


1991 LINCOLN CONTINENTAL





A luxury car should be many things. It should inspire a sense of glamour and excitement. It should have a reputation that earns respect. And it should provide technical sophistication. In short, the 1991 Lincoln Continental is what a luxury car should be.

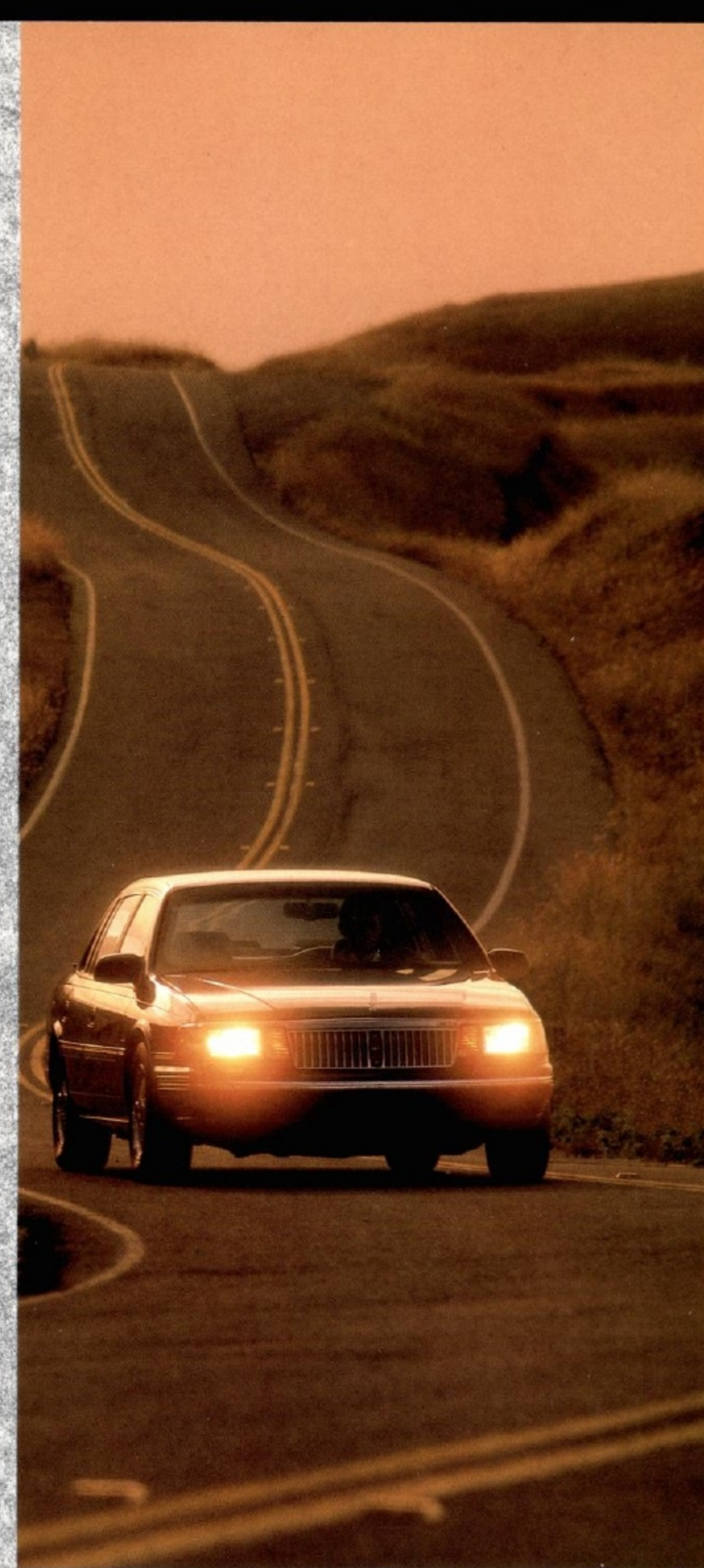
This is one of the world's most advanced luxury cars. It includes such innovative features as computer-assisted suspension and steering systems that actually adapt to driving conditions. An electronic 4-speed automatic overdrive transmission for smoother shifts and more efficient use of engine power. Plus the safety-conscious advances of an Anti-lock Brake System (ABS) and a standard driver-side air bag Supplemental Restraint System.

