





Suppose you could step back through time to 1939, when the original Lincoln Continental was a new car. Wouldn't you eagerly purchase one ... and keep it through the years, if only as an investment?

Introducing the new Collector's Series Continental Mark V. It represents the highest expression of luxury among cars that trace their lineage to the original Lincoln Continental.

This unique limited edition Mark V embodies exterior design features and interior sumptuousness surpassed by no other Continental Mark, past or present. And it includes, *standard*, many important comfort and convenience features that are options in other 1979 Continental Mark V's.

Collector's Series Continental Mark V,

Collector's Series Continental Mark V, shown in Midnight Blue Metallic, is also available in White. Valino grain Landau roof and Gold colour grille bars are among the many design features unique to the Collector's Series. Coach lamps are integral with the Landau roof moulding.



The Designer Editions of Continental Mark V The 1979 Cartier Edition Continental Mark V

The Cartier Edition was conceived for the urban life. It has a uniquely sophisticated look, like so many things with the Cartier name.

Shown below in Light Champagne with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

Distinctive matching Landau vinyl roof and bodyside moulding are highlighted by fine Dark Red paint stripes. Colour-keyed turbine-style cast aluminum wheels are standard.

The Cartier Edition interior: Champagne leather seating surfaces with Dark Red accent on seat and door pull strap. Champagne Media velour cloth with Dark Red accents is also offered. Six-way power passenger seat and interior light group are yours in all Designer Editions, in addition to the many standard features provided in all Continental Mark V models.

The instrument panel of every Designer Edition Mark V will bear the owner's nameplate in 22-karat Gold finish.

The 1979 Bill Blass Edition Continental Mark V

The Bill Blass Edition is the embodiment of the outdoor life.

Shown below in Tu-Tone Midnight Blue Metallic and White with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

This Edition is further distinguished by Dark Blue bodyside moulding and dual Gold paint stripes on

bodyside and rear decklid. White Carriage Roof is standard; conventional full vinyl roof in White with opera windows is also available.

The Bill Blass interior: White leather seating surfaces with Midnight Blue accents and matching buttons with famous Bill Blass monogram. Or, choose Midnight Blue leather seating surfaces with White accents and Gold buttons.



The 1979 Pucci Edition Continental Mark V

The Pucci Edition has the vivid resort look invented by Emilio Pucci. It bespeaks elegance and good times.

Shown below in Medium Turquoise Metallic, with optional dual wide band white sidewall tires, right-hand remote control mirror, and illuminated Entry System.

Dramatic exterior design elements of this Edition include full vinyl roof in Midnight Blue, tri-tone paint

stripes, wire wheel covers, and Pucci identification on rear deck.

Pucci Edition interior: White leather seating surfaces with Midnight Blue accents in Luxury Group sew style. Interior light group in all Designer Editions includes illuminated vanity visor mirrors. In this Edition, Pucci material covers the padded insert.

The 1979 Givenchy Edition Continental Mark V

This is the most formal Mark, as elegant as a Givenchy couture collection. Aristocratic and cosmopolitan in its design approach.

The Givenchy Edition is shown below in Crystal Blue, with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

Chic front-half vinyl roof is in Valino grain. Dark Crystal Blue tape stripes on hood and deck sweep rearward to the Givenchy logo. Givenchy interior in Dark Crystal Blue leather seating surfaces. Seat backs have a unique broadlace insert embroidered in Givenchy "G's".

All Designer Editions include many other important features that are standard in the Continental Mark V. (See Page 22.)







Collector's Series

How do you create a very special version of a car that is already "a standard by which other luxury cars are judged?"
It took some doing.

Introducing the limited edition
Collector's Series Lincoln Continental.
Hardly a car you'll see at every stoplight.
But when you do see one, you'll know it.
Distinctive Gold colour grille, special
Midnight Blue Metallic finish, and
Collector's identification deftly distinguish
this Series from all other Lincoln
Continental models. And inside, the
Collector's Series literally abounds with
important appearance, comfort and
convenience features that are options in
Lincoln Continental, but standard here.

Add legendary Lincoln roominess, comfort and overall quality and you have the Collector's Series. It is a Lincoln created to epitomize and commemorate this elegant "era of the traditional Lincoln."

Collector's Series Lincoln Continental shown in Midnight Blue Metallic. Also available in White exterior finish.

Collector's Series script, above, further identifies this special model.







Far left: Collector's Series Interior in Midnight Blue Kasman II luxury cloth. Genuine leather seating surfaces are also available in new Midnight Blue. Headlining material: Harvard cloth. Floor

- carpeting: especially deep 36 ounce.

 1. Leather-wrapped tool kit and leather-bound owner's manual.
- 2. Let it rain. Your umbrella is provided.3. Instrument panel. Tilt steering wheel is standard only in the Collector's Series. Also unique to this Series: interior garnish mouldings, sunvisors and roof panels wrapped in Kasman II luxury
- cloth.
 4. Collector's Series rear seat. Fold-down front and rear centre armrests are, of course, standard.
- 5. Door panel trim inserts, available in either Kasman II luxury cloth or vinyl.6. Unmistakable!

Among the many other features standard only in the Collector's Series are: Illuminated Entry System and the new Electronic AM/FM Stereo Search radio with Quad-8 tape. Please see Page 22 of this brochure for more details.



