

1996 LINCOLN CONTINENTAL



AN AUTOMOBILE THAT

# *Responds*

TO YOUR NEEDS

*You expect the finest, and Continental responds with an*

*extraordinarily high degree of craftsmanship and exquisite*

*selection of materials. You value comfort, and Continental*

*answers with an abundance of amenities to satiate your*

*demands. Above all, however, you require a car with*

*superb ride and responsive handling characteristics.*

*Continental accommodates you with the 4.6L 32-valve*

*260-hp DOHC V-8, part of the InTech™ System, and the*

*Road Calibrated Suspension System. By all accounts,*

*this is the most technologically advanced and, perhaps,*

*captivating vehicle in Lincoln history.*



Continental shown in Ivory Pearlescent Clearcoat.



Continental shown in Black Clearcoat.





Interior shown in Light Graphite with leather seating surfaces.



PREMIUM UNLEADED FUEL ONLY

TRIP A  
302.5  
MILES  
000302.5

C/M  
SYSTEM ✓  
MENU SELECT  
RIDE • STEER  
TRIP DISPLAY  
RESET DTE • ECON

12:10

SRS

RES  
SET  
ACCEL  
COAST

SRS

VOL PUSH ON  
AM  
10 11  
FM1  
FM2  
SEEK  
SCAN  
AUTOSET  
EJECT  
SIDE 1-2  
COMP  
SHUFFLE  
TAPES  
DISCS  
CD

OUTSIDE TEMP  
75° AUTO  
OFF  
AUTOMATIC  
MAX A/C  
VENT  
PNL • FLR  
FLOOR  
FLR • DEF  
DEF W  
HI  
LO

OFF BOTH

Interior shown in Light Graphite with leather seating sur

YOU DESERVE TO BE  
*Pampered*  
 THAT'S WHY

► **VERSATILE KEY FOB.** It unlocks doors and trunk and turns on interior lights and also activates Continental's Memory Profile System. The panic button flashes headlamps and sounds the horn intermittently.

▼ **SIX-WAY POWER SEATS.** They're in for both driver and front-seat passenger feature four-way lumbar control. The seat is remotely controlled by the Memory Profile System, so it's in your preferred position before you even enter the car.

► **RADIO CONTROL SETTINGS.** Thanks to the Memory Profile System, they automatically become the stations you like to listen to. As with all functions, the system remembers the preferences of two drivers.



◀ **INSTRUMENT PANEL LIGHTING.** The precise degree of brightness you chosen is automatically adjusted by Memory Profile System.

► **AUTOLAMP DELAY.** It's another driver preference remembered by the Memory Profile System. You select any interval from 10 seconds to three minutes.



◀ **MESSAGE CENTER.** It personalizes messages for you as part of the Memory Profile System. For example, it displays chosen interval for time-delay headlamps, the ride/steer modes you've selected.

► **EXPRESS-DOWN WINDOW.** For your convenience it moves fully down with a single tap of the driver-side window switch. As with all door-mounted switches, it's lighted.



◀ **REMOTE OUTSIDE HEATED MIRRORS.** They move to your favored position when you activate the Memory Profile System. They automatically tilt down when the transaxle is placed in reverse for a better view of rear clearance or curb when backing up.



# FINE TUNING THE PERFECT *R i d e*

*Not all roads were created equal. Nor all drivers. This led our engineers to the conclusion that you should have the option of choosing the way your Continental manages the road. Continental features a unique system which allows you to select from three levels of steering effort and suspension firmness. No matter what setting is chosen, Continental's Road Calibrated Suspension automatically adjusts to the road, giving you the smooth, confident ride that has become a Lincoln trademark. Now you can fine tune the perfect ride. Effortlessly.*



- 1** Low steering effort / plush suspension:  
Traditional driver luxury.
- 2** Low steering effort / normal suspension:  
Traditional luxury steering ease with contemporary ride.
- 3** Normal steering effort / plush suspension:  
Ideal steering with a ride that smooths out rough pavement.
- 4** Normal steering effort / normal suspension:  
The optimum combination.  
Best balance of chassis systems.
- 5** Normal steering effort / firm suspension:  
Contemporary ride with responsive steering feel.
- 6** High steering effort / firm suspension:  
Responsive handling on winding roads.
- 7** High steering effort / normal suspension:  
Contemporary ride with precise steering.
- 8** High steering effort / plush suspension:  
Soft, luxury ride with responsive steering.







