



1 9 9 5

LINCOLN

CONTINENTAL



The result of this perfect balance is, quite simply, a remarkable new kind of luxury car. The all-new
INTRODUCING

Lincoln Continental. Its silken power is governed by the InTech System which combines an advanced
THE PERFECT

DOHC, 32-valve, aluminum V-8 engine, an electronic, four-speed automatic transmission and a
BALANCE OF

computer-controlled air suspension system. And equally impressive is its intelligence. This car
LUXURY AND

actually learns a whole range of your personal driving preferences and remembers them for you.
TECHNOLOGY.

Proving that beauty can also have a high IQ.



The all-new Continental takes the definition of choice far
A CAR THAT
beyond anything you've ever experienced in a luxury car.
BRINGS YOU

In Continental it means you can select your desired level
THE ULTIMATE
of steering effort and suspension stiffness. And you can
LUXURY.

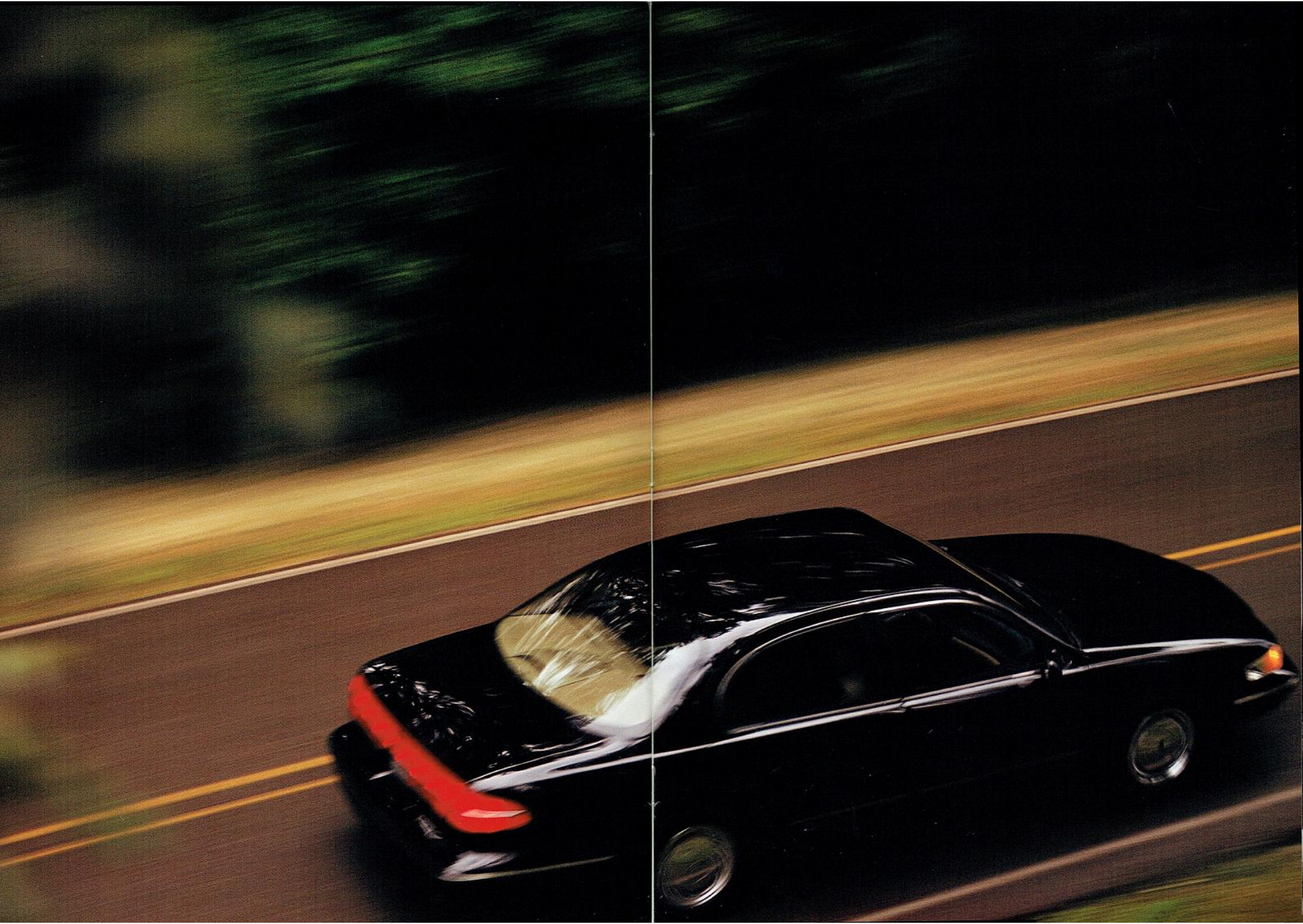
do it almost instantly, as you're driving, changing the
CHOICE
ride and handling characteristics of the car to your liking.

