

1998



LINCOLN  
CONTINENTAL



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LINCOLN  
CONTINENTAL





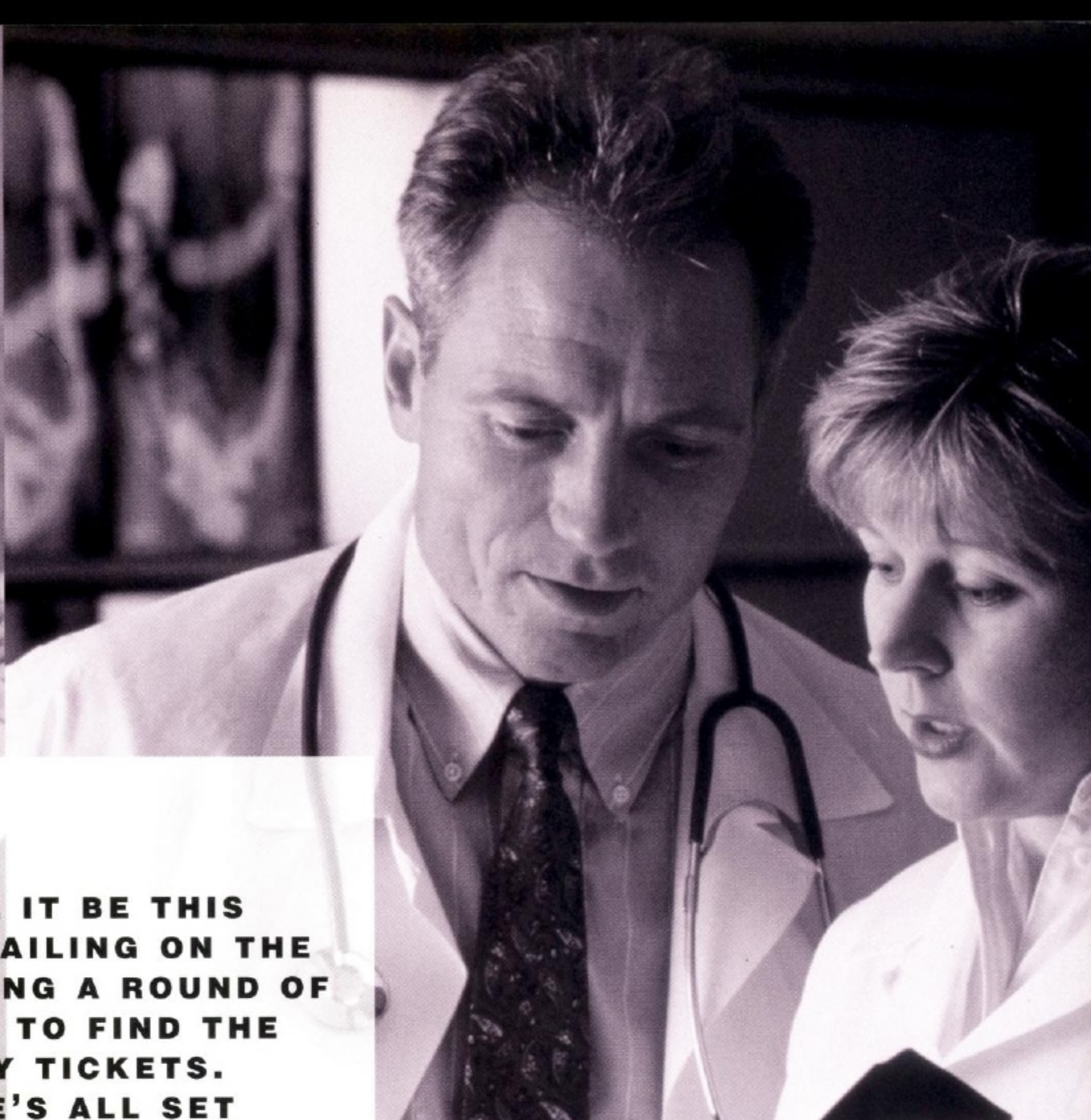
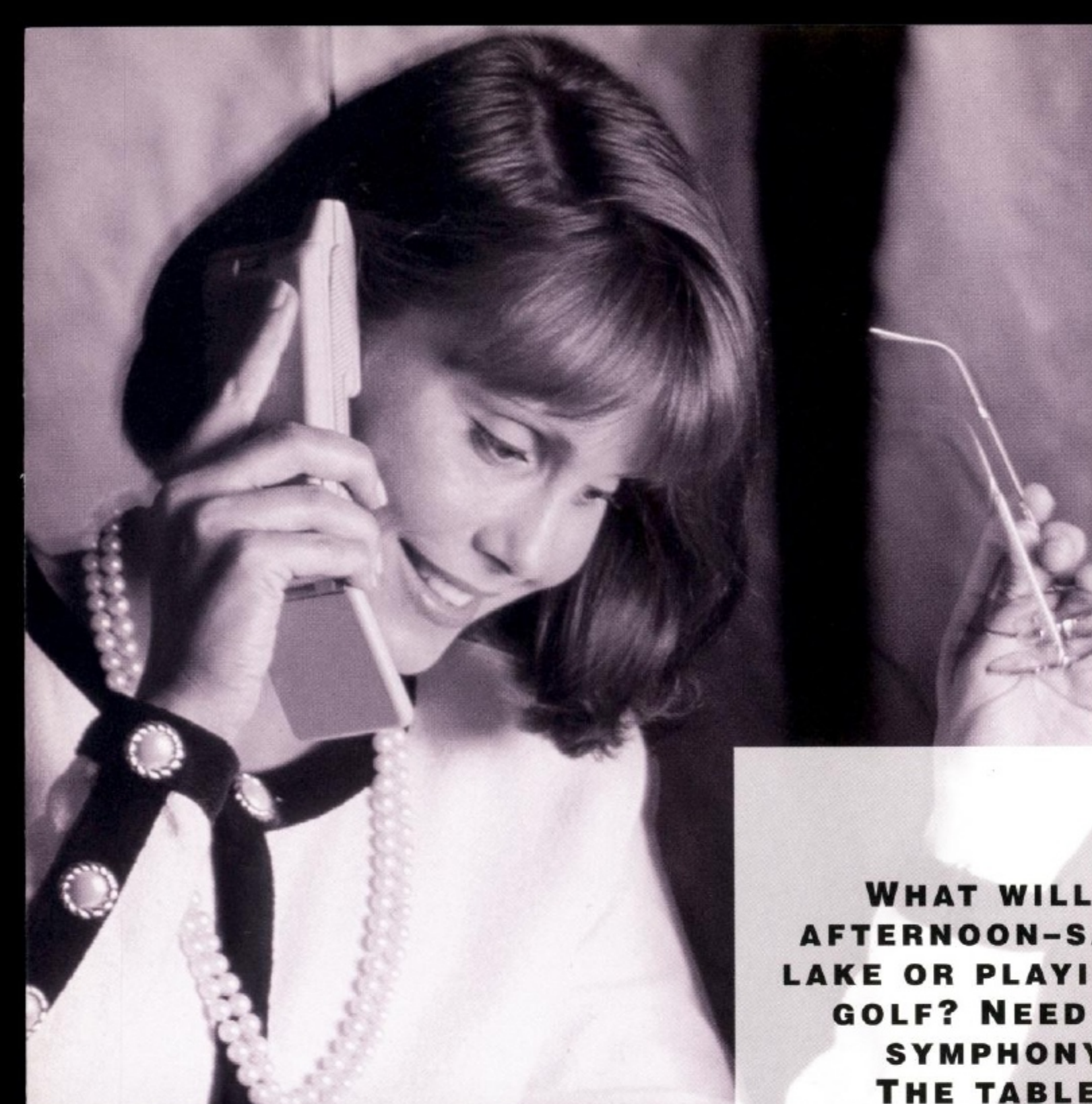




