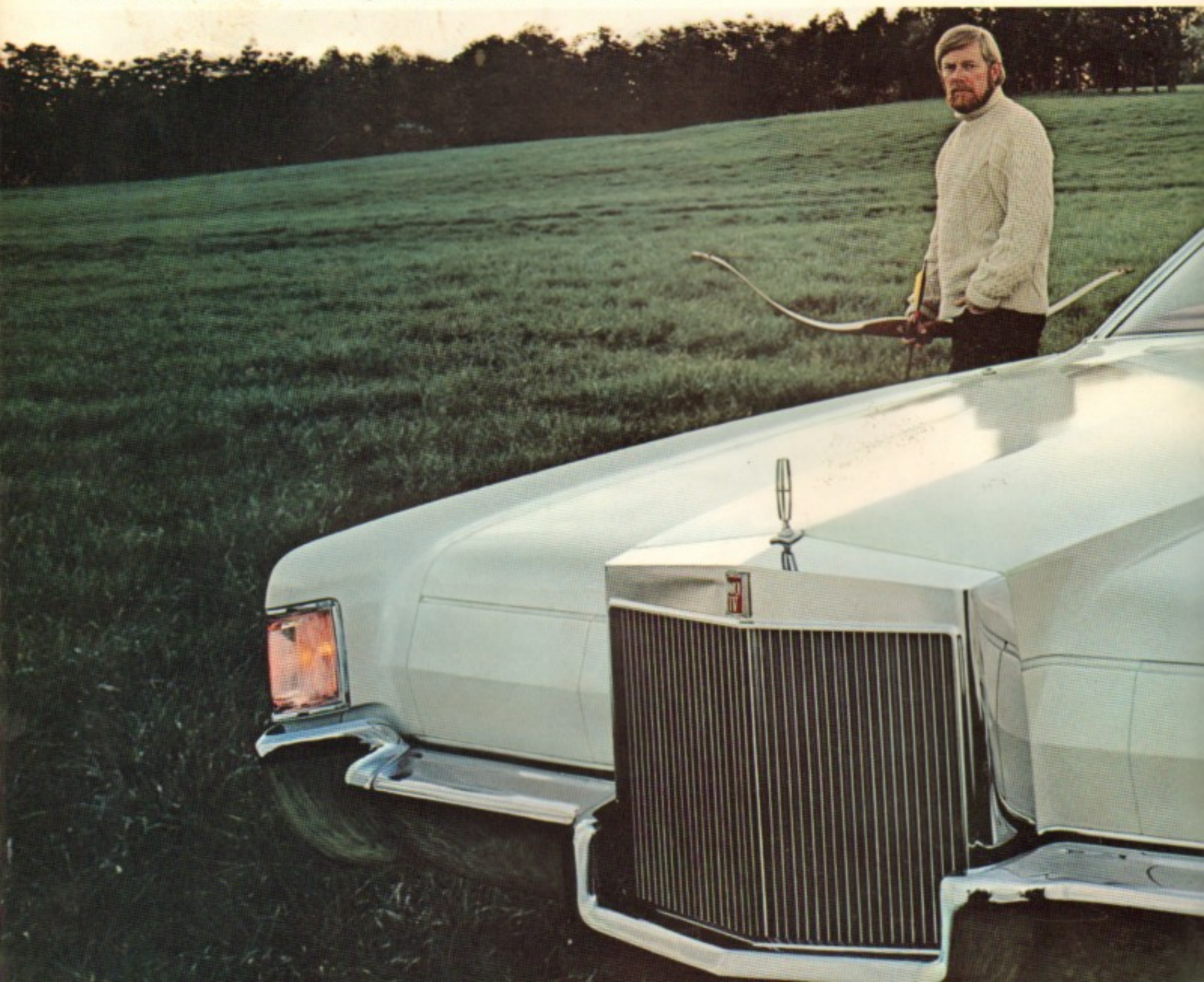




The Continental Mark IV

Continental Mark IV (Shown with optional interior with leather seating surfaces)



For 1972, Continental introduces a new Mark. It stands alone in a world where individuality has all but disappeared.

In many ways Continental Mark IV is a subtle refinement of a contemporary classic. But though the styling changes are evolutionary, they are also dramatic.

The grille is even bolder than on previous Marks. The hood is longer, lower. The graceful sweep of the roofline, sleeker. And inside, more leg and shoulder room for passengers in the rear compartment.

