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CONTINENTAL MARK VII

CONTINENTAL

LINCOLN TOWN CAR





Continental Mark VII LSC.

Today, there is a new breed of luxury-car buyers in the U.S., buyers who demand more than elegance in their automobiles. They insist on a fundamental integrity in which intelligent design, functional practicality and product quality are inherent in the nature of the automobile. Even more, they demand an active involvement in the driving experience. They want an automobile that, first and foremost, rewards the driver. Herein lies the difference between a luxury car and a premium automobile. It is the difference that makes LSC the right choice for the luxury-car driver who wants to be in touch with the road.

Like every Mark VII, LSC features a trim, agile size. It is distinguished by a new, smoothly contoured, wedge-shaped aerodynamic design. A stunning design, through which the notion that form follows function is expressed with an eloquence to rival that of nature.

Unlike many luxury cars, LSC offers both a luxurious ride and sports-type handling. This combination results from a new, technologically sophisticated Electronic Air Suspension. It uses an onboard microcomputer to continuously monitor four air springs, filling or venting them according to varying load changes to adjust and level the ride. This unique suspension, with nitrogen gas-pressurized front struts and rear shocks, plus front and rear stabilizer bars, provides LSC with a taut, responsive ride.

A 5.0 liter V-8 powers LSC, an engine enhanced by the precision of Electronic Fuel Injection and the Electronic Engine Control system (EEC-IV)*. A four-speed automatic overdrive transmission is also standard. Later this year, a new 2.4 liter turbocharged diesel engine will be available, coupled to a ZF automatic overdrive transmission with a lock-up torque converter.

Continental Mark VII LSC. A premium automobile, calibrated for closer communication between the road and driver.

*Available later this model year in California.

Continental Mark VII LSC in Platinum Clearcoat Metallic.

