

1985
Continental Mark VII
Continental
Lincoln Town Car



The 1985 Lincolns

The luxury line that offers the luxury of choice.

In today's world, it is not enough for a luxury car to offer a plush interior and a quiet ride. Real-world driving conditions dictate that the modern

luxury automobile provide other "luxuries" as well. Safe and responsive handling, poise under the worst conditions, and a passenger compartment that is not only elegant, but also spacious, functional, and convenient — these are necessities in today's luxury automobile.

There are certain intangible luxuries, too: quality workmanship, value, and, not the least, the sheer joy of driving.

These qualities are reflected in the 1985 Lincoln luxury car line. The synergy of these attributes gives Lincoln automobiles product integrity. Put simply, this means cars that are quality-built, that are exciting to look at, and that are rewarding to drive — today, tomorrow, and in the years ahead.

For 1985, Lincoln offers yet one more luxury — the luxury of choice. This year's line is comprised of three

splendid automobiles: Continental Mark VII, Continental, and Lincoln Town Car. Each is distinct in design, styling, personality, and purpose; yet, each adheres to the Lincoln principles of product integrity and quality.

Continental Mark VII is a decidedly different kind of luxury automobile — the ultimate expression of Lincoln's driver-centered design philosophy. Its innovative

technology, dynamic styling, aggressive performance, and comfortable, yet functional interior earn it a place alongside the world's finest touring coupes.

Continental is the contemporary definition of the luxury sedan. Its trim and stylish shape surrounds an interior of luxury appointments, modern conveniences, and technological advances.

Lincoln Town Car blends tradi-

tional luxury-car values — space, comfort, and quietness — with technology in a stately and elegant form. Town Car's whisper-quiet, supple ride has become the legendary hallmark of this classic six-passenger automobile.

The Lincoln luxury-car triumvirate invites a closer inspection. The story unfolds on the pages that follow.



Continental Mark VII LSC reconciles a long-standing automotive paradox.

Choose a luxury automobile . . . and forfeit the pleasures of a performance car. Or, opt for pure performance . . . and relinquish the creature comforts.

Mark VII LSC brings an end to this conflict with its incomparable union of world-class performance, advanced technology, driver-oriented interior, and functional luxury.

This car's primary purpose is to fulfill the discriminating buyer's passion for driving, to put the driver in direct communication with the open road, to compete with the best performance touring coupes in the world.

LSC's taut, dynamically styled body is attractive, yet functional. It not only pleases the eye but also uses the air around the car to its advantage. LSC's impressive aerodynamics — it boasts a 0.38 drag-coefficient rating — helps reduce wind noise, enhance road stability, and provide efficient use of each gallon of fuel.*

LSC puts air to work in another rather ingenious way — for the suspension. LSC's sophisticated air suspension system allows precise tuning to achieve optimum balance between ride comfort and surefooted handling. This suspension even contains an automatic, computer-controlled load-leveling system.

Superb road manners are only one facet of the total LSC performance. Quick-ratio power-assisted rack-and-pinion steering

delivers cat-quick response. LSC's spirited acceleration comes from an improved-performance version of the fuel-injected 5.0-liter V-8 engine that is standard in Mark VII. LSC's nimble handling is enhanced by the special design of its standard low-profile P215/65 15-inch radial performance tires. These are mounted on attractive lightweight cast-aluminum wheels.

Of course, a car of quick acceleration must have brakes to match. Here again, LSC goes beyond the ordinary, with standard power four-wheel discs and the new-for-'85 Anti-Lock Brake System, ABS.

ABS — a first in the U.S. market — minimizes the danger of skidding during emergency braking situations. This system actually stops LSC faster and with greater control

than conventional brake systems — on wet or dry pavement.

For all its performance credentials, Mark VII LSC doesn't forget about the accommodations of its occupants. Driver and front-seat passenger are cradled in new articulated sport seats with leather seating surfaces. The driver's seat has no less than 11 individual adjustments for obtaining comfort and perfect driving position.

LSC solves a dilemma and raises a question: in what class of automobile is LSC, the car that so perfectly blends luxury and performance? It's in a class of one.

*See EPA fuel economy statement on page 56.

Mark VII LSC: for those with a driving passion.

**An incomparable union of world-class
performance, advanced technology,
driver-oriented interior, and luxury.**



Continental Max V6 L30 in Midnight Black. Some features shown are optional. See option list on page 24.



**LSC means business
... the business of
driving enjoyment.**

**Its functional interior advances
the science of ergonomics.**

Mark VII LSC's interior means business... the business of driving, doing it well, and relishing the experience.

LSC's interior is functional, not ornamental or whimsical. It advances the cause of ergonomics — the study of the driver's relationship with the vehicle — through artful orchestration of controls and instruments.

The seat, itself an important instrument, solidifies the driver/automobile relationship. LSC's articulated sport seat, shown at left in a Charcoal interior, is trimmed in supple leather with perforated inserts that allow the seat to "breathe" for added comfort (cloth coverings are a no-cost option).

An ingenious control switch allows the driver to make precise fore-and-aft, up-and-down, and seat-back movements. From there, the driver's seat can be further fine-tuned through a system of secondary adjustments — multiple position headrest, power lumbar and bolster, and manual thigh supports. Finally, for total driving comfort, a tilt steering wheel is standard.

LSC's A-frame steering wheel allows a commanding view of the digital instrumentation (shown on the following pages). LSC provides a complete information network, including a programmable trip computer. Its 12-button keyboard

lets the driver call up useful travel information such as elapsed time, distance-to-empty and instant and average fuel economy.

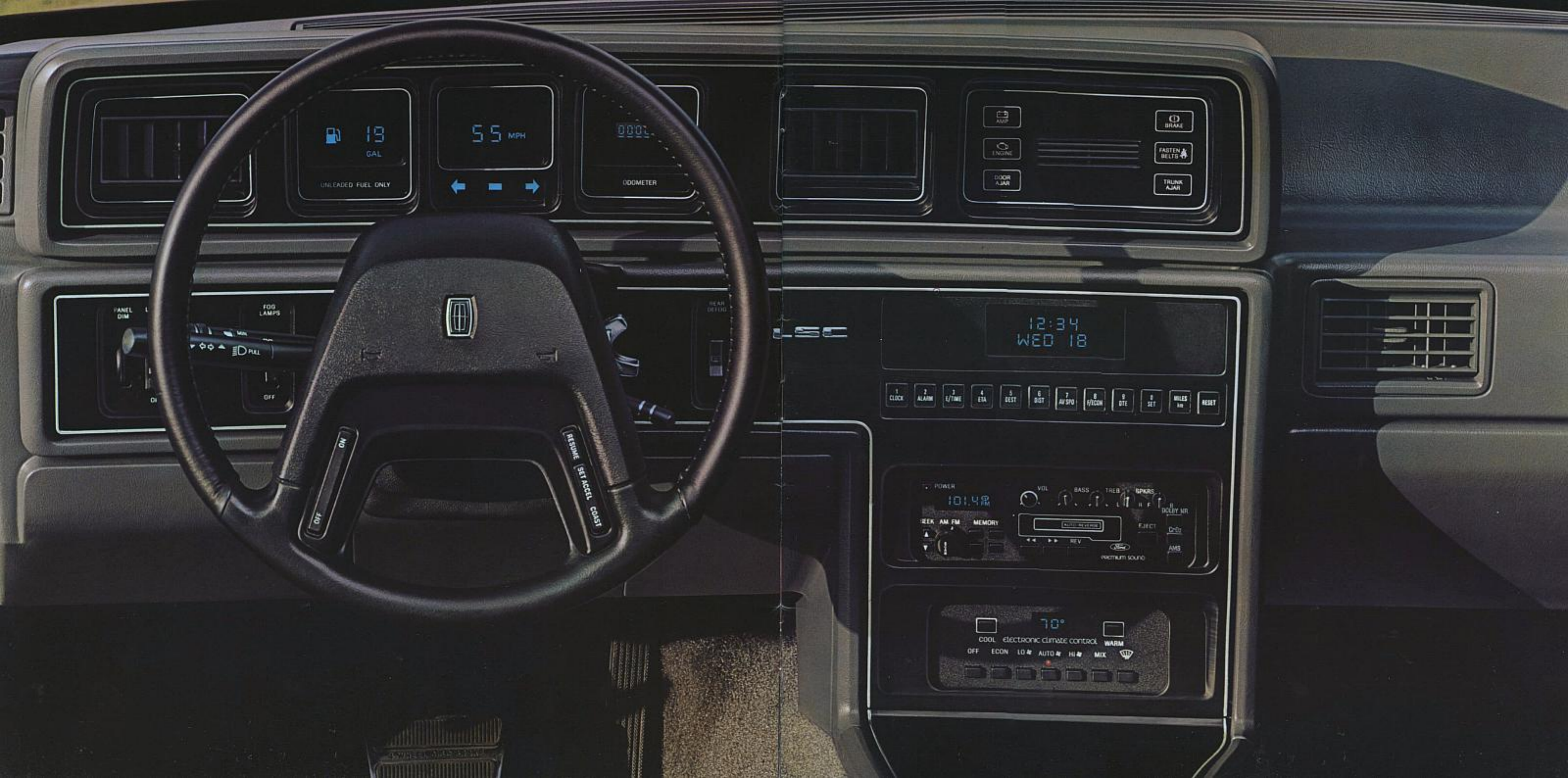
An overhead console houses map lights, a bank of warning lamps, plus a compass and outside temperature display that warns the driver when the outside temperature nears the freezing point.



LSC, and all Mark VII's, offer a convenient new communication system: the optional Mobile Phone.

In Mark VII, this cellular-system phone is fully integrated and features hands-off operation. Conversations can be made with both hands on the wheel, instead of with one hand on the phone. Calls are broadcast over the car's rear speakers, and the microphone is built into the overhead console. The handset (shown above) is used for dialing and for private conversations.

That this advanced phone system is being offered here should come as no surprise. Lincoln has always gone to great lengths to put leading-edge technology into the driver's hands.



UNLEADED FUEL ONLY
19
GAL

55 MPH

0000
ODOMETER

AMP
ENGINE
DOOR ALARM
BRAKE
FASTEN BELTS
TRUNK ALARM

PANEL DIM
FOG LAMPS
OFF

RESUME
SET
ACCCEL
L
COAST
ON
OFF

12:34
WED 18
1
CLOCK
2
ALARM
3
E/TIME
4
ETA
5
DEST
6
DIST
7
AV SPO
8
H/TCON
9
DTE
0
SET
MILES
RES

POWER
101.4 FM
VOL
BASS
TREB
SPKRS
DOLBY NR
REK
AM
FM
MEMORY
EJECT
AMS
PREMIUM SOUND

70°
COOL electronic climate control WARM
OFF ECON LO AUTO HI MIX

Make your Mark the way Bill Blass made his.

The look of Blass, the performance and luxury of Mark VII.

Bill Blass is one of America's premier fashion designers. His keen sense of line and color propelled him from a sketcher's desk to sole ownership of Bill Blass, Ltd., New York.

Blass has focused his considerable talents on a very special Lincoln automobile: the Mark VII Bill Blass Designer Series.

Outside, he selected a subtle blend of Silver Sand Clearcoat Metallic over Burnished Pewter Clearcoat Metallic to enhance Mark VII's graceful body lines.