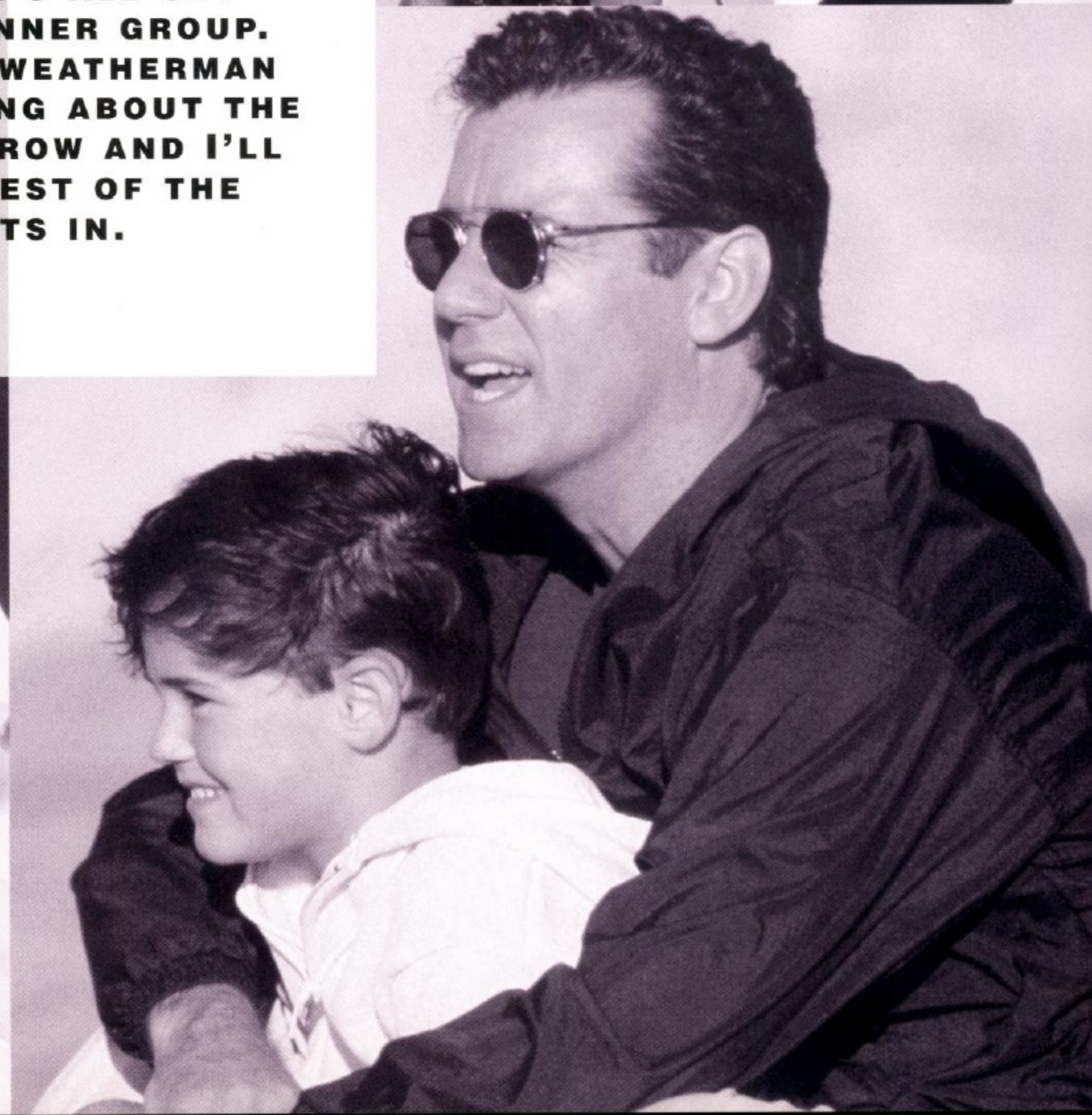
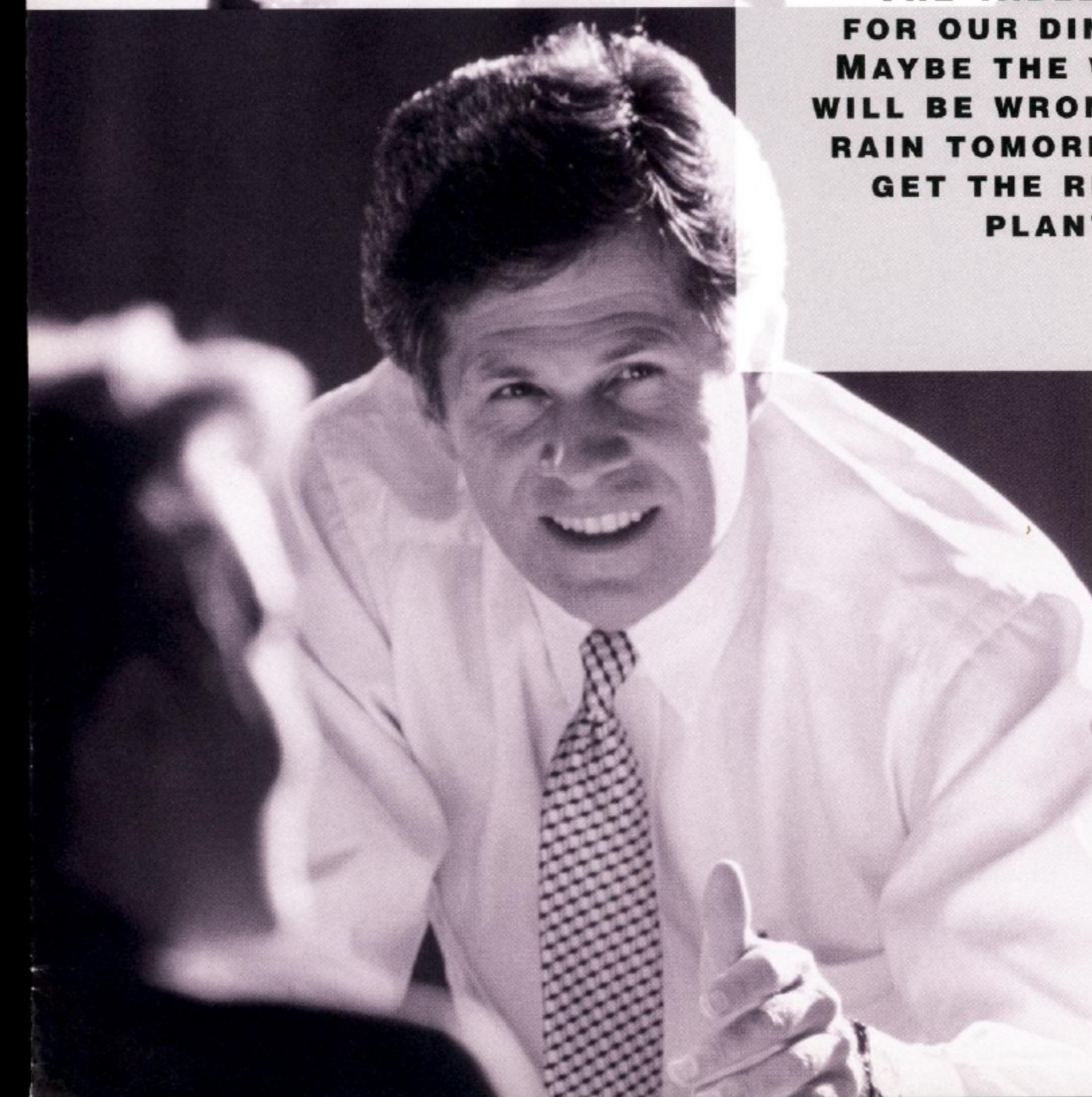
LUXURY NEEDN'T BE  
OSTENTATIOUS. WITNESS THE  
1998 FRONT-WHEEL-DRIVE  
LINCOLN CONTINENTAL.  
A VEHICLE THAT TRULY  
EXEMPLIFIES WHAT  
A CONTEMPORARY LUXURY CAR  
SHOULD BE. IT FEATURES OVER  
400 ENGINEERING  
IMPROVEMENTS. YOU'LL  
APPRECIATE THE SMOOTHER,  
QUIETER RIDE. AND THE  
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**WHAT WILL IT BE THIS  
AFTERNOON—SAILING ON THE  
LAKE OR PLAYING A ROUND OF  
GOLF? NEED TO FIND THE  
SYMPHONY TICKETS.  
THE TABLE'S ALL SET  
FOR OUR DINNER GROUP.  
MAYBE THE WEATHERMAN  
WILL BE WRONG ABOUT THE  
RAIN TOMORROW AND I'LL  
GET THE REST OF THE  
PLANTS IN.**





