

AUTOMOBILIA

# “What a Luxury Car Should Be” – 1987 Lincoln Mark VII brochure

[Mark J. McCourt](#) on Aug 15th, 2018



SHARE

*Images are from the brochure collection of Hemmings Motor News, courtesy of Bruce Zahor.*

Ford’s upscale Lincoln Motor Company is currently enjoying a bit of a renaissance, with its well-received Continental sedan and Navigator fullsize SUV models following their own, traditional American-style definition of luxury motoring. A new Aviator midsize SUV is in the works, and will surely tap into the ever-growing popularity for high-riding people movers. Sadly not in the works is a new Lincoln personal luxury coupe, a niche that this automaker once ruled with cars like the [Continental Mark III](#), [Continental Mark V](#), and this, the Mark VII.

[Introduced for 1984 as the Continental Mark VII](#), this 302-cu.in. V-8-powered, rear-wheel-drive two-door offered a blend of American and European design—it retained the

traditional Continental “spare tire” trunk hump, and was the first U.S. car to use Euro-style flush composite headlamps—mixed with sophisticated features like four-wheel disc brakes, electronic air suspension, and an onboard trip computer. It was available in [base](#), designer series [Gianni Versace](#) and [Bill Blass](#) models, and [LSC](#) (“Luxury Sport Coupe”) variants, and rode on a long-wheelbase [Fox unit-body chassis](#).

By the time this model-year 1987 brochure was printed, this Mark’s marque affiliation had switched to Lincoln, and the Gianni Versace edition had been dropped, while a BMW-sourced, diesel-fueled, 115-hp 2.4-liter inline-six had entered and left the options list. The 1987 LSC would get a 200-hp version of the 5.0 V-8—a nice bump over the 150 hp of base (MSRP \$24,216, roughly equivalent to \$53,410 today) and Bill Blass (\$25,863, or \$57,041) models. [The Lincoln Mark VII Club](#) reported that an undisclosed number of 1987 LSCs got full-fat [Mustang-strength 225-hp versions of the high-output 5.0](#).



That engine option, which was standardized for 1988, was not detailed in this 20-page “Portfolio,” although Lincoln did underline the Mark VII’s bona fides by including a portrait of a base model with its timelessly elegant ancestor, the [1956 Continental Mark II](#). The Mark VII would become a true [Hot Rod Lincoln the following year, when the LSC got a seriously sporting treatment](#) that was retained through 1992, the last year of this penultimate Lincoln coupe.

Have you ever motored in a Mark VII? If so, do you prefer the luxury or sports versions?