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CONTINENTAL MARK VII

CONTINENTAL

LINCOLN TOWN CAR







1984

THE YEAR OF CHOICE.

Seldom has there been a lineup of quality-built luxury automobiles that so magnificently complement each other and offer such a distinct and distinctive choice as do the Lincoln luxury automobiles for 1984.

That these automobiles are able to project such a strong identity, both individually and collectively, is inherent in the approach to automotive design in which a basic tenet is "product integrity." This simply means that an automobile should deliver what its looks promise; that it should live up to the buyer's expectations; that all aspects of its design should be integrated into a harmonious whole; that it should be honest, functional, understated and well executed. Most importantly, as is explained in the "Quality — every step of the way" section of this publication, its quality must be designed in from the beginning and built in through every manufacturing stage thereafter.

Introducing the totally new, entirely redesigned 1984 Continental Mark VII

This newest Mark — seventh in a renowned lineage of automobiles — represents a decided departure from the past. It is more than a new luxury automobile. It is a new choice for those who put a greater emphasis on the driving experience.

Continental Mark VII is a premium touring coupe which features a trim, agile size. It is distinguished by a new, smoothly contoured, wedge-shaped aerodynamic design. A stunning design, through which the notion that form follows function is expressed with an eloquence to rival that of nature.

Mark VII is the ultimate expression of Lincoln's driver-centered philosophy — that is, that an automobile should be designed from the driver outward. Thus all of its engineering design and manufacturing has been directed toward the enhancement of the driver/Mark VII relationship.

What results is a driving experience that is new in the annals of the American road. New and exhilarating. And, unquestionably, it is the driving experience that defines this 1984 Continental Mark VII as a premium automobile.

Mark VII is offered in five splendid choices: the standard Mark VII; two special editions — one by America's noted designer, Bill Blass, the other by Italy's exciting young designer Gianni Versace, who is making his debut into the world of automotive fashion; the sporty LSC; and the Turbo Diesel, which is available in combination with all Mark VII models.

Introducing the technologically sophisticated, stylish 1984 Continental

This newest Continental exemplifies today's erudite concept of a luxury sedan — trim, with an accent on style.

But Continental is much more than a mere fashion statement. For 1984, it incorporates significant new aerodynamic improvements. And Continental offers an entirely new, technologically advanced Electronic Air Suspension which, together with its handling characteristics and advanced electronic componentry, places it at the forefront of today's trim, stylish luxury automobiles.

Continental for 1984 is offered in three distinctive choices: the standard Continental and two special editions — one by the internationally famous designer, Valentino, the other by the celebrated French designer, Givenchy.

Introducing the 1984 edition of Lincoln Town Car, America's traditional luxury sedan

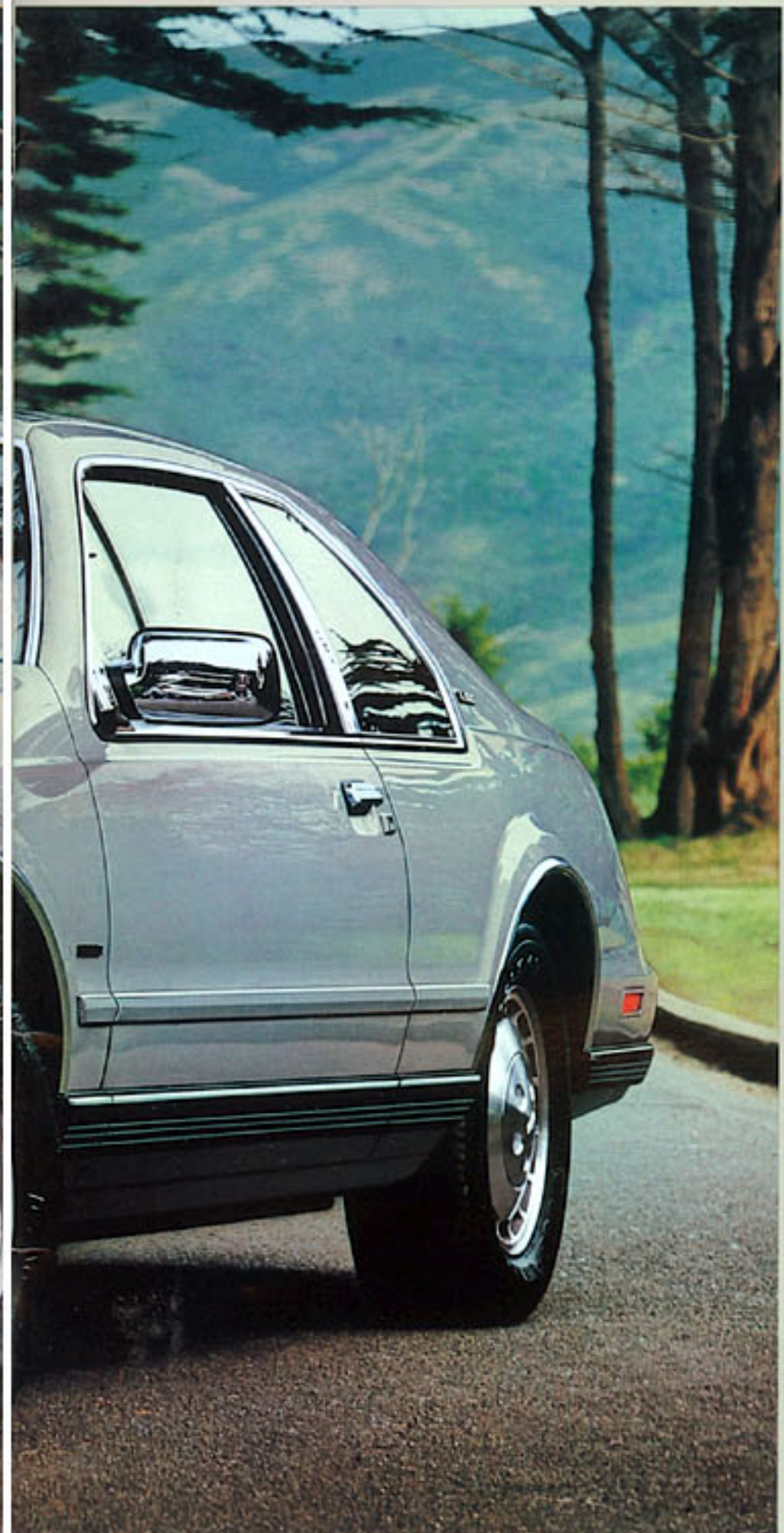
On a grand scale, this year's Lincoln Town Car is the one that combines time-honored elegance with the reassuring comforts of ample room and a marvelous ride that epitomize the traditional luxury sedan.

Many luxury-car buyers have felt over the years — and continue to feel — that this is the right measure of automobile for them. And, for 1984, Town Car complements its legendary attributes with subtle refinements that enable its famous ride to be consistently smooth and luxurious and its ease of operation effortless.

This newest Lincoln Town Car is offered in three timeless choices: the standard Town Car and two special editions — one the highly individualized Signature Series, the other the exclusive Cartier Designer Series.

The choice

Now comes the moment of truth: selecting the Lincoln luxury automobile that most completely measures up to one's criteria for luxurious motoring. Here then, on the pages that follow, is the portfolio on the stunning Continental Mark VII; the trim, stylish Continental; and the classic Lincoln Town Car.



CONTINENTAL MARK VII LSC, THE ULTIMATE AMERICAN ROAD CAR.

Not too long ago, luxury-car owners sought, above all else, a splendid isolation from the road. But today, there is a new breed of luxury-car buyers in the U.S. — buyers who demand more than elegance in their automobiles. They insist on a fundamental integrity in which intelligent design, functional practicality and product quality are inherent in the nature of the automobile. Even more, they demand an active involvement in the driving experience. They want an automobile that, first and foremost, rewards the driver. And herein lies the difference between a luxury car and a premium automobile.

One of the most aerodynamic premium automobiles built in the U.S.

The newness of LSC, indeed of all Continental Mark VII models, is apparent in its distinctive aerodynamic shape. In its fast-sloping grille and hood; flush, integrated headlights; integrated front bumpers; 60° windshield angle and 63° rear-window angle; doors that curve into the roof line; the high rear-deck treatment with an integral spoiler contour and the traditional Mark fire configuration.

This smoothly contoured, sleek wedge-shaped design was not conceived simply to be beautiful, though beautiful it is. The aerodynamic design produces a low-drag coefficient (the measure of a form's efficiency as an aerodynamic shape) of .38, which makes Mark VII one of the most aerodynamically efficient premium automobiles built in the U.S.

A remarkable combination: luxury ride and sports-type handling

Also, in the not so distant past, luxury cars often had to sacrifice excellent handling characteristics to obtain a more luxurious ride.

LSC offers a new, technologically sophisticated Electronic Air Suspension system (described on page 18) which, together with nitrogen gas-pressurized front struts and rear shock absorbers and front and rear stabilizer bars, creates a remarkably smooth ride, complemented by crisp handling. The result: a new kind of driving experience.

LSC is specially equipped

LSC is calibrated for close communication between the road and the driver. Its air suspension system has been re-engineered for even higher handling characteristics than is inherent in the other Mark VII models; its power-assisted rack-and-pinion steering has been adjusted for quick response; its axle ratio has been revised upward to 3.27 to complement handling; its unique tires — husky P215/65R15 steel-belted black sidewall Goodyears — are mounted on special 15" x 6" aluminum road wheels.

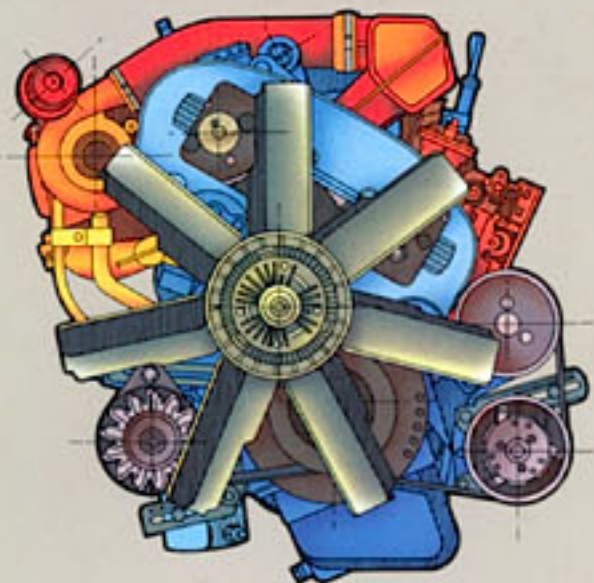
Standard engine for LSC is the powerful 5.0 liter V-8. Its performance is enhanced by the precision of Electronic Fuel Injection, the Electronic Engine Control system (EEC-IV),* and the smooth-shifting four-speed automatic overdrive transmission.

Later in the model year LSC, like all Mark VII's, will be available with a 2.4 liter six-cylinder turbo diesel engine, shown here.

A completely new engine, it is designed to overcome the problems associated with traditional diesel engines.

LSC. The right choice for the luxury car driver who wants to be in touch with the road.

*Available later this model year in California.



Continental Mark VII LSC in Platinum Clearcoat Metallic. Options shown are listed on page 23.



CONTINENTAL MARK VII LSC, A RARE COMBINATION OF INTERIOR COMFORT AND TECHNOLOGY.

Lincoln's concept of product integrity is clearly evident in the way LSC's interior beautifully fulfills the promise of its exterior design. Tastefully outfitted for comfort yet, in keeping with Lincoln's driver-centered philosophy, it is thoroughly functional. It is, in addition, a total environment of advanced technology.

A driver control center

As in all Continental Mark VII models, LSC's modernistically styled instrument panel features an electronic instrument cluster. It is a complete data system, with a permanent-memory electronic display odometer; digital speedometer; digital electronic fuel gauge; and Electronic Automatic Climate Control air conditioning. It also incorporates a Message Center — a trip computer system with a twelve-button keyboard for access to important information such as trip miles remaining, average speed, fuel level, estimated time of arrival, day and date.

As shown here, LSC's instrument panel is distinguished by Black brushed appliques. And this understated theme is carried throughout the interior.

To enhance the ongoing dialogue between driver and LSC, it has both a floor and an overhead console. The full-length center floor console, integrated into the instrument panel, houses the shift selector, controls for power windows and power outside mirrors, plus a power release for the fuel filler door. It also contains a small compartment under the armrest top for storing tape cassettes and other small valuables. The entire armrest also raises to reveal another, lockable compartment. Special adjustable cup holders are built into the console as well.

A new overhead console

LSC's second console, an overhead electronic module, helps increase the flow of information to the driver. It houses dual intensity courtesy/reading lights, sun-visor release buttons and warning lights for the air suspension. It also provides, when so equipped, controls for the optional power moonroof and garage door opener, as well as readouts for the optional compass and outside thermometer with an ice alert system. (See page 23 for a more detailed explanation.)

Choice seats in the front

LSC's reclining front seats are contoured for firm lateral support, as when taking corners. What is less evident, perhaps, from a photograph is the intense concern that has gone into the selection of the quality fabrics, the painstaking craftsmanship in the sewing, forming and fitting of the fabrics to the seats.

The seating surfaces are of supple leather, in a choice of either Desert Tan or Charcoal. Or, for those who prefer less leather and more cloth, there is a choice of cloth and leather trim, such as that shown here. Also trimmed in leather are the new A-frame steering wheel, the front center armrest, and the gearshift knob.

But seats, after all, are meant to be comfortable. LSC's driver's seat, therefore, is equipped with six-way power controls (optional for passenger seat). Adjustments can be augmented even more by the selection of optional dual power reclining seats. Together with the standard tilt steering wheel and generous seven-inch front-and-rear travel of the seat itself, the driver is assured of a variety of comfortable seating positions.

New comfort for front- and rear-seat passengers

LSC, like all Mark VII's, also offers two new features that are sure to warm the hearts of winter drivers and passengers. One, for the comfort of rear-seat passengers, is a special heat duct directed to the rear compartment. The other is an option for the two front seats — they can actually be equipped to provide heat to the seat at the flip of a switch.

This, then, is not just a new interior, but a new environment for the driver and his or her passengers. An environment, above all, designed to enhance one's experience of the wheel.

LSC interior in Charcoal. Options shown are listed on page 23.



CONTINENTAL MARK VII, THE LUXURIOUS DRIVER'S CAR.