**AN UNCOMMON BLEND OF  
CLASSIC AND CONTEMPORARY DESIGN.**





**AN UNCOMMON BLEND OF  
CLASSIC AND CONTEMPORARY DESIGN.**

Lincoln Continental. The very name evokes images

of luxury. This year it has been carefully restyled

**AND AN UNCOMMON  
LEVEL OF LUXURY.**

inside and out. The numerous changes range from

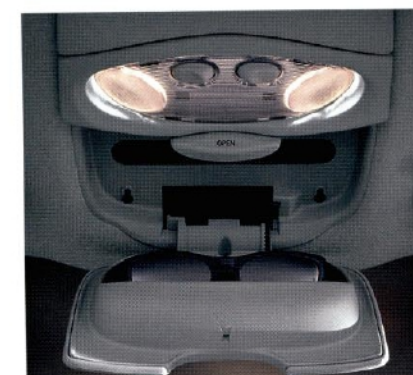
distinctive new trim with additional chrome accents

to a new hood and grille. All without losing sight of

its storied heritage. While it still features a classic

design, it has simply incorporated some

contemporary new thinking.



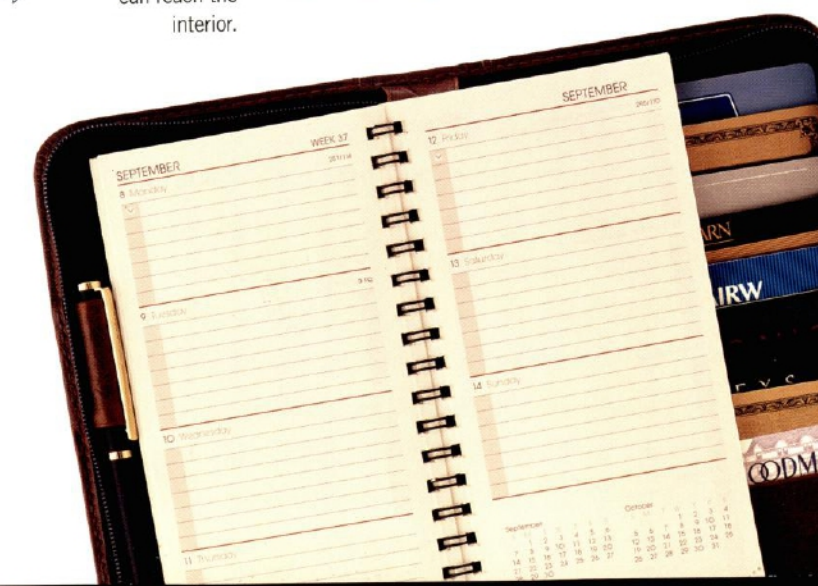
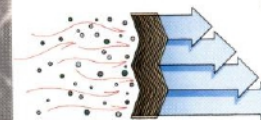
Continental's overhead console features map lights and provides storage to hold a small pack of tissues and sunglasses.

