

THE CONTINENTAL MARK V
&
LINCOLN CONTINENTAL
1978



The Diamond Jubilee Edition Continental Mark V.
The most luxurious production automobile we've ever built.



Continental Mark V in White shown with optional Landau vinyl roof, illuminated entry system, right-hand remote control mirror, dual paint stripes and forged aluminum wheels.



6 Pleated style Twin Comfort Lounge seats in optional White leather seating surfaces.

The Continental Mark V.

You have only to look at this car to appreciate its elegance. The styling and standard conveniences and comforts are obvious statements of the Mark V's eminence. They include such things as 18 ounce pile carpeting, a Cartier-signed day/date timepiece, and generous and deep padded Twin Comfort Lounge seats with the driver's being six-way power operated. Other power features include power steering, power windows, power brakes and power radio antenna. And there are lights on the dome and in the ashtray, glove box, luggage compartment, inside the rear pillars, under the instrument panel, and in the door panels.

However, the Continental Mark V is a personal luxury car whose styling, elegance, and convenience were introduced to it only after a superbly engineered car was created.

Functional improvements this year include a wider radiator, more efficient carburetion, a maintenance free battery, a new electronic voltage regulator that improves the electrical power supply and component reliability, an instrument panel that produces even more information in the form of a windshield washer fluid level indicator, and a variable speed fan control that allows greater precision, efficiency, and comfort in the use of the Automatic Temperature Control system.

All this, of course, is only a small part of the Continental Mark V. First and last there is the exquisite styling, the roominess, and the ride that is all Continental.



Continental Mark V Luxury Group Option in White with Wedgewood Blue accents. Options include Landau vinyl roof, dual paint stripes, rocker panel moulding, illuminated entry system, and forged aluminum wheels.

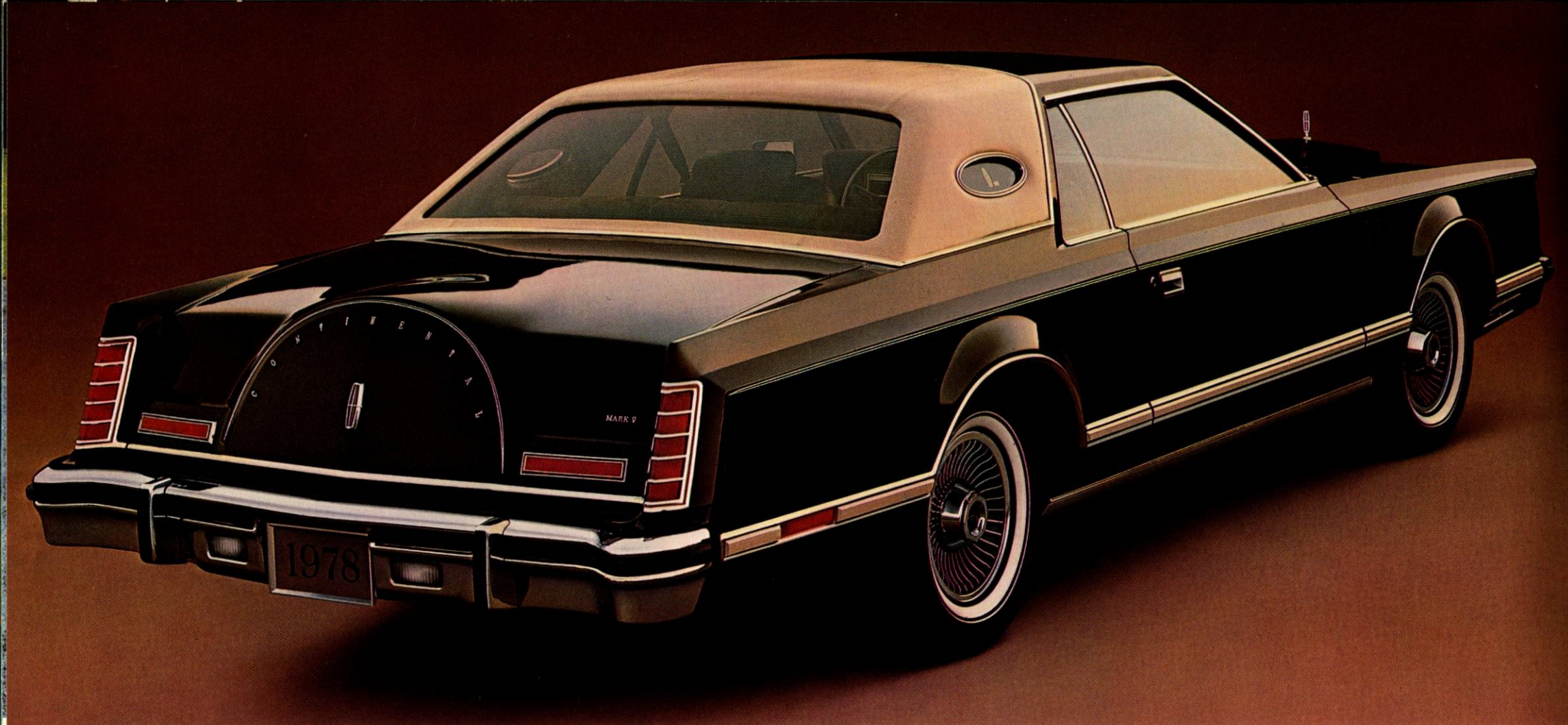
Continental Mark V Luxury Group Option in Wedgewood Blue shown with optional Landau vinyl roof, dual paint stripes, rocker panel moulding, right-hand remote control mirror and forged aluminum wheels.



Wedgewood Blue leather with vinyl interior in Luxury Group dual vertical strap sew style.

You, the designer.

You can design your own Continental Mark V. Select your colours from within any one of eight Luxury Groups: Chamois, Cordovan, Wedgewood Blue, Champagne, Dove Grey, Red/Rosé, Jade/Light Jade, or Gold/Cream. Choose your body paint colour from among up to four offered within a group. Choose the colour of your bodyside moulding. Choose your roof type, either full vinyl, Landau, or all metal. Choose your roof colour from among up to three offered in a group. Choose your interior material, either Media velour or leather and vinyl. Choose your interior colour. The combinations are numerous. By the time you've added any appearance and protection, audio, comfort and convenience, power assists, tires/wheels/wheel cover options ... what you've done is designed your own Mark.



Bill Blass Edition Mark V shown with optional dual wide band white sidewall tires and rocker panel moulding.

Bill Blass

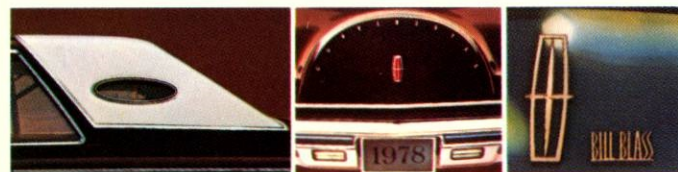
Bill Blass, the New York designer, has won the Coty American Fashion Critics Award three times. The 1978 Continental Mark V Mr. Blass specified is Midnight Cordovan with a Valino grain deep padded Landau roof of Light Champagne. The Blass Edition Mark is also available with a full vinyl roof. The light Champagne is carried along the bodyside in the protective mouldings and in dual pin stripes. The Cordovan is carried inside onto the upholstery — in the ultravelour or leather with vinyl, whichever is selected.

As with the other Designer Marks, the Blass Edition Mark comes with a six-way power passenger and driver seat, dual beam map/dome lamps, illuminated visor vanity mirrors for both driver and passenger, carpeting throughout the luggage compartment, and turbine-style cast aluminum wheels.