This newest Mark is the direct beneficiary of Lincoln's driver-centered philosophy. For here is an automobile that is a pure pleasure to drive.

Mark VII's electronically fuel injected 5.0 liter V-8 puts ample power at the driver's disposal for quick, seemingly effortless acceleration and for confident highway passing. And its smooth, aerodynamic shape contributes to its road-holding ability.

Electronic Fuel Injection meters fuel with such precision that there is always just the right amount to respond to the engine's needs. This, together with the Electronic Engine Control system (EEC-IV)* which constantly monitors the engine's performance, assures the driver of a correct balance between necessary power and desired fuel economy.**

Also the completely new 2.4 liter six-cylinder turbo diesel engine will be available later in the model year.

The driver experience is also greatly enhanced by the fast response of power rack-and-pinion steering. With power disc brakes at all four wheels, braking action is strong and sure. And fingertip speed control is especially restful on long trips.

A remarkably smooth, level ride

If steering, braking, and accelerating are the exclusive provinces of the driver, riding is something shared by all. In Mark VII, the driver and passengers are spared the roughness of the road by the Electronic Air Suspension with automatic level control. It replaces the conventional steel springs with a computer-controlled cushion of air that compensates for varying front-to-rear or side-to-side load changes. The result is a smooth, level ride.

The special distinction that is Bill Blass

America's noted designer, Bill Blass, has put his personal imprint on this Mark VII with results that are as distinctive as they are beautiful.

For the Mark VII bearing his name, Mr. Blass has mandated an outstanding earth-tone Dual-Shade combination to enhance its sleek aerodynamic shape. For the upper body, he has selected Goldenrod Glamour Clearcoat Metallic paint; for the lower body, Harvest Wheat Clearcoat Metallic, accented by Cream and Dark Green paint stripes on the sides and on the rear decklid.

Other distinctive touches are: "Bill Blass" lettering on the quarter windows and the Blass logo on the rear decklid. In addition, the styling on the Bill Blass Mark VII is enhanced by distinctive wire spoke aluminum wheels.

The Bill Blass Mark VII. It is the most innovative, technologically advanced Bill Blass model ever presented. In all, it makes a strong personal statement that reflects the refined taste of its owner.

*Available later this model year in California.

**See EPA gas mileage statement on page 19.

The Bill Blass Continental Mark VII, in Goldenrod Glamour Clearcoat Metallic over Harvest Wheat Clearcoat Metallic. Options shown are listed on page 23.



CONTINENTAL MARK VII, BEYOND THE TRADITIONAL BOUNDS OF LUXURY.

Remember when many luxury cars were judged almost solely by the richness of their upholstery, the softness of their seating and the thickness of their carpeting? That's not enough anymore. Therefore, while the 1984 Mark VII does include all these traditional advantages, its luxury goes significantly beyond them.

A study in ergonomics

The Continental Mark VII interior is ergonomically designed down to the last detail. Controls are not only easy to read, but easy to reach and calibrated to enhance the driving experience. As they should be in a driver-centered car.

Power seat controls are located on the door trim panels; power window controls are conveniently located on the center console; controls for the power remote-control outside rearview mirrors and for the power fuel-filler door release are located on the center console; fingertip speed control is positioned on the steering wheel; intermittent windshield wiper/washer controls, turn signals, and flash-to-pass activator are contained on the two stalks mounted on the steering column. The horn control is now located in the center hub of the steering wheel.

A beautiful view of the road

The continuing concern for functionality can be seen in the stress on driver visibility. Tinted glass helps reduce glare. The rear window contains heat elements that melt snow and frost. Side window defoggers contribute to good visibility by helping to keep moisture from forming on the inside of windows.

The interior influence of Bill Blass

Mr. Blass has carried the rich, earth-tone exterior theme of his special Continental Mark VII through to his interior, which is fashioned in distinctive Flaxen Gold, with Tu-Tone seats and door trim panels.

His reclining seats feature leather seating surfaces and are sewn in a style that is unique to this special Mark VII. As shown here, plush cloth upholstery is available as an option at no extra cost. Standard seating for both the driver and the front-seat passenger features six-way power controls which allow almost unlimited adjustment for continuous comfort. The center armrest between them is covered in leather when leather seats are ordered, cloth-covered when cloth seat trim is ordered. For added comfort, power reclining seats also may be ordered.

The leather-wrapped steering wheel is of the new A-frame design, which permits unobstructed viewing of the instrument panel. And, as in his exterior design, Bill Blass has put his personal imprint on the interior, as evidenced by his well-known logo on the instrument panel.

As in all Continental Mark VII models, the electronic instrument cluster is a marvel to behold — a collection of technologically advanced data-gathering and -dispensing instruments that adds a new dimension to the pleasure of being at the controls.

Integrated into the panel is a full-length floor console complete with a padded armrest, a lockable stowage compartment and a leather-wrapped gearshift knob. And overhead is a new console that contains a row of warning lights, and dual-intensity courtesy/map lamps. The console also provides mounting locations for the optional garage door opener, power moon roof control and the compass/thermometer. Recessed into the headliner are illuminated visor vanity mirrors for the driver and his or her passenger.

The Bill Blass interior. Distinctive design that goes beyond surface luxury to create a total atmosphere to enhance the pleasure of driving.

The Bill Blass Continental Mark VII interior in Flaxen Gold. Options shown are listed on page 23.



CONTINENTAL MARK VII, A NEW APPROACH TO LUXURIOUS DRIVING.

Mark VII is beautiful proof that luxury is more than just comfort. Full electronic instrumentation replaces the gauges and dials of yesteryear.

Inside temperature of the car is precisely controlled by the standard Electronic Automatic Climate Control air conditioning system.

An exciting new world of electronics

Standard in every Mark VII is an electronic AM/FM stereo radio which features an automatic power antenna. And to limit the use of keys, an optional Keyless Entry System is available. The three-channel garage door opener option can simplify security measures, as can the optional Illuminated Entry System and Anti-Theft Alarm System.

Entertainment options include the choice of an electronic AM/FM multiplex stereo search radio with a cassette tape player or an 8-track (limited supply available). The cassette unit features Dolby® noise reduction, automatic tape reverse and metal tape equalization. All selections may be ordered with the optional Premium Sound System, which features a higher wattage amplifier and four coaxial speakers.

The design flair of Versace

The exciting young Italian designer, Gianni Versace, makes his auspicious debut in the world of automotive fashion with his own version of the 1984 Continental Mark VII.

His distinctive design flair is evident in the selection of an elegantly simple monochromatic exterior treatment — Walnut/Glamour Clearcoat Metallic — highlighted by Tan and Bright Blue accent striping. Versace spells out his name on the quarter windows and places his distinctive logo on the instrument panel. Then he adds wire spoke aluminum wheels as a special finishing touch.

Versace further enhances this exterior color scheme with Desert Tan for the interior, which he highlights in luxurious leather. Leather for all seating surfaces, including the standard luxury reclining six-way power seats in front, for the front center armrest, the A frame steering wheel and the shift selector knob. However, one may choose plush cloth seating surfaces with leather bolsters, as shown below, at no extra cost.

In the 1984 Continental Mark VII approach to luxury, functionality and convenience count every bit as much as comfort.

The Versace Continental Mark VII in Walnut/Glamour Clearcoat Metallic.
Versace interior in Desert Tan. Options shown are listed on page 23.





CONTINENTAL MARK VII. A NEW STANDARD OF EXCELLENCE.

The LSC, the Bill Blass, and the Versace Designer Series models are, in reality, variations on the basic theme of the 1984 Continental Mark VII. The same example of quality, the remarkable achievements in advanced technology — aerodynamics, the smooth, air-cushioned ride, sophisticated electronics, modern approach to luxury, and the driver-centered philosophy — are all magnificently exemplified in this Mark VII model.

The complete automobile

Mark VII's generous list of standard equipment includes the responsive 5.0 liter V-8 with Electronic Fuel Injection, and EEC-IV* — one of the most advanced systems of its kind in the world — matched by the efficiency of the smooth-shifting automatic overdrive transmission.

Also available for every Continental Mark VII model will be the 2.4 liter six-cylinder turbocharged diesel engine described more fully on page 19.

Mark VII's ride and responsive control come from the combination of its specially designed Electronic Air Suspension system and its nitrogen gas-pressurized front struts and rear shocks, and its front and rear stabilizer bars, joined with the precision of power rack-and-pinion steering. The standard fives, mounted on cast aluminum road wheels, are P235/70R15 steel-belted radial whitewalls, with an all-season tread design that enhances traction and handling characteristics. Four-wheel disc brakes are power-assisted for smooth, sure stops.

Comfort for the passengers

Inside, Mark VII demonstrates its ergonomic integrity with an interior that provides its occupants with more than just comfortable seating. The standard reclining individual front seats are fashioned in soft knit broadcloth upholstery and contoured for ideal support. The driver's seat has a full seven inches of travel to provide a wide range of adjustments. In addition, the six-way power adjustment assures the driver of an almost infinite variety of comfortable seating positions. The steering column tilts to fit the exact angle most comfortable for the driver.

The emphasis, however, is not on front-seat passengers alone. Rear-seat passengers are thoughtfully served with such standard convenience and comfort features as integrated headrests, dual intensity reading lamps, front seatback map pockets and a fold-down center armrest. When the armrest is folded up, there is ample room for three rear-seat passengers. One of the most welcome innovations ever created for the comfort of rear-seat passengers is the special heat duct built into Mark VII's center console. Legs and feet, especially, will feel the difference.

Control for the driver

To drive the new Continental Mark VII is to be in command of a sophisticated electronic control unit, with its electronic instrument cluster, Message Center, and two, not one, consoles — a floor-mounted center console integrated with the instrument panel, plus the functional and stylish overhead console.

Also standard on Mark VII is the new A-frame steering wheel with the new horn control located in its center hub. Walnut wood-look appliques and inserts lend a note of warmth and distinction throughout.

Underneath it all is thirty-eight ounce ultra plush floor carpeting — thick and luxurious, like carpets found in elegant private homes.

If the 1984 Mark VII sounds as far removed from the average luxury car as most luxury cars are from basic transportation, it's for good and deliberate reasons. Mark VII is a beautiful departure from traditional luxury cars. It is a premium automobile that holds the promise of an exhilarating driving experience.

People who have traditionally been Mark buyers will find this modern version to be an extraordinary automobile, offering an extraordinary driving experience. Those who have never before owned a Mark may find that this is the year to give it most serious thought.

*Available later this model year in California.

CONTINENTAL MARK VII: A NEW STANDARD OF PREMIUM LUXURY-CAR DESIGN AND ENGINEERING

level of 50 miles per hour that over 90% of its power is held in reserve for use when it is needed most, as in passing situations.

The benefits are obvious. There is less wear and tear on the engine, there is efficient use of fuel* and the ride is quiet.

The designers even managed to put the wind to work. The body is shaped so that air, sweeping over the surfaces, exerts less lift, resulting in better control between the tires and the road. Something the driver will notice most in the feel of command and responsiveness.

Another important design note is that Mark VII provides 5-inch bumpers front and rear. This means better protection for the lamps, cooling system and exhaust components and helps reduce the repair cost of slow speed impacts.

Electronics and air set new riding standards

Car experts usually measure ride by spring rates, g-forces and axiastic formulas. The average car owner's yardstick is apt to be how he or she feels after a long, tough trip. Both will be pleased by Mark VII's remarkable new Electronic Air Suspension system, the product of years of leading and many miles of driving.

The small onboard microcomputer can order or vented or added to level the ride, even when Mark VII is heavily or unevenly loaded with passengers or luggage. It also compensates for side-to-side or front-to-rear load changes.

And, should an electrical malfunction occur, the computer puts the suspension in a limited operating mode and alerts the driver that service is required.

A new level of control

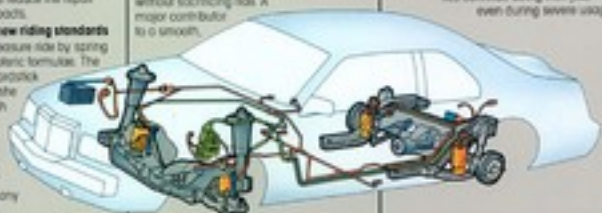
Tooring up the Electronic Air Suspension with new handling technologies resulted in a remarkable level of control.

Some of the new handling features include a premium-type linkage rear stabilizer bar to give good control and handling without scorching-ride. A major contributor to a smooth,

gerine ride is the careful tuning of struts and shock absorbers.

Continental Mark VII uses nitrogen gas-pressurized front struts and rear shocks. They contain inert nitrogen, permanently sealed at approximately 100 pounds per square inch, in a chamber above the hydraulic fluid.

When "fluid-only" units are exposed to heavy-duty or rough-road usage over an extended period of time, the temperature of the oil increases. The fluid can become vented and this results in a foaming or reduction of the bump-cushioning effect. However, the introduction of the nitrogen gas pressurizes the fluid and virtually eliminates venting, thereby letting the hydrodynamic forces continue doing their job, even during severe usage.



Taming the wind

Company engineers actually spent 239 wind tunnel test hours on 318 scale and full-size clay models of Continental Mark VII to determine how to tame wind resistance and wind noise.

The efficiency of Mark VII's design results in it requiring so little horsepower to



Quick and precise steering

Mark VII's power-assisted rack-and-pinion steering design is a proven, simple system that allows precise control and excellent maneuverability.

Lifted pedal effort is needed with Mark's power-assisted four-wheel disc brakes. Discs, of all four wheels, because they provide good cooling, and that reduces any tendency to fade after repeated hard stops.

Power that binds

To operate efficiently and economically, today's powerplants require fast, accurate controls.

Electronics provide that control in Mark VII by taking on chores that were once handled mechanically. Electronics control the fuel injection unit (EFI) which, better



than the conventional carburetor it replaced, meters fuel in proportion to the engine's needs in a variety of driving situations — from stop-and-go city traffic to highway cruising.

Electronics, instead of a distributor, regulate voltage and control the firing of spark plugs. And the Electronic Engine Control system (EEC-IV) constantly monitors engine speed, cooling temperature, fuel/air ratio, spark timing, volumetric air flow, throttle and crankshaft position, exhaust gas recirculation valve position, and exhaust gas mixture.

It is so sophisticated that, when a car needs maximum power, as in a passing situation, EEC-IV automatically shuts off the air conditioner compressor so power is not diverted.

