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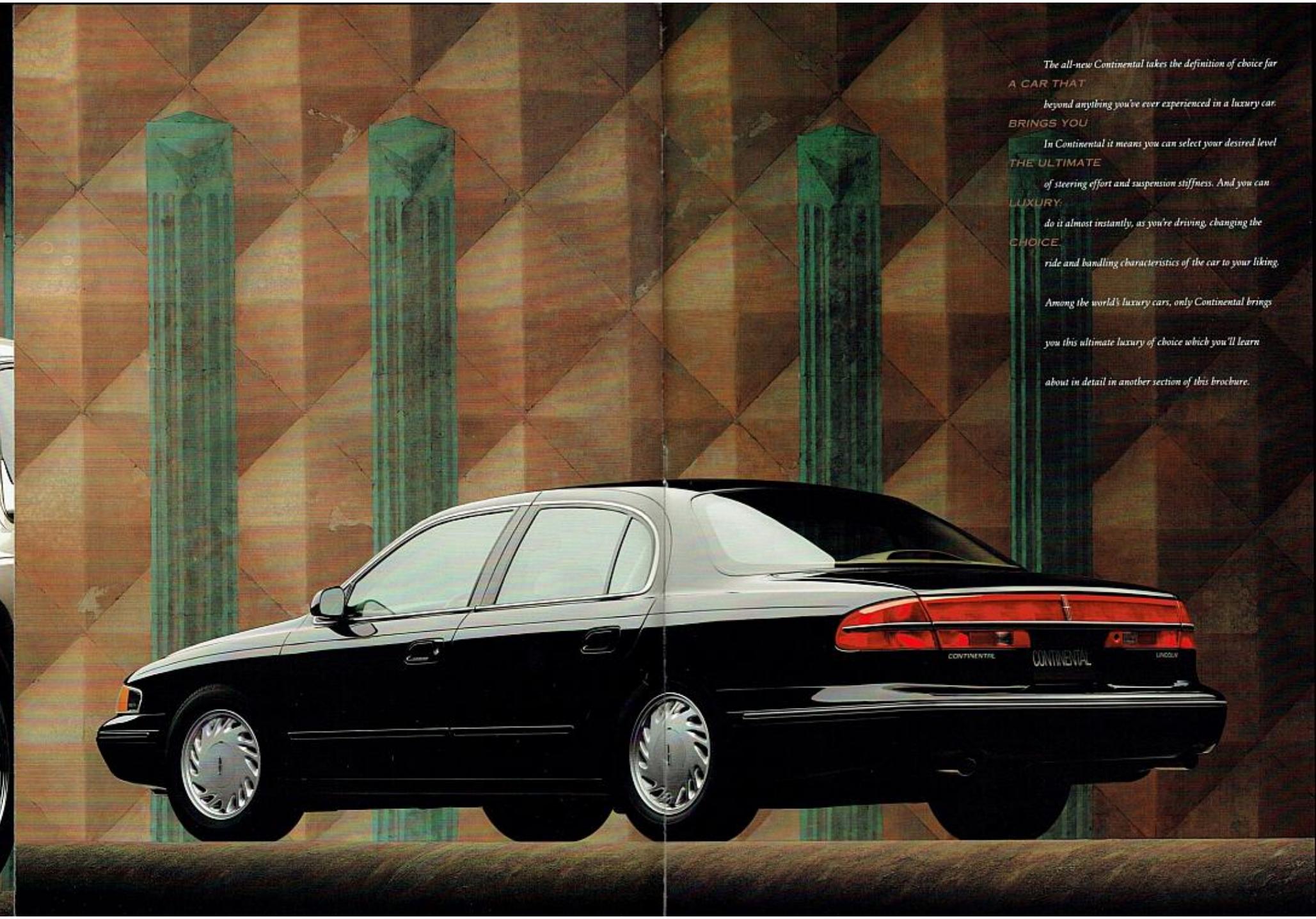
LINCOLN

