

LINCOLN
1 9 9 1
TOWN CAR
CONTINENTAL
MARK VII



LINCOLN
TOWN CAR.



UNABASHED LUXURY,
AMERICAN STYLE.



Lincoln Town Car Signature Series in Twilight Blue Clearcoat Metallic.

It's unmistakable. The Lincoln Town Car for 1991 is without doubt the standard for those who measure luxury on a large scale.

This legendary luxury sedan is unquestionably the roomiest car in the world, with renowned six-passenger comfort and a trunk of immense proportions. It is the smoothest riding car you can buy, as well as the quietest car you can own. And now it includes a powerful new V-8 engine as well as a driver-side air bag Supplemental Restraint System, four-wheel disc Anti-lock Brake

System (ABS), optional Traction Assist and other refinements that make it the most technically advanced Town Car ever.

Three models are available for 1991. The luxurious Executive Series, the elegant Signature Series and the richly appointed Cartier Series. Each offers a classic style of luxury that is unmistakably Town Car. And each embodies Lincoln's unyielding commitment to the highest standards of quality and customer satisfaction.



Town Car Signature Series interior with optional Light Titanium leather seating surfaces.

LINCOLN
CONTINENTAL.



QUITE SIMPLY, ONE
OF THE WORLD'S
MOST ADVANCED
LUXURY CARS.

A luxury car should be many things. It should inspire a sense of glamour and excitement. It should have a reputation that earns respect. And it should provide technical sophistication. In short, the 1991 Lincoln Continental is what a luxury car should be.

This is one of the world's most advanced luxury cars. It includes such innovative features as computer-assisted suspension and steering systems that actually adapt to specific driving conditions. An electronic 4-speed automatic overdrive transmission for smoother shifts and more

efficient use of engine power. Plus the peace of mind offered by such advances as a four-wheel disc Anti-lock Brake System (ABS) and a standard driver-side air bag Supplemental Restraint System.

Choose from Continental Executive or Signature Series for 1991. Each is distinctive. Each offers features that make Continental stand apart in a world of luxury automobiles. And, like all Lincolns, each embodies an unyielding commitment to the highest standards of quality and customer satisfaction.



Lincoln Continental Signature Series interior with Ebony leather seating surfaces.



Lincoln Continental Signature Series in Midnight Black Clearcoat.

LINCOLN
MARK VII.



A SOPHISTICATED
BLEND OF POWER
AND GRACE.



Lincoln Mark VII LSC in monochromatic Midnight Black Clearcoat.

While many follow a familiar path, others feel compelled to set their own distinct course. Mark VII is a luxury automobile for individuals who place themselves firmly in the second category.

From its dramatic, contoured shape to the power of its High-Output V-8 engine, the sophistication of its electronic air suspension system and the safety of its four-wheel disc Anti-lock Brake System (ABS) and driver-side air bag

Supplemental Restraint System, Mark VII dramatically defines itself as a luxury automobile created solely to satisfy those who set the most demanding standards of all. Drivers.

Mark VII is available in LSC and Bill Blass models for 1991. Each includes Lincoln's unyielding commitment to the highest standards of quality and customer satisfaction. And each presents a unique interpretation of a truly American personal luxury coupe.



Lincoln Mark VII LSC interior with Cranberry leather seating surfaces.

THE LINCOLN COMMITMENT.

Our goal is to ensure that your satisfaction in owning a Lincoln includes the luxury of personal attention to all of your needs, now and for many miles down the road.

QUALITY PROTECTION.

All Lincolns are covered by a 4-year or 50,000 mile bumper-to-bumper 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 warranties at your Lincoln-Mercury dealer.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN A MILE.

The luxury of owning a Lincoln extends far beyond the quality of the automobile. It includes an extensive pre-delivery and delivery process that familiarizes you with your new automobile, the dealership and all available services.

You'll have the opportunity to meet key dealer personnel, tour the service department, schedule your first routine maintenance visit and take a brief orientation drive to ensure that you are completely familiar and satisfied with your new Lincoln. In addition, a full tank of gas will be provided upon delivery.

A PROMISE TO LISTEN.

Should the need ever arise, you can call the Lincoln Customer Assistance Center toll-free at 1-800-521-4140, or write Ford Motor Company, Lincoln Customer Assistance Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. The center hours of operation are from 8:30 am to 5:00 pm, EST, and until 7:00 pm EST for the West Coast, Monday through Friday, except holidays. In addition, you may call after normal business hours and a Customer Service Representative will take a message.

A member of the Lincoln Commitment team will then contact you the next business day. Rest assured that you will receive prompt attention. This is your convenient source for all services offered through the Lincoln Commitment.

