

*The Continentals for 1980.  
The tradition of luxury continues.*







The 1980 Lincoln Continental Town Coupé

One look reveals that the new Lincoln Continental has retained its impressiveness. And one drive will reassure you that the luxuries of comfort and ride continue to live within this remarkable automobile.

Its generous trunk space remains, and there is actually more driver and passenger room than last year. There's an abundance of technological achievements, too, among them electronic fuel injection and a fully automatic overdrive transmission, which contribute to its dramatic improvement in fuel efficiency ratings over last year.

Lincoln Continental for 1980. As luxurious as ever, more efficient than ever. You owe it to yourself to experience it.

*Introducing 1980 Lincoln Continental.  
Uncompromised elegance with remarkably improved  
fuel efficiency ratings.*



The 1980 Lincoln Continental Town Car



At a time when simply retaining interior space is a challenge, Lincoln Continental has actually increased that space. Based on the EPA interior volume index, Lincoln Continental gives you even more room than last year. You'll find this an achievement both remarkable and comforting.

**41%** \*improvement in EPA Estimated MPG over 1979 **41%** \*improvement in estimated highway fuel economy over 1979 **17** \*\*EPA EST. MPG **24** EST. HWY. MPG.

\*Based on comparison of standard engines.  
\*\*Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy. California estimates and percentages are different.

Automatic overdrive transmission standard.





The 1980 Continental Mark VI Signature Series 4-Door

Throughout the history of the Continental Mark, its originality of design has prevailed. That is still true for the 1980s. Yet so much is new. There is a remarkable new electronic instrument panel with a message center that literally communicates with you. And Mark offers electronic engine controls that manage five separate engine functions.

Also new are a fully automatic overdrive transmission and an electronic fuel injection system which help Mark VI achieve its dramatic increase in fuel efficiency over Mark V. And this year, there is another new Mark, the four-door Continental Mark VI, for those who prefer the added convenience of four doors.

Continental Mark VI for 1980. New, yet unmistakably Mark.

*Introducing 1980 Continental Mark VI.  
The unmistakable mark of style and craftsmanship.*



Continental Mark VI has more headroom, hiproom and shoulder room—front and rear—than Mark V. And you'll find more leg- and kneeroom in the rear compartment, too.† So, while meeting today's demands for more efficient fuel utilization, Mark VI still meets your personal need for comfort. Your need for more luggage space is met, too, with a deep-well trunk that gives you nearly four cubic feet more volume than last year.††

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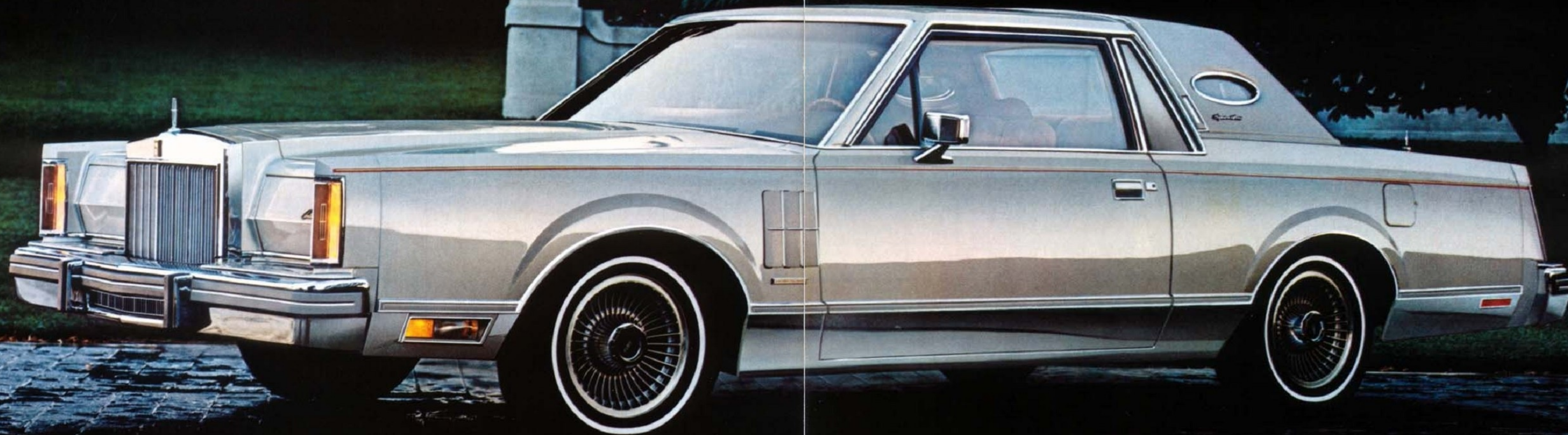
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†Based on 1980 MVMA dimensions. ††Based on EPA interior volume index.



The 1980 Continental Mark VI Signature Series 2-Door

Automatic overdrive transmission standard.



252 MILES TO EMPTY	✓ OK BRAKE PRESSURE	✓ OK HEADLAMPS	✓ OK BRAKELAMPS	✓ OK ENGINE TEMP	✓ OK ALTERNATOR	✓ OK WASHER FLUID
3:17 PM JUL 06 FRI	16 AVG MILES/GAL	36.0 ELAPSED MILES	01:12 ELAPSED TIME	30 AVG MILES/HR	54.0 MILES TO DEST	5:05 PM ETA

The Continentals bring to the eighties a fabulous collection of electronics that adds even more enjoyment to the experience of luxury car driving. Standard on Continental Mark VI and optional on Lincoln Continental is an electronic instrument panel that displays an impressive array of information on its exotic message center.

