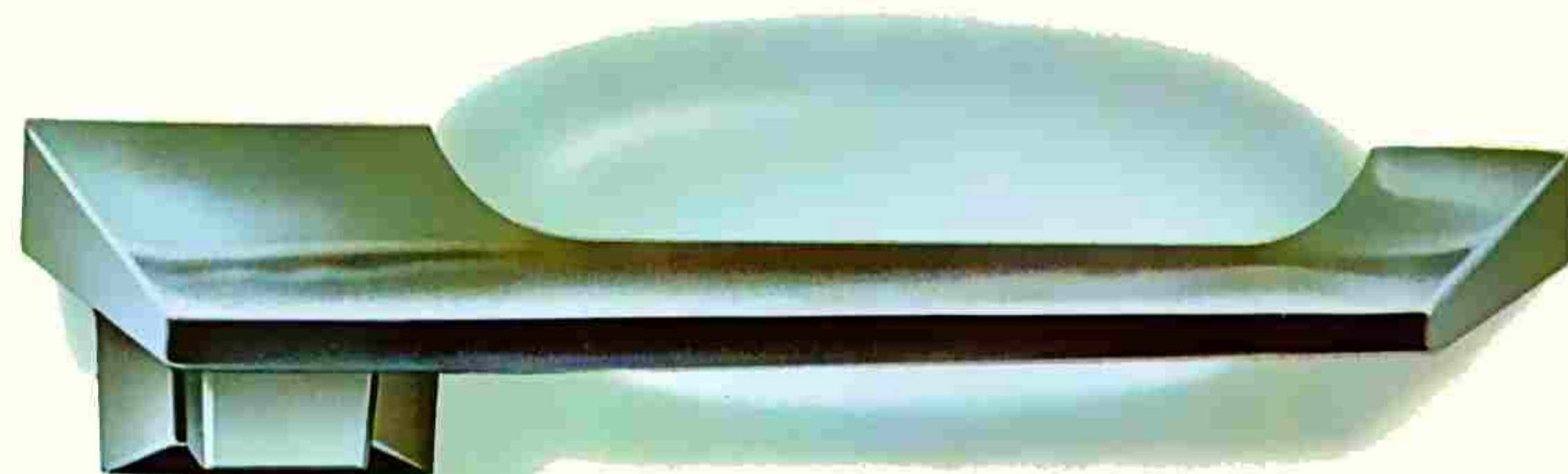
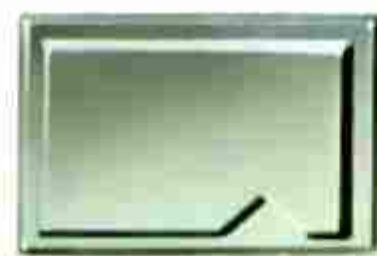
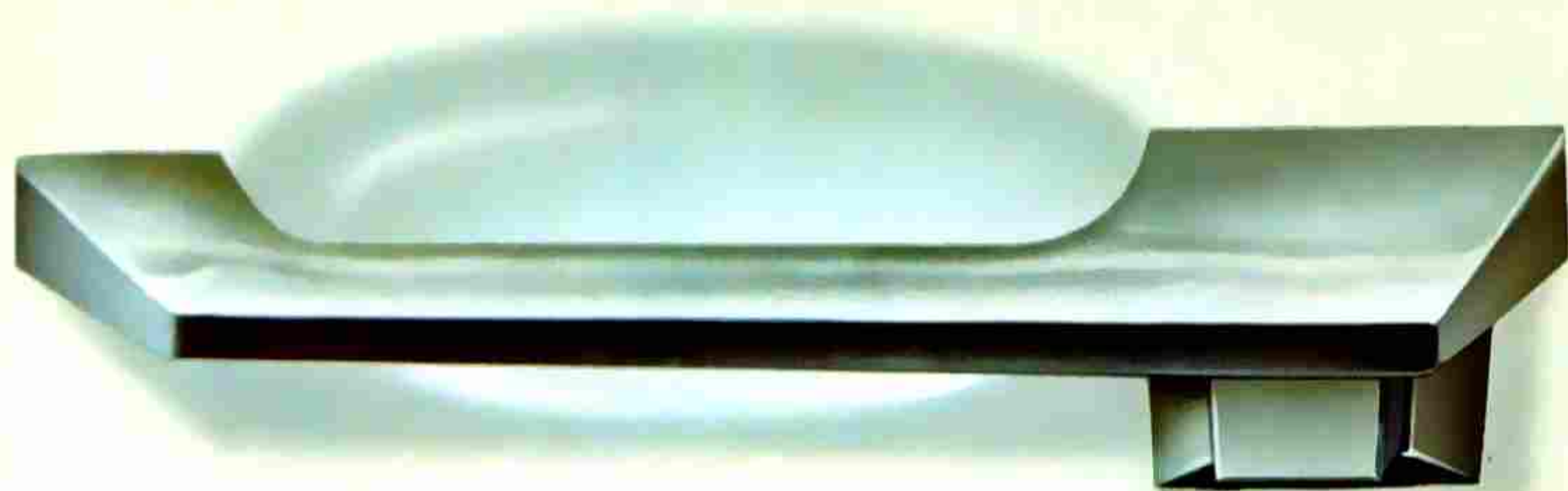