To this he added thin Tu-Tone pinstripes and elegant wire-spoke aluminum wheels. The earthtone exterior is complemented by a Carob Brown interior with standard leather seating surfaces. A special

Ultrasuede® material with leather trim is available as a no-cost option.

The Bill Blass Designer Series combines personalized luxury with the features of a true driver's car.

The look is distinctively Bill Blass. The performance, technology, and luxury are distinctively Mark VII.

A 5.0-liter electronically fuel-injected V-8 engine. Air suspension with automatic load leveling. Lincoln's new Anti-Lock Brake System (ABS). Six-way adjustable power driver and passenger seats. All are standard in the Bill Blass model.

When America's top fashion designer collaborates with one of America's finest luxury-car builders, the results are always in vogue.

Bill Blass Continental Mark VII in Silver Sand Clearcoat Metallic over Burnished Pewter Clearcoat Metallic. Blass interior in Carob Brown Ultrasuede®. Some features shown are optional. See option list on page 24.





Versace adds panache to performance in his Mark VII edition.

It's a very stylish way to enjoy the pleasures of the open road.

Gianni Versace, one of Italy's hottest young designers, has made an indelible impression on men's and women's fashions.

His Mark VII Versace Designer Series reflects that same unmistakable Versace flair.

Versace's 1985 edition features a Navy Clearcoat Metallic exterior with coordinated bodyside and decklid striping, and exquisite wire-spoke wheels.

Inside, driver and passengers are cradled in seats covered with ultra-soft leather in Admiral Blue. Or,



luxurious cloth inserts with leather bolsters are a no-cost option.

The Versace Mark VII is a very stylish way to enjoy the pleasures of the open road. Its list of standards includes a 5.0-liter fuel-injected V-8 engine, air suspension with automatic load-leveling, and four-wheel disc brakes with Lincoln's advanced Anti-Lock Brake System (ABS).

The Mark VII Versace Designer Series. Its dashing looks are the perfect match for its stunning performance.

Versace Continental Mark VII in Navy Clearcoat Metallic. Versace interior in Admiral Blue leather with cloth inserts. Some features shown are optional. See option list on page 24.

Continental Mark VII: doing things differently, daring to take the lead.

Lincoln's method for improving
the driving experience.

Some cars follow trends. Others, a rare few, establish them. Mark VII is such a car.

How does an automobile become this good? The answer is a complex one, but often, it means doing things differently in order to do them better.

The styling of Mark VII is a good example.

The lines are lean and graceful, taut and precise. It is a different shape, a beautiful shape, and one with a purpose — to provide the benefits of superb aerodynamics: a quieter ride and improved handling, among others.

Doing things differently means power outside rear-view mirrors (upper right) that are hinged and fold away to help prevent damage in minor impacts.

Doing things differently does not mean sacrificing luxury or convenience. It means improving both.

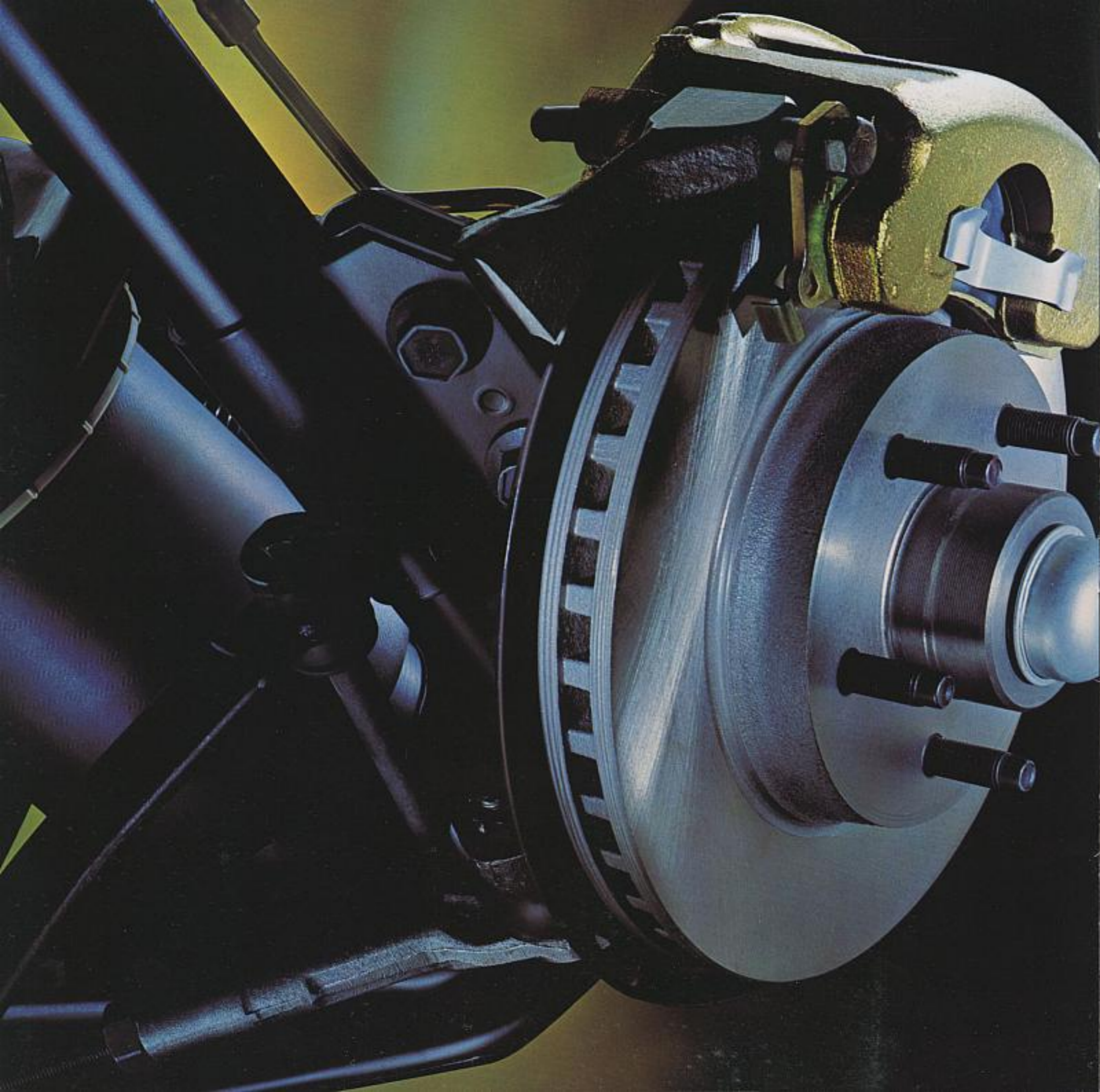
It means standard heating vents for rear-seat passengers. The convenience of a single key that will both open the door and activate the ignition.

It means a resting pad for the driver's left foot. A parking brake that releases automatically when you shift to drive.

More than anything else, it means a better automobile, one that dares to be a leader.

The 1985 Continental Mark VII in Maroon Clearcoat Metallic. Some features shown are optional. See option list on page 24.





Innovative engineering. It has always been a hallmark of the Mark nameplate. This seventh edition of that distinguished line is no different.

Few people would argue the attractiveness of its styling. But the real beauty is in the technology beneath its sensuous sheet metal.

It's not a cliché to say that Mark VII traverses the highway as if riding on air. Mark VII *does* ride on air.

At each corner of the car is a tough Goodyear-designed rubber air spring. An external piston that presses against the bottom of the spring provides the damping force.

The springs, matched to nitrogen gas-pressurized front struts and rear shock absorbers — plus front and rear stabilizer bars — provide a remarkable blend of ride comfort and road handling.

In the LSC version, the suspension's damping forces are increased 40 percent, and larger front and rear stabilizer bars are added for even more precise handling.

Mark VII's sophisticated air suspension even provides automatic

Innovative engineering for luxury and safety is a Mark tradition.

Mark VII's real beauty is in the technology beneath its sensuous sheet metal.

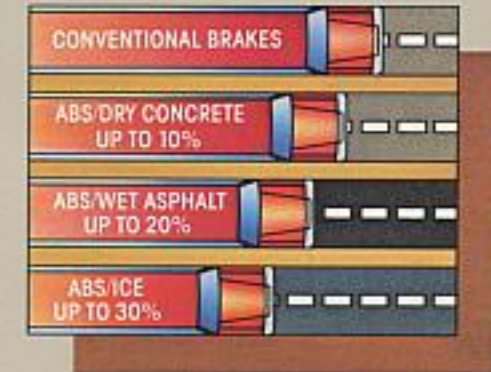
computer-controlled load leveling — not just front-to-rear, but also side-to-side. Strategically placed sensors tell a small computer when to make adjustments in Mark VII's stance.

Maintaining proper ride height ensures that Mark VII's suspension, headlights, even its aerodynamic shape, provide their intended benefits.

The Electronic Air Suspension is a first for the U.S. car market. So is the Anti-Lock Brake System (ABS), an innovation that is standard in LSC and in Designer Series versions of Mark VII.*

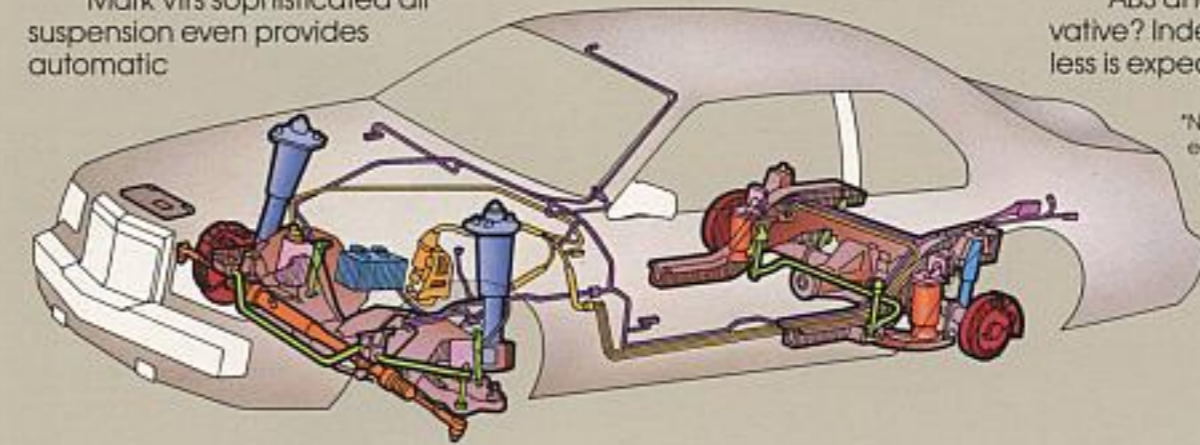
This technological break-

through, coupled to Mark VII's standard power four-wheel disc brakes, provides the benefit of consistently shorter stopping distances — on wet, icy, or dry pavement — than conventional systems (see the chart below). Plus, ABS enables the driver to maintain steering ability even during an emergency stop.