A 6-disc 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 voice-activated, portable/convertible cellular phone is located at your side.

Five-passenger models feature air-conditioning ducts which channel air directly into the rear compartment.

The SecuriLock™ system uses an encoded key which makes your Continental practically theft-proof. If a non-encoded key is used or hot-wiring is detected, the ignition is disabled.

The particulate air filtration system is designed to filter out over 90% of particles larger than three microns in diameter before they can reach the interior.









**WITNESS A REMARKABLE  
PERFORMANCE.**

**FROM THE BEST SEATS  
IN THE HOUSE.**

performance. Its powerful InTech™ V-8 engine,

All-Speed Traction Control and sophisticated suspension

system will satisfy the driver in you. Continental's

thoughtfully restyled interior will more than satisfy your

craving for luxury. Recent additions include new colors,

a new instrument panel and a generous amount of

genuine bird's-eye maple trim.



Continental features a new instrument panel which contributes to the interior's more spacious feel.

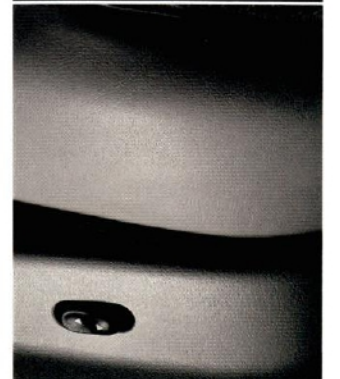
The autolamp delay feature allows the headlamps to remain on for any interval you select from 10 seconds to 3 minutes.

For the comfort of your rear seat passengers, Continental comes with a new armrest with cup holders.

In a return to classic design, Continental's instrument panel now includes a distinctive analog clock.

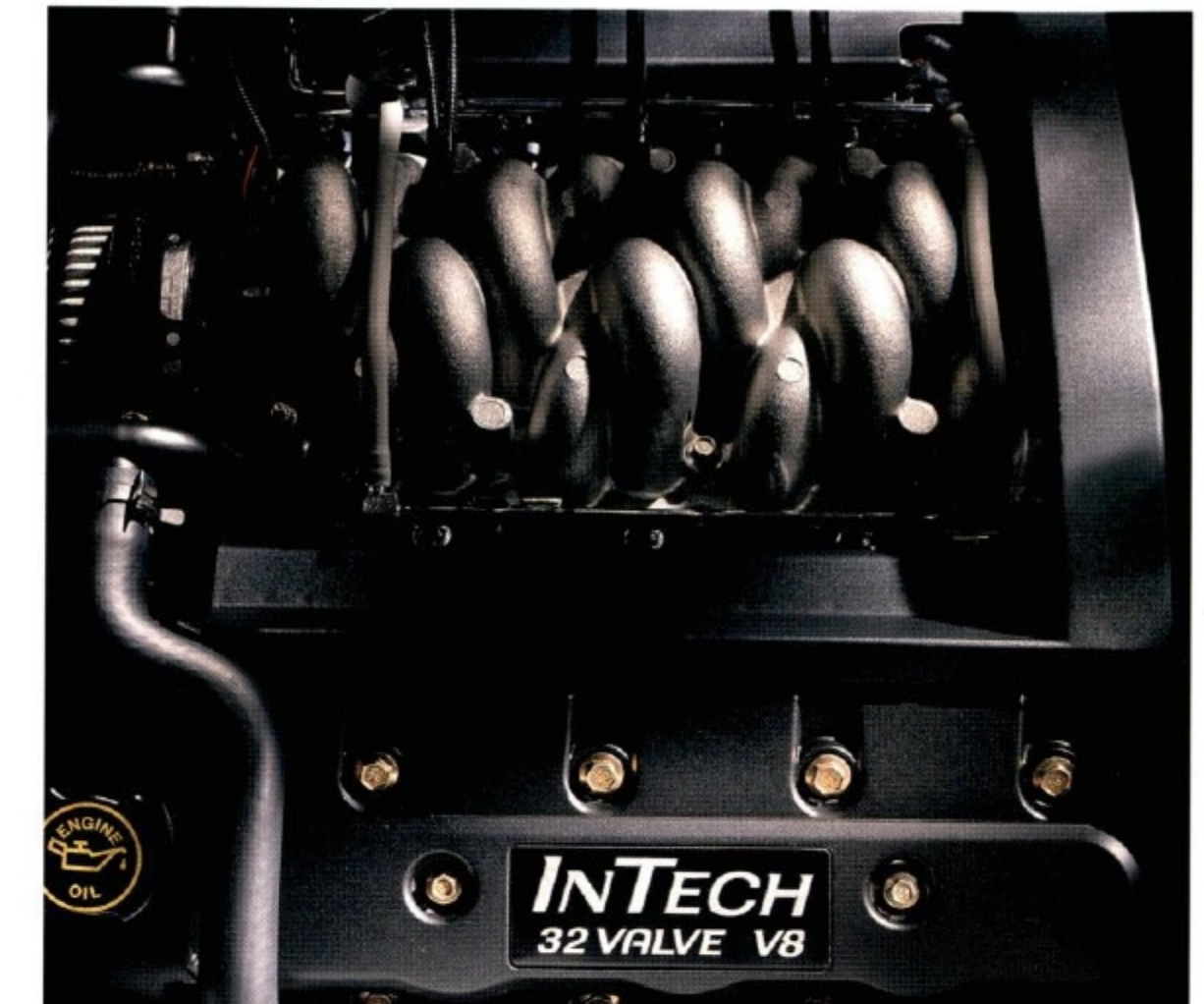
8-way power driver and front passenger recliners feature 2-way power lumbar support. The seat position for two drivers can be saved and recalled with the touch of a button. And the driver's seat slides back to make it easy to exit your Continental.

