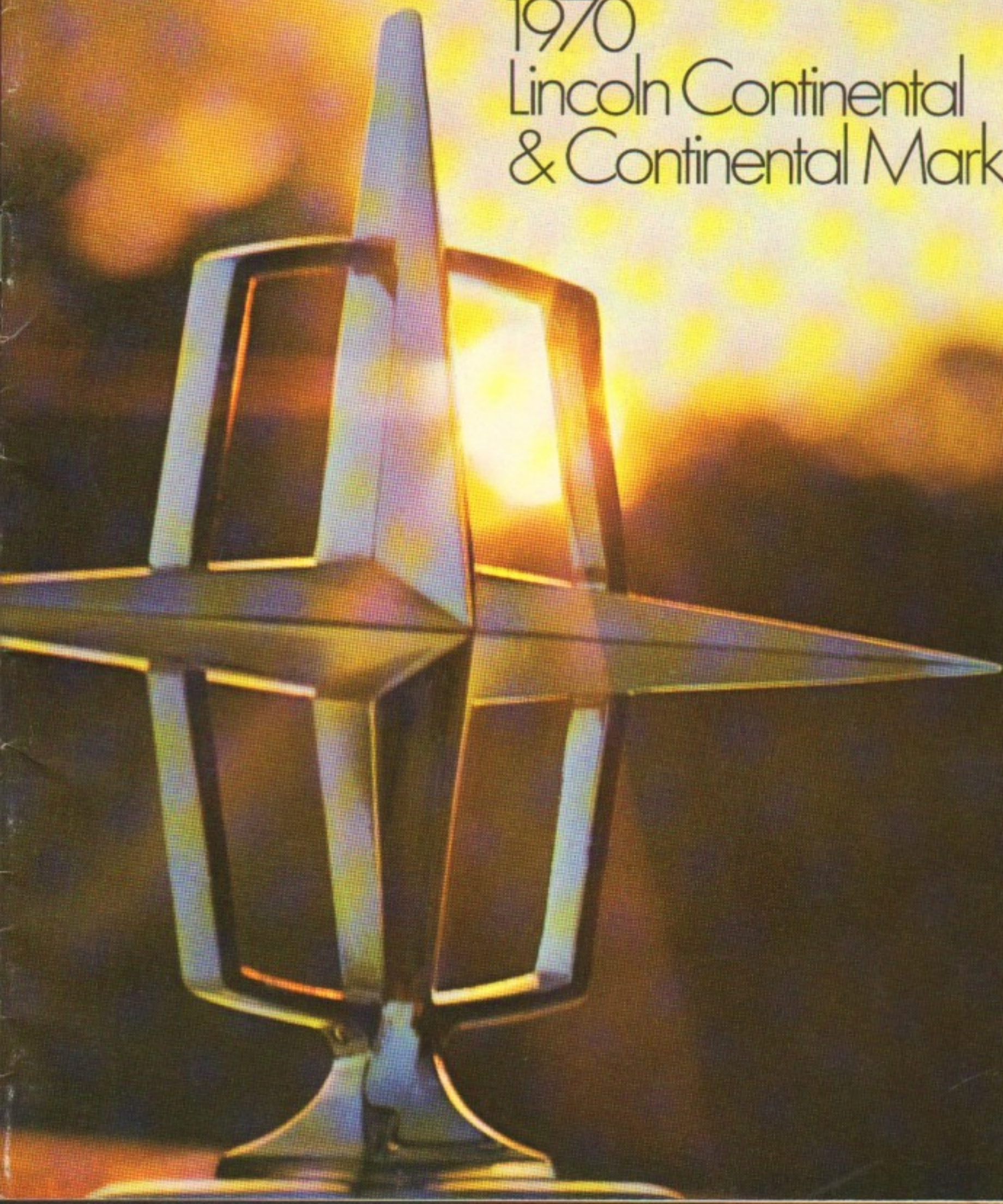


1970
Lincoln Continental
& Continental Mark III





Introducing the first altogether-new Lincoln Continental in nearly a decade. North America's most distinguished motorcar presents new dimensions in spaciousness, luxury and appointments. The interior room is more commodious, front and rear. The body is longer. The stance is the widest ever in a Continental.



The Lincoln Continental Sedan. In these generous new proportions, each elegant hallmark of Continental design—the sculptured hood, the graceful greenhouse, the sweeping rear deck—has become more dramatic. And more apart from other cars. The headlamps are now concealed. New cornering lamps light the way for turns at night.



