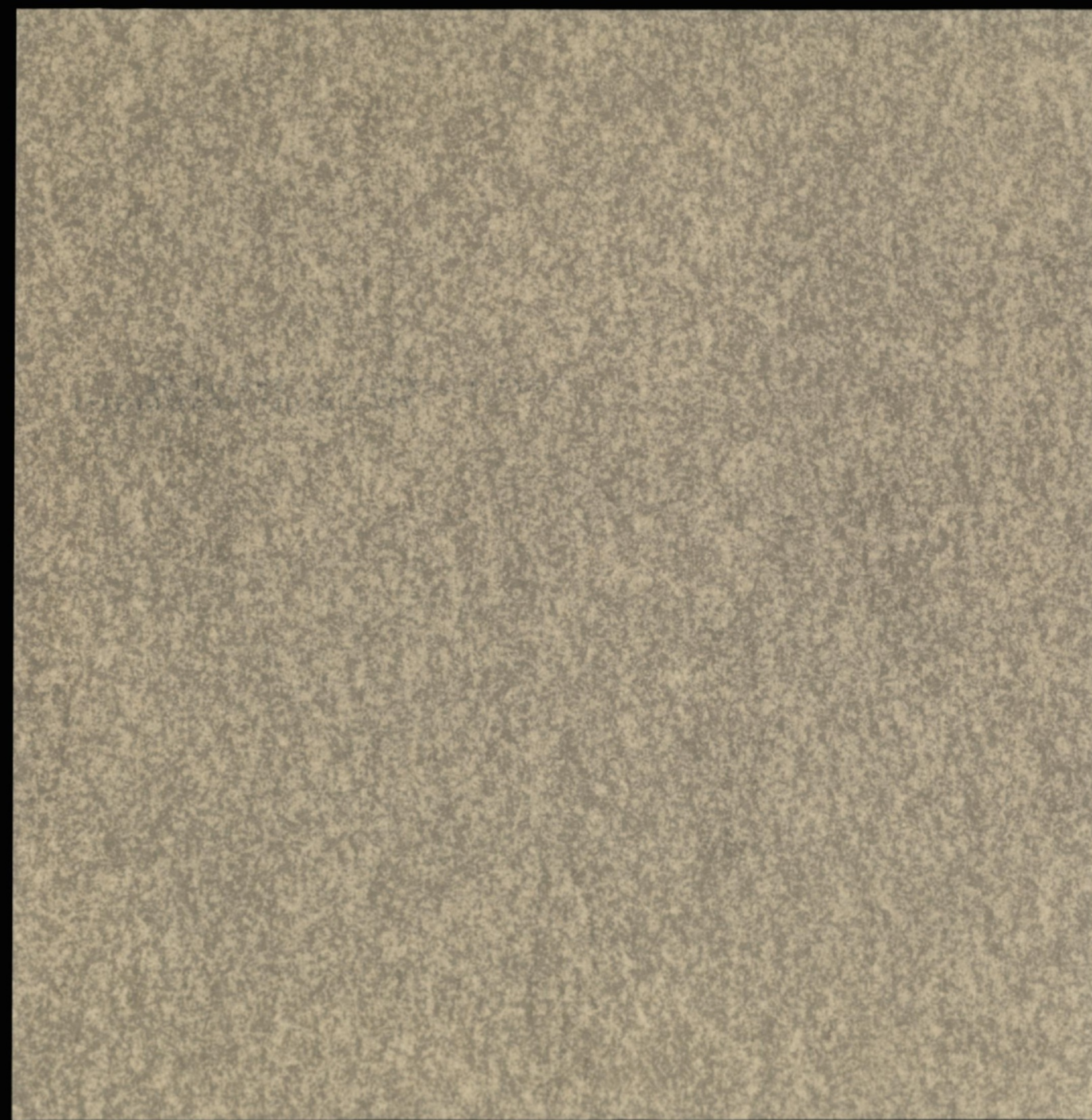


WHAT A LUXURY CAR SHOULD BE  
1997 LINCOLN CONTINENTAL





WHAT A LUXURY CAR SHOULD BE  
1997 LINCOLN CONTINENTAL



The 1997 Lincoln Continental is a

breed unto itself. For here you'll

find a space where classic design

and luxurious comfort are

harmonious. A carefully crafted

EXPERIENCE THE ROAD  
ON YOUR OWN  
TERMS — ELEGANTLY.

vehicle with the smooth ride and

responsive handling characteris-

tics that make it so richly reward-

ing to own. Lincoln Continental.

Experience the road in a most

gratifying new way.