Choose either Continental or Continental Signature Series for 1991. Each is distinctive. Each offers features that make Continental stand out in a world of luxury automobiles. And each embodies Lincoln's commitment to the highest standards of quality and customer satisfaction.

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If you're looking for a world-class luxury automobile, you needn't search the world over. One's built right here in the U.S. It's called a Continental.



Even Continental's most elegant aspects are backed by a reassuring sense of intelligent design. Its shape is both handsome and aerodynamically efficient. And inside, you'll find a host of thoughtful conveniences designed to provide a driving experience that is sophisticated, luxurious and totally rewarding.



TAKE CONTROL...



Lincoln Continental Signature Series interior with Ebony leather seating surfaces. Some features shown may be optional. See feature pages at back of catalog.



A LUXURY CAR THAT RESPONDS TO ITS DRIVER'S NEEDS.

Continental's interior is painstakingly designed to provide everything necessary for a controlled yet relaxing drive.

The driver's seat places you firmly in the lap of luxury. It incorporates a coil-and-grid internal spring suspension for comfort and support. And it features six-way power adjustments. The Signature Series offers the right front passenger these same power adjustments as standard equipment, as well as optional power lumbar adjustments for both seats.

Controls are positioned for easy reach and operation.

The electronic instrument cluster displays a wealth of quickly accessed information, including a message center that indicates, at your command, instant or average fuel economy, distance to empty, elapsed distance and average speed.

To help keep you cool under any situation, Continental responds with an automatic climate control system. This system is so advanced, it will even sense and compensate for heat caused by sunlight coming through the windshield.

The luxuriously equipped Continental may also be ordered with a cellular car phone. This factory-installed option is an element of the Ford Cellular System, which offers national coverage throughout the United States.* Features include an external speaker for enhanced hands-free operation, audio mute, plus super speed dialing with 30-number memory capability.

*Coverage may not be available in some areas.



Continental's driver's seat features six-way power adjustments with controls conveniently mounted on the door panel. The Signature Series offers an optional memory feature which can be programmed to recall three distinctly different seat settings at the push of a button.



TAKE IT EASY...



Lincoln Continental Signature Series interior with Ebony leather seating surfaces.

A PLACE TO RELAX AND GET AWAY FROM IT ALL.

What better way to fully appreciate the pleasure of driving than in Continental's spacious six-passenger interior?

Rich leather seating surfaces are standard, or you may choose plush cloth upholstery. These sumptuous materials are stretched over generously large interior proportions that include nearly 42 inches of front legroom, 39 inches of rear legroom (minimum) and equally expansive dimensions for heads, hips and shoulders.

Continental's ample interior is not only comfortable, it's a

great place to find peace and quiet. The car's aerodynamic shape helps keep wind noise



If you're equipped to enjoy compact discs at home, why not in your automobile? An optional compact disc player is available with the Ford JBL Audio System.

Speakers for the optional Ford JBL Audio System are specially designed and positioned to match the acoustic qualities of Continental's interior.

minimum. Inside, passengers are insulated from vibration and external noises.

This quiet interior provides the ideal environment for Continental's two fine sound systems. The