*Continental*



*An invitation to see the most exciting car in America*



*Open  
these doors  
to a new  
concept  
in luxury-car  
design  
and  
manufacturing*









The 1961 Lincoln Continental is a totally new kind of luxury car—the result of three years of planning to create a motorcar that embodies the finest in styling, comfort, reliability and quality in a smart new size, ideally suited to today's traffic.

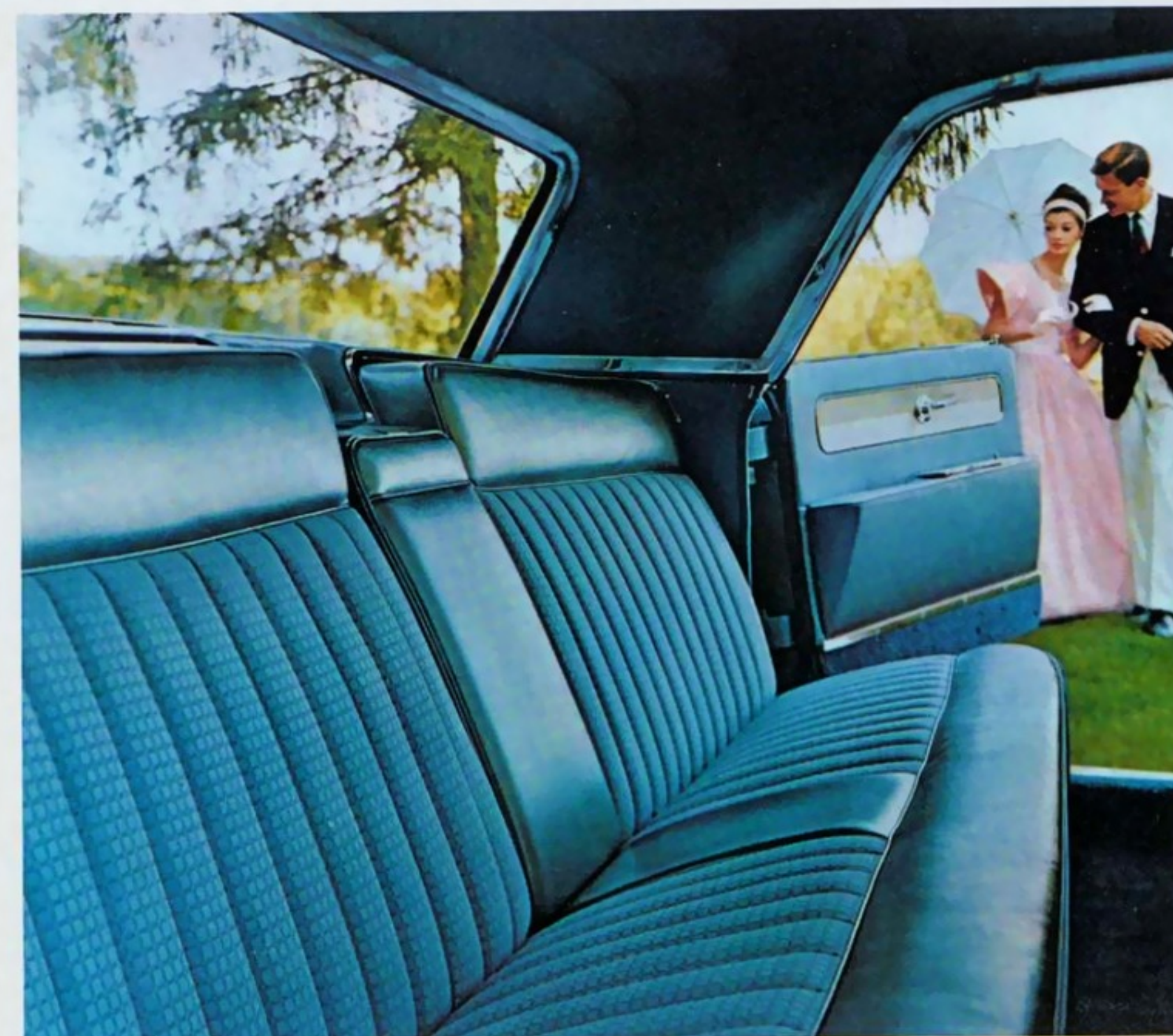
No other car has been designed with more thought, engineered with more precision, or crafted with more care. No expense or manufacturing skill has been spared in an effort to make the 1961 Lincoln Continental the most nearly perfect motorcar it is humanly possible to create. It is built to standards so high that only Lincoln Continental among all American motorcars carries a dealer warranty for 2 years or 24,000 miles, whichever occurs first.