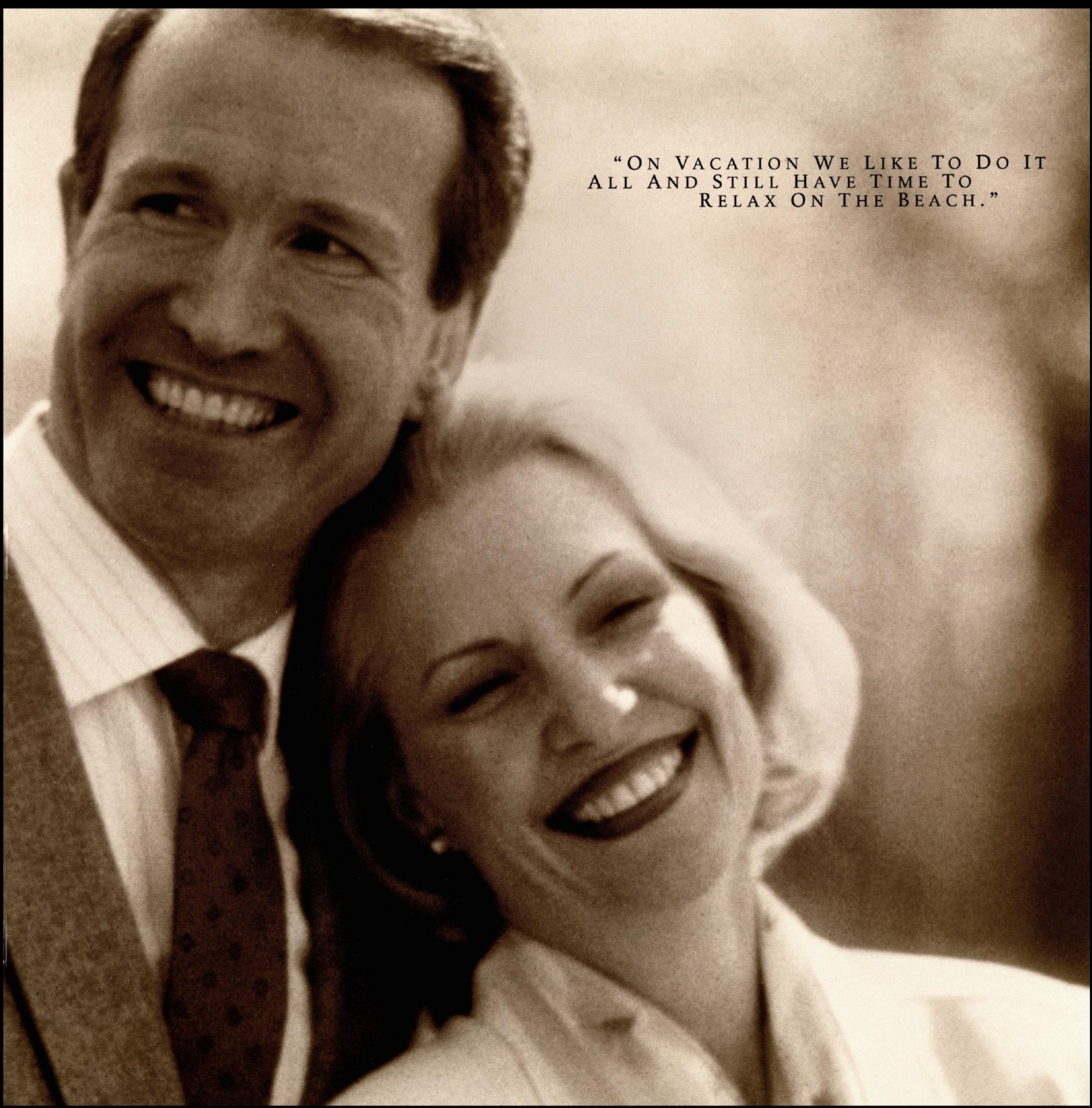
*Lincoln Continental shown in Light Prairie Tan Clearcoat Metallic.*



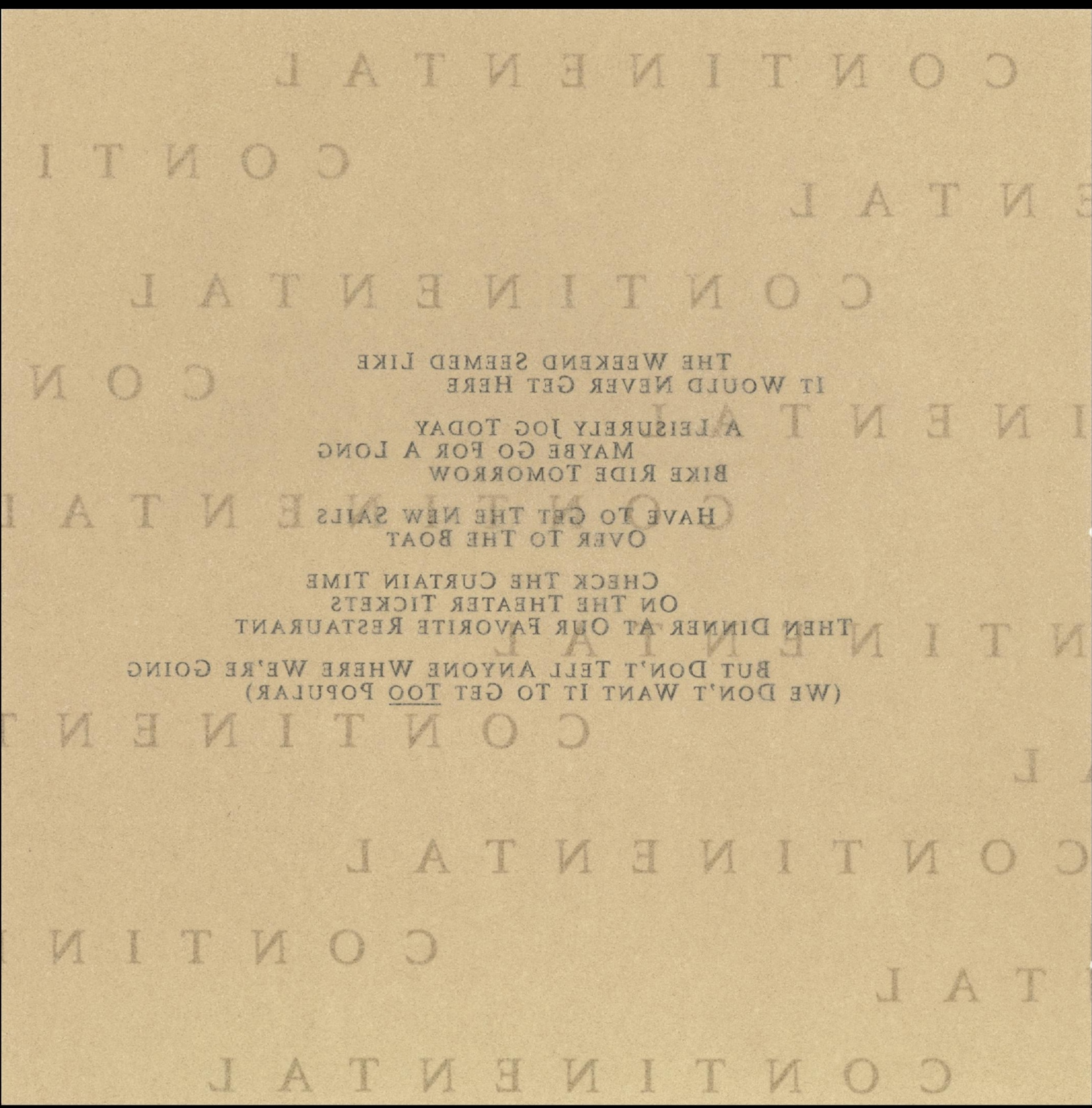
A black and white photograph of a woman with short, wavy hair, smiling broadly and looking slightly to the left. She is wearing a pearl earring. The image has a warm, slightly grainy texture. In the upper right corner, the text "WHEN I SEE SOMETHING I LIKE, I BUY IT." is printed in a serif font.

C O N T I N E N T A L





"ON VACATION WE LIKE TO DO IT  
ALL AND STILL HAVE TIME TO  
RELAX ON THE BEACH."