The Williamsburg Town Car

Very elegant, very discreet, the Williamsburg is distinguished by rich colours applied in two subtly different shades, punctuated by thin dual paint stripes. This year, colour combinations have been increased to seven: Silver/Grey Metallic; Medium Turquoise/Dark Turquoise; Light Champagne/Dark Champagne; Gold/Cream; Cream/Gold; Cordovan Metallic/Crystal Apricot Metallic, and Crystal Apricot Metallic/Cordovan Metallic.

Provided standard: Valino grain full vinyl roof; 6-way power Twin Comfort Lounge seats in leather seating sur-

faces or Valleao velour with front passenger recliner; power vent windows; interior light group, and other features listed on Page 22 of this brochure.

Lincoln Continental Williamsburg in Silver and Grey Metallic, with optional power glass moonroof, opera windows, forged aluminum wheels, illuminated thermometer, and defroster group is pictured below.

Williamsburg Twin Comfort Lounge seats in Dark Red velour are shown in the insert.



The Lincoln Continental 4-Door Sedan

Like all Lincoln Continentals on the previous pages, the 4-door Sedan is designed to fully satisfy even the most discriminating owner in terms of styling, solidity and quality. The Sedan is as spacious inside, and shares with its fellow Lincoln Continentals a 400 cubic inch-displacement engine, as well as an extensive complement of standard power features and conveniences, including Automatic Temperature Control air conditioning. And, of course the Sedan provides you with the high degree of interior luxury for which Lincoln is renowned.

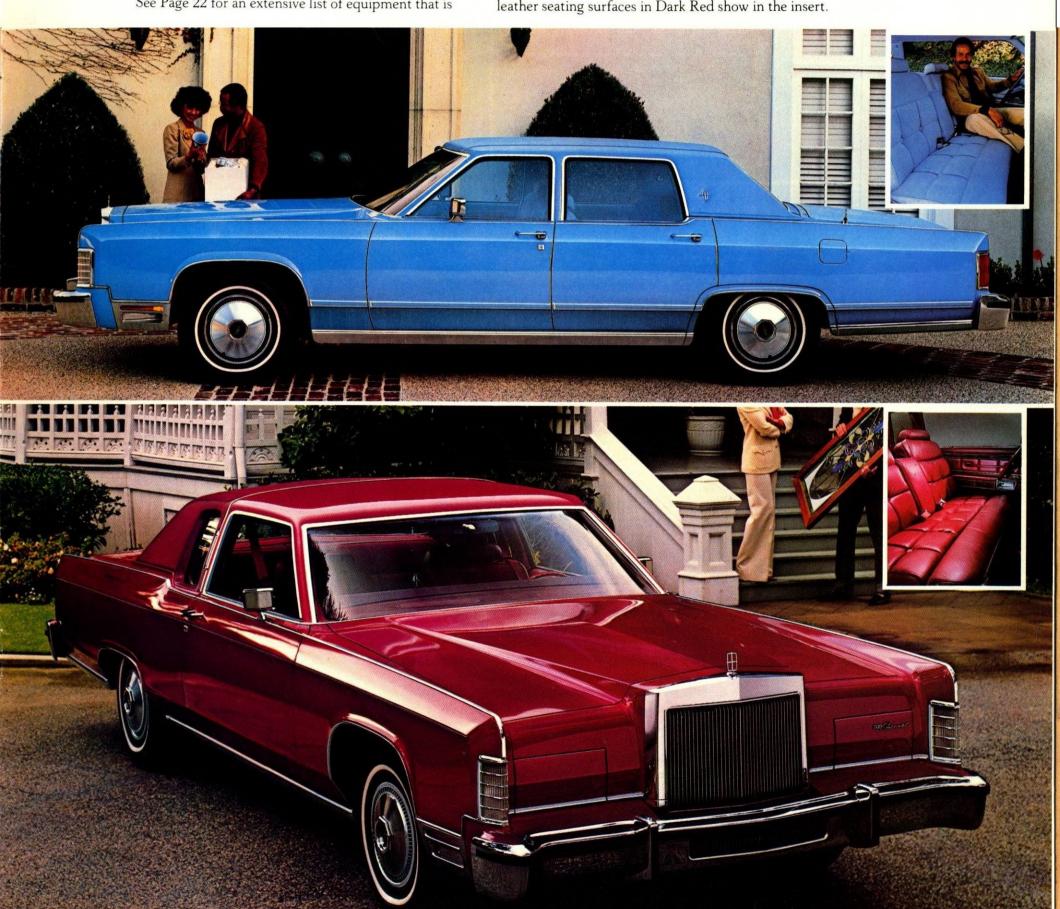
See Page 22 for an extensive list of equipment that is

