

The 1993 Lincoln Mark VIII features aerodynamic styling and a new interior.

## Mark VIII: more car, less hump

If you're trying to find the 1993 Lincoln Mark VIII at the Detroit auto show, you won't recognize it by looking for the characteristic spare tire hump on the trunk. It's barely perceptible.

Instead, keep your eyes peeled for a bigger and swoopier version of the discontinued Mark VII, which was introduced as a 1984 model. Compared to the Mark VII, the Mark VIII is 4.1 inches longer and 3.7 inches wider, with a significantly more aerodynamic look.

"The Mark VIII is our flagship vehicle of the future," said Lee Miskowski, Ford vice president and Lincoln-Mercury general manager. "This car will change the way people think about the Lincoln brand and Ford Motor Co."

"It is a no-compromise model focused on what a Mark VIII should be: no optional engines or non-performance models."

The Mark VIII is powered by a 4.6-liter "four cam" 32-valve V-8 aluminum engine. The engine is mated to an electronic four-speed automatic overdrive transmission. Standard equipment includes driver and passenger air bags, four-wheel disc brakes, and anti-lock brakes.

The Mark VIII utilizes a new microprocessor to control independent air-spring suspension at all four wheels, providing continuous load leveling. The system also provides for automatic lowering of the vehicle,

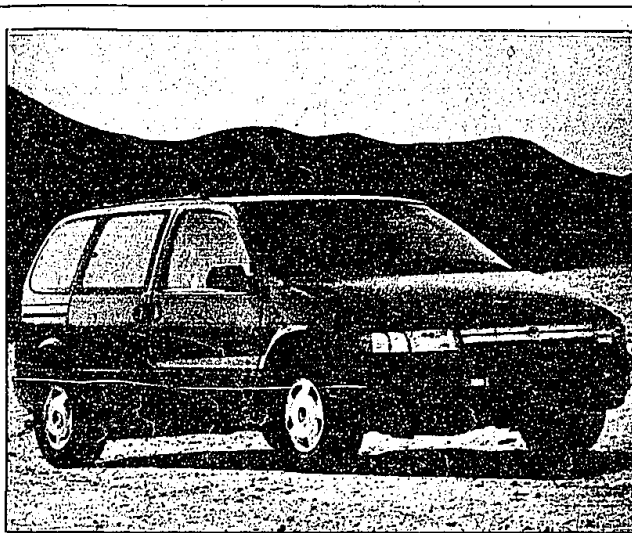
about .8 inches, to reduce drag at cruising speeds.

Said *Car and Driver*: "If the Lexus SC400's ride and handling were Lincoln's target — and we think they were — the Dearborn engineers have hit their Mark. Terrific." The magazine also had compliments about the car's speed sensitive steering, interior roominess, smooth transmission, and 0-60

mph time (6.8 seconds). Complaints were registered about the placement of gauges.

"Dynamically, this new Lincoln is a high-water Mark," said *Car and Driver*.

Said Lee R. Miskowski, Ford vice president and Lincoln-Mercury general manager: "Mark VIII is our flagship of the future — a car that will take on the luxury cars of the world."



The 1993 Mercury Villager brings Ford's Lincoln-Mercury Division into the minivan market. The front-wheel drive vehicle is powered by a 3.0 liter V-6 and a four-speed automatic transmission. A flexible seating system allows 14 different seating and cargo-carrying configurations.

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## Audi renews entire line

With the introduction of its redesigned 1993 90 series, Audi has renewed its entire range of luxury cars.

The automaker offers a car line that's larger and more powerful than its predecessors: as Audi says, a "sports flair in a personal-size luxury sedan."

Audi is aiming the 90 series at Lexus ES 300, the Acura Vigor, the BMW 325i, and the Mercedes 190E 2.6.

Introduced in July 1992, the new 90s followed the 1991 debut of the all-new Audi 100 line, the 1992 introductions of all-wheel-drive Quattro versions of the 100, the high performance s4 sports sedan, and the more-powerful V-8 Quattro.

The 90 series includes the 90 S, 90 CS, and 90 CS Quattro Sport. They feature split/folding rear seats, alloy wheels, headlight washers, automatic climate control, and standard leather seats on two of the three models. All the 90s are powered by a 2.8 liter V-6 generating 172 horsepower.

The grill, bumpers, and most exterior panels are new. Trunk space has been increased, and an airbag and an anti-lock braking system are standard on most models.

The V-6 engine's horsepower is increased by 32 percent from the previous model. On the front-drive 90 S and 90 CS, the engine is mated to a standard five-speed manual transmission. An optional four-speed automatic is also available.

The 90 series "has been very well-received," said Mario De-Francisco, sales manager of Fred Levey Audi in Birmingham. "The car is beautiful. It has a smooth V-6, people like the front-wheel drive, and with the fold-down rear seat, it turns into a mini-station wagon. The car is a very, very nice package."

\*Total cost consists of maintenance, repair and operating costs. Consumer experience may vary.  
\*\*BEST IN PRICE CLASS (BASED ON \$12,001-\$17,000 PRICE CLASS CATEGORY) J.D. Power and Associates' 1992 Initial Quality Study.  
Based on 33,573 consumer responses indicating customer reported problems during the first 90 days of ownership.  
\*\*\*\$15,995 MSRP excludes destination charge and dealer prep. Tax and license are additional.

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