As you look at the Lincoln Continental illustrated at the left, you will see that here is an exciting new expression of the classic Continental design. The majestic beauty, the classic Continental profile remains, but in a smart, new size. This is sleek new styling that will endure for years, indeed, set the pace for others to follow.

On the following pages, we invite you to see specifically how Lincoln Continental has been designed to new, higher standards in the luxury-car field.



*Walnut instrument panel and matching wheel.*



*1961 Lincoln Continental sedan interior in blue nylon and blue leather.*



## The new-size 1961 Lincoln Continental brings new handling ease to the luxury-car field

The 1961 Lincoln Continental is ideally sized for today's motoring.

All unnecessary bulk and excess ornamentation have been eliminated. Over-all length has been reduced by almost 15 inches. The result is a car which is easy to park and garage, and easy to maneuver in traffic. Steering is 25% easier, while start-up acceleration is 11% faster.

The new-size Lincoln Continental attains its easier handling and maneuvering without sacrificing any of the passenger space or comfort you expect in a luxury car. The interior space is astonishing for so sleek a vehicle.

Front seat room is practically the same as in the 1960 Continental. Driver's leg room is actually greater. And there's additional foot room, both front and rear, because the floor tunnel hump is reduced by 40 percent.



*1961 Lincoln Continental . . . sized for easier handling and maneuverability*

*1961 Lincoln Continental . . . greater weight for better ride and stability*

While the Lincoln Continental is as much as 14.7" shorter, it is heavier than other luxury cars to provide the ultimate in road-hugging stability and riding comfort. Weight comparisons show the Lincoln Continental sedan is up to 259 pounds heavier than Cadillac sedans and up to 200 pounds heavier than Imperials.

This perfect balance of weight, roominess, and ideal size makes the Lincoln Continental the easiest handling, most comfortable riding car in the luxury-car field.

For your convenience, and as a frame of reference, the dimensions and weights of the 1960 Continental and America's leading luxury cars for 1961 are shown in the table below.

	1961 LINCOLN CONTINENTAL	1961 CADILLAC	1961 IMPERIAL	1960 CONTINENTAL
Wheelbase	123"	129.5"	129"	131"
Over-all length	212.4"	222.0"	227.1"	227.2"
Over-all width	78.6"	79.8"	81.7"	80.3"
Over-all height (sedans)	53.6"	55.8" ("62"—deVille) 56.3" ("60")	56.8"	56.7"
Tread—front	62.1"	61.0"	61.8"	61.0"
—rear	61.0"	61.0"	62.2"	61.0"
	1961 LINCOLN CONTINENTAL	1961 CADILLAC	1961 IMPERIAL	1960 CONTINENTAL
Curb weight—lbs. (sedans)	5115	4856 ("62") 4883 (deVille) 4940 ("60")	4915 (Custom) 5030 (Crown) 5110 (Le Baron)	5347



## Lincoln Continental provides unprecedented reliability . . . backed by a 2-year warranty

In the past, all luxury cars have been built to approximately the same high standards of quality. They were all competitive. The 1961 Lincoln Continental, however, is built to a completely new set of standards designed to provide reliability and durability far superior to the other luxury cars.

As evidence of the confidence in its mechanical excellence, the Lincoln Continental is the only car in America that carries a 2-year or 24,000-mile dealer warranty—a warranty twice as long as for other cars.

