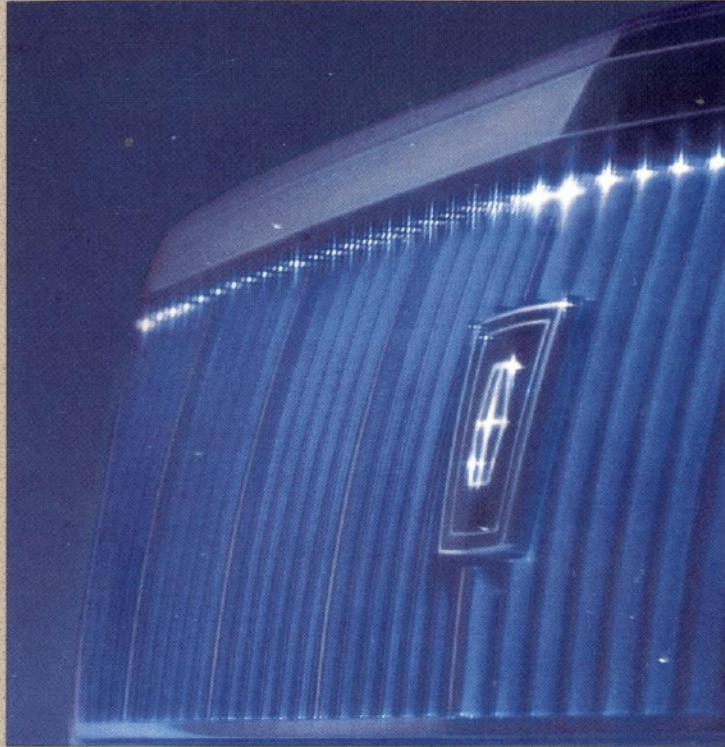


YOUNG & RUBICAM
200 Renaissance
Suite 1800
Detroit, Michigan 48226
ATTN: C. Broderick



1988

LINCOLN CONTINENTAL



Continental Signature Series in Midnight Black Clearcoat.

Lincoln Continental.

Once again, world-class luxury is measured
in miles, instead of kilometers.

The world's most advanced luxury automobile. It isn't from Germany. Or England. It's from Lincoln. Introducing the new Continental.

Such a statement is not an exaggeration. It's based on Continental's considerable technological innovations. Nor is it an affront to the other great luxury cars of the world. Rather, it's an acknowledgement of their past accomplishments. Their achievements in certain areas were used as the benchmark for this new Continental. Lincoln engineers knew if they didn't simply match those marks, but surpassed them, they would create a luxury car without equal. And they succeeded.

They gave Continental the world's most advanced luxury-car suspension—an electronic self-leveling dual-damping air suspension. It reads the road and the situation, then adjusts the firmness of Continental's shocks to match the driving conditions.

They gave Continental a steering system without equal among the world's luxury cars. It's a power rack-and-pinion design with speed-sensitive variable-assist. It constantly monitors and adjusts the amount of power assist to match the driver's needs.

They endowed Continental with the world's most advanced brake system—four-wheel-disc anti-lock brakes (ABS). ABS helps the driver maintain steering control under the most severe braking situations while simultaneously providing shorter stopping distances under almost all road conditions.

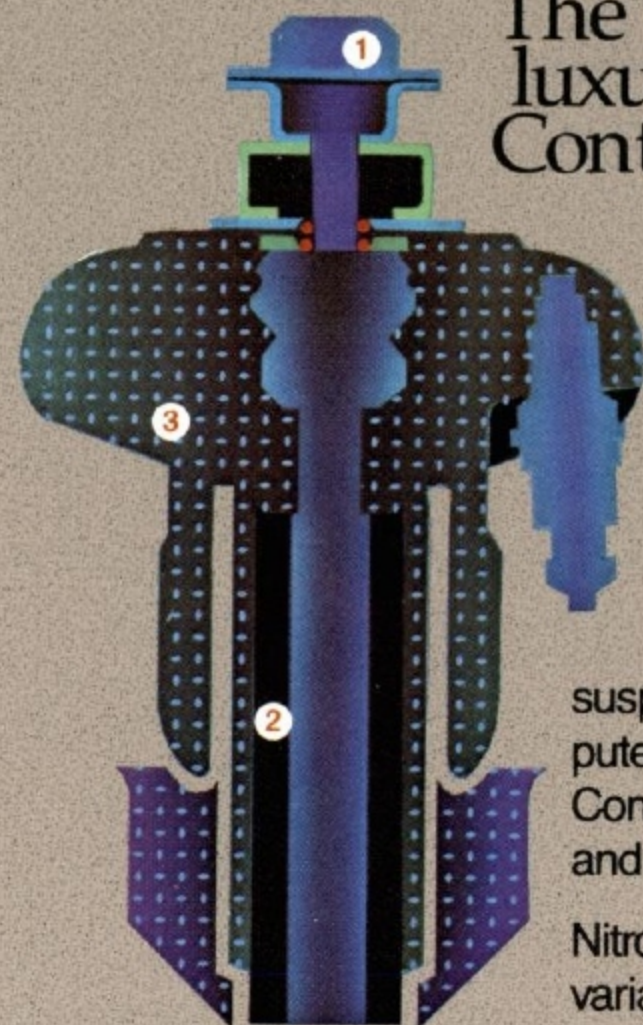
And they surrounded this advanced technology with an aerodynamic body that pays homage to no other car in the world. Then gave it front-wheel drive and a new 3.8-liter EFI V-6 with balance-shaft technology for smooth performance.

And, of course, they made it a Lincoln. With six-passenger room, legendary Lincoln comfort, and an impressive list of standard appointments.

There's a new benchmark for judging world-class luxury. It's the new Continental. And it's the most convincing argument yet of why Lincoln is still "What a luxury car should be."

Continental available early 1988.

The road is ever-changing. The world's most advanced luxury-car suspension lets Continental change with it.



Continental's MacPherson struts use an innovative dual-damping mechanism (1). When actuated by computer command, they provide up to a nine-fold increase in damping force, allowing Continental's ride to truly change from soft to firm. The struts themselves are pressurized with harmless nitrogen gas (2) to help prevent deterioration of damping ability over rough surfaces. Each strut also has an integral air spring (3) that is automatically inflated or deflated to maintain constant ride height and stance.

Automobile suspensions have always been compromises. Responsive handling gives up a smooth ride. A silky-smooth ride sacrifices responsive handling. And any suspension that tried to do both compromised both.

Continental puts an end to those compromises.

It rides on the world's most advanced luxury-car suspension—a four-wheel-independent, self-leveling, computer-managed system with the ability to actually modify Continental's over-the-road behavior to let it excel in both ride and handling.