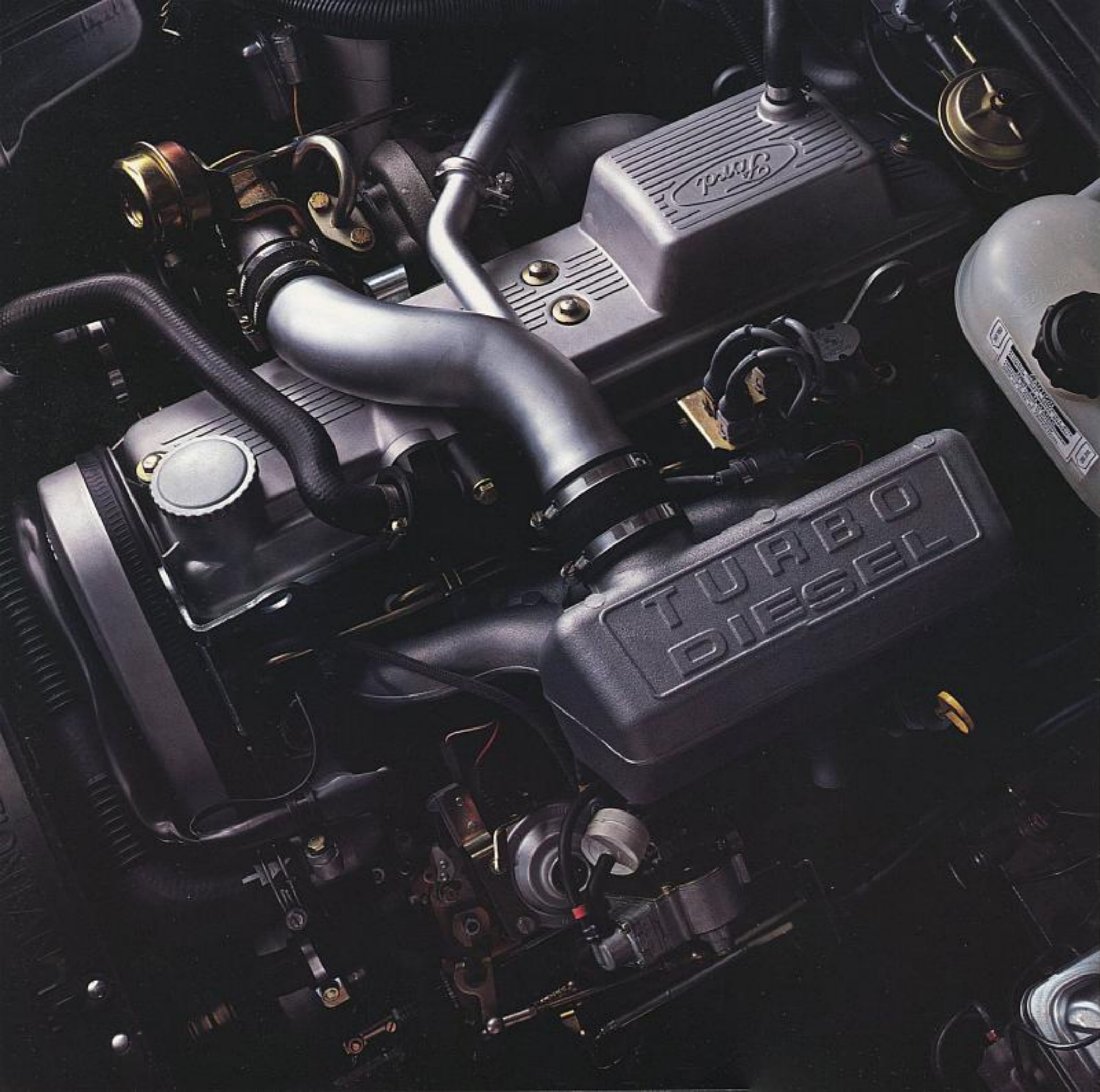


Again, the magic of computers comes into play. Wheel speed sensors relay information to a microprocessor which, in turn, distributes braking power between the front and rear brakes and between the left and right front disc brakes.

ABS and air suspension. Innovative? Indeed. But then, nothing less is expected of Mark VII.



*Not available with Turbo Diesel engine. Standard on all V-8-equipped Mark VII's sold in California, Washington, Oregon, Alaska, and Hawaii.



We respectfully submit that the Good Old Days, at least in regard to automobile powertrains, were not that good at all.

What's good about frequent and expensive tune-ups? Cantankerous carburetors that waste fuel? And transmissions that absorb as well as transmit engine power?

The powertrains available in the 1985 Mark VII put the old days where they belong: in the past.

One tradition has been retained for Mark VII, that of a powerful 5.0-liter V-8 engine as standard. But this silky-smooth engine and its four-speed Automatic Overdrive transmission suffer from none of the ills of the past.

Because Mark VII's V-8 uses electronics to regulate voltage and to control spark-plug firing, tune-ups cost less and are required less frequently.

Electronically controlled fuel injection replaces the conventional carburetor for more precise metering of fuel.

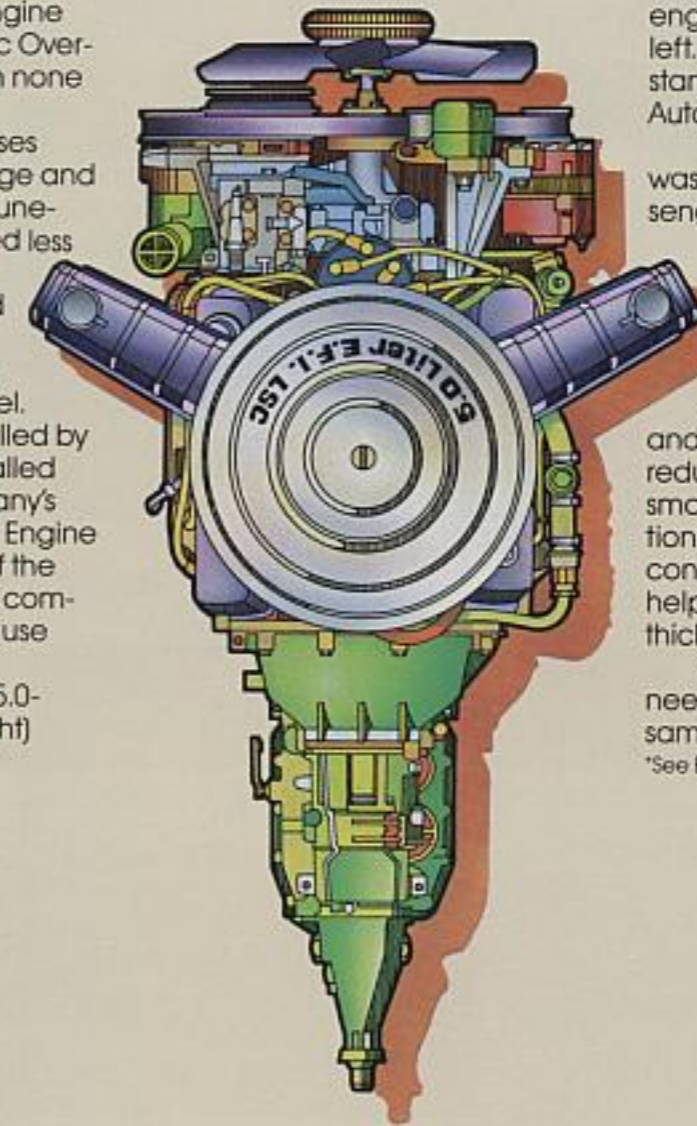
This V-8 engine is controlled by a modest-sized black box called EEC-IV — Ford Motor Company's fourth generation Electronic Engine Control computer. It is one of the most advanced automotive computers in regular production use today.

The LSC's version of the 5.0-liter V-8 engine (shown at right)

Power and efficiency are one and the same in Continental Mark VII.

Mark VII's powertrains put the old days where they belong: in the past.

provides even more power because of its tubular headers, dual exhaust, low-restriction air cleaner, and performance camshaft.



Mark VII's standard four-speed Automatic Overdrive transmission is more efficient than conventional three-speed transmissions because its fourth-gear overdrive allows the engine to work less to maintain a cruising speed. And that final gear features nearly 100% mechanical drive, which means virtually no slippage and, therefore, improved fuel economy.*

Mark VII Turbo Diesel models are powered by an advanced, European-designed 2.4-liter turbocharged inline six-cylinder diesel engine, its fine details shown at far left. This engine is mated to a standard ZF-designed four-speed Automatic Overdrive transmission.

This sophisticated diesel was designed specifically for passenger-car use. One salient feature is its turbocharger, which helps it provide the power of a gasoline engine with the fuel economy* of a diesel.

A fast "glow plug" starting system promotes quick starts, and an "after-glow" feature even reduces cold-engine exhaust smoke. A sophisticated fuel-conditioning system helps eliminate fuel contaminants, while a fuel heater helps prevent fuel "waxing," or thickening.

Power. Efficiency. Mark VII's engineering makes them one and the same.

*See EPA fuel economy statement on page 56.

Turbo Diesel Continental Mark VII models are powered by the European-designed turbocharged diesel engine shown at left.

Continental Mark VII standard features — the details of greatness.

Every feature has been thoughtfully conceived and carefully designed.

Luxury automobiles are generally well-equipped. Continental Mark VII is no exception. Its list of standard features challenges that of any other luxury automobile on the road today.

But sometimes the little details make the largest difference in how well a car performs and caters to the needs of its driver and passengers. In Mark VII, the execution of the small details received as much painstaking care as the major components.

Mark VII, you will discover here, is a luxury automobile in which every detail, every piece of standard equipment, has been thoughtfully conceived and carefully designed.

Rear heating duct. This 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.



Dual illuminated visor vanity mirrors. These are mounted on the sun visors with dual-intensity lights to permit use day or night. Standard on Bill Blass and Versace Designer Series models, and included in the optional Comfort/Convenience Package.



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.

Electronic AM/FM stereo search radio features variable intensity digital frequency display; separate controls for volume, base, treble, and speaker side-to-side/front-to-rear balance; seek, scan, and memory push-button tuning. Includes power antenna.



Side window defogger vents are located on the far ends of the instrument panel, near the side windows. They improve visibility by directing air toward the side windows to help keep moisture from forming on the inside.



Electronic instrument panel (shown on pages 10 and 11). This easy-to-use, easy-to-read computerized system features a digital speedometer and digital fuel gauge in a 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 instrumentation can be displayed in metric equivalents (liter, kilometers, kilometers per hour) at the touch of a button.



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.