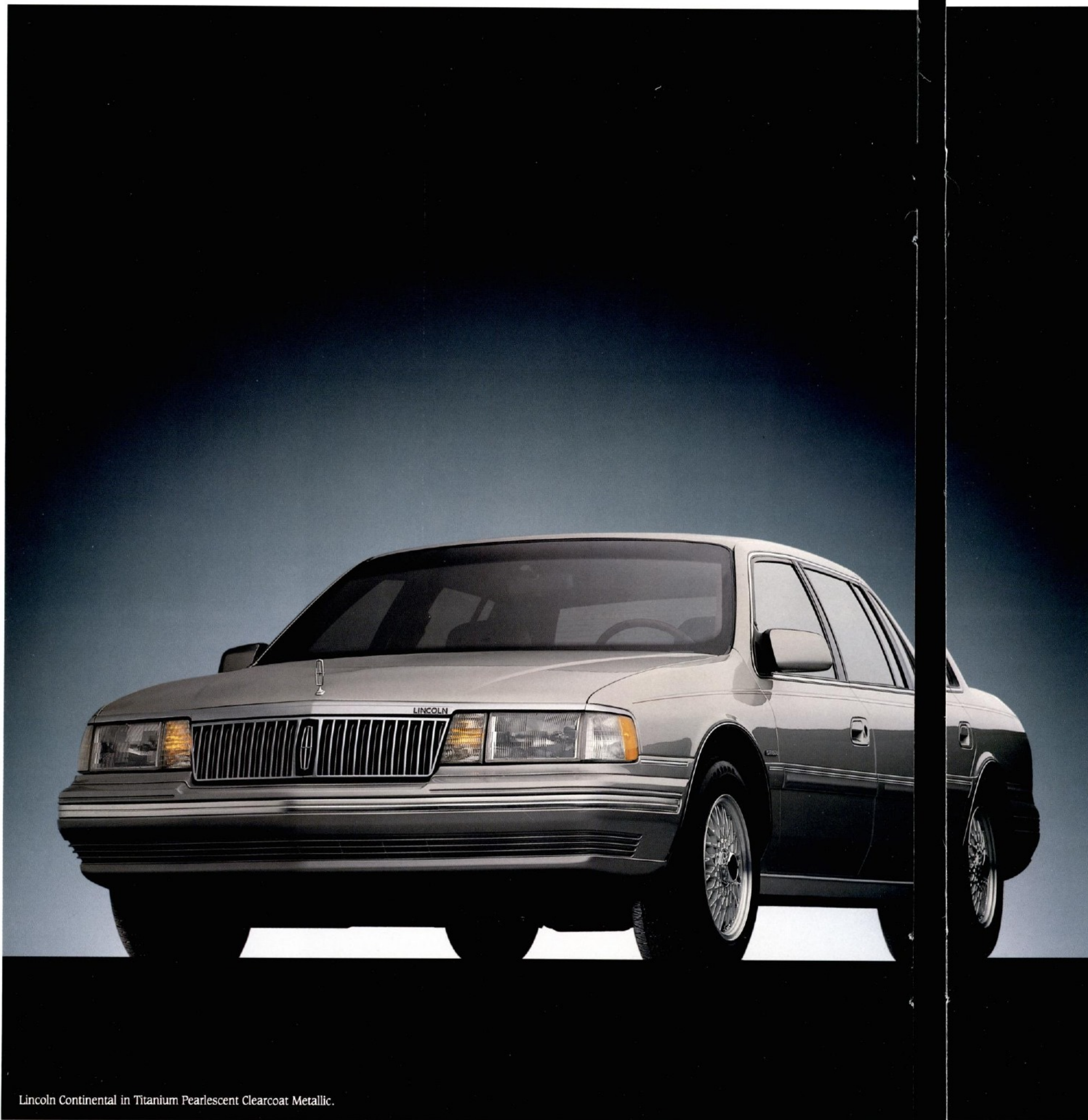
High-Level Audio System includes an AM/FM stereo cassette radio, 80-watt amplifier and premium speakers.

If your musical tastes demand the finest in audio systems, consider the optional Ford JBL Audio System. It offers dynamic and Dolby B® noise reduction systems, plus a 140-watt amplifier and JBL speakers positioned for optimum



Closed, the optional power moonroof is your window to the sky. Open, it provides the means to bring the best of what's outside — fresh air, or starlight — inside.

The car's balance and definition through a broad dynamic range.



Lincoln Continental in Titanium Pearlescent Clearcoat Metallic.

A CONTINENTAL WITH EXECUTIVE PRIVILEGES.



Perhaps you're the kind of person who likes to make your own decisions. You'll be able to make them with Continental, which gives you the flexibility to select from many standard and optional features.

For instance, the expansive six-passenger interior (1) may be accentuated by rich cloth upholstery at no additional cost (pictured here), or you may choose standard leather seating surfaces.

The luxury of ample room extends to Continental's trunk (2), which provides a generous 19 cubic feet of fully carpeted space. Low liftover height simplifies loading and unloading.

Continental also includes such standard conveniences as power windows, mirrors and door locks, fingertip speed control

and a power driver's seat recliner.