Among the world's luxury cars, only Continental brings

you this ultimate luxury of choice which you'll learn

about in detail in another section of this brochure.







interior

Our interior designers are dedicated to the idea that **LAVISH** luxury lies in the details. For example, they insisted **ATTENTION** that all window and door lock controls be illuminated. **TO DETAIL** That all seating surfaces be crafted of supple leather. **IS A VERY** That intrusive sounds be hushed down and quieted. **COMFORTING** And on and on. When they were finally comfortable **IDEA.** with the interior, we knew you would be too.



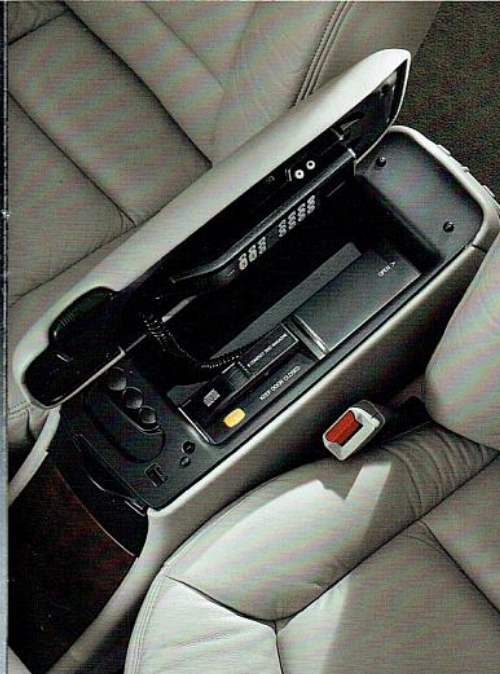
A seat that suits the way you sit with a new four-way power lumbar bar that moves vertically, as well as in and out, to shape itself to your back. Both front seats are also six-way power-adjustable.

An available cellular telephone tucks neatly into the top of the console (or the armrest on six-passenger models). Phone number dialed, length of call and signal strength are shown on the message center. Also, it's voice-activated for hands-free calling.

Dual front seat cup holders pop out at a touch to hold your beverage. When you're through, they disappear just as effortlessly.



Walnut Burlwood console complements Continental's handsome interior decor.



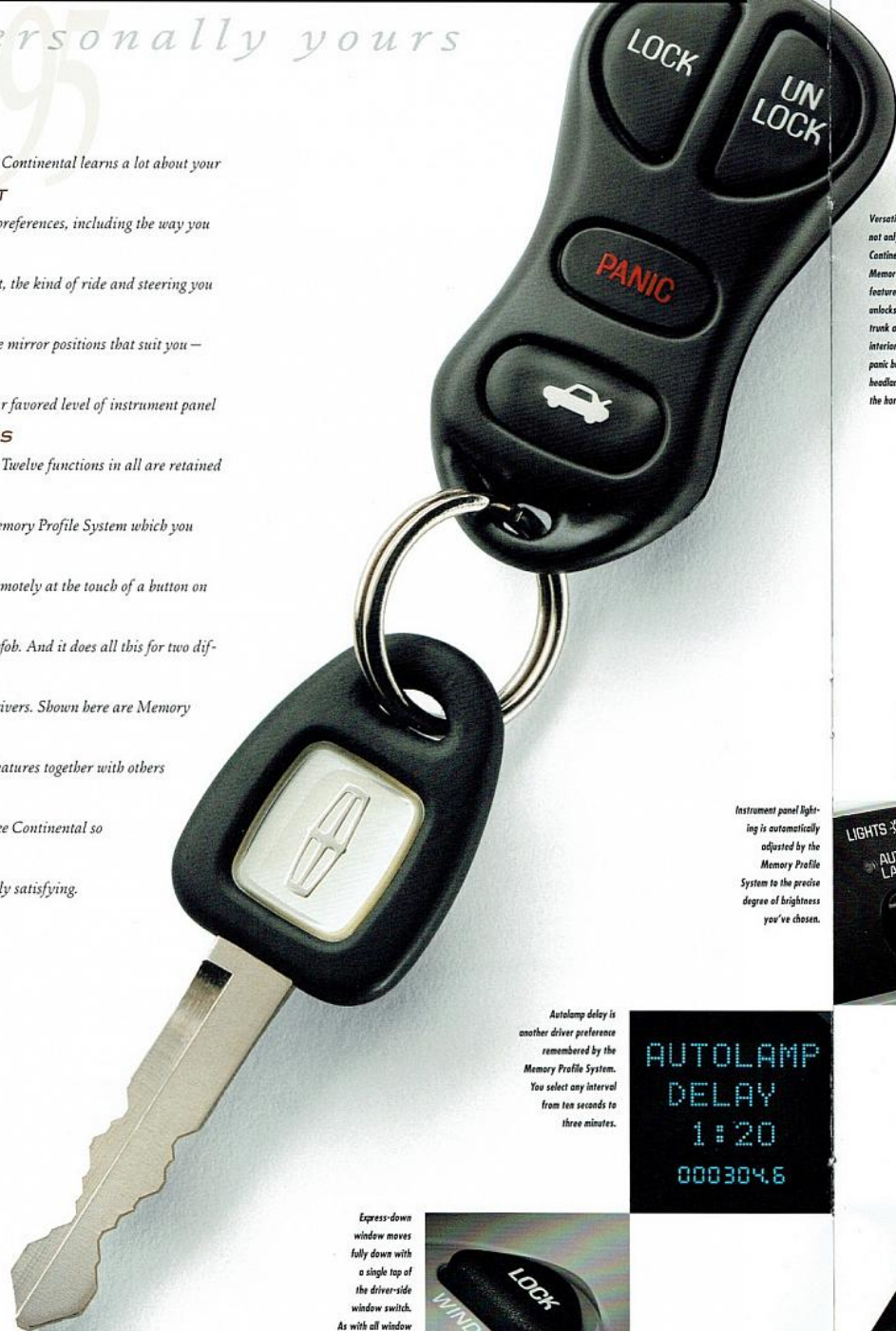
The CDs slide up front for the first time with an available six-disc CD changer that's conveniently located in the passenger compartment on all Continentals.