LINCOLN

CONTINENTAL



This sophisticated 32-valve DOHC InTech V-8 engine delivers an impressively responsive 260 horsepower. An aluminum engine block and heads and roller-finger cam followers help create a lightweight yet powerfully smooth powerplant. And it's been designed to run for 100,000 miles without a scheduled tune-up.\*

\*Under normal driving conditions with routine fluid/filter changes.

INTECH

InTech<sup>TM</sup>  
System  
FOR STARTERS  
THERE'S A 32-VALVE  
DOHC V-8

*Continental's engine works in tandem with an electronic four-speed automatic transaxle, speed-sensitive steering and a computer-managed air suspension to form the InTech System.*

*It's reassuring to know that intelligent monitors constantly check engine, transaxle and suspension functions. Should a malfunction occur in the electronic controls of the engine or transaxle, processors make instantaneous decisions to ensure your Continental remains drivable.*

A C A R  
THAT PUTS THE  
*Control*

SAFELY IN YOUR  
H A N D S  
A N D F E E T

*Continental's four-wheel disc Anti-lock Brake System*

*helps you maintain steering control during hard*

*braking, even on slick roads. Its available All-Speed*

*Traction Control system aids the car in obtaining*

*maximum wheel grip for smooth standing starts under*

*slippery conditions. This impressive system also*

*delivers increased control and stability at highway*

*speeds when road conditions are less than ideal.*





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



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



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



**Dual air bags.** Expect nothing less from the first luxury car manufacturer to offer dual air bags as standard equipment on all models. (Always wear your safety belt.)



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



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



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



**High door sill.** Does not interfere with a friction door.



**Safety belts.** Three-point safety belts are provided for all outboard seated passengers and center rear seat passengers. Front outboard belts feature height adjusters for improved shoulder belt fit and comfort.



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



**Child seat restraint tether anchor.** In the rear seat area it adds increased safety and peace of mind when transporting small children in child seats equipped with top tether straps.



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



**Personal Security Package.** This available system features Securities, Pressure Alert and Programmable Garage Door Opener. It can be upgraded to include Lincoln RESCU (requires cellular phone service).

# THE ADVANCED LEVEL OF Safety YOU EXPECT FROM LINCOLN

*Like all Lincolns, the Continental is*

*equipped with an abundance of safety fea-*

*tures which instill a feeling of confidence*

*and security. Included are a dual front air*

*bag Supplemental Restraint System and*

*anti-lock brakes, along with side door*

*beams and reinforced roof pillars. New for*

*this year is a Personal Security Package*

*consisting of Securities and many other*

*safety-related features. The Personal*

*Security Package can also be equipped with*

*Lincoln RESCU.*

H I D D E N

# *Pleasures*

WAITING TO BE

DISCOVERED



*You are about to enter an exciting era of discovery.*

*For ownership of a Continental is your passport to a*

*place filled with many surprises and delights.*

*Wherever you look, you'll happen upon a lovely*

*appointment, comfortable design element or innovative*

*feature which contributes to your overall*

*pleasure. It's a period of revelation that's seemingly*

*endless. Welcome to the captivating world of*

*Lincoln Continental.*



► **REAR SEAT AIR-CONDITIONING DUCTS.** Five-passenger models feature air-conditioning ducts which channel Automatic Temperature Control System air directly into the rear compartment for rear-passenger comfort. Now, everyone has the "best seat."

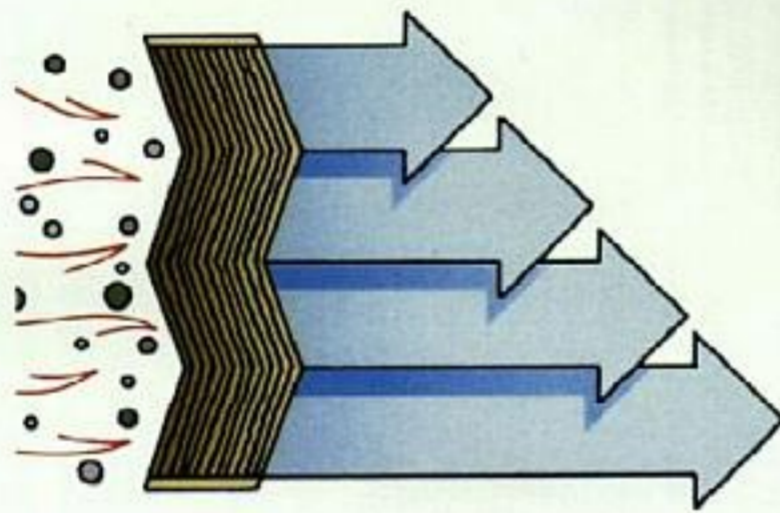


▲ **OVERHEAD STORAGE.** It allows you to access your garage door opener and keep it secured and out of the way. Also provides a convenient space for your sunglasses.