(WE DON'T WANT IT TO GET TOO POPULAR)  
BUT DON'T TELL ANYONE WHERE WE'RE GOING  
THEN DINNER AT OUR FAVORITE RESTAURANT  
ON THE THEATER TICKETS  
CHECK THE CURTAIN TIME  
OVER TO THE BOAT  
HAVE TO GET THE NEW SAILS  
BIKE RIDE TOMORROW  
MAYBE GO FOR A LONG  
A LEISURELY JOG TODAY  
IT WOULD NEVER GET HERE  
THE WEEKEND SEEMED LIKE



AN AUTOMOBILE  
DESIGNED AROUND  
AN ESSENTIAL CONCEPT

Working with this notion, Continental has been  
created to thoroughly pamper you. In terms of  
YOUR COMFORT.

size alone, its interior is quite accommodating

Yet this space has been uniquely sculpted to

fit you perfectly. Equally comforting is the

abundance of thoughtful amenities. Included

are features intended to make you wonder

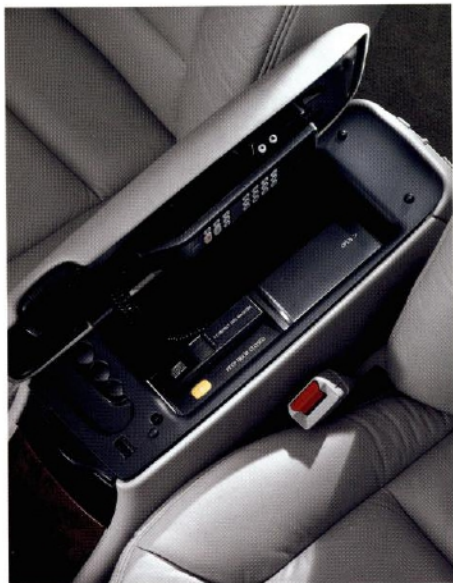
how you ever got along without them. This

isn't just a luxurious interior, but an exquisitely

appointed one as well.

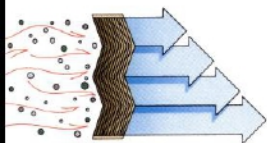
*Lincoln Continental shown in Black Clearcoat.*





A CD changer is available for your Continental. On 5-passenger models it's located in the center console between the front seats. On 6-passenger models it's mounted under the dash. An optional cellular phone is located at your side.

The particulate air filtration system is designed to improve the air you breathe in the Continental. By utilizing layers of electrostatically charged microfibers, it filters out



over 90% of particles larger than three microns in diameter before they can reach the interior through Continental's Automatic Temperature Control System.

Here's another convenient feature you'll appreciate. Continental's overhead console features map lights and provides storage to hold a small pack of tissues and sunglasses.

Five-passenger models feature air-conditioning ducts which channel Automatic Temperature Control System air directly into the rear compartment for rear-passenger comfort. Now, everyone has the "best seat."



Continental's dynamic door sealing system is one of the industry's most advanced and provides triple seals around all door openings to help exclude outside sound and diminish wind noise. It also channels water away from passengers when doors are opened.



Six-way power leather seats are included for both driver and front-seat passenger and feature two-way lumbar control. The driver seat is remotely controlled by the Memory Profile System, so it's in your preferred position before you even enter the car.



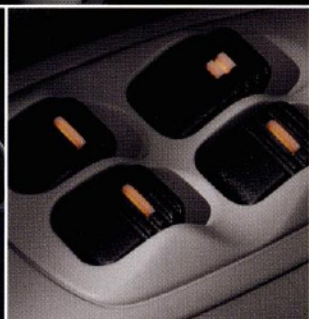




SURROUND YOURSELF  
WITH LUXURY

*Interior shown in Light Graphite with leather seating surface.*





The precise degree of brightness you've chosen for the instrument panel is automatically adjusted by the Memory Profile System.

Versatile key fob unlocks doors and trunk and turns on interior lights and also activates Continental's Memory Profile System. The panic button flashes headlights and sounds the horn intermittently.

An electrochromic inside rearview mirror automatically dims to reduce the glare of other cars' headlights.

Message center personalizes its messages for you as part of the Memory Profile System. For example, it displays the ride/steer modes you've selected.

For your convenience the express-down driver-side window moves fully down with a single tap of the switch. As with all door-mounted switches, it's lighted.

Autolamp delay is another driver preference remembered by the Memory Profile System. Headlamps remain on for any interval you select from 10 seconds to three minutes.



SOPHISTICATION  
WITNESSED ON THE ROAD

AS WELL AS  
UNDER THE HOOD.

A 4.6-liter 32-valve DOHC V-8 is Continental's

source of power and part of its advanced

InTech™ System. To smooth out the drive, a

Road-Calibrated Suspension System automatically

adjusts to the road. For the perfect blend of

ride and road feel, choose from three levels of

steering effort and suspension firmness.

Its responsive handling and surefooted stance

set the stage for instant driver gratification.

Lincoln Continental shown in Silver Frost Clearcoat Metallic.





Continental's sophisticated 4.6-liter 32-valve DOHC InTech V-8 engine delivers an impressively responsive 260 horsepower. It features an aluminum engine block and heads and roller-finger cam followers to help create a lightweight yet powerful performer.

Continental's silken smooth electronic, four-speed automatic transaxle features a home-safe mode and a dash warning light that alerts you when the system is activated.

Speed-sensitive steering is an essential component of Continental's InTech System. It can be adjusted to deliver your preferred level of steering effort and includes a digital readout.

It's nice to know this engine has been designed to run for 100,000 miles without a scheduled tune-up, under normal driving conditions with routine fluid/filter changes.

A computer-managed suspension system helps keep you in tune with the road. Intelligent monitors constantly check engine, transaxle and suspension functions.



THE REQUEST  
TO MAKE YOU FEEL  
MORE SECURE

To help you feel more secure on the road, your  
SENT OUR ENGINEERS  
INTO ORBIT.



Continental can be equipped with the Lincoln



RESCU System and the Personal Security Package.



The state-of-the-art RESCU System uses satellites to



determine your location.\* You simply push a button



and help is on its way. The Personal Security



Package includes the SecuriTire System. It's amazing



to realize what length our engineers will go to bring



you the ultimate luxury — peace of mind.