This luxurious interior choice features brocade and vinyl in a gracious wide-pleat and tie-button style. Choose your brocade in light gold, medium brown, light aqua, medium gray and black. The carpeting is long shear 100% nylon. The door trim, luxurious puffed vinyl. Every significant front dimension has been increased—headroom, shoulder room, hiproom, and legroom. And a new semi-oval steering wheel (with rim blow holes) allows more space between wheel and driver.



All Continentals are equipped with power front disc brakes which provide safer, sure braking action under all driving conditions. In wet weather, water is removed centrifugally to minimize loss of braking power due to disc wetness.

A new optional Sure-Track Brake system prevents sustained rear wheel lock-up on ice, snow or wet pavements. This computerized system automatically pumps and releases the brakes for improved directional stability.



This new instrument cluster places the most-often-read data—fuel and temperature—closest to the driver's line of vision. There are warning lights for headlamp doors closed, low fuel and dual brake system malfunction and a seat belt reminder light. The glove compartment has been doubled in size to accommodate many more of your travel accessories.



The all-new tail assembly reflects this motorcar's total sculptured elegance. The rear deck leaves an outlet for Continental's new Flow-Thru Ventilation system. Vary quietly and easily, this system moves up to 480 cubic feet of fresh outside air through the passenger compartment every minute, even with all the side windows closed. You have full control of the air flow by means of switches within easy reach.



A new and opulent knitted trikot nylon covers the seats in this interior design choice. It comes in dark blue, dark red, dark green, dark brown and black. Every Continental has fold-down armrests, front and rear. For the front passenger, a reclining seat is available as an option. Individually adjustable front Twin Comfort Lounge Seats, with 6-way power control for the driver and a 2-way power control for the passenger, are also optional.



Padded armrest on driver's door organizes switches (left to right) for window and door locks, four power windows, power sun control and remote-control outside mirror. A lighted, concealed ashtray and an individual window control are designed into each of the three passenger armrests.



Continental's luggage compartment has a usable capacity of 18.1 cubic feet, fully carpeted. An optional remote-control duck-lid release includes a trunk-open warning light on the instrument panel. The tire cover is also optional.



The warm glow of rich leather seating surfaces and extra deep pile carpeting keynote Continental's Tuxedo Car interior option. There is a selection of 10 color schemes to choose from. The rear passenger compartment is even more spacious than previous Continentals. The seats are deeper front to back, and the rear seat back is four inches higher for matching sitting ease. Rear passenger legroom has also increased dramatically.



The Lincoln Continental Coupé. This 1970 version, like the sedan, is the quietest and most velvet riding of all Lincolns Continentals. Its engine is a massive 460 cubic inch deep-breathing V-8. Wider doors afford easier entrance and exit. For quicker access to the roomier rear compartment, an optional electric solenoid releases the seat backs when either door is opened.



The Continental Mark III. The most authoritatively styled, decisively individual motorcar of this generation. Everything about Mark III is distinctive. The graceful, low profile. The long hood. The short rear deck. And the many, many items that have been offered for the first time in an American motorcar. Notably, the new Sure-track Brake System, Michelin steel belted radial ply tires, and the Carrier chronometer.



Top-grain glove leather, tufted in huge diamonds for exquisite softness, highlights the Mark III vinyl-with-leather interior option. It's available in light gold, dark brown, medium brown, light aqua, dark blue, dark red, black, medium gray, dark green and white. The seating surfaces and the center armrests are upholstered with high-polished matched hides. The carpet is too-deep 100% cut-pile nylon. The elegant insert above each door armrest is genuine walnut.



Sure-Track Brake System

A new Sure-Track Brake System is standard equipment on Mark III. It is the most advanced automotive braking system in the world—the safer, straighter way to stop a car. This computer-controlled system improves braking stability by preventing sustained rear wheel lock-up on wet, snow or wet pavements. When the driver slams his brakes in a panic stop, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes until the car slows to 4 mph, or until the brakes are released by the driver.

Michelin Tires

For 1978, Michelin 225-15 steel belted, radial ply tires are standard equipment. Michelin guarantees these tires to give 40,000 miles of tread wear. (See details on page 56.) The unique steel cord and radial design of these imports puts an extra wide tread on the road for improved handling.



Cartier Clock

The Mark III timepiece, designed by the famous jeweler Cartier, is the first 5-point electronic chronometer in an American motorcar. Transistors actuate the gear movement by continuous pulsations to achieve twice the accuracy of ordinary car clocks. The Cartier chronometer is virtually silent because there is no wound spring to "click" every minute or so.



Mark III's all section is distinguished by its famous lift-cover rear-deck design, vertical tailramps, and a massive, unlatched bumper. Mark III offers a choice of 26 exterior colors, including four optional high-metallic-content acrylic paints that give the Mark III a star-dusty glow. Vinyl roofs are now available in black, white, dark blue, dark green or dark brown.