Nitrogen gas-pressurized MacPherson struts with integral variable-rate air springs are used at each wheel. The struts incorporate an innovative dual-damping mechanism that changes Continental's ride from soft to firm (or back again) within milliseconds of receiving commands from a powerful microprocessor.

The power to "think" its way over the road. Sophisticated sensors in Continental's steering, brakes, engine and suspension constantly monitor the road and vehicle attitude. When a damping change does occur, it is so quick and unobtrusive that it may not be readily noticeable to the driver. But the benefits are apparent during the first turn of the wheel.

As Continental enters a sharp turn, its optical steering sensor reads the amount of steering-wheel turn, then converts it to lateral acceleration, or g-force. When this force reaches a certain level, shock damping switches to firm to provide flatter cornering. This same sensor also tracks the rate of turn. An abrupt movement of the wheel—as in an avoidance maneuver—initiates a firm suspension setting to give the driver better response and improved control.



1. Cornering

2. Braking

3. Acceleration

4. Severe Bump

Simplified "planes" illustrate how the ability to switch suspension damping from soft to firm helps Continental in varied driving conditions. The lower plane represents road input, while the middle plane shows Continental's road attitude compared to a car with

conventional suspension (upper plane). A firmer suspension provides flatter cornering (1) through a turn, eliminates dive and squat (2 and 3) during hard braking and acceleration, and prevents bottoming of the suspension (4) over severe bumps.

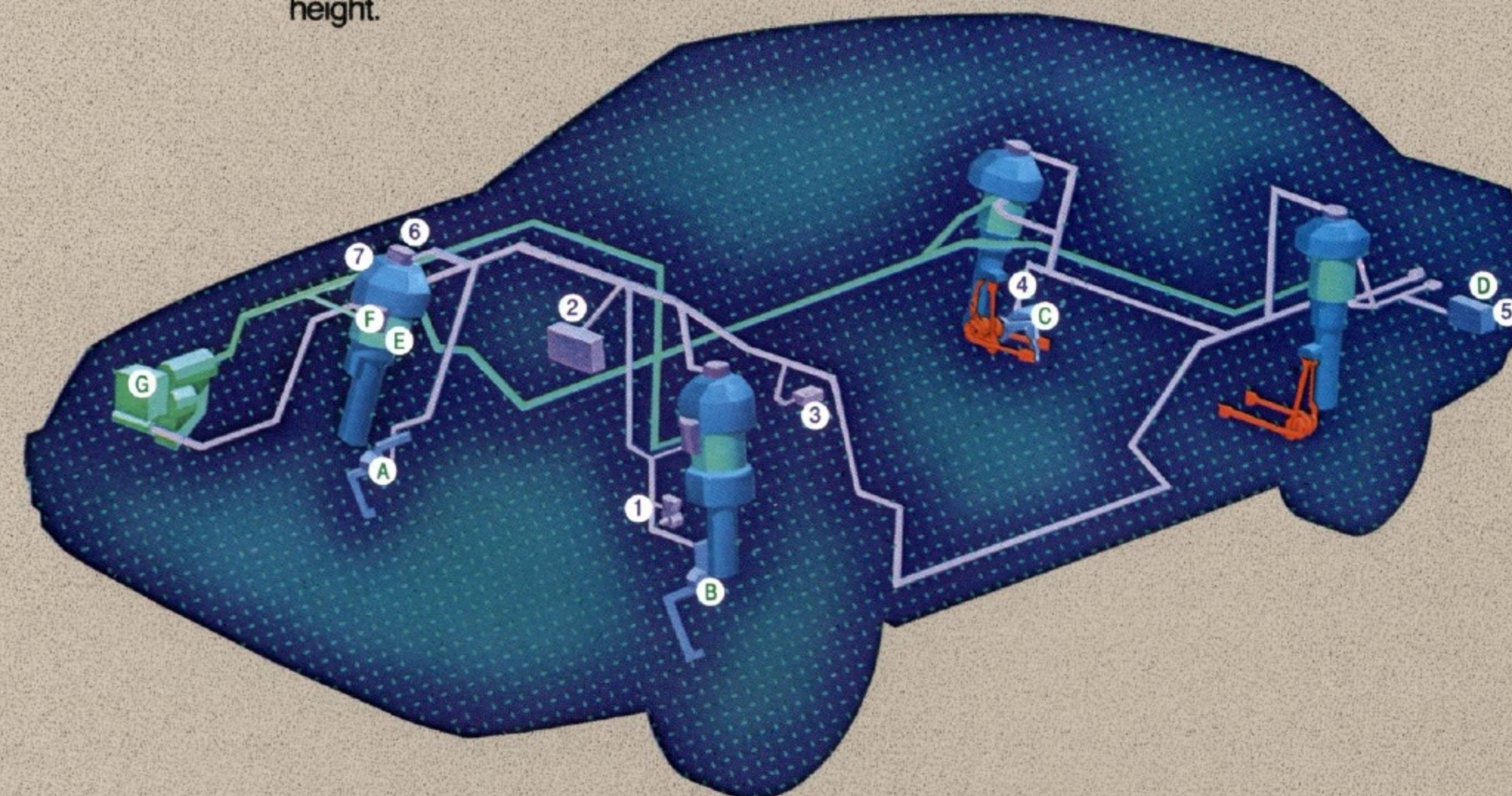
The suspension sensor measures vertical travel of the wheel as Continental negotiates road imperfections. When the rate of travel exceeds a given limit—while crossing rough railroad tracks, for example—the shock damping again is switched to firm. This minimizes suspension "bottoming" and excessive bouncing after a series of severe bumps.

During hard braking or acceleration, sensors in those systems will call for a firm suspension setting to compensate for suspension squat and dive. That means a more comfortable ride and a feeling of confidence for driver and passengers.

On the level.

For a car to function as its engineers intended, it must ride at its optimum design height—both front and rear. Too much weight in the rear, for example, compromises the effectiveness of the suspension, the efficiency of the aerodynamics, even the aim of the headlamps. A truly advanced luxury car should compensate for varying loads. And Continental's ingenious suspension allows it to do just that.

Three electronic sensors keep watch over Continental's road height and stance. Adjustments are made in the inflation of each wheel's variable-rate air spring to keep Continental level—both front to rear and side to side—and at the optimum ride height.



Dual-Damping Ride Control. Sensors in Continental's steering (1), engine (2), brakes (3) and suspension (4) monitor lateral acceleration forces, rate of steering-wheel turn, rate of acceleration, rate of deceleration and vertical movement of the road wheel. Sensor input to a suspension control computer (5) can initiate a damping change—from soft to firm or back again. A mechanical actuator (6) on each of Continental's dual-damping struts (7) makes the change in fractions of a second.