You may also choose from many innovative or luxurious options. For instance, the

optional Insta-Clear® windshield (3) can remove a tenth of an inch of ice or frost at 0°F in as little as three minutes. An optional illuminated/keyless entry system (4) allows you to

lock or unlock all passenger doors and the trunk without the aid of a key simply by entering a code pre-programmed at the factory, or your own private code. (This feature is standard on Signature Series.)

For a more thorough examination of the standard and optional features available on both Continental and Continental Signature Series, please consult the specifications on pages 22 and 23.





CONTINENTAL'S ADVANCED DESIGN HELPS SEPARATE YOU FROM THE HARSH REALTIES OF THE ROAD.

The road isn't always a pleasant place — especially when it is traveled in the wrong car.

Fortunately, Continental includes some highly sophisticated features designed to make the unpleasant virtually unnoticeable.

Continental's powertrain is designed to move you with smooth, quick efficiency. The 3.8-liter V-6 engine (1) has been refined for 1991 with a mass airflow sensor for efficient combustion in wide ranging altitudes and temperatures, plus combustion chamber revisions and a new dual exhaust system that help increase horsepower by ten percent.

The engine is matched to a new four-speed automatic transmission which electronically controls shift scheduling and energy management, as well as electronically modulating torque converter lockup. This results in quicker, smoother shifts, while squeezing extra efficiency out of each gallon of gas.*

Continental's sophisticated approach to passenger comfort and driver control includes one of the world's most advanced luxury car suspension systems. This self-leveling, computer-managed four-wheel independent suspension system (2) actually adjusts to changing road conditions. During acceleration, a quick cornering maneuver or on a rough stretch of road, for example, the system responds within fractions of a second by switching to a firmer setting.

When conditions return to normal, a softer setting is automatically selected. The result is a system that always offers the appropriate suspension to excel in both ride and handling.

Continental also rewards the driver with one of the world's most advanced luxury car steering systems. This electrohydraulic, speed-sensitive, variable-assist power rack-and-pinion steering system (3) actually decreases power assist in subtle, incremental steps as speed increases.

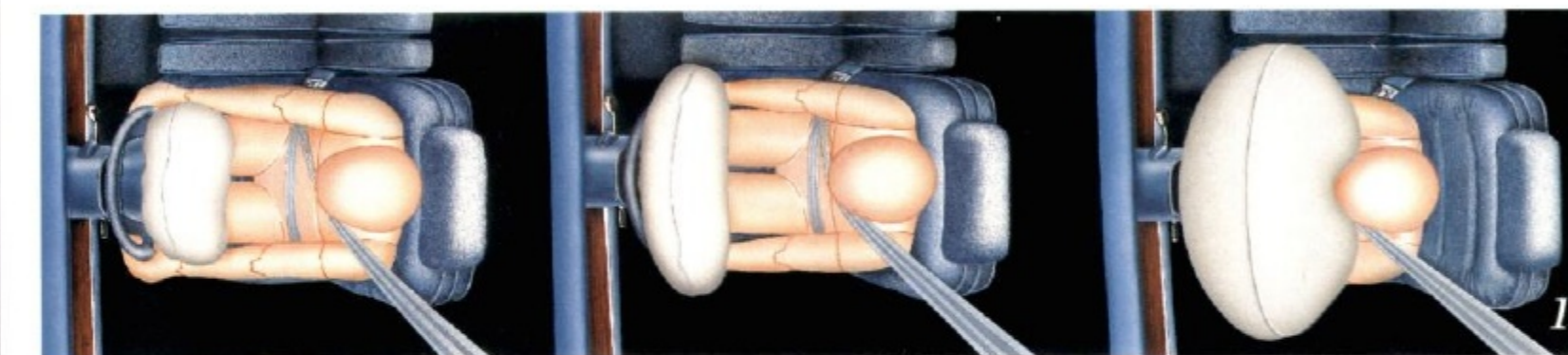
*See EPA statement in back of catalog.



Continental's speed-sensitive steering system provides the driver with maximum assist for low-speed maneuvers like parking, and reduced assist for good road "feel" and precise maneuvering at higher speeds. Over 60 individual levels of power assist are provided between 10 and 65 mph, ensuring the optimum level of assist for any speed.