*Expect nothing less from the first luxury car manufacturer to offer dual air bags as standard equipment on all models. (Always wear your safety belt.)*

*Crumple zones help absorb some of the energy of a collision before it reaches the passenger compartment.*

*Three-point safety belts are provided for outboard-seated passengers and center rear-seat passenger. Front outboard belts feature height adjusters for improved shoulder belt fit and comfort.*

*Side door beams are included to offer you additional protection.*

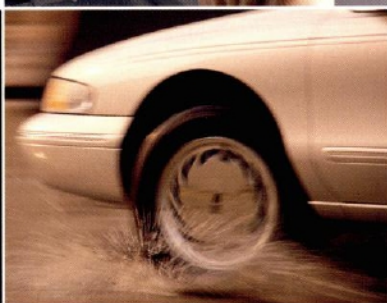
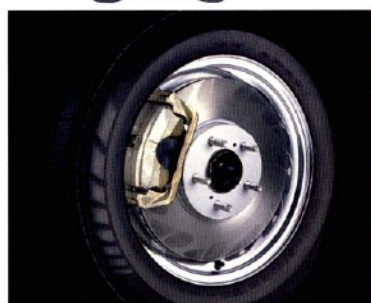
*The roof and front pillars are engineered to meet a static force test equal to 5,000 lbs.*

*Key interior areas are padded and virtually every surface is rounded to help avoid injury in the event of a collision.*

*Doors are designed to remain closed in the event of a front or rear collision.*

*Child-proof rear door locks guard against accidental opening of the rear doors from the inside.*

*Child seat restraint tether anchor adds increased safety and peace of mind when transporting small children in child seats equipped with top tether straps.*



Continental's Personal Security Package features the SecuriTire System which warns you of tire-pressure loss and allows you to drive up to 50 miles even after a puncture.\*\* Another convenient feature is a programmable garage door opener which is located on the visor. Also available is Lincoln RESCU, Remote Emergency Satellite Cellular Unit.

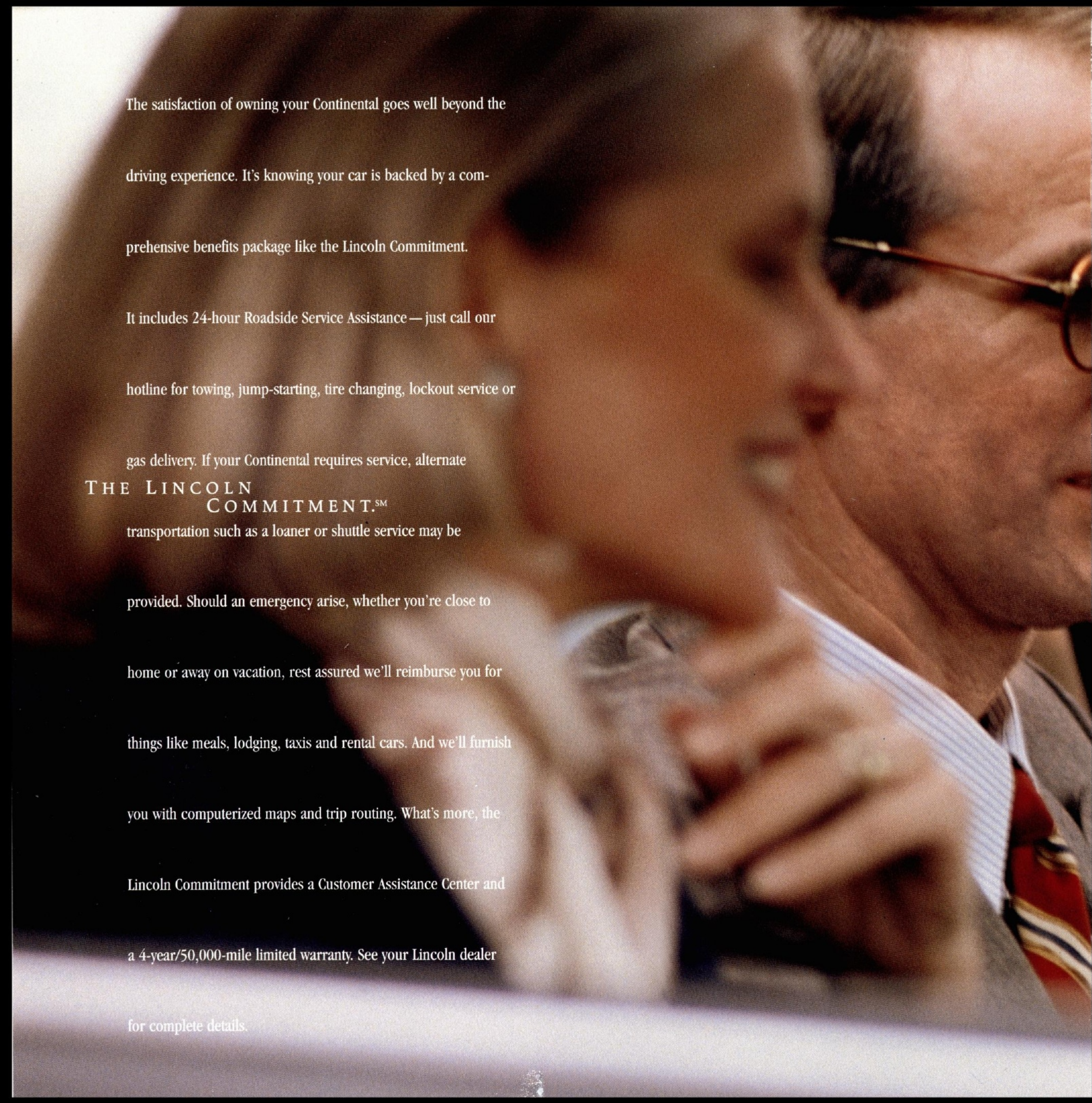
Four-wheel disc Anti-lock Brake System gives the driver greater steering control while braking, particularly on slippery road surfaces.

Electronic All-Speed Traction Control comes standard and helps Continental obtain maximum wheel grip for smooth standing starts under slippery conditions. It also delivers increased control and stability at highway speeds when road conditions are less than ideal.

\*Requires voice-activated cellular phone service and JBL Audio. Subject to cellular service area limitations.

\*\*Driving distance dependent on load, speed and driving conditions.



A close-up, slightly blurred photograph of a man in a suit and glasses. He is looking down at a document or a car's interior, with his hand visible near the bottom of the frame. The background is out of focus.

The satisfaction of owning your Continental goes well beyond the

driving experience. It's knowing your car is backed by a com-

prehensive benefits package like the Lincoln Commitment.