Automatic Leveling System. Sensors in front (A and B) and rear (C) monitor vehicle height. Deviation from optimum height at any wheel prompts the suspension control computer (D) to initiate small inflation/deflation adjustments in Continental's air springs (E) where appropriate. Adjustments are made by an air-spring solenoid valve (F) with air supplied by an on-board compressor (G).



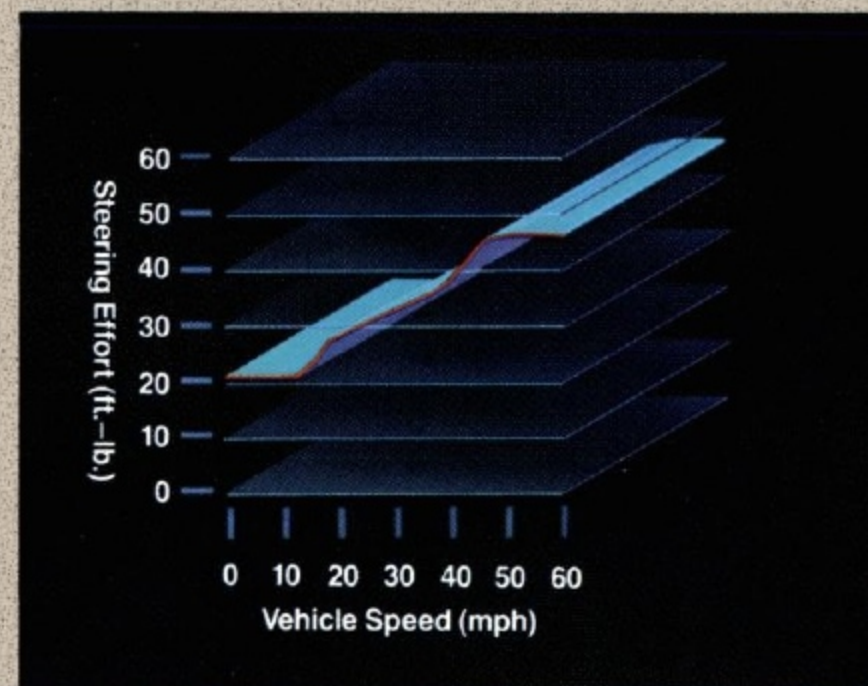
Continental Signature Series in Dark Shadow Blue Clearcoat Metallic.

There's no other luxury car like this
in the world.
It deserved a steering system of
equal acclaim.

The problem has existed ever since power assist was added to steering. How much is enough? With too much, the steering wheel feels "numb"—all communication between the front wheels and the driver is effectively cut off. With too little assist, the simplest low-speed maneuver, namely parking, becomes a difficult feat.

And the issue is further clouded by the fact that a car rounding a turn at 55 mph ideally doesn't need as much assist as a car turning at 40 mph. Or at 25 mph. Or 15 mph.

Continental's unique solution to this dilemma is called electrohydraulic, speed-sensitive, variable-assist power rack-and-pinion steering. It is, in fact, the world's most advanced luxury-car steering system. And, again, computer technology is at the heart of it.



As speed increases, power assist decreases—resulting in a gradual rise in the amount of effort required to turn Continental's steering wheel. The driver receives maximum assist for low-speed maneuvers like parking, minimum assist for good road "feel" at higher speeds.

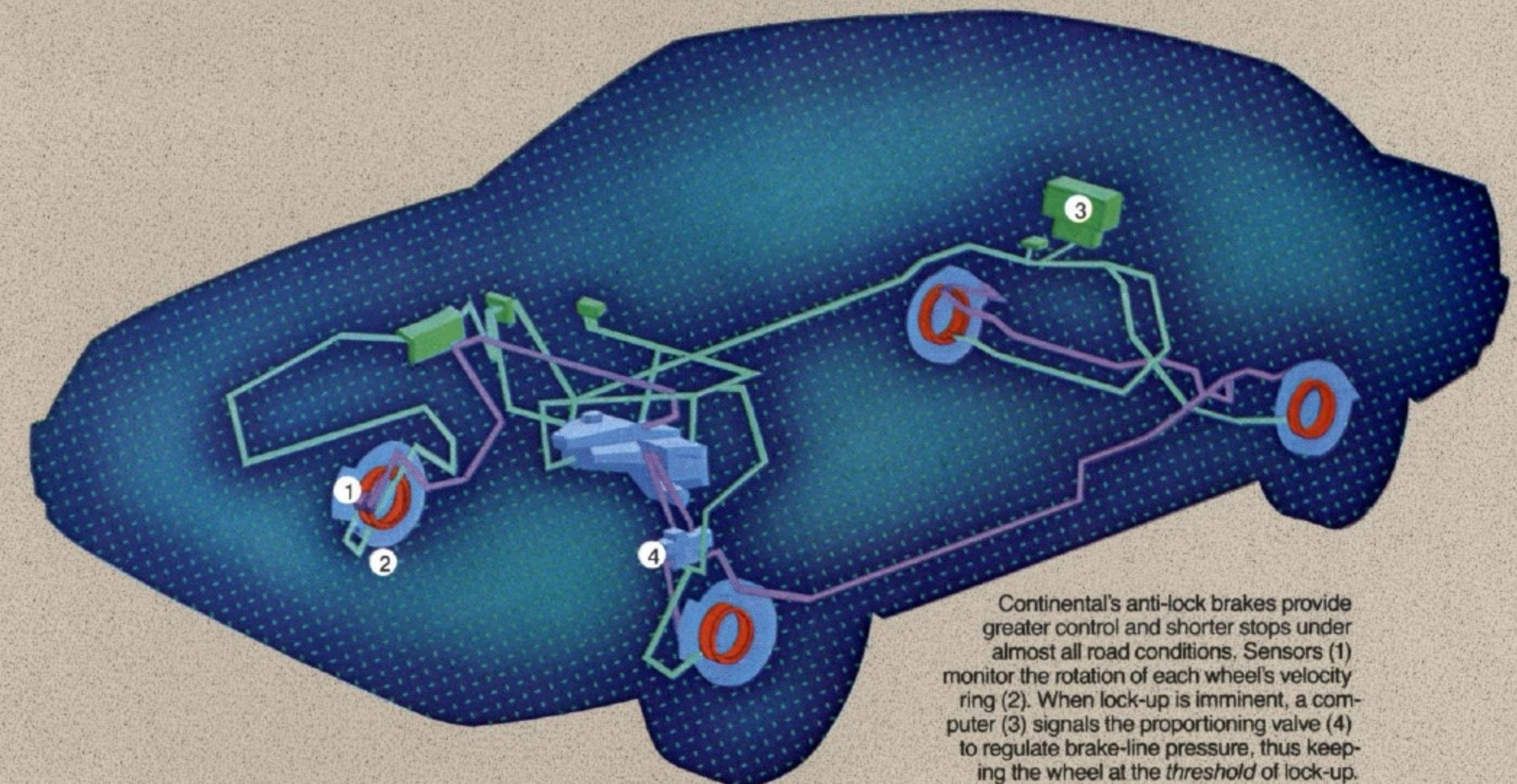
parking, minimum assist at highway speeds for proper road "feel," and graduated levels in between.