A SERVICE LOANER.

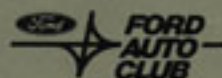
As part of our commitment to quality, we believe you should not be inconvenienced if your Lincoln needs warranty service. Which is why you will receive a service loaner car when available, or a base rental allowance of up to \$30 per day for five days if your Lincoln requires warranty work that will keep it at the dealership overnight. Ask your dealer for complete details on this service loaner program.

WHEREVER YOU ARE, WE'RE THERE.

As part of the Lincoln Commitment, we're providing an ongoing road-

side service assistance program that can respond to your needs anywhere in the United States.

This wide-ranging program includes roadside service and towing, area maps and trip routing, and up to \$1,000 emergency travel reimbursement for up to three days when you're more than 100 miles from home. In the unfortunate circumstance that you should need assistance, roadside service can be requested by calling toll-free 1-800-521-4140 24 hours a day, 7 days a week. A service truck will be dispatched immediately and in most instances, will arrive within 45 minutes of your call. This complimentary service is provided to all 1991 Lincoln owners for one year from original date of purchase, and to any other Lincoln owner, regardless of vehicle age, for an appropriate fee. Benefits are provided by Ford Auto Club, Inc.



FACTORY TRAINED SERVICE TECHNICIANS.

Should you bring your Lincoln to the dealership for major repairs, you may rest assured that it will be serviced by a factory trained service technician. These technicians undergo continuous factory training to specially qualify them to perform major diagnostic and service procedures.

Buckle up—together we can save lives.

EPA statement: 1991 EPA mileage estimates were unavailable when this publication was printed. Your Lincoln, 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. **"Ask your Lincoln-Mercury Dealer":** 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. **Product changes:** Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.



**1991 LINCOLN
LUXURY CAR
EXTERIOR COLORS**



Distinctive color choices for Mark VII, Continental and Town Car; see chart and special listings for applications to specific models. The colors designated Clearcoat have an especially glossy and deep luster finish because the color lies beneath a clear acrylic coat that provides extra protection.

The descriptions and specifications contained in this folder were in effect at the time the publication was approved for printing. Ford Motor Company, whose policy is one of continuous improvement, reserves the right to discontinue models, at any time, or to change specifications or design without notice and without incurring obligation.

Litho in U.S.A.

STANDARD EXTERIOR COLORS	AC	AD	DC	DD	EG	ER	EW	EX	KB	MD	ME	MK	UA	YG	YX	YO
MARK VII			•	•	•	•		•	•	•	•	•	•	•	•	•
CONTINENTAL			•	•	•	•	•	•	•	•		•	•	•	•	•
TOWN CAR	•					•	•	•	•		•	•	•	•		•
TOWN CAR SIGNATURE SERIES		o AG				o MT	o MT	o MT	o MT	o RB		o MT	o MT	o MT		o MT
TOWN CAR CARTIER DESIGNER SERIES		o AG								o RB					o MT	

• —Standard o—Includes color-coordinated bodyside color AG—Aztec Gold MT—Medium Titanium RB—Regatta Blue

1991 LINCOLN EXTERIOR COLORS*



STANDARD EXTERIOR COLORS



Aztec Gold Clearcoat Metallic AC
Town Car



Champagne Pearlescent Clearcoat Metallic AD
Town Car



Medium Mocha Clearcoat Metallic DC
Mark VII, Continental



Light Mocha Pearlescent Clearcoat Metallic DD
Mark VII, Continental



Garnet Red Clearcoat Metallic EG
Mark VII, Continental



Burgundy Clearcoat Metallic ER
Mark VII, Town Car, Continental



Silver Rosé Clearcoat Metallic EW
Town Car, Continental



Cranberry Clearcoat Metallic EX
Mark VII, Town Car, Continental



Amethyst Pearlescent Clearcoat Metallic KB
Mark VII, Town Car, Continental



Crystal Blue Pearlescent Clearcoat Metallic MD
Mark VII, Town Car, Continental



Regatta Blue Clearcoat Metallic ME
Mark VII, Town Car



Twilight Blue Clearcoat Metallic MK
Mark VII, Town Car, Continental



Midnight Black Clearcoat UA
Mark VII, Town Car, Continental



Graphite Clearcoat Metallic YG
Mark VII, Town Car, Continental



Titanium Pearlescent Clearcoat Metallic YX
Mark VII, Town Car, Continental



Arctic White Y0
Mark VII, Town Car, Continental

TOWN CAR SIGNATURE SERIES AND TOWN CAR CARTIER DESIGNER SERIES COLOR COORDINATED LOWER BODYSIDE COLORS.

See Chart for Applications



Aztec Gold



Medium Titanium



Regatta Blue