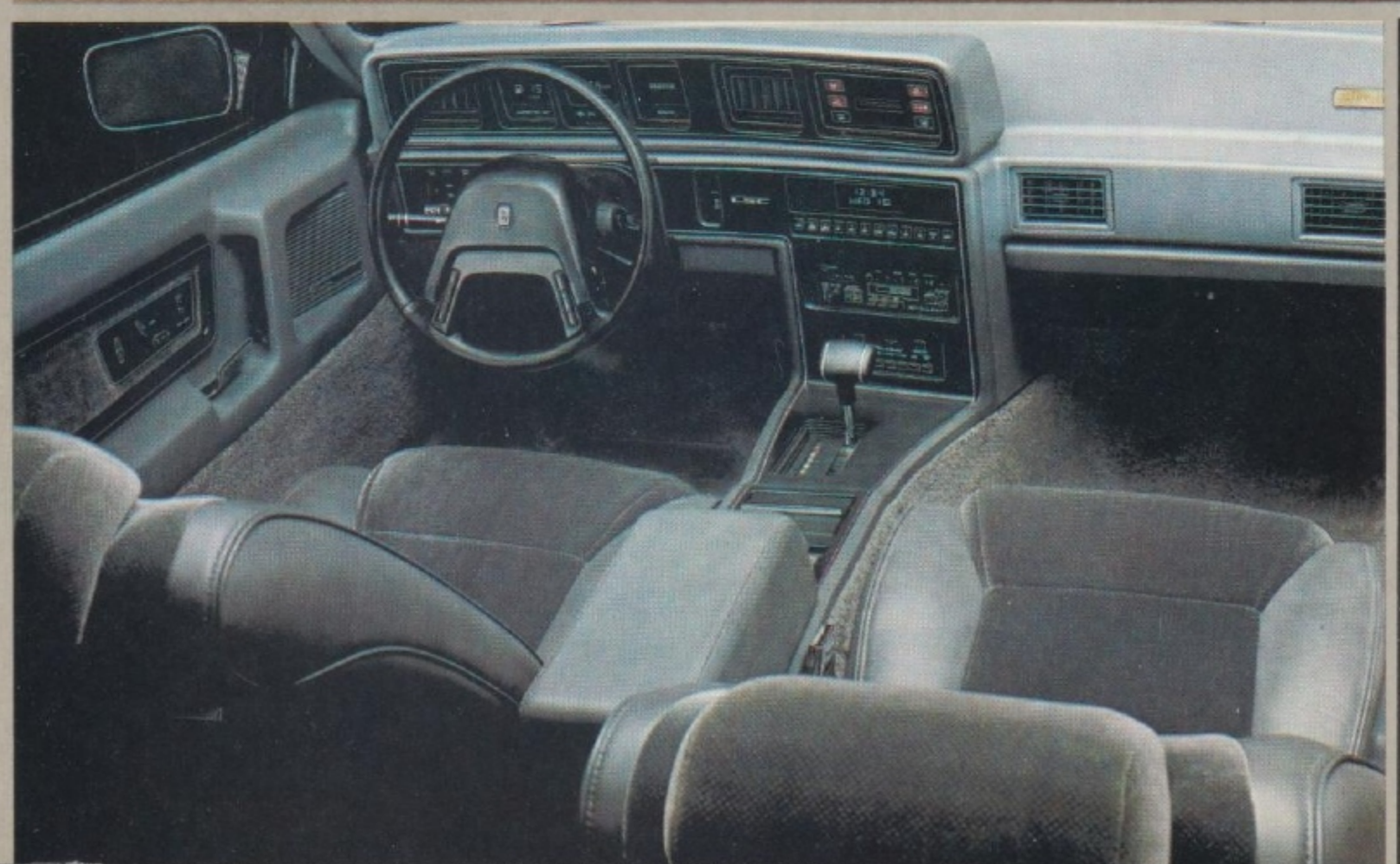
THE LSC INTERIOR

It beautifully fulfills the promise of its exterior design. It is elegant, of course, and comfortable, but beyond that, it is ergonomically impeccable and thoroughly functional.

The driver's seat is equipped with six-way power controls (optional for front passenger seat). This, together with the standard tilt steering wheel, assures the driver of a variety of comfortable seating positions.

Instrumentation is comprehensive, featuring an electronic instrument cluster, a trip computer, and not one, but two consoles—one, a full-length center floor console, integrated into the instrument panel; the other, a new overhead electronic console—to increase the flow of information to the driver.

LSC Interior in Charcoal.



Continental Mark VII.

The criteria for a premium automobile: advanced technology and aerodynamics, a smooth, responsive ride, sophisticated electronics, functional luxury and quality construction. All derive from a driver-centered design philosophy. All are magnificently exemplified by Continental Mark VII.

The newness of Continental Mark VII is apparent in its distinctive aerodynamic shape. This smoothly contoured, sleek wedge-shaped design was not conceived simply to be beautiful, though beautiful it is. The aerodynamic design produces a low-drag coefficient (the measure of a form's efficiency as an aerodynamic shape) of .38, which makes Mark VII one of the most aerodynamically efficient premium automobiles built in the U.S.

Continental Mark VII carries a generous list of standard equipment. It includes the 5.0 liter V-8 with Electronic Fuel Injection and an electronic brain, EEC-IV.* A smooth-shifting automatic overdrive transmission. A specially designed Electronic Air Suspension, plus nitrogen gas-pressurized front struts and rear shocks, ensures an exceptional ride. The standard tires, mounted on cast aluminum road wheels, are P215/70R15 steel-belted radial whitewalls, with a wraparound tread design that enhances traction and handling characteristics. Driver control is provided by power rack-and-pinion steering and power-assisted four-wheel disc brakes.

If Continental Mark VII sounds as far removed from the average luxury car as most luxury cars are from basic transportation, it is for good and deliberate reasons. Continental Mark VII is a beautiful departure from luxury cars. It is a premium automobile that holds the promise of an exhilarating driving experience.

*Available later this model year in California.

Mark VII in Midnight Black Clearcoat.