A microprocessor-based electronic module constantly measures vehicle speed, then signals an electrohydraulic actuator valve to provide the ideal level of power assist for that speed.

As speed increases, power assist decreases (and steering effort rises) in subtle, incremental steps. In fact, between 10 and 50 mph, there are over 80 individual levels of power assist.

This ensures that Continental's driver always receives the optimum level of assist. Full assist at slow speeds for ease of

An ordinary brake system is for
ordinary cars.
The world's most advanced is for
Continental.



Continental's anti-lock brakes provide greater control and shorter stops under almost all road conditions. Sensors (1) monitor the rotation of each wheel's velocity ring (2). When lock-up is imminent, a computer (3) signals the proportioning valve (4) to regulate brake-line pressure, thus keeping the wheel at the threshold of lock-up.

In a panic braking situation, there is little time to react. Instinctively, most drivers hit the brake pedal. Hard. Sometimes *too* hard. The result can be a four-wheel skid.

A skidding wheel is actually less effective in stopping an automobile than one that is still gripping the road. More important, a skid can mean loss of steering, loss of control.

Continental's four-wheel-disc Anti-lock Brake System (ABS)—the world's most advanced brake system—helps the driver maintain steering control even during hard braking. And on slick surfaces, an ABS-equipped automobile can reduce stopping distance by up to 40%.

Continental's ABS does this by not allowing the wheels to lock. Sensors at each wheel monitor wheel rotation. A microprocessor then controls brake pressure to keep each individual wheel on the *threshold* of lock-up. It is there that maximum braking efficiency is achieved.

The action of ABS is so quick that changes in brake pressure can occur up to 10 times per second. It is braking efficiency that even the world's best professional drivers can't duplicate. And it's standard on every Continental.

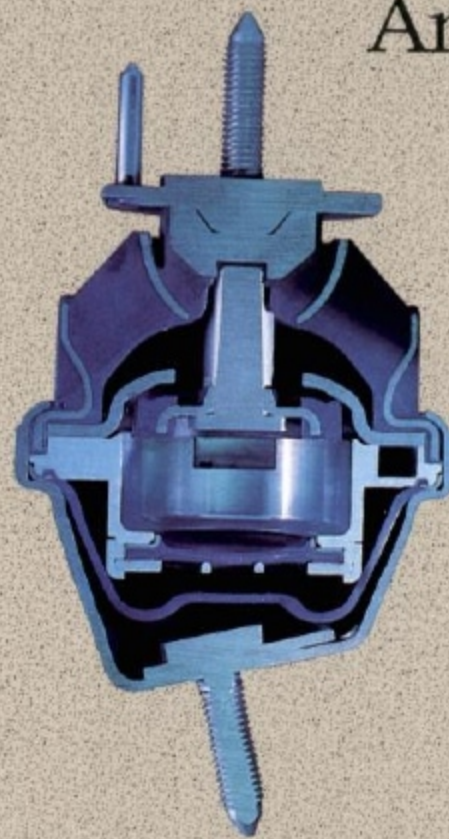
ABS effectively "pumps" Continental's brakes at a rate far faster than humanly possible—up to 10 times per second. This can reduce stopping distances on slick surfaces by up to 40% while helping the driver maintain steering control during hard braking.





Continental Signature Series in Dark Shadow Blue Clearcoat Metallic.

With Continental, you always arrive in style.
And with front-wheel-drive and V-6 power,
you might also arrive ahead of
everyone else.



Hydraulically damped engine mounts absorb vibration, harshness.

A luxury automobile, more than any type of car, should transport its occupants with a minimum of fuss. It should move quickly, confidently and efficiently. Obviously, its drivetrain should be engineered with these traits in mind.

To make Continental a better all-weather automobile, the decision was made early on to give it front-wheel drive. Front drive provides better traction in rain or snow.

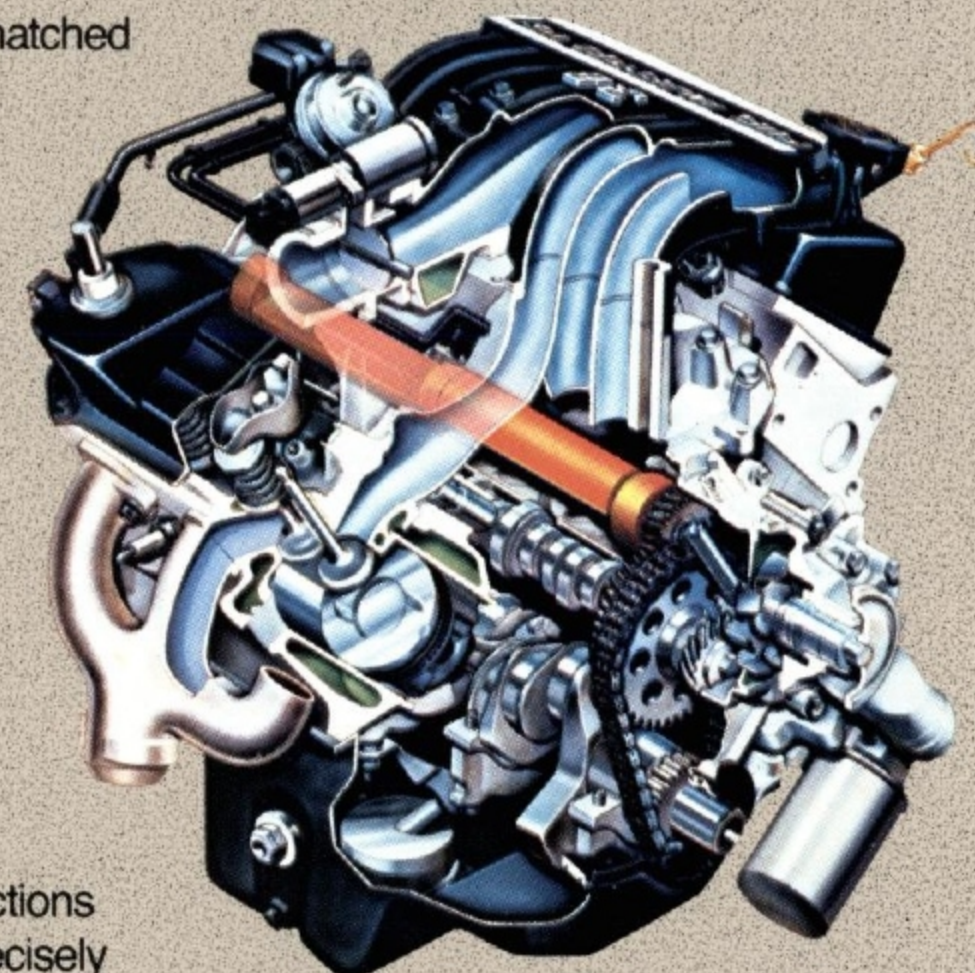
Continental's powertrain is a 3.8-liter V-6 matched to a four-speed automatic overdrive trans-axle with lock-up torque converter. This combination was selected for both its power and operating efficiency.*

Extraordinary measures were taken to ensure smooth performance. A counter-rotating balance shaft was installed in the engine to offset normal engine power pulses. The engine is mounted to a separate sub-frame by three hydraulic engine mounts. The fluid inside these "hydromounts" absorbs engine noise and vibration.