Three names appear on the car: Continental Mark V, Bill Blass, and the owner's — on a 22-carat gold finish nameplate affixed to the instrument panel.



Cordovan interior in ultravelour cloth.

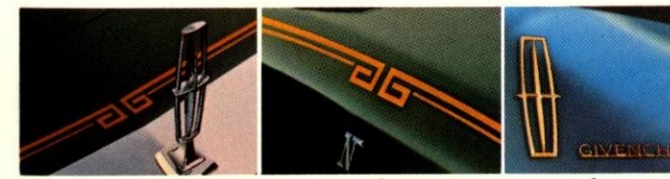


1. Light Champagne Landau vinyl roof.
2. Dual Light Champagne paint stripes on deck-lid and bodyside.
3. Bill Blass identification laminated in opera window.



Givenchy Edition Mark V shown with optional right-hand remote control mirror.

Dark Green leather with vinyl interior with unique broadlace insert embroidered in Givenchy "G's", visible options include power lock convenience group.



Givenchy

Hubert de Givenchy works out of his fashion studio on Paris' exclusive Avenue Georges V, off the Champs-Élysée.

The 1978 Givenchy Edition Continental Mark V is Midnight Jade. The front half of the roof is a Lugano grain, Chamois-coloured, padded vinyl. The interior is executed in Jade leather with vinyl and M. de Givenchy's hallmark "G's" are embroidered into the seat backs in broadlace.

M. Givenchy designated Light Chamois bodyside mouldings and bodyside, hood, and deck-lid stripes — the latter two terminating in his double-G signature.

Again, as is the case with each of the Designer Marks, the Givenchy Edition Mark comes with the already noted Interior Light Group, six-way power seats, turbine-style cast aluminum wheels, fully carpeted luggage compartment, the designer's identification in the opera windows, and the owner's name on the instrument panel plaque.

... Plus, of course, all the conveniences and power-operated features that are standard in the Continental Mark V.

1. Distinctive stripes terminate in logo... front
2. ... and rear.
3. Opera window carries Givenchy's signature.



Presenting the 1978 Lincoln Continental — a standard by which luxury cars are judged.

Lincoln Continental carries forward its heritage of luxury. Lincoln Continental is truly a standard by which North American luxury cars are judged.

Whether it's for roominess, comfort, styling, overall quality, or value, Lincoln Continental owners have their own reasons for owning Lincoln Continental; they've got their standards.

Lincoln Continental Town Car in Dark Champagne Metallic, shown with optional power glass moonroof, opera windows, premium bodyside mouldings, illuminated entry system, custom paint stripes, forged aluminum wheels, and dual wide-band white sidewall tires.

The continuation and refinement of a standard.

The 1978 Lincoln Continental: full-sized, full luxury, and full comfort. Plus, it carries forward the Lincoln tradition for engineering and ride.

On these pages are described some of the engineering features that contribute to Lincoln Continental's comfort and luxury.

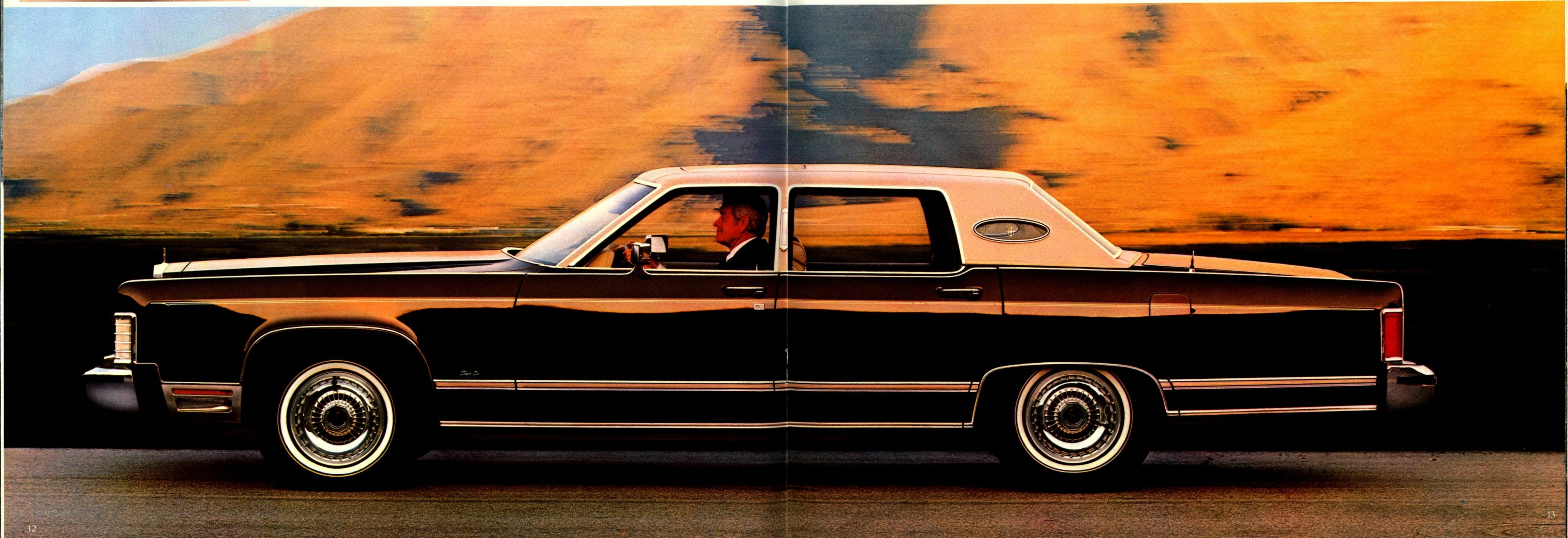
But the first thing you'll notice about the Lincoln Continental for 1978 is its unmistakable styling — styling that itself proclaims the car's luxuriousness and places it well in the Lincoln Continental tradition.

Signal design features you see on the 4-Door Town Car, below, that continue from last year include coach lamps, a deep Valino grain, padded full vinyl roof, optional opera windows and, of course, the distinctive grille.

While all these retain Lincoln Continental's look, the design also evolves. Just on the outside you'll see a sleeker and more open rear fender design and new rear wheel opening mouldings that match those on the rocker panel.

There are new colours, including Wedgewood Blue, Midnight Jade, Dark Champagne Metallic, Light Jade Metallic, Light Gold Metallic, Crystal Apricot Metallic, and Champagne Metallic.

And Clearcoat is new to Lincoln Continental metallic colours this year. It is a paint finish process first used on a North American car on the 1977 Lincoln Versailles. It provides a glossy, lustrous, long-lasting finish.



Full luxury means spaciousness and comfort.

Stretch out. Enjoy full-size head, shoulder, hip, and leg room — front and back.

Sit in comfort — in the Town Car on deep cushioned “loose pillow” configuration seats of leather with vinyl, as shown on these pages or of Media velour (shown on pages 16 & 17).

Both the driver and the front passenger seats, shown on page 15, are power operated and articulate 6-ways. The passenger seat also reclines. The front armrests are enlarged this year and exist separately for the individual comfort of both driver and passenger.