An eight-hour memory is the key to EEC-IV's sophistication. The memory is programmed to compensate for changes that take place in a vehicle as it occasionally misages. It also remembers engine malfunctions and reports them to a service technician even if the condition is only intermittent.

EEC-IV keeps tabs on itself. During the first two minutes of operation, the unit checks all its sensors and actuators, something like a pilot's preflight check. In the

unlikely event of an EEC-IV unit failing to work, engineers have designed in a limited operating strategy mode which permits operation of the engine without the assistance of the computer.

More efficient transmission

Typically, automatic transmissions are convenient but inherently less efficient than their manual counterparts because of normal fluid slippage. This means the engine works harder and burns more fuel.

The transmission for Mark VII's 5.0 liter V-8, however, features a fourth gear override with a 100% mechanical lock which eliminates slippage. The powerflow is 60% mechanical in third gear. The reduced slip, together with lower engine speed in overdrive, provides fuel economy* improvement for suburban and highway driving.

A new diesel engine

Later in the model year, Mark VII will introduce a completely new, advanced turbo-diesel engine designed and built to our requirements by BMW Motoren of Steyr, Austria.

Because the diesel is a completely new engine — built specifically for passenger car use — a number of features contributing to good performance were designed in.

For example, to ensure quick starting, a "glow plug" fuel starting system was developed. This new feature not only reduces starting time, it also results in less cold engine exhaust smoke.

To avoid water-contaminated fuel problems, a special fuel conditioning system is incorporated. It features a filter with water separator, a water level warning light



and a fuel heater to help prevent waxing. Complementing this new engine is a new 2nd four-speed automatic, overdrive transmission with lock-up torque converter, specifically matched to the 2.4 liter turbo diesel.

Keeping the driver informed

The new Mark VII has been designed around the driver... to make driving easy and pleasurable.

The driver won't be distracted by stretching and groping for hard-to-reach controls. And its electronic instrument panel features large digital readouts which can be read at a glance.

One feature that captures the spirit of the Mark VII is the Massager Center with a 12-button keyboard that lets the driver request information such as current fuel usage per mile, average fuel economy, distance to empty, average trip time, average speed, distance to destination and estimated time of arrival.

Operating safety

Safety and security are made up of a number of factors. Operating safety devices which help the driver take evasive action in emergency situations, and occupant protection devices which help provide protection should an emergency occur.

Examples of operating safety include the good handling of Mark VII, its quick engine response, its precise steering and even the contoured seat that helps endear driver fatigue.

Contoured seatbacks provide lateral support in turns. And to hold the seat to offset driver, a generous seven-inch track adjustment helps provide correct positioning.



Of course, one of the best ways to keep out of harm's way is to avoid it... But the driver has to see it. That's why emphasis was placed on visibility in Mark VII's design. One example is how the sloping hood increases visibility particularly at the crest of steep hills. The linked windshield helps reduce glare. Power-assisted remote-control mirrors are adjusted easily to accommodate different drivers. And side window defoggers help keep visibility unimpeded.

For nighttime driving, halogen headlights provide a more robust, whiter light than conventional tungsten halogen lamps. They feature knowledge-resistant poly-carbonate lenses. Should a lens be broken, however, the light will stay lit until the lens is replaced. And if a bulb burns out, instead of replacing the whole unit, it's only necessary to replace the bulb assembly. A nice touch that encourages carrying a spare so a repair can be made on the spot.

Occupant protection

Some of the features provided for occupant protection are easily seen. Protective energy-absorbing materials are strategically located, wherever possible, in the instrument panel, steering wheel, doors, consoles, visors and armrests.

In addition to front headrests, integral rear-seat headrests are included for out-board rear-seat passengers.

In the event of a collision, Mark VII's unified body is designed to collapse in a predictable manner upon impact. This absorbs some of the impact energy and can result in reducing the force that otherwise would be transmitted to occupants.

Side impact protection is enhanced by a high-strength steel guard beam welded inside each door and designed to withstand 2,000 pounds of lateral force.

There are seat belts for every occupant — integral lap and shoulder belts with automatic retractors and tension-releasers in the front, lap belts in the rear.

Occupant protection is not limited to adults, however. Several recent studies have shown that proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Ford Guard Safety Seat and Infant Carrier Rearward or Exceed All-Applicable Federal Requirements. Both are easy to install and use the seat belts already in Mark VII. Lincoln strongly recommends regular use of both child restraints and seat belts, whether you're going around the block or across the country.

This latest edition of Mark VII ushers in a whole new concept of what a premium automobile should be. Its traditional values, Continental Mark VII has added a sense of control, responsiveness and security with performance to match the most luxurious touring cars built anywhere.

*1984 estimates were not available at the time this article was published. Mark VII, however, should meet or exceed average figures in the new EPA Car Usage Guide. See your Lincoln Mercury Dealer for the latest information.

**Available later this model year in California.



CONTINENTAL MARK VII STANDARD FEATURES

1. Electronic instrument panel. This easy-to-view, easy-to-read computerized system features a digital speedometer and digital fuel gauge in a multi-color fluorescent display on a black background. The Message Center is a trip log information system with a 12-button keyboard providing data on time, date, distance to empty, elapsed time, average fuel economy, instantaneous fuel economy, distance to destination, trip odometer, estimated time of arrival, and average speed. All electronic instruments will display in metric equivalents (liters, kilometers, kilometers per hour) at the touch of a button. The new A-frame steering wheel, also shown, provides an unobstructed view of the instrument panel.

2. Flush-mounted aerodynamic halogen headlamps are shaped to fit smoothly against the contours of the front fender to improve air flow. And they are quite cost-efficient: If a headlamp fails, the entire unit need not be replaced, just the bulb assembly.

3. New A-frame tilt steering wheel with fingertip speed control allows the wheel to adjust to five positions for the driver's ease of entry and exit. Speed control provides more comfort in long distance driving. Just set the desired cruising speed. The "resume" feature enables the car to return to the speed set prior to braking.

4. Illuminated visor vanity mirror. This mirror is mounted on the passenger's side visor. Dual intensity lights permit its use day or night. Standard on Bill Bliss and Versace.

5. Side window defogger vents are located on the far ends of the instrument panel, near the side windows. They direct or forward the side windows to help keep moisture from forming on the inside, for good visibility.

6. Rear heat duct. This thoughtful feature offers new comfort to rear-compartment passengers. A special duct directs heat to the rear compartment for more even air distribution and temperature throughout the vehicle.

7. Electronic AM/FM stereo search radio features variable intensity digital frequency display, separate controls for volume, bass, treble and speaker side-to-side front-to-rear balance; seek, scan and memory push-button tuning. Includes automatic power antenna which is activated up when the radio and/or the ignition switch is turned on, or down when either is turned off.



Selected standard functional features

- 5.0-liter EFI V-6 engine
- Electronic Engine Controls (EEC-IV)*
- Self-diagnostic testing takes the guesswork out of servicing the engine on Mark VII. A service technician connects a manual tester to the EEC-IV computer. EEC-IV's memory allows the tester to determine, through sensors, possible problem areas within the engine.
- Four-speed automatic overdrive transmission
- Power lock-and-pinion steering
- Power four-wheel disc brakes
- Electronic Air Suspension with automatic level control
- Nitrogen gas pressurized front struts and rear shock absorbers/front and rear stabilizer bars
- P215/70R15 white sidewall tires with wraparound fender design
- Remote-control fuel filler door
- 22.3-gallon fuel tank for extended driving range
- Door-to-door protection using pre-coated steel panels, special sections, primers and waxes for selected body parts

Selected standard interior features

- Manually reclining front individual luxury seats with 6-way power driver's seat, and 2-position manual passenger's seat
- Soft-leaf brocade/leather trim
- Full seatback map pockets
- 38-ounce ultra-plush floor carpeting
- New A-frame steering wheel with center horn control
- Tilt steering wheel with stalk-mounted washer/wiper controls
- Fingertip speed control
- Overhead console
- Flush-mounted sun visors with push-button release and passenger side vanity mirror
- Interior windshield wiper with speed indicator
- Power door locks
- Electronic instrument cluster
- Low oil warning light
- Electronic automatic climate control
- Electronic AM/FM stereo search radio with automatic power antenna and four-speaker system
- Full-length center floor console with padded front seat armrest, lockable compartments and rear seat heat duct
- Power windows
- Tinted glass on all windows
- Side window defoggers
- Door-mounted courtesy lamps
- Dual intensity rear reading/courtesy lamps
- Remote-control decklid release
- Carpeted luxury luggage compartment trim

Selected standard exterior features

- Dual power remote-control foldaway outside rear-view mirrors
- Color- keyed body-side protection moldings
- Flush-mounted halogen headlamps
- Cast aluminum road wheels

Bill Bliss Designer Series

- Includes all Mark VII standard features, plus the following selected additions and/or differences:
 - Flaxen-Gold interior with tu-tone seats and door trim panels
 - Leather seating surfaces in designer's new style (plush cloth upholstery available at no extra cost)
 - 6-way power passenger seat (power driver's seat is standard)
 - Leather-wrapped steering wheel and gear shift knob
 - Illuminated visor vanity mirrors
 - Distinctive exterior with Goldenrod Glamour or Clearcoat Metallic over Harvest Wheel Clearcoat Metallic
 - Cream and Dark Green paint stripes on bodyside and decklid
 - Wire spoke aluminum wheels

Versace Designer Series

- Includes all Mark VII standard features, plus the following selected additions and/or differences:
 - Desert Tan interior
 - Leather seating surfaces in designer's new style (cloth inserts with leather bolsters available at no extra cost)
 - 6-way power passenger seat (power driver's seat is standard)
 - Leather-covered steering wheel, front center armrest, and gear shift knob
 - Illuminated visor vanity mirrors
 - Walnut Glamour Clearcoat Metallic exterior
 - Tan and Bright Blue paint stripes on bodyside, decklid and hood
 - Wire spoke aluminum wheels

LSC series

- Includes all Mark VII standard features, plus the following selected additions and/or differences:
 - Black exterior and interior accents
 - Handling suspension (See pages 22-23 for details.)
 - Special cast aluminum road wheels with P215/60R15 80SR specially designed Goodyear performance tires
 - Leather seating surfaces with perforated leather inserts (Cloth inserts available at no extra cost. In Choccolat or Desert Tan only.)
 - Leather-covered steering wheel, console armrest, and gear shift knob

Turbo Diesel model

- Available, starting in December, in combination with the features standard on either Mark VII, the Bill Bliss, the Versace, or LSC — selection of the Turbo Diesel model includes the following additions and/or differences:
 - 2.4 liter six-cylinder Turbocharged Diesel engine
 - Specially designed 2nd four-speed automatic transmission with overdrive and a lock-up torque converter
 - Integral fuel filter with water separator and warning light
 - Electric fuel and engine block intake air heaters
 - Advanced quick-glow plug system with after-glow feature
 - External oil cooler
 - Improved sound insulation
 - Retuned suspension and 3.73 axle ratio
 - High discharge battery and 100 amp alternator
 - Dual exhaust

Mark VII Specifications

EXTERIOR	
Wheelbase	106.5"
Overall Length	202.8"
Overall Height	54.0"
Overall Width	70.9"
Tread	58.4"
— Front	59.0"
— Rear	59.0"
INTERIOR	
Front Compartment	
Headroom	37.8"
Shoulder Room	56.0"
Hiproom	52.4"
Legroom	42.0"
Rear Compartment	
Headroom	37.1"
Shoulder Room	51.8"
Hiproom	55.2"
Legroom	36.9"
Luggage Capacity	15
(Cu. Ft.)**	
Fuel Capacity	22.3
(Gals.)	
Cur. Weight	3625
(lbs.)	

*Available later this model year in California.
**Based on EPA specifications.



MARK VII OPTIONAL FEATURES

1. Compass/Thermometer Group in the overhead console provides digital information on outside temperature (-30°F to 150°F) and directional compass readings. Pushing the metric/English button on the Message Center will provide Celsius readings. The option also includes the ice alert feature, which is activated below 38°F to warn the driver of potential icy road conditions. The word "ICE" and the outside temperature flash alternately for one minute. The optional garage door opener with 3-channel transmitter is also mounted in the overhead console. The separate receiver can be wired to an existing automatic door opener.

2. Wheels (A) Special cast aluminum wheels for the optional special handling package have wider rims than standard wheels and unique centers with exposed bright lug nuts. These wheels are standard on the LSC. (B) Cast aluminum road wheels are standard on the Mark VII. (C) Wire spoke aluminum wheels are standard on Bilt Boss and Versace, and (D) forged aluminum wheels are optional on all models, except with the handling package and LSC.

3. Keyless entry system allows doors to be locked and unlocked and the decklid to be opened by buttons on the driver's door. Key can also be used. It includes the Illuminated Entry System. The way it works is, when the outside door handles are raised, a ring of light appears around the keyhole and the interior lights are illuminated.



4. Six-way power passenger seat (power driver's seat is standard). New, easy-to-use controls are located on the door panels. One control adjusts the seat angle forward or back, the other adjusts seat height up or down. (Standard on Bilt Boss and Versace.) Dual power reclining seatbacks are also available (requires 6-way power seats).

5. Power glass moonroof operates two ways to provide that open-air feeling. As shown, it can be opened all the way for maximum air circulation or, using the new vent feature, it can be adjusted to the comfort preference of the driver and his or her passengers. Includes an integral sliding sun-shade/privacy panel. Controls are in the overhead console.

6. AM/FM electronic stereo search radio with cassette tape player includes Dolby® noise reduction, automatic tape reverse and metal tape equalization. The tune-and-seek feature automatically locates stations and moves from one station to the next to allow review of programming. The Dolby® system provides clear, crisp sound reproduction.

Dolby® is a trademark of Dolby Laboratories, Inc.

Mark VII selected functional options

- Handling package provides a sporty ride and improved handling. Included in this performance package are increased-diameter front and rear stabilizer bars; revised front and rear spring rates, with a 40 percent increase in damping forces over the standard suspension; quick-ratio power steering; a 3.27 axle ratio for increased acceleration; and P215/65R15 black sidewall performance tires, with wet-grip road tread, on special 15 x 6-inch cast alloy wheels.
- P215/70R15 white sidewall puncture-resistant tires, P215/70R15 black sidewall tires.
- Inside dimming electronic mirror automatically adjusts to changes in light to compensate for headlights of cars approaching from the rear.
- Anti-theft alarm system is activated when the vehicle is entered without the key or the keyless entry code. The vehicle will not start, lights flash, and the horn toots.
- Lockdown-Lok axle diverts power to the drive wheel with the best traction to help maintain traction on a variety of road surfaces.
- Power decklid pull-down helps close the decklid without having to stem it shut. As the decklid is lowered to within two inches of its closed position, the power mechanism takes over and pulls the decklid closed and latches it.
- Headlamp Convenience Group includes automatic on/off/defog and dimming.