The Lincoln Continental is so carefully built and tested that it is ready for normal driving immediately after delivery. The traditional 1,000-mile oil change and adjustment are not required. Under normal operating conditions, the 1961 Lincoln Continental will require service only twice a year or every 6,000 miles. The 6,000-mile oil change interval, 30,000-mile chassis lubrication and self-adjusting brakes are just a few examples of how maintenance is reduced to save you both time and money.

Mechanical excellence is reflected in performance and economy as well. Gas mileage, for example, is 10% higher than for the 1960 Continental.

*1961 Lincoln Continental . . . easiest car in the world to maintain at peak of performance*

	LINCOLN CONTINENTAL	CADILLAC	IMPERIAL
Sealed, permanently lubricated chassis joints	30,000-mile service interval	30,000-mile service interval*	Not Available
Oil change interval	6,000 miles	4,000 miles	2,000 miles
Universal joint lube interval	6,000 miles	Permanently lubricated	20,000 miles
Power steering belt replacement	Never	Periodic	Periodic
Factory tune-up eliminates need for 1,000-mile service	Yes	No	No
Self-adjusting brakes	Yes	Yes	No
Super-Enamel finish	Yes	No	Yes
Centralized electrical power box	Yes	No	No

\*1961 Cadillac Sales Data Book P. 93 states: Repack recommended at 30,000 miles normal driving.

## Every Lincoln Continental V-8 receives a 3-hour test at the factory

One example of the infinite care given the Lincoln Continental is in the manufacturing and testing of the engine. The engine is assembled with aircraft-engine precision . . . using selectively fitted parts. Immediately after assembly, each engine is operated on a test stand for more than 3 hours under laboratory conditions. The test includes electronic balancing, operation at varying speeds, and a 2-hour break-in at high speeds. Lincoln Continental transmissions also receive extreme testing during a thorough break-in on a test stand with frequent gear shifts to check on smoothness, timing and over-all performance.

*To assure delivery of a more perfect car to you, every 1961 Lincoln Continental receives a thorough final examination.*

In addition to all other testing, every Lincoln Continental receives a 1½-hour final examination after the car is assembled. Even the engine, which has a 3-hour break-in before installation, gets *additional* testing and running.

*12-mile road test . . . 189 items checked*

Operational test includes check on every working part. Begins with stop-watch timed engine starts . . . ends with 12-mile road test.

*Exclusive electrical system test*

Every electrical circuit is checked with an electronic testing machine developed specifically for Lincoln Continental. The tester even applies measured currents to detect potential weaknesses, so they can be corrected.

*Final engine tune-up at factory*

Engine tune-up at the Lincoln Continental factory eliminates need for the usual 1,000-mile adjustments and oil change.

*Brakes made with watch-like precision . . . largest in industry*

Lincoln Continental brakes operate with 20% less pedal pressure than last year . . . can last twice as long. A new power-booster unit and reduced friction in the system contribute to easier operation. Chrome-plated ledges inside brakes aid smoothness. Lining area totals 259 sq. in.



The 1961 Lincoln Continental is the quietest,  
most comfortable car you've ever driven



*Lincoln Continental deep-foam seat*

*In Lincoln Continental,  
you ride in foam-  
cushioned seats of  
exclusive design . . .  
in one of the quietest  
passenger compartments  
in any car ever built*

**Comfort-Contoured Seats** are made with foam rubber moulded to the shape for optimum comfort rather than in the arched and rounded shapes of cushions in other cars. The contoured foam rubber in Lincoln Continental seats is as much as 5½ inches deep. Twice as much foam cushioning is used as in competitive cars. The Lincoln Continental provides another exclusive comfort feature in the use of firm foam rubber contoured for the seat back, and softer foam rubber for the seat cushion sections.

**Superior Body Insulation**—In the Lincoln Continental the usual motion-produced or mechanical noises are eliminated or suppressed. Some 160 pounds of insulating material are employed, including a 2" thick glass fiber sound barrier on the passenger compartment front wall, glass fiber roof panel insulation, and glass fiber and aluminum foil behind the rear seat.

**Rubber-Cushioned Ride**—The Lincoln Continental uses full-rubber cushioning between chassis parts and passenger compartments.

Silent-Strut front suspension incorporates 24 rubber bushings which completely eliminate metal-to-metal contact. In the rear suspension, rubber bushings on springs cushion every driving and braking force.

The flow of power is cushioned in both the hydraulic transmission and the rubber coupling in the drive shaft.