**AUTOLAMP  
DELAY  
1:20  
000304.6**





EVERYTHING SEEMS  
TO GO SMOOTHLY  
WHEN YOU'RE IN CONTROL.



Continental's sophisticated 4.6-liter 32-valve DOHC InTech™ V-8 engine delivers an impressively responsive 260 horsepower. It features an aluminum block and heads and rollerfinger 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 the InTech System. It can be adjusted to deliver your preferred level of steering effort and includes a digital readout. Continental's engine can perform for 100,000

miles without a scheduled tune-up\*. The short- and long-arm rear suspension enables each rear wheel to react independently over rough surfaces, ensuring a smooth ride. Intelligent monitors constantly check engine and transaxle functions.

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



It's reassuring to know your safety can be so well

looked after. In this case, by satellite. Should you

**WE BEG TO DIFFER.**

ever encounter an emergency, you merely press a

button and help will soon be on its way. This is

due to the available RESCU system which utilizes a

satellite and the Global Positioning System to help

locate you.\* With RESCU, you'll feel safe and secure

whether you're in the middle of a big city or in the

middle of the desert.



Continental's Personal Security Package features the SecuriTire™ System which warns you of tire-pressure loss and allows you to drive dozens of 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 which brings help with the touch of a button.

A 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 drivability at highway speeds when road conditions are less than ideal.

\*Includes voice-activated portable/convertible cellular phone service and JBL Audio System. Subject to cellular service area limitations.

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





**SOME PEOPLE THINK  
MAKING A CAR SAFE  
ISN'T ROCKET SCIENCE.**



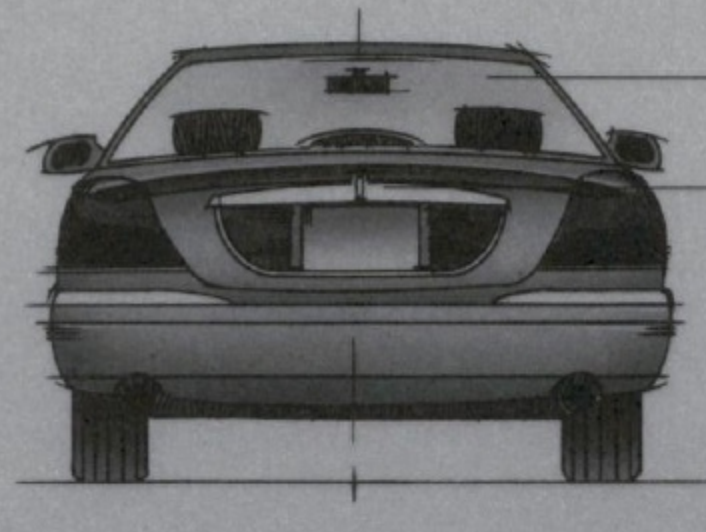
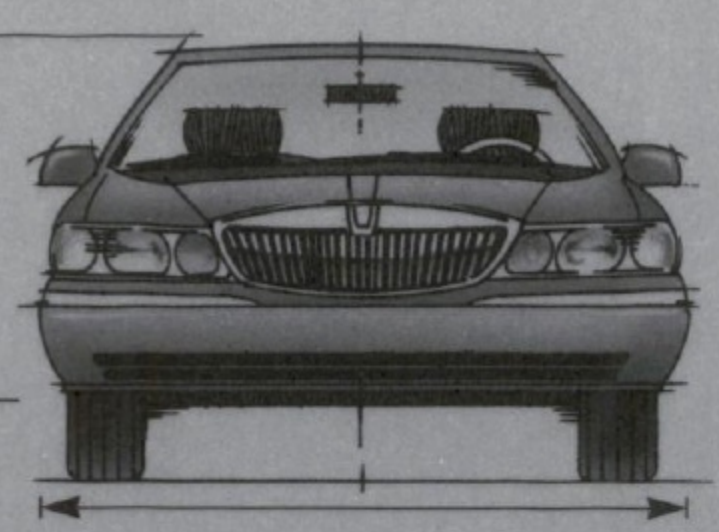


