold of lockup when brakes are vigorously applied. In fact, ABS operates so quickly it can "pump" the brakes up to ten times per second—far faster than humanly possible—helping you to stop more quickly and to maintain steering control during hard braking.

In addition, the Mark VII features a standard driver-side air bag Supplemental Restraint System. The air bag is designed to increase the amount of protection provided by



*The standard driver-side air bag Supplemental Restraint System, together with properly used safety belts, provides an additional level of protection.*

your safety belt to help reduce head and chest injuries in certain moderate to severe frontal impacts. However, it is not intended as a substitute for the safety belt, but rather as a supplement to the belt.

As might be expected, the Mark VII has been subjected to the extremes of a rigorous testing procedure. Doors and roof pillars have been crushed to verify the strength and integrity of the passenger cabin. Bodies have been mercilessly vibrated and bumpers have undergone the punishment of repeated fixed barrier and pendulum tests. After all, the Mark VII has one of the world's most enviable automotive reputations to live up to.

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**A  
cabin of  
consummate  
comfort**



*Shown here: The analog gauges of the Mark VII LSC. The Bill Blass Mark VII employs digital, electronic instrumentation.*

**COMFORT**

The inside of a Mark VII is where you'll enjoy one of the impressive benefits of its outside. For the Mark's distinctive shape confers a hushed serenity upon its interior. Indeed, the wind moves so easily over its sleek skin that little more than a whisper of it can be heard inside. Generous acoustical insulation further suppresses outside sound from wind and road.

Consistent with this relaxing environment are the Mark VII's highly adaptive seats. Lincoln engineers feel that a long drive in a poorly fitting seat is at least as uncomfortable as a long walk in poorly fitting shoes. Accordingly, they designed both driver and passenger seats which offer no less than eight different adjustments to alter their contour and position. You can, quite literally, tailor your seat to your individual comfort requirements.

The upholstery was as thoughtfully conceived as the seats themselves. Where leather seating surfaces

are used, they're crafted of carefully selected leathers. Upholstery fabrics are luxurious Lovell Cloth or Dresden Cloth.

Inside you'll also find an interior fitted out in the Mark VII manner. That means you may take for granted such amenities as electronic climate control and the High-Level Audio System with 80-watt amplifier and premium speakers. For the absolute purist, there's the optional JBL 140-watt Audio System with strategically located JBL speakers. With the latter system, you may also choose to replace the cassette tape radio with an optional compact disc radio.



The  
mark of  
unabashed  
style

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**BILL BLASS**



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You may choose between two superb Lincoln Mark VII models: the Bill Blass, shown here. And the Mark VII LSC. Be assured, the engines and other mechanical systems of both cars are identical. The choice is purely a matter of personal taste.

The Bill Blass edition carries the stamp of the noted fashion designer in such stylish exterior touches as the bodyside accent stripes. And in the distinctive interior which is identified by the Bill Blass insignia on the instrument panel and seat backs. The meticulously crafted seating surfaces may be upholstered in your choice of plush cloth or leather.



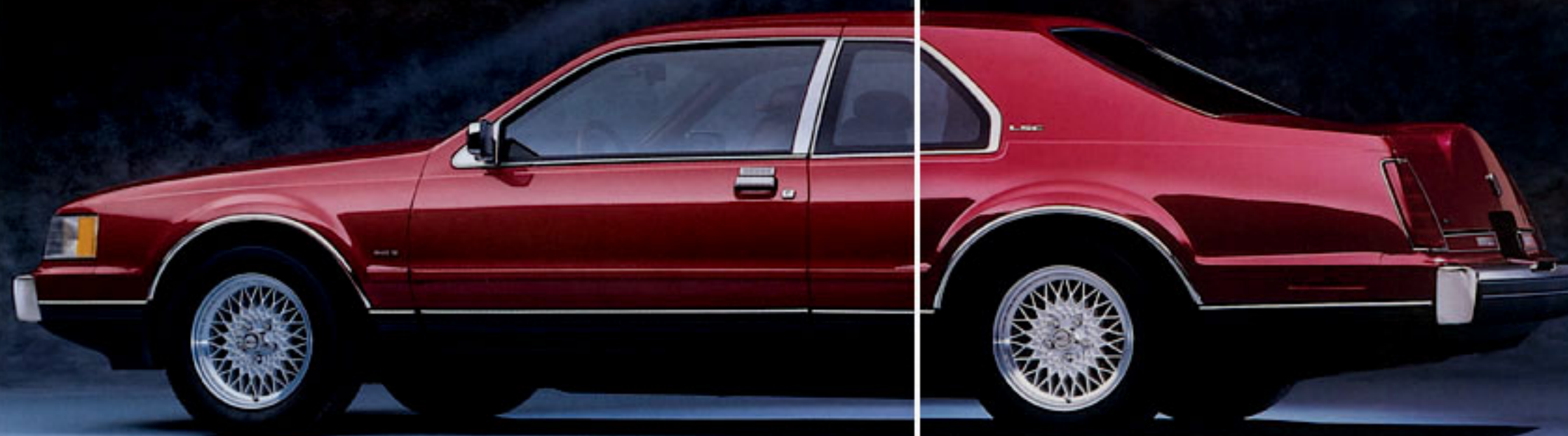
Of course, as a Mark VII, this is a sumptuously fitted-out automobile. Some illustrious examples: outside rearview mirrors that de-ice themselves at the touch of a switch, power windows and fingertip speed control. You may also order your Mark equipped with a factory-installed cellular phone. For complete specifics on standard and optional amenities, see the back of this brochure.