CONTINENTAL

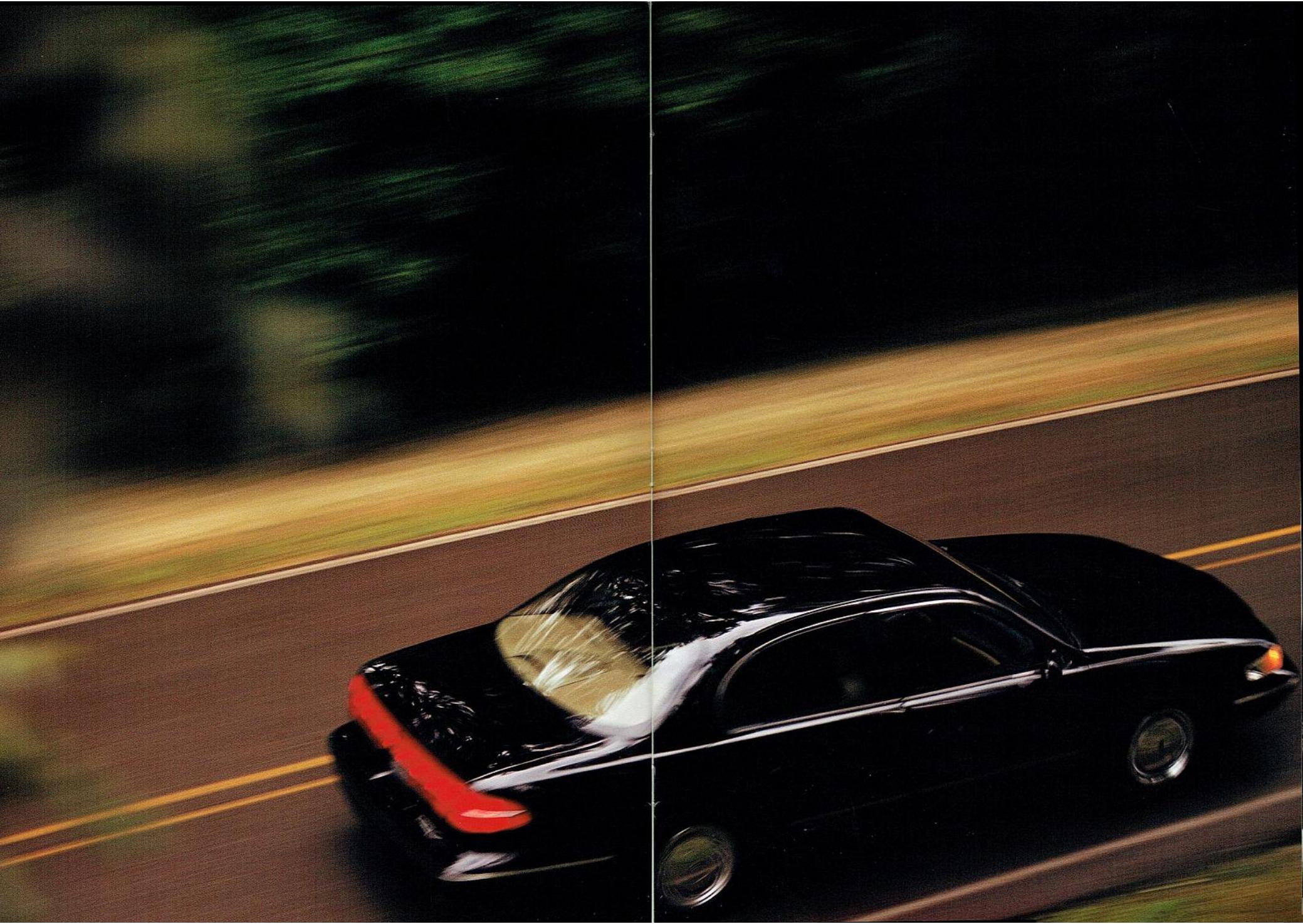




*The result of this perfect balance is, quite simply, a remarkable new kind of luxury car. The all-new*  
**INTRODUCING**  
*Lincoln Continental. Its silken power is governed by the InTech System which combines an advanced*  
**THE PERFECT**  
*DOHC, 32-valve, aluminum V-8 engine, an electronic, four-speed 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 for*  
**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 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 ride 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 your