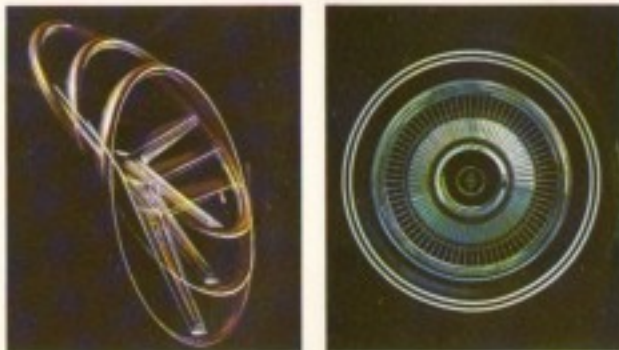
Lincoln Continental - Mark III luxury options
Here are just a few of the many comforts that you can select to make your Continental or Mark III even more splendid

AM/FM Stereo Radio. One of 3 sound systems chosen. Includes a 24 transistor radio, a stereo receiver, 4 speakers and a power antenna. For the FM band, an indicator light signals the inception of a stereo broadcast, and the system automatically switches to stereo receiver operation.

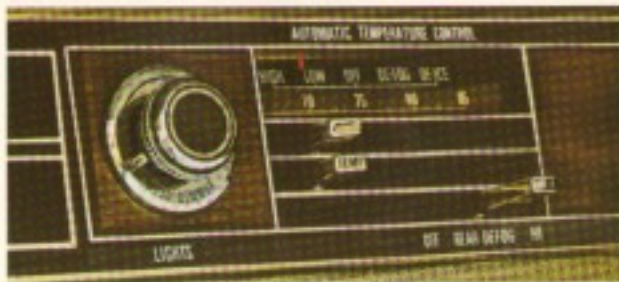


Tilt steering wheel. Adjusts to five positions through a 30-degree arc, so any driver can select his most comfortable wheel angle. The tilt column has the same energy-absorbing and locking features as a front column.

Lincoln Continental offers a choice of wheel covers. The optional deluxe disc shown here features a classic rib motif. The cover is die-cast, with a Continental star inset at the hub.



Automatic Temperature Control. This super-sophisticated air conditioning system holds to within a degree or two of a pre-selected temperature. It cools in summer and warms in winter, regardless of outside weather changes. The system also measures pollen and dust, dehumidifies, delays and de-ices.



Lincoln Continental Standard Equipment

- 460 cubic inch, 365-horsepower V-8 engine
- Power steering - Power side windows
- Power brakes—front disc and rear drum
- Select-Shift automatic transmission
- Two-way power seat
- Electric clock - Flex-Thru Ventilation System
- Choice of two interior upholstery designs
- Folding center armrest front and rear
- Adjustable hand restraints
- Remote-control left hand rear view mirror (control in armrest)
- Locking steering column - Windshield wipers
- Oval steering wheel with rim blow horn
- Automatic map-light delay device
- Consolidated dual windshield wipers
- Voice-mounted vanity mirror
- Automatic parking brake release
- Reversible key and keyless locking system
- 55-cup alternator

- 45-way battery - Carpeted luggage compartment
- Consolidated dual headlamps
- Rear fender skirts - Cornering lights
- Front seat, 3-point seat and shoulder belt restraint system

- Interior lights**
- Front door courtesy lights - Glove box light
- Luggage compartment light
- Map light - Ashtray lights - Rear seat reading lights
- Warning and reminder lights**
- Seat belt lights - Dual brake system light
- Low-fuel light - Headlamp doors closed light

Lincoln Continental Luxury Options

- Servo-Track computerized brake system
- Rear window defogger, electrically heated
- Four Glossour paints—Standard in Red Metallic, Bronze Metallic, Olive Metallic or Green Metallic
- Traction-Lok differential
- Automatic speed control - Tows air interior
- Power door locks with warning light, remote-control trunk release with warning light, and automatic seat back release in Coupe
- Signal-seeking AM radio/Stereo Logic tape system with two front and two rear speakers
- Rear window defogger - 6-way power bench seat
- Luxury wheel covers - Tilt steering wheel
- Air Conditioning - Automatic temperature control
- 6-way power bench seat with right side recliner

- Two Comfort Lounge Seats, power adjustable 6-ways on driver side and 3-ways on passenger side (Also available with right side recliner)
- Vinyl-with-leather interior (style shown on page 6)
- Vinyl roof in Black, White, Dark Blue, Dark Green or Dark Brown
- Door edge guards, license plate frames, front and rear floor mats, and spare tire cover
- Dual hand white sidewall 9.15 x 13 belted tires
- Automatic ride control to prevent rear-end sag under load conditions
- Automatic headlamp dimmer - Tinted glass
- Cross country ride package (includes higher rate springs and shock absorbers)

To further serve your needs, your Continental dealer has a detailed list of additional accessories with which you may personalize your Continental.