Selected standard functional features

- 5.0-liter EFI V-8 engine
- Electronic Engine Controls (EEC-IV)
- Self-diagnostic testing takes the guesswork out of servicing the engine on Mark. 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 rack-and-pinion steering
- Power four-wheel disc brakes
- Electronic Air Suspension with automatic load level control
- Nitrogen gas-pressurized front struts and rear shock absorbers/front and rear stabilizer bars
- P215/70R15 white sidewall tires with wraparound tread design
- Remote-control fuel filler door
- 22.1-gallon fuel tank for extended driving range
- Corrosion protection using pre-coated steel panels, special sealers, primers, and waxes for selected body parts
- Single key for ignition and entry

Selected standard interior features

- Manually reclining front individual luxury seats with six-way power driver's seat and two-position manual passenger's seat
- Soft-knit broadcloth seat trim
- Full seatback map pockets
- 38-ounce ultra-plush floor carpeting
- A-frame steering wheel with center horn blow
- 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
- Interval windshield wipers with speed control
- Power door locks
- Electronic instrument cluster
- Low oil warning light
- Electronic Automatic Climate Control
- Electronic AM/FM search radio with power antenna and four-speaker system
- Full-length center floor console with leather-covered and 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 fold-away outside rear-view mirrors
- Color-keyed bodyside protection moldings
- Flush-mounted halogen headlamps
- Cast-aluminum road wheels

LSC Series

Includes all Mark VII standard features, plus the following selected additions and/or differences:

- Improved performance 5.0-liter V-8 engine with dual exhaust
- New Anti-Lock Brake System (ABS)†
- Handling suspension
- Special cast-aluminum road wheels with P215/65R15 BSW specially designed Goodyear performance tires
- Fog lamps
- Black exterior and interior accents
- New articulated leather-covered sport seats with perforated inserts (cloth inserts are a no-cost option) and six-way power controls with power recliners
- Compass/Thermometer Group
- Leather-covered steering wheel, and gear shift knob

Bill Blass Designer Series

Includes all Mark VII standard features, plus the following selected additions and/or differences:

- New Anti-Lock Brake System (ABS)†
- Carob Brown interior
- Leather seating surfaces in designer's sew style (Ultrasuede® surfaces with leather seat straps available at no extra cost)
- AM/FM electronic search cassette radio with Premium Sound System
- Six-way power driver and passenger seats with power recliners
- Leather-wrapped steering wheel and gear shift knob
- Illuminated visor vanity mirrors
- Power decklid pulldown
- Heated outside mirrors
- Keyless entry system with illuminated entry
- Distinctive exterior with Silver Sand Clearcoat Metallic over Burnished Pewter Clearcoat Metallic
- Unique paint stripes on bodyside and decklid
- Wire-spoke aluminum wheels
- Headlamp Convenience System

Versace Designer Series

Includes all Mark VII standard features plus the following selected additions and/or differences:

- New Anti-Lock Brake System (ABS)†
- Admiral Blue interior
- Leather seating surfaces in designer's sew style (luxury cloth inserts with leather bolsters available at no extra cost)
- AM/FM electronic search cassette radio with Premium Sound System
- Six-way power driver and passenger seats with power recliners
- Leather-covered steering wheel and gear shift knob
- Dual illuminated visor vanity mirrors
- Power decklid pulldown
- Heated outside mirrors
- Keyless entry system with illuminated entry
- Navy Clearcoat Metallic exterior
- Unique paint stripes on bodyside and decklid
- Wire-spoke aluminum wheels
- Headlamp Convenience System

Mark VII Turbo Diesel, LSC Turbo Diesel, Blass Turbo Diesel, and Versace Turbo Diesel selected standard features†

- 2.4-liter six-cylinder turbocharged diesel engine
- Specially designed ZF four-speed Automatic Overdrive transmission with lock-up torque converter
- Integral fuel filter with water separator and warning light
- Electric fuel and engine block heaters
- Advanced quick-glow plug system with after-glow feature
- External oil cooler
- Improved sound insulation
- Retuned suspension and 3.73:1 rear axle ratio
- High discharge battery and 100-amp alternator
- Dual exhaust

Mark VII specifications

EXTERIOR	
Wheelbase	108.5"
Overall length	202.8"
Overall height	54.2"
Overall width	70.9"
Tread	
— front	58.4"
— rear	59.0"
INTERIOR	
Front compartment	
Head room	37.8"
Shoulder room	56.0"
Hip room	52.4"
Leg room	42.0"
Rear compartment	
Head room	37.1"
Shoulder room	57.8"
Hip room	55.2"
Leg room	36.9"
Luggage capacity (cu. ft.)	14.7
Fuel capacity (gals.)	22.1
Curb weight (lbs.)	3615

†ABS is not available with Turbo Diesel engine. Standard on all V-8-equipped Mark VII's sold in California, Washington, Oregon, Alaska, and Hawaii.

Continental Mark VII options — tailor-made for the individual.

Each option becomes an integral part of Mark VII — not an add-on.

Mark VII models are well-equipped cars, but Lincoln recognizes the importance of being able to personalize an automobile to individual tastes and desires. This list of fine optional equipment serves that very purpose.

Each option becomes an integral part of Mark VII — not an add-on — and can enhance appearance, comfort, or function.

Compass/Thermometer Group in the overhead console provides digital information on outside temperature (–30°F to 150°F) and directional compass readings. Pushing the English/metric 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 potentially icy road conditions. The word "ICE" and the outside temperature flash alternately for one minute.

Keyless entry system, part of the optional Comfort/Convenience Package, allows doors to be locked and unlocked and the decklid to be opened by buttons on the driver's door. The key can also be used. It includes the illuminated entry system: when the outside door handles are raised, a ring of light appears around the keyhole and the interior lights are illuminated.



AM/FM electronic stereo search radio with cassette tape player. This is part of the optional Comfort/Convenience Package but is also sold separately. This exquisite system includes Premium Sound amplifier and speakers, 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.

(Dolby® is a trademark of Dolby Laboratories, Inc.)



Six-way power passenger seat. (Power driver's seat is standard.) Dual power recliners are a separate option in standard Mark VII. Six-way power seats — plus power recliners — are standard in Bill Blass and Versace Designer Series cars and LSC models. They are adjusted by the easy-to-use control (shown below) located on the door panel. One control adjusts the seat-back angle; the other moves the seat cushion up and down, and forward and backward.



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 vent feature, it can be adjusted to the comfort preference of the driver and passengers. Includes an integral sliding sun-shade/privacy panel. Controls are in the overhead console.



Mobile Phone that uses the latest advancement in cellular transmissions. Provides a fully integrated system for hands-free operation. Includes lock, auxiliary alert, mute, redial, and number storage capability.



Mark VII selected functional options

- Comfort/Convenience Package, available on Mark VII and LSC, contains the following:
 - Keyless entry system, including illuminated entry system
 - Power decklid pulldown
 - Dual illuminated visor mirrors
 - AM/FM electronic search cassette radio with Premium Sound System
 - Six-way power passenger seat
 - Dual heated outside mirrors
 - Headlamp convenience system
- P215/70R15 white sidewall puncture-sealant tires (not available on LSC).
- P215/70R15 black sidewall tires (not available on LSC).
- Inside dimming electronic mirror automatically adjusts to changes in light to compensate for headlights of cars approaching from the rear (not available on LSC).
- 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 blows.
- Traction-Lok axle directs power to the drive wheel with the best footing to help maintain traction on a variety of road surfaces.

Selected interior options

- Power seat recliners (standard on Designer Series and LSC).
- Leather seating surfaces (standard on LSC and Designer Series).
- Leather-wrapped steering wheel (standard on LSC, Bill Blass, and Versace).
- Manual vent windows provide a means of ventilation in virtually any weather without having to open the side windows.

Selected exterior options

A wide selection of exterior colors is offered to personalize the 1985 Mark VII. These colors are designed to coordinate with a selection of available interior trims. Lincoln-Mercury Dealers have further details and color samples.

Standard exterior colors

Arctic White
Midnight Black
Cream
Evergreen Clearcoat Metallic
Platinum Clearcoat Metallic
Dark Charcoal Clearcoat Metallic
Maroon Clearcoat Metallic
Silver Blue Clearcoat Metallic
Champagne Clearcoat Metallic
Burnished Pewter Clearcoat Metallic
Mahogany Clearcoat Metallic

Glamour paint options

Sage Green Glamour Clearcoat Metallic
Vermilion Red Glamour Clearcoat Metallic
Flemish Blue Glamour Clearcoat Metallic
Antique Gold Glamour Clearcoat Metallic
Cabernet Wine Glamour

Bill Blass Designer Series

Silver Sand Clearcoat Metallic/
Burnished Pewter Clearcoat Metallic

Gianni Versace Designer Series

Navy Clearcoat Metallic

Interior trim

Individual luxury seats are standard in cloth and available in optional leather seating surfaces. Color choices are:

Sand Beige
Charcoal
Oxford White/Dove Gray (leather only)
Terra Cotta Red
Admiral Blue
Flaxen Gold
Carob Brown
Sage Green

In the LSC, standard seat trim is leather with perforated leather inserts (cloth inserts are a no-cost option) only in Charcoal, Sand Beige, and Admiral Blue.

The Bill Blass seat trim is leather surfaces in Carob Brown only (Ultra-suede® surfaces are a no-cost option).

Gianni Versace seat trim is available in leather (cloth inserts with leather bolsters are a no-cost option) in Admiral Blue only.

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.



Cast-aluminum road wheels standard on Mark VII.



Cast-aluminum wheels standard on LSC model. Not available on other models.



Wire-spoke aluminum wheels standard on the Bill Blass and Gianni Versace Designer Series models. Not available on LSC.



Forged-aluminum wheels available as an option on all models except LSC.

You see it in the sophistication of Continental's design, in its understated elegance, in its generous concern for your personal well-being and comfort. Even its aerodynamic styling hints at the technology inherent in this automobile, advanced technology that serves to comfort both Continental's driver and its passengers.

Continental is, in fact, an extraordinary luxury sedan. It is masterfully engineered, electronically sophisticated, aerodynamically sleek, and beautifully built with a vigorous commitment to quality. This latest generation of Lincoln's personal luxury car is the most technologically advanced Continental ever produced. At the same time, its interior is seductively comfortable — with room for up to five adults.

Nowhere is Continental's advanced technology more apparent than in its serene, exceptionally comfortable ride. Its Electronic Air Suspension system is a technological marvel — unlike anything offered by any other car manufacturer. It replaces conventional springs with cushions of air that provide a remarkably level and comfortable ride.

As smoothly as it rides, however, Continental still provides the driver with a deft feel of the road surface. And that is as it should be, for Continental was conceived from the

very first as a driver's car. Its nitrogen gas-pressurized front struts and rear shocks, plus front and rear stabilizer bars, contribute to its excellent handling capabilities.

High technology also is readily apparent in Continental's standard 5.0-liter V-8 engine. It features both electronic fuel injection and an Electronic Engine Control system (EEC-IV) — one of the most technologically advanced systems of its kind in the world. This is Continental's "brain," and it can function at the rate of more than 250,000 commands

per second. The EEC-IV system precisely monitors the engine's air/fuel mixture to provide optimum levels of performance and fuel economy.*

In a demanding power situation —

such as highway passing — EEC-IV automatically shuts off the car's air conditioning, so full power is available when it is needed most.

Or, you might choose Continental's European-designed 2.4-liter inline six-cylinder turbocharged diesel, an engine specifically designed for passenger-car use.

In 1985, there are three elegant Continentals to choose from: standard Continental, the Designer Series by Valentino, and the Designer Series by Givenchy.

Continental '85. Sophisticated technology has never been packaged so beautifully. Or luxuriously.

The '85 Continental: a stylish combination of luxury, technology.

Even its beautiful exterior reflects
this personal sedan's advanced design.

*See EPA fuel economy statement on page 56.





The inside story — luxury and logic with Continental flair.

No possible convenience
has been overlooked.

Elegant extravagance. Sumptuous detailing. Abundant luxury. You can almost feel the deep-cushioned comfort.

Every control is placed precisely where it should be. There's an aircraft-type overhead information console that provides operational data and has dual-intensity courtesy/reading lamps. As an option, it also can contain outside temperature and compass readouts. The temperature display even warns the driver of possible icing conditions.