Selected interior options

- Front seats with built-in electric heating pads. They are activated by a separate switch to provide quick warming independent of engine temperature.
- Leather seating surfaces (standard on LSC, Bilt Boss and Versace).
- Floor mats, front and rear (standard on LSC, Bilt Boss and Versace).
- Citizen's Band portable radio includes in-band power antenna and integral power antenna jack attachment inside floor console. Portable magnetic antenna and cigarette lighter power adapter are also supplied for use in other vehicles.
- Leather-wrapped steering wheel (standard on LSC, Bilt Boss and Versace).
- Premium Sound System has higher wattage amplifier and four coaxial speakers for improved sound quality. Surrounds driver and passengers with concert-hall quality sound.
- Dual illuminated vanity mirrors, so one can look picture perfect before leaving Mark VII (standard on LSC, Bilt Boss and Versace).
- Manual vent windows provide a means of ventilation in virtually any weather, without having to open the side windows.

Selected exterior options

- Glamour paint
 - Road lumps
- With respect to extra-cost optional equipment, make certain to specify the type of equipment desired in Continental Mark VII when ordering from the Dealer. Before taking delivery, please verify that the equipment ordered is included or, if there are changes, that they are acceptable.



CONTINENTAL, A SMARTER CHOICE THAN EVER BEFORE.

The 1984 Continental is much more than a smartly styled luxury sedan. Not only does it represent the many traditional values inherent in the Continental name, it offers the most advanced levels of technology in its history.

A new air-cushioned ride

Nowhere is Continental's advanced technology more apparent than in its sophisticated new Electronic Air Suspension system. This technologically advanced system liberally provides a cushion of air between passengers and pavement. An onboard microcomputer constantly monitors varying load conditions and compensates for side-to-side or front-to-rear changes, by fill or vent commands to the four specially compounded air springs. The result is a remarkably smooth, level ride.

This, in combination with nitrogen gas-pressurized MacPherson front struts and rear shock absorbers and front and rear stabilizer bars, gives the driver a rewarding sense of vehicle control over virtually all road surfaces, including potholes.

Electronically enhanced performance

Continental's standard 5.0 liter V-8 engine is enhanced by the precision of Electronic Fuel Injection. EFI eliminates the conventional carburetor and meters fuel in proportion to the engine's needs. It is controlled by an Electronic Engine Control system (EEC-IV),* which constantly monitors the engine to maintain an optimum balance of performance and fuel economy.**

In situations when a car needs maximum power — as in highway passing — EEC-IV automatically shuts off the air conditioning compressor, so power is not diverted.

During the first two minutes of operation, EEC-IV checks all of its own sensors and actuators to ensure proper functioning. And the system is equipped with a limited operating mode, so it will continue to function without the assistance of the computer.

In addition, the sculptured profile of this year's Continental has a more aerodynamic appearance. It has been reshaped and rounded, not just for beauty's sake — though beautiful it is — but to enhance performance and fuel economy** as well.

Introducing the fashionable new Valentino Continental

Considering Continental's rare blending of sophisticated styling and advanced technology, the selection of Valentino as designer proves to be a perfect match.

To distinguish his Continental's exterior, Valentino chooses Cabernet Wine over Medium Charcoal Glamour Clearcoat Metallic. And to complement this exclusive color combination, he calls for classic coach lamps, four-color accent striping in Medium Charcoal, Black, Light Charcoal and Medium Gold, as well as wire spoke aluminum wheels.

Then, to validate his Continental's high-fashion image, Valentino places his insignia on the decklid and rear-quarter pillar and signature on the rear-quarter window.

From every point of view, the 1984 Valentino Continental is a remarkable achievement of design daring and engineering excellence that invites a closer look.

*Available only in California.

**The estimates were not available at the time this copy was published. However, Continental should post-excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.



CONTINENTAL, A MORE THOUGHTFUL APPROACH TO LUXURY.

Continental's stylish interior addresses itself to every aspect of driver and passenger comfort.

This year, Continental adds a new dimension to driving pleasure with the overhead console, shown below, that is smoothly integrated into its padded, molded headliner. A beautiful example of how advanced technology can help enhance the flow of data to the driver, this innovative electronics module features two dual-intensity courtesy/reading lamps and warning lights that monitor air suspension, as well as headlamp, tolllamp, and brake/stop malfunctions.

The overhead console may be ordered with an optional three-channel garage door opener, a digital readout of the outside temperature in Fahrenheit and Celsius; and a compass to point the way. If the outside temperature should drop below 38°F (3°C), the word "ICE" will flash alternately with the temperature reading for 60 seconds to warn of potential road icing conditions.

There is the lavish use of thirty-eight-ounce ultra-plush, cabined nylon-corduroy throughout Continental's roomy passenger compartment. The significance of the corduroy process is that it ensures that the corduroy will literally stand up (as opposed to flattening out) for many years of enjoyment and it is fitted with the careful attention so characteristic of Continental.

Electronic sophistication

Continental's electronic instrument panel with Message Center and systems monitor is a significant achievement in advanced technology. Redesigned to become a more integral part of Continental's interior design, it now features genuine walnut wood veneer accents — a most becoming aesthetic refinement.

Functional refinements of the redesigned electronic instrument cluster include a digital fuel gauge and an electronic digital odometer with multicolor graphics. The Message Center is a flip-top information system which delivers a wealth of relevant data to the driver at the touch of one of its twelve buttons.

New comfort for rear-seat passengers

For 1984, Continental introduces a new realm of all-weather riding comfort for rear-seat passengers: a special heat duct directed to the rear-seat compartment. And the new, fully electronic automatic climate control air conditioning system helps maintain the programmed temperature for consistent comfort throughout the passenger compartment.

Interior comforts, Valentino style

Valentino extends his influence through the use of Charcoal coloring to create an interior atmosphere of understated elegance. And he chooses rich, velvety, padded cloth with leather trim for Continental's handsome, contoured Twin Comfort Lounges seats. They, like the seats in all 1984 Continentals, feature dual fold-down armrests, individual recliners, and dual six-way power controls that allow each front seat to be adjusted to a virtually limitless range of comfortable seating positions.

Also, as one might expect, Valentino wraps Continental's new A-frame 88 steering wheel in leather. The contemporary design of this new wheel enables the driver to scan the electronic instrument panel and Message Center virtually without obstruction. And something else which makes this redesigned steering wheel extra convenient for drivers is that its center hub now houses the horn control.

Clearly, the engineering genius of Continental and the design flair of Valentino combine to create an automobile of extraordinary technology, artistry and comfort.

The optional overhead interior in Charcoal leather and cloth. Options shown are listed on page 35. Continental's new stylish and functional electronic overhead console.





CONTINENTAL, BEAUTIFULLY BALANCED FROM EVERY ANGLE.

For 1984, Continental sets contemporary styling to new levels of technological sophistication. What results is a beautiful balance of graceful form and superb functional capabilities.

Under its aerodynamically fashioned hood is Continental's standard fuel injected, electronically controlled 5.0 liter V-8 engine. It is teamed with the smooth-shifting automatic overdrive transmission that incorporates a fourth (overdrive) gear which automatically engages at speeds above 45 miles per hour. The advantage of this overdrive feature is that it lowers engine speed, which helps reduce engine wear and improve fuel efficiency.*

Later this year, Continental will be available with a new 2.4 liter six-cylinder turbo-charged diesel engine — a completely new engine designed to improve cold starting, reduce exhaust smoking, and avoid fuel filtration problems. This pure diesel will be combined with a specially designed 2F four-speed automatic overdrive transmission with lock-up torque converter.

Givenschy's Continental

It is no wonder that an automobile of Continental's substance and style should attract Givenschy — celebrated for his classic designs and richly textured fabrics.

This year, Givenschy specifies an exterior of Slate Blue Clearcoat Metallic over Midnight Blue Gromour Clearcoat Metallic — a splendid color combination made even more dramatic by its wrapover roof design. And he enriches this theme with coach lamps and distinctive tri-band accent striping in Dark Academy Blue, Medium Gray and Red Orange, in addition to wire spoke aluminum wheels. Then he polishes the effect with his famous insignia on the decklid and rear-quarter pillar and his signature in the rear-quarter window.

Inside, Givenschy uses Admiral Blue to bring out the elegance of his special Continental. Admiral Blue for the Twin Comfort Lounge seats, shown here covered in plush velour which is optional; if no extra cost (leather seating surfaces are standard); for the leather-wrapped tilt steering wheel and the thirty-eight-course ultra plush-cobbed nylon carpeting. As a symbol of his Continental's exclusivity, Givenschy positions his designer logo on the instrument panel.

Givenschy. For those who seek the rewards of distinctive styling and advanced technology in one and the same automobile.

*See EPA gas mileage statement on page 25.

The Givenschy Continental in Slate Blue Clearcoat Metallic over Midnight Blue Gromour Clearcoat Metallic. Givenschy's interior in Admiral Blue. Options shown are listed on Page 25.





CONTINENTAL, THE COMPLETE LUXURY CAR.

Consider the matter of room. There is ample space in the footwells, both front and rear. And the front seats have a generous 7-inch travel, which not only means more adjustment possibilities for driver and front-seat passenger, but allows generous room for the comfort of rear-seat passengers. There is ample headroom and legroom throughout.

Then there is the new heel stool directed to the rear compartment — a prime example of Continental's complete attention to detail, because now rear-seat passengers can enjoy the same comfort as those in the front seat.

Continental also offers the convenience of lighted storage bins concealed in front door armrests and front-seat console(s). In addition to housing power seat controls, the console(s) provide storage space for tape cassettes and other small articles. Other such features include convenient door pull straps and rear rail assist handles; map pockets and robe coats on the front seatbacks; a rear-seat fold-down center armrest; and integral rear-seat headrests.

Power to please

For 1984, Continental offers a full complement of standard power assists: door locks including power decklid release; seat controls; steering; brakes; the new fully automatic antenna; windows — including the newly designed mini-vent windows; and the outside rearview mirror.

In addition, this year's Continental incorporates a wide array of courtesy lighting for the convenience of everyone: front and rear compartment reading lamps; front and rear floor wells; door, ashtrays; glove box; under the instrument panel; rear-quarter, overhead console; and engine and luggage compartment. Indeed, Continental comes fully equipped with over seventy standard features (see pages 34-35 for a more complete listing). There is, however, always the possibility of further personalization by choosing from among select options.

One such choice might be the Keyless Entry System. For another, the automatic dimming electronic day/night inside rearview mirror that automatically adjusts to lights approaching from the rear.

Two Comfort Lounge seats can be deleted with special optional power reclining seatbacks and heated driver and front passenger seats that, at the touch of a button, can provide welcomed warmth on cold days.

This year, Continental offers a new power decklid pulldown which automatically engages to close the decklid when it is manually lowered to within one inch of the closed position. Also available is a new Premium Sound System with higher wattage amplifier, improved frequency response and coaxial rear speakers to rival the quality sound reproduction of many home units.

The ultimate tour

As with any automobile, however thoughtful the many luxurious features may be, the ultimate test of whether or not it will be satisfying most often rests with its driveability. For this reason, the 1984 Continental offers its smooth, well-cushioned ride; its precise steering and crisp handling; its four-speed automatic overdrive transmission, and its efficient 5.0 liter V-8. And, regardless of how one chooses to look at it, these outstanding characteristics add up to make this year's Continental an automobile that is a sheer pleasure to drive and a great comfort to ride in.

The 1984 Continental — a beautiful example of stylish luxury and technological sophistication.

TRADITION AND ADVANCED TECHNOLOGY SHAPE THE 1984 CONTINENTAL.

Computers, electronics and advanced manufacturing techniques all played a part in shaping the 1984 Continental. New owners can both see and feel the difference.

Style as a function
This year's Continental has a rounded, sleeker, more youthful look. It is not by chance. Years of aerodynamic research proved it is possible to make style functional, resulting in benefits to the owner.

Improvements in aerodynamics can result in improved fuel economy,* greater feel of the road, command, responsiveness and a quieter ride.

Continental's approach to this concept is reflected in the sloping grille, the head lamps, parking and cornering lamps, the fenders and the hood. Protrusions that could offer wind resistance have been smoothed or streamlined wherever possible.

Also contributing to the new look is a new production technique using larger body stampings. It's more economical to stamp smaller panels, but the larger panels look sleeker, are easier to paint and provide a better fit.

An improved ride
Automatic leveling of an automobile is not new, but the manner in which Continental's new Electronic Air Suspension adjusts the car level, both front-to-rear and side-to-side, is a dramatic improvement.

At the heart of this technologically advanced system is a small onboard computer. The body is cushioned on four specially developed air springs.



and, by adjusting the air pressure, the computer maintains the correct ride height regardless of how heavily, or unevenly Continental is loaded with passengers or luggage.

This enables the car's ride height to remain constant, keeping headlights aimed properly on the road. Severe shocks from ruts and bumps are dampened before they can reach the passenger compartment.

Improved handling
Handling is the communication bet-

ween the driver and the road. It can be soft and timid, or taut and confident. Among the ingredients that determine handling are the suspension, aerodynamics, vehicle load, and parts specifically designed to keep the car under control.

One example is the nitrogen gas-pressurized front struts and rear shock absorbers, introduced to the U.S. auto industry on the 1982 Continental. They contain inert nitrogen gas, which keeps pressure on the hydraulic fluid in the shock and struts. This pressure helps prevent cavitation (or bubbles in the oil) under hard use, a common cause of fading and reduction in bump dampening. They together with the Electronic Air Suspension, provide owners with one of the finest handling Continentals ever.

Stabilizer bars, front and rear control lean in turns to help keep all four wheels firmly on the ground and the driver in control.

Control is also a feeling of the road. Thus, Continental uses power-assisted rack-and-pinion steering. It is a proven simple system that offers quick maneuverability with very little effort.