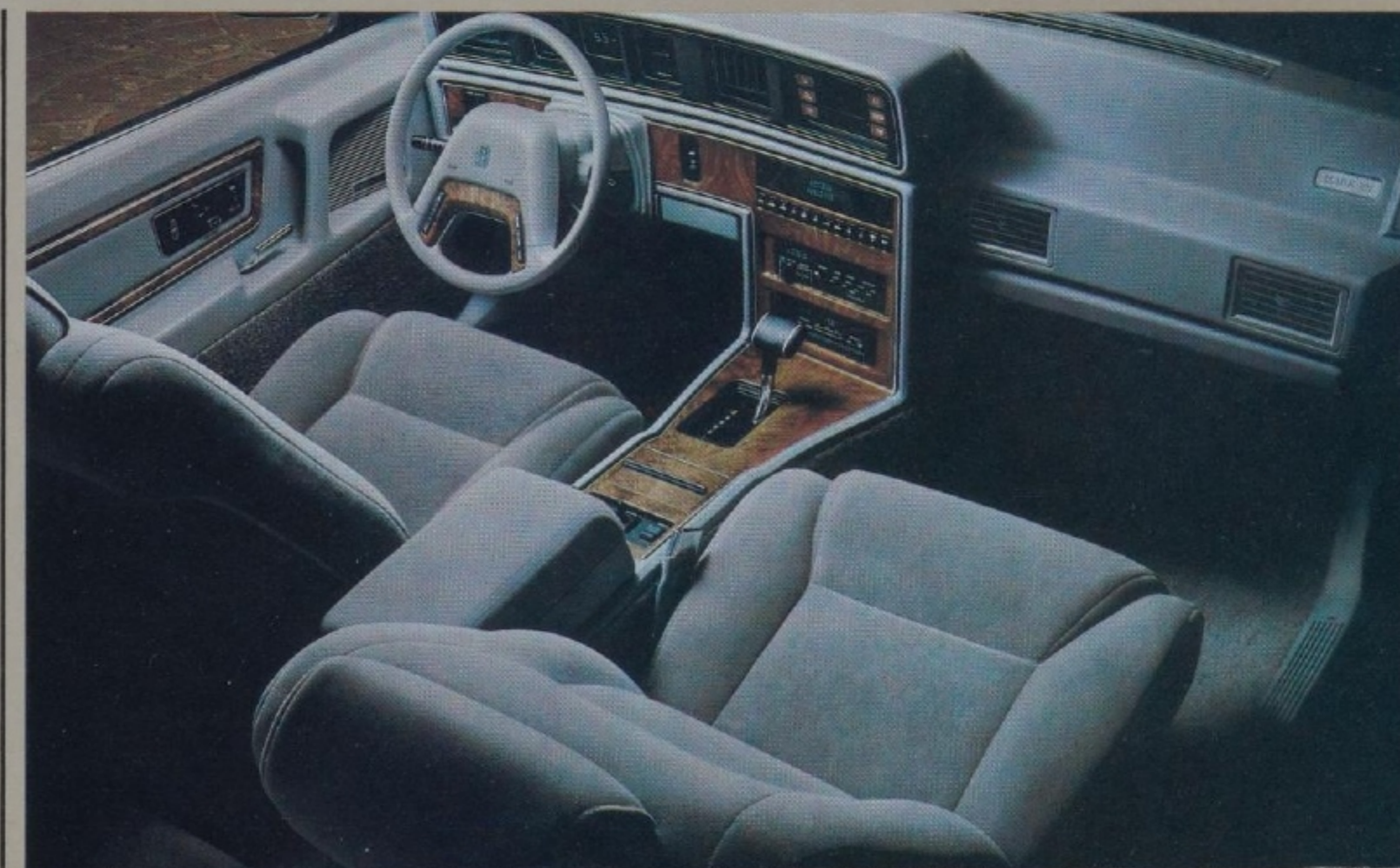
INSIDE CONTINENTAL MARK VII

It reveals its ergonomic integrity by providing more than just comfortable seating. The standard reclining individual front seats are tailored in soft-knit broadcloth upholstery and contoured for lateral support.

Rear-seat passengers are thoughtfully served with features such as integrated headrests; dual intensity reading lamps; front seatback map pockets; a center armrest and one of the most welcome innovations ever created for rear-seat passengers—a heat duct directed to the rear compartment, to help maintain a comfortable temperature throughout the interior.

For everyone's pleasure, thirty-eight-ounce ultra-plush nylon carpeting is underfoot.

Mark VII interior in Dove Gray.



Continental.

The 1984 Continental is much more than a smartly styled luxury sedan. Not only does it represent the many rewarding values inherent in the Continental name, it also offers the most advanced level of technology in its history.

The new Continental is not only very appealing to the eye, but also efficient at moving through the air. The reason is its new, subtly changed design. There is a new swept back grille and wraparound treatment of the parking lamps and cornering lamps. Bumpers are more integrated into the body and, overall, the car has a sleeker appearance. Under the sculpted hood resides a standard 5.0 liter V-8, electronically fuel injected and controlled by the Electronic Engine Control system (EEC-IV). * This engine teams with an automatic overdrive transmission.

Later this year, Continental will be available with the 2.4 liter turbocharged diesel engine and ZF automatic overdrive transmission with a lock-up torque converter.