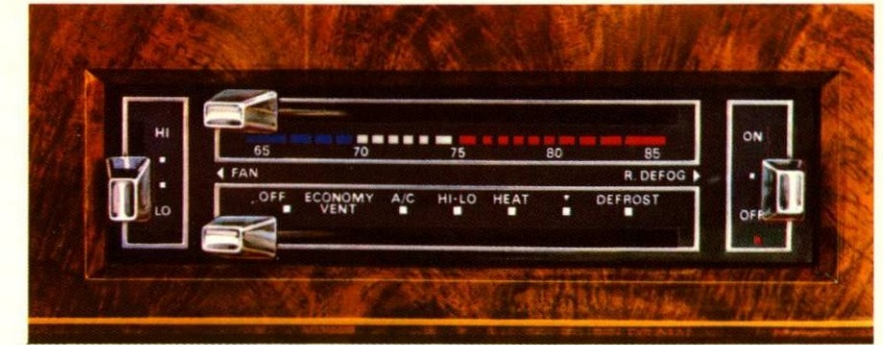
Underfoot, in the Town Car, there's 17 ounce cut-pile carpet. Even the

trunk is fully carpeted and separated from the spare tire by a curtain of carpet; and like everything else about the Lincoln Continental, the trunk is full-sized, containing 634 litres (22.4 cubic feet) of volume.

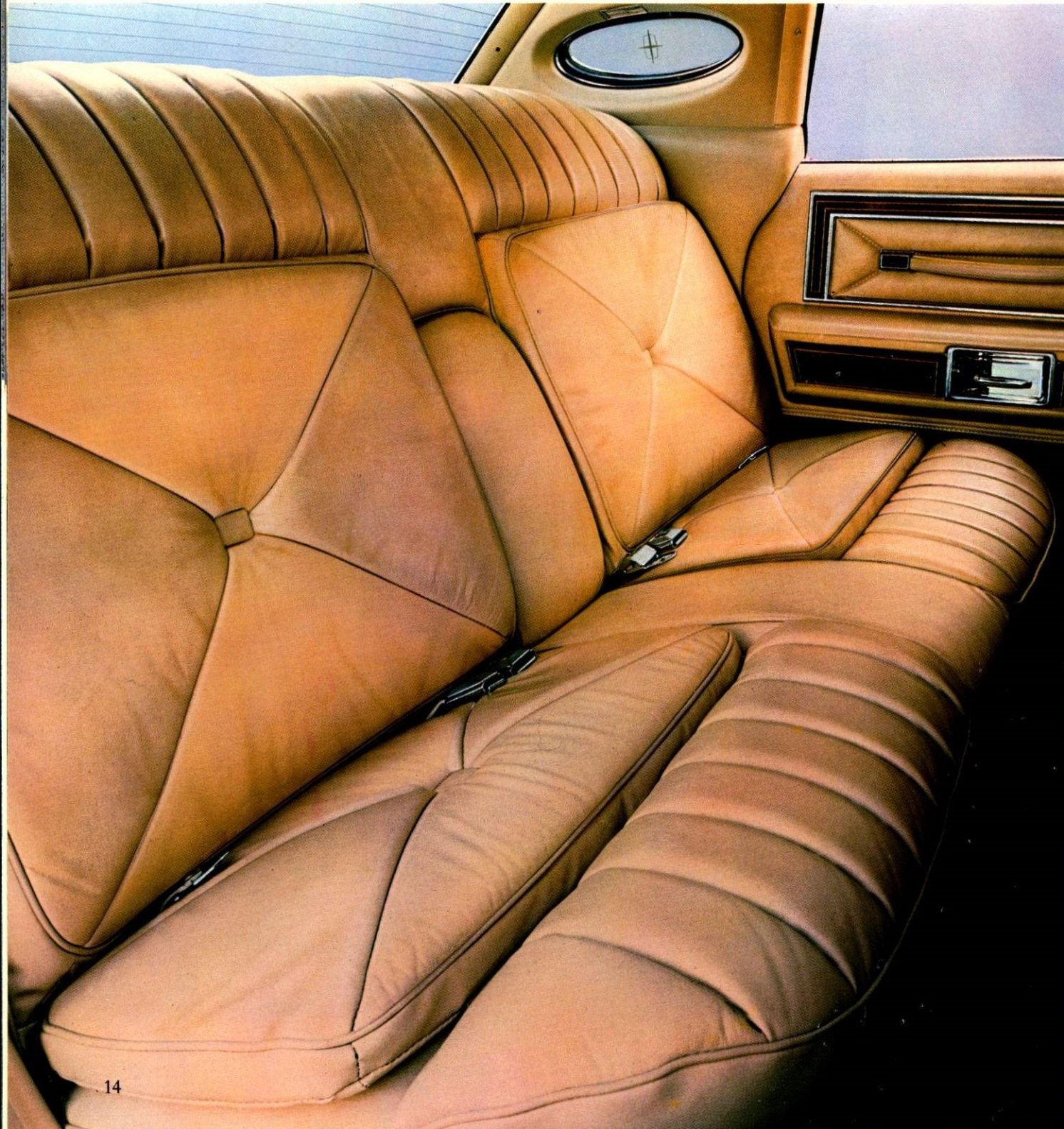
This year the Automatic Temperature Control system has added a manual control; now you'll be in even greater control of your climate since you can now select the ATC function and blower speed with even greater precision.

All windows, including vent windows (standard on the Town Car), can be power operated. And moonroofs (during daylight you can see out but others cannot see in) are available, either power operated/retractable or as fixed wide (and tinted) glass with interior sliding sun screen (shown on page 18).

Automatic Temperature Control with Defroster Group Option.



Town Car Twin Comfort Lounge seat with leather seating surfaces in Champagne.



Optional Power vent window (standard on Town Car and Town Coupe).



Optional power glass moonroof.

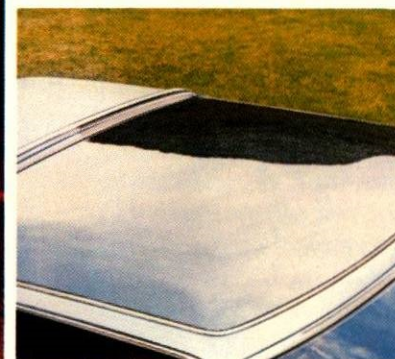
Carpeted luggage compartment with spare tire curtain.





Dark Red interior shown with optional leather seating surfaces.

Optional wide fixed glass moonroof.



Lincoln Continental Coupé in Silver, shown with optional power vent windows, forged aluminum wheels, fixed glass moonroof, coach roof, custom paint stripes, illuminated entry system, and right-hand remote control mirror.

Behind the luxury: engineering for performance.

The 6.6 litre (400 CID) engine has revised carburetion and calibrations. The efficiency of the automatic transmission's torque converter has been increased, improving the overall engine/transmission efficiency.

A new electronic voltage regulator replaces the previous electro-mechanical unit. Now it is completely solid-state and has no moving parts or relays so its reliability is improved. Contact wearout has been eliminated.

So, while you look at these pictures of fine design and rich appointments, know that behind them there is superb engineering and a commitment to overall performance that is every bit as great as the car's luxuriousness.

Engineering for convenience and quality.

Lincoln Continental's functional design and engineering are on the same high level as its comfort, roominess and luxury.

Quality is built into Lincoln Continental in such things as: a tripartite sandwich of steel beams in every door; an energy-absorbing, collapsible steering column which is designed to compress under the force of heavy impact; and an optional Sure-Track anti-skid braking system that co-ordinates the braking action of the four wheels and helps prevent sustained rear wheel lockup on ice, snow, or wet pavement.

There's a new electronic ignition; and the Lincoln Continental battery is a maintenance free one.

The AM/FM stereo radio has been re-designed for 1978 with a chassis having fewer components and lower component density.

Quality control observations and analyses surround the car's production.

Two programs in particular identify rattles or misalignments — or potential ones — which are then remedied.

A sampling of the finished cars is subjected to the rigorous testing of the Burke-Porter machine which simulates rough road conditions. The likelihood of wires rattling or loosening has been considerably lessened by the use of Snap Connectors which effect so secure a connection that vibration will not uncouple the wires.