Only Lincoln Continental features center-opening  
rear doors for added convenience

Unique center-opening doors combine new convenience and improved construction—a Lincoln Continental exclusive. Passengers can step easily in and out through these wide center-opening doors. Unlike other cars, the rear doors are mounted to the solid-wall structure of the body instead of to the center pillar for better fit and more positive closing.

Spring assists lend a helping hand to open the doors and help smooth closing. This exclusive Lincoln Continental feature makes door operation almost effortless.

Vacuum-powered door locks with warning light are standard equipment. You touch a switch—all doors can be locked or unlocked automatically.

Other improved features which give the 1961 Lincoln Continental unmatched convenience are:

Hydraulic power for windshield wipers, a Lincoln Continental exclusive, operates wipers more smoothly and quietly . . . permits 25% higher wiper-blade pressure to provide better, safer cleaning.

New use of electric power to operate windshield washer pump. High-velocity pump sprays washer fluid to windshield even in high winds . . . or when accelerating.

Dual power heater with two heating units—one for each side of the car, operated by a single control . . . a Lincoln Continental exclusive.

Power steering, power brakes and power windows are standard equipment for every 1961 Lincoln Continental.



## Lincoln Continental offers the only 4-door Convertible in America

The Lincoln Continental adds new convenience to convertible motoring with the only 4-door convertible in America. Furthermore, the unique center-opening doors provide easy access to both front and rear compartments. Rear compartment space has sedan-size roominess and is unmatched by any other convertible. Rear seat width is a full five feet which brings new convertible comfort to the luxury-car field. The Lincoln Continental convertible is also the only convertible with a center armrest both front and rear.

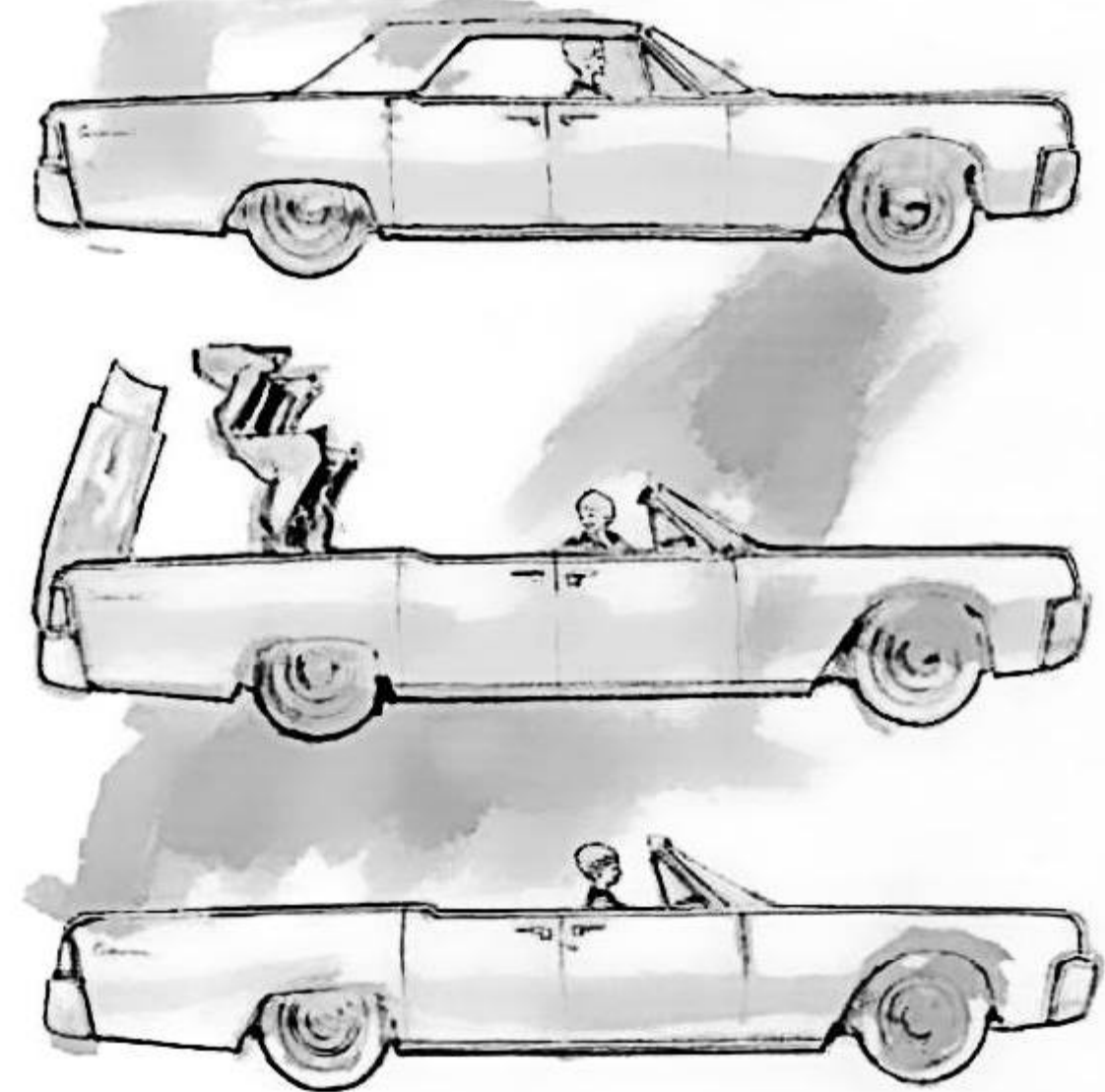
Along with this extra comfort and convenience, the Lincoln Continental convertible provides the extra strength, quietness and security of integral frame-and-body construction—exclusive in the luxury-car field. The Lincoln Continental is over 350 pounds heavier than other convertibles in the luxury-car field which contributes to its exceptional roadability and supreme riding comfort.