personally yours

The new Continental learns a lot about you
A CAR THAT
 driving preferences, including the way you
LEARNS
 like to sit, the kind of ride and steering you
WHAT YOU
 want, the mirror positions that suit you —
LIKE AND
 even your favored level of instrument panel
REMEMBERS
 lighting. Twelve functions in all are retained
IT.

in its Memory Profile System which you
 access remotely at the touch of a button on
 your keyfob. And it does all this for two dif-
 ferent drivers. Shown here are Memory
 Profile features together with others
 that make Continental so
 personally satisfying.

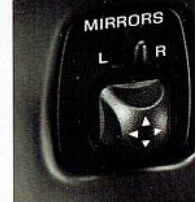


Versatile keyfob
 not only activates
 Continental's
 Memory Profile
 features but also
 unlocks doors and
 trunk and turns on
 interior lights. The
 panic button flashes
 headlights and sounds
 the horn intermittently.

The message center
 personalizes its messages for
 you as part of the Memory
 Profile System. For example,
 it displays your chosen
 interval for time-delay
 headlights and the
 ride/steer modes
 you've selected.

Radio control
 settings automatical-
 ly become the stations
 you like to listen to,
 thanks to the Memory
 Profile System. As
 with all functions, the
 system remembers the
 preferences of
 two drivers.

Remote outside
 mirrors move to
 your favored
 position when you
 activate the
 Memory Profile
 System. They're
 also heated.



RIDE
 CONTROL
 [NORMAL]
 000304.7

Outside mirrors
 automatically tilt
 downward when
 the transaxle is
 placed in reverse
 for a better view
 of rear clearance
 or curb when
 backing up.



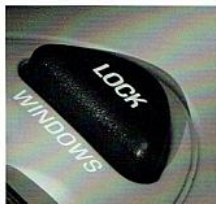
Instrument panel light-
 ing is automatically
 adjusted by the
 Memory Profile
 System to the precise
 degree of brightness
 you've chosen.



Autolamp delay is
 another driver preference
 remembered by the
 Memory Profile System.
 You select any interval
 from ten seconds to
 three minutes.

AUTOLAMP
 DELAY
 1:20
 000304.6

Express-down
 window moves
 fully down with
 a single tap of
 the driver-side
 window switch.
 As with all window
 switches, it's lighted.



Six-way power seats for both
 driver and front-seat passenger.
 The driver seat is remotely
 controlled by the Memory Profile
 System, so it's positioned to
 accommodate you before you
 even enter the car. Also, both
 seats feature Continental's new
 four-way lumbar control.

Easy entry/exit driver seat
 moves back two inches when
 the ignition key is removed.
 When the driver re-enters and
 re-inserts the ignition key, the
 seat returns to its previous
 position.



ride and handling

Designing a new speed-sensitive steering system

CHOOSE

and an advanced Four-Corner Semi-Active

THE PERFECT

Suspension System wasn't enough for Continental

SETTING FOR

designers. They wanted you to have choices. So

ANY OCCASION.

whether you prefer the quick, surefooted handling

of a contemporary sedan; the soft, luxurious ride

of a traditional limousine or something in

between, you can have it. And if a particularly

interesting road brings out the driver in you,

Continental can change to suit your mood. You

can choose from three levels of steering effort and

three degrees of suspension firmness as shown on

the right. Among the world's luxury cars, only the

new Continental makes these choices possible.



Low steering
effort/plush
suspension:
Traditional
Lincoln-driver
luxury.



Low steering
effort/normal
suspension:
Traditional
luxury steering
ease with
contemporary
ride.