A LUXURY CAR DESIGNED TO HELP KEEP YOU ON THE SAFE ROUTE.



No matter how carefully you drive, you may face situations that you'd rather not be in.

For this reason, you are strongly encouraged to drive a Continental, a luxury car which incorporates many advanced features to help maintain the safety of its occupants.

Continental offers a driver-side air bag Supplemental Restraint System as standard equipment. As illustrated (1), the air bag inflates in less time than it takes to blink an eye. This system, working together with properly worn safety belts, provides an added measure of protection for the driver's head and chest in the unfortunate event of a moderate to severe frontal collision.

All occupants are strongly encouraged to use the safety belts available at each seating position. Outboard passengers are provided with lap/shoulder safety belts (2), while center passengers have lap safety belts.

Perhaps the best way to protect yourself from an accident is to avoid it in the first place. Which is why Continental includes the traction-enhancing abilities of front-wheel drive design. And why it is equipped with a four-wheel disc Anti-lock Brake

System (3). ABS contains a microprocessor that provides maximum braking efficiency by pulsing brake pressure up to ten times per second when imminent wheel lockup is sensed. It helps the driver maintain steering control — even in extreme braking situations — by inhibiting brake-induced wheel lockup, no matter how hard the driver may slam on the brakes.



1991 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.)	(Signature) 3,635	(Standard) 3,633	
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 56.5	rear 56.5	
Shoulder room (in.)	front 57.5	rear 57.4	

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)	155 @ 4000		
Torque @ rpm (lb.-ft. SAE net)	220 @ 2200		
Fuel delivery	sequential multi-port electronic fuel injection		
Fuel requirement	.87 octane (minimum) unleaded (anti-knock index)		

Drivetrain:			
Transaxle type	electronically controlled 4-speed automatic overdrive		
Gear ratios: I	2.77:1	II	1.54:1
III	1.00:1	IV	0.69:1
axle ratio	3.37:1		

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		
leveling system	microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling		
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 10.0-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		

Continental Signature			
Functional Features			
Driver-side air bag Supplemental Restraint System	S	S	
Passenger-side air bag SRS**	O	O	
Front-wheel drive	S	S	
3.8-liter V-6 engine with balance shaft, sequential multi-port electronic fuel injection and electronic engine control (EEC-IV)	S	S	

Information based on MVMA specifications. *15 x 6.5-inch aluminum on Signature Series.

**Expected availability Spring of 1991. See dealer for details.

Continental Signature

Functional Features			
Electronically controlled four-speed automatic overdrive transmission	S	S	
Dual exhaust outlets	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 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	
Anti-theft alarm	O	O	

Interior/Convenience Features			
Comfort/Convenience Group with six-way power front passenger seat and recliner, power decklid pulldown, dual illuminated visor 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	N/A	S	
Seatback robe cords	N/A	S	
Driver's seat with memory control and power adjustable front-seat lumbar supports	N/A	O	
Manual front passenger seatback recliner	S	N/A	
Power front passenger seatback recliner	O	S	
Dual front-seat folding armrests	S	S	
Full-length door armrests	S	S	
High-Level electronic AM/FM stereo with cassette	S	S	
Ford JBL Audio System	O	O	
Compact digital disc player, (requires Ford JBL Audio System)	O	O	
Automatic power antenna	S	S	
Cellular telephone	O	O	
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	
Lap/shoulder safety belts for front- and rear-seat outboard occupants	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	

