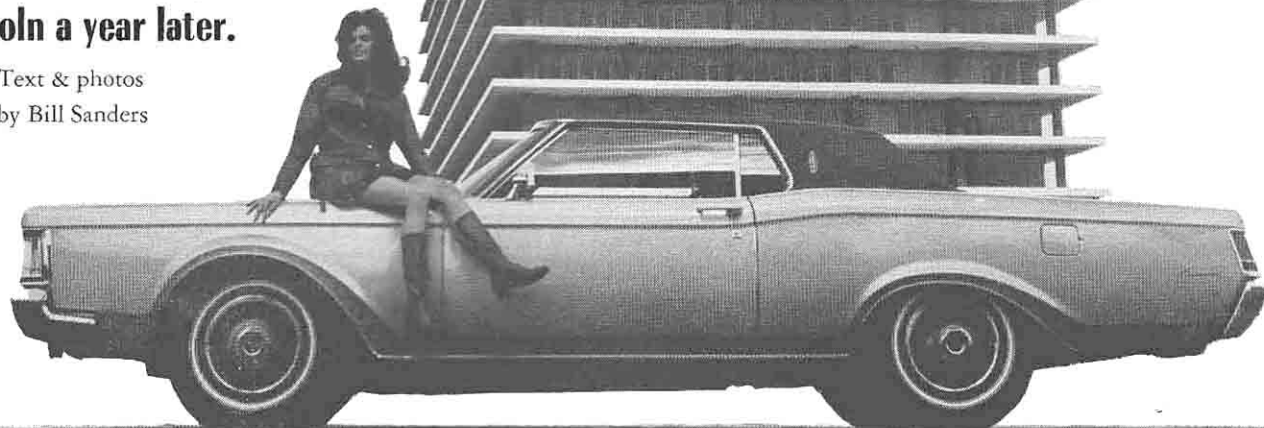


Mark III REVISITED

A look at the baby
Lincoln a year later.

Text & photos
by Bill Sanders



The last time we visited the Mark III (MT March, 1968) we were a little disappointed by the lack of "luxury" features. Obviously, not many people felt the same way. The waiting lists have been as long as an army chow line. We were ecstatic over performance, ride and handling a year ago when the car was introduced; and now that we've had a production model to road test, we have to go along with everyone who waited to buy one. It's a great "personal" luxury car.

Our main disappointment a year ago was the lack of such items as revolutionary electronic gadgets. After driving the car it finally dawned on us: in a chauffeur-driven boat those items are *de rigueur*. In the Mark III they're not because this is a car where the "personal" tag is everything. It's a car you drive, so leave behind all the stodgy frills. This is a machine for going.

We don't want to give the impression it's an AA fueler, though. A super Cyclone Cobra Jet, it's not. The Mark III has all the essence of sumptuousness a luxury car should have, and then some. But, in addition, it performs and handles in a decidedly un pompous way.

When you slide into those huge, plush seats with the pre-"wrinkled" leather upholstery that gives it a "lived-in" look, you know you're in a den of pure creature comfort.

Even at speed on a noisy freeway, not a trace of sound gets past all the heavy insulation. Our test car had 10,000 miles on the odometer and the car was still as soundproof as a recording studio.

Besides all the immediate comfort of the plush surroundings, the Mark III retains its comfort potential even after long turns behind the wheel. On a straight-through drive from Los Angeles to San Francisco, we drove 400 miles through rain, at night, yet still felt unfatigued after the trip.

Superb ride and handling characteristics are responsible for the non-tiring qualities. Mark III chassis components have been tailored to the car. A nine-inch shorter wheelbase and five-inch shorter length than the contemporary Continental make all this a reality. Power steering with only 3.68 turns lock-to-lock and a turning radius of 42 feet allow the Mark III to maneuver in relatively small areas.

The powertrain has also been tailored specifically for the Mark III. Lincoln's 460 cubic inch engine, rated at 365 hp @ 4600 rpm puts out a big 500 lbs.-ft. torque at 2800 rpm. An automatic transmission is standard and shift points and shifting action have been adjusted to the car.

Everything about the Mark III is pure pampered luxury... conceived and built for the "owner-driver." As a driving man's car it's a complete success. /MT



Acceleration:

0-30 mph	4.1 secs.
0-45 mph	6.6 secs.
0-60 mph	10.8 secs.
0-75 mph	15.6 secs.

Standing Start 1/4-mile	79.2 mph, 17.1 secs.
40-60 mph	5.3 secs.
50-70 mph	6.5 secs.

Speeds in Gears:

1st	57 mph @ 4600 rpm
2nd	93 mph @ 4600 rpm
3rd	88 mph @ 3000 rpm

MPH Per 1000 rpm

(in top gear) 29.3

Stopping Distances:

from 30 mph	35.7 ft.
from 60 mph	144.6 ft.

Mileage:

Range: 8.1-12.4 mpg; Average 9.8 mpg.