An Exterior Fit and Appearance Program ensures that exterior sheet metal panels, exterior lamps and ornamentation, grille opening panels, etc., fit within the close tolerances required for the Lincoln Continental.

Words can only suggest what Lincoln Continental for 1978 is. To really know this car you have to drive it. Experience it. Find out what Lincoln Continental owners mean when they say, "I've got my standards."

Lincoln Continental Sedan in Midnight Blue, shown with optional coach roof, premium bodyside moulding, custom paint stripes, illuminated entry system, right-hand remote control mirror, defroster group, and coach lamps.



LINCOLN CONTINENTAL

LINCOLN CONTINENTAL OPTIONAL EQUIPMENT

PERFORMANCE

• 7.5 litre (460 CID) engine • Sure-Track brake system with 4-wheel disc brakes • Traction-Lok differential (not available with Sure-Track) • Speed control • Engine block heater • Interval select windshield wipers

LIGHTS/MIRRORS

• Interior light group (Includes dual beam map/dome lamp and illuminated visor vanity mirrors for driver and passenger) • Illuminated entry system (Activates interior lights and door lock lights when either door handle button is pushed) • Remote control right-hand mirror • Headlamp convenience group (automatic headlamp dimmer and Autolamp on/off delay system) • Coach lamps

COMFORT/CONVENIENCE

• Power glass moonroof in silver, gold, brown, jade and rose (not available with 4-Door coach roof) • Wide fixed glass moonroof • Tilt steering wheel • Power vent windows • 6-way power bench seat • 6-way power bench seat with passenger recliner • Twin Comfort Lounge seats with 6-way power passenger and driver seat and passenger recliner • Defroster group — electric

defroster on rear window and heated left-hand remote control mirror • AM/FM stereo radio • AM/FM stereo "search" radio • AM/FM stereo radio with 8-track tape system • AM/FM stereo radio with Quadrasonic 8-track tape system • 40-channel display Citizen's band radio with multi-band antenna, hidden chassis and detachable power microphone

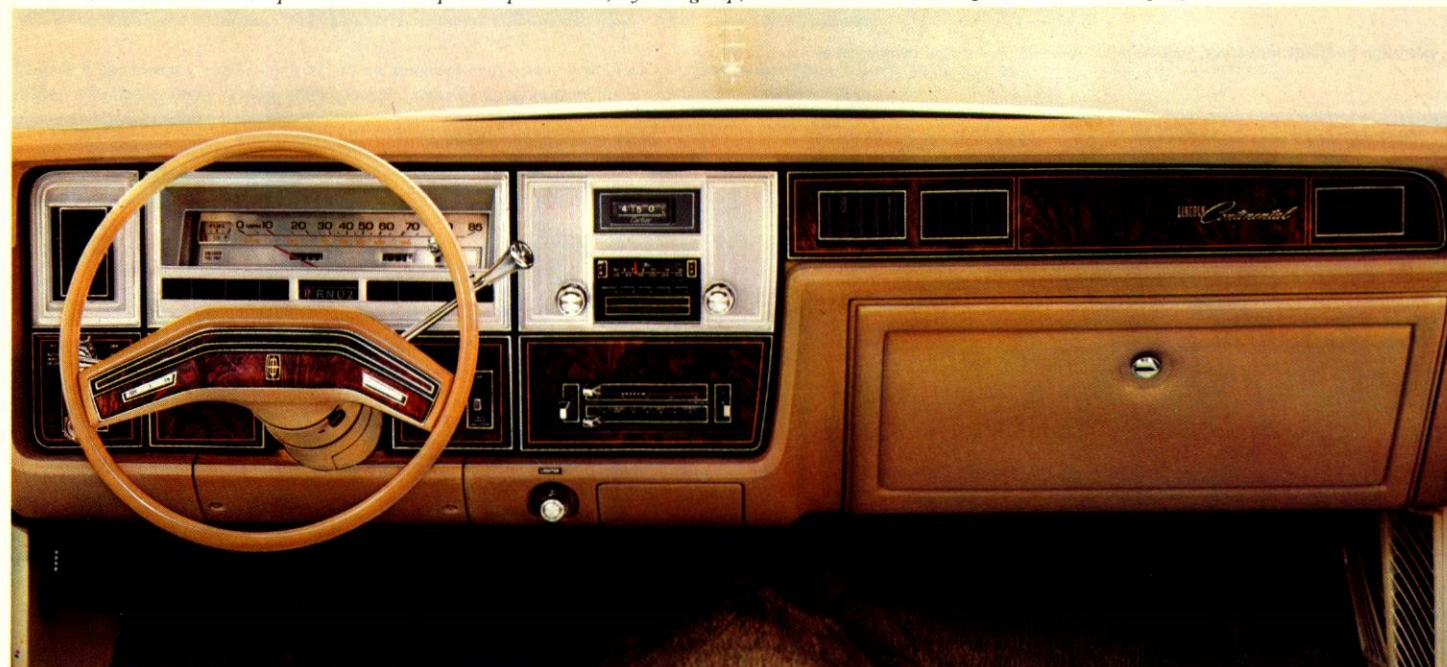
APPEARANCE

• Coach roof • Full vinyl roof • Opera windows for Sedans • Moondust paint • Leather and vinyl interior • Wide-band white sidewall tires • Premium bodyside mouldings • Narrow black vinyl protective bodyside mouldings • Custom paint stripes • Wire wheel covers • Four turbine-styled cast aluminum wheels (standard steel spare wheel) • Four forged aluminum wheels (standard steel spare wheel)

PROTECTION

• Power lock convenience group (Includes power door locks and remote deck-lid release) • Appearance protection group (Includes door edge guards, colour-keyed front and rear floor mats and rear licence plate bracket)

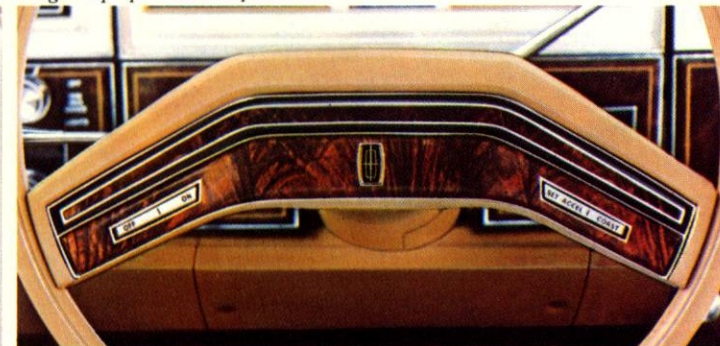
Lincoln Continental instrument panel shown with optional speed control, defroster group, and AM/FM stereo with Quadrasonic 8-track tape system.



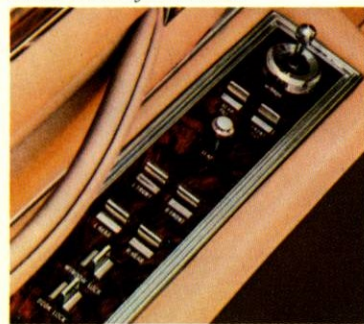
Cartier-signed digital clock.



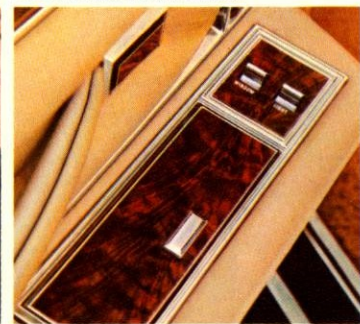
Finger Tip Speed control option.