◀ **BACKLIT SWITCHES.** They're included for all windows, door locks and speed controls and are another example of Continental's emphasis on personal luxury.



► **PARTICULATE AIR FILTRATION SYSTEM.** It is a product of technology found in no other American luxury car and is designed to improve the air you breathe in the Continental. By utilizing layers of electrostatically charged microfibers, it filters out particles as small as three microns in diameter before they can reach the interior through Continental's Automatic Temperature Control System.



▲ **ANTI-THEFT SYSTEM.** It protects your Continental by sounding the horn and flashing headlamps and taillamps when an intrusion is detected.

► **CONTINENTAL'S DYNAMIC DOOR SEALING SYSTEM.** It's one of the industry's most advanced and provides triple seals around all door openings to help exclude outside sound and diminish wind noise. It also channels water away from passengers when doors are opened.



◀ **BATTERY SAVER.** Another feature you'll appreciate, it automatically shuts off interior lamps and headlamps if they are accidentally left on. Most similar systems turn off only exterior lamps.



◀ **CORNERING AND SIDE MARKER LAMPS.** They're attractively combined in one gem-like unit. Like the headlamps, they flow flawlessly into the Continental's smoothly sculpted front end for enhanced appearance and aerodynamics.

► **HIGH-LEVEL AUDIO AND ELECTRONIC AUTOMATIC TEMPERATURE CONTROL SYSTEMS.** Continental's audio system features "distributed audio" technology which delivers sound of exceptional clarity and realism. The Temperature Control System lets you set your preferred temperature and then relax. Also, Continental's large air-conditioning/heating/ventilation system employs a non-ozone-depleting, CFC-free refrigerant.





# THE LINCOLN *Commitment*<sup>SM</sup>

*It is more than the prestige of owning a superior luxury automobile. The Lincoln Commitment is a comprehensive owner benefits package designed to provide you with services to support your every driving need. Benefits include a service loaner if your automobile requires overnight warranty service. Also, 24-hour Roadside Service Assistance is provided for four years should you need towing, jump-starting, lock-out service or gas delivery. A call to our hotline will bring you help. Custom computerized maps and trip routing are available. Other benefits include Emergency Travel Expense Reimbursement, membership in Quest® International for travel-related discounts on meals and rooms, Destination Assistance, a Customer Assistance Center to answer your questions and a 4-year/50,000-mile limited warranty. See your dealer for details.*

# CONTINENTAL LEAVES YOU WITH VERY FEW *Options* AND THAT'S A GOOD THING

▶ **HEATED LEATHER SEATING.**

It's available for the seat cushion and seatback with five settings. Driver seat and passenger seats are, of course, individually controlled.



◀ **VOICE-ACTIVATED CELLULAR TELEPHONE.**

It lets you dial a number simply by saying aloud the previously stored name of the person or firm. It also includes a handset which lifts out of the center console (or the armrest on six-passenger models). Its memory holds 30 phone numbers and 20 which can be accessed via voice-activation.



◀ **CARGO STORAGE SYSTEM.** This trunk-mounted system gives you a helping hand

with luggage when you travel in your Continental.



◀ **PERSONAL SECURITY PACKAGE.** It

includes Securities, Pressure Alert and Programmable Garage Door Opener. It can be upgraded to include Lincoln RESCU, which promotes safety by utilizing satellite technology. (Late availability.)



◀ **JBL AUDIO SYSTEM WITH DIGITAL SIGNAL PROCESSING (DSP).** A state-

of-the-art, 145-watt, bi-amplified system that includes a powerful 85-watt subwoofer and six speakers. DSP allows you to change the sound of the music by simulating a jazz club, cathedral, stadium or concert hall environment. It also enhances radio talk sound durability.

◀ **PASSENGER COMPARTMENT SIX-DISC CD CHANGER.** Enjoy hours of musical pleasure

with the clarity of CD sound (available with the JBL Audio System). It holds six discs – and it's located in the passenger compartment.