A CAR THAT

driving preferences, including the way you

LEARN

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

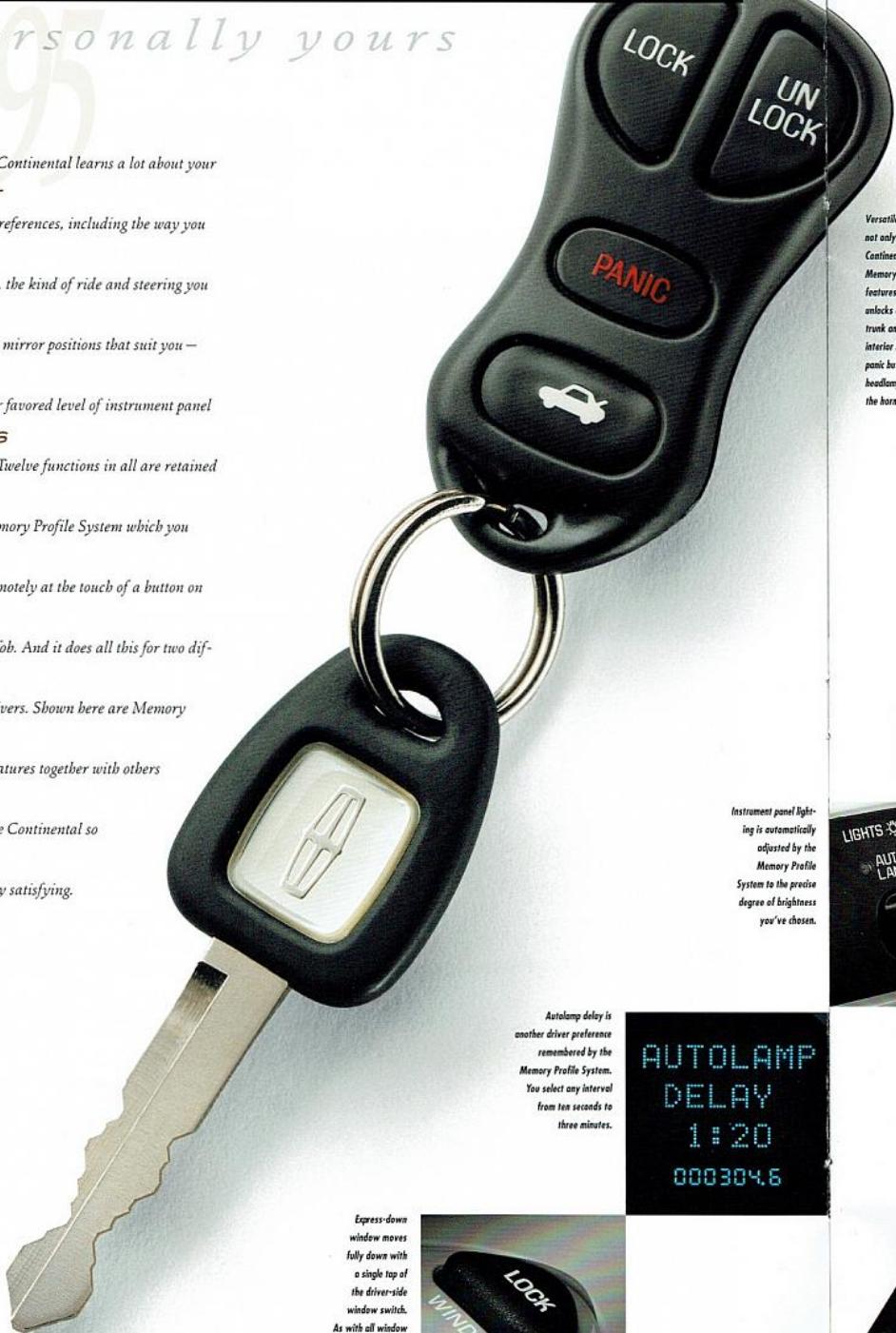
your keyfob. And it does all this for two dif-