Personalized front-seat controls, shown at the right, place additional comfort and convenience at your fingertips.

The standard Continental Twin Comfort Lounge front seats you see at left are covered in optional Charcoal leather seating surfaces. They're seats that driver and passenger can appreciate for proper body support and comfort.

Or, instead, you may prefer Continental's rich cloth standard seating surfaces.

As an option, all Continentals can be ordered with a new Mobile Phone (available later in the model year) that uses cellular-transmission technology. This fully integrated system provides hands-free operation.

Turn the page and carefully

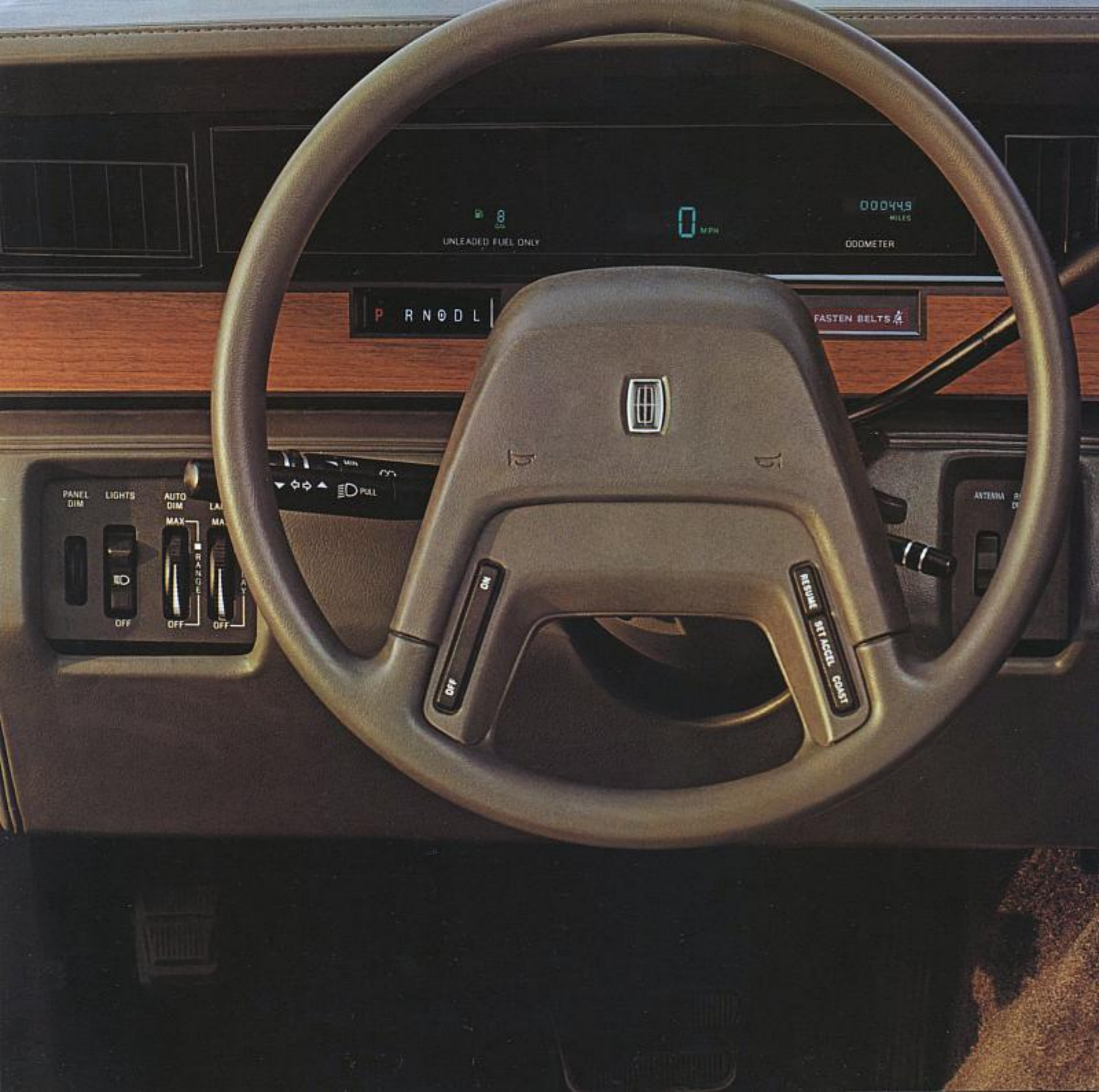
examine Continental's sleekly contemporary electronic instrument panel. A handsome, blacked-out design, it is trimmed in rich, genuine walnut veneer that matches Continental's special door panel accents, shown at bottom of page.

Continental's computerized instrumentation and information system includes a digital speedometer and odometer, fuel gauge, and the Message Center — a 12-button keyboard and trip information center that enables the driver to call up pertinent travel data in either U.S. or metric readings.

Unquestionably, this interior is the epitome of luxury and elegance — a beautiful extension of the Continental tradition.



Continental interior in Charcoal with optional leather seating surfaces. Continental instrument panel in Charcoal (on following pages). Some of the features shown are optional. See option list on page 38.





**Valentino's touch:
technology taken
to dazzling heights.**

**An extraordinary Continental
that joins form with fashion.**

Valentino — the Italian designer who took Paris by storm — adds his special touch to the 1985 edition of the Valentino Continental.

The Valentino Continental, frankly, is breathtaking. In dazzling Midnight Black over Burnished Pewter Clearcoat Metallic, this car is destined to capture longing stares wherever it makes an appearance. The exterior is dramatically highlighted by a color-coordinated, four-band striping. A classic Valentino "V" graces the decklid and rear roof pillar.

Of course, a full range of luxury

features is standard, including the heated, power remote-control mirror pictured below.

The interior is magnificently upholstered in pleated Valentino "Vee" cloth with soft leather bolsters.

Valentino Continental also is an outstanding road car. Its standard features include a fuel-injected 5.0-liter V-8 engine and Lincoln's remarkable new four-wheel Anti-Lock Brake System (ABS).

The 1985 Valentino Continental. Truly the state of both the technological and designing arts.



Valentino Continental in Midnight Black over Burnished Pewter Clearcoat Metallic. Valentino leather- and cloth-covered interior in Sand Beige. Some features shown are optional. See option list on page 38.

Givenchy style, Continental technology: they make a rare and elegant automobile.

A motorcar that's as distinctive as the man who designed it.

The very name, Givenchy, has come to stand for sophisticated elegance, dignified restraint, and Parisian chic.

The 1985 Givenchy Continental is certainly no exception.

Its exterior is covered in a color all its own: Dark Rosewood Clearcoat Metallic, enhanced by a special tri-band accent stripe along its sides and across its deck.

You'll find that Givenchy has proudly placed his mark throughout this very special Continental. Givenchy gold script is fixed in the rear door glass, a Givenchy badge is placed on the rear roof pillar, and a signature double "G" adorns the decklid center.

Coach lamps are standard, as are the stylish wire-spoke wheels.

The Givenchy Continental's lavish interior is highlighted by Givenchy-styled cloth seats in a rich Mulberry Brown. Or you may choose Mulberry Brown leather seating surfaces at no extra cost.

The Givenchy edition features Twin Comfort Lounge front seats with six-way power controls, dual illuminated visor vanity mirrors, leather-wrapped steering wheel and Lincoln's innovative new Anti-Lock Brake System (ABS).

Givenchy Continental for 1985: an automobile totally worthy of its name.

Givenchy Continental in Dark Rosewood Clearcoat Metallic. Givenchy interior in Mulberry Brown. Some features shown are optional. See option list on page 38.



1985 Continental: six splendid ways to savor the luxury.

And each with an impressive level of standard equipment.

Continental, the stylish personal luxury car, is available in six splendid choices: standard Continental, the Givenchy Designer Series, the Valentino Designer Series, and Turbo Diesel versions of each.

As befits a car of this stature, each model contains a high level of standard equipment. Because a luxury car also should reflect the style and personality of its owner, however, Continental also can be ordered with many fine options.

Here, then, is a description of selected standard and optional equipment that make the 1985 Continental such an outstanding automobile.

Concert hall sound. Continental's electronic AM/FM stereo search radio with cassette tape player and Premium Sound System is an exciting option that combines audio qualities usually found only in separate components. It has Dolby® noise reduction, music search, metal tape equalization, and auto-reverse all built in.

(Dolby® is a trademark of Dolby Laboratories, Inc.)



Let the sun shine in. A power glass moonroof opens Continental's interior to the great outdoors. This power-operated option slides open or closed at the touch of a button and includes an integral sun shade/privacy panel.



Overhead information center. This standard aircraft-styled console above the front seats contains vehicle system warning lights, two dual-intensity courtesy/reading lamps, optional power moonroof control, and optional compass and thermometer that give digital readouts of vehicle direction and outside temperature with ice alert.



Remarkable convenience. Continental's standard illuminated entry system is a practical, security-minded feature. Simply lift the door handle for entry, and a circle of light illuminates the keyhole as the courtesy lights go on inside the car.



Cast-aluminum wheels standard on Continental. Not available on Givenchy and Valentino.



Wire-spoke aluminum wheels standard on Valentino and Givenchy. Not available on standard Continental in California.



Forged aluminum wheels optional on all models.



Selected standard functional features

- 5.0-liter V-8 engine with electronic fuel injection and Electronic Engine Controls
- Four-speed Automatic Overdrive transmission
- Speed control
- Single key entry/ignition
- 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
- 71-amp.-hr. maintenance-free battery
- 22.1-gallon fuel tank
- White sidewall all-season Michelin P215/70R15 steel-belted radials
- Remote fuel filler door release
- Corrosion protection
- Automatic parking brake release
- Interval windshield wipers
- Rear window defroster

Selected standard interior features

- Twin Comfort Lounge seats with dual power six-way adjustments, 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 carpeted lower portions
- Power side and vent windows
- Power door locks including power decklid release
- Door pull straps
- Roof rail assist straps
- Blackout instrument panel with walnut veneer appliques
- Electronic instrument panel with Message Center, digital fuel gauge and speedometer, and electronic odometer
- Electronic AM/FM stereo "search" radio with six speakers
- Power antenna
- Electronic Automatic Climate Control system
- Illuminated entry with instrument panel illumination
- Tinted glass all around
- Low oil-level warning feature

- A-frame tilt steering wheel with fingertip speed control and center horn blow
- Courtesy lights
- Headlamp Convenience System
- Front and rear high-intensity reading lamps
- Front floor mats

Selected standard exterior features

- Bright grille, bumpers, windshield, side window, and wheel lip moldings
- Bright belt and lower bodyside moldings
- Quad halogen headlamps
- Cornering lamps
- Left-hand/right-hand heated power remote-control mirrors
- Cast-aluminum wheels with locking lug nuts
- Gas cap tether

Selected Continental options

- Comfort/Convenience Package. This package, available on standard Continental or Continental Turbo Diesel, contains the following:
 - Power decklid pulldown
 - Keyless entry system.
 - Dual illuminated visor mirrors.
 - AM/FM stereo radio with electronic search, cassette tape player, and Premium Sound System with six speakers.
 - Leather-wrapped steering wheel.
 - Coach lamps.
- Mobile Phone (available later in the model year) that uses cellular-transmission technology. Provides a fully integrated system for hands-free operation. Includes lock, auxiliary alert, mute, redial, and number-storage capability.
- Twin Comfort Lounge seats with dual power reclining seatbacks.
- Automatic dimming day/night mirror.
- Leather seating surfaces. Available at no extra cost on Givenchy. Leather with cloth is standard on the Valentino.
- Traction-Lok axle, 3.08:1 ratio (3.73:1 with Turbo Diesel). For improved traction in sandy, muddy, and snowy conditions.
- White sidewall puncture-sealant tires.
- Anti-Theft Alarm System.