▶ **POWER MOONROOF.** It opens at a touch of a

switch to provide a skylight view or tilts up for fresh air ventilation.



**ELECTROCHROMIC MIRRORS WITH**

**COMPASS.** A highly useful automatically dimming inside mirror is available in combination with the electrochromic driver-side rearview mirror.

Features shown are optional.

# 1996 LINCOLN CONTINENTAL SPECIFICATIONS

Vehicle type: Five-passenger,  
four-door sedan

## DIMENSIONS

Wheelbase (in.):	109.0
Track (in.):	front 63.0 rear 61.5
Length (in.):	206.3
Width (in.):	73.6
Height (in.):	56.0
Curb weight (lb.):	3,971
Fuel capacity (gal.):	17.8
Luggage space (cu. ft.):	18.1

## ACCOMMODATIONS

Headroom (in.):	front 39.0 rear 38.0
Legroom (in.):	front 41.9 rear 38.9
Hiproom (in.):	front 55.7 rear 56.5
Shoulder room (in.):	front 57.1 rear 56.6

## ENGINE

Layout:	front engine, front-wheel drive
Type:	DOHC 32-valve modular InTech™ V-8
Displacement (liters/cu. in.):	4.6/281
Bore & Stroke (mm/in.):	90.2 x 90.0/ 3.6 x 3.6
Compression ratio:	9.85:1
Horsepower @ rpm (SAE net):	260 @ 5750
Torque @ rpm (lbs.-ft. SAE net):	265 @ 4750
Fuel delivery:	sequential multi-port electronic fuel injection
Fuel requirement:	91 octane premium recommended

## DRIVETRAIN

Transmission type:	electronically controlled four-speed automatic overdrive
Gear ratios:	I-2.77:1 II-1.54:1 III-1.00:1 IV-0.69:1
Axle ratio:	3.56:1

## CHASSIS

Body:	unitized construction with separate front subframe
Suspension:	
front:	independent MacPherson struts with strut-mounted air springs, 19.0mm stabilizer bar, lower control arms, tension struts and lower control arms
rear:	SLA independent with air springs, 19.5mm stabilizer bar, tension struts, upper control arms, lower control arms, cast spindle with forged and integrated ball joints
Shock absorbers:	gas-pressurized hydraulic with inter-leaf rebound spring. Automatic fast-acting dual-dampening with 3 driver selections: firm, normal, plush
Leveling system:	microcomputer-controlled 4-wheel air springs with automatic leveling front-to-rear and side-to-side leveling
Steering type:	speed-sensitive, variable-assist power rack-and-pinion with 3 driver selections for steering effort: high, normal, plush
Overall ratio:	16.9:1
Turns, lock to lock:	2.2
Turning circle, curb to curb (ft.):	35.0
Brakes:	
front:	11.57-inch power-assisted disc, anti-lock
rear:	10.2-inch power-assisted disc, anti-lock
Wheels:	16 x 7-inch aluminum
Tires:	P225/60R16 97H steel-belted black sidewall radial

## STANDARD FEATURES

### THE INTECH™ SYSTEM

A technologically advanced system designed to deliver miles of worry-free driving.

- 4.6L, 260-horsepower, 32-valve, DOHC InTech™ V-8 engine
- 100,000-mile scheduled tune-up interval\*
- 4-speed automatic transmission
- Electronic powertrain control with "home-safe" mode
- Computer-managed air suspension
- Load-leveling suspension
- 4-wheel independent suspension
- 4-wheel-disc anti-lock brakes
- Speed-sensitive steering

\*Under normal driving conditions with routine fluid/filter changes.



## SAFETY

Driver and right-front passenger air bag Supplemental Restraint System (SRS)  
3-point safety belts for front outboard and rear passengers including rear center seat occupant  
Front center lap belt (6-passenger only)  
Front and rear crumple zones  
Heavy-gauge steel side door intrusion beams  
4-wheel power disc Anti-lock Brake System (ABS)  
Home-safe transaxle  
Brake/shift interlock  
4-way adjustable front seat head restraints  
Power remote heated mirrors with reverse tilt down feature  
Unique complex reflector headlamps  
Rear seat child-proof door locks  
Child seat safety tether anchor