Power controls/front armrest.



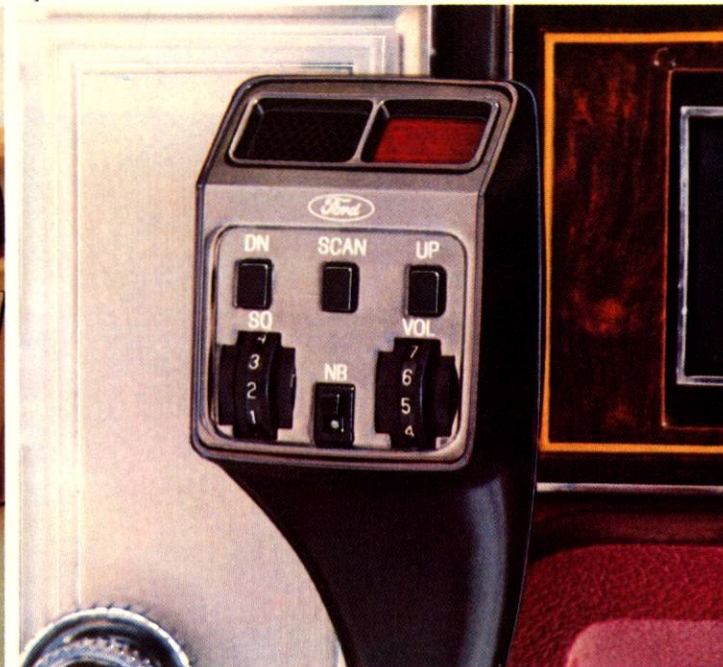
Power controls/rear armrest.



Optional AM/FM stereo with Quadrasonic 8-track tape.



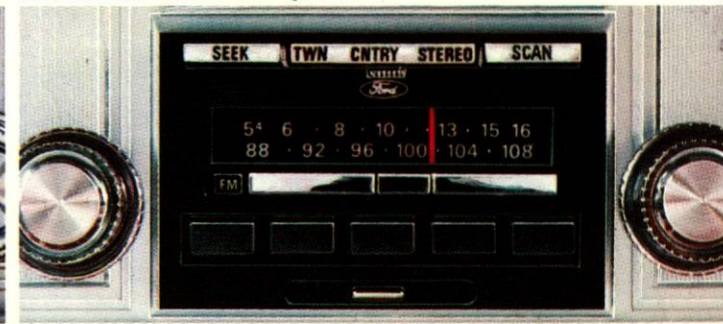
Optional 40-Channel CB radio.



Optional AM/FM stereo radio.



AM/FM stereo "Search" radio option.



CONTINENTAL MARK V

CONTINENTAL MARK V OPTIONAL EQUIPMENT

PERFORMANCE

• 7.5 litre (460 CID) engine • Dual exhausts • Traction-Lok differential • Sure-Track braking system • Speed control • Engine block heater • Class III trailer towing package (Includes heavy-duty suspension, wiring harness, external transmission oil cooler, special cooling system) • Interval windshield wipers.

LIGHTS/MIRRORS

• Interior light group (Includes dual beam map/dome lamps and illuminated visor vanity mirrors) • Illuminated entry system (Activates interior lights and door lock light when either door handle is raised) • Remote control right-hand mirror • Headlamp convenience group.

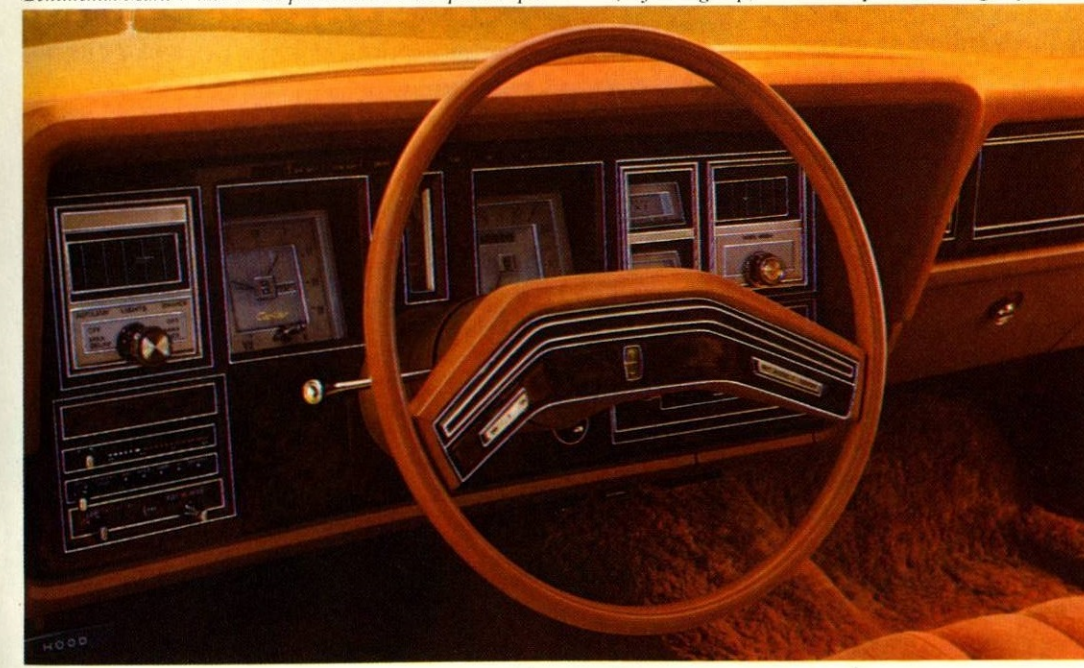
COMFORT/CONVENIENCE

• Power moonroof (glass) in silver, gold, brown, light jade, or rosé (Includes dual beam map/dome lamps) • Tilt steering wheel • Power lumbar seat (Power operated lower back support is built into driver's seat) • Six-way power passenger seat • Reclining passenger seat • Defroster group (Includes electric rear window defroster and heated left-hand remote control mirror) • AM/FM monaural radio • AM/FM stereo "Search" radio • AM/FM stereo 8-track tape system • AM/FM stereo radio with Quadrasonic 8-track tape system • 40-channel display Citizen's band radio with multi-band antenna, hidden chassis and detachable power microphone.

APPEARANCE

• Carriage Roof • Full vinyl roof • Landau vinyl roof • Moondust paint • Leather and vinyl interior • Dual wide-band white sidewall tires • Rocker panel mouldings • Custom paint stripes (Includes deck-lid stripes) • Wire wheel covers • Four forged aluminum wheels (Standard steel spare wheel) • Four turbine-styled cast aluminum wheels (Standard steel spare wheel).

Continental Mark V instrument panel shown with optional speed control, defroster group, and headlamp convenience group.



Optional illuminated vanity mirror.



Dual beam map/dome lamp option.



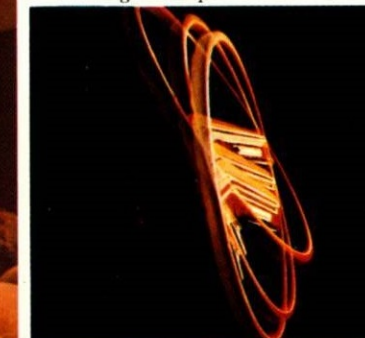
Owner's initials.



Opera window.



Tilt steering wheel option.