Normal steering
effort/plush
suspension:
Ideal steering
with a ride that
smooths out
rough pavement.



Normal steering
effort/normal
suspension:
The optimum
combination.
Best balance of
chassis systems.



Normal steering
effort/firm
suspension:
Contemporary ride
with responsive
steering feel.



High steering
effort/firm
suspension:
Responsive
handling on
winding roads.



High steering
effort/normal
suspension:
Contemporary
ride with precise
steering.

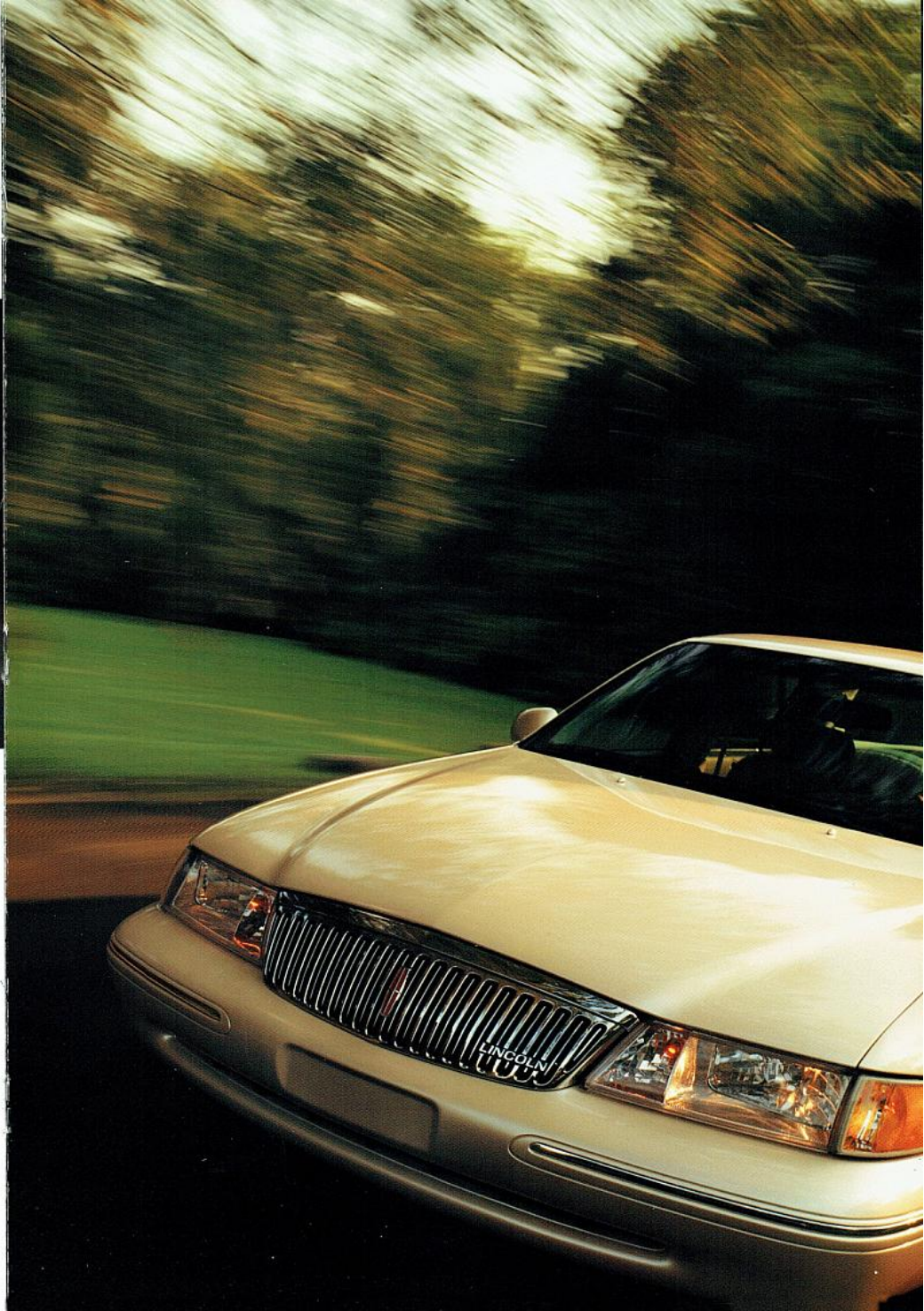


High steering
effort/plush
suspension:
Soft, luxury
ride with
responsive
steering.

The message center
display features a dot
matrix display screen
capable of delivering
25 different messages.
In addition to report-
ing on major automotive
systems and deliver-
ing trip data, it helps
the driver make ride/
steering choices.