*Lincoln Continental  
convertible—  
more road-hugging  
weight . . .  
more rear seat room*

	1961 LINCOLN CONTINENTAL	1961 CADILLAC "62"/ELDORADO	1961 CROWN IMPERIAL	1960 CONTINENTAL
Rear shoulder room	56.8"	50.8"	52.5"	50.8"
Rear hip room	60.7"	50.8"	54.0"	52.4"
Rear leg room (free)	40.3"	41.5"	38.8"	38.7"
Rear head room (free)	34.5"	33.9"/33.3"	35.6"	33.8"
Over-all height	55.4"	55.2"/55.4"	58.0"	56.7"
Curb weight—lbs.	5403	4941 ("62") 4980 (Eldorado)	5040	5384



## The most completely automatic top on any convertible



Just touch a button and header clamps are unlocked . . . rear deck opens . . . top folds out of sight below deck . . . deck closes and locks. Reversing the operation, raises and locks the top.

With top down, the Lincoln Continental convertible is only 36" high to the top of the doors . . . with a graceful, uninterrupted rear-deck contour.

With top up, it duplicates the lines of the classic Lincoln Continental 4-door sedan. The vinyl top is the same shape as the sedan roof.



## No expense, effort or materials were spared to make the Lincoln Continental body the finest of all luxury cars

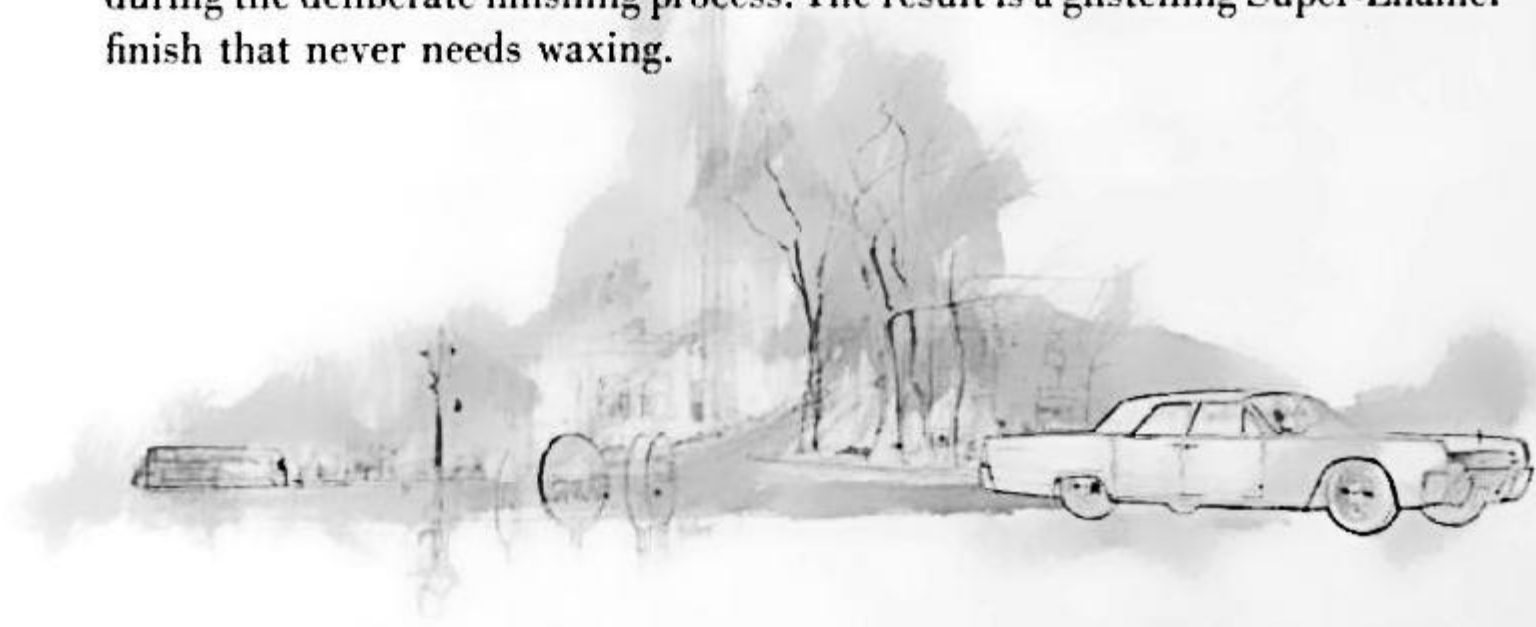
The Lincoln Continental is the only car in the field which has the body and frame welded together into a single, strong and rigid unit.