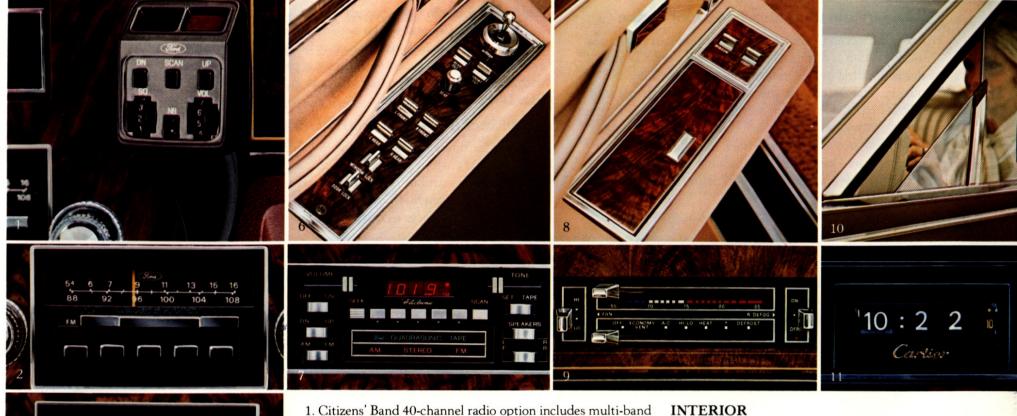
standard in Lincoln Continental.

Lincoln Continental 4-door Sedan in Wedgewood Blue, with optional full vinyl roof, premium bodyside moulding, and right-hand remote control mirror is pictured below with the Lincoln Continental front seat in Wedgewood Blue Dorchester cloth.

The Lincoln Continental 2-Door Coupé

Lincoln Continental 2-door Coupé in Dark Red Metallic, with optional custom paint stripes, coach roof, and righthand remote control mirror is also presented below with the Lincoln Continental Coupé interior with optional leather seating surfaces in Dark Red show in the insert.





- 1. Citizens' Band 40-channel radio option includes multi-band
- 2. AM/FM Monaural radio, standard with four speakers and power antenna.
- 3. AM/FM Stereo radio option.
- 4. AM/FM Stereo radio with cassette tape player option.
- 5. AM/FM Stereo radio with 8-track tape player option.
- 6. Optional and standard power controls in driver's armrest.
- 7. Electronic AM/FM Stereo Search radio with Quad-8 tape Standard in Collector's Series, optional in all others.
- 8. Power controls, rear armrest, standard in the Lincoln Continental 4-Door Sedan.
- 9. Automatic Temperature Control air conditioning, standard
- 10. Power vent windows, standard in Lincoln Continental Collector's Series, Town Car, Town Coupé and
- 11. Cartier digital clock, standard on Lincoln Continental.

Lincoln Continental Sedan and Coupé **Optional Features**

EXTERIOR

M-FM - STEREO - TAPE

• Moondust exterior finish • Custom paint stripes • Valino grain full vinyl roof • Valino grain vinyl coach roof. Includes coach lamps (not available in 4-door Sedans with power moonroof) • Fixed reflective glass moonroof. Includes one-way glass and interior sliding sun-screen • Power glass moonroof. Includes dual beam map/dome light • Opera windows for Sedans (vinyl roof required) • Integrated coach lamps (vinyl roof required) • Right-hand remote control mirror • Narrow black vinyl protective bodyside mouldings (not available with premium bodyside mouldings) • Colour-keyed premium bodyside mouldings • Lower bodyside protection • Front licence plate frame • Appearance protection group (see Collector's Series Standard Equipment) • Forged Aluminum wheels (4). Turbine-style cast aluminum wheels (4). Wire wheel covers (4) acceptable to you.

• Six-way power bench seat (front) • Six-way power bench seat with recliner (front) • Six-way power Twin Comfort Lounge seats with front passenger seat recliner. Includes automatic seat-back release • Valleao velour interior trim for Town Car/Coupé • Leather interior trim • Tilt steering wheel • Speed Control • Power lock group (see Collector's Series Standard Equipment) • Interior light group: dual beam map/dome light (standard with power moonroof) and right and left-side illuminated visor vanity mirrors • Dual beam map/dome light • Radio - AM/FM Stereo • Radio - Electronic AM/FM Stereo Search with Quad-8 tape • Radio - AM/FM Stereo with 8-track tape player • Radio - AM/FM Stereo with cassette tape player • Radio, Citizens' Band 40-channel with multi-band antenna

FUNCTIONAL

- Defroster group (see Collector's Series Standard Equipment)
- Rear window defroster Power vent windows Interval wipers • Illuminated Entry System (see Collector's Series Standard
- Equipment) Headlamp convenience group (see Collector's Series Standard Equipment) • Sure-Track four-wheel disc brakes (not available with Traction-Lok differential) • Traction-Lok Differential • High-ratio axle • Dual wide-band white sidewall tires • Inflatable spare tire • Trailer towing package: extra capacity cooling system, external mounted transmission and power steering oil coolers, 68 amp. maintenance-free battery

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, they are



- . Cartier day/date clock, standard on Continental Mark V.
- 2. Speed Control, standard in Collector's Series, optional in other Lincoln Continental and Mark V models.
- 3. The convertible look reborn! The Carriage Roof option is standard on the Bill Blass Designer Edition and is available as an option on all Mark V's except Cartier, Pucci and Givenchy Editions, Collector's Series or those with power moonroof.
- Illuminated Entry System activates interior light when door handle is raised. Standard in Collector's Series, optional in other Mark V models.

