













As a luxury car buyer, you look for more than claims of quality. You look for evidence.

A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And the job continues to get done.

A focus on safety. In addition to the obvious safety features such as the Anti-Lock Brake System, Lincoln

builds structural strength into every Continental.



Computer-Aided Design techniques allow stall engineers to work on and evaluate a new concept on a three-dimensional screen.



A \$2 million Flexible

provides extremely

and the fit of those

panels as a unit.

Inspection System (above)

accurate measurement

of welded body panels

is utilized body, for example, is welded from end to end, forming a high-strength passenger capsule. This vehicle construction absorbs energy during a collision and helps dissipate some of the force of the impact.

The doors feature strong, double panel welded construction, Inside each is a high-strength steel beam that can help withstand a considerable side impact.

While the Federal impact bumper standard is 2.5 MPH, Continental offers twice the protection with 5-MPH bumpers. This helps reduce damage from low-speed impacts and may even result in lower repair costs.

Quality protection. All Lincolns are covered by a limited warranty on major components for 48 months or 50,000 miles, whichever domes first. A deductible applies, so ask to see a copy of the warranty at your dealer.

You're further protected by corrosion perforation coverage for five years or 100,000 miles, whichever comes first. There is no deductible.

The Lincoln Commitment. More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every tincoln-Mercury dealership to make sure Lincoln owners receive special, preferred treatment.

In addition, there are 29 Lincoln
Owner Relations Managers, one in
each Ford Parts and Service Division
Office. Should an individual dealer.

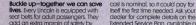
be unable to resolve your problem, he can seek help at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.



A toll-free number to call. Should the need ever arise, you can be in direct communication with the Program Coordinator at Ford Parts and Service Division Headquarters

in Dearborn, Michigan. We provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.



lives and reduce

injuries in case of accidents. Ford Motor

Company's easyto-install protective Participating Lincoln-Mercury dealers child restraints-

The 1941 Lincoln Tot-Guard Safety Seat and Infant Continental Among is refinements were push Carrier-meet or exceed all button door latches and applicable Federal safety standards. electric windshield Both help secure voungsters by using existing Lincoln seat belts.

> Ford Extended Service Plan.

wipers



You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. The

Itself the first time needed. Ask your vehicles in normal use. The only items dealer for complete details on the not covered are routine maintenance Extended Service Plan, available on helping to save cars sold and normally operated in the 50 states and Canada.

offer to augrantee their service work

on your Lincoln for as long as you

means that you pay for a covered

labor, And it doesn't matter where

repair only once. If it ever has to

will fix it free. Free parts. Free

the car was

nurchased

Guarantee

Ford-paid repair programs after the warranty period. Sometimes

This limited warranty covers

Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are own it. This Lifetime Service Guarantee intended to assist owners and are in addition to the warranty or to required recalls

> All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-toread explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures.



parts, belts, hoses, sheet metal and upholstery Ask your dealer to show you a copy of the Lifetime Service

be fixed again, the repairing dealer **Technical Service Bulletins**

Guarantee

chart for availability Standard and optional features listed are subject described are required options Availability of subject to a slight delay



Continental Givenchy NTERIOR/CONVENIENCE FEATURES lectronic instrumentation Remote fuel filler door release Overhead information console with reading lamps x-way power adjusted twin comfort lounge front seats our-way articulated front-seat headrests lear-seat center armrest and integral headrests Leather-wrapped steering wheel TIRES/WHEELS

AM/PM electronic search stereo with cassette

ford JB. high fidelity 12-speaker audio system

Six-specifier Premium Sound System

5/70R15 WSW steel-belted radial fires



Specifications and descriptions used were in effect when this catalog

printing. Lincoln-Mercury any time, or change specifications equipment and without incurring



Buckle up-together we can save lives. Every Lincoln is equipped with seat belts for adult passengers. They add an extra marain of safety by

> helping to save lives and reduce injuries in case of accidents

Ford Motor Company's easyto-install protective child restraints-

Tot-Guard Safety Seat and Infant Carrier-meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

longer than the basic warranty. The

Ford Extended Service Plan. You can have

The 1941 Lincoln

electric windshield

Continental, Amona its

refinements were push

button door latches and



EXTENDED SERVICE

coverage on certain selected components on new Lincoln cars for cost is nominal, so it could pay for itself the first time needed. Ask your dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada

LIFETIME SERVICE GUARANTEE

Lifetime Service

Participating Lincoln-Mercury dealers offer to augrantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free, Free parts, Free labor. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the Lifetime Service Guarantee

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.

Technical Service Bulletins. All vehicles need repairs during their

lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-toread 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-Mercury dealer about Fordpaid repair programs and TSBs relating to your Lincoln Continental.

To get copies of materials for your Continental or the vehicle of interest to you, call Ford toll-free at 1 800 241-3673.

In Alaska or Hawaii, call 1 800 243-3711.

In Georgia, call 1 800 282-0959 or write Ford at Ford Customer Information System, Post Office Box 95427 Atlanta, GA 30347 Please include vour name, address, vehicle make, model, vear and identification number, as well as engine size.

Is leasing for you? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

EXTERIOR COLORS	
Standard on Continental	
Light Sandalwood	Midnight Black
Platinum Clearcoat Metallic	Arctic White
Graphite Clearcoat Metallic	
Silver Blue Clearcoat Metallic	
Dark Shadow Blue Clearcoat Metallic	
Cabernet Clearcoat Metallic	
Rose Quartz Clearcoat Metallic	
Titanium Clearcoat Metallic	
Crystal Clearcoat Metallic	

Silver Sand Clearcoat Metallic Dark Sandalwood Clearcoat Metallic Optional on Continental Prairie Mist Glamour Clearcoat Metallic Dark Taune Glamour Clearcoat Metallic Glacier Blue Glamour Clearcoat Metallic Platinum Clearcoat Metallic/ Graphite Clearcoat Metallic Midnight Black/ Graphite Clearcoat Metallic Silver Blue Clearcoat Metallic/ Glacier Blue Glamour Clearcoat Metallic

Dark Taupe Glamour Clearcoat Metallic Silver Sand Clearcoat Metallic/ Dark Sandalwood Clearcoat Metallic Standard and Exclusive on Givenchy

Midnight Black/

Rose Quartz Clearcoat Metallic/ Dark Taupe Glamour Clearcoat Metallic

INTERIOR COLORS					
Standard on Continental					
Cabernet	Raven Black	Sandalwood			
Shadow Blue	Oxford Gray	Taupe			
Standard on 0	Givenchy				
Taupe					

Taupe	
SPECIFICATIONS	
Wheelbase (in.)	108.5
Overall length (in.)	200.7
Overall width (in.)	73.6
Overall height (in.)	55.6
Tread (in.) (front/rear)	58.4/59.0
Headroom (in.) (front/rear)	38.5/37.7
Legroom (in.) (front/rear)	42.0/38.3
Shoulder room (in.) (front/rear)	57.6/57.8
Hiproom (in.) (front/rear)	52.5/52.1
Luggage capacity (cu. ft.)	14.7
Fuel tank capacity (gal.)	20.3
Curb weight (lb.)	3799/3826
(Continental, Givenchy)	

1987 EPA estimates were not available at publishing time. Lincoln models, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures



LINCOLN. What a luxury car should be.

LINCOLN-MERCURY DIVISION Ford

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