Suspension and steer-
ing settings are
achieved by pressing
the ride/steer button
on the instrument
panel. Steering and
suspension choices are
displayed separately
on the message cen-
ter screen.





power

The new InTech System features precisely what its name
AN EMPHATIC
implies: intelligent technology. Its various components have
ANSWER TO THE
been engineered to deliver a responsive and confident driving
POWER QUESTION:
experience. Witness its 32-valve DOHC V-8 engine,
A 32-VALVE
producing 260 quietly obedient horsepower. An aluminum
DOHC V-8,
engine and roller-finger cam followers help create a light-
weight, powerful engine that's remarkably smooth and
surprisingly quiet. For peace of mind, this responsive V-8 has
been designed to run for 100,000 miles without a scheduled
tune-up. And it's teamed with a new computer-controlled,
4-speed transaxle and a computer-controlled suspension
system. The InTech system is governed by intelligent monitors
that constantly check engine, transaxle and suspension func-
tions. In the event of a malfunction, processors can actually
make split-second decisions to help keep your Continental
both operable and drivable.

active safety

Or snow. Or the unforeseen patch of glare ice. Its four-wheel disc Anti-lock Braking System helps the driver

CONTINENTAL

maintain steering control during hard braking, even on slick road surfaces. And Continental's available

RUNS ON

All-Speed Traction Control system helps the car to obtain maximum wheel grip for sure, smooth standing

WATER.

starts in slippery conditions. This totally new and sophisticated system also functions at highway speeds for

increased control and stability, especially when the weather is less than ideal.



personal security



Four-wheel disc Anti-lock Brake System. Ample stopping power is augmented by ABS to give the driver greater steering control while braking, particularly on slippery road surfaces.



Electrochromic rearview mirrors. Available rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.



Cornering lamps. Activate with two signals to increase visibility when completing a turn at night.



Dual air bags. 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.)



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



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



Side door beams. They're part of a system which meets Federal Dynamic Side Impact Standards targeted for 1997.



High-strength door latches. Doors are designed to remain closed in the event of a front or rear collision.



Safety belts. A new three-point safety belt for center rear-seat passengers provides the added protection of a shoulder belt—a feature found on few other cars. Outboard-seated passengers also have lap/shoulder belt protection.



Child-proof rear door locks. A standard Continental feature, they guard against accidental opening of the rear doors from the inside.



A child seat restraint tether anchor. In the rear seat area it adds increased safety and peace of mind when transporting small infants in child seats.



Crumple zones. They're engineered into the front and rear of the car to help absorb some of the energy of a collision before it reaches the passenger compartment.

Safety belts and air bags are just the beginning of Continental's comprehensive safety design. For while the air bag Supplemental

CONTINENTAL'S

comprehensive safety design. For while the air bag Supplemental

FULL-COVERAGE

Restraint System, in combination with properly worn safety belts, is

PROTECTION

a vital source of protection in certain moderate to severe frontal

PLAN

impacts, Continental's protection includes every aspect of the car.

Extensive measures have been taken to help protect occupants in a

collision from the rear, the side or in a rollover accident. Your feeling

of security is further enhanced by such considerations as delayed

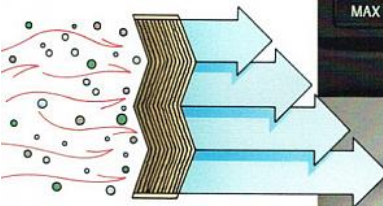
off/on headlamps, an available anti-theft deterrent system and

remote illuminated keyless entry system with a panic button that

will sound the horn and flash the headlamps when activated.

A High-Level Audio System featuring the latest "distributed audio" technology delivers sound of exceptional clarity and realism. Larger, ergonomically designed controls and electroluminescent dial lighting simplify usage.

Electronic Automatic Temperature Control System with solar load sensor. You simply set the system at the temperature you prefer and forget it. No matter what the outside weather is like, it's ideal inside your Continental. Also, Continental's new, larger air-conditioning/heating/ventilation system employs a non-ozone-depleting, CFC-free refrigerant.



New MicroAir® Filtration System, a product of technology found in no other American luxury car, helps improve the air you breathe in the new Continental. By utilizing layers of electrostatically charged micro-fibers, it filters out air pollutant particles as small as three microns in diameter before they can reach the interior through Continental's Automatic Temperature Control System. It's one more reason why Continental passengers can breathe easier.



Rear seat air-conditioning ducts on five-passenger models new channel Automatic Temperature Control System air directly into the rear compartment for rear-passenger comfort. Now, everyone has the "best seat."

MicroAir® is a registered U.S. trademark of Freudenberg Nonwovens.



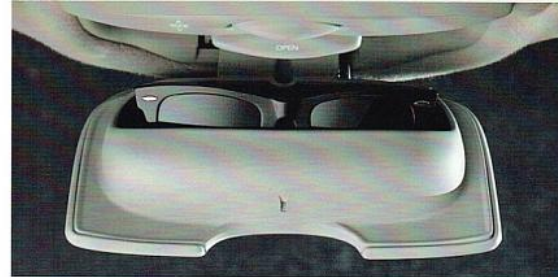
Safety belt height adjuster consists of a new D-ring for the driver and front-seat passenger. Since people vary in size, Continental designers believe drivers should be able to adjust the height to accommodate them. This feature permits adjustment to five different positions for greater safety belt comfort.