## INTERIOR/CONVENIENCE FEATURES

5-passenger seating with center console  
Leather seating surfaces/leather-wrapped steering wheel  
6-way power driver and front passenger recliners with memory driver seat and 4-way power lumbar  
Easy entry/exit driver's seat  
CFC-free electronic automatic temperature control system with sunload sensor  
Memory Profile System: steering effort, ride control, radio stations, driver's seat position, mirror position, autolamp delay setting, panel lighting setting, easy entry/exit driver's seat, express-down driver's window, auto door lock, door lock chirp, tilt-down outside mirrors  
Virtual image instrument cluster with message center  
Autolamp lighting system  
Interior theatre dimming lighting  
Special Air Filtration System  
Solar tint glass  
High-Level audio system with AM stereo/FM stereo radio and cassette  
Rear seat heat ducts  
Rear seat air-conditioning ducts (5-passenger only)  
Power windows with "express-down" driver window  
Power door locks with "smart lock" feature  
Keyless entry  
Fingertip speed control (tap-up/tap-down feature)  
Tilt steering wheel  
Floor mats, front and rear  
Rear window defroster  
Unique Lincoln umbrella with walnut burlwood handle  
Umbrella storage behind passenger seat  
Walnut burlwood console appliqué  
Concealed antenna  
Delayed accessory power  
Overhead console with map lights, storage for sunglasses and garage door opener  
Battery saver feature  
Anti-theft alarm system

## EXTERIOR FEATURES

Flexible chromed grille/5-mph bumpers  
Body-colored bodyside protection molding  
Extensive corrosion protection  
Single key entry/ignition  
Cornering lamps  
16" painted aluminum directional wheels  
Dual exhaust with exposed bright tips

## AVAILABLE FEATURES

Heated seating surfaces with 5 temperature settings  
Electrochromic (auto-dimming) mirrors with compass  
Power moonroof  
Integrated voice-activated cellular phone  
All-speed electronic traction control  
6-passenger seating with mini-console  
JBL audio system with Digital Signal Processing (DSP)  
6-disc CD changer in passenger compartment  
16" chrome aluminum directional wheels  
Cargo storage system  
Personal Security Packages including:

- Lincoln RESCU
- Securitires
- Pressure Alert Tire Sensing System
- Remote Illuminated Home Entry

### PRODUCT CHANGES

*FOLLOWING PUBLICATION OF THIS BROCHURE, CERTAIN CHANGES IN STANDARD EQUIPMENT, OPTIONS, PRICES AND THE LIKE, OR PRODUCT DELAYS MAY HAVE OCCURRED WHICH WOULD NOT BE INCLUDED IN THESE PAGES. YOUR LINCOLN DEALER IS YOUR BEST SOURCE FOR UP-TO-DATE INFORMATION.*

*LINCOLN-MERCURY DIVISION RESERVES THE RIGHT TO CHANGE PRODUCT SPECIFICATIONS AT ANY TIME WITHOUT INCURRING OBLIGATIONS.*

*EPA statement: 1996 EPA mileage estimates were unavailable when this publication was printed. The 1996 Lincoln Continental, however, should post good mileage figures. Ask your Lincoln dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.*