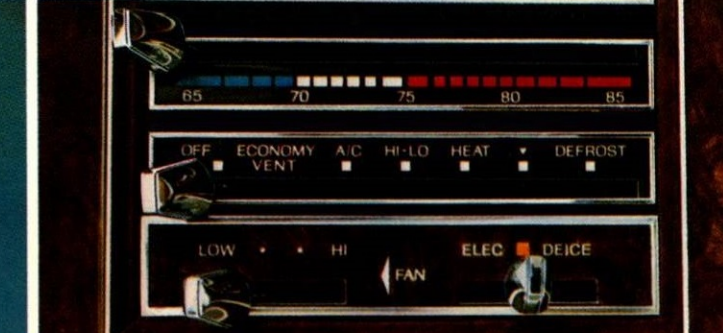
Optional illuminated entry system.



Six-way power driver's seat controls.



Air conditioning shown with optional rear defroster.



PROTECTION

• Power lock convenience group (Includes door locks and remote deck-lid release) • Appearance protection group (Includes door edge guards, front and rear floor mats, and licence plate frames).

LUXURY GROUPS

Cordovan: choice of Cordovan and White leather with vinyl or Cordovan Media velour interior.

WedgeWood Blue: choice of Wedgewood Blue leather with vinyl interior or Wedgewood Blue Media velour interior.

Champagne: choice of Champagne leather with vinyl or Champagne Media velour interior.

Chamois: Chamois leather with vinyl interior.

Dove Grey: choice of Dove Grey leather with vinyl or Dove Grey Media velour interior.

Cream/Gold: Cream leather with vinyl interior.

Red/Rosé: choice of Dark Red and Rosé leather with vinyl interior or Red Media velour interior.

Light Jade/Dark Jade: choice of Light and Dark Jade leather with vinyl or Jade Media velour interior.

Each luxury group has six-way power passenger seat, grey cut-pile carpeting in luggage compartment, plus choice of exterior colour finish, premium bodyside moulding and optional vinyl roof.

NOTE: Power vent windows, illustrated on pages 6, 7, and 10, are available in Canada only with the Diamond Jubilee Edition.

Lincoln Continental Coupe & Sedan Standard Equipment

FUNCTIONAL

• 6.6 litre (400 CID) • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic Temperature Control air conditioning • WSW steel-belted radial ply tires • Tinted glass • Dual-note horn • Solid-state ignition • Coolant recovery system • Maintenance free battery • Anti-theft rear deck-lid • Inflatable spare tire (with 6.6 litre 400 CID engine only)

EXTERIOR

• Clearcoat paint finish (metallic colours only) • Bright rocker panel mouldings with rear quarter extensions and matching rear wheelcaps • Standard wheel covers • Personalized owner's initials • Fender skirts • Remote control left-hand mirror • Concealed dual headlamps • In-glass star on fixed rear quarter windows (coupe only) • Cornering lamps • Front and rear bumper guards with pads and rub strips • Stand-up hood ornament

INTERIOR

• AM/FM radio with four speakers and power antenna • Dorchester cloth bench seat with front and rear centre armrests • Cut-pile carpeting • Cartier-signed digital clock • Trip odometer with reset • Luxury two-spoke steering wheel • Fully lined luggage compartment with tire cover • Deluxe colour-keyed seat and shoulder belts • Parking brake with automatic release • Door closing assist straps • Ashtray, front door, rear pillar, glove box, trunk, and under instrument panel courtesy lights • Headlamps-on warning buzzer • Automatic seat back release (coupe) • Washer-fluid level indicator.

Lincoln Continental Town Coupe & Town Car

(Includes preceding standard features plus): • Power vent windows • Twin Comfort Lounge seats with passenger recliner includes 6-way/6-way power driver and passenger seats (available in leather with vinyl or Media velour) • Carpeted luggage compartment with spare tire curtain • Unique upper door and quarter trim panels • Full vinyl roof • Coach lamps • Town Coupe/Town Car identification

Williamsburg Town Car

• Available in dual shade Cordovan or Champagne • Town Car content less coach lamps • Custom paint stripes • Twin Comfort Lounge seats, 6-way power with passenger recliner • Interior Light Group • Personalized nameplate • Premium bodyside moulding

Continental Mark V Standard Equipment

FUNCTIONAL

• 6.6 litre (400 CID) engine • Select-Shift automatic transmission • Four-wheel power disc brakes • Automatic Temperature Control • Power windows • Power steering • Six-way power driver's seat • AM/FM monaural radio with 4 speakers • Power antenna • WSW Michelin steel-belted radial tires • Cartier-signed clock with day/date feature • Dual-note horn • Tinted glass • Solid-state ignition • Stay-full radiator system • Inflatable spare tire

EXTERIOR

• Clearcoat paint finish (available on metallic colours only) • Functional fender louvers • Premium bodyside mouldings • Deluxe wheel covers • Remote control left-hand mirror • Cornering lamps • Owner's initials (ordered from Owner's Manual) • Chrome plated grille • Concealed dual headlamps • Stand-up grille ornament • Opera windows • Rub strips and bumper guards

INTERIOR

• Twin Comfort Lounge seats • Ultravelour cloth seat upholstery • Cut-pile carpeting • Front seat centre armrests • Automatic parking brake release • Walnut woodgrain appliqué on instrument panel, steering wheel, and other interior components • Fully lined luggage compartment • Visor-mounted vanity mirror • Instrument panel warning lights for alternator, engine temperature/oil pressure, low fuel, door ajar, brake system, and seat belts • Trip odometer • Lights for dome, ashtrays, glove box, luggage and engine compartments, inside rear pillars • Courtesy lights on door panels and under instrument panel • Door closing assist straps • Headlamps-on warning buzzer • Washer fluid level indicator

MARK V DESIGNER SERIES: All the Designer Series models include designer's identification in opera windows, personalized 22-karat gold finish instrument panel nameplate, four turbine spoke cast aluminum wheels, six-way power passenger seat, grey cut pile carpeting in luggage compartment, and Interior Light Group, plus the following exterior and interior colour schemes.

BILL BLASS MODEL: Midnight Cordovan colour with Champagne Landau vinyl roof (also available with full vinyl roof) • Cordovan interior in leather and vinyl or cloth • Champagne bodyside moulding • Dual champagne paint stripe on bodyside and decklid.

GIVENCHY MODEL: Midnight Dark Jade Metallic colour with Chamois front half vinyl roof • Jade leather and vinyl trim • Chamois bodyside moulding • Chamois paint stripes on bodyside, hood and decklid with "Givenchy" logo.

PUCCI MODEL: Silver Metallic colour with Black

Landau vinyl roof (also available with full vinyl roof) • Dark Red/Dove Grey leather trim • Black bodyside moulding • Tri-tone paint stripes.

CARTIER MODEL: Light Champagne colour with Light Champagne Landau vinyl roof (also available with full vinyl roof or steel roof) • Champagne interior in leather and vinyl or cloth • Light champagne bodyside moulding • Dark red paint stripe on bodyside.

Mark V Diamond Jubilee

FUNCTIONAL

• Distance to empty indicator • Defroster Group • Garage door opener (sender and receiver modules only) • Headlamp Convenience Group • Interior light group • Intermittent wipers • Power lock convenience group • Power lumbar seat • Power vent windows • Right-hand remote control mirror • Speed control • Tilt steering wheel • Appearance protection group • Illuminated entry system • Rocker panel moulding • AM/FM stereo radio with Quadrasonic 8 Track Tape • Dual wide band white sidewall tires • Sure-Track brakes.