Continental Mark V Optional Features

• Valino grain full vinyl roof (standard in Pucci Edition, optional in Bill Blass Edition, not available in other Designer Editions or Collector's Series) • Valino grain Landau vinyl roof (not available in Designer Editions) • Carriage roof (standard in the Bill Blass Edition, not available in other Designer Editions, Collector's Series, or with power moonroof. Does not include opera windows) • Power glass moonroof. Includes: dual beam map/dome light (available only with full vinyl or Landau vinyl roof) • Moondust paint • Custom paint stripes (not available in Collector's Series or Designer Editions) • Lower bodyside protection • Wheellip/rocker panel mouldings • Front licence plate bracket • Forged aluminum wheels (4) (not available in Collector's Series) • Turbine-style spoke cast aluminum wheels (4) (standard in all Designer Editions except Pucci; not available in Collector's Series) • Wire wheel covers (standard in Pucci Edition, not available in other Designer Editions or Collector's Series) • Appearance protection group. Includes: front and rear floor mats, door edge guards and licence plate frames

Right-hand remote control mirror

INTERIOR

• Leather and vinyl seat trim (standard in Designer Editions and luxury groups) • Reclining front passenger seat • Six-way power front passenger seat (standard in all Designer Editions and luxury groups, not available in Collector's Series) • Power lumbar seat, driver's seat only • Tilt steering wheel • Speed Control • Interior light group. Includes: dual beam map/dome light (standard with moonroof) and left and right-hand illuminated visor vanity mirrors (standard in Designer Editions and Collector's Series) • Dual beam map/dome light (standard in Designer Editions, included with interior light group and power Mercury dealer.

moonroof) • Power lock group: power door locks and electric decklid release • Power vent windows • Radio - AM/FM Stereo (not available in Collector's Series) • Radio - AM/FM Stereo with cassette tape player • Radio - AM/FM Stereo with 8-track tape player • Radio - Electronic AM/FM Stereo Search with Quad-8 tape • Radio - Citizens' Band, 40-channel with multiband power antenna

FUNCTIONAL

Wedgewood Black

- Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror • Rear window defroster
- Interval-select wipers Headlamp convenience group. Includes: automatic headlamp dimmer and "autolamp" on/off delay system • Illuminated Entry System • Dual wide band white sidewall tires • Conventional spare tire. Includes: choice of inflated white sidewall steel-belted radial tire (Michelin) or dual wide band white sidewall tire mounted on a steel wheel (replaces standard inflatable spare tire) • Sure-Track braking system
- Traction-Lok differential Engine block heater Trailer towing package. Includes: heavy-duty suspension, trailer towing wiring harness, extra capacity cooling system, external mounted transmission oil cooler, and 68 amp. maintenance-free battery.

OPTIONAL STANDARD EXTERIOR COLOURS* **EXTERIOR COLOURS*** Choose from ten colours: Choose from ten Moondust colours: White Light Midnight Cordovan Metallic Blue Champagne Metallic Metallic Light Red Dark Red Light Silver Cream Metallic Metallic Light Dark Champagne Jubilee Gold Crystal Champagne Metallic Metallic Apricot Metallic Diamond Blue Dark Red Dove Grey Dark Turquoise Metallic Metallic Metallic

*For accurate colour selection and details, see your Lincoln-

Crystal Blue

Metallic

Medium

Metallic

Turquoise



QUALITY REPLACEMENT PARTS FROM FORD

The new Lincoln Continental and Continental Mark V come equipped with factory engineered and approved parts including a maintenance-free battery, shock absorbers, ignition parts, and Long Life oil filter by Motorcraft. For continued top service, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

CONSIDER THE FORD EXTENDED SERVICE PLAN

When you're considering options for the Lincoln Continental or Continental Mark V. give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada (excl. Saskatchewan) and the United States. Ask your dealer for details.

Collector's Series Lincoln Continental Standard Equipment

EXTERIOR

- Midnight Blue Metallic or White exterior finish
- Unique paint stripes (bodyside)
 Colour-keyed coach roof (opera windows not available)
 Identification script
 Gold colour grille and bumper grille inserts
- Right-hand remote control mirror Colour-keyed premium bodyside mouldings Midnight Blue turbine-style cast aluminum wheels (4) Appearance protection group: front and rear floor mats, door edge guards and rear licence plate frame

INTERIOR

- Electronic AM/FM Stereo Search radio with Quad-8 tape Colour-keyed 18 ounce carpeting in luggage compartment 36 ounce floor carpeting in passenger compartment Harvard cloth headlining material
- Kasman II luxury cloth-wrapped garnish mouldings, sunvisors and roof panels Midnight Blue Twin Comfort Lounge seats in Kasman II luxury cloth or leather with vinyl Fold-down centre armrests, front and rear Interior light group: dual beam map/dome light and right and left-side illuminated visor vanity mirrors Power lock group: power door locks and electric decklid release Tilt steering wheel with unique woodtone rim Speed Control Umbrella
- Leather-wrapped tool kit Leather-bound owner's manual

FUNCTIONAL

• Power vent windows • Interval wipers • Defroster group: electric rear window defroster and heated left-hand remote control mirror • Headlamp convenience group: automatic headlamp dimmer and "autolamp" on/off delay system • Illuminated Entry System that activates interior lights and door lock lights when either door handle button is pushed (Note: Collector's Series also includes all Lincoln Continental standard equipment unless otherwise specified.)