This Uniframe construction has many advantages over the conventional method used in other luxury cars of bolting the body to an independent frame. Uniframe construction provides a stronger, tighter and quieter vehicle. The door frames are rigidly reinforced to maintain the proper shape and size for better fitting doors.

Galvanized steel, inherently 2 to 3 times more rust-resistant than conventional steel, is used extensively in the Lincoln Continental.

An anti-corrosion dip for lower half of the body is a Lincoln Continental exclusive in its field . . . just one of the multiple preservative treatments used to safeguard body strength and beauty. A zinc-phosphate coating covers entire body before painting, and undercoating is applied to underbody surfaces.

To produce the deep-luster finish of the 1961 Lincoln Continental, every coat of primer and every enamel layer, except the final one, is wet-sanded by hand. Three separate bakings completely cure the primer and enamel during the deliberate finishing process. The result is a glistening Super-Enamel finish that never needs waxing.



## 1961 Lincoln Continental— the finest value in the luxury-car field

The new 1961 Lincoln Continental is priced competitively with other luxury cars and offers as standard equipment the following items.

*Twin-Range Turbo Drive transmission • Power steering • Power brakes • Power windows • Power door locks • Dual heater and defroster • Safety steering wheel • White sidewall tires • Parking brake warning light • Back-up and courtesy lights • Folding center armrests (front and rear) • Foam rubber seats • Dual-speaker radio • Undercoating • Driver's side rearview mirror • Padded instrument panel • Automatic top and leather seat upholstery on convertible.*

As shown in the following table, Lincoln Continental provides many important comfort and convenience features as standard equipment, which are available only at extra cost on other luxury cars.

*Equipment  
Comparison for  
1961 Luxury Cars*

SEDANS	Lincoln Continental	Cadillac "62"	Cadillac "62" deVille	Cadillac "60"	Imperial Custom	Crown Imperial	Imperial LeBaron
Power windows	Std.	Extra	Std.	Std.	Extra	Std.	Std.
Power door locks	Std.	Extra	Extra	Extra	Extra	Extra	Extra
Heater	Std.	Extra	Extra	Extra	Extra	Extra	Extra
Radio	Std.	Extra	Extra	Extra	Extra	Extra	Extra
White-wall tires	Std.	Extra	Extra	Extra	Extra	Extra	Std.
Remote-control mirror	NA	Std.	Std.	Std.	Extra	Extra	Extra

CONVERTIBLES	Lincoln Continental	Cadillac "62"	Cadillac Eldorado	Crown Imperial
Power windows	Std.	Extra	Std.	Std.
Power door locks	Std.	Extra	Extra	Extra
Heater	Std.	Extra	Extra	Extra
Radio	Std.	Extra	Extra	Extra
White-wall tires	Std.	Extra	Std.	Extra
Remote-control mirror	NA	Std.	Std.	Extra