ferent drivers. Shown here are Memory

Profile features together with others

that make Continental so

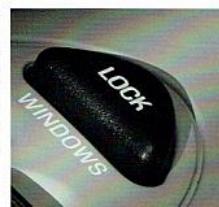
personally satisfying.



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.

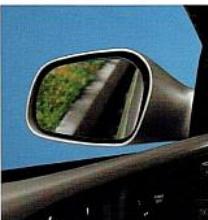


Versatile keyfob not only activates Continental's Memory Profile features but also unlocks doors and trunk and turns on interior lights. The panic button flashes headlamps and sounds the horn intermittently.

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 headlamps and the ride/steer modes you've selected.

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 lighting is automatically adjusted by the Memory Profile System to the precise degree of brightness you've chosen.



Radio control settings automatically 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.



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.

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



# 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 and a 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.

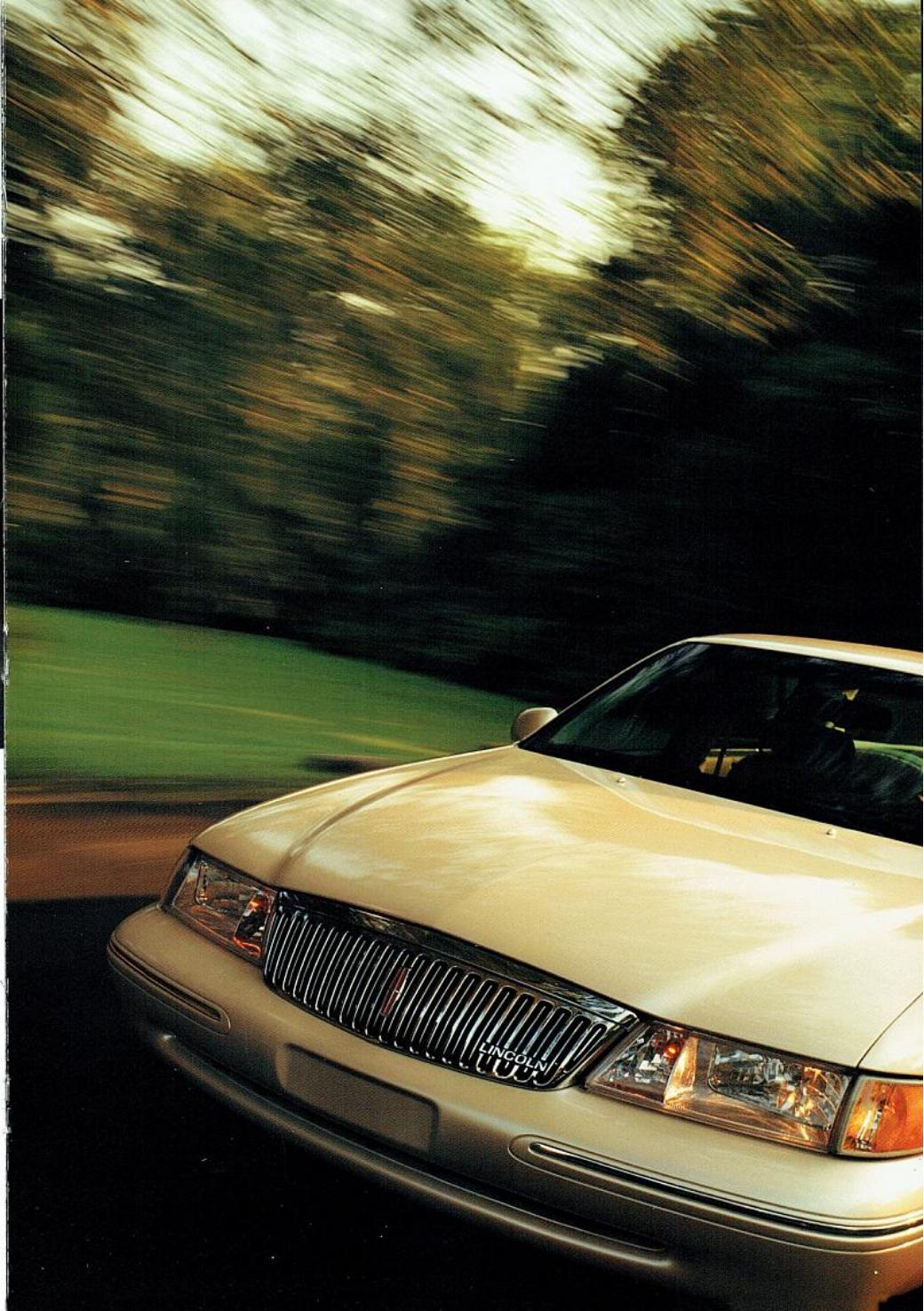


High steering effort/normal suspension:  
Contemporary ride with precise steering.



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 reporting on major automotive systems and delivering trip data, it helps the driver make ride/steering choices.





## *power*

*The new InTech System features precisely what its name  
AN EMPHASIC*

*implies: intelligent technology. Its various components have  
ANSWER TO THE*

*been engineered to deliver a responsive and confident driving  
POWER QUESTION:*

*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

WATER.

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

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. Angle  