Another important feature of handling is stopping power. So Continental offers power disc brakes of all four wheels. They have vented disc rotors for fast cooling and resistance to fading. Disc brakes also recover quickly when drenched with water. Engineers by no means overlooked the wheel, but they did improve on it. Standard are cast aluminum alloy wheels, while more expensive to produce, they are taut and lighter for their strength than stamped and welded wheels.

Continental comes equipped with all-season steel-belted radial tires. The tread is specially designed to provide traction on all surfaces.

An engine that thinks
This year a new "think for itself" breed of engine is standard on Continental.

The engine brain is actually the Electronic Engine Control system (EEC-IV)** It has the ability to monitor and control a greater number of different engine functions simultaneously to maintain peak performance from moment to moment.

Probes and sensors monitor engine speed, ambient air temperature, coolant temperature, spark timing, fuel/air ratio, throttle position and exhaust gases. EEC-IV also controls the electronic fuel injectors that take the place of the carburetor.

In practical terms, this means improved cold weather starting, better performance, better efficiency regardless of the fuel octane rating, improved emission control and improved performance or economy, depending on driving conditions.

If the engine misfires, the computer remembers and reports it to a service technician, even though the condition may not be obvious at the time.

A more efficient transmission
The smooth shifting of gears by an automatic is inherently less efficient than a manual transmission because of normal fluid slippage. This means the engine works harder and burns more fuel.

This problem was solved in Continental by adding a fourth gear with a 100% mechanical lock-up that eliminates slippage. And because it has a fourth gear overdrive ratio, which engages at approximately 45 miles per hour, it helps save on fuel. For every two revolutions of the engine the drive shaft turns three times. So there is less engine wear and noise.

A new diesel engine
Later in the model year, Continental will be



available with a completely new, advanced turbo diesel engine designed and built to our requirements by BfW of Graz, Austria. Because the diesel is a completely new engine — built specifically for passenger car use — a number of features contributing to good performance were designed in.

For example, to ensure quick starting, a special "glow plug" hot starting system was developed. This new feature not only reduces starting time, it also results in less cold engine exhaust smoke.

In addition, to avoid problems from water-contaminated fuel, a special fuel conditioning system is incorporated. It features a water separator, a water level warning light and a fuel heater to help prevent waxing.

This new engine will be combined with a specially designed 2F four-speed automatic overdrive transmission with lock-up torque converter specifically matched to the 2.4 liter diesel.

Comfort and control
There are two major considerations in the design of a luxury car interior — comfort and control. Both contribute to the secure "in-command" feeling of driving a Continental.

Because drivers come in assorted sizes, it's important that the seat be easily adjusted to each one's comfort. A longer

seal track (7 inches vs. 5 1/2 inches last year) better accommodates both tall and short drivers. Seat controls for the six-way power seat are conveniently mounted on the seat console.

Improved driver control is made up of a number of things, including Continental's new overhead console and the electronic instrument panel with Message Center, one of the most advanced and informative in the industry. A new instrument added this year checks the oil every time the car is started. When the oil is at rest, a sensor measures the depth of the oil in the oil pan. If oil needs to be added, a warning light goes on. This is different from the oil pressure warning light, signals from which may or may not mean the oil level is low.

Vehicle protection
Continental retains its 5-mph bumper front and rear. This helps protect lamps, cooling system and exhaust components and helps reduce the repair cost of slow-speed impacts.

Operating safety and occupant protection
Engineers tend to look at safety in two ways. Occupant protection, which is protection that can be built into the car, and operating safety, which depends on the driver taking an active part in accident prevention.

Quick and precise power-assisted rack-and-pinion steering offers excellent maneuverability, particularly in combination with the handling features previously mentioned.

Visibility is enhanced by careful placement of front roof pillars, the addition of power operated outside rearview mirrors — including a convex right-hand mirror which provides a wider field of view — and tinted glass to soften glare. Halogen headlamps provide a whiter light than conventional tungsten headlamps.

For occupant protection, Continental meets all applicable federal regulations and goes beyond.

The front end is designed to crush in a predictable manner to absorb some of the impact energy.

The area from the rear window back is also intended to serve as a crush zone to absorb some of

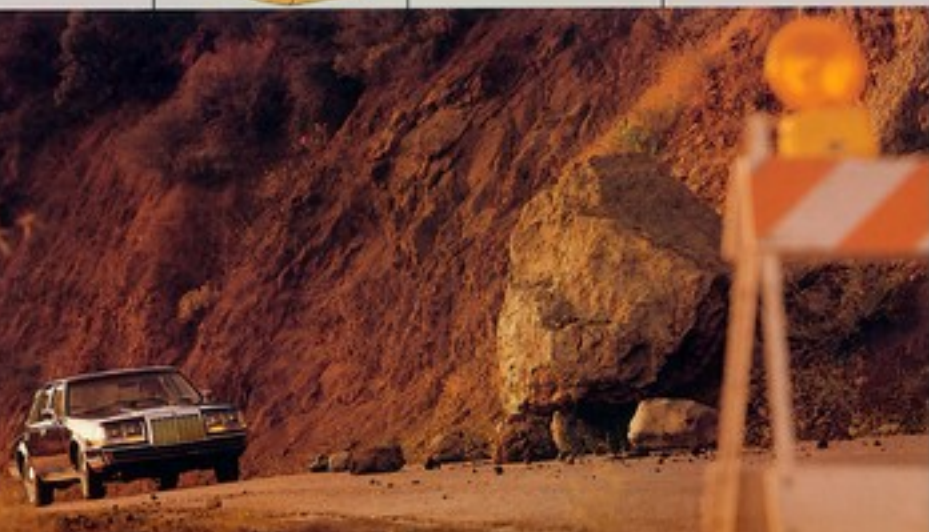
the impact energy. This can result in reducing the force that otherwise would be transmitted to occupants. All of the doors are constructed with steel guard beams designed to withstand a 7,000-pound push test. Even the roof and front pillar must pass a test in which they are subjected to 5,000 pounds of crushing force.

Padding to help protect passengers is located wherever possible — in the instrument panel, armrests, door panels and even the sun visor. Naturally, seat belts are installed for the use of each vehicle occupant — integral lap and shoulder belts with automatic retractors and tensioners in the front and lap belts in the rear. Occupant protection is not limited to adults. However, several recent studies have shown that proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state now requires the use of protective child restraints. Ford Motor Company's Tol-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal requirements. Both are easy to install and use the seat belts already in Continental. Lincoln strongly recommends regular use of both child restraints and seat belts, whether driving around the block or across the country.

The new Continental
For 1984, Continental's traditional values are retained and its appeal has been broadened by breakthroughs in engine control, handling and ride. To its luxury-car appeal Continental has added sophisticated engineering and design.

* EPA estimates were not available at the time this printing was published. Continental, however, would give excellent mileage figures in the new EPA City Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.

** Available later in the model year in Continental.





CONTINENTAL STANDARD AND OPTIONAL FEATURES.

1. Electronic instrument panel and message center. This handsome standard feature is easy to read and easy to use. The electronic instrument panel features a digital speedometer, electronic digital odometer and a digital fuel gauge with multicolor graphics. The Message Center is a trip log information system with a 12-button keyboard that puts a wealth of important data at the driver's fingertips.

2. Wheels. For a decidedly elegant touch: A) forged aluminum road wheels (found on all models except with Trailer Towing Package); B) Wire spoke aluminum wheels (standard on Valentino and Glenchy); and C) Cast aluminum wheels with locking lug nuts (standard on Continentals).

3. Electronic overhead console. This technologically advanced standard feature has two dual-intensity courtesy/reading lamps and warning lights. It also includes a receptacle for the optional 3-channel garage door opener, and mounting locations for the optional power moonroof control and for the optional compass/thermometer, which gives digital readout of vehicle direction and outside temperature.

4. Electronic AM-FM stereo search radio with cassette tape player. This exceptional option combines qualities usually found only in separate components. It features auto-tuning, acoustics equalizer and Dolby® noise reduction for added sound clarity.

5. Illuminated entry system. This is a fine standard feature for added convenience and security. When the door handle is lifted for entry, a ring of light appears around the keyhole. At the same time, the courtesy lights go on inside the car.

6. Power glass moonroof. Here is a beautiful way to bring in a fresh, open-air feeling. This option is power-operated to slide backward at the press of a button and includes an integral sun/shade privacy panel.

Dolby® is a registered trademark of Dolby Laboratories, Inc.



Selected standard functional features

- 5.0 liter V-8 engine with Electronic Fuel Injection (EFI) and Electronic Engine Controls (EEC-IV)*
- Four-speed automatic overdrive transmission
- Electronic Air Suspension with automatic level control
- Nitrogen gas-pressurized front struts and rear shock absorbers
- Front and rear stabilizer bars
- Power rack-and-pinion steering
- Power four-wheel disc brakes
- 73 amp-hr maintenance-free battery
- 22.3-gallon fuel tank
- White sidewall all-season Michelin steel-belted radial tires (P215/70R15)
- Removable fuel filler door release
- Corrosion protection using pre-coated steel panels, special sealers, primers and waxes for selected body parts

*Available with this model year in California.

Selected standard interior features

- Team Comfort Lounge seats with six-way power, dual manual recliners, front-seat armrests, seatback robe cords and map pockets
- Rear seat center armrest and integral headrests
- Special rear compartment heat duct
- Door trim panels with genuine walnut veneer appliques, illuminated storage bins and capped lower portions
- Power side and vent windows
- Power door locks including power deck lid release
- Door pull straps
- Rear roll-over straps
- Blackout instrument panel appearance with genuine walnut veneer appliques
- Message Center
- Electronic Automatic Climate Control system
- Tinted glass all around
- Low air warning feature
- A-frame tilt steering wheel with fingertip speed control and center horn-control Courtesy lights — front and rear floor wells, under the instrument panel, front and rear doors, front and rear ashtrays, glove box, engine and luggage compartments
- Headlamp Convenience Group — includes automatic headlamp-dimmer and Auto Lamp on/off delay system
- Front and rear high-intensity reading lamps
- 38-ounce ultra-plush floor carpet

Selected exterior features

- Bright grille, bumpers and wheelshield
- Side window, wheelcap and rocker panel moldings
- Interval windshield wipers with speed indicator
- Halogen headlamps
- Cornering lamps
- Left-hand/right-hand heated power remote-control doorway mirrors (right-hand convex)
- Cast aluminum wheels

Valentino Designer Series

Standard features

- Includes all Continental standard equipment, plus the following selected additions and/or differences:
 - Leather and patterned cloth seat trim with designer's new style in Charcoal
 - Leather-wrapped steering wheel
 - Dual illuminated vinyl vanity mirrors
 - Dual illuminated vinyl vanity mirrors in the driver's door bell molding
 - Dual illuminated vinyl vanity mirrors
 - Right- and left-hand vanity mirrors in sun visors that include dual intensity lights (standard on Valentino and Glenchy)
 - Automatic dimming day/night mirror
 - Automatically adjusts intensity of light from vehicles approaching from the rear to minimize glare
 - Power decklid pull-down, automatically engages to close the decklid when it is lowered manually
 - Leather-wrapped steering wheel, A luxurious inclusion. Standard on Valentino and Glenchy
 - Leather seating surfaces (available at no extra cost on Glenchy). A distinctively elegant touch. Leather with cloth is standard on the Valentino.
 - Premium Sound System. Includes coaxial rear speakers, higher wattage amplifier and better frequency response to enhance the sound quality
 - Coach lamps. Add a touch of elegance to Continental's center pilfer. Standard on Valentino and Glenchy
 - 2.4 liter six-cylinder turbocharged diesel engine with a specially designed 21 four-speed automatic transmission with overdrive and lock-up torque converter includes dual exhausts, external oil cooler, upgraded sound package, refined suspension, high-discharge battery and 100-amp alternator. (To be introduced later in the model year.)
 - Traction-Lok differential axle. Particularly advantageous for traction in sandy, muddy and snowy conditions.

Glenchy Designer Series

Standard features

- Includes all Continental standard equipment, plus the following selected additions and/or differences:
 - Seats in Admiral Blue cloth with designer's new style (leather seating also available at no extra cost)
 - Leather-wrapped steering wheel
 - Dual illuminated vinyl vanity mirrors
 - Distinctive Dual-Shade combination all its own. Side Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic with ampower roof design
 - In-color body-side accent striping in Dark Academy Blue, Medium Gray and Red Orange
 - Coach lamps
 - Decklid accent striping with double "G" logo
 - Wire spoke aluminum wheels

Selected optional features

- Team Comfort Lounge seats with dual power reclining seatbacks. This control provides a variety of comfortable positions for driver and front-seat passenger
- Heated driver and front passenger seats
- A network of wiring, placed between pieces of fabric, and housed beneath the seating surfaces, allows the seats to warm up at the touch of a button on each console
- Cast aluminum wheels
- Garage door opener. Includes 3-channel transmitter which mounts in the overhead console and a separate receiver to be wired in parallel with an existing automatic door opener system
- Keyless Entry System. The doors and decklid can be opened by the use of a fobular in the driver's door bell molding
- Dual illuminated vinyl vanity mirrors
- Right- and left-hand vanity mirrors in sun visors that include dual intensity lights (standard on Valentino and Glenchy)
- Automatic dimming day/night mirror
- Automatically adjusts intensity of light from vehicles approaching from the rear to minimize glare
- Power decklid pull-down. Automatically engages to close the decklid when it is lowered manually
- Leather-wrapped steering wheel. A luxurious inclusion. Standard on Valentino and Glenchy
- Leather seating surfaces (available at no extra cost on Glenchy). A distinctively elegant touch. Leather with cloth is standard on the Valentino.
- Premium Sound System. Includes coaxial rear speakers, higher wattage amplifier and better frequency response to enhance the sound quality
- Coach lamps. Add a touch of elegance to Continental's center pilfer. Standard on Valentino and Glenchy
- 2.4 liter six-cylinder turbocharged diesel engine with a specially designed 21 four-speed automatic transmission with overdrive and lock-up torque converter includes dual exhausts, external oil cooler, upgraded sound package, refined suspension, high-discharge battery and 100-amp alternator. (To be introduced later in the model year.)
- Traction-Lok differential axle. Particularly advantageous for traction in sandy, muddy and snowy conditions.