All of the above named cars have as standard equipment: Automatic transmission, power steering, power brakes, windshield washer, back-up lights, padded instrument panel and undercoating.  
NA—Not Available

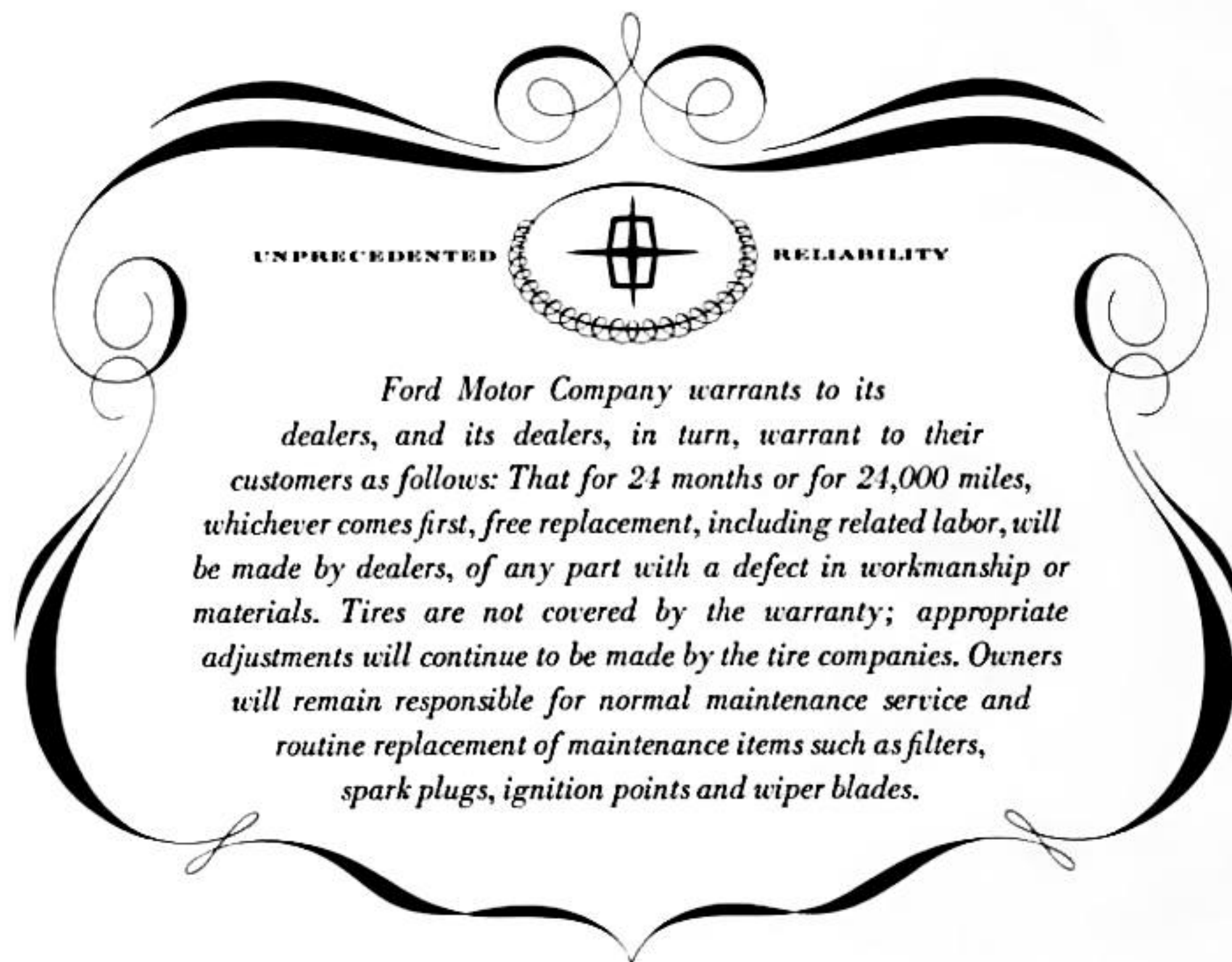


## 1961 Lincoln Continental . . . dealer-warranted for two full years or 24,000 miles

The Lincoln Continental is so reliable, so perfectly crafted it carries a dealer warranty for two full years or 24,000 miles, whichever first occurs. This is double the warranty provided with any other car in America.

This warranty is a reflection of the confidence both the company and the Lincoln Continental dealers have in the quality and reliability of this exceptional motorcar.

LINCOLN-MERCURY DIVISION *Ford Motor Company*



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