DIMENSIONS

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

Track (in.): ..... front 63.0  
rear 61.5

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

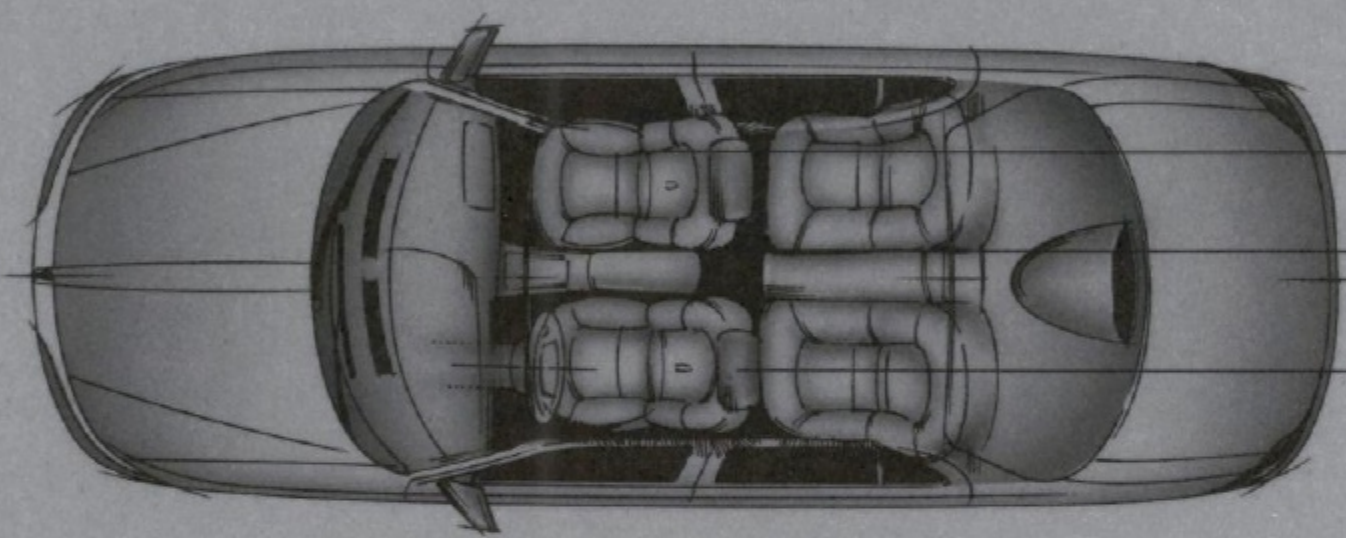


Headroom (in.): ..... front 39.2  
rear 38.0

Luggage space (cu. ft.): ..... 18.9

Curb weight (lbs.): ..... 3868

Fuel capacity (gal.): ..... 20.0

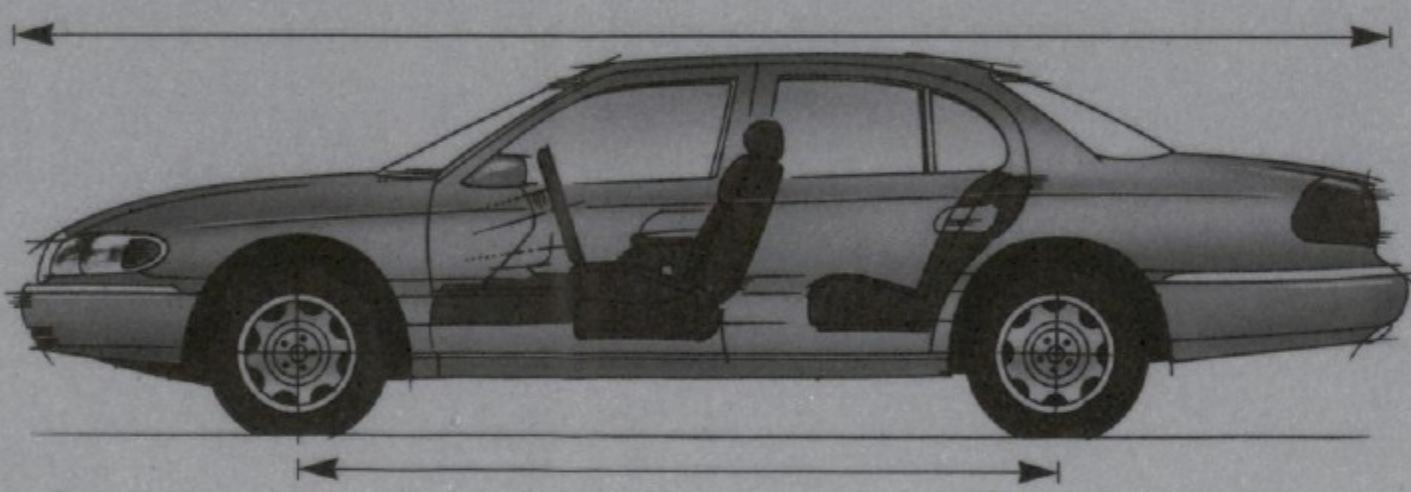


Hiproom (in.): ..... front 55.7  
rear 56.5

Legroom (in.): ..... front 41.9  
rear 38.0

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

Length (in.): ..... 208.5



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

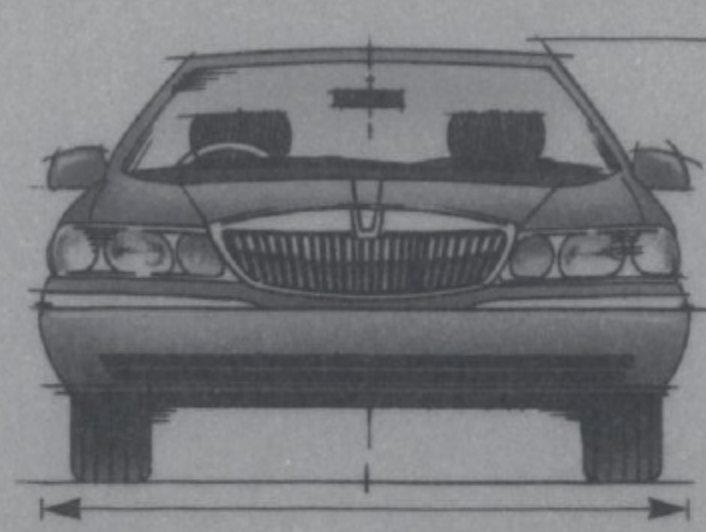
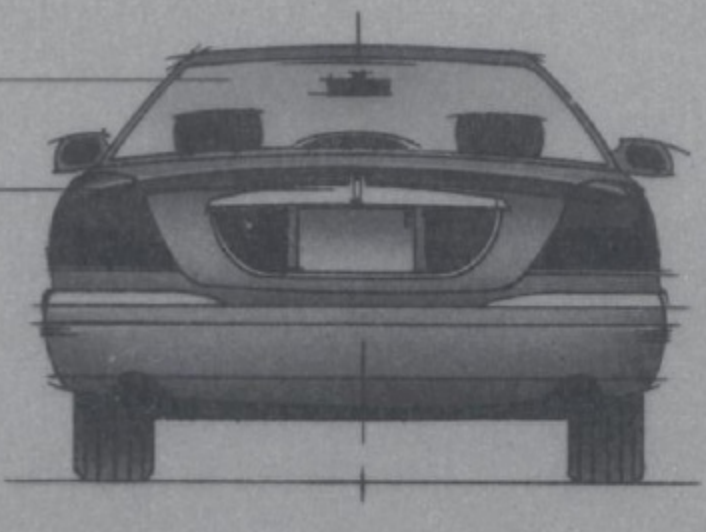
ACCOMMODATIONS