It includes 24-hour Roadside Service Assistance — just call our

hotline for towing, jump-starting, tire changing, lockout service or

gas delivery. If your Continental requires service, alternate

THE LINCOLN  
COMMITMENT.<sup>SM</sup>

transportation such as a loaner or shuttle service may be

provided. Should an emergency arise, whether you're close to

home or away on vacation, rest assured we'll reimburse you for


things like meals, lodging, taxis and rental cars. And we'll furnish

you with computerized maps and trip routing. What's more, the

Lincoln Commitment provides a Customer Assistance Center and

a 4-year/50,000-mile limited warranty. See your Lincoln dealer

for complete details.

A close-up photograph of a man in a suit and glasses, smiling and looking down at a document or a car's interior. He is holding a pen in his right hand. The background is out of focus.

© 1994 Lincoln Motor Company



## STANDARD FEATURES

### THE EXCLUSIVE LINCOLN INTECH™ SYSTEM

A precise integration of powertrain and chassis technology designed to deliver power, control, reliability, and efficiency.

#### POWERTRAIN:

- 4.6-liter 32-valve, DOHC InTech V-8 engine
- 100,000-mile scheduled tune-up interval\*
- 4-speed electronic automatic overdrive transaxle
- Electronic powertrain control module with "home-safe" mode

### SAFETY AND SECURITY

Dual air bag Supplemental Restraint System (SRS)\*  
4-wheel Anti-lock Brake System (ABS)  
All-Speed Traction Control  
3-point safety belts for front outboard and rear passengers including rear center seat occupant  
Dual power heated outside mirrors with reverse tilt-down feature  
Remote illuminated keyless entry system with panic button  
Electrochromic (auto-dimming) inside rearview mirror with compass

### INTERIOR/CONVENIENCE

Memory Profile System: steering effort, ride control, radio stations, driver's seat position, mirror position, autolamp delay setting, panel lighting setting, easy entry/exit driver's seat, express-down driver's window, auto door lock, door lock chirp, tilt-down outside mirrors  
Leather seating surfaces/  
leather-wrapped steering wheel with center horn  
6-way power driver and front passenger recliners with memory driver seat and 2-way power lumbar  
CFC-free electronic Automatic Temperature Control with sunload sensor  
5-passenger seating with center console  
Easy entry/exit driver's seat  
Virtual image instrument cluster with message center  
Autolamp on/off delay lighting system  
Interior theatre dimming lighting  
Particulate air filtration system  
Solar tint glass

#### SUSPENSION:

- Front and rear computer-managed suspension
- Automatic load-leveling suspension

#### CHASSIS:

- 4-wheel disc anti-lock brakes
- Speed-sensitive, variable-assist power rack-and-pinion steering

\*Under normal driving conditions with routine fluid/filter changes.

Rear seat child-proof door locks  
Front center lap belt (6-passenger only)  
Front and rear crumple zones  
Heavy-gauge steel side door intrusion beams  
Home-safe transaxle  
Brake/shift interlock  
4-way adjustable front seat head restraints  
Anti-theft alarm system  
Unique complex reflector headlamps  
Child safety seat tether anchor

\*Always wear your safety belt.

### EXTERIOR

Dual exhaust with exposed bright tips  
16" machined aluminum directional wheels  
Flexible chrome grille/5-mph bumpers  
Bodyside protection molding

Extensive corrosion protection  
Single key entry/ignition  
Cornering lamps

## AVAILABLE FEATURES

Personal Security Package includes

- SecuriTire System
  - Michelin "Zero-Pressure" Tires
  - Pressure Alert Tire Sensing System
- Programmable garage door opener

RESCU Package

- Lincoln RESCU (Remote Emergency Satellite Cellular Unit)
- Integrated voice-activated cellular phone
- JBL Audio System
- Programmable garage door opener

Heated front seats with 5 temperature settings  
Electrochromic (auto-dimming) sideview mirror  
Power moonroof  
Integrated voice-activated cellular phone  
6-passenger seating with mini-console (no charge)  
JBL Audio System with Digital Signal Processing (DSP)  
6-disc CD changer in passenger compartment  
Programmable garage door opener  
16" chrome 5-spoke aluminum wheels  
16" chrome double-window aluminum wheels  
Bodyside paint stripe

### Product Changes

Following publication of this brochure, 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 dealer is your best source for up-to-date information.

Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

EPA statement: 1997 EPA mileage estimates were unavailable when this brochure was printed. The 1997 Lincoln Continental, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

INFORMATION BASED ON AAMA SPECIFICATIONS.

 **LINCOLN**  
What A Luxury Car Should Be



FORD CREDIT OFFERS A WIDE VARIETY OF FINANCING AND LEASING PROGRAMS TO QUALIFIED BUYERS THAT CAN BE ARRANGED RIGHT AT THE DEALERSHIP. ASK YOUR DEALER FOR THE FACTS ON THESE PROGRAMS. OR CALL FORD CREDIT CUSTOMER SERVICE AT 1-800-727-7000.



50%  
TOTAL RECOVERED FIBER  
10% POST-CONSUMER FIBER

(400M) 7-96 P7393

For more information via the Internet, enter  
<http://www.lincolnvehicles.com>

## 1997 LINCOLN CONTINENTAL SPECIFICATIONS

### ENGINE

Layout: . . . . . front engine, front-wheel drive  
Type: . . . . . DOHC 32-valve InTech™ V-8  
Displacement (liters/cu. in.): . . . . . 4.6/281  
Bore & stroke (mm/in.): . . . . . 90.2 x 90.0/3.6 x 3.6  
Compression ratio: . . . . . 9.85:1  
Horsepower @ rpm (SAE net): . . . . . 260 @ 5750  
Torque @ rpm (lbs.-ft. SAE net): . . . . . 265 @ 4750  
Fuel delivery: . . . . . sequential multi-port electronic fuel injection  
Fuel requirement: . . . . . 91 octane premium recommended

### DRIVETRAIN

Transaxle type: . . . . . four-speed electronic automatic overdrive with overdrive lockout and electronic All-Speed Traction Control  
Axle ratio: . . . . . 3.56:1