Placing  
the driver  
in the  
forefront

20

LSC



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The differences between the luxurious Bill Blass Mark and the LSC are subtle but nonetheless significant. They move this Mark even more in the direction of a car for people who find the art of driving to be a reward in itself. The analog instrumentation. The articulated bucket seats with power bolster and lumbar support. Even the fog lamps. All are features that drivers will find especially appealing.

Beyond its driver orientation, the LSC is decidedly a luxury car, rich in Mark VII niceties such as a keyless entry system. Power decklid pulldown with remote release. And rear seat heat ducts. There is, you'll note, a thoughtful foot rest for the driver's left foot to ease fatigue on long trips. Yet another luxury of special value to travelers is the trip computer which can keep a virtual electronic log of your journey. You can readily access such data as average speed, distance to destination and estimated time of arrival.



For Mark VII LSC drivers, however, trips of any length are usually completed all too soon.



The Lincoln  
Commitment  
to attentive  
customer  
care

OWNERSHIP



As a Lincoln owner, you can expect to be treated with lavish care. That's the Lincoln Commitment.

An extensive delivery process familiarizes you with your new automobile and dealership personnel. It even includes a full tank of gas.

You will enjoy the benefits of a Roadside Service Assistance program that includes roadside service and towing anywhere in the United States and \$1,000 emergency travel expense reimbursement (for up to three days when your vehicle is disabled more than 100 miles from home).

Roadside service can be requested by calling toll-free 1-800-521-4140, 24 hours a day, seven days a week. A Lincoln authorized service vehicle will be dispatched immediately and, in most instances, will arrive within 45 minutes of your call. This complimentary service is extended to all new Lincoln owners for one year from original date of purchase, and to any Lincoln owner, regardless of vehicle age, for an appropriate fee. Benefits are provided by Ford Auto Club, Inc.

Should your car require overnight warranty service, you will receive a service loaner car when available or a base rental allowance for up to five days. Ask your dealer for complete information.

All Lincolns are covered by a four-year or 50,000-mile bumper-to-bumper limited warranty with no deductible and 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.

In the event of a problem your dealer can't solve, you can call toll-free 1-800-521-4140 or write Lincoln Customer Assistance Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. Business hours are from 8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a customer service representative. A member of the Lincoln Commitment team will contact you the next business day.

Buckle up—together we can save lives.



# 1992 Lincoln Mark VII Specifications

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## SPECIFICATIONS

### DIMENSIONS

Wheelbase (in.)	108.5
Track (in.)	front 58.4 rear 59.0
Length (in.)	202.8
Width (in.)	70.9
Height (in.)	54.2
Curb weight (lb.)	3,782 (Bloss) 3,807 (LSC)
Fuel capacity (gal.)	21.0
Luggage space (cu. ft.)	14.2

### ACCOMMODATIONS

Vehicle type:	Five-passenger, two-door luxury sport coupe	
Headroom (in.)	front 37.8	rear 37.1
Legroom (in.)	front 42.0 (max.)	rear 36.9 (min.)
Hiproom (in.)	front 52.4	rear 55.2
Shoulder room (in.)	front 56.0	rear 57.8

### ENGINE

Layout	front engine, rear-wheel drive	
Type	5.0-liter High-Output V-8 with EEC-IV computer	
Displacement (liters/cu. in.)	5.0/302	
Bore & stroke (mm /in.)	101.6x76.2/4.0x3.0	
Compression ratio	9.0:1	
Horsepower @ rpm (SAE net)	225 @ 4200	
Torque @ rpm (lb.-ft. SAE net)	300 @ 3200	
Fuel delivery	sequential multi-port electronic fuel injection	
Fuel requirement	87 octane (minimum) unleaded (anti-knock index)	

### DRIVETRAIN

Transmission type	4-speed automatic overdrive with lock-up converter	
Gear ratios:	I-2.40 II-1.47 III-1.00 IV-0.67	
Axle ratio:	3.27:1	

### CHASSIS

Body	unitized construction with separate front subframe	
Suspension:	front: hybrid MacPherson strut with air spring mounted on lower control arm rear: four bar link with air spring on lower arm, stabilizer bar	
shock absorbers:	nitrogen gas-pressurized	
leveling system:	microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling	
Steering type	constant-ratio power rack-and-pinion	
Overall ratio	14.7:1	
Turns, lock to lock	2.46	
Turning circle, curb to curb (ft.)	40.1	
Brakes: front:	10.8-inch power-assisted disc, anti-lock	
rear:	11.3-inch power-assisted disc, anti-lock	
Wheels	cast aluminum 16x7-inch	
Tires	P225/60R16 BSW steel-belted radials	