White sidewall puncture-sealant tires. Capable of self-sealing a puncture, they offer the advantages of a wrap-around tread pattern, low rolling resistance and extended tread life

Electronic stereo search AM/FM radio with 8-track tape player. Limited supply available

Anti-theft Alarm System. A fine security feature. When vehicle is entered without key or keyless entry code, the vehicle is automatically disabled, lights flash and the horn blares

- 40-channel Citizen's Band portable radio. Includes in-band automatic power antenna. Can be stored in driver's door storage bin or the glove box
- Color keyed vinyl doorbell protective moldings. Both practical and good looking. Provides added protection from rocks, scrapes, and "dings."
- Front license plate bracket. Automatically installed in all states where front license plates are required. Optional in all other states at no cost
- Trailer Towing Package (Class I). Enables Continentals to accommodate a 3500-pound gross trailer weight. Includes special wiring harness, 6.0" x 15.0" wheels, upgraded cooling system, external oil coolers for transmission and power steering and heavy-duty turn signals and fenders (not available with 2.4 liter turbocharged diesel engine or forged aluminum wheels).
- Dual Shade and Glamour exterior finish. (See page 51 for color choices).

Continental specifications

EXTERIOR	
Wheelbase	108.5"
Overall Length	200.7"
Overall Width	73.4"
Overall Height	55.5"
Tread	
— Front	58.4"
— Rear	59.0"
INTERIOR	
Front Compartment Headroom	38.5"
Legroom	42.0"(10)
Shoulder Room	57.8"
Hiproom	52.5"
Rear Compartment Headroom	37.7"
Legroom	38.3"
Shoulder Room	57.8"
Hiproom	52.1"
Luggage Capacity (Cubic Feet)	14.7
Fuel Tank Capacity (Gals.)	22.3
Curb Weight (Lbs.)	3750

(1)44.0" with front seat in rear-most position.



LINCOLN TOWN CAR, THE UNCOMPROMISED STANDARD OF TRADITIONAL LUXURY SEDANS.

Elegant styling and quietness. Luxurious riding comfort and interior roominess. Remarkable driving ease and quality workmanship. These ingredients have been meticulously refined over half a century until Lincoln Town Car stands today as the uncompromised standard of traditional luxury sedans. And true to form, this year's edition exhibits a full complement of these legendary attributes.

The highest quality luxury car made in America

According to 14,000 new-vehicle owners surveyed, Lincoln Town Car is judged to be the highest quality luxury car made in America. And, the goal is to be even better in 1984.

Not unexpectedly, both the sense of high quality and the feeling of security remain fundamental to Town Car. This is not to say that Town Car is content to rest on its laurels. On the contrary, it is a major tenet of the Lincoln philosophy that, no matter how good something is, it can always be improved.

A case in point is the addition of nitrogen gas-pressurized shock absorbers front and rear. They enable the famous Town Car ride to be consistently smooth and luxurious.

Of course, there are other improvements. All equally subtle. After all, with nearly eighty items of standard equipment, it stands to reason that Town Car would require only slight modification to better serve the needs of its driver and his or her passengers.

A rewarding driving experience

Town Car is engineered for those who prefer their driving to be effortless. Therefore, power steering and power front disc/rear drum brakes are standard.

Inherent, too, is the responsiveness of a fuel-injected 5.0 liter V-8 engine and the efficiency of a smooth-shifting four-speed automatic overdrive transmission.

An important aspect of Town Car's ease of operation is the continuous control of its Electronic Engine Control system, EEC-IV is one of the most advanced systems of its kind. Its job is to process input from its six engine sensors to help optimize performance, fuel economy** and emissions control in the full range of driving modes, including cold-start drivability, stop-and-go city traffic, highway cruising and hard acceleration.

Carlier, the ultimate Town Car

With a styling flair that is characteristically Carlier, unique exterior coloring is combined with the tasteful accent of wide, bright body-side moldings to project an image of quiet elegance. And a vinyl coach roof in Arctic White is fitted atop a Quat-Spade body in Arctic White over Platinum Clearcoat Metallic. A distinctive combination in its own right. It is even more stunning in the way it subtly defines Town Car's classic lines.

To further distinguish this model, Carlier chooses platinum vinyl inset body-side moldings and platinum and red striping to accentuate Town Car's graceful lines.

Next, the Carlier logo punctuates a single red stripe on the decklid and the designer script appears on the rear-quarter windows, this time in gold leaf. Lastly, turbine spoke aluminum wheels are chosen for a gleaming finishing touch.

Carlier. A classic example of how one may attain genuine motoring prestige without being pretentious.

*Based on a survey of owner-reported problems during the first three months of ownership of 1983 luxury cars designed and built in the U.S.

**EPA estimates were not available at the time this ad copy was published. However, Lincoln Town Car should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln Mercury Dealer for the latest information.

The Carlier Lincoln Town Car in Arctic White over Platinum Clearcoat Metallic. Options shown are listed on page 42.



LINCOLN TOWN CAR, A TRADITION OF PEACE AND QUIET.

Front- and rear-seat passengers will find the 1984 Town Car's interior well prepared to respond to their individual needs and desires. From the seemingly small touches of roof rail assist handles of each door, to the retractable coat hooks and rear compartment seating traps, every consideration is given to surrounding the driver and each passenger with a complete sense of luxury.

The roomier car in America

As you might expect, however, there is much more to Town Car's outstanding riding comfort than meets the eye. Steps were taken in the design and assembly stages which, while not new, are germane to Town Car's legendary interior roominess and riding comfort.

The generous interior dimensions of Town Car are made possible by the use of a perimeter frame. The advantage of this design is that it does not intrude into the passenger compartment. The result: more interior room than in any luxury car in America.*

The use of strategically placed tuned rubber body mounts, which isolate the body from driveline or road-induced noise, vibration and harshness, contributes to Town Car's smooth ride.

And the quietness of Town Car's ride is made possible by the luxury sound insulators designed into the hood, roof, door, floor, package tray and luggage compartment panels. Together with an efficient method of sealing the doors, these insulators help prevent road noise from reaching the passenger compartment. They also help block out drafts.

Altogether, it is the careful attention to detail that helps Town Car assure its driver and passengers of wonderful peace and quiet.

The quiet inner elegance of Carlier

In keeping with the understated exterior decorating scheme shown on the preceding page, Carlier trims all roomy seating surfaces, as shown here, with plush patterned cloth in Dove Gray for the inserts and smooth cloth in Dove Gray for the bolsters and side facings. Of course, if you prefer soft and supple leather seating surfaces — also in Dove Gray — are available at no extra cost.

For pure traveling pleasure, Lincoln provides 10/10 Town Comfort Lounge seats. And fits them with six-way power controls and manual recliners that permit virtually infinite adjustment for individual driving and riding comfort. Front- and rear-seat armrests are provided for an extra measure of comfort and convenience.

For Town Car's expansive floor, Carlier selects thick luxury carpeting in Dove Gray. This same rich treatment covers lower door and center pillar panels.

At the doors, Carlier offers the choice of soft patterned cloth inserts in Oxford Gray (with cloth seat upholstery), or woodgrain inserts, when leather seating surfaces are selected.

Above all, this Town Car is for those who seek uncommon driving ease. So all important equipment is at the driver's fingertips: speed control, trip odometer, electric analog clock, automatic climate control air conditioning with automatic blower control, remote-control decklid release, and electronic AM/FM stereo search radio with automatic power windows. And on the driver's door armrest — controls that power the windows, vent windows, door locks, driver's seat and outside rear-view mirrors.

Finally, the distinctive Carlier logo plaque is placed to the right of the three pod instrument cluster, and the smooth feel of leather is added to the steering wheel.

Carlier. A classic display of interior elegance that makes this Town Car a most distinguished choice in 1984.

*Excluding other Ford Motor Company products. Based on EPA interior volume index.

The Carlier Lincoln Town Car interior in Dove Gray. Options shown are listed on page 47.



LINCOLN TOWN CAR. LUXURY THAT ENCOURAGES THE PERSONAL TOUCH.

Indeed, this Signature Town Car is distinctive in its own right. But it is of the more unique in the way it serves as a catalyst for the personal touch of its owner.

Individuality personalized

In much the same way that one's handwriting is unique to oneself, the very name — Signature — conjures up images of individuality. Accordingly, its exterior is appointed to project an attitude of personalized luxury.

A deeply-grained vinyl coach roof, with Signature script, highlights its classic formal roof line. Dual-Shade hood and body-side stripes and wide, bright lower body-side moldings accent its distinctive appearance. And wire-styled wheel covers provide an elegant finishing touch.

For a look that is about as close to one-of-a-kind as one might seek, there is a choice of more than twenty exterior colorings: *Parade Desert Tan, Evergreen Clearcoat Metallic, and Medium Charcoal Glamour Clearcoat Metallic*, to name a few. For a complete listing, see page 50.

Inner expressions of personalized luxury

Two Comfort Lounge seats, covered in soft, smooth cloth, shown here in *Admiral Blue*, provide adjustable comfort for both the driver and front-seat passenger. Each seat has a six-way power control and manual recliner to permit adjustment to virtually any position for individual comfort.

Front seatbacks are fitted with robe coats and map pockets for the extra convenience of rear-seat passengers. And dual floor wells, lights, side nighttime entry and exit for everyone.

Even the spacious 22.4 cubic-foot luggage compartment — largest of any car in America* — is covered with nine-ounce carpeting. And so is the spare tire cover. This treatment helps protect precious cargo as it absorbs road noise.

And, while there are nearly eighty standard features all told, for those who wish to further distinguish their Signature, there is the choice of more than forty options. As shown and described on pages 46 and 47, they include the Keyless Entry System which responds only to the owner's personal entry code and the floor-mounted, three-channel garage door opener.

It has been said that one's automobile is an expression of how one feels about oneself. This, in fact, is what makes Town Car Signature Series such a personally rewarding choice.

*Excluding other Ford Motor Company products. Based on EPA Interior Volume Index.

The Signature Lincoln Town Car in *Blue-Parade Clearcoat Metallic*. Options shown are listed on page 47. Signature Interior in *Admiral Blue*.





LINCOLN TOWN CAR. AN AMERICAN CLASSIC.

The uncompromised standard of traditional luxury sedans. The classic example of the motoring elegance demanded by the traditional luxury-car buyer. Today's Lincoln Town Car is still of this.

And more. In every respect, this newest edition carries on the Town Car tradition of providing remarkable driving ease and riding comfort.

Extraordinary driving ease

It begins with power steering, power front disc/rear drum brakes, power windows and seat warmers, power door locks, remote-control decklid release and, of course, easy-to-read instrumentation.

Comfort at the wheel is an equally important contributor to Town Car's driving ease. And so, 50/50 Town Comfort Lounge seats — with six-way power controls for the driver's seat and fold-down center armrests — are standard. They are upholstered in beautifully tailored cloth, in a wide selection of colors. And they feature full-foam construction for good support, even during long drives.

The remarkable driveability of Town Car continues with the responsiveness of its standard 5.0-liter V-8 engine. A trusted power source, it offers the advanced technology of the Electronic Engine Control system (EEC-IV) and Electronic Fuel Injection. EFI, more efficient than a conventional carburetor, meets the ever-changing fuel requirements of a variety of driving situations — everything from stop-and-go city traffic to highway travel.

In addition, Town Car provides a four-speed automatic overdrive transmission that incorporates a fourth (overdrive) gear which is automatically engaged at speeds above 45 miles per hour. The benefit? Reduced engine wear and improved fuel efficiency* due to lower engine speed.

As a matter of fact, it is only through this combination of ingredients — V-8 engine, EEC-IV, EFI and automatic overdrive transmission — that an automobile of Town Car's size is able to offer such surprising fuel economy**.

Extraordinary riding comfort

Town Car's renowned interior comfort begins with a spacious cabin that offers more passenger room than any automobile in its class.** And continues with the extra touches one comes to expect in an automobile of such high-level luxury.

For example, to help front-seat passengers easily make on-the-go appearance adjustments, there is a wince-worthy mirror. And, to surround everyone with the look and feel of luxury, there is cloth-covered headlining; a carpeted package tray; and eighteen-ounce carpeting that covers not only the floor, but the lower door and center pillar panels as well.

For some people, a car should be of a prominent size, provide outstanding driving ease and riding comfort, exhibit close attention to quality and offer precision-engineered, advanced technology. For those people, there is only one choice in 1984 — the new Lincoln Town Car.

*See EPA mileage statement on page 32.

**Excluding other Ford Motor Company products. Based on EPA Interior Volume Index.



HOW LINCOLN MADE THE "BEST" BETTER.

Lincoln Town Car owners take for granted that it is among the most magnificent luxury cars on the market.

That hasn't changed for 1984. But, as reported on here, subtle changes were incorporated to enhance the responsiveness of Town Car's fuel injected 5.0 liter V-8 engine; to perfect its appearance; and to improve both its level of interior comfort and the consistency of its legendary riding smoothness. All for the purpose of increasing the pleasure of driving and riding in this newest Lincoln Town Car.

An electronic mechanic

Like the Continental Mark VI and Continental, the Town Car engine features Electronic Engine Control (EEC-IV), a microprocessor



that can conserve fuel, provide easier starting in cold weather, adjust the fuel mixture and even diagnose a malfunction.

With a computer chip no larger than a dime, EEC-IV monitors seven operations, including ignition timing, fuel-air ratio, emissions, and operation of the air conditioning compressor.

It uses this information in a number of ways. During maximum acceleration, perhaps in a passing situation, the computer shuts off the air conditioning so as not to divert power from the wheels.

With its amazing memory, EEC-IV can compensate for changes that take place in a vehicle as it accumulates mileage and parts begin to wear.

During the first two minutes of operation, the computer checks the operation of all its sensors and actuators to ensure proper function.

Even in the repair shop, the computer continues working. With a simple instrument, a service man can signal the electronic diary that will tell him what has gone wrong.

Leave it to Town Car to provide an electronic mechanic.

New riding standards

Town Car's size is an important factor in its renowned ride. But a major contributor to the feeling of smoothness and control is the careful tuning of shock absorbers. In their simplest form, shock absorbers use hydraulic oil that resists movement of a piston in a cylinder. In addition to preventing the flooding feeling after hitting a large bump, they help determine how a car handles on rough roads.

To soften the ride, engineers typically reduce the hydraulic oil restrictions. But, with a conventional shock absorber design, the reduced restriction results in a lag condition — a condition which the occupants will feel as an erratic ride, perhaps accompanied by audible suspension noise.