- Color-keyed vinyl bodyside protection moldings.
- Bright brushed upper bodyside molding (not available on Designer cars).
- Dual Shade and Glamour exterior finishes

Standard exterior colors

Midnight Black
Arctic White
Cream
Platinum Clearcoat Metallic
Dark Charcoal Clearcoat Metallic
Navy Clearcoat Metallic
Silver Blue Clearcoat Metallic
Evergreen Clearcoat Metallic
Champagne Clearcoat Metallic
Maroon Clearcoat Metallic
Burnished Pewter Clearcoat Metallic
Rosewood Clearcoat Metallic

Glamour paint options

Vermilion Red Glamour Clearcoat Metallic
Flemish Blue Glamour Clearcoat Metallic
Antique Gold Glamour Clearcoat Metallic
Sage Green Glamour Clearcoat Metallic
Cabernet Wine Glamour

Dual Shade paint options

(upper/lower)
Midnight Black/Dark Charcoal Clearcoat Metallic
Platinum Clearcoat Metallic/Dark Charcoal Clearcoat Metallic
Silver Blue Clearcoat Metallic/Flemish Blue Glamour Clearcoat Metallic
Sage Green Glamour Clearcoat Metallic/Evergreen Clearcoat Metallic
Champagne Clearcoat Metallic/Antique Gold Glamour Clearcoat Metallic

Interior trim

Twin Comfort Lounge seats are standard with cloth trim, optional with leather surfaces.

Standard interior colors

Terra Cotta Red
Admiral Blue
Sand Beige
Flaxen Gold
Sage Green
Charcoal
Mulberry Brown
Oxford White/Dove Gray (leather only)

Givenchy Designer Series offers cloth seats in Mulberry Brown (leather option at no extra cost). Valentino Designer Series offers leather and "Vee" cloth seat trim in Sand Beige.

Valentino Designer Series standard features

Includes all Continental standard equipment, plus the following selected additions and/or differences:

- New four-wheel Anti-Lock Brake System (ABS)*
- Leather and "Vee" cloth seat trim in Sand Beige with Designer's sew style
- Leather-wrapped steering wheel
- Keyless entry system
- Power decklid pulldown
- AM/FM stereo cassette player with Premium Sound
- Dual illuminated visor vanity mirrors
- A Dual Shade combination all its own: Midnight Black over Burnished Pewter Clearcoat Metallic
- Unique four-color accent striping
- Unique decklid stripe
- Special Valentino logo on instrument panel and roof pillar, Valentino "V" on decklid, and gold Valentino script on rear-door fixed glass
- Coach lamps
- Wire-spoke aluminum wheels

Givenchy Designer Series standard features

- Includes all Continental standard equipment, plus the following selected additions and/or differences:
- New four-wheel Anti-Lock Brake System (ABS)*
 - Unique Dark Rosewood Clearcoat Metallic exterior
 - Cloth seats in Mulberry Brown with designer's sew style (leather seating surfaces also available at no extra cost)
 - Leather-wrapped steering wheel
 - Keyless entry system
 - Power decklid pulldown
 - AM/FM stereo cassette player with Premium Sound
 - Dual illuminated visor vanity mirrors
 - Unique tri-color decklid striping
 - Special Givenchy logo on instrument panel and roof pillar.

Givenchy "G" on decklid, and gold Givenchy script on rear-door fixed glass

- Coach lamps
- Wire-spoke aluminum wheels

Continental Turbo Diesel, Givenchy Turbo Diesel, Valentino Turbo Diesel selected standard features*

- 2.4-liter six-cylinder turbocharged diesel engine
- Four-speed ZF-designed Automatic Overdrive transmission with lock-up torque converter
- Dual exhaust
- External oil cooler
- Unique sound package
- Retuned suspension
- High-discharge battery
- 100-amp. alternator
- 3.73:1 axle ratio

*ABS is not available with Turbo Diesel engine. Standard on all V-8-equipped Continentals sold in California, Washington, Oregon, Alaska, and Hawaii.

Continental specifications

EXTERIOR	
Wheelbase	108.5"
Overall length	200.7"
Overall width	73.6"
Overall height	55.6"
Tread	
— front	58.4"
— rear	59.0"
INTERIOR	
Front compartment	
Head room	38.5"
Leg room	42.0" (a)
Shoulder room	57.6"
Hip room	52.5"
Rear compartment	
Head room	37.7"
Leg room	38.3"
Shoulder room	57.8"
Hip room	52.1"
Luggage capacity (cu. ft.)	14.7"
Fuel tank capacity (gals.)	22.1
Curb weight (lbs.)	3790

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

For 63 years, the Lincoln name has been identified with distinctive styling, smooth power, comfort, and, above all, a quiet and gracious ride.

This heritage has never been more evident than in the 1985 Lincoln Town Car. It is one of the few remaining traditional six-passenger luxury sedans.

The measurements — more than 18 feet long and six-and-a-half feet wide — translate into generous shoulder, head, and hip room.

In fact, short of specialty vehicles such as wagons and vans, the Lincoln Town Car is the most spacious passenger car in America.†

But while retaining their stately dimensions, subtle changes were made in the regal appearance of all the 1985 models.

As the Signature Series shown here illustrates, the front and rear bumpers have been closely integrated into the overall body style. The traditional Lincoln grille now has a bold, new vertical insert design.

The fender extensions are gently rounded, while the optional carriage roof lends a graceful, finished look.

All three Town Car models — the Cartier Designer Series, the Signature Series, and standard Town Car — share the same body-on-frame construction that provides the

traditional comfort and quietness expected of Lincoln luxury sedans.

A separate body compartment is mounted on a full steel frame. Between the frame and the cabin there are strategically placed, specially tuned body mounts which filter out road noise and vibration.

The three models also share a powerful, responsive 5.0-liter V-8 engine, equipped with Ford Motor Company's remarkable fourth-generation Electronic Engine Control (EEC-IV) system. The heart of the control is a computer chip no larger than a thumbnail,

but with the power to conserve fuel,* provide easier starting in cold weather, adjust the fuel mixture, and even diagnose a malfunction.

Mechanical sophistication is one example of the quality

built into every Town Car. Close inspection reveals others. That's because quality is not an abstract idea or idle boast at the factory where all Lincolns are assembled. It's a daily accomplishment.

The spacious interior, luxurious appointments, and incredibly comfortable and quiet ride help explain why Lincoln Town Car sales have increased an impressive 44 percent over the last two years.**

*See EPA fuel economy statement on page 56.

**Based on manufacturer-reported retail deliveries from Oct. 1, 1982 to June 20, 1984.

†Based on EPA interior volume index.

Lincoln Town Car: the heritage lives on in '85.

No other luxury car measures up to it
— in style, comfort, or space.



Lincoln Town Car Signature Series in Navy Obsidian Metallic with Chrome trim, collage roof in Dark Blue. Some features of this car optional. See dealer for more details.



Town Car's interior invites company.

It's a quiet place to talk, a comfortable place to relax.

The Lincoln Town Car is famous for the attention devoted to the comfort and convenience of the driver, but, as the photo at left shows, the back seat is every bit as inviting as the front.

Town Car's very size assures huge stretch-out room . . . in fact, more interior room than any other American luxury car.

This spaciousness, plus other Lincoln amenities, makes even long drives a pleasure for driver and passengers alike.

There are roof rail assist handles at each wide door to ease entry and exit, lamps for front- and rear-seat passengers to brighten their night, and retractable coat hooks for hang-up ease. There are full-length armrests for every door and folding center armrests for both front and rear seats.

The Signature Town Car rear passenger seat, shown here, is upholstered elegantly in Admiral Blue cloth with a special sew style that is exclusive to the Signature Series.

Complementing the luxurious upholstery is extraordinarily plush, living-room thick, 30-ounce carpet on the floor, while an 18-ounce version of the same carpeting covers the lower doors and lower center pillar to protect against scuff marks.

Once the big, wide doors are closed around you, the noisy outside world is left behind. In addition to body mounts — which effectively reduce road noise, vibration, and harshness — sound insulators also are used at the hood, roof, doors, and luggage compartment panels. Town Car's fully framed door windows, too, help silence wind noise.

It is an atmosphere that invites pleasant sounds, and Town Car provides them with a Premium Sound System that puts listeners "front row, center." It is included with the signal-seeking AM/FM receiver and cassette player with amplifier and six strategically placed speakers. (Standard on Signature and Cartier, optional on standard Town Car.)

Lincoln Town Car's spacious and gracious accommodations make either a trip to the theater or a long vacation drive as pleasant for passengers as it is for the driver.



1985 Cartier Designer Series Town Car: a lavishly trimmed delight to the senses.

An extraordinary collection of standard equipment makes it the ultimate example of Lincoln luxury.

The Cartier Designer Series plays a unique role in the Lincoln Town Car's lineup of luxury sedans.

Without ever having to consult a catalog or option list, a new owner is assured of a lavish list of the most desirable convenience and comfort features.

The Cartier model, shown at right, is highlighted with a rich but understated Dual Shade paint scheme of Arctic White over Platinum Clearcoat Metallic. It features wide lower bodyside moldings and discreet platinum and red tape stripes, exclusive to the Cartier Series.

Cartier's headlamp system combines good looks with the functionality of Lincoln's Headlamp Convenience System. The lights automatically dim for oncoming vehicles. They can be programmed to automatically turn on at dusk, off at dawn.

An adjustment allows the headlamps to remain lit for a specific length of time, even after a driver has left the car, to light his way to his door.

Every Cartier and Signature model shares a secret with its owner. Small calculator-type buttons located on the belt molding are coded so the door and trunk lid can be opened without a key — Lincoln's keyless entry system. Never again need keys be locked inside while the driver is locked outside.

Entry codes can be changed quickly by the owner.

The keyless entry system is just one of a number of pleasant surprises awaiting Cartier owners; a remote control in the glove box opens the trunk lid, heating elements clear both outside rear-view mirrors, and the trunk lid closes and locks itself when the lid is lowered to within an inch of the sill.

Turbine spoke aluminum wheels, shown here, are standard on the Cartier edition.

With its huge 22.4-cubic-foot trunk,* Town Car invites you to pack items that owners of smaller cars would have to leave behind. If heavy loads are moved frequently, you can order Town Car — any model — with a new load-leveling option (available later in the model year). A compressor, a microprocessor, and adjustable shock absorbers automatically level the Town Car, no matter how much luggage is in the trunk. This helps keep headlights aimed properly.

Pleasant as all these luxuries may be, many buyers suggest the real reason for choosing the Cartier Designer Series Town Car is for one overwhelming factor — the looks.

The Cartier Designer Series Town Car is a delight to the senses.

*Based on 1985 MVMA specifications.





Town Car '85 Designer Series by Cartier.

It has the look of fine jewelry, wrapped in leather and cloth.