steering power  
is augmented by  
ABS to give the  
driver greater  
steering control  
while braking,  
particularly on  
slippery road  
surfaces.



Electrochromic  
rearview mir-  
rors. Available  
with turn  
signals to  
increase visi-  
bility when  
exterior mirrors  
automatically alter  
their reflectivity  
to shield your  
eyes from the  
glare of other  
cars' headlamps.



Cornering  
lamps. Activate  
with turn  
signals to  
increase visi-  
bility when  
exterior mirrors  
automatically alter  
their reflectivity  
to shield your  
eyes from the  
glare of other  
cars' headlamps.



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  
belts.)



Interior padding.  
Key interior areas  
are padded and  
virtually every  
surface is round-  
ed 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.  
Dynamic Side  
Impact Standards  
targeted for 1997.



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 pro-  
vides 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 trans-  
porting 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 passen-  
ger compartment.

## CONTINENTAL'S

Safety belts and air bags are just the beginning of Continental's

## FULL COVERAGE

comprehensive safety design. For while the air bag Supplemental

## PROTECTION

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

## PLAN

a vital source of protection in certain moderate to severe frontal

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

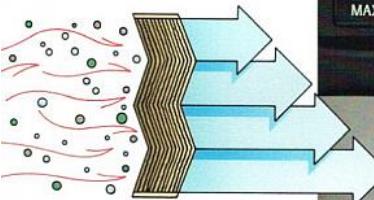
remote illuminated keyless entry system with a panic button that

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 MicronAir® 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 microfibers, 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.