Information based on MVMA specifications

### FUNCTIONAL FEATURES

	BILL BLASS	LSC
5.0-liter High-Output V-8 engine	S	S
Driver-side air bag Supplemental Restraint System	S	S
Sequential multi-port electronic fuel injection	S	S
Electronic engine control (EEC-IV)	S	S
Tubular exhaust headers	S	S
Performance camshaft	S	S
Dual exhaust	S	S
Four-speed automatic overdrive transmission	S	S
Power rack-and-pinion steering	S	S
Four-wheel disc Anti-lock Brake System	S	S
Electronic air suspension and level control	S	S
Handling suspension	S	S
Nitrogen gas-pressurized shocks and struts	S	S
Front and rear stabilizer bars	S	S
Traction-Lok axle	0	0

### EXTERIOR FEATURES

Aerodynamic halogen headlamps	S	S
Cornering lamps	S	S
Fog lamps	N/A	S
Headlamp convenience group	S	S
Illuminated/keyless entry system	S	S
Single key entry/ignition	S	S
Power decklid/pulldown	S	S
Power fold-away heated mirrors	S	S
Extensive corrosion protection	S	S
Upper body tri-band accent stripes	S	N/A
Color keyed bodyside protection molding	S	S

### INTERIOR/CONVENIENCE FEATURES

Electronic instrumentation	S	N/A
Analog instrumentation with tachometer	N/A	S
Message center with digital readouts	S	S
Six-way power driver and passenger seats	S	S
Leather seat trim	S	S
Articulated sport seats	N/A	S
Non-articulated seat with leather trim/no extra charge	N/A	0
Leather seat trim with cloth inserts/no extra charge	N/A	0
Cloth seat trim/no extra charge	0	N/A
Dual power recliners	S	S
Power bolster/lumbar supports	N/A	S
2-way front seat headrests	S	S
Rear-seat fold-down armrest	S	S
Electronic automatic climate control	S	S
Rear window defroster	S	S
Side window defoggers	S	S
Rear compartment heat duct	S	S
Tinted glass	S	S
High-Level electronic AM/FM stereo cassette radio	S	S
JBL Audio System	0	0
Electronic AM/FM stereo radio with compact disc	0	0
Automatic power antenna	S	S
Cellular telephone	0	0
Tilt steering column	S	S
Fingertip speed control	S	S
Automatic parking brake release	S	S
Stalk controls with flash-to-pass	S	S

### INTERIOR/CONVENIENCE FEATURES CON'D.

	BILL BLASS	LSC
Interval wipers	S	S
Power windows and door locks	S	S
Power moonroof	0	0
Illuminated glove box	S	S
Leather-wrapped steering wheel with perforated leather	S	S
Leather-wrapped gearshift	S	S
Console-mounted gearshift, cup holder, coin slots	S	S
Compass/thermometer group	S	S
Electrochromic automatic dimming mirror	0	0
Anti-theft alarm system	0	0
Dual illuminated visor mirrors	S	S
Dual-intensity rear reading lamps	S	S
Front and rear carpeted floor mats	S	S
Remote decklid and fuel-filler door releases	S	S
Carpeted luggage compartment with lamp	S	S
Underhood lamp	S	S

### TIRES/WHEELS

P225/60R16 BSW performance steel-belted radial tires	S	S
BBS handling cast aluminum wheels	S	S

### INTERIOR COLORS

Crystal Blue	N/A	S
Mocha	S	S
Cranberry	S	S
Ebony	N/A	S
Light Titanium	N/A	S
Oxford White (leather only)	N/A	S

### EXTERIOR COLORS

Light Mocha Pearlescent Clearcoat Metallic	N/A	S
Cranberry Clearcoat Metallic	S	S
Garnet Red Clearcoat Metallic	S	S
Burgundy Clearcoat Metallic	S	S
Amethyst Pearlescent Clearcoat Metallic	S	S
Crystal Blue Pearlescent Clearcoat Metallic	S	S
Twilight Blue Clearcoat Metallic	S	S
Midnight Black Clearcoat	S	S
Graphite Clearcoat Metallic	S	S
Titanium Pearlescent Clearcoat Metallic	S	S
Arctic White Clearcoat	S	S
Deep Jewel Green Clearcoat Metallic	S	S
Special edition monochromatic paint colors		
Garnet Red Clearcoat Metallic	N/A	0
Midnight Black Clearcoat	N/A	0

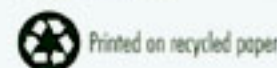
S Standard feature 0 Optional feature N/A Not available

Following publication of this catalog, 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: 1992 EPA mileage estimates were unavailable when this publication was printed. The 1992 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 catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

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**LINCOLN**