Continental Signature

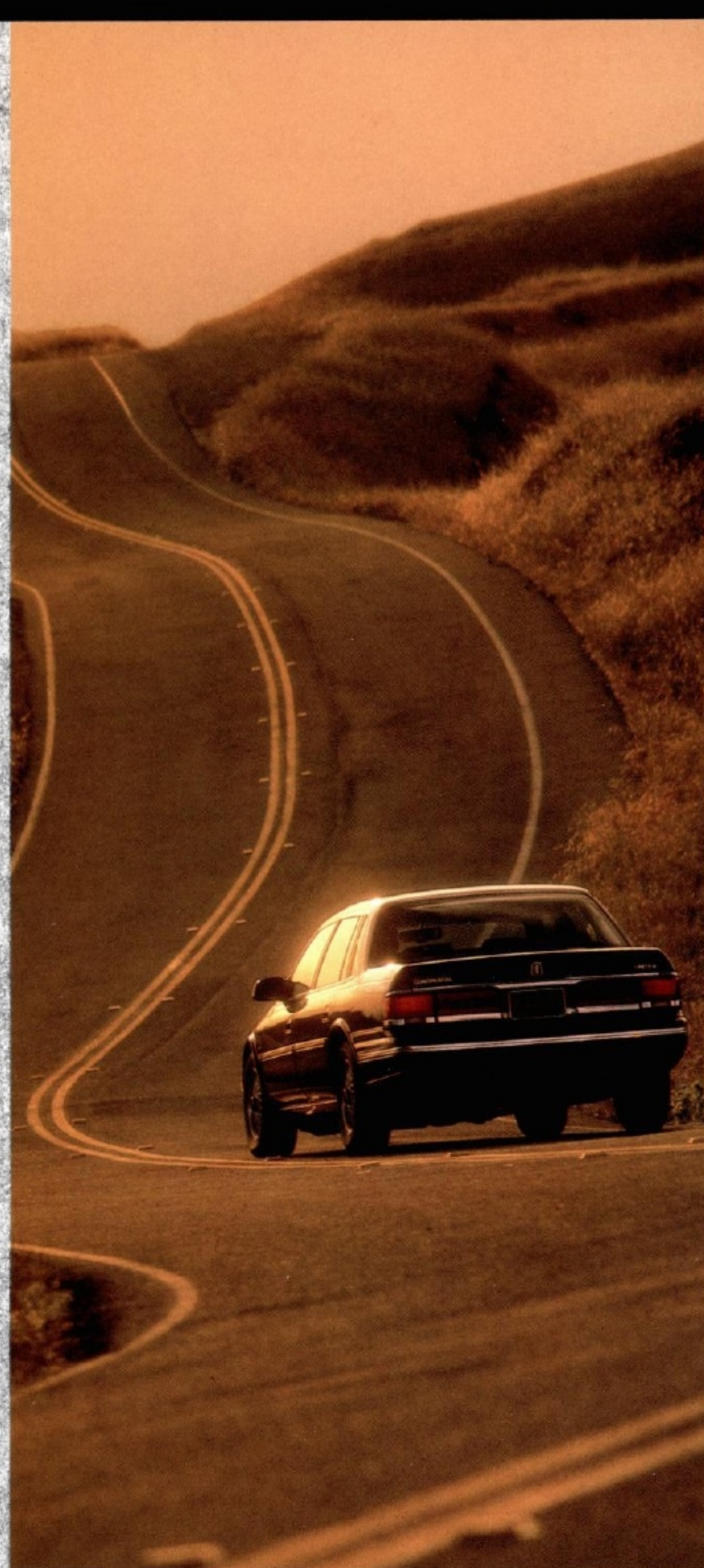
Interior/Convenience Features Con'd.			
Electronic Tripminder/message center (shows trip distance, average fuel economy, instant fuel economy, average speed, distance to empty and systems check)	S	S	
Digital clock	S	S	
Leather-wrapped steering wheel	O	S	
Front floor mats	S	S	
Seatback map pockets	S	S	
Front/side visor	S	S	
Front overhead console with dual reading lights	S	S	
Overhead console group (digital compass and electrochromic automatic dimming rearview mirror) (N/A with power moonroof)	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	
Insta-Clear® windshield	O	O	
Power moonroof (N/A with overhead console)	O	O	

Exterior Features			
Cornering lamps	S	S	
Bodyside protection molding	S	S	
Bright rocker panel molding	S	S	
Exterior abrasion coating	S	S	
Signature Series script on rear quarter window	N/A	S	
Bodyside accent stripe	N/A	S	
Keyless/Illuminated entry system	O	S	

Tires/Wheels			
P205/70R15 steel-belted black sidewall tires	S	S	
Geometric spoke aluminum wheels	O	O	
Styled aluminum wheels	O	S	
Full deluxe wheel covers	S	N/A	