*MicronAir® is a registered U.S. trademark of Freudenberg Nonwovens.*

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



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 count-  
**LUXURIES.**

less 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

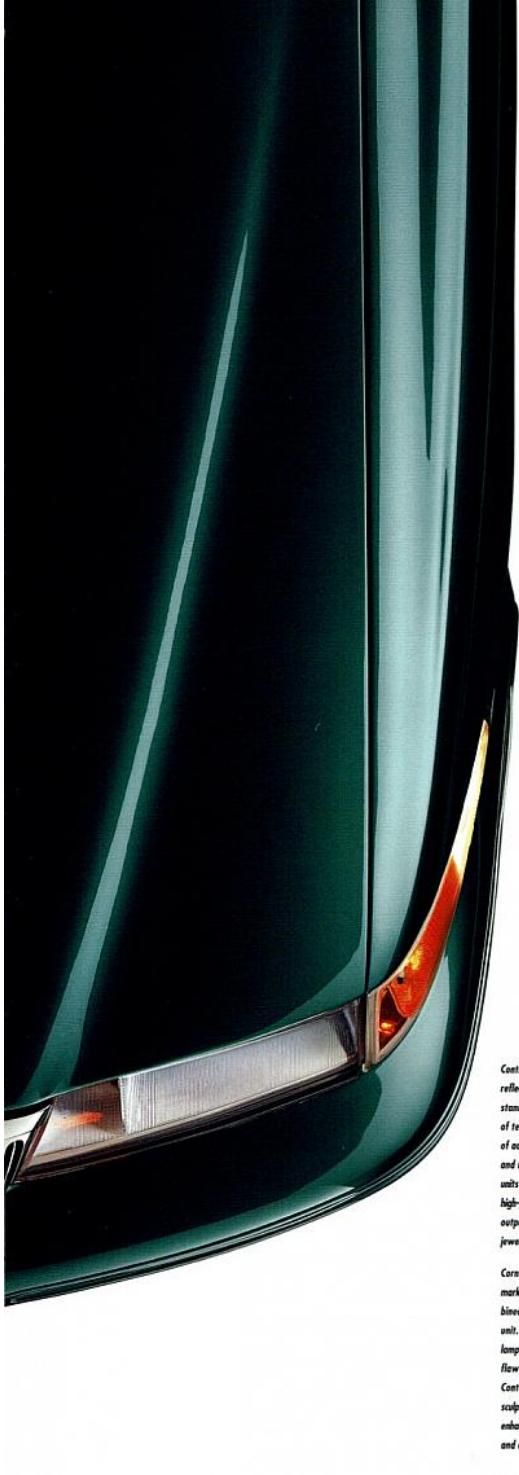
you get to know your new Lincoln Continental.

Continental's dynamic door sealing system is one of the industry's most advanced. It 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.

**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 deco, the umbrella nests neatly in a mesh pocket designed especially for quick drying, located on back of the passenger seat.

**Bucket** 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.



# more surprises and delights

When you first drive your new Lincoln Continental,  
**THE**

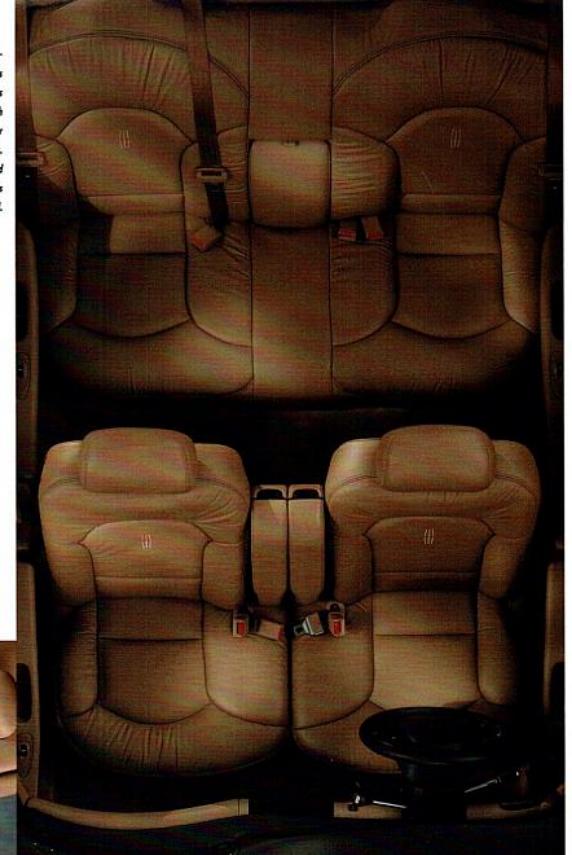
prepare to embark on a journey of discovery. Rarely,  
**SURPRISES**

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

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.