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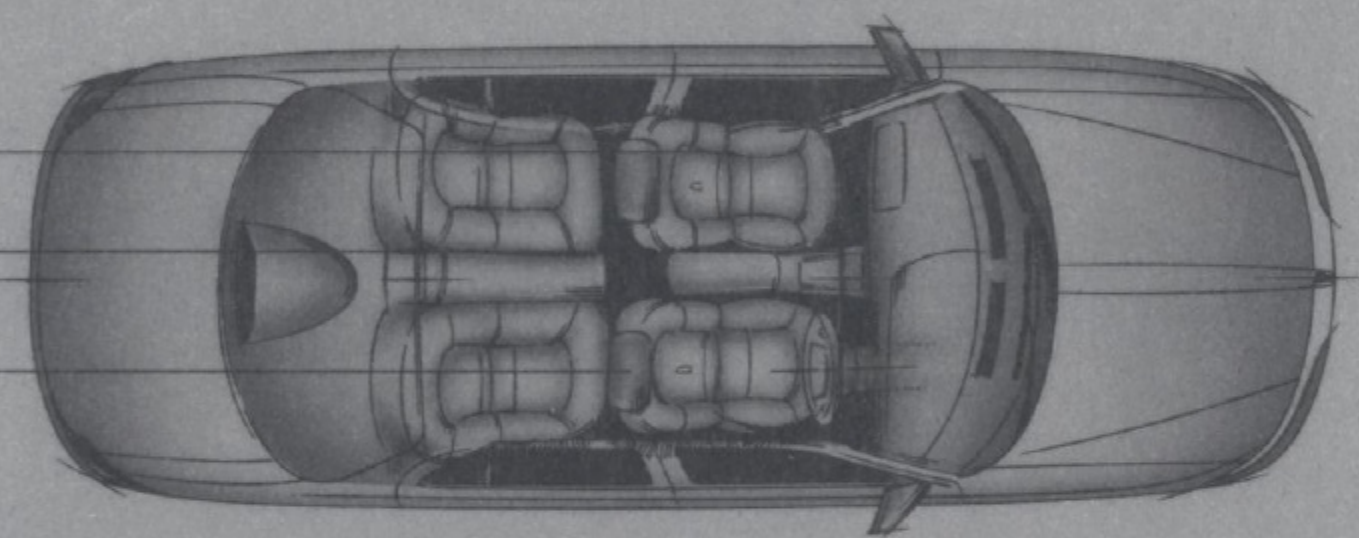
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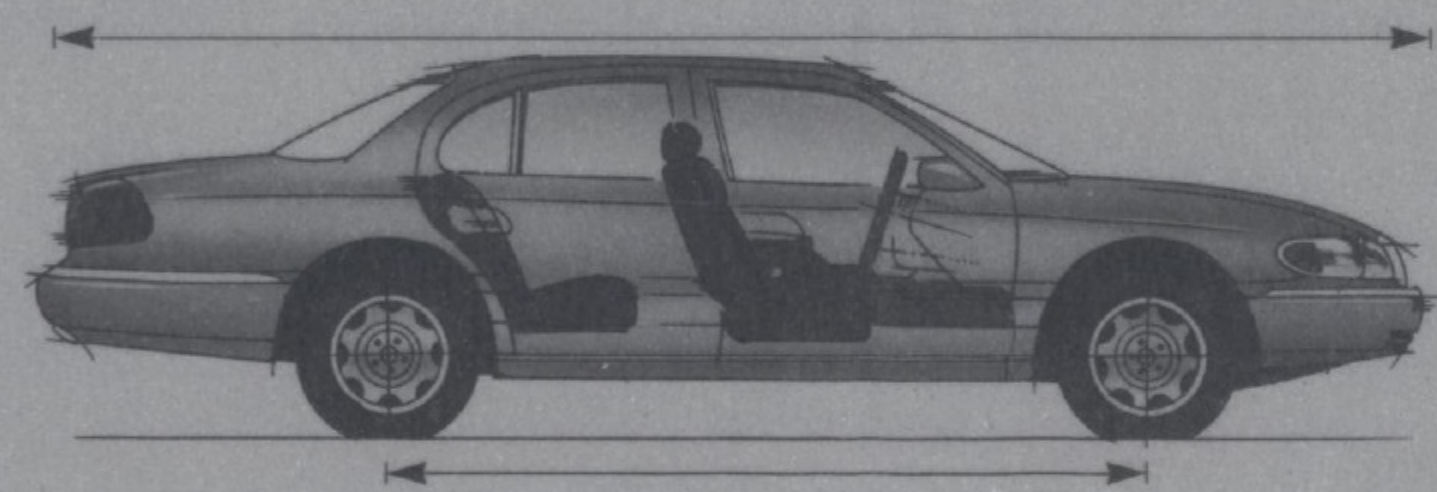


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THE LINCOLN COMMITMENT.®

The satisfaction of owning your Continental goes well beyond the driving

experience. It's knowing your vehicle is backed by a comprehensive

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 warranty service, alternate 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 bumper to bumper limited warranty. Some restrictions may apply.

See your Lincoln dealer for complete details.

1998 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 @ 5500  
Torque @ rpm (lbs.-ft. SAE net): 270 @ 4500  
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



Standard Bright Machined Aluminum Directional Wheel

Optional Polished Aluminum Wheel

Optional Chrome Double Window Aluminum Wheel

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: twin tube gas-pressurized hydraulic passive with internal rebound spring  
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 (on center): 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 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  
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.

SAFETY AND SECURITY

Depowered, Second Generation dual airbag 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  
SecuriLock™ encoded key  
Rear seat childproof 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 and secure children in the rear seat.



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Torque @ rpm (lbs.-ft. SAE net): 270 @ 4500  
Fuel delivery: sequential multi-port electronic fuel injection  
Fuel requirement: 91 octane premium recommended

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Transaxle type: four-speed electronic automatic overdrive with  
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Axle ratio: 3.56:1



Standard Bright Machined Aluminum Directional Wheel

Optional Polished Aluminum Wheel

Optional Chrome Double Window Aluminum Wheel



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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: twin tube gas-pressurized hydraulic passive with internal rebound spring  
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 (on center): 16.95:1  
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• 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.

SAFETY AND SECURITY

Depowered, Second Generation dual airbag 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  
SecuriLock™ encoded key  
Rear seat childproof 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 and secure children in the rear seat.