An integral part of the electronic instrument panel is the message center. You request information by pressing the appropriate button on the keyboard. The response is displayed instantly on the message center. Shown above, the system gives you such trip log data as average distance per gallon, distance traveled, elapsed time, average speed, distance to destination and estimated time of arrival.

In addition, a systems monitor, through a warning tone

and readout on the message center, alerts you to eleven different vehicle functions at the touch of a button.

① An optional Keyless Entry System is available on the new Continentals. Using your personal five-digit code, simply press the appropriate buttons located on the outside of the driver's door. Doors and decklid will unlock automatically. The system, which can be bypassed with a key, also provides power door locks and illuminated entry.

② Standard on the Continentals is an electronic engine control system. The system uses an on-board computer and a number of sensors that provide an efficient balance of spark, air and fuel ratios, and exhaust recirculation.

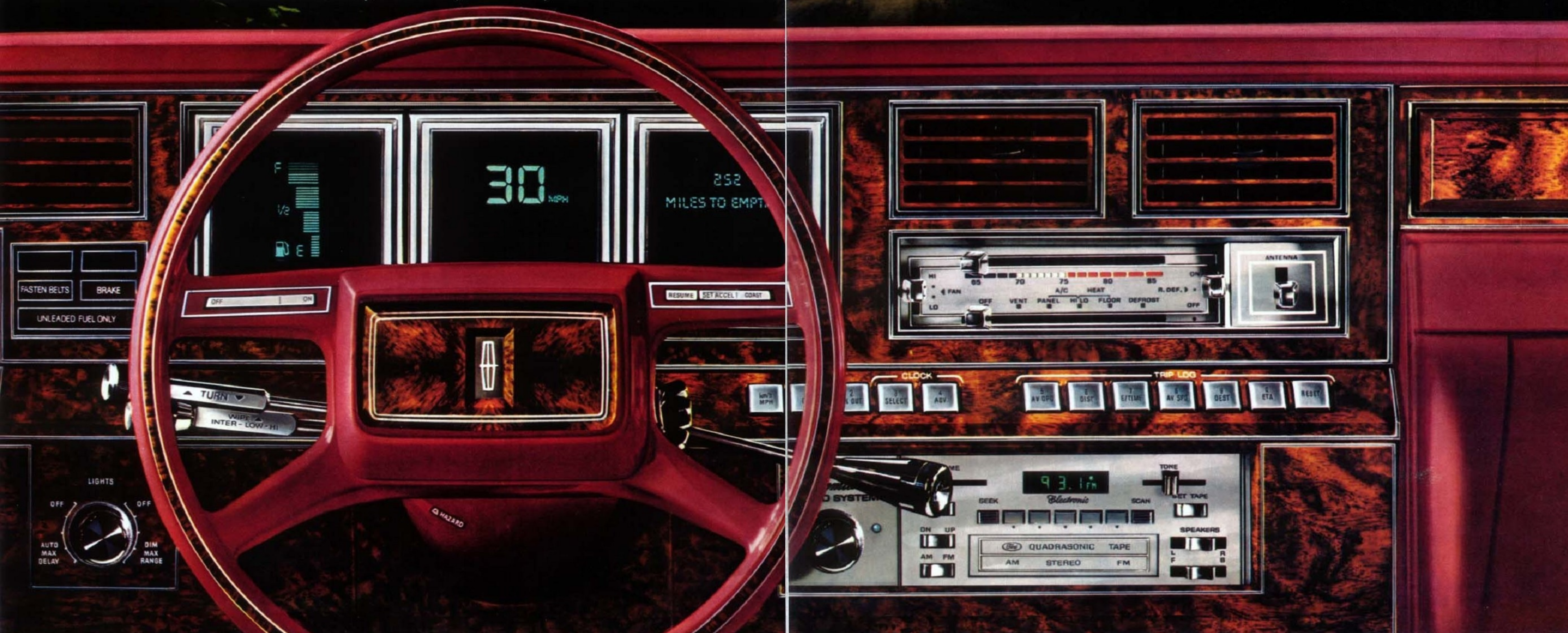
③ For precisely controlled fuel metering, electronic fuel injection is featured on all Continentals equipped with the standard 5.0 liter V-8 engine.



④ Another welcome feature of the Continentals is the increased trunk space. These new, deep-well trunks have greater luggage capacity over last year. Both Mark VI and Lincoln Continental give you 22.4 cubic feet of trunk volume.

Now the Continentals offer a no-cost, three-year, limited corrosion perforation warranty. This warranty excludes exhaust system components. There is no mileage limitation. Your dealer has full details.

*An electronic instrument panel that answers 20 different inquiries.  
What more could you ask of a luxury automobile?*





## *The Mark of the Designers, 1980.*



Ralph Destino presents a look of exquisite jewelry and continues the Cartier legacy of soft-spoken elegance.



*The Cartier Designer Series Continental Mark VI.*



The statement of America's Bill Blass is fluid, sporty and topped with a Carriage Roof that recalls the classic convertible.



*The Bill Blass Designer Series Continental Mark VI.*



Hubert Givenchy, the renowned French designer, creates true high-fashion glamour, expressed with new strength and authority.



*The Givenchy Designer Series Continental Mark VI.*



Italy's Emilio Pucci takes the leisure look to its ultimate possibilities with his cool, casual tone-on-tone design.



*The Pucci Designer Series Continental Mark VI.*

THE CONTINENTALS

LINCOLN-MERCURY DIVISION