EXTERIOR

• Choice of Ice Blue or Galveston Gold • Unique Landau vinyl roof moulding and insert matching the Valino vinyl roof grain • Coach lamps • Unique opera windows with beveled outside edge, "Diamond Jubilee" script and simulated diamond chip laminated between glass • Unique stripes on bodyside and hood • Unique hood ornament • The vertical bars on the grille are colour-keyed to the exterior paint colour • Bright edged fender louvers • Contoured decklid kick-up is padded vinyl to match the vinyl roof grain, trimmed with a retention moulding which has the same appearance as the vinyl roof retention moulding • The decklid lock cover has a vinyl insert to match Valino grain on roof and decklid • Bumper guards and bumper rub strips are colour-keyed to the exterior paint colour • Turbine spoke aluminum wheels are painted to match the exterior paint colours • The Diamond Jubilee has chrome-plated trunk striker plate and exposed lock mechanism with chrome-plated door striker bolts.

INTERIOR

• Unique bucket seats in Majestic cloth with unique insert on seat back. Leather covered side shields and back shell • Assist straps and map pockets in front seat back • Rear seat centre fold down armrest • Leather wrapped crash pad. Unique right hand instrument panel appliqué with Diamond Jubilee script • Ebony simulated woodgrain replaces standard walnut appliqués • Padded console with storage for standard umbrella • 36 oz. Tiffany carpeting • Luggage compartment lined with 18 oz. Tiffany • Leather bound owner's manual • Luxury tool kit • Seat belt warning chimes • Personalized instrument panel nameplate

Quality Replacement Parts —

Your new Continental comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure

to specify genuine Motorcraft parts whenever replacement is necessary.

Lincoln Continental and Mark V engines require UNLEADED FUEL ONLY. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

MAJOR SPECIFICATIONS	Continental Mark V	Sedan	Coupe
Wheelbase	3058mm (120.4")	968mm (38.1")	965mm (38.0")
Overall Length	5850mm (230.3")	1067mm (42.0")	1067mm (42.0")
Overall Height	1346mm (53.0")	1555mm (61.2")	1555mm (61.2")
Wheel Tread-Front	1603mm (63.1")	1435mm (56.5")	1435mm (56.5")
Wheel Tread-Rear	1590mm (62.6")		
Luggage Capacity (litres/cu. ft.)	512.5 (18.1)	634 (22.4)	634 (22.4)
Fuel Capacity (litres/Imp. gals.)	69.3 (18.3)	69.3 (18.3)	69.3 (18.3)
FRONT*			
Head Room	953mm (37.5")	968mm (38.1")	965mm (38.0")
Leg Room	1074mm (42.3")	1067mm (42.0")	1067mm (42.0")
Shoulder Room	1522mm (59.9")	1555mm (61.2")	1555mm (61.2")
Hip Room	1407mm (55.4")	1435mm (56.5")	1435mm (56.5")
REAR*			
Head Room	942mm (37.1")	980mm (38.6")	968mm (38.1")
Leg Room	864mm (34.0")	1052mm (42.0")	1052mm (41.4")
Shoulder Room	1499mm (59.0")	1552mm (61.1")	1522mm (59.9")
Hip Room	1379mm (54.3")	1539mm (60.6")	1532mm (60.3")

*Interior dimensions with 6-way seat in rearmost position.

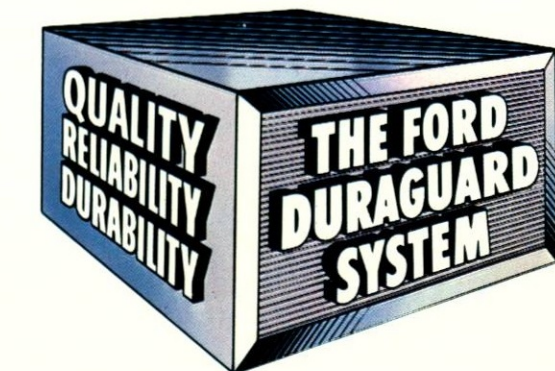
**Coupe 1397mm (55.0")

Corrosion Protection

All Continentals are built with the DURAGUARD System, which includes the use of precoated steel to provide corrosion protection in several major areas, a sealer on the underside of the rear wheelhouses and in the lower areas where all cars are most susceptible to corrosion, and the use of aluminized wax on vulnerable interior surfaces, and an electrocoat first primer

inside and outside of the body during the painting process.

The Continentals have, as standard equipment, a vinyl coating on the lower bodyside area. This resilient coating goes on under the paint to reduce the effects of stone chipping and road abrasives kicked up by the tires.



The DURAGUARD System is backed by a no-charge 36-month unlimited mileage manufacturer's warranty against rust perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/20,000 km warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

Information shown herein was correct when approved for printing. Ford Motor Company of Canada, Limited, reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional equipment items which are available at extra charge. Some options are required in combination with other options. Actual colours may vary from those illustrated. Note: colour-matched textured vinyl is utilized in some areas of the optional leather-with-vinyl interiors. Availability of some models and features described may be subject to a slight delay.

**LINCOLN CONTINENTAL
CONTINENTAL MARK V**



Destined to become a classic.

The Diamond Jubilee Edition Continental Mark V: a regular production automobile, but in a decidedly limited edition.

The Diamond Jubilee Edition Continental Mark V: colour is co-ordinated through the car. For instance, just on the outside, the vertical bars on the grille, the bumper guards and rub strips, the turbine-style cast aluminum wheels, and the grille ornament are co-ordinated to the special shimmering Diamond Blue or Jubilee Gold, the colours of the car itself. These special paints are protected by Clearcoat, a glossier, more lustrous finish than previously available.

Continental Mark V Diamond Jubilee Edition in Jubilee Gold (shown on previous page).

Diamond Jubilee Edition interior in Wedgewood Blue luxury cloth and unique broadlace insert. Console is padded and leather covered with ample storage room.



Padded leather and punctuations of the look of ebony wood abound throughout this special car; even the owner's manual is bound in leather and the keys have woodtone inserts. The floor carpet is an extra thick 36 ounce Tiffany.

The car carries the look of cut glass as the instrument panel lenses and the outside edge on the opera windows are beveled. Many special Continental Mark V features are standard on this car. Mention will be made here only of the new "Distance-To-Empty" fuel gauge: an on-board solid-state computer converts the amount of fuel in the tank, the driving speed, and the fuel consumption rate into a digital read-out telling the driver approximately how far he can drive on the fuel remaining in the tank.

The Diamond Jubilee Edition Continental Mark V is simply the most luxurious Continental ever produced.

Continental Mark V Diamond Jubilee Edition in Diamond Blue.



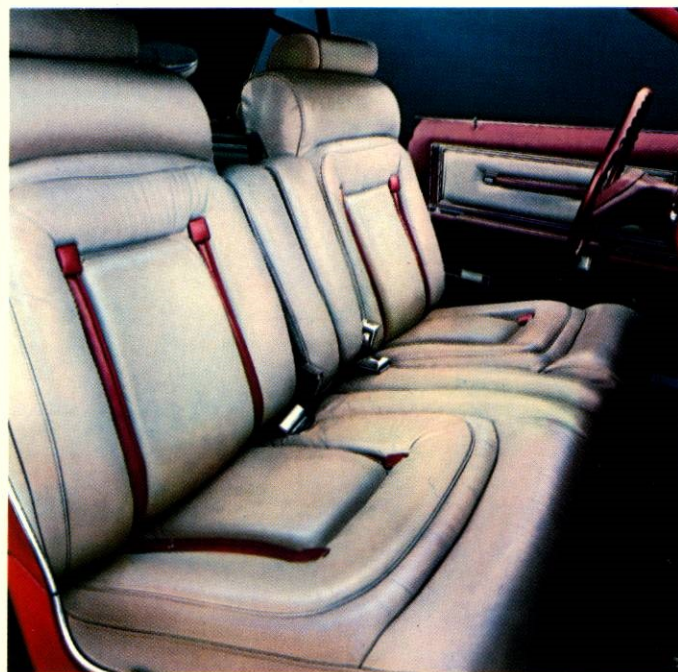


Pucci Edition Mark V shown with optional right-hand remote control mirror, illuminated entry system and dual wide band white sidewall tires.