Lincoln Continental Town Car and Town Coupé Standard Equipment EXTERIOR

- Full vinyl roof Integrated coach lamps
- Identification script

INTERIOR

• 12 ounce cut-pile carpeting in luggage compartment with spare tire curtain • Twin Comfort Lounge seats with six-way power (for driver and front seat passenger) and passenger seat recliner • Valleao velour seat upholstery • Fold-down centre armrests, front and rear • Unique upper door and quarter trim panels • Power vent windows • Seat belt reminder chimes

(Note: Lincoln Continental Town Cars and Town Coupés include all Lincoln Continental standard equipment unless otherwise specified.)

Williamsburg Town Car Standard Equipment

EXTERIOR

- Dual-shade exterior finish Custom paint stripes
- Full vinyl roof Premium bodyside mouldings

INTERIOR

• Carpeted luggage compartment • Twin Comfort

Lounge seats in leather with vinyl or Valleao velour cloth • Reclining passenger seat • Power vent windows • Interior light group (see Collector's Series Standard Equipment)

(Note: Williamsburg Town Cars include all Lincoln Continental standard equipment unless otherwise specified.)

Lincoln Continental Sedan and Coupé Standard Equipment EXTERIOR

• Clearcoat exterior finish (Metallics only) • Rear quarter windows with laminated Continental star (Coupé only) • Concealed dual headlamps • Cornering lights • Stand-up hood ornament • Remote control left-hand mirror • Personalized owner's initials (ordered from owner's manual) • Rub strips and bumper guards • Bright rocker panel mouldings with rear quarter extensions and matching rear wheellips • Fender skirts • Luxury wheel covers

INTERIOR

- Fully lined luggage compartment with spare tire cover • 18 ounce cut-pile carpeting in passenger compartment • Dorchester cloth bench seats with front and rear fold-down centre armrests • Deluxe colour-keyed seat and shoulder belts • Door closing assist straps • Luxury steering wheel • Woodtone instrument panel appliqué
- Cartier digital clock Headlamps-on warning buzzer
 Trip odometer AM/FM Monaural radio with four
- Trip odometer AM/FM Monaural radio with four speakers and power antenna Glove box light, luggage compartment light, ash tray lights, door courtesy lights (Sedan front doors only), and rear pillar lights Scuff plate inserts

FUNCTIONAL

• 6.6 L (400 CID) engine • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic Temperature Control: air-conditioning/heater • Tinted glass • Solid-state ignition • Dual-note horn • Coolant Recovery System • White sidewall steel-belted radial tires (Michelin) • Conventional spare tire

Collector's Series Mark V Standard Equipment EXTERIOR

- Midnight Blue Metallic or White paint Unique paint stripes (bodyside/hood) Valino grain vinyl Landau roof Colour-keyed Landau roof insert Landau roof moulding Integrated coach lamps Special hood ornament Gold colour grille bars Bright edged fender louvres Wheellip/rocker panel mouldings
- Right-hand remote control mirror Padded contoured
- decklid accent with matching vinyl insert lock cover
 Colour-keyed bumper guards and bumper rub strips
- Colour-keyed turbine-style spoke cast aluminum wheels (4) Appearance protection group. Includes: front and rear floor mats, door edge guards and licence plate frames

INTERIOR

• 18 ounce carpeting in luggage compartment and on inner decklid • 36 ounce floor carpeting in passenger compartment • Midnight Blue bucket seats in Kasman II luxury cloth with six-way power seat and passenger

recliner or Twin Comfort Lounge seats with leather seating surfaces • Power Lumbar driver's seat • Padded leather seat-side shield and back shell • Seat-back assist straps • Map pockets on seat backs • Woodtone appliqué seat-back trim • Padded leather-covered console and rear seat fold-down centre armrest (included with standard bucket seats) • Umbrella • Tilt steering wheel with unique woodtone insert and ornament • Leather-wrapped dash pad • Owner's plaque • Unique instrument panel appliqué • Speed Control • Power lock convenience group • Electronic AM/FM Stereo Search radio with Quad-8 tape • Digital Miles-To-Empty fuel indicator • Seat belt reminder chimes • Interior light group • Unique door and quarter trim • Bright trim on foot controls • Cloth-wrapped package tray and garnish mouldings • Leather-bound owner's manual • Leather-wrapped tool kit

FUNCTIONAL

- Headlamp convenience group. Includes: automatic headlamp dimmer and "autolamp" on/off delay system
 Interval-select wipers
 Power vent windows
- Illuminated Entry System Michelin radial tires (Note: Collector's Series also include all Continental Mark V Standard equipment unless otherwise

Continental Mark V Standard Equipment

EXTERIOR

• Clearcoat paint (Metallics only) • Opera windows with laminated Continental star (not available with Carriage Roof) • Chrome-plated grille • Stand-up grille ornament • Concealed dual headlamps • Rub strips and bumper guards • Cornering lamps • Functional fender louvres • Premium bodyside mouldings • Luxury wheel covers (4) • Remote control left-hand mirror • Owner's initials (ordered from owner's manual)