Continental's technical refinement is also evident in its sophisticated new Electronic Air Suspension that provides a cushion of air between passengers and pavement. Together with standard nitrogen gas-pressurized modified MacPherson front struts and rear shocks, plus front and rear stabilizer bars, it gives the driver a sense of vehicle control often conspicuous by its absence in automobiles of Continental's class.

As in the past, Continental is available in special editions—the Givenchy Designer Series, shown here, and the Valentino.

This year, Givenchy's celebrated style dictates a Continental in Slate Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic, a combination made even more striking by the unique wrapover roof design. Givenchy enriches this theme with coach lamps, distinctive tri-band accent striping and wire spoke aluminum wheels.

Givenchy. One of two special 1984 Continental editions.

*Available later this model year in California.

The Continental Givenchy in Slate Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic.



CONTINENTAL INTERIOR

Inside, Givenchy uses Admiral Blue to bring out the elegance of his special Continental. Admiral Blue for the Twin Comfort Lounge seats, shown here covered in plush cloth; for the luxurious leather-wrapped tilt steering wheel; and for the plush thirty-eight-ounce cabled nylon carpeting.

Every Continental exhibits the liberal use of genuine walnut wood veneer accents on the instrument panel and the door panels. In addition, there is a full complement of standard power assists: door locks including power decklid release; seat controls; steering; brakes; the new, fully automatic antenna; windows—including the newly designed mini-vent windows; and the outside rearview mirrors.

Givenchy interior in Admiral Blue.



TOWN CAR INTERIOR

Inside Cartier, 50/50 Twin Comfort Lounge seats are trimmed in plush Dove Gray ribbed cloth. Leather seating surfaces—also in Dove Gray—are available at no extra cost. These seats are equipped with six-way power controls and manual recliners.

Like all Town Cars, Cartier offers uncommon driving ease. All important equipment is at the driver's fingertips: speed control, trip odometer, electric analog clock, automatic climate control air conditioning, remote-control decklid release and electronic AM/FM stereo search radio with power antenna. And on the driver's armrest—controls that power the windows, door locks, driver's seat and sideview mirrors.

Cartier interior in Dove Gray.



Lincoln Town Car.

Elegant styling and quietness. Luxurious riding comfort and interior room. Driving ease and quality workmanship. These elements have been meticulously refined for over half a century, until Lincoln Town Car stands today as the uncompromised standard of traditional luxury sedans.

This standard is based on quality. According to new-vehicle owners surveyed, Lincoln Town Car is judged to be the highest quality luxury car made in America.*

And, while the goal is to be even better in 1984, this year's edition retains the impressive size, spaciousness, riding comfort and ease of operation that define the traditional luxury sedan.

Town Car is engineered for those who prefer their driving to be effortless. Power steering and power front disc/rear drum brakes are standard. Also standard is the responsiveness of a fuel-injected 5.0 liter V-8 and its smooth-shifting automatic overdrive transmission.

Beyond the solid engineering of Town Car, there is a sense of classic elegance, as embodied in the prestigious Cartier Designer Series, shown here. With a styling flair that is characteristically Cartier, unique exterior coloring is combined with a tasteful accent of wide, bright bodyside molding to project an image of subtle distinction.

Cartier. The automobile of choice for those who would reward themselves with luxurious driving ease and classic elegance.

*Based on a survey of owner-reported problems during the first three months of ownership of 1983 luxury cars designed and built in the U.S.

The Lincoln Town Car Cartier, in Arctic White over Platinum Clearcoat Metallic.

The Standard For Automotive Luxury.

New-vehicle owners across the country were recently asked to evaluate the quality of their cars. Everything from engine performance, electrical systems, paint quality and fit to squeaks, rattles, even wind noise.

This study of new-vehicle quality established that Lincoln is building the highest quality luxury cars built in America.*

The results confirmed what Lincoln designers, engineers, production and assembly employees already knew. They foresaw the improvement in quality through a dramatic drop in warranty claims and from their own monthly quality audits. Three years of dedication produced these results and, rather than becoming complacent, the goal for 1984 is to become even better.

To understand how these improvements are being achieved, it is necessary to follow the construction of Lincoln luxury automobiles from concept to completion.

BUILDING THE QUALITY IN

The first step toward quality was made through the use of computer-aided design. In addition to helping develop designs and simulate actual testing, computers helped design Lincoln production facilities.