The 140-horsepower engine is equipped with electronic multi-port fuel injection for crisp throttle response and efficient use of fuel. Vital engine functions such as fuel and air delivery are monitored and precisely controlled by EEC-IV, one of the world's most advanced engine computers. EEC-IV is so powerful it even adjusts for altitude and the age and wear of the engine.

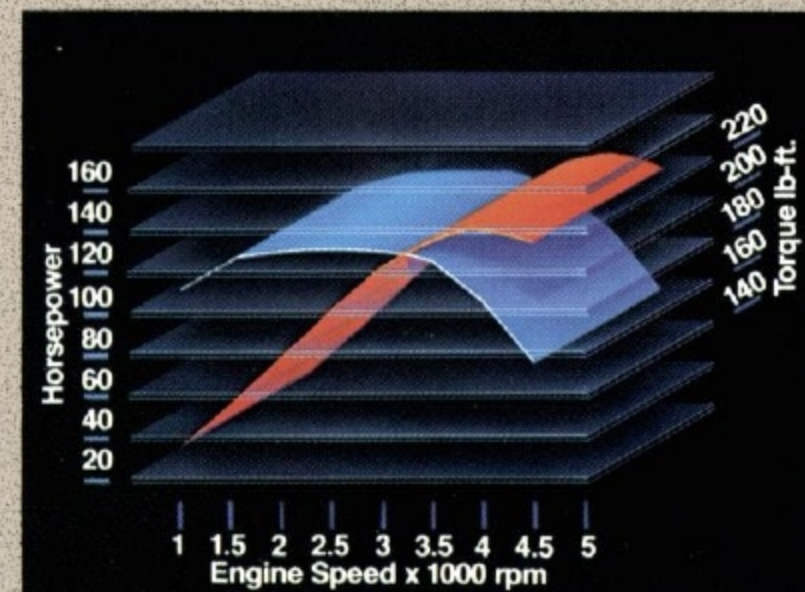
The engine's cylinder heads, pistons and intake manifold are made of strong but lightweight aluminum. The manifold itself has tuned intake runners for better low-end torque and, therefore, quicker initial acceleration.

*See EPA statement on inside back cover.



A camshaft-driven counter-rotating balance shaft (orange) offsets the normal power pulses of the engine. This allows Continental's 3.8-liter EFI V-6 engine to deliver smooth performance.

Continental's engine develops 140 h.p. and 215 lb.-ft. of torque (SAE). Maximum torque is reached at a low 2200 rpm for quicker acceleration.



Months of analysis, testing,
tweaking and retesting
created this superb example
of airflow management.

But it's all right if you just
think it's good looking.



Extensive wind-tunnel testing led to Continental's favorable 0.35 drag coefficient.

In fact, that observation may be the ultimate compliment to the aerodynamic experts who designed Continental. It tells them Continental's advanced aerodynamic features have been so perfectly integrated that they go unnoticed. Which means you—and others—are left noticing the distinctive, formal lines of this new Continental.

Look closer, however, and you'll see that almost every turn of Continental's classic shape has been influenced by airflow management.

Continental greets the oncoming air with flush-mounted halogen headlamps, a front bumper that's neatly integrated into the bodysides and a high-efficiency grille designed to provide proper engine cooling while minimizing drag and front-end lift. The smooth flow of air is further promoted by flush-mounted side glass, a windshield that's raked at a 58.6-degree angle and aircraft-style doors that merge with Continental's roofline. Even Continental's outside mirrors have been sized and located for better airflow.

Combined, these features let Continental slip through the air with a 0.35 drag coefficient, while providing benefits such as improved handling and fuel efficiency, lower noise levels, and better engine and brake cooling.

Aerodynamic headlamps have impact-resistant polycarbonate lenses.



Flush-mounted glass reduces aerodynamic drag.





Continental Signature Series in Sandstone Clearcoat Metallic.



Signature Series standard leather interior in Shadow Blue.

Continental's six-passenger interior could give the term "functional design" a good name.

Is there something wrong with being comfortable? Of course not. But you wouldn't know that judging by some luxury-car interiors. Their shortcomings—namely spartan accommodations and dull, uninviting appearance—are often justified as "functional design."

Truth is, a car's interior can be functional *and* comfortable. Not to mention attractive, elegant and even luxurious. All at the same time.

Welcome to the inside of the new Continental.

Now sit down.

And when you do, take notice of the leather that fills Continental's interior. It is, of course, standard (a luxurious cloth covering is offered as a no-cost alternative). Take notice, too, of just how much room there is inside this new Continental. (More information on interior space can be found on Page 26.)

Continental's driver's seat has six-way power adjustments. And both front seats have adjustable seatbacks, four-way articulated headrests and separate fold-down armrests. The seats incorporate a special coil-and-grid internal spring suspension for added comfort and support. Power lumbar (lower back) adjustments and a two-position driver's seat memory feature are available on Signature Series. The adjustable lumbar supports give driver and front-seat passenger individual control over the amount of lower-back support each receives. Proper lumbar support can reduce back fatigue during long trips. The memory seat feature can be programmed to "remember" two distinctly different settings of the driver's six-way seat bottom. Either setting can then be recalled at the push of a button.

As you'd expect of a Lincoln interior, all of the comfort and convenience features are standard. In both Continental and Continental Signature Series, you'll find power windows and door locks, power adjustable heated outside mirrors, tilt steering wheel, interval wipers, electronic digital clock and steering wheel-mounted speed control.

Digital instruments that make sense.

Continental's electronic instrument cluster was engineered to be a highly functional means of presenting information. To guarantee it, Lincoln engineers employed a driving simulator to test the efficiency of displays and push-buttons. If something was found to be complicated, it was simplified. If its location was wrong, it was moved. The result is a system (shown on Pages 22-23) with a high degree of human compatibility.

To the left of a large, centrally located speedometer/odometer sits a digital fuel bar graph and digital numerical fuel readout. Next to those is a multi-gauge bar graph



Continental's standard tilt steering wheel lets the driver find the most comfortable position, thereby reducing fatigue.

that, at the push of a button, will selectively monitor oil pressure, engine temperature or battery voltage/charging. If a critical level is reached in any single area, its graphic readout will immediately preempt the selected display.