An umbrella holder with umbrella is a uniquely personal Continental touch. With a handle of Walnut Burlwood to match Continental's interior decor, the umbrella nests neatly in a mesh pocket designed especially for quick drying, located on back of the passenger seat.



Backlit switches for all windows, door locks and speed controls are another example of Continental's emphasis on personal luxury. No one is ever in the dark about the location of these important switches.

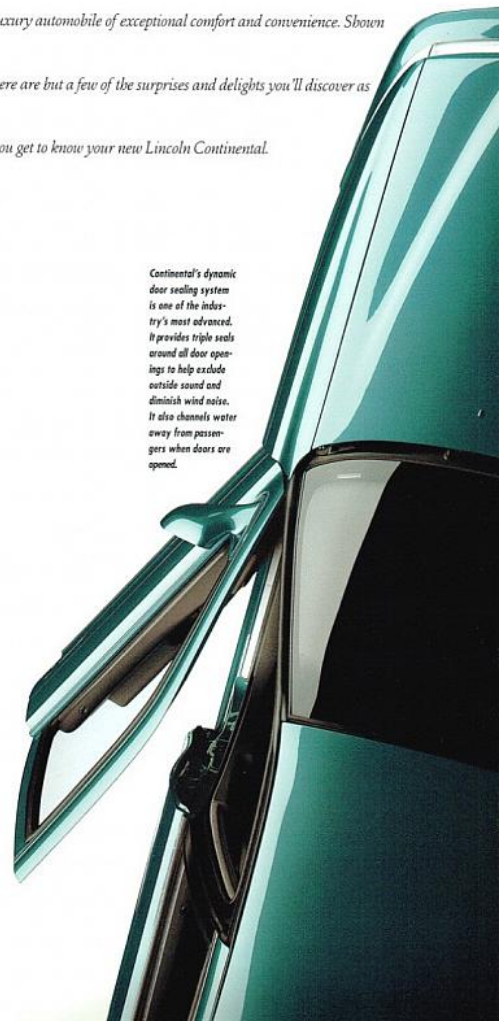


Sunglasses and garage door opener storage. Allows you to access your opener and keep it secured and out of the way. Also provides a convenient space for your sunglasses.

surprises and delights

One of the delights of the new Continental is the way you'll **THE PLEASURE** continually discover its hidden treasures of luxury. For this is a **OF UNEXPECTED** car in which technology has been harnessed to serve you in countless ways. A car that constantly reminds you that it is, indeed, a

luxury automobile of exceptional comfort and convenience. Shown here are but a few of the surprises and delights you'll discover as you get to know your new Lincoln Continental.



more
surprises
and
delights

When you first drive your new Lincoln Continental,
THE
prepare to embark on a journey of discovery. Rarely,
SURPRISES
if ever, has a car been so richly endowed with so
GO ON
many technological amenities that serve you so well.
AND ON.
And being at your service is the very essence of this

contemporary luxury car. Continental designers
believe that you should not just be satisfied with
your car, you should be delighted with it. The new
Continental is the result of a steadfast dedication
to that belief.

Theatre lighting dims
interior courtesy
lamps over a five-
second period before
turning off, giving a
dramatic effect.

Continental's battery
saver automatically
shuts off interior lamps
and headlamps if they
are inadvertently
left on. (Most similar
systems turn off only
interior lamps.)

Smart lock is a
thoughtful new
system that pre-
vents doors from
locking when the
car is turned off,
and the key is still
in the ignition.

Six-passenger seat-
ing, available as
an option, features
50/50 split bench
seating with leather
seating surfaces.
A mini-console and
storage armrests
are also included.

An available advanced
anti-theft system
protects your Continental
by sounding the horn and
flashing headlamps and tail-
lamps when an intrusion is
detected.

Solar tint glass.
Filters out a higher
percentage of the sun's
rays than standard tint
or clear glass to reduce
air-conditioning cool-
down times. Also helps
to protect fabric surfaces
from sun fading.

Continental's complex
reflector headlamps
stand at the forefront
of technology in terms
of advanced materials
and design. These new
units provide consistent
high-performance light
output with a faceted
jewel appearance.

Cornering and side
marker lamps are com-
bined in one gem-like
unit. Like the head-
lamps, they flow
flawlessly into the
Continental's smoothly
sculpted front and for
enhanced appearance
and aerodynamics.