INTERIOR

- Fully lined luggage compartment with spare tire cover
 18 ounce cut-pile carpeting in passenger compartment
 Door closing assist straps
 Twin Comfort
 Lounge seats
 Pleated Ultravelour cloth seat
 upholstery
 Front seat centre armrests
 Power seat,
 six-way (driver's side only)
 Walnut woodtone
 appliqué on instrument panel, steering wheel, and
 other interior components
 Cartier day/date clock
 AM/FM Monaural radio with four speakers and
 power antenna
 Trip odometer
 Headlamps-on
 warning buzzer
 Washer fluid level indicator
 Instrument panel warning lights for alternator, engine temperature, oil pressure, low fuel, door ajar, brake system,
 and seat belts
 Visor-mounted vanity mirror
 Luggage
 compartment light, glove box light, instrument panel
- TINOTIONAL
- 6.6 L (400 CID) engine Select-Shift automatic transmission Power steering Four-wheel power disc brakes Power windows Automatic Temperature Control; air-conditioning/heater Tinted glass •

courtesy light, engine compartment light, ash tray

pillar lights • Automatic parking brake release

lights, dome light, door panel courtesy lights, and rear

- Solid-state ignition Dual-note horn White sidewall steel-belted radial tires (Michelin) Inflatable spare tire
- Coolant Recovery System

LINCOLN CONTINENTAL SPECIFICATIONS

2-door Coupe 4-door Sedan

Wheelbase	3231mm (1	127.2")	3231mm (127.2")
Overall Length	5918mm (2	233.0")	5918mm (2	233.0")
Overall Width	2024mm (79.7")	2032mm (80.0 ")
Overall Height	1397mm (55.0")	1402mm (55.2")
Wheel Tread				
-Front	1633mm (64.3")	1633mm (64.3")
-Rear	1633mm (64.3")	1633mm (64.3")
Luggage				
Capacity				
(litres/cu.ft.)	634 (22.4)	634 (22.4)
Fuel Capacity				
(litres/Imp.gals.)	69.3	18.3)	69.3	18.3)
Curb weight				
(Kgm/lbs.)	2198 (4843)	2200 (4846)
FRONT*				
-Head Room**	,	,	977mm (,
-Leg Room	1067mm (42.0")	1067mm (42.0")

- -Leg Room 1007mm (42.0) 1007mm (42.0) -Shoulder Room 1555mm (61.2") 1555mm (61.2") -Hip Room 1435mm (56.5") 1435mm (56.5") REAR*
 -Head Room 968mm (38.1") 980mm (38.6")
- -Leg Room 1036mm (40.8") 1057mm (41.6") -Shoulder Room 1522mm (59.9") 1552mm (61.1")
- -Hip Room 1532mm (60.3") 1539mm (60.6")
 *Interior dimensions with six-way power seat in rearmost position.
- **Front head room 1" less with optional moonroof.

INTERIOR TRIM, SEDAN AND COUPÉ

Bench seats in Dorchester cloth come in five colours: Wedgewood Blue, Champagne, Jubilee Gold, Dark Red and Cordovan.

Optional leather bench seats and leather Twin Comfort Lounge seats are available in those colours and in Black.

TOWN CAR/COUPÉ

Twin Comfort Lounge seats in Valleao velour cloth come in eight colours: Dove Grey, Wedgewood Blue, Turquoise, Champagne, Jubilee Gold, Dark Red, Cordovan and Black.

Twin Comfort Lounge seats in leather come in the above colours and in White, in combination with your choice of seven trim colours: Wedgewood Blue, Turquoise, Champagne, Jubilee Gold, Red, Cordovan and Black.

WILLIAMSBURG EDITION

Twin Comfort Lounge seats in Valleao velour or leather come in five colours: Turquoise, Champagne, Jubilee Gold, Dark Red and Cordovan.

VINYL ROOF COLOURS

Fourteen vinyl roof colours come in Valino grain: White, Cream, Silver, Dove Grey, Diamond Blue, Wedgewood Blue, Midnight Blue, Medium Turquoise, Light Champagne, Jubilee Gold, Dark Red, Light Cordovan, Dark Cordovan and Black.

PAINT STRIPES

Paint stripes are offered in the following twelve colours and are co-ordinated with vinyl roof colours: White, Silver, Medium Blue, Light Turquoise, Medium Champagne, Gold, Dark Gold, Bright Red, Dark Red, Light Cordovan, Dark Cordovan and Black.

CONTINENTAL MARK V SPECIFICATIONS

Wheelbase 3058mm (120.4") Overall Length .5850mm (230.3") Overall Width .2024mm (79.7") Overall Height .1344mm (52.9") Wheel Tread -Front 1605mm (63.2") -Rear 1590mm (62.6") Luggage Capacity (litres/cu.ft.) . .512.5 (18.1) Fuel Capacity (litres/Imp. gals.) .69.3 (18.3) Curb Weight (Kgm/lbs.)2181 (4808)

FRONT* REAR*

Head Room . . .953mm (37.5")** 942mm (37.1")

Leg Room1074mm (42.3") 864mm (34.0")

Shoulder Room . .1537mm (60.5") 1499mm (59.0")

Hip Room1407mm (55.4") 1379mm (54.3")

*Interior dimensions with six-way seat in rearmost osition.