On the right of the speedometer, a message display shows trip-computer functions—instant or average fuel economy, distance to empty, elapsed distance or average speed. It also alerts Continental's driver to everything from an open door or lamp outage to low oil level or the need for routine service. The entire message display is controlled by three simple buttons.

The sun rises, but the temperature doesn't.

Continental's Automatic Climate Control system is so advanced it even compensates for a sunny day. A sunload sensor detects additional heat caused by bright sunlight, then reduces the inside temperature by as much as five degrees below the panel setting to keep the driver and passengers comfortable. Rear-seat passengers receive heating air through their own rear-seat vent.



A sound system worthy of the home...

Continental's standard AM/FM stereo cassette radio has an 80-watt amplifier, six premium speakers and total harmonic distortion of less than 0.1%. It contains features difficult to find in a home sound system, let alone in an automobile. There are 18 station memory settings—12 FM and six AM. Pop-out tone controls retract out of the way after they're set. Seek and scan features work not just with the radio but also with the cassette player. Dynamic and Dolby B® noise reduction systems—even AM stereo reception—are included.

...one worthy of the concert hall...

There's only one way to surpass Continental's standard sound system. That's by ordering the optional Ford JBL Audio System. It incorporates all the advanced features of the standard radio plus a 140-watt amplifier and 10 premium speakers. The speakers have been specially designed and located for the acoustics of Continental's interior. The result is a listening experience of concert-hall quality.

To that amazing system you can also add an optional compact disc player. It's a fully integrated system with automatic music search, scan and dual repeat features. Its total harmonic distortion is less than 0.05%.



...or no sound at all.

When you want peace and quiet, Continental also delivers. Its aerodynamic shape keeps wind noise to a minimum, while the engine's counter-balancing shaft and acoustically tuned intake manifold and exhaust help suppress powertrain noise. Additionally, two steel panels with an inner sound-absorption material separate passengers from the engine compartment. And Continental's thick 24-ounce floor carpeting has full foam coverage beneath.





Signature Series cloth interior (a no-cost option) in Sandalwood.

In Continental, there's room for everything. Except, perhaps, improvement.

Once it was a virtual certainty that an all-new car would be considerably smaller than the model it replaces. This made sense 10 years ago. Today, however, "downsizing" has given way to "smartsizing"—the selection of dimensions that are ideal for a given purpose, and the totally efficient use of all space within those dimensions.

Continental is a superb example of that approach. The need to provide genuine six-passenger room dictated that this new Continental be slightly longer than its predecessor. And the efficient use of space is another reason why Continental has front-wheel drive. Front drive eliminates the large driveshaft tunnel of rear-drive cars, thus allowing more front and rear leg and foot room.

A rear seat that measures up.

Continental's dedication to providing space and comfort is no more obvious than in the rear seat. Three adults sit comfortably in spacious surroundings. Rear-seat passengers enjoy 39 inches of legroom—*minimum*—and a surprising amount of knee room.

And special details make this rear seat even more accommodating. The rear doors are remarkably large for easy entry/exit. The tracks that the front seats ride on are a full 16 inches wide to give rear-seat passengers more usable foot room. The tracks are even covered with a soft material to prevent damage or scuffing of rear passengers' shoes. And, of course, a fold-down center armrest, integral headrests and individual reading lights are provided for rear-seat comfort and convenience.



Large rear door provides easy entry/exit.

Carry their luggage as well.

If it can carry six people, it should be able to carry their luggage too. That simple logic led Lincoln engineers to give Continental one of the largest trunks of any car. It provides 19 cubic feet of fully carpeted space, with a low liftover height for ease of loading and unloading and a separate stowage area for smaller items. A trunk pulldown feature on Continental Signature Series (late availability) allows the driver to close the trunk from inside the car.



In the world's most advanced luxury car, both the seen and the unseen make the difference.

The automobile is viewed as a whole. But in reality, it's actually a complex collection of thousands of individual components. And when viewed that way, you begin to understand why attention to detail is so vital.

Continental is an automobile of special details. Those you see and those you don't. Those you use every time you drive and those you use only on occasion. Even those that, hopefully, you'll never use.

An emphasis on safety.

Continental's passenger compartment sits between front and rear crumple structure designed to help absorb impact. Roof and front pillars are designed to meet a static force test equal to 1½ times Continental's weight. Each door contains an internal steel guard rail. And the door latches and body structure have been engineered to help keep doors shut during a 30-mph test-barrier impact, yet still be openable afterwards.

Obviously, these are all features we hope you will never use, though it may be comforting to know they're built into the new Continental.

Buckle up—together we can save lives.

There is a safety feature that Lincoln *highly* recommends you use each time you drive. The safety belt. Continental's driver and front and rear outboard passengers are provided with three-point safety-belt/shoulder harnesses, while passengers in the center of the car have lap belts. Anchor tethers for child safety seats also are provided.

Safety through vehicle dynamics.

The exceptional handling and response that result from Continental's innovative dual-damping suspension and variable-assist steering make it more than just enjoyable to drive. These systems, like Continental's anti-lock brakes, can help the driver maintain control to better avoid potentially hazardous situations.

Protection from the bump and grind of daily driving.

An automobile lives in a harsh world.

There are a lot of forces out there conspiring to ruin its appearance. Continental has standard bodyside protection moldings to guard against door dings and scratches, plus an abrasion-resistant coating along the lower body panels to ward off stone chips. And with 5-mph bumpers, Continental has four times the front and rear energy-absorbing protection required by federal law.



Of course, you might also want to give Continental another type of protection: an anti-theft alarm. An integrated alarm system is offered for Continental on an optional basis. When an intruder tries to enter Continental, it will flash the headlamps and taillamps, sound the horn and disable the engine starter.

A clear sense of where you're going.

Excellent driver visibility was a top priority in Continental's development. Night driving is made easier through the use of standard halogen headlamps. They throw a substantially whiter bright light than conventional lamps. Continental even has standard cornering lamps to help light the way through turns.

Keeping a clear view of the road is especially important in inclement weather.

That's why Continental is equipped with a standard rear defroster, side-window demisters, heated outside mirrors (to remove ice and mist) and interval wipers. The wipers themselves have large 20-inch blades to clear an expanded portion of the windshield. Additionally, you can equip Continental with an optional Insta-Clear® windshield which can remove a layer of ice from the window in a matter of minutes.



Continental's optional Insta-Clear® windshield uses a transparent metallic coating to spread heat over the windshield's entire surface.

Computers that can ask the car where it hurts.

