

THE QUIETEST CAR YOU CAN OWN IS NOW PRICED TO SILENCE THE COMPETITION.



1991 LINCOLN TOWN CAR

**1991
LINCOLN
TOWN CAR**

\$399

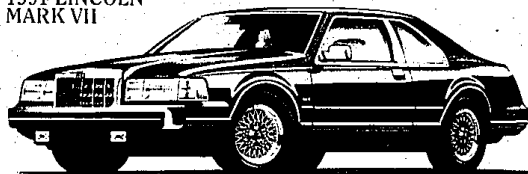
A MONTH.

PLUS \$1,300 CASH BACK

To all those things that helped make Lincoln Town Car one of America's truly outstanding luxury cars, for '91 we added a remarkable new V-8 engine that delivers 40 more horsepower while cutting engine noise considerably, helping make Town Car the quietest luxury car you can own. That alone has obviously helped us silence the competition, but so has this: A remarkable new lease payment of just \$399 a month for 24 months on a new '91 Town Car. A lease payment that, in many cases, may be lower than a comparable lease last year on a '90 Town Car. What a terrific deal! Right now, you can lease a new '91 Town Car with its new V-8, standard driver's-side air bag Supplemental Restraint System, standard 4-wheel disc anti-lock brakes, plus loads of room, comfort and style. And most likely it will cost you less than a '90 Town.

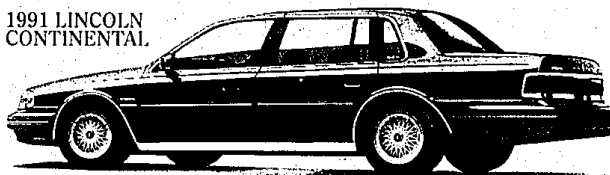
Car lease. Plus right now you get an additional \$1,300 cash back from Lincoln-Mercury when you lease. Now that's what a luxury car...and a luxury lease...should be.

CASH DOWN PAYMENT	\$6,603.59
REFUNDABLE SECURITY DEPOSIT	\$400.00
CASH BACK FROM LINCOLN-MERCURY	\$1,300.00
TOTAL CASH DUE AT LEASE INCEPTION INCLUDES FIRST MONTH'S LEASE PAYMENT	\$7,602.59
TOTAL AMOUNT OF PAYMENTS	\$9,576.00
24 MONTHLY LEASE PAYMENTS AT	\$399.00

1991 LINCOLN
MARK VII

\$1,300 CASH BACK

From its dramatic, contoured shape, to the power, sophistication and control offered by its High-Output V-8 engine, 4-wheel disc anti-lock brakes and electronic air suspension, Mark VII dramatically defines itself as a luxury automobile created to satisfy those who set the most demanding standards of all—drivers. And right now, to help more of those drivers become Mark VII owners, your Lincoln-Mercury dealer is offering special lease terms on Mark VII plus \$1,300 cash back from Lincoln-Mercury when you lease. See your dealer today for a test drive.

1991 LINCOLN
CONTINENTAL

\$1,300 CASH BACK

With its computerized steering and suspension systems, standard 4-wheel disc anti-lock brakes, and standard driver's-side air bag Supplemental Restraint System, Lincoln Continental more than retains the qualities that have made it one of the world's most advanced luxury cars. Plus for 1991, Continental's 3.8-liter V-6 engine has been refined for efficient combustion that helps boost horsepower 10%. And to boost your prospects of driving a Continental right now, your Lincoln-Mercury dealer is offering special lease terms and an additional \$1,300 cash back when you lease a Continental. See your dealer today for a test drive.

ADDITIONAL PROGRAM INFORMATION: Customer Cash Back directly from Lincoln-Mercury on 1991 models with a 24-month Ford Credit Red Carpet Lease, \$1,300 on Town Car, Continental and Mark VII. Customer Cash Back can be applied toward payment, refundable security deposit and first month's lease payment or you may keep the cash. For cash back and special lease terms, you must take new vehicle delivery from dealer stock by 2/28/91. Total cash due at lease inception includes a refundable security deposit, cash down payment and first month's lease payment. Lease payment is based on Manufacturer's Suggested Retail Price of \$30,030 on Town Car. Lease payment includes depreciation charges but excludes title taxes and license fee and is based on a 24-month closed end Red Carpet Lease from Ford Credit. Lessee may have the option to purchase the car at lease end at a price to be negotiated with the dealer at lease inception. However, lessee has no obligation to purchase the car at lease end. Lessee is responsible for excess wear and tear. 30,000 miles is the total mileage allowed with an \$11 per mile charge over 30,000. Lease subject to credit approval and insurability as determined by Ford Credit. See your Lincoln-Mercury dealer for details and his price and terms.



Quality is Job 1.

ANN ARBOR
APOLLO
2100 W. STADIUM BLVD.
668-6100

DEARBORN
KRUG
21531 MICHIGAN AVE.
274-8800

DETROIT
BOB MAXEY
16901 MACK AVENUE
AT CADILLAC
885-4000

DETROIT
PARK MOTOR
18100 WOODWARD AVE.
OPPOSITE PALMER PARK
869-5000

FARMINGTON
BOB DUSSEAU
31625 GRAND RIVER AVE.
474-3170

GARDEN CITY
STU EVANS
32000 FORD RD
425-4300

PLYMOUTH
HINES PARK
40601 ANN ARBOR RD
(AT I-275)
425-2444

WATERFORD
MEL FARR
4178 HIGHLAND ROAD
683-9500

ROCHESTER
CRISSMAN
1185 SOUTH ROCHESTER RD.
852-4200

ROSEVILLE
ARNOLD
29000 GRATIOT
AT 12 MILE RD
445-6000

ROYAL OAK
DIAMOND
221 N. MAIN ST
AT 11 MILE
541-8830

SOUTHFIELD
STAR
24350 W. 12 MILE RD.
354-3900

SOUTHGATE
STU EVANS
16800 FORT ST
AT PENNSYLVANIA
285-8800

STERLING HEIGHTS
CREST
36200 VAN DYKE
AT 15 1/2 MILE
839-6000

TROY
BOB BORST
1950 WEST MAPLE
643-6600

YPSILANTI
SESI
950 EAST MICHIGAN
565-0112