**Front head room 1" less with optional Moonroof.
†With standard inflatable spare tire.

LUXURY GROUPS — Interior Trim/Exterior Paint Choices:

Crystal Blue: White exterior finish

Champagne: Choice of White, Light Champagne Metallic or Dark Champagne Metallic finish Cordovan: Choice of White, Crystal Apricot Metallic or Cordovan Metallic finish

Gold/Cream: Choice of White, Cream or Jubilee Gold Metallic finish

Metallic finish
Wedgewood Blue: Choice of White, Wedgewood Blue
or Diamond Blue Metallic finish

Dove Grey: Choice of Dove Grey or Light Silver Metallic finish

Red/Rosé: Choice of White, Dove Grey, Light Red Metallic or Dark Red Metallic finish

Turquoise: Choice of White, Medium Turquoise
Metallic or Dark Turquoise Metallic finish
White: Choice of White Cross Light Champse

White: Choice of White, Cream, Light Champagne Metallic, Dark Champagne Metallic, Jubilee Gold Metallic, Crystal Apricot Metallic, Light Red Metallic, Dark Red, Dark Red Metallic, Cordovan Metallic, Diamond Blue Metallic, Wedgewood Blue, Medium Turquoise Metallic, Dark Turquoise Metallic or Black finish

Each luxury group includes six-way power passenger seat, choice of interior colour, plus grey cut-pile carpeting in luggage compartment.

VINYL ROOF COLOURS

Fifteen vinyl roof colours come in Valino grain: White, Cream, Silver, Dove Grey, Light Champagne, Jubilee Gold, Diamond Blue, Crystal Blue, Wedgewood Blue, Midnight Blue, Medium Turquoise, Dark Red, Light Cordovan, Dark Cordovan and Black.

Litho in Canada 9/78

INTERIOR TRIM

Twin Comfort Lounge seats in pleated Ultravelour cloth come in six colours: Cream, Champagne, Wedgewood Blue, Dark Red, Cordovan and Black. Optional leather seating surfaces (standard in Designer Editions and Luxury Groups) are available in the above colours and in White, in combination with your choice of eight trim colours: Champagne, Jubilee Gold, Crystal Blue, Wedgewood Blue, Turquoise, Dark Red, Cordovan and Black.

PAINT STRIPES

Paint stripes are offered in the following twelve colours and are co-ordinated with vinyl roof colours: White, Silver, Light Turquoise, Crystal Blue, Medium Blue, Medium Champagne, Dark Gold, Bright Red, Dark Red, Light Cordovan, Dark Cordovan and Black.

CORROSION PROTECTION

All Lincoln Continental and Continental Mark V cars are protected with the **DURAGUARD** System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows: precoated steel on doors, quarter panels and other selected areas; galvanized steel on rocker panels, selected cowl tops and underbody parts; vinyl sealer on the underside of rear wheelhouses; phosphate coating on the entire car body after a super cleaning process; electrocoat process to apply corrosion resistant primer paint, also on the entire body; aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels; and protective vinyl coating behind the wheel openings and along the lower bodyside area.



The **DURAGUARD** System is backed by a no-extra-charge 36-month, unlimited distance manufacturer's warranty against corrosion 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 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

Ford Motor Company of Canada, Limited reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

LINCOLN CONTINENTAL CONTINENTAL MARK V





Continental Mark V Luxury Group Option

How to design your own Mark V:

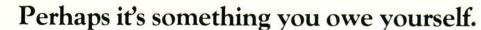
The satisfaction of owning a distinctively personalized Mark V can be yours. Select your colours from within any one of nine Luxury Groups: White, Crystal Blue, Wedgewood Blue, Dove Grey, Champagne, Gold/Cream, Turquoise, Red/Rose, and Cordovan. Then, from the many offerings within a Group, choose: your exterior paint and bodyside moulding colour, your roof type and roof colour, your interior colour, and your interior material, either Media velour or leather and vinyl. The combinations are fascinating. Add to your selection your choice of other available options, and you have a Mark V that is decidedly

you. Meet with your dealer to design your Mark V.

Shown in the foreground below, is the Luxury Group-Option in Dark Turquoise Metallic with White Landau roof. With forged aluminum wheels, premium bodyside mouldings, and custom paint stripes.

The Luxury Group Option in Medium Turquoise Metallic, shown in background with forged aluminum wheels, full vinyl roof, premium bodyside mouldings, custom paint stripes and rocker panel mouldings.

Luxury Group interior in Turquoise cloth is shown in the insert.