Specifications

Engine

- 90° OHV V-8, 460 cubic inch displacement
- Roy and stroke 4.36" and 3.85"
- Compression ratio: 10.3:1
- Advised horsepower, 365 at 4600 rpm
- Advised torque, 500 ft.-lb. at 2800 rpm
- Four-barrel carburetor, Premium fuel

Transmission

- Select-Shift automatic torque converter has 3-speed planetary gear set, 6-position selector dial

Suspension

- Cushion-link front suspension, with spring-loaded ball joints, deep-coil springs, compliance strut, link-type stabilizer bar, and jounce and rebound bumpers
- Rear suspension with transverse track bar, coil springs and jounce and rebound bumpers

Steering

- Japoco semi-oval steering wheel with integral hydraulic power assist

Brakes

- Dual hydraulic system. Front power disc brakes with boost and fixed power drum brakes in the rear. All self-adjusting.

Rear Axle

- Burjo-housing hypoid type with 2.80:1 gear ratio. A 3.08:1 ratio is available as an option.

Exterior Dimensions

Coupe

Wheelbase	127.0"
Overall length	225.0"
Overall width	79.6"
Overall height	54.5"
Track—front	64.3"
Track—rear	64.3"
Curb weight	4,800 lbs.
Tires	Belted BSW 9.15 x 15

Sedan

Wheelbase	127.0"
Overall length	225.0"
Overall width	79.6"
Overall height	55.7"
Track—front	64.3"
Track—rear	64.3"
Curb weight	4,810 lbs.
Tires	Belted BSW 9.15 x 15

Interior Dimensions

Coupe

Effective headroom	front 38.5" rear 37.6"
Effective legroom	front 41.9" rear 38.3"
Hiproom	front 62.5" rear 61.4"
Shoulder room	front 61.8" rear 60.8"
Usable trunk capacity	18.1 cu. ft.

Sedan

Effective headroom	front 39.0" rear 38.3"
Effective legroom	front 41.9" rear 41.9"
Hiproom	front 62.3" rear 62.3"
Shoulder room	front 61.8" rear 61.8"
Usable trunk capacity	18.1 cu. ft.

Exterior Color Choices

New optional Glossour colors

- Red Stardust Metallic - Bronze Stardust Metallic
- Olive Stardust Metallic - Green Stardust Metallic

Plus 22 Standard Choices

- Dark Brown Metallic - Medium Bronze Metallic
- Medium Brown Metallic - Pastel Yellow
- Medium Gold Metallic - Light Gold
- Light Ivy Yellow - Light Green
- Medium Ivy Green Metallic - Dark Green Metallic
- Medium Aqua Metallic - Dark Aqua Metallic
- Light Blue - Deep Blue Metallic
- Medium Blue Metallic - Dark Blue
- Dark Orchid Metallic - Light Gray Metallic
- Dark Gray Metallic - Dark Maroon - White - Black

Optional Vinyl Roof Colors

- Black - White
- Dark Blue - Dark Green - Dark Brown

Mark III Standard Equipment

365 Horsepower, 460 CID V-8 engine
Select-Shift automatic transmission
Sure-Track brake system with power front-disc brakes, rear drum brakes • Power steering
Michelin BSW 225-15 steel belted radial ply tires
Cartier electric chronometer • Power windows
Concealed dual headlamps • Dual exhausts
Twin Comfort Lounge Seats, individually power adjustable 2-ways on driver and passenger side
Center folding armrests, front and rear
Flow-Thru ventilation system
Rear lamp monitoring system to tell you if taillamps, braking lights and turn signals are working
Automatic seat-back release, electrically actuated when door is opened
Locking steering column
Semi-oval rim blow steering wheel
Map-light off delay device • Vinyl roof
Instrument panel warning lights for brakes, high-beam and low fuel
Header console warning lights for door ajar, headlamp door open, seat belts reminder and trunk open
Concealed electric windshield wipers
3-Point restraint system for driver and front seat passenger
Genuine walnut veneer on instrument panel, steering wheel spoke, door and rear quarter trim panels
Automatic parking brake release, vacuum-powered
Adjustable head restraints
Vanity mirror • Deep-cut pile carpeting
Fully carpeted luggage compartment and spare tire cover