INTERIOR/CONVENIENCE

Memory driver's seat and 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 air conditioner  
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  
High-level audio system with AM/FM stereo/cassette with speed-sensitive volume and RDS capability  
Rear seat center folding armrest with cup holders  
Rear seat heat ducts  
Rear seat air-conditioning ducts (5-passenger only)  
Power windows with driver-side express-down feature  
Power door locks with "smart lock" feature and keyless entry  
Fingertip speed control (tap-up/tap-down feature)  
Tilt steering wheel  
Analog clock  
Front and rear carpeted floor mats  
Rear window defroster  
Genuine bird's-eye maple wood trim  
Concealed radio antenna  
Delayed accessory power  
Overhead console with map lights, storage for sunglasses and tissue holder  
Battery saver  
Center console power point

EXTERIOR

Quasi-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

OPTIONS

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  
Driver Select System  
• Semi-active suspension  
• Steering wheel audio/climate controls  
• Driver's side outside auto-dimming electrochromic mirror  
• Memory Profile System: steering effort, adjustable ride control, 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  
Heated front seats with 5 temperature settings  
Electrochromic (auto-dimming) sideview mirror  
Power moonroof  
Integrated voice-activated portable/convertible 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" polished aluminum wheels  
16" chrome double-window aluminum wheels  
Bodyside paint stripe



## CHOICES



Light Prairie Tan Clearcoat Metallic



Medium Gold Clearcoat Metallic  
(Late Availability)



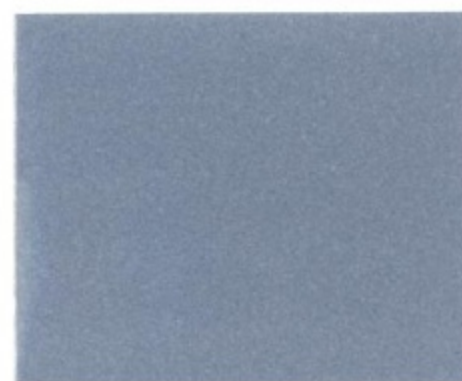
Ivory Pearlescent Clearcoat  
(Extra-Cost Tri-Coat)



Bright Toreador Red Tinted Clearcoat Metallic



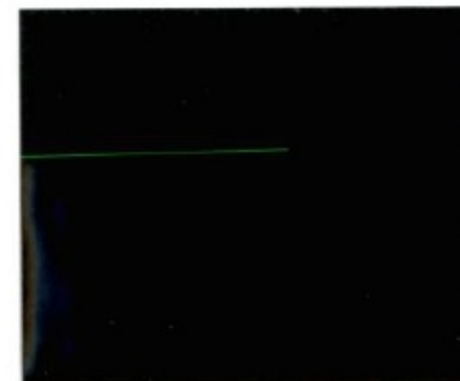
Medium Charcoal Blue Clearcoat Metallic



Light Blue Clearcoat Metallic  
(Late Availability)



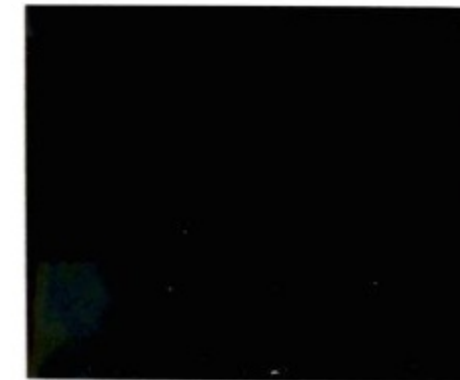
Medium Charcoal Green Clearcoat Metallic



Midnight Grey Clearcoat Metallic  
(Late Availability)



Silver Frost Clearcoat Metallic



Black Clearcoat

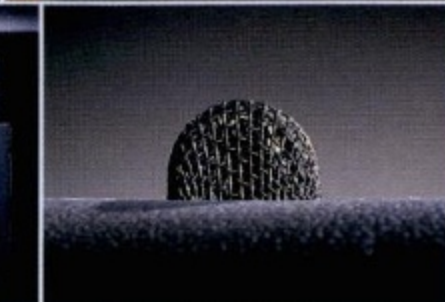
White Pearlescent Clearcoat Metallic  
(Extra-Cost Tri-Coat)

## INTERIOR COLOR CHOICES

Light Graphite  
Medium Prairie Tan  
Ivory  
Midnight Black

Vibrant White Clearcoat Metallic

## OPTIONS



The available Driver Select System includes an auto-dimming electrochromic driver's-side mirror along with a semi-active suspension and adjustable ride, a Memory Profile System, tighter, more responsive steering and handling, and audio and climate controls on the steering wheel.

A state-of-the-art JBL Audio System includes a powerful subwoofer 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 portable/convertible cellular phone lets you dial a number simply by saying out loud the previously stored name of the person or firm. It also includes a handset which lifts out of the center console (or the arm-rest on six-passenger models).

Enjoy hours of musical pleasure with the clarity of CD sound. The 6-disc CD changer is conveniently 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.

### 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.

### Continental from 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.

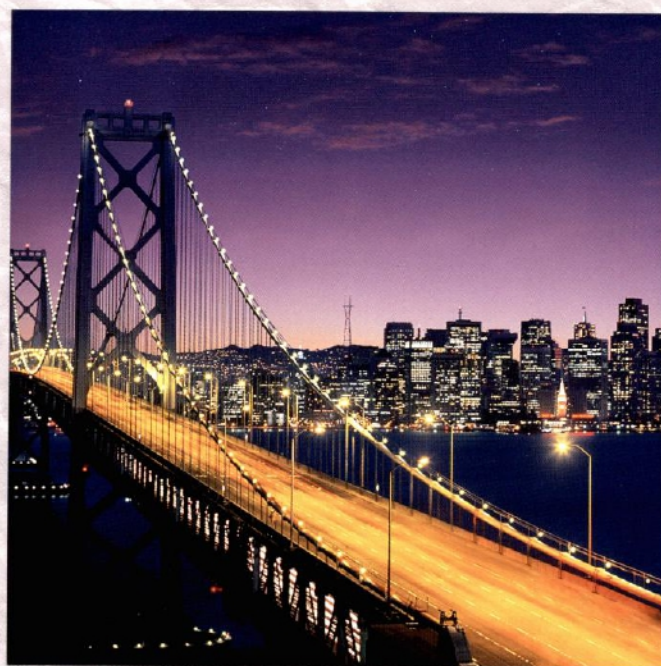


(375M) 8-97 P7644

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

 **Lincoln Continental**





Lincoln Continental