Continental employs some of the world's most advanced computer technology to control its various systems. To ensure prompt service in the unlikely event of a malfunction, Lincoln dealerships are equipped with sophisticated diagnostic equipment.

A Data Communications Link (DCL) aboard Continental allows shared communication between three major electronic modules—the EEC-IV engine computer, the instrument cluster and the electronic Message Center.

Using a new Service Bay Diagnostic Computer, the dealer service technician can communicate with the DCL. In effect, the DCL "tells" the computer precisely what is wrong. The computer then draws on an extensive data base to find pertinent information relating to the specific concern, as well as appropriate solutions.

This system is so advanced it can even pinpoint malfunctions that would only be apparent when the car is moving. And with EEC-IV's memory capability, the service computer can actually find those annoying intermittent malfunctions that always seem to disappear the moment the car is taken to the dealership.



Insta-Clear® can remove 1/10 of an inch of ice or frost (at 0° Fahrenheit) from Continental's windshield...



...in as little as three minutes, compared with 15 minutes for conventional forced-air defrosters.



HEIGHT: 55.6 INCHES

WIDTH: 72.7 INCHES

WHEELBASE: 109.0 INCHES

LENGTH: 205.1 INCHES

1988 LINCOLN CONTINENTAL SPECIFICATIONS

Vehicle type: six-passenger, four-door sedan

DIMENSIONS:	Wheelbase (in.):	109.0
	Track (in.) front:	62.3
	rear:	61.1
	Length (in.):	205.1
	Width (in.):	72.7
	Height (in.):	55.6
	Curb weight (lb.):	3626
	Fuel capacity (gal.):	18.6
	Luggage space (cu. ft.):	19.0

ACCOMMODATIONS:	Headroom (in.)	front:	38.7
		rear:	38.4
	Legroom (in.)	front:	41.7
		rear:	39.2
	Hiproom (in.)	front:	56.0
		rear:	56.5
	Shoulder room (in.)	front:	57.5
		rear:	57.5

ENGINE:	Layout:	front engine, front-wheel drive
	Type:	90-degree V-6 with EEC-IV computer and counter-rotating balance shaft
	Displacement (liters/cu. in.):	3.8/232
	Bore & stroke (mm/in.):	96.8 x 86.0/3.8 x 3.4
	Compression ratio:	9.0:1
	Horsepower @ rpm (SAE net):	140 @ 3800
	Torque @ rpm (lb.-ft. SAE net):	215 @ 2200
	Fuel delivery:	multi-port electronic fuel injection
	Fuel requirement:	87 octane (minimum) unleaded (anti-knock index)

DRIVETRAIN:	Transaxle type:	4-speed automatic overdrive with lock-up converter
	Gear ratios:	I: 2.77:1
		II: 1.54:1
		III: 1.00:1
		IV: 0.69:1
		axle ratio 3.19:1

CHASSIS:	Body:	unitized construction with separate front subframe
	Suspension front:	independent MacPherson struts with strut-mounted air springs, 20.5mm stabilizer bar, tension struts and lower control arms
	rear:	independent MacPherson struts with strut-mounted air springs, 18mm stabilizer bar, tension struts and parallel control arms
	shock absorbers:	dual-damping, nitrogen gas-pressurized
	Steering type:	speed-sensitive, variable-assist power rack and pinion
	Overall ratio:	15.2:1
	Turns, lock to lock:	2.52
	Turning circle, curb to curb (ft.):	38.0
	Brakes front:	10.1-inch power-assisted disc, anti-lock
	rear:	10.0-inch power-assisted disc, anti-lock
	Wheels:	15 x 6.5-inch steel*
	Tires:	P205/70R15 BSW steel-belted radials

Information based on MVMA specifications.

*15 x 6.5 inch aluminum on Signature Series.

S Standard features O Optional features NA Not available

Continental Signature Series

FUNCTIONAL FEATURES

Front-wheel drive	S	S
3.8-liter V-6 engine with balance shaft, multi-port electronic fuel injection and electronic engine controls (EEC-IV)	S	S
4-speed automatic overdrive transaxle	S	S
Four-wheel disc Anti-lock Brake System	S	S
Speed-sensitive variable-assist power rack-and-pinion steering	S	S
Computer-controlled adaptive air suspension with load leveling and dual damping ride control	S	S
Four-wheel independent suspension	S	S
Nitrogen gas-pressurized front and rear struts	S	S
Front and rear stabilizer bars	S	S
Gas-cylinder hood-lift assists	S	S
Instrument panel service/interval reminders	S	S
Service bay diagnostic system (featuring "memory bank" vehicle information system) and data communications link	S	S
Anti-theft alarm	O	O

INTERIOR CONVENIENCE FEATURES

Comfort/Convenience Group		
Six-way power front passenger seat, power decklid pulldown and closure (late availability), dual illuminated visor vanity mirrors, rear floor mats and headlamp convenience system (includes automatic headlamp dimmer and Autolamp on/off/delay system)	O	S
Electronic Automatic Climate Control system with sunload sensor	S	S
Tilt steering wheel	S	S
50/50 twin comfort lounge seats with leather trim	S	S
Cloth seat trim (no-cost option)	O	O
Unique seat trim	NA	S
Seatback robe cords	NA	S
Driver's seat with memory control and power adjustable front-seat lumbar supports	NA	O
Dual manual front seatback recliners	S	NA
Dual power front seatback recliners	O	S
Dual front-seat folding armrests	S	S
Full-length door armrests	S	S
Electronic AM/FM stereo with cassette and six-speaker Premium Sound	S	S
Power antenna	S	S
Remote decklid release	S	S
Tinted glass	S	S
Power windows	S	S
Power door locks	S	S
Dual power and heated outside mirrors	S	S
Interval wipers	S	S
Side window demisters	S	S
Rear window defroster	S	S
Fingertip speed control	S	S
Rear-seat folding center armrest	S	S
Rear-seat heat ducts	S	S
3-point safety belts for rear-seat outboard passengers and center lap belt	S	S



Styled aluminum wheel

Full deluxe wheel cover

Locking spoke wheel cover



Continental's optional keyless entry system, illuminated for ease of operation.

Our commitment begins before you've driven mile one.
And lasts considerably longer.

A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is this plant's sole job. Here, Quality is Job 1.

Quality protection. All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. Ask to see a copy of this warranty at your Lincoln-Mercury dealer. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Some restrictions apply.

The Lincoln Commitment. More than a promise, this is a program with one solid objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment.

In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.

A toll-free number to call. Should the need ever arise, you can be in direct communication with the Lincoln Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Continental, we provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.



Additional coverage on certain selected components of your new Lincoln is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the *Ford Extended Service Plan*.



Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to

be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased.

Ask your dealer to show you a copy of the Lifetime Service Guarantee.

Ford-paid repair programs after the warranty period. Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins. All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln Continental.