Emilio Pucci

Emilio Pucci, of Florence, Italy, is one of the world's leading fashion designers. Signor Pucci chose Light Silver metallic with a Black Cayman grain Landau vinyl roof (also available in full vinyl) for his edition of the Continental Mark V this year.

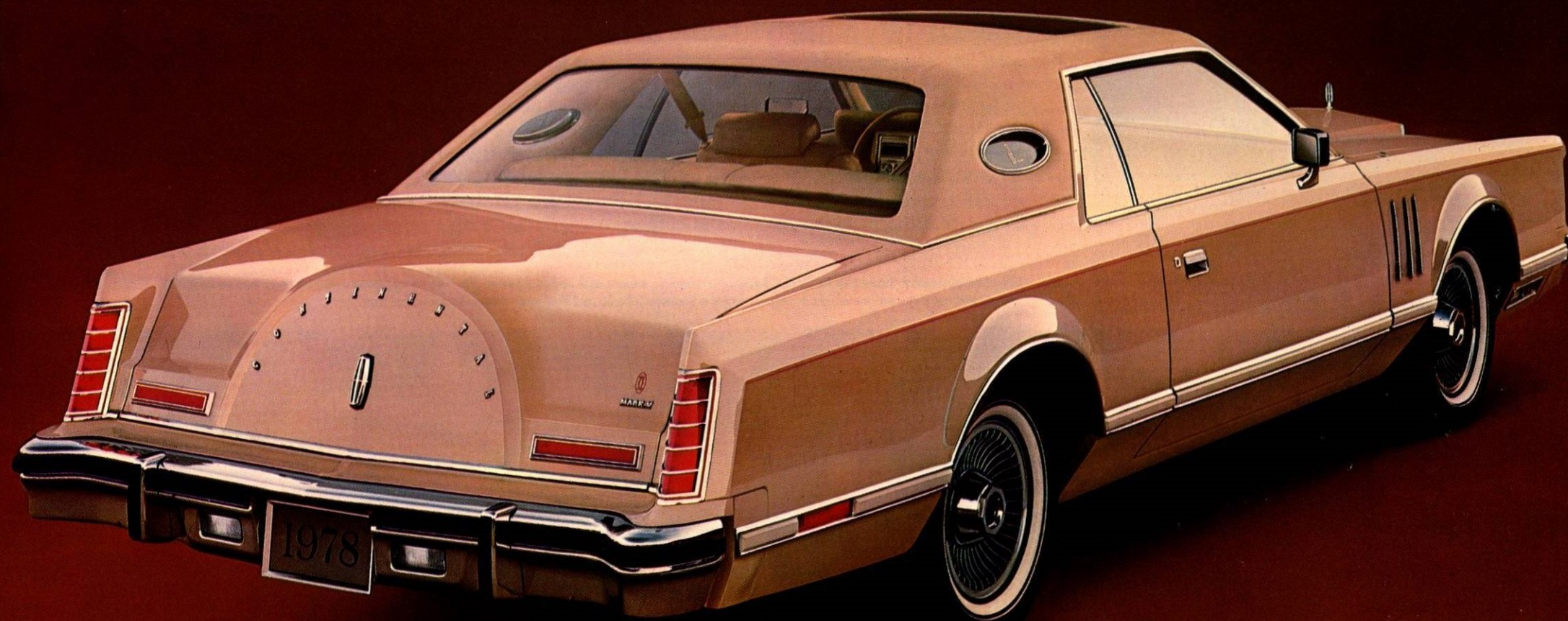
Tri-tone stripes, the well-known Pucci logo, black bodyside mouldings, and turbine-style cast aluminum wheels complete this rich outside. Inside, one of Signor Pucci's own materials covers the padded inserts on the illuminated visor vanity mirrors and he uses Dark Red and Dove Grey for his interior. The grey carpet in the luggage compartment flows from his colour scheme for his 1978 Continental Mark V.



Dark Red and Dove Grey leather interior in Luxury Group style.



1. Pucci logo on rear deck.
2. Black Cayman grain Landau vinyl roof.
3. Emilio Pucci's signature in opera window.



Cartier Edition Mark V shown with optional full vinyl roof, power glass moonroof, dual wide band white sidewall tires and right hand remote control mirror.

Cartier

Cartier, the internationally famous jewellers and jewellery designer, is headquartered on Paris' rue de la Paix.

The Cartier Edition Continental Mark V this year is Light Champagne. The Media velour or leather with vinyl interior is Champagne highlighted by dashes of Dark Red. The Cartier signature appears in the opera windows and on the instrument panel nameplate (where engraved below it is the name of the car's owner). The Cartier crest is on the rear deck.

All the features of the Designer Series Marks are here and, as with each of the Designer Series Marks, you can add to it a range of optional features, listed on page 21, including sure-track brakes, a power lumbar seat, a power moonroof, and any of several audio instruments, including a 40-channel CB unit with detachable microphone.



Champagne leather with Dark Red accent on seat and door pull strap.



1. Turbine-styled cast aluminum wheels (standard on all Designer Series).
2. Cartier logo on rear deck-lid.
3. Opera windows carry Cartier's signature.



Twin Comfort Lounge Seat interior in Chamois Media velour.

Peace of mind beyond mere comfort: security.

The sense of security that comes with the Lincoln Continental comes from more than its comfort and ride.

For your convenience and safety, an Illuminated Entry System is available. When either the driver or passenger side door button is pushed, a ring around the outside door lock cylinder illuminates and all interior lights go on and stay on for approximately 20 seconds.

Inside lights include front door courtesy lights, rear pillar courtesy lights with individual switches, glove box, ashtray light, and trunk light. The Interior Light Group option adds to these a dual beam map/dome lamp and lighted visor vanity mirrors.

Outside lamps on the Town Coupe include cornering lamps and coach lamps. The Headlamp Convenience Group option has an "Autolamp" system that delays the headlamps going off for approximately 3 minutes, giving you the help and security of their illumination while outside the car. (This option also includes an automatic headlamp dimmer). A standard feature is a warning buzzer that sounds if you leave your leadlamps on.

The inside door locks on the Coupe are of an anti-theft design, as is the deck-lid; and the Power Lock Convenience Group option provides power door locks and a remote deck-lid release.

Lincoln Continental Town Coupé in White, shown with optional turbine-styled cast aluminum wheels, premium bodyside mouldings, custom paint stripes, coach roof and illuminated entry system.



Williamsburg Twin Comfort Lounge seats in Cordovan Media velour.

The Williamsburg Town Car

The Williamsburg brings you a unique dual-shade paint treatment. The rich Cordovan colours (shown below) are applied in two subtly different tones. The bodysides carry the deeper colour and are punctuated by thin dual stripes. The same colour scheme is available in elegant shades of Champagne.

The Interior Light Group, consisting of a dual beam map/dome lamp and lighted visor vanity mirrors, is standard on the Williamsburg, as are the 6-way power Twin Comfort Lounge seats with passenger recliner, the Valino grain full vinyl roof, the power vent windows, matching premium bodyside mouldings and custom paint stripes.

Once yours, the Williamsburg carries your personal nameplate.

Lincoln Continental Williamsburg in dual shade Cordovan, shown with optional right-hand remote control mirror.