Working with precious metals, Cartier designs some of the most sought-after jewelry in the world. This same uncommon attention to detail has been lavished on Town Car.

Cartier achieves a remarkable harmony between outer and inner space through the use of colors that enchant with their tasteful grace.

For upholstery, Cartier specifies Oxford White leather seat bolsters with Dove Gray inserts in either leather or cloth.

A rich 30-ounce carpet graces the floor, while cloth headlining helps absorb distracting sounds.

Harsh sunlight is muted through tinted glass, and for last minute touch-ups, lighted vanity mirrors are discreetly concealed behind each sun visor.

While the instrument panel (shown below) is aesthetically pleasing, Lincoln engineers also

have made it wonderfully functional. Information can be read at a glance from three pods in direct sight of the driver.

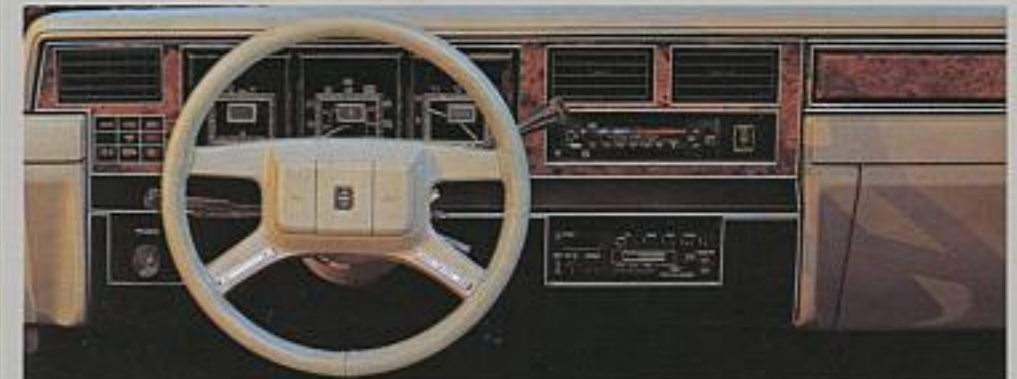
Chimes gently remind if the key is left in the lock, if the headlights are on when the ignition is off, or if the seat belts are unfastened.

Speed control, mounted on the leather-covered steering wheel, helps relieve right-foot tedium on long drives. The air conditioner automatically turns on a "hurry-up" blower if the temperature varies from a pre-set comfort range.

Naturally, major operating features show the same concern for detail. For example, the four-speed Automatic Overdrive transmission is of advanced design. The overdrive fourth gear is automatically engaged at about 45 miles per hour to provide improved fuel economy and less engine wear.

It's this combination of Cartier's exquisite designer taste and Lincoln's precision engineering and advanced technology that makes the Cartier Town Car such a personally rewarding choice.

Cartier Lincoln Town Car interior in Oxford White with Dove Gray cloth inserts. Cartier instrument panel. Some features shown are optional. See option list on page 53.





**Lincoln Town Car —
exquisite options are
part of its heritage.**

**Lincoln luxury can be enriched
for the owner's needs, desires.**

In the minds of most people, the word Lincoln conjures a vision of an elegant, well-proportioned, richly appointed automobile. The reality of Town Car lends credence to the vision.

The standard Town Car lets prospective owners add their personal preferences to how their car will look and perform.

The choices begin with a wide selection of exterior colors, including the Rosewood Clearcoat Metallic pictured at left. Town Car offers a choice of 17 solid colors or five striking Dual Shade combinations, plus the choice of a standard full vinyl roof, a subtle half-vinyl coach roof, or the carriage roof. The luxury of choice extends into the interior, where Town Car offers a palette of eight complementary colors for its specially sewn upholstery.

A pleasing collection of luxury options (a complete list is found on the following page) includes dual power remote-control mirrors (shown at right) with an illuminated driver's-side thermometer.

And if an owner puts a premium on information, he or she can choose an electronic instrument panel and a trip computer

that virtually put a "co-pilot" in the dashboard.

Or, for communication needs, a Mobile Phone which uses cellular-transmission technology is a new Town Car option (available later in the model year).

A trailer tow package allows Town Car to pull up to 5,000 pounds. With this option, the springs, cooling system, shock absorbers, and brakes are strengthened. Extra cooling ability for the oil and steering systems is added, along with a dual exhaust.

Fun, functional, and eye-pleasing options only add to an already luxuriously complete car.

Town Car is endowed with heritage which sets it apart from other luxury automobiles.



LINCOLN

Lincoln Town Car in Medium Rosewood Metallic. Some features shown are optional. See option list on page 52.

Exercise your options with the well-equipped Lincoln Town Car.

And yield the dividends of high style and taste.

As generously equipped as all Lincoln Town Car models are, they can still be custom-built to the owner's needs and wishes through a choice selection of optional equipment. These options can enhance appearance, luxury, and functionality. Following is a list of selected Town Car standard and optional features.

Keyless entry system. An owner's personal five-digit code, entered on five buttons located below the driver's window, opens the doors and trunk lid without the use of a key. This convenient feature is standard on Cartier and Signature models — optional on standard Town Car. Included with the keyless entry system is the illuminated entry system, which activates the interior lights and an illuminated ring around the door lock when either front door handle is pulled.



Wheel trims. Owners can personalize their Lincoln Town Car with a choice of five different wheel treatments. Standard and optional covers are shown.

Full wheel covers standard on Town Car.



Wire-style wheel covers standard on Signature Series, optional on other models.



Turbine spoke aluminum wheels standard on Cartier, optional on other models.



Lacy-spoke aluminum wheels optional on all models.



Wire-spoke aluminum wheels optional on all models.



Town Car 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
- Power steering
- Power front disc/rear drum brakes
- Nitrogen gas-pressurized shock absorbers
- Engine temperature gauge and low oil level warning light
- Remote-control decklid release
- Dual manual remote-control mirrors
- White sidewall steel-belted tires (P215/70R15)
- Corrosion protection using pre-coated steel panels, special sealers, primers, and waxes for selected body parts
- Speed control
- Maintenance-free battery
- Tilt steering column
- Power windows, including power vents
- Automatic Climate Control
- Power door locks
- Interval wipers
- All-electronic AM/FM stereo search radio with four speakers
- Tinted glass
- Mini-spare tire
- Cornering lamps
- Automatic parking brake release
- Single key for entry and ignition
- 18-gallon fuel tank

Town Car selected standard interior features

- 50/50 Twin Comfort Lounge seats with six-way power driver's seat and driver and passenger manual recliners
- Rich cloth seat upholstery
- Front- and rear-seat fold-down center armrests
- Dual beam map/dome light
- Courtesy lights and integral reflectors on front doors
- Roof rail assist handles at each door
- Four-spoke, color-keyed luxury steering wheel with center horn blow
- Instrument panel with three-pod instrument cluster and trip odometer
- Carpeting on floor, center pillar, and lower doors
- Luggage compartment carpeting, including decklid and spare-tire cover
- 12-inch day/night inside rear-view mirror
- New woodtone appliques on instrument panel and doors
- Visor vanity mirror on passenger side

Town Car selected standard exterior features

- Quad-rectangular halogen headlamps
- Full vinyl roof
- Coach lamps
- Premium bodyside moldings
- Bright rocker panel moldings
- New park and turn lamps

Signature Series standard features

- (Includes all of the Town Car standard features, plus the following selected additions and/or differences.)
- Unique seat trim
 - Luxury half-vinyl coach roof with frenched rear window
 - Wide, bright lower bodyside molding
 - Headlamp Convenience System
 - Keyless entry system, including illuminated entry system
 - Wire-styled wheel covers
 - Power decklid pulldown
 - Six-way power front passenger seat
 - AM/FM electronic cassette radio with Premium Sound System
 - Defroster Group

- 30-ounce floor carpeting
- Dual illuminated visor mirrors
- Conventional (full-size) spare tire
- Front and rear floor mats

Cartier Designer Series standard features

- (Includes all Signature standard features, plus these additions.)
- Arctic White over Platinum Clearcoat Metallic Dual Shade paint treatment.
 - Arctic White coach roof
 - Turbine spoke aluminum wheels
 - Leather and cloth, or all-leather seating surfaces
 - Leather-wrapped steering wheel
 - Unique floor mats

Selected optional features

- Comfort/Convenience Package To standard Town Car, this option adds:
 - Six-way power driver and front passenger seats
 - Headlamp Convenience System
 - Power decklid pulldown
 - Defroster Group
 - Dual illuminated vanity mirrors
 - Conventional (full-size) spare tire
 - Front and rear floor mats
- Traction-Lok axle, including conventional spare tire and wheel
- Trailer Tow Package (Class III) includes heavy duty springs, shocks, and brakes; a dual exhaust, plus extra cooling capacity for the oil and steering systems
- Anti-Theft System — activated when vehicle is entered without the key or keyless entry code. The car won't start, lights flash, and the horn sounds
- Puncture-sealant tires, designed to seal tread punctures up to 3/16-inch in diameter (P215/70R15)
- Headlamp Convenience System includes automatic headlamp dimmer and Auto Lamp on/off/delay system (standard on Signature and Cartier Series)
- Keyless entry system with illuminated entry system (standard on Signature and Cartier Series)

- Defroster Group includes electric rear window defroster and heated remote-control outside rear-view mirrors — mandatory in New York State (standard on Signature and Cartier Series)

Selected optional exterior features

- Glamour paint (not available on Cartier)
- Dual Shade paint includes unique upper body striping (not available on Cartier)
- Power decklid pulldown engages to automatically close the decklid when it's lowered manually to within one inch of the closed position (standard on Signature and Cartier Series)
- Carriage roof (not available on Cartier)
- Coach roof (standard on Signature and Cartier)
- Power glass moonroof includes integral sun shade/privacy panel (requires illuminated visor vanity mirrors)
- Power remote-control outside rear-view mirrors include electrically operated left- and right-hand mirrors with an illuminated Fahrenheit and Celsius thermometer in left-hand mirror

Selected optional interior features

- 50/50 Twin Comfort Lounge seats, each with six-way power controls (standard on Signature and Cartier)
- Leather seating surfaces (standard on Cartier)
- Leather-wrapped steering wheel (standard on Cartier)
- Dual illuminated visor vanity mirrors (standard on Signature and Cartier)
- Mobile Phone, uses cellular-transmission technology and includes lock, auxiliary alert, mute, redial, and number-storage capability (available later in the model year).