To get copies of materials for your Continental or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673.

In Alaska or Hawaii, call 1-800-241-3711.

In Georgia, call 1-800-282-0959.

You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model and year, engine and transmission type.

Is leasing for you? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

Buckle up—together we can save lives.

LINCOLN. What a luxury car should be.

LINCOLN-MERCURY DIVISION

INTERIOR COLORS

Titanium
Shadow Blue
Cabernet
Cinnabar
Sandalwood

EXTERIOR COLORS



Midnight Black Clearcoat



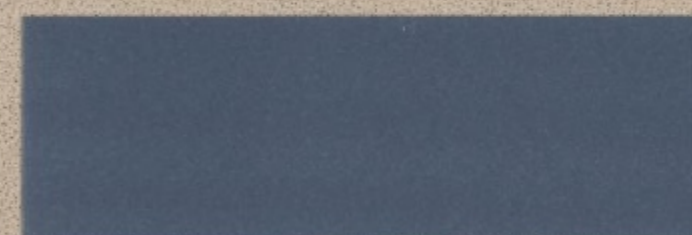
Dark Titanium Clearcoat Metallic



Silver Frost Clearcoat Metallic*



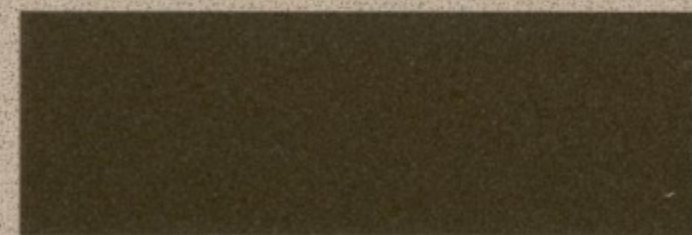
Maroon Clearcoat



Regatta Blue Clearcoat Metallic



Cinnabar Clearcoat Metallic



Medium Driftwood Clearcoat Metallic

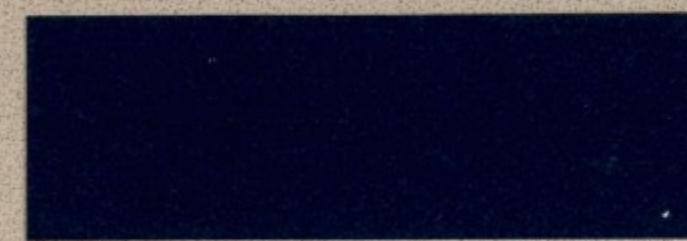
*Late availability



Sandstone Clearcoat Metallic



Dark Shadow Blue Clearcoat Metallic



Ocean Blue Clearcoat Metallic



Rose Quartz Clearcoat Metallic



Arctic White



Dark Cabernet Clearcoat Metallic

S Standard features O Optional features NA Not available

Continental

Signature Series

INTERIOR CONVENIENCE FEATURES (Con't.)

Electronic warning chimes	S	S
Interior lamps (ashtrays, glovebox, courtesy, front and rear reading, door armrests, floorwell, and engine bay and luggage compartment)	S	S
Electronic instrument cluster with digital speedometer, analog/digital fuel gauge, and multi-function gauge (oil pressure, temperature and battery charge)	S	S
Electronic Tripfinder/Message Center (shows trip distance, average fuel economy, instant fuel economy, average speed, distance to empty and systems check)	S	S
Speed alarm	S	S
Digital clock	S	S
Leather-wrapped steering wheel	O	S
24-oz. floor carpet	S	S
Front floor mats	S	S
Seatback map pockets	S	S
Front/side visor	S	S
Center visor (extended coverage)	S	S
Front overhead console with dual reading lights	S	S
Overhead console group (digital compass and automatic dimming rearview mirror)	O	O
19 cubic ft. carpeted trunk with low liftover design, luggage compartment lamp and storage compartment	S	S
Automatic parking brake release	S	S
Ford JBL Audio System	O	O
Compact digital disc player	O	O
Insta-Clear® windshield	O	O
Power moonroof	O	O

EXTERIOR FEATURES

Aerodynamically designed body with flush halogen headlamps, flush glass, aircraft-style doors and concealed wipers	S	S
Cornering lamps	S	S
Bodyside protection molding with bright insert	S	S
Bright rocker panel molding	S	S
Exterior abrasion coating	S	S
Signature Series script on rear quarter window	NA	S
Bodyside accent stripes	NA	S
Keyless illuminated entry system	O	S

TIRES/WHEELS

P205/70R15 steel-belted black sidewall tires	S	S
P205/70R15 steel-belted white sidewall tires	O	O
Styled aluminum wheels	O	S
Full deluxe wheel covers	S	NA
Locking spoke wheel cover	O	O



The sun, moon and stars are yours with Continental's optional power moonroof. Shown here open, partially closed and with sliding sun/shade panel extended.

Regarding this catalog...

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. ■ Standard and optional features 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 features may be subject to a slight delay. ■ Refer to the Continental owner's manual for specific service requirements and added operations related to severe service applications. ■ 1988 EPA estimates were not available at publishing time. Continental, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

The Lincoln Vision.

Before any automaker can honestly claim that its particular luxury car is "What a luxury car should be," it first has to ask the question: "What should a luxury car be?"

It's a question we continuously ask of our engineers, designers, product planners, dealers, their salespeople—virtually everyone who has a hand in the development of the car. But, first and foremost, it's a question we continuously ask of you, the individuals we hope will buy and drive our cars for many years to come. You, ultimately, answer the question by telling us of your needs, wants and desires in a luxury automobile.

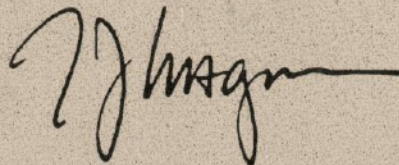
What should a luxury car be? Our newest answer to the question is the 1988 Lincoln Continental. Equipped with an unparalleled combination of technological innovations we think make it the world's most advanced luxury car.

Continental joins Town Car and Mark VII as our most definitive expressions yet of what luxury cars should be. Each one different in look, character and driving attributes, yet all built with a singular vision—what we call the Lincoln Vision. It's a philosophy of design and engineering that strives to produce automobiles for people who demand nothing less than the highest standards. Automobiles that reflect your wants and needs, designed and built to surpass all others in quality and technological innovation.

We must be fulfilling our vision because a recent Ford Motor Company survey shows that Lincoln owner loyalty—measured by the number of owners who return to purchase another Lincoln automobile—is unsurpassed among the luxury cars of the world.

We at Lincoln invite you to discover firsthand why people are so thoroughly satisfied with our cars, by taking the new Continental, or any of our fine cars, for a test drive.

It's all the proof you will need of why Lincoln truly is, "What a luxury car should be."



T. J. Wagner

Lincoln-Mercury Division General Manager