Continental Mark III Luxury Options

White side wall Michelin 225-15 steel belted radial ply tires
Automatic temperature control • Air conditioning
Electric rear window defroster
Traction-Lok differential • Tilt steering wheel
AM radio with one front and two rear seat speakers and power antenna
AM/FM radio with four stereo speakers and power antenna
AM radio/Stereo Sonic tape system with four speakers
Twin Comfort Lounge Seats, power adjustable 6-ways for both driver and passenger side (Also available with right side recliner)
Power-operated sun roof • Rear window defogger
Remote-control trunk lid release with warning light
Cross-Country Ride package (includes higher rate springs and shock absorbers)
Vinyl-with-leather interior

Power door locks • Automatic speed control
Four Glamour paints—
Stardust in Red Metallic, Bronze Metallic, Olive Metallic or Green Metallic
Automatic headlamp dimmer • Tinted glass
High torque axle (3:00.1)
Appearance Protection Group including door edge guards, license plate frames and front and rear floor mats

Upholstery choices in nylon-vinyl

Black, medium gray, dark blue, dark green, light gold or dark red.

In optional vinyl-with-leather

Black, dark red, medium gray, dark blue, light aqua, white, medium brown, dark green, light gold or dark brown.

Exterior Choices

New optional Glamour colors

Red Stardust Metallic • Bronze Stardust Metallic
Olive Stardust Metallic • Green Stardust Metallic

Plus 22 Standard Choices

Dark Brown Metallic • Medium Bronze Metallic
Medium Brown Metallic • Pastel Yellow
Medium Gold Metallic • Light Gold
Light Ivy Yellow • Light Green
Medium Ivy Green Metallic • Dark Green Metallic
Medium Aqua Metallic • Dark Aqua Metallic
Light Blue • Deep Blue Metallic
Medium Blue Metallic • Dark Blue
Dark Orchid Metallic • Light Gray Metallic
Dark Gray Metallic • Dark Maroon • White • Black

Exterior Dimensions

Wheelbase.....117.2"
Overall length.....216.1"
Overall width.....79.4"
Overall height.....53.0"
Tread—front.....62.3"
Tread—rear.....62.3"
Curb weight.....4866 lbs.

Interior Dimensions

Effective headroom.....Front 37.1" ..Rear 36.5"
Effective legroom.....Front 42.1" ..Rear 34.7"
Hiproom.....Front 58.3" ..Rear 60.4"
Shoulder room.....Front 58.1" ..Rear 57.3"
Usable trunk capacity.....13.5 cu. ft.

Michelin Mileage Guarantee

Every Michelin Radial Tire is guaranteed to have an original tread life of 40,000 miles. If the original tread wears out before 40,000 miles, Michelin will, upon presentation of the guarantee card and in exchange for the worn out tire, either allow a credit against the purchase of a new tire or a cash refund, at Michelin's option.

The amount of any credit or refund allowed under any Michelin guarantee will be determined by multiplying the retail price of the tire in effect at the time of the claim, including Federal Tax, by the percentage of the guaranteed mileage not actually run on the tire (based on odometer reading).

No other mileage warranty or guarantee, express or implied, exists with regard to Michelin Radial Tires other than as set forth, and no representative has authority to make any representation, promise or agreement, except as stated herein.

You'll find these Ford Motor Company Lifeguard Design Safety Features on every model

Dual hydraulic brake system with warning light
Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rear view mirror/mirror mounting and windshield pillars
Energy absorbing steering column and steering wheel
Energy absorbing armrests and safety-designed door handles
Front and rear lap belts for all seating positions
Shoulder belts for front outboard occupants (except convertibles)
Turn indicators with lane-changing signal feature
Inside yield-away rear view mirror
Energy absorbing instrument panel with padding
Padded sun visors • Windshield washers
Two-speed or variable speed windshield wipers
High strength laminate safety glass windshield
Double-yoke safety door latches and safety hinges
4-way emergency flasher • Back-up lights
Side marker lights coupled with turn indicators
Energy absorbing front seat back tops with padding
Self-locking front seat backs on two-door vehicles
Safety-designed coat hooks (except convertibles)
Safety-designed radio control knobs and push buttons
Outside rear view mirror, driver's side
Safety rim wheels and load-rated tires
Corrosion-resistant brake lines
Uniform transmission shift quadrant
Parking lamps coupled with headlamps
Non-reversing odometer
Safety design front end structure
Head restraints or high back seats for front outboard occupants
Safety glove box latch

Your new Lincoln Continental or Continental Mark III comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6,000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

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