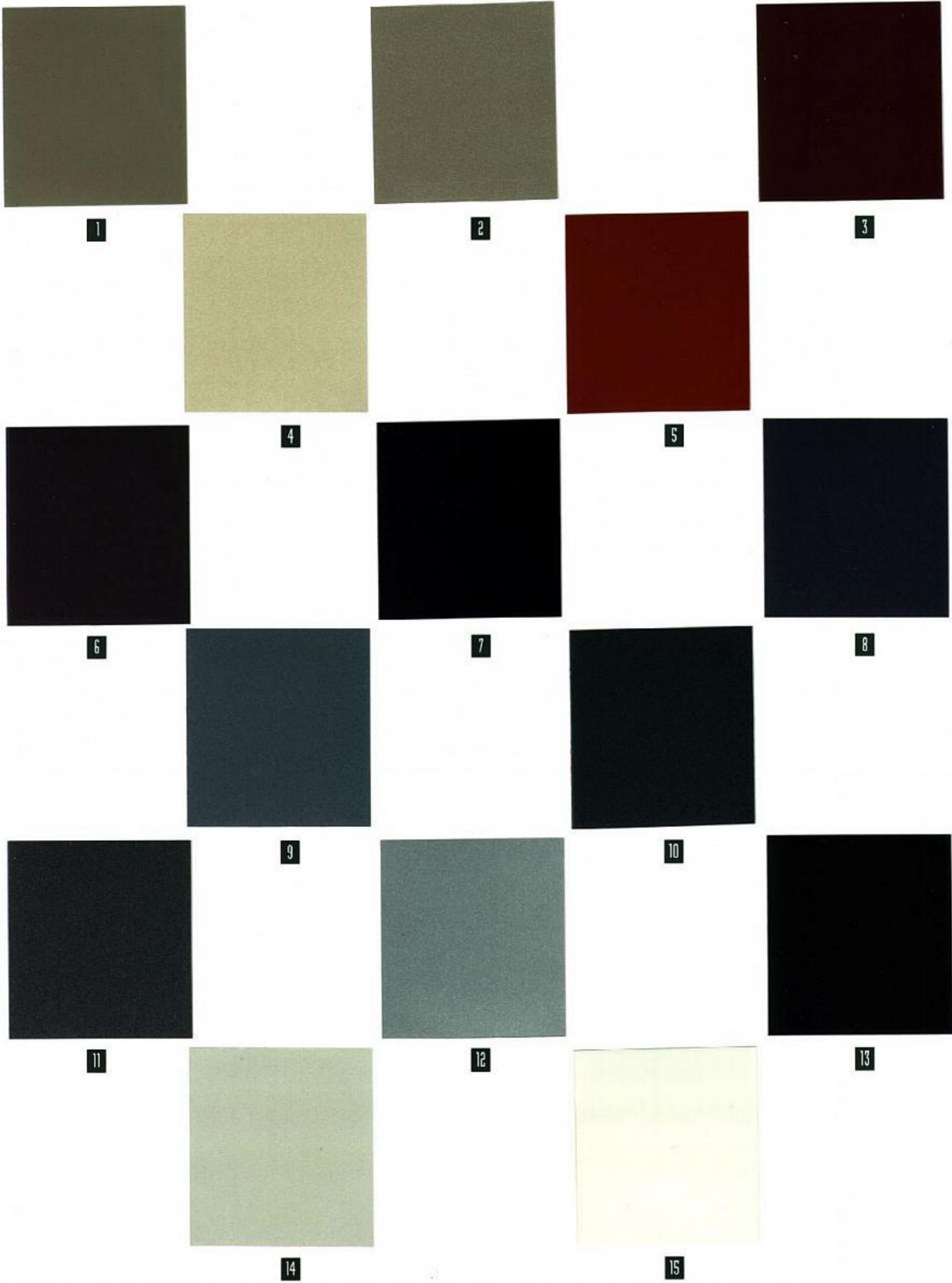
INFORMATION BASED ON AAMA SPECIFICATIONS.



(450M) 7-95 P-8210

 **LINCOLN**  
 **Mercury**

For more Lincoln information contact us at the Internet: [WWW.lincolnm Mercury.com](http://WWW.lincolnm Mercury.com)



**1996 CONTINENTAL  
EXTERIOR CO**

- 1** Cypress Gold  
Clearcoat Metalflake
- 2** Light Saddle  
Clearcoat Metalflake
- 3** Cordovan  
Clearcoat Metalflake
- 4** Ivory Pearlescent  
Clearcoat Metalflake  
(Extra-Cost Trim)
- 5** Bright Toreador  
Tinted Clearcoat
- 6** Desert Violet  
Clearcoat Metalflake
- 7** Dark Baltic Blue  
Clearcoat Metalflake
- 8** Medium Wedge  
Clearcoat Metalflake
- 9** Willow Green  
Clearcoat Metalflake
- 10** Medium Willow  
Clearcoat Metalflake
- 11** Charcoal Grey  
Clearcoat Metalflake
- 12** Silver Frost  
Clearcoat Metalflake
- 13** Black Clearcoat
- 14** Opal Opalescent  
Clearcoat Metalflake  
(Extra-Cost Trim)
- 15** Vibrant White  
Clearcoat

**INTERIOR CO**

- Cypress
- Light Graphite
- Ivory
- Portofino Blue
- Saddle
- Light Graphite with  
accents\*

\*75<sup>th</sup> Anniversary color  
75<sup>th</sup> Anniversary not  
available only in Canada  
or Silver Frost.

*The Lincoln Motor Car Company was  
established in 1921, aspiring to create  
preeminent vehicles. Since its inception,*



*Lincoln has upheld a well-earned  
reputation for crafting some of the  
world's most coveted automobiles.  
Today, that dedication to master  
craftsmanship and technological  
leadership remains as strong as ever.  
Lincoln. What a luxury car should be.*

*For 75 years.*