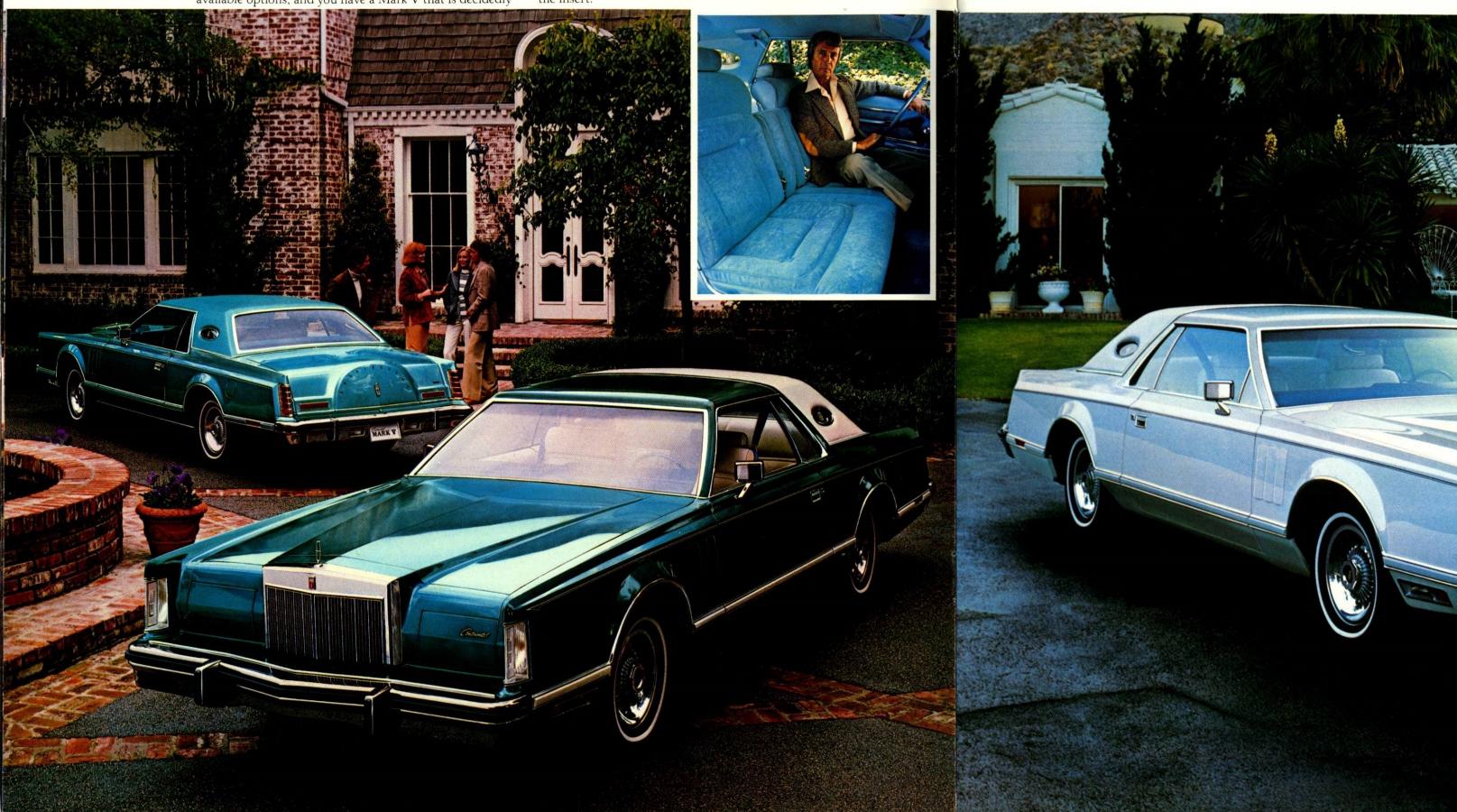


You've earned the success you now enjoy. So now may be the time to receive the rich rewards of Continental Mark V ownership. A time to command a responsive, well-engineered machine whose styling is unmistakable, whose interior comfort and luxury leave nothing to be desired, whose standard convenience features include a full complement to heighten your driving pleasure.

Continental Mark V. Haven't you wanted and waited long enough?

Continental Mark V in White is shown with optional Landau vinyl roof, Illuminated Entry System, power vent windows, right-hand remote control mirror, dual paint stripes and forged aluminum wheels.

Pleated style Twin Comfort Lounge seats in optional White leather seating surfaces appears in the insert.



Town Car, whether you're pursuing your hobby or transporting business colleagues. Its carpeted luggage compartment is cavernous. Its interior compartment? A full six-passengers roomy, and very, very comfortable. Power vent windows and Twin Comfort Lounge seats, optional in Lincoln Continental, are among the many standard features in the Town Car and Town Coupé.

in Light Champagne, with optional coach roof, turbine-

hand remote control mirror, opera windows, and premium bodyside moulding.

The Lincoln Continental Town Coupé

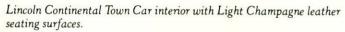
If you prefer a formal look in the coupé configuration, consider the Lincoln Continental Town Coupé. Standard coach lamps and full vinyl roof add elegant accents to the car's distinctive design. Include optional custom paint stripes for a subtle finishing touch.

Lincoln Continental Town Coupé in Medium Turquoise, with optional coach roof, wire wheel covers, premium bodyside moulding, and custom paint stripes is also shown below.

Town Car and Town Coupé interiors

"Sumptuous" and "prestigious" are two words that may come to mind when you first see these interiors. "Comfortable" is the word when you sit in them. Standard in both cars are front Twin Comfort Lounge seats with six-way power, and the added feature that the passenger side reclines.

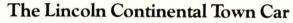
And both the Town Car and Town Coupé offer unique new Valleao velour seat trim with "loose-pillow" appearance. Or choose genuine leather seating surfaces with the same look. Fold-down front and rear centre armrests are standard.





Lincoln Continental Town Coupé interior in Medium Turquoise velour





Pleasurable and practical. That's the Lincoln Continental

Shown below (top) is the Lincoln Continental Town Car style cast aluminum wheels, custom paint stripes, right-