Town Car standard exterior colors (available on standard and Signature Series)

- Midnight Black
- Arctic White
- Cream
- Platinum Clearcoat Metallic
- Dark Charcoal Clearcoat Metallic
- Evergreen Clearcoat Metallic
- Maroon Clearcoat Metallic
- Navy Clearcoat Metallic
- Champagne Clearcoat Metallic
- Burnished Pewter Clearcoat Metallic
- Mahogany Clearcoat Metallic
- Rosewood Clearcoat Metallic
- Silver Blue Clearcoat Metallic

Cartier Designer Series

- Arctic White over Platinum Clearcoat Metallic
- Vermillion Red Glamour Clearcoat Metallic
- Flemish Blue Glamour Clearcoat Metallic
- Antique Gold Glamour Clearcoat Metallic
- Cabernet Wine Glamour

Dual Shade paint options

- Dark Charcoal Clearcoat Metallic /Midnight Black
- Platinum Clearcoat Metallic /Dark Charcoal Clearcoat Metallic
- Champagne Clearcoat Metallic /Antique Gold Glamour Clearcoat Metallic
- Burnished Pewter Clearcoat Metallic/Mahogany Clearcoat Metallic
- Silver Blue Clearcoat Metallic /Flemish Blue Glamour Clearcoat Metallic

Vinyl roof colors

- Standard full vinyl roof and vinyl coach roof available in the following colors:
- Dark Rosewood
 - Maroon
 - Navy
 - Silver Blue
 - Burnished Pewter
 - Champagne
 - Cabernet Wine
 - Midnight Black
 - Arctic White
 - Light Charcoal
 - Dark Charcoal
 - Evergreen
 - Cream

The Cambria cloth carriage roof is available in:

- Midnight Black
- Tan
- Dark Blue
- Dark Brown

The Bayville vinyl carriage roof is available in:

- Arctic White
 - Cream
- (Full vinyl roof is standard on Town Car, not available on Signature and Cartier. Coach roof is standard on Signature and Cartier. Carriage roofs are optional; not available on Cartier.)

Interior trim

Twin Comfort Lounge seats come with cloth or optional leather seating surfaces in:

- Oxford White/Dove Gray
- Terra Cotta Red
- Admiral Blue
- Charcoal
- Flaxen Gold
- Sand Beige
- Carob Brown
- Mulberry Brown

Lincoln Town Car specifications

EXTERIOR	
Wheelbase	117.3"
Overall length	219.0"
Overall width	78.1"
Overall height	55.9"
Tread	
— front	62.2"
— rear	62.0"
INTERIOR†	
Front compartment	
Head room††	39.0"
Leg room	43.5"
Shoulder room	60.7"
Hip room	56.5"
Rear compartment	
Head room	38.2"
Leg room	42.1"
Shoulder room	60.7"
Hip room	57.8"
Luggage capacity (cu. ft.)	22.4
Fuel capacity (gals.)	18.0
Curb weight (lbs.)	4027

†Interior dimensions with six-way power seat in rearmost position.
††Front head room two inches 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.

The quest for quality never ceases at Lincoln.

New techniques, technologies help quality-dedicated employees.

Each year the goal at Lincoln is to produce cars of even higher quality than the previous year. To accomplish this formidable task, the men and women who design, engineer, and assemble fine Lincoln automobiles never cease in the search for new technologies and new techniques that might help assure yet higher quality.

Innovation in inspection

One way in which this quest for quality continues is through an innovative new \$2 million machine developed for use at the Wixom, Michigan plant where all Lincoln cars are assembled. Called the Flexible Inspection System (FIS), this machine is a giant computer-coordinated measuring device. It was designed to help ensure uniform consistency of body panels and

their fit during the assembly of Continental Mark VIs, Continentals, and Lincoln Town Cars.

With FIS, the people who assemble the car bodies can have consistent, accurate readouts of the fit of many of the components that make up a bare body shell.

Previously, measurements of door openings, the windshield area, and body panels were taken laboriously by hand.

It took an expert up to five hours just to measure one body.

The numbers are critical to the assembly process because they reveal if a tool or fixture is properly aligned, and, more importantly, if bodies are meeting design standards.

FIS now can provide these critical measurements in a volume never before possible. FIS can measure as many as five different car bodies in an hour. In a typical two-shift day at Wixom, the inspection machine can report measurements on up to 80 car bodies.

Jewel-like precision

FIS is equipped with two delicate electronic sensors that touch the car in as many as 150 different



locations. At the tip of each electronic sensor is a ruby, approximately three millimeters in diameter, which takes the measurements from these different locations.

The main computer on the FIS then compares these measurements, indicated in one one-hundredth of a millimeter, with design objectives. It then records these measurements on statistical charts which plant personnel can use to help maintain consistent quality.

The printout from the FIS identifies each car body that has been measured by its serial number and identifies the specific tools used in its fabrication. This allows quality control engineers to pinpoint variations from design objectives and identify the causes.

For Lincoln owners, this means high quality control, close body fits, and a fine finish on their Continental Mark VII, Continental, or Lincoln Town Car.

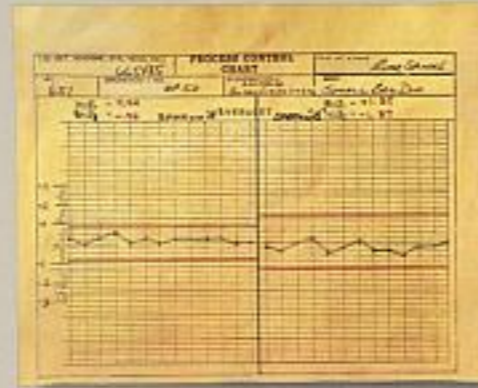
Adding up the numbers

This close tracking of numbers and variations is just one part of a larger program called Statistical Process Control. This program allows for a much closer monitoring of the assembly process of Lincoln cars.

At a number of work stations throughout Wixom, the charts are posted prominently. Two horizontal lines mark the upper and lower limits of acceptability.

Using a mathematical sampling of work performed, quality-control workers write measurements of work between the two limits.

Over a period of time, a line representing the measurements snakes its way between the limit barriers. If a faulty part or fit appears, the line quickly heads toward unacceptable limits. Should



that occur, appropriate action is taken to make sure defects aren't built into a car. Sometimes this even means shutting down an assembly line to correct the problem.

It's just another way in which creative solutions and concern for small details are helping Lincoln and Wixom build quality luxury cars.

Education never ends

To learn the state-of-the-art techniques used throughout Wixom, employees, and management are sent back to school. Instructors give 40-hour classes in statistical analysis, for instance.

Instructors are assigned to specific departments in the plant to continue to educate employees not only on the how, but also on the why of their job.

Instructors from local colleges periodically are brought in to conduct classes in electricity, electronic theory, and problem-solving for people who work on various Lincoln systems.

Suppliers hold seminars on the

chemistry and use of their products, including paints and sealing compounds. Machinery manufacturers give demonstrations and teach the use and maintenance of machines.

Tours are made to other assembly plants so workers can observe different methods and techniques.

The new training program has helped develop an esprit de corps among the men and women who build Lincoln cars.

The critical human element — the minds, attitude, and morale of the men and women who build Lincolns — is an essential part of building quality into every Lincoln.

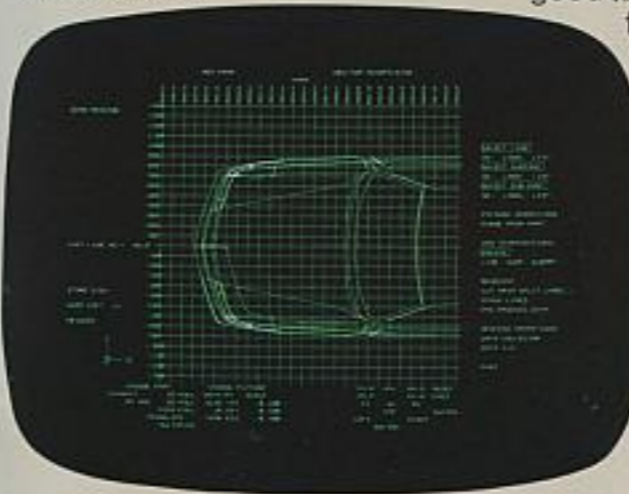
The contribution of computers

Another essential part of building quality into every Lincoln is through the use of computers in design.

Thanks to one of the most advanced and sophisticated computer networks of any carmaker in the world, engineers are able to speed up and improve new designs.

Advanced design techniques such as Computer-Aided Design — CAD — and Finite-Element Modeling — FEM — are used extensively in the design of Lincolns.

By using these two design methods, Lincoln engineers are able to explore more potential designs and improve the final quality of the cars.



CAD techniques allow the engineers to work on design elements, evaluate the new concept on three-dimensional screens, and accept a concept or reject it and proceed on to the next concept.

The time saved is invested in exploring alternative design ideas, thus always working toward the best possible design.

FEM enables the engineers to analyze how stress and external forces would act on any given design element. This, in turn, helps them determine where the car needs structural reinforcement or whether an equivalent strength lightweight material could be substituted to help keep the vehicle's overall weight to a minimum.

Dynamic components used on certain Lincolns, such as the new Anti-Lock Brake System, load leveling, and air suspension, plus overall improvements, were assisted greatly in their design phases by these computer tools.

Safety at every step

All Lincolns are designed to meet or exceed all federal safety standards.

As part of the testing, roofs and doors are crushed, bodies are vibrated, and bumpers are subjected to both fixed-barrier and pendulum tests.

To help the driver avoid dangers, each Lincoln provides good handling, quick response, and good visibility — all important factors in the realm of operating safety.

Every Lincoln is equipped with seat belts which are proven to help reduce injury and to help prevent fatalities in the event of an accident.

Occupant protection, however, is not limited to adults. Recent studies have shown that the 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 Tot-Guard Safety Seat and Infant Carrier meet or exceed all applicable federal safety standards.



Both are easy to install and use the seat belts already equipped in Lincoln cars.

Lincoln strongly recommends the regular use of both child restraints and seat belts, whether driving around the block or across the country.

Upon delivery of a Lincoln luxury car, the owner will begin to discover many 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.

Of course, there are some problems the dealer may not be able to resolve. To assist the customer in resolving these difficulties, the dealer can contact one of 29 Luxury Car Owner Relations Managers, one for each Ford Parts and Service Division District Office. There is also a national Lincoln Commitment coordinator to ensure priority handling of any and all Lincoln-related inquiries at the request of the district managers.

Additionally, a toll-free hotline to the Lincoln Commitment Program coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan, is in operation



The Lincoln Commitment

When buying or leasing a new Continental Mark VII, 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.

during regular business hours — 9:00 a.m. to 5:00 p.m. EST, Monday through Friday, except holidays.

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



Extended Service Plan — Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln-Mercury cars for longer than the 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 repairing dealer will fix it 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 repairing dealer.

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

Ford-paid repair programs after the warranty period — Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. 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 at: 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 repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury Dealer 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.

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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 can free up your capital and may reduce your monthly cash outlay. If the car is used in business, tax records may be simplified.

Your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can help you with a lease program that is right for you.

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.

Refer to the Lincoln owner's manual for specific service requirements and added operations related to diesel engines and severe applications.

*1985 EPA estimates were not available at the time this catalog was published. Mark VII and Mark VII Turbo Diesel, Continental and Continental Turbo Diesel, and Lincoln Town Car, however, should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.

Town Car limousines — a commanding presence.

The prestige, ride, and appointments make it a splendid choice.

Few automobiles on the road today have as commanding a presence as a Lincoln Town Car limousine.

Town Car's prestige, ride, and luxurious appointments make it a splendid choice for a limousine.

This explains why numerous independent American coach-builders offer special limousine versions of the Town Car. These limou-

sines, many of them handcrafted, vary according to the preference of the builder. Many can be custom-built to the buyer's order.

But though they all differ somewhat, these limousines share one common advantage; they are based on the Lincoln Town Car, a quality American luxury car.

These limousines 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.



CONTINENTAL MARK VII
CONTINENTAL
LINCOLN TOWN CAR

LINCOLN-MERCURY DIVISION