Interior Colors			
Crystal Blue	S	S	
Mocha	S	S	
Cranberry	S	S	
Ebony	S	S	
Light Titanium	S	S	
Shadow Blue	S	S	

Exterior Colors			
Medium Mocha Clearcoat Metallic	S	S	
Light Mocha Pearlescent Clearcoat Metallic	S	S	
Cranberry Clearcoat Metallic	S	S	
Garnet Red Clearcoat Metallic	S	S	
Burgundy Clearcoat Metallic	S	S	
Silver Rosé Clearcoat Metallic	S	S	
Amethyst Pearlescent Clearcoat Metallic	S	S	
Crystal Blue Pearlescent Clearcoat Metallic	S	S	
Twilight Blue Clearcoat Metallic	S	S	
Midnight Black Clearcoat	S	S	
Graphite Clearcoat Metallic	S	S	
Titanium Pearlescent Clearcoat Metallic	S	S	
Arctic White	S	S	



THE LINCOLN COMMITMENT.

Our goal is to ensure that your satisfaction in owning a Lincoln includes the luxury of personal attention to all of your needs, now and for many miles down the road.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN A MILE.

The luxury of owning a Lincoln extends far beyond the quality of the automobile. It includes an extensive pre-delivery and delivery process that familiarizes you with your new automobile, the dealership and all available services. You'll have the opportunity to meet key dealer personnel, tour the service department, schedule your first routine maintenance visit, and take a brief orientation drive to ensure that you are completely familiar and satisfied with your new Lincoln. In addition, a full tank of gas will be provided upon delivery of your new Lincoln.

A PROMISE TO LISTEN.

Should the need ever arise, you can call the Lincoln Customer Assistance Center toll-free at 1-800-521-4140,* or write Ford Motor Company, Lincoln Customer Assistance

Center, 300 Renaissance Center, P.O. Box 43360, Detroit, Michigan 48243. The center hours of operation are from 8:30 am to 5:00 pm, EST, and until 7:00 pm for the West Coast, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a factory representative. A member of the Lincoln Commitment team will then contact you the next business day. Rest assured that you will receive prompt attention. This is your convenient source for all services offered through *the Lincoln Commitment*.

A SERVICE LOANER.

You deserve special attention when servicing your Lincoln. Which is why you will receive a service loaner car or a base rental allowance for up to five days if your Lincoln requires warranty work that will keep it at the dealership overnight. Ask your dealer for complete details on this service loaner program.

WHEREVER YOU ARE, WE'RE THERE.

As part of the Lincoln Commitment, we're providing an ongoing roadside service assistance program that can respond to your needs anywhere in

the United States. This wide-ranging program includes roadside service and towing, area maps and trip routing, and up to \$1,000 emergency travel expense reimbursement. In the unfortunate circumstance that you should need assistance, roadside service can be requested by calling toll-free 1-800-521-4140,* 24 hours a day, 7 days a week. A service truck will be dispatched immediately and in most instances, will arrive within 45 minutes of your call. This service is provided at no charge to all new Lincoln owners for one year from date of purchase, and to any Lincoln owner, regardless of vehicle age, for an appropriate fee. Benefits are provided by Ford Auto Club, Inc.



FACTORY TRAINED SERVICE.

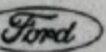
Should your Lincoln need servicing, you may rest assured that it will be performed by a factory trained service technician. These technicians must pass extensive factory-authorized training courses that specially qualify them to perform major diagnostic and service procedures.

Buckle up—together we can save lives.

*Effective Oct. 1, 1990.

EPA statement: 1991 EPA mileage estimates were unavailable when this publication was printed. The 1991 Lincoln Continental, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. **Options availability:** Options shown or described in this catalog are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations. **"Ask your Lincoln-Mercury Dealer":** Following publication of this catalog, certain changes in standard equipment, options, prices and the like, or product delays, may have occurred which would not be included in these pages. Your Lincoln-Mercury dealer is your best source for up-to-date information. **Product changes:** Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

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speak to a factory representative. A

holidays. In addition, you may call

Monday through Friday, except

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are from 8:30 am to 5:00 pm, EST.