It is more than the prestige of owning a superior luxury
THE
automobile. The Lincoln Commitment is a comprehensive
LINCOLN
owner benefits package designed to provide you with services to
COMMITMENT.SM
support your every driving need. It includes 24-hour Roadside
Service Assistance, a Service Loaner, Destination Assistance,
Emergency Travel Expenses, Travel Planning and one of the
best warranties in the industry. Plus much more. Ask your
dealer for a complete description of the Lincoln Commitment
benefits and a copy of the limited warranty.



Cargo storage system. This hook-mounted system gives you a helping hand with luggage when you travel in the new Continental.

Electrochromic mirror with compass. This highly useful automatically dimming inside mirror is available in combination with the electrochromic driver-side rearview mirror.

Power mounted opens at the touch of a switch to provide a slight view or it flips up for fresh air ventilation.

options

JBL Audio System with Digital Signal Processing (DSP). A state-of-the-art, 145-watt, 80-amplified system that includes a powerful 85-watt subwoofer amp and eight speakers. With DSP you may choose spatial effects that surround you with stadium sound, concert hall ambience or more intimate listening environments.



Heated front seats include controls for the seat recline and neckrest with five settings. Driver seat and passenger seat are, of course, individually controlled.



Voice-activated cellular telephone lets you dial a number simply by saying aloud the previously stored name of the person or firm. It also includes a handset which fits out of the center console for the driver or passenger models. Its memory holds 35 phone numbers and 25 accessed by voice.



Six-disc CD changer lets you enjoy hours of musical pleasure with the clarity of CD sound (available with the new JBL Audio System). It holds six discs -- and it's located in the passenger compartment.

SPECIFICATIONS

DIMENSIONS

VEHICLE TYPE: FIVE-PASSENGER, FOUR-DOOR SEDAN	
WHEELBASE (IN.):	109.0
TRACK (IN.):	FRONT 63.0 REAR 61.5
LENGTH (IN.):	206.3
WIDTH (IN.):	73.6
HEIGHT (IN.):	56.0
CURB WEIGHT (LBS.):	3,971
FUEL CAPACITY (GAL.):	17.8
LUGGAGE SPACE (CU. FT.):	18.1

ACCOMMODATIONS

HEADROOM (IN.):	FRONT 39.0 REAR 38.0
LEGROOM (IN.):	FRONT 41.9 REAR 38.9
HIPROOM (IN.):	FRONT 55.7 REAR 56.5
SHOULDER ROOM (IN.):	FRONT 57.1 REAR 56.6

ENGINE

LAYOUT:	FRONT ENGINE, FRONT-WHEEL DRIVE
TYPE:	DOHC 32-VALVE MODULAR 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

TRANSMISSION TYPE:	ELECTRONICALLY CONTROLLED FOUR-SPEED AUTOMATIC OVERDRIVE
GEAR RATIOS:	(2.77:1) (1.54:1) (1.00:1) (0.69:1)
AXLE RATIO:	3.56:1

CHASSIS

BODY:	UNITIZED CONSTRUCTION WITH SEPARATE FRONT SUBFRAME
SUSPENSION:	
FRONT:	INDEPENDENT MACPHERSON STRUTS WITH STRUT-MOUNTED AIR 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 AND INTEGRATED BALL JOINTS
SHOCK ABSORBERS:	GAS-PRESSURIZED HYDRAULIC WITH INTERNAL REBOUND SPRING, AUTOMATIC FAST-ACTING DUAL DAMPING WITH THREE DRIVER SELECTIONS: PLUSH, NORMAL, FIRM
LEVELING SYSTEM:	MICROCOMPUTER-CONTROLLED FOUR WHEEL AIR SPRINGS WITH AUTOMATIC FRONT-TO-REAR AND SIDE-TO-SIDE LEVELING
STEERING TYPE:	SPEED-SENSITIVE, VARIABLE-ASSIST POWER RACK-AND-PINION WITH THREE DRIVER SELECTIONS FOR STEERING EFFORT: LOW, NORMAL, HIGH

OVERALL RATIO (ION CENTER):	16.0:1
URNS, LOCK TO LOCK:	2.84
TURNING CIRCLE, CURB TO CURB (FT.):	41.1
BRAKES:	
FRONT:	11.57-INCH POWER-ASSISTED DISC, ANTI-LOCK
REAR:	10.2-INCH POWER-ASSISTED DISC, ANTI-LOCK
WHEELS:	16 X 7-INCH ALUMINUM
TIRES:	P225/60R16 97H STEEL-BELTED BLACK SIDEWALL RADIALS

STANDARD FEATURES

FUNCTIONAL

4.6-LITER 32-VALVE V-8 ENGINE
SEQUENTIAL MULTI-PORT ELECTRONIC FUEL INJECTION
ELECTRONIC ENGINE CONTROL (EEC-IV)
ELECTRONICALLY CONTROLLED NON-SYNCHRONOUS SHIFT WIDE-RATIO FOUR-SPEED AUTOMATIC TRANSMISSION
FOUR-CORNER SEMI-ACTIVE AIR SUSPENSION (INDEPENDENT REAR SHORT- AND LONG-ARM SUSPENSION)
DRIVER ADJUSTABLE SUSPENSION SELECTIONS (PLUSH, NORMAL, FIRM) AND STEERING SELECTIONS (LOW, NORMAL, HIGH)