Prototypes of cars and their components underwent strenuous laboratory and proving ground testing, to confirm computer predictions. For example, to simulate rough-road driving conditions, the entire instrument panel assembly—including all optional components—was subjected to 3 million horizontal and vertical vibration cycles. This was far in excess of actual exposure to vibration normally expected during the life of the vehicle. The point: to seek out defects before the cars were manufactured.

Lincoln quality was achieved by rethinking the process in which the automobiles were built. In the past, engineers designed a car, passed it to manufacturing for prototype development, whereupon it went to the assembly division for production. Service people were not consulted until almost the end of the process.

RELIABILITY TEAMS

Today's Lincoln automobiles, however, are built from designs that every department is involved in from the beginning. Representatives from Engineering, Manufacturing, Assembly, Service, and even outside vendors formed "Reliability Teams" to study 1984 designs while they were still on paper, long before production began. With the advent of Reliability Teams, quality became inherent in the design, rather than being added during the manufacturing process.

Although computers and new manufacturing processes make important contributions to Lincoln quality, the fundamental difference is the people who build these automobiles. This is obvious at the Wixom Plant, outside of Detroit, where every Lincoln is built.

EMPLOYEE INVOLVEMENT

Traditionally, assembly workers were hired for their hands, muscles and skills. Today, Lincoln hires people for their minds, their attitudes and their willingness to become involved.

The Employee Involvement program is typical of the effort to improve quality. Teams of six to ten workers from specific plant areas meet to think constructively about their specialties. The program is voluntary and has yielded numerous valuable suggestions for improving the manufacturing and assembly processes.

Another program is the hot-line communication system. Any employee's suggestion or complaint is transcribed, and top management, including the plant manager, gets a copy. Within twenty-four hours, the employee is notified that his or her message has been received, and within forty-eight hours, action is taken or a person is assigned to study the problem.

These are only a few of the many changes that were made to ensure that every Lincoln automobile built at Wixom is of the highest quality possible.

This insistence on quality also makes possible the Lincoln Commitment, one of the most ambitious owner satisfaction programs ever offered. (For details on the Lincoln Commitment and the Wixom quality story, see the 1984 Continental Mark VII/Continental/Lincoln Town Car catalog.) The Lincoln Commitment is your assurance that owning a Continental Mark VII, a Continental, or a Lincoln Town Car, will be a truly unique and satisfying experience.

For complete details on Motorcraft replacement parts, Extended Service Plan or the Lifetime Service Guarantee, see your Lincoln Dealer or consult a full-line Lincoln catalog.

CONTINENTAL MARK VII

- Continental Mark VII
- Continental Mark VII Bill Blass Designer Series
- Continental Mark VII Versace Designer Series
- Continental Mark VII LSC
- Continental Mark VII Turbo Diesel (available in combination with all Mark VII models)

CONTINENTAL

- Continental
- Continental Givenchy Designer Series
- Continental Valentino Designer Series

LINCOLN TOWN CAR

- Lincoln Town Car
- Lincoln Town Car Signature Series
- Lincoln Town Car Cartier Designer Series

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. Ask Ford Motor Company or your Lincoln Dealer about such programs relating to your Lincoln automobile.

To get copies of any adjustment program for a Lincoln automobile: Call Ford toll-free at 1-800-241-3673. In Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

*Based on a survey of owner-reported problems during the first three months of ownership of 1983 Ford Motor Company and competitive vehicles designed and built in the U.S.

TECHNICAL SERVICE BULLETINS

All automobiles need repairs during their lifetime. Sometimes Ford Issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln Dealer for any such TSBs and explanations relating to your Lincoln automobile.

To get copies of these Technical Service Bulletins and explanations for your Lincoln: Call Ford toll-free at 1-800-241-3673. In Alaska and Hawaii, Call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model and vehicle identification number, as well as engine size.

LEASING

There may be considerable advantages in leasing a new Continental Mark VII, Continental, or Lincoln Town Car, depending on your needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If you use your automobile in business, your tax records may be simplified.

Furthermore, with an optional coupon book, a comprehensive range of maintenance services is available at any Lincoln Dealership. This helps predetermine monthly automobile expenses.

There are other conveniences provided by the Lincoln-Mercury Dealer Leasing Association (LMDLA) member, such as the handling of tire replacement, licensing, taxes and insurance.

Get it together—buckle up.

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