### CHASSIS

Body: . . . . . unitized construction with separate front subframe  
Suspension:  
front: . . . . . independent MacPherson struts with road-calibrated steel coil springs, 19.0mm stabilizer bar, tension struts and lower control arms  
rear: . . . . . SLA independent with air springs, 19.5mm stabilizer bar, tension struts, upper control arms, lower control arms, cast spindle with forged stem and integrated ball joints  
Shock absorbers: . . . . . gas-pressurized hydraulic with internal rebound spring Automatic fast-acting dual-damping with 3 driver selections: firm, normal, plush  
Leveling system: . . . . . microcomputer-controlled 2-wheel air springs with automatic front-to-rear and side-to-side leveling  
Steering type: . . . . . speed-sensitive, variable-assist power rack-and-pinion with 3 driver selections for steering effort: high, normal, low  
Overall ratio: . . . . . 16.95:1  
Turns, lock to lock: . . . . . 2.86  
Turning circle, curb to curb (ft.): . . . . . 41.1  
Brakes:  
front: . . . . . 11.57-inch power-assisted disc, anti-lock  
rear: . . . . . 10.1-inch power-assisted disc, anti-lock  
Wheels: . . . . . 16 x 7-inch aluminum  
Tires: . . . . . P225/60R16 97H steel-belted black sidewall radials



Standard Bright Machined  
Aluminum Directional Wheel

Optional Chrome 5-Spoke  
Aluminum Wheel

Optional Chrome Double  
Window Aluminum Wheel



## OPTIONS



Personal Security Package includes the SecuriTire System and programmable garage door opener. Also available is Lincoln RESCU which promotes safety by utilizing satellite technology.

A state-of-the-art JBL Audio System includes a powerful sub-woofer and six speakers. Digital Signal Processing (DSP) allows you to change the sound of the music by simulating a jazz club, cathedral, stadium or concert hall environment.

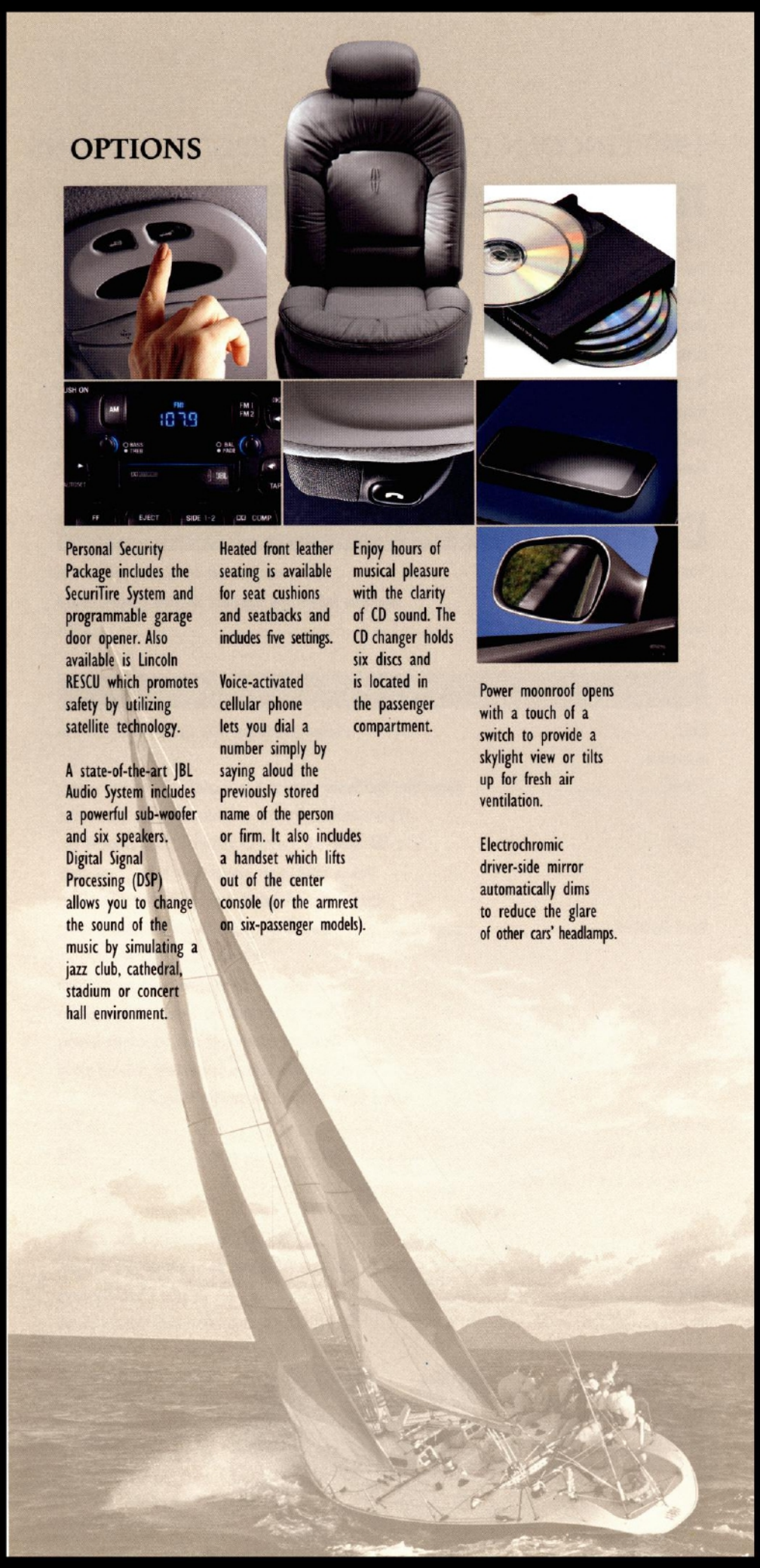
Heated front leather seating is available for seat cushions and seatbacks and includes five settings.

Voice-activated cellular phone lets you dial a number simply by saying aloud the previously stored name of the person or firm. It also includes a handset which lifts out of the center console (or the armrest on six-passenger models).

Enjoy hours of musical pleasure with the clarity of CD sound. The CD changer holds six discs and is located in the passenger compartment.

Power moonroof opens with a touch of a switch to provide a skylight view or tilts up for fresh air ventilation.

Electrochromic driver-side mirror automatically dims to reduce the glare of other cars' headlamps.