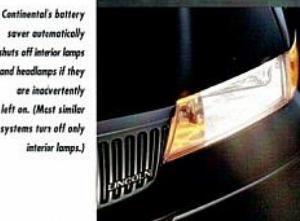
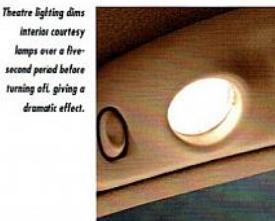
contemporary luxury car. Continental designers

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.



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

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 jewel-like  
unit. Like the head-  
lamps, they flow  
flawlessly into the  
Continental's smoothly  
sculpted front end for  
enhanced appearance  
and aerodynamics.



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.



*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<sup>SM</sup>**

*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.*

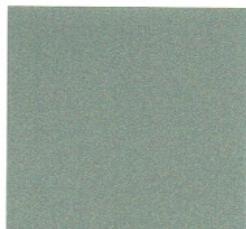


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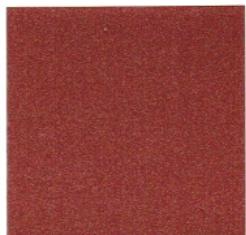
EXTERIOR  
COLORS



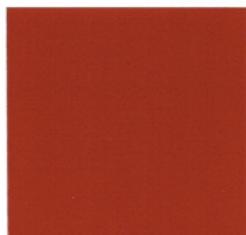
CHAMPAGNE  
CLEARCOAT METALLIC



EVERGREEN FROST  
CLEARCOAT METALLIC



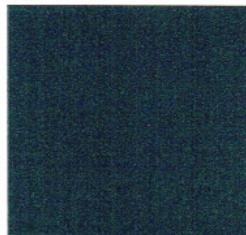
BERRY RED  
CLEARCOAT METALLIC



GARNET RED GLAZE  
CLEARCOAT METALLIC



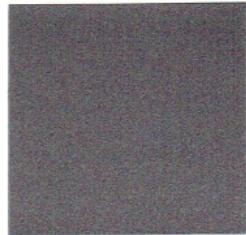
DEEP JEWEL GREEN  
CLEARCOAT METALLIC



MEDIUM WILLOW GREEN  
CLEARCOAT METALLIC



CHAMELEON BLUE  
CLEARCOAT METALLIC



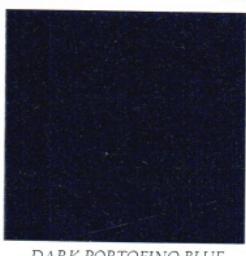
CHARCOAL GREY  
CLEARCOAT METALLIC



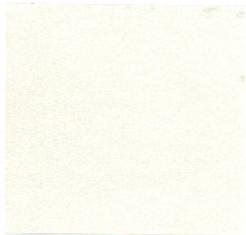
SILVER FROST  
CLEARCOAT METALLIC



MIDNIGHT BLACK  
CLEARCOAT



PERFORMANCE WHITE  
CLEARCOAT

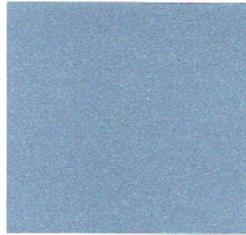


DARK PORTOFINO BLUE  
CLEARCOAT METALLIC

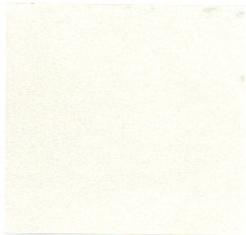
INTERIOR  
COLORS

LEATHER TRIM INTERIOR:

- Currant • Evergreen
- Light Graphite • Ivory
- Portofino Blue • Saddle



PORTOFINO BLUE  
CLEARCOAT METALLIC



IVORY PEARLESCENT  
CLEARCOAT  
(EXTRA COST TRI-COAT)