48243. The center hours of operation

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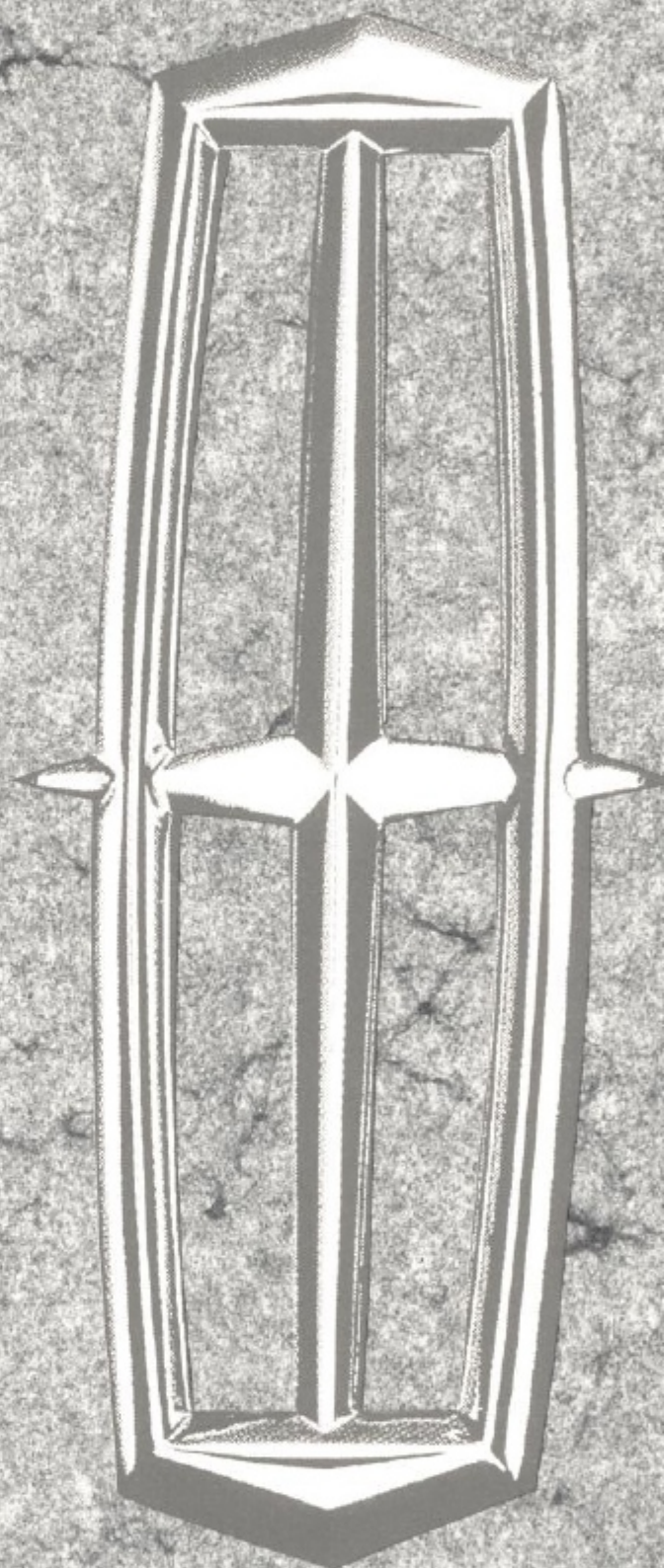
delivery of your new Lincoln.
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Lincoln. In addition, a full tank
and satisfied with your new
that you are completely familiar
a brief orientation drive to ensure
routine maintenance visit, and take
department, schedule your first
personnel, for the service
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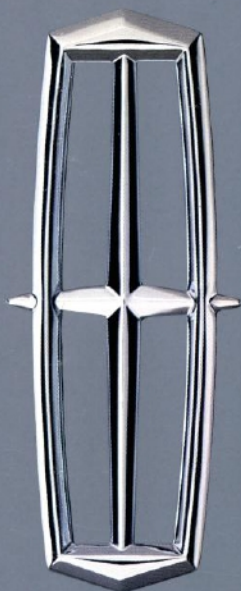
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LINCOLN.
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