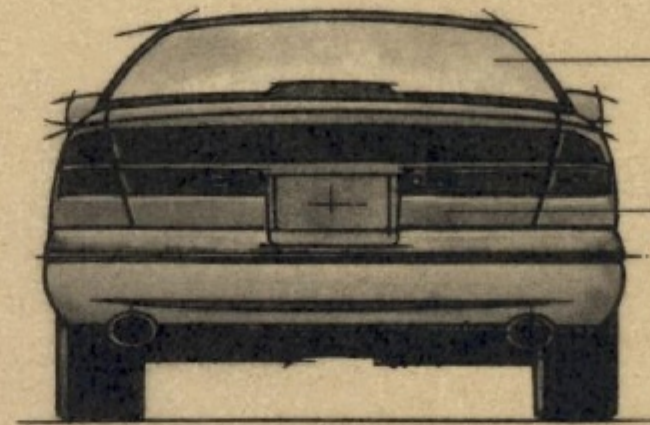


## DIMENSIONS

Height (in.): ..... 56.0

Track (in.): ..... front 63  
rear 61.5

Width (in.): ..... 73.6

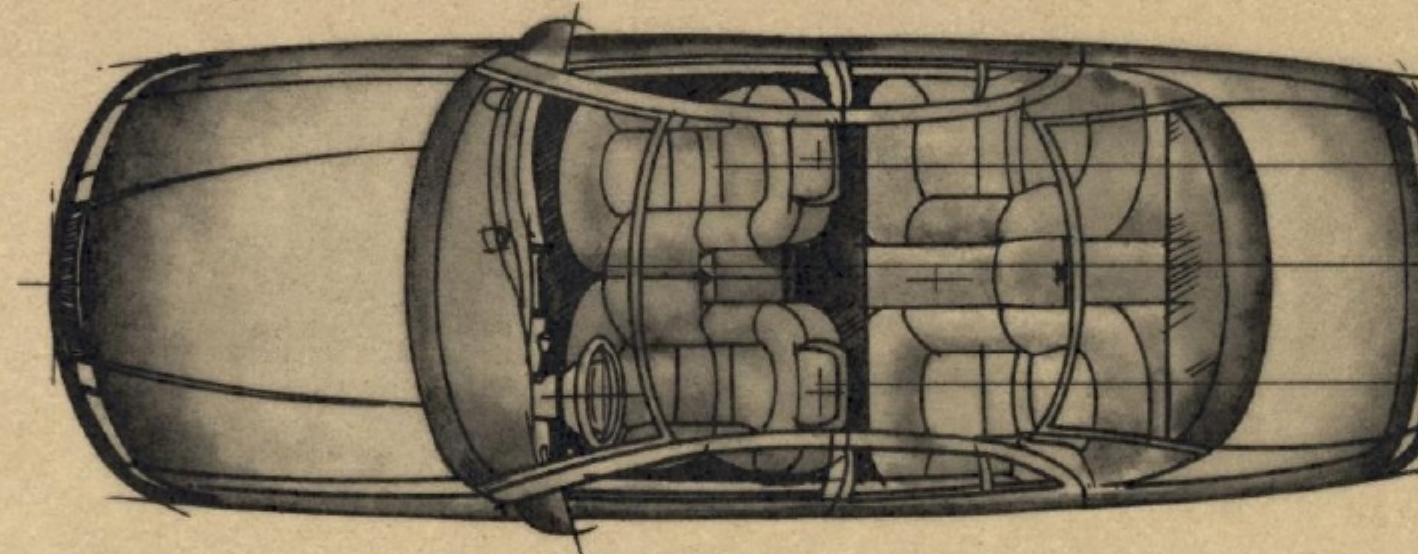


Headroom (in.): ..... front 39.2  
rear 38.0

Luggage space (cu. ft.): ..... 18.1

Curb weight (lb.): ..... 3,884

Fuel capacity (gal.): ..... 17.8

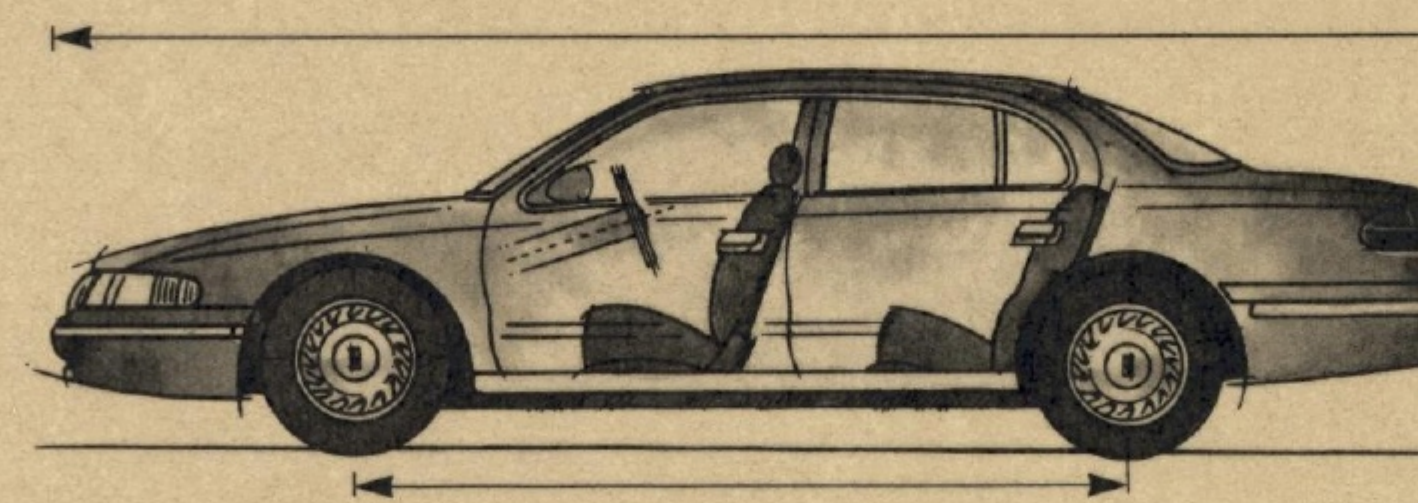


Hiproom (in.): ..... front 55.7  
rear 56.5

Legroom (in.): ..... front 41.8  
rear 38.0

Shoulder room (in.): ..... front 57.1  
rear 56.6

Length (in.): ..... 206.3



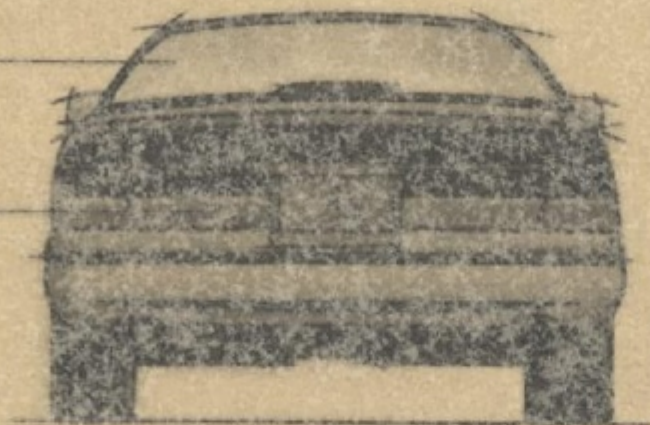
Wheelbase (in.): ..... 109.0

## ACCOMMODATIONS

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Headroom (in.): ..... front 39.2  
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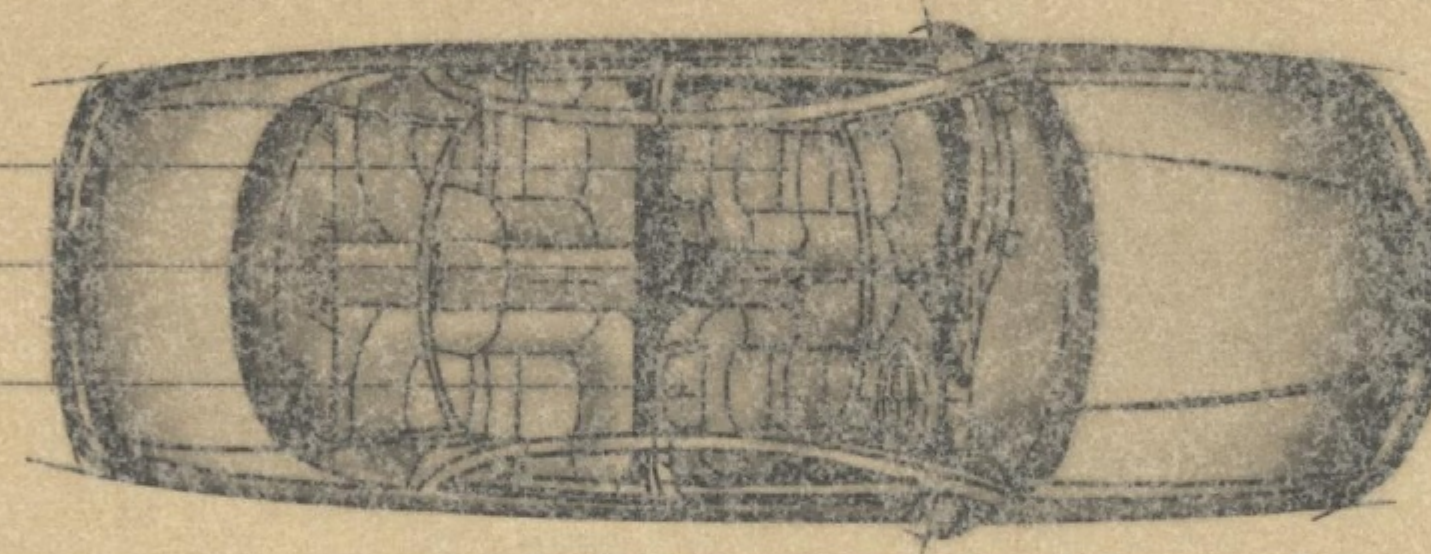