EXTERIOR FEATURES

FLEXIBLE GRILLE/5-MPH BUMPERS
BODY-COLORED BOOBYSIDE PROTECTION MOLDING
EXTENSIVE CORROSION PROTECTION
SINGLE KEY ENTRY/IGNITION
CONVEX LAMPS
18" PAINTED ALUMINUM DIRECTIONAL WHEELS
DUAL EXHAUST WITH EXPOSED BRIGHT TIPS

AVAILABLE FEATURES

ANTI-THEFT ALARM SYSTEM
HEATED SEATING SURFACES WITH 5 TEMPERATURE SETTINGS
ELECTROCHROMIC MIRRORS WITH COMPASS
POWER MOONROOF
INTEGRATED VOICE-ACTIVATED CELLULAR PHONE
ALL-SPEED ELECTRONIC TRACTION CONTROL
SIX-PASSENGER SEATING WITH MINI-CONSOLE
JBL AUDIO SYSTEM WITH DIGITAL SIGNAL PROCESSING (DSP)
6-DISC CD CHANGER IN PASSENGER COMPARTMENT
18" CHROME ALUMINUM DIRECTIONAL WHEELS
CARGO STORAGE SYSTEM

PRODUCT CHANGES

FOLLOWING PUBLICATION OF THIS BROCHURE, CERTAIN CHANGES IN STANDARD EQUIPMENT, OPTIONS, PRICES AND THE LINE 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-MERCUURY DIVISION RESERVES THE RIGHT TO CHANGE PRODUCT SPECIFICATIONS AT ANY TIME WITHOUT INCURRING OBLIGATIONS.

EPA statement: 1997 EPA mileage estimates were unavailable when this publication was printed. The 1997 Lincoln Continental, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Option availability: Options shown or described in this brochure are available as 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.

MOONROOF IS A REGISTERED U.S. TRADEMARK OF FREEDOMER HOLDINGS



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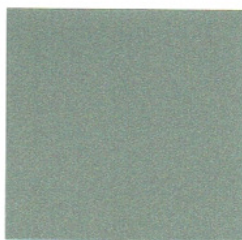
LINCOLN
MERCURY

1 9 9 5

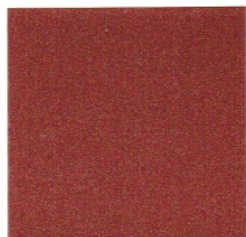
EXTERIOR COLORS



CHAMPAGNE
CLEARCOAT METALLIC



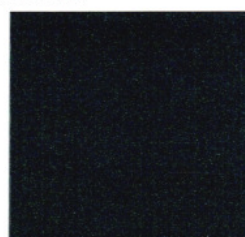
EVERGREEN FROST
CLEARCOAT METALLIC



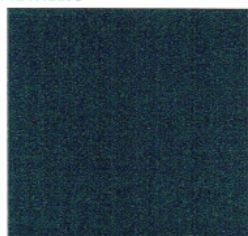
BERRY RED
CLEARCOAT METALLIC



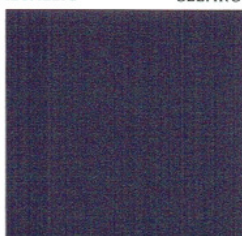
GARNET RED GLAZE
CLEARCOAT METALLIC



DEEP JEWEL GREEN
CLEARCOAT METALLIC



MEDIUM WILLOW GREEN
CLEARCOAT METALLIC



CHAMELEON BLUE
CLEARCOAT METALLIC



CHARCOAL GREY
CLEARCOAT METALLIC



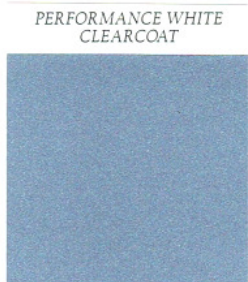
SILVER FROST
CLEARCOAT METALLIC



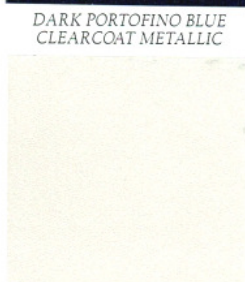
MIDNIGHT BLACK
CLEARCOAT



DARK PORTOFINO BLUE
CLEARCOAT METALLIC



PORTOFINO BLUE
CLEARCOAT METALLIC



IVORY PEARLESCENT
CLEARCOAT
(EXTRA COST TRI-COAT)

INTERIOR COLORS

LEATHER TRIM INTERIOR:

- CURRANT • EVERGREEN
- LIGHT GRAPHITE • IVORY
- PORTOFINO BLUE • SADDLE