Engineers solved the problem by introducing inert nitrogen gas into the shock absorber cylinder. This pressurizes the oil and reduces aeration — one reason for lag — particularly during heavy usage.

The result: Town Car's already smooth ride has been enhanced to provide a more consistently smooth ride, even over rough roads.

Refined refinements

Town Car owners take particular pride in their car's interior, and with good reason.

A casual glance of its standard features reads like an options list for most other cars.

Yet designers were able to add significant refinements to this year's model.

For instance, starting Town Car's engine signals a sensor in the oil pan. If the oil level is more than a quart low, a warning light appears on the instrument panel. This is a totally different instrument from the oil warning light, which merely reports oil pressure and doesn't signal a potentially dangerous low-oil condition.

The ride-oriented has been fully automated to protect it against windows and aggressive car washes. When either the radio or the ignition is turned on, it goes up and automatically comes down when either is turned off.

Even the air conditioning system has been improved to assure driver and passenger comfort. The blower operates automatically to help maintain the preset temperature inside the car, no matter how much the outside temperature varies.

Looks better longer

Rust and corrosion are among a car's greatest enemies. Salted winter streets in northern climes and the salt-laden air of the seashore can attack the body as soon as a car leaves the showroom.

Engineers developed galvanized parts for under the body and heavy zinc coatings to fight off the damaging effects of salt and water.

The body itself is submerged in a protective primer which is electrically charged so that it is virtually "plated" on.

A subsequent primer and three additional coats of paint — two coats plus two coats of clear paint on metallic finishes — are applied with an electrostatic process, insuring complete coverage.

The war against rust and corrosion will never end, but Town Car is winning the battle.

Operating safety/occupant protection

Operating safety means providing the driver with the tools to avoid dangers. Handling, quick response, visibility and the elimination of distractions are part of the operating safety mix.

Operating safety is the realization that in today's world, some accidents do occur. Occupant protection devices are designed for protection of the driver and his or her passengers, should such an accident occur.

You expect Lincoln Town Car, with its body-on-frame design, to have excellent safety features — and indeed, it offers the full range of Ford Life and Design Safety Features.

In addition, certain features that may be options on other cars are included as standard on Town Car, as well as all Lincoln luxury vehicles. A partial list includes:

- power brakes
- power steering
- door ajar warning indicator
- tire washer fluid warning light
- cornering lamps
- fluidic windshield washers

There are seat belts for every occupant — integral lap and shoulder belts with automatic retractors and tension relievers in the front, lap belts in the rear.

Occupant protection is not limited to adults, however. Several recent studies have shown that proper use of child protection restraint systems prevents injuries and saves young lives. Almost every state



now require the use of protective child restraints. Ford Motor Company's Top Guard Safety Seat and Infant Carrier meet or exceed all applicable federal requirements.

Both are easy to install and use the seat belts already in Town Car. Lincoln strongly recommends regular use of both child restraints and seat belts, whether you're going around the block or across the country.

The new Lincoln Town Car

For 1984, Town Car combines its traditional values with subtle improvements in ride, interior comfort and engine control. The result: A position as the automobile of choice for those who seek to reward themselves with luxurious driving ease and riding comfort that is stronger than ever.



LINCOLN TOWN CAR STANDARD FEATURES AND OPTIONS

1. **Wheels and wheel covers.** Add the finishing touch to your Town Car with a choice of: (a) Full wheel covers, which are standard on Town Car; (b) Locking wire-styled wheel covers, which are standard on Signature Series; (c) Turbine spoke aluminum wheels, which are standard on Carlier; (d) Lacy spoke aluminum wheels; or (e) Wire spoke aluminum wheels.

2. **Electronic AM-FM stereo search radio with cassette tape player** has digital read-out and features a Dolby™ noise reduction system. This improves the sound reproduction of cassette tape music. Tape controls include locking fast forward and reverse, and automatic and manual tape ejection. This radio option is alternatively available with 8 track tape player. (A limited supply is available, however).

3. **Keyless entry system** option uses the owner's personal three-digit code to open doors and unlock by using buttons just above the driver's door. The key may also be used instead. Includes automatic door locks and the Illuminated Entry System, which causes all interior lights to go on and an illuminated ring to appear around the door lock when either front door handle is pulled.

4. **Electronic instrument panel with message center** is an easy-to-use, easy-to-read computerized system option featuring a digital speedometer, and electronic graphic fuel gauge. The Message Center is a trip log information system with a 12-button keyboard providing data on time, date, distance to empty, stopped time, average fuel economy, instantaneous fuel economy, distance to destination, trip odometer, estimated time of arrival, and average speed. There is also a feature to convert miles to kilometers and the reverse. Includes a system check-out feature.

Dolby™ is a registered trademark of Dolby Laboratories, Inc.

Selected standard functional features

- 5.0 liter V-8 engine with Electronic Fuel Injection (EFI), Electronic Engine Controls (EEC-IV) and four-speed automatic overdrive transmission
- Power steering
- Power front disc/rear drum brakes
- Nitrogen gas-pressurized shock absorbers
- Engine temperature gauge (in addition to warning light) and oil level warning light
- Remote-control decklid release
- Remote-control left-hand outside rear-view mirror
- White sidewall steel-belted radial tires (P215/70R15)
- Corrosion protection using pre-coated steel panels, special sealers, primers and waxes for selected body parts

Selected standard interior features

- 50/50 Twin Comfort Lounge seats with six-way power driver's seat for driving comfort
- Rich cloth seat upholstery
- Rear seat fold down center armrest
- Power door locks
- Electronic AM-FM stereo search radio with automatic power antenna
- Power windows and wiper/washers
- Automatic climate control air conditioner heater with automatic blower control
- Tinted glass all around
- Eighteen-cunce spun nylon carpeting on the floor, lower door and center pillar panels
- Dual beam map/dome light
- Rear compartment reading lamps
- Courtesy lights and integral reflectors on front door
- Roof rail assist handles at each door
- Door pull straps

Selected standard exterior features

- Full vinyl roof
- Quad rectangular halogen headlamps
- Coach lamps
- Cornering lamps
- Premium body-side moldings
- Bright rocker panel moldings

Signature Series

Includes all of the Town Car standard equipment plus the following selected additions and/or differences:

- 50/50 Twin Comfort Lounge seats, each with six-way power and manual recliner
- Distinctive cloth seat upholstery seat style
- Seatback robe cards and map pockets
- Dual floor well lights
- Vinyl coach roof
- Signature series script on rear quarter pillar (except with Carriage roof)
- Dual-shade hood and trunk
- Wide bright lower body-side molding
- Locking wire-styled wheel covers

Carlier Designer Series

Includes all of the Signature Series standard equipment, plus the following selected additions and/or differences:

- Choice of Dove Gray Luxury cloth upholstery or leather seating surfaces
- Door trim inserts in Oxford Gray cloth with cloth upholstery (woodgrain when leather seating surfaces are selected)
- Fingertip speed control
- Leather-wrapped steering wheel
- Dual illuminated visor vanity mirrors
- Arctic white vinyl coach roof
- Exclusive Dual-Shade body in Arctic white over Platinum Diamond Metallic
- Platinum and red body-side striping
- Red stripe on decklid with Carlier logo
- Carlier designer script on rear-quarter window
- Turbine spoke aluminum wheels

Selected optional functional features

- An extensive list of options allows you to personalize your Town Car even further. Traction-Lok differential axle includes conventional spare tire and wheel
- Conventional spare tire is a P215/70R15 white sidewall steel-belted radial with steel wheel
- Headlight convenience group includes automatic headlamp dimmer and "Auto Lamp" (intelligent) system
- Illuminated Entry System
- Keyless Entry System
- Defogger Group includes electric rear window defogger and heated left-hand remote-control outside rear-view mirror — mandatory in New York State
- Anti-Drift System is activated when vehicle is entered without the key or keyless entry code. The car won't start, lights flash and the horn sounds
- P215/70R15 puncture-sealant tires are designed to seal head punctures up to 3/4" in diameter. They feature an aggressive tread pattern, low rolling resistance and extended tread life

Selected optional exterior features

- Glamour paint (not available on Carlier)
- Dual-Shade paint includes unique upper body striping (not available on Carlier)
- Vinyl roof matches upper body color. See page 50 for color choices
- Three-channel garage door opener (requires illuminated visor vanity mirror)
- Power decklid pull-down engages to automatically close the decklid when it is lowered manually to within two inches of the closed position
- Carriage Roof (not available on Carlier)
- Coach roof with hatched rear window, hatched seams, and vinyl roof wrapover molding with bright accents (standard on Carlier and Signature)
- Power glass moonroof includes integral sun/shade/privacy panel (requires illuminated visor vanity mirrors)
- Power remote-control outside rearview mirrors include electrically operated left and right-hand convex mirrors as well as illuminated forehead and Celsius thermometer in left-hand mirror

Selected optional interior features

- 50/50 Twin Comfort Lounge seats with six-way power and manual passenger recliner (available only on Lincoln Town Car)
- 50/50 Twin Comfort Lounge seats, each with six-way power and dual recliners (standard on Carlier and Signature)
- Leather seating surfaces
- Leather-wrapped steering wheel (standard on Carlier)
- Tilt steering wheel
- Premium Sound System with power amplifier and six speakers
- 40-channel Citizens Band radio includes tilt-mount power antenna and channel selection memory
- Inside dimming electronic mirror automatically adjusts to changes in light, to compensate for headlight beams of cars approaching from the rear
- Electronic instrument panel provides electronic digital speedometer, electronic graphic fuel gauge and month/day/date electronic clock; also includes Message Center with trip log, including miles to empty and instantaneous and average fuel economy
- Fingertip speed control (standard on Carlier)
- Dual illuminated visor vanity mirrors (standard on Carlier)
- Floor mats, front and rear, are sixteen-ounce color-nylon carpet inserts with rubber backing. (Unique mats are standard on Carlier, available later in the model year.)

1984 LINCOLN TOWN CAR SPECIFICATIONS

EXTERIOR	
Wheelbase	117.3"
Overall Length	219.0"
Overall Width	76.1"
Overall Height	55.9"
Trunk	
— Front	62.2"
— Rear	62.0"
INTERIOR	
Foot Compartment	
Headroom	39.0"
Legroom	43.5"
Shoulder Room	60.7"
Hiproom	56.5"
Rear Compartment	
Headroom	38.2"
Legroom	42.1"
Shoulder Room	60.7"
Hiproom	57.8"
Luggage Capacity (Cubic Feet)	22.4
Fuel Capacity (Gals.)	18.0
Curb Weight (Lbs.)	4062

Interior dimensions with six-way power seat in rearmost position. (Front headroom 2" less with optional moonroof.)

Selection of some equipment may result in the deletion of certain standard equipment or the addition or deletion of certain options. Please consult your Lincoln-Mercury Dealer for details.



QUALITY — EVERY STEP OF THE WAY.

14,000 owners across the country were recently asked to evaluate the quality of their cars. Everything from engine performance, electrical systems, paint quality and tire squeaks, rattles, even wind noise. This study of new-vehicle quality established that Ford Motor Company is building the highest quality luxury cars built in America.*

The results only confirmed what Lincoln designers, engineers, production and assembly employees already knew: They foresee the improvement in quality through a dramatic drop in warranty claims and from monthly quality audits of the cars they produce.

Three years of complete dedication to quality produced these results and, rather than become complacent, the goal for 1984 is to become even better.

To see how these improvements are being achieved, it is necessary to follow the construction of Lincoln luxury vehicles from concept to completion.

Driving a Computer

With one of the most sophisticated computer networks of any automaker in the world at their command, Lincoln designers and engineers are able to mathematically reproduce components on a viewing screen before a single part is built. This allows them to simulate driving of the new cars for thousands of miles before production begins.

Computers also are put to work laying out and designing production facilities. Engineers can even predict the effects of a proposed manufacturing process on the men and women who actually assemble the automobile. For example, there are cer-

tain welding operations, such as the one shown above, where the fumes from the process are so intense that they are not only unpleasant, but also a health hazard. And where it is not, as discussed later on, robots are called upon to do the work.

Quality assurance

Prototypes of the cars and individual components undergo strenuous laboratory and proving ground tests to back up the computer predictions. The purpose is to artificially speed up the wear process so that the cars and components can be designed and built to live up to customer needs and expectations throughout the life of the product.

As just one example, consider the punishment an instrument panel goes through.

To simulate rough-road driving conditions, the entire instrument panel assembly — including all optional components — is subjected to 3 million horizontal and vertical vibration cycles. This is far in excess of actual exposure to vibration normally expected during the life of the vehicle.

The point: to seek out defects before the cars are manufactured.

Reliability teams

A major step in achieving quality came about by rethinking the ways in which cars are built. In the past, engineers would design a car, then pass it on to manufacturing to build prototypes, then pass it over to the assembly division for production — frequently not caring in the people responsible for servicing the car until almost the end of the process.

Today's Lincolns, however, have had all the various departments involved from day one. Representatives from Engineering, Manufacturing, Assembly, Service, and even independent suppliers were organized into Reliability Teams to study the 1984 designs long before production ever began. At the advent of these Reliability



Teams, it was no longer necessary to wait until the car was built, then scramble to fix the problems. The quality was built in.

Using numbers as a tool

There are thousands of parts that make up a Lincoln, each of which has to meet critical design standards. The issue: how to insure and measure consistent production standards. The solution is based on defect prevention rather than defect detection.

Using a method called statistical process control, for instance, a machine operator is able to monitor his or her own production.

If the line on the chart approaches the limits of acceptability, production is shut down and adjustments are made on one.

The statistical process control technique is even used on large body panels. This allows designers and engineers to call for precise tolerances. Once established, the team for body dimensions and fit is set by a mechanical and marked-up master.

As for the one shown above, Lincoln's goal is a one millimeter variance in parts.

Employee involvement

To be sure, computers, new tools and statistical process controls are making important contributions to the quality of the 1984 cars. But talk to plant management and they say the key ingredient to building the finest quality cars is the minds, attitudes and morale of all employees.

This is obvious at the Waucon Plant, 35 miles northwest of Detroit, where the Continental Mark VI, Continental and Lincoln Town Car are built.

Typical of the efforts to improve quality is the Employee Involvement program, volunteer teams of six to ten employees from specific plant areas are brought together to think constructively about their specialties.