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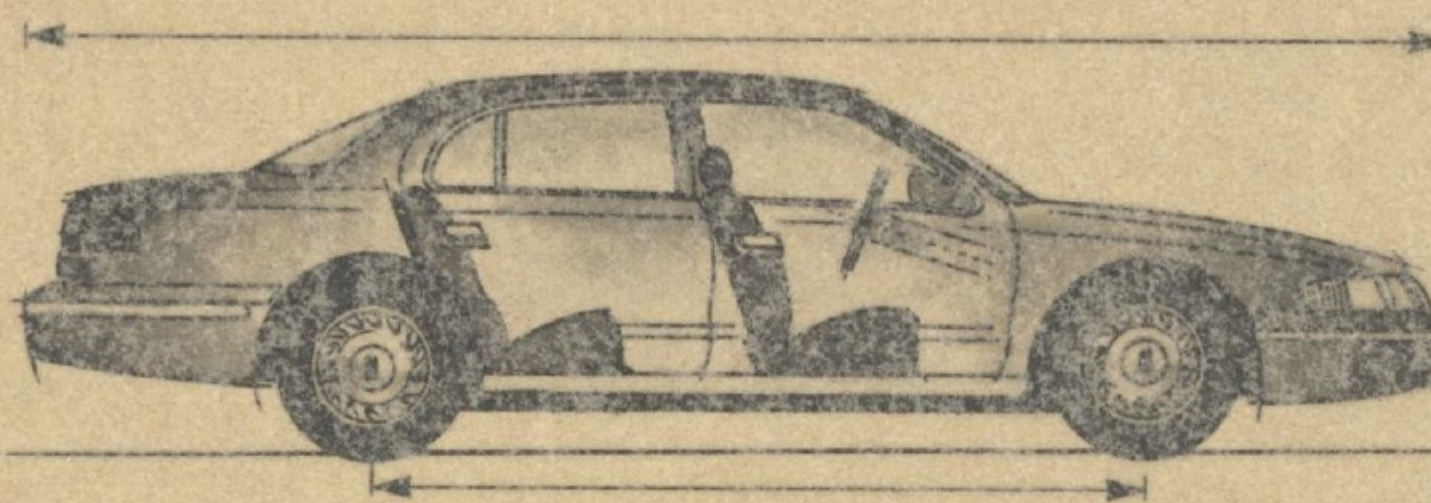
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Shoulder room (in.): ..... front 57.1  
rear 56.6



Curb weight (lb.): ..... 3,884

Fuel capacity (gal.): ..... 17.8



Length (in.): ..... 206.3

Wheelbase (in.): ..... 109.0



## INTERIOR COLOR CHOICES

- Light Graphite ■ Cypress
- Ivory ■ Light Prairie Tan

Black Clearcoat

Vibrant White Clearcoat

Silver Frost Clearcoat Metallic

Cordovan Clearcoat Metallic

Ivory Pearlescent Clearcoat Metallic

Bright Toreador Red Clearcoat Metallic

Opal Opalescent Clearcoat Metallic

Light Cypress Green Clearcoat Metallic

Evergreen Clearcoat Metallic

Light Prairie Tan Clearcoat Metallic

Deep Navy Blue Clearcoat Metallic

Glacier Blue Clearcoat Metallic

Pewter Grey Clearcoat Metallic



# LINCOLN

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