A second program is a hot-line communication system. Any employee, at any time, can call in a suggestion or complaint. The call is transcribed and top management, including the plant manager, gets a copy. Within 24 hours, the employee is notified that his or her message has been received and, within 48 hours, action is taken or a person is assigned to study the problem.

With the establishment of the hot-line system, red tape went out the window. Employee morale was improved and communication was opened where it had never occurred before.

Before-the-job training

Shortly before production on 1984 models began, 1,000 additional employees were hired for a second shift at the Waucon plant.

In the past, typically, an employee was taken to a work station, given a few hours of instruction and put to work.

But this time, each employee underwent 40 hours of classroom training, with the emphasis on quality, before taking his or her place in the factory. Full days, not hours, were spent on the job with experienced instructors. Workers acquiring special skills, such as paint spraying, were videotaped during their jobs and the tapes critiqued by experts.



An extra hand

At Waucon's 14 miles of assembly lines there are specially trained double-shooters known as Quality Upgrade Operators. They are the extra hands assigned to assist production supervisors in monitoring and maintaining assembly-line quality.

In the past, efficiency dictated letting the car go through the assembly process before making any reports. The trouble was, almost invisible or hidden faults slipped through. Now the attitude is — when it leaves each work station it's right, or it doesn't move on to the next one.

If a serious problem appears, a flashing light of a Quality Inspection Point alerts area management and these Quality Upgrade Operators are called in to take care of the problem on the spot. If necessary, the assembly line is shut down while the problem is fixed. This represents a new way in car assembly — when quotes take a back seat to quality.

Reliable robots

At Waucon, 25 robots look out the dangerous and repetitive chore of seating side and floor panels. They are so accurate that a deviation of less than 1/100 of an inch is rare. Yet to insure strong, secure welds, one body is completely torn apart every week just to determine that the welds are secure and within specifications.

Finish as a gauge of quality

One very obvious measure of an automobile's quality is the attention given to its finish. It's one of the rare areas where you can judge a book by its cover.

The process starts before the sheet metal is formed. Selected critical underbody panels are designed to protect against corrosion by using galvanized steel or by applying a corrosion-inhibiting layer of zinc-rich epoxy paint.

The body itself is first cleaned in a six-step phosphate spray treatment that coats the metal for its first application of primer. The whole body is immersed in a huge tank. The body and primer are given opposite electrical charges, which bonds the paint to the metal, similar to a plating process.

After the electrocoat process, body welder is applied to any area where leaks could develop or where matching metal-to-metal joints could cause noise.

A visitor to the plant would note that, although most of the finish operation is done by machine, one critical step is performed by hand. After the second coat of primer, hand-sanded, as seen above, go over the body inch by inch to make sure the surface is smooth for the color coat, a prerequisite that is especially critical for the metallic finishes. And, while aluminum chips, suspended in a polyester enamel, give the finish its sparkle, not all metallic finishes are alike. Research shows that smaller aluminum flakes provide a better finish — smaller flakes don't appear above the surface and they cover more completely. Smaller particles also allow application of a thinner color coat. The advantage is that a thin coat sets up quickly and when dry, doesn't mix with the two subsequent coats of acrylic Clearcoat enamel.

The two Clearcoats, which give the paint its depth and luster, also contain ultraviolet filters to keep the base coat from fading. As shown above right, the finish is inspected after each coat of paint. Then, as a final check, selected units are locked in a humidity booth, steamer then a rainy day in Illinois. And other selected units are locked in the salt booth, which duplicates years of driving on northern winter streets.



Inspecting the inspectors

There are four key programs important to maintaining the quality of a Continental Mark VI, Continental and Lincoln Town Car buyer expects.

The first is the Audit Program. Randomly selected cars are removed every day from the plant's pre-delivery system and subjected to an inch-by-inch inspection by experts.

And visitors evaluate the fit and finish from the customer's viewpoint. They also test the operational ease of components, even how much strength it takes to close a door. A comprehensive road test over a variety of surfaces determines the design integrity of the entire vehicle.

Then comes the report card. Each flaw discovered is assigned a concern value. In other words, how obvious the blemish would appear to a customer.

Because some blemishes are almost too small or hidden to be noticed, stick-on arrows, color coded to reflect the seriousness of the flaw, are applied to the car.

Inspected cars are then displayed in special in-plant evaluation areas near to the workers. In a setting similar to a dealer's showroom.

Charts indicate recurring problems and subsequent improvements. Each night, department managers drive home a different new car to search for the hidden or less obvious flaws. They are given an inspection checklist to fill out, and the results are discussed daily.

The third of the quality improvement programs, the Audit (Warranty Reduction Audit Program), involves inspectors stationed in the rail and conveyer shipping areas. The idea, away from the hustle and bustle of the factory, on randomly selected vehicles, inspectors can take a more relaxed view of the total car — just as a customer would see it. If a concern is found, the car is driven to a specific location where the plant and department managers, the Quality Upgrade Operator and, perhaps, the employee responsible for the concern, are brought to view the car.

Finally, inspectors walk on the cars shown above right, evaluate the fit between one body part and the next — around



hood, trunk and door openings — using a computerized measuring device. Used on finished vehicles within the plant, this equipment checks margins and alignment of sheet metal components to assure parts are built to specifications.

These measures may seem like extra effort, particularly when there is so much dedication to building the car right in the first place, but it is this dedication to quality that has made Lincoln the highest quality collection of luxury cars in America.

The Lincoln commitment

When buying or leasing a new Continental Mark VI, Continental or Lincoln Town Car, assurance of its quality design, construction and dealer service is the Lincoln Commitment... one of the most ambitious owner satisfaction programs ever offered.

Upon delivery of a Lincoln luxury car, the owner will begin to discover other important features of the Lincoln Commitment. Among them is the Lincoln Commitment representative. There is one in every Lincoln-Mercury Dealership, fully qualified to serve the particular needs of owners.

If these needs are in the area of service, the Lincoln-Mercury Dealer's service manager can use the special hot line number provided as part of the Lincoln Commitment. This number puts him directly in touch with the people at the assembly plant who actually assembled the car — the people best able to help identify problems and suggest solutions.

In addition, the owner will be able to communicate with various key personnel in the Lincoln-Mercury organization, thanks to an ongoing program which will direct them to the proper people for evaluation and action.

All these things and more make up the Lincoln Commitment: the promise that owning a new Continental Mark VI, Continental or Lincoln Town Car is going to be truly a unique and satisfying experience.

*Based on a survey of owner reported problems during the first three months of ownership of 1983 cars designed and built in the U.S.

COLOR CHOICES

A broad spectrum of exterior colors is offered to personalize the 1984 Continental Mark VII, Continental and Lincoln Town Car. These colors are designed to coordinate with a wide selection of available trims and roof treatments. Lincoln-Mercury Dealers have further details and color samples.

CONTINENTAL MARK VII

Standard exterior colors

Arctic White, Midnight Black Clearcoat, Claret Red, Cream, Pastel Desert Tan, Harvest Wheel Clearcoat Metallic, Evergreen Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic.

Optional glamour colors

Sage Green Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic.

LSC Standard exterior colors

Arctic White, Midnight Black Clearcoat, Platinum Clearcoat Metallic, Slate Blue Clearcoat Metallic.

LSC optional glamour colors

Medium Charcoal Glamour Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic.

Bill Bliss Designer Series

Available only in Goldenrod Glamour Clearcoat Metallic/Harvest Wheel Clearcoat Metallic.

Versace Designer Series

Available only in Walnut Glamour Clearcoat Metallic.

Interior trim

Individual luxury seats are standard in cloth and available in optional leather seating surfaces in: Charcoal, Dove Gray, Oxford White/Dove Gray (leather only), Tera Cotta Red, Admiral Blue, Desert Tan, Flazen Gold, and Sage Green. On the LSC, standard seat trim is leather with perforated leather inserts (cloth inserts a no-cost option) only in Charcoal and Desert Tan. The Bill Bliss seat trim is available in leather (cloth with cloth inserts a no-cost option) in Flazen Gold only. Versace seat trim is available in leather (cloth inserts with leather bolsters a no-cost option) in Desert Tan only.

CONTINENTAL

Standard exterior colors

Midnight Black Clearcoat, Arctic White, Claret Red, Light Desert Tan, Pastel Desert Tan, Cream, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Evergreen Clearcoat Metallic, and Harvest Wheel Clearcoat Metallic.

Optional glamour colors

Walnut Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, and Sage Green Glamour Clearcoat Metallic.

Dual-shade paint options (upper/lower)

Midnight Black/Medium Charcoal Glamour Clearcoat Metallic, Platinum Clearcoat Metallic/Medium Charcoal Glamour Clearcoat Metallic, Light Desert Tan/Pastel Desert Tan, Walnut Glamour Clearcoat Metallic/Light Desert Tan, Academy Blue Glamour Clearcoat Metallic/Blue Flannel Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic/Evergreen Clearcoat Metallic, Harvest Wheel Clearcoat Metallic/Goldenrod Glamour Clearcoat Metallic.

Givensy Designer Series

Slate Blue Clearcoat Metallic/Midnight Blue Glamour Clearcoat Metallic.

Volante Designer Series

Cabernet Wine/Medium Charcoal Clearcoat Metallic.

Interior trim

Tein Comfort Lounge seats are standard with cloth-and-vinyl, and optional with leather seating surfaces on the 1984 Continental in Dove Gray, Oxford White/Dove Gray (leather only), Tera Cotta Red, Admiral Blue, Desert Tan, Flazen Gold, Sage Green, and Charcoal. Givensy Designer Series offers cloth seats in Admiral Blue (leather option at no extra cost). Volante Designer Series offers leather and impregnated cloth seat trim in Charcoal.

LINCOLN TOWN CAR

Standard exterior colors

Midnight Black Clearcoat, Arctic White, Claret Red, Light Desert Tan, Pastel Desert Tan, Cream, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Evergreen Clearcoat Metallic, and Harvest Wheel Clearcoat Metallic.

Optional glamour colors

Walnut Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, and Sage Green Glamour Clearcoat Metallic.

Dual-shade paint options

Light Desert Tan/Pastel Desert Tan, Platinum Clearcoat Metallic/Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic/Blue Flannel Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic/Evergreen Clearcoat Metallic, Goldenrod Glamour Clearcoat Metallic/Harvest Wheel Clearcoat Metallic, and Midnight Black/Medium Charcoal Glamour Clearcoat Metallic.

Cartier Designer Series

Arctic White/Platinum Clearcoat Metallic.

Accent stripes

Dual-shade accent stripes on the Lincoln Signature Series are available in the following colors: Medium Charcoal/Midnight Black, Medium Charcoal/Platinum, Pastel Desert Tan/Light Desert Tan, Dark Academy Blue/Light Academy Blue, Evergreen/Sage Green, Harvest Wheel/Goldenrod.

Vinyl roof colors

Full-vinyl and coach roofs are available in the following colors: Arctic White, Dark Charcoal, Light Charcoal, Claret Red, Midnight Blue, Evergreen, Sage Green, Goldenrod, Cream, Midnight Black, Scarlet, Academy Blue, Walnut, Light Desert Tan. The carriage roof only is available in Tan, Dark Blue and Dark Brown.

Interior trim

Tein Comfort Lounge seats come with cloth or optional leather seating surfaces in: Charcoal, Dove Gray, Oxford White/Dove Gray (leather only), Tera Cotta Red, Admiral Blue, Desert Tan, Flazen Gold, and Sage Green. The Cartier Designer Series offers a choice of cloth or optional leather seating surfaces in Dove Gray.

Extended Service Plan

Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your Lincoln-Mercury Dealer for complete details of the Plan, which is available on cars sold and normally operated in the 50 United States and Canada.

Lifetime Service Guarantee

Participating Lincoln-Mercury Dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Lincoln for as long as you own it. This means that you pay for a covered repair once — and never again. If it ever has to be fixed again, return to the repairing dealer and the repair will be made free. Free parts. Free labor. Even if the car is kept a lifetime, it doesn't matter where the car was purchased, or whether it's new or used, the work is still covered by the reporting dealer.

This limited warranty covers vehicles in normal use. Items not covered are: routine maintenance parts, belts, hoses, steel metal and upholstery. See your participating Lincoln-Mercury Dealer for details.

Ford-paid repair programs offer 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. Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Continental Mark VII, Continental or Lincoln Town Car.

To get copies of any adjustment program for your Lincoln vehicle or the one of interest to you, Call Ford toll-free at 1-800-241-3673, in Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford of Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model, and vehicle identification number, as well as engine size.

Technical Service Bulletins

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repair, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury Dealer for any such TSBs and explanations relating to your Continental Mark VII, Continental or Lincoln Town Car.

To get copies of these Technical Service Bulletins and explanations for your Lincoln vehicle or the one of interest to you, Call Ford toll-free at 1-800-241-3673, in Alaska and Hawaii, call 1-800-243-3711. In Georgia, call 1-800-282-0959 or write Ford of Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model, and vehicle identification number as well as engine size.

Leasing

There may be considerable advantages in leasing a new Continental Mark VII, Continental or Lincoln Town Car, depending on individual needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If the car is used in business, tax records may be simplified. Further, with an optional coupon book, a comprehensive range of maintenance services is available at any Lincoln-Mercury Dealer. This helps pre-determine monthly automobile expenses.

There are other conveniences provided by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member, such as the handling of the replacement, licensing, taxes, and insurance.

Get it together — buckle up.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment, or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options.

Availability of some features may be subject to a slight delay.



LINCOLN TOWN CAR LIMOUSINES

Crafted from the highest quality luxury car made in America

There is no such thing as too much luxury. As proof of this, there is the Lincoln Town Car limousine, crafted from the most prestigious name in traditional automotive luxury.

A number of independent coach builders offer special limousine versions of the Town Car. Although these limousines vary according to the preference of their builders, they all have the same inherent superiority. Each is crafted from the Lincoln Town Car, the highest quality luxury car made in America.*

Town Car limousines are generally available with the wide selection of standard and optional features described in this catalog on page 47. Coach builders begin with these traditional luxury appointments, then add the requisite features and benefits of limousine luxury.

Limousine conversions are available through retail organizations not connected with Ford Motor Company. Availability, price, quality, safety and durability of these limousines rest solely with the respective manufacturers and their sales organizations. Ford Motor Company assumes no responsibility for their use.

*Based on a survey of owner-reported problems during the first three months of ownership of 1980 cars designed and built in the U.S.

CONTINENTAL MARK VII
CONTINENTAL
LINCOLN TOWN CAR