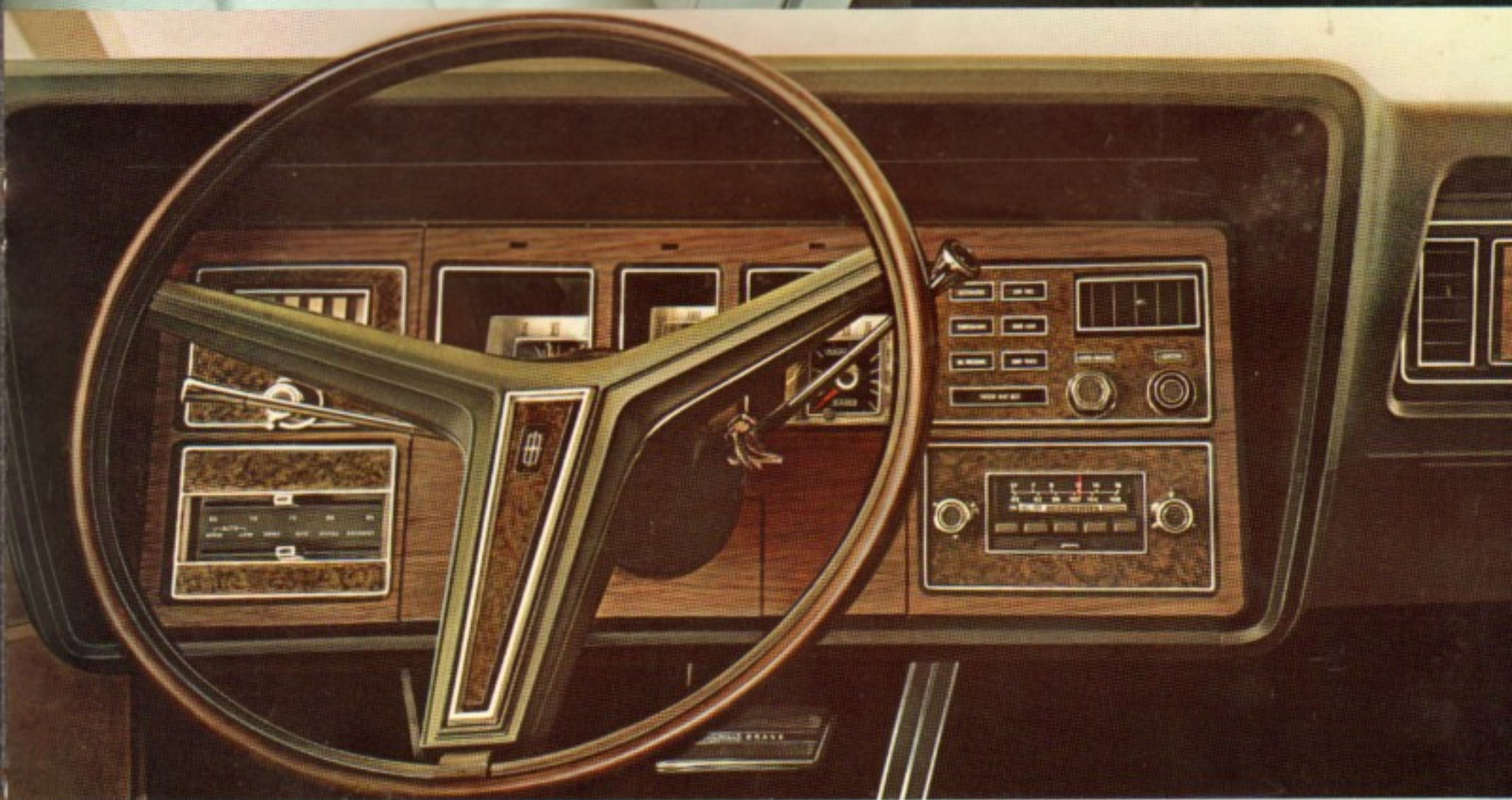
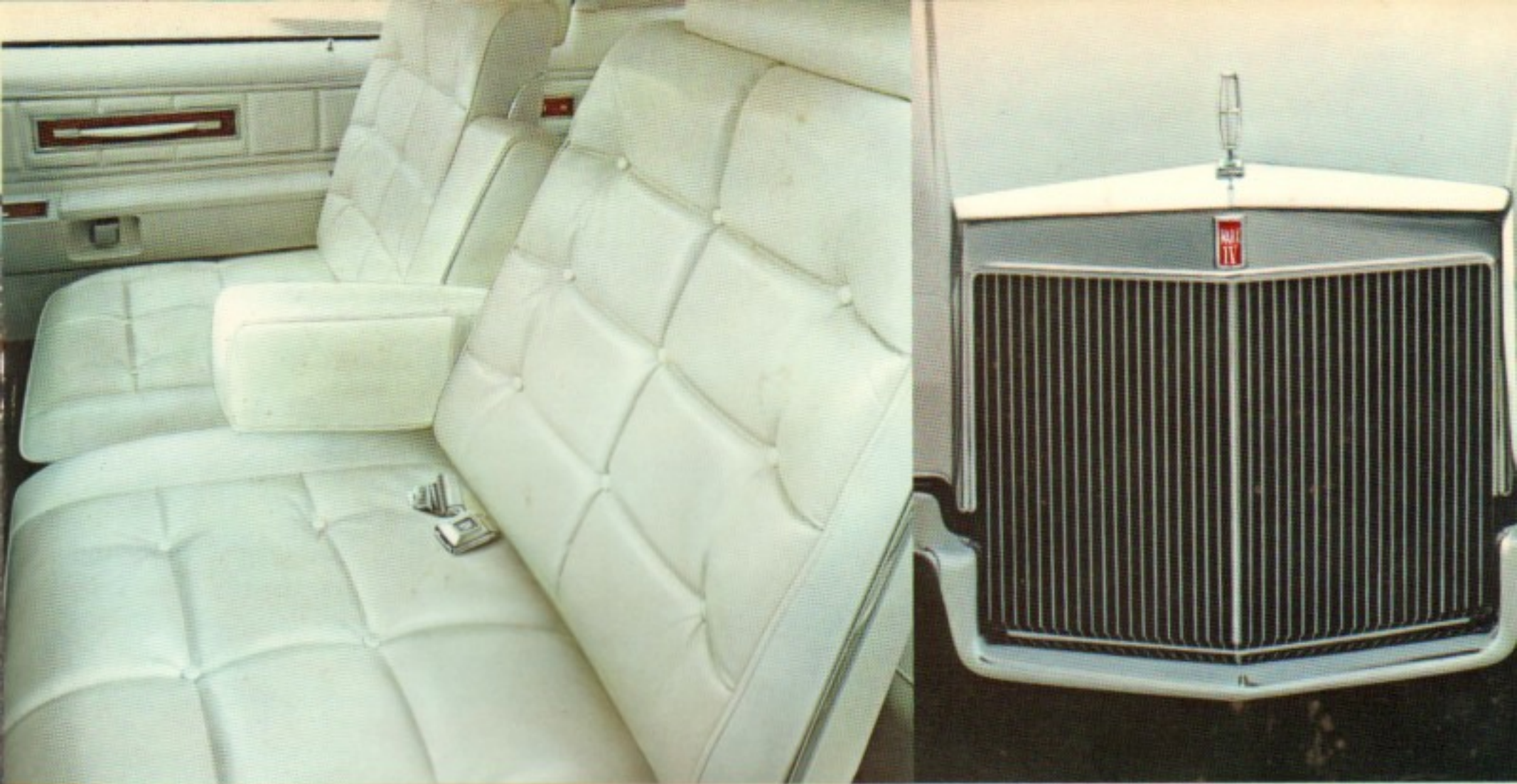
But the hallmarks remain. Concealed headlamps, for one. Spare tire cover shape, for another. And Continental Mark IV continues the family tradition of offering many luxury features and engineering innovations as standard equipment, including Sure-Track anti-skid braking, Automatic Temperature Control, 6-way power Twin Comfort Lounge Seats, and white sidewall all-weather Michelin steel-belted radial ply tires.

Continental Mark IV. For all the 1970's, this will be the unique American car.





Twin Comfort Lounge Seats offer 6-way power adjustments for both driver and passenger. These seats, featuring luxurious Lamont Cloth, are standard on the Continental Mark IV. Color selection shown above is dark blue. Other Lamont Cloth colors you may choose from are black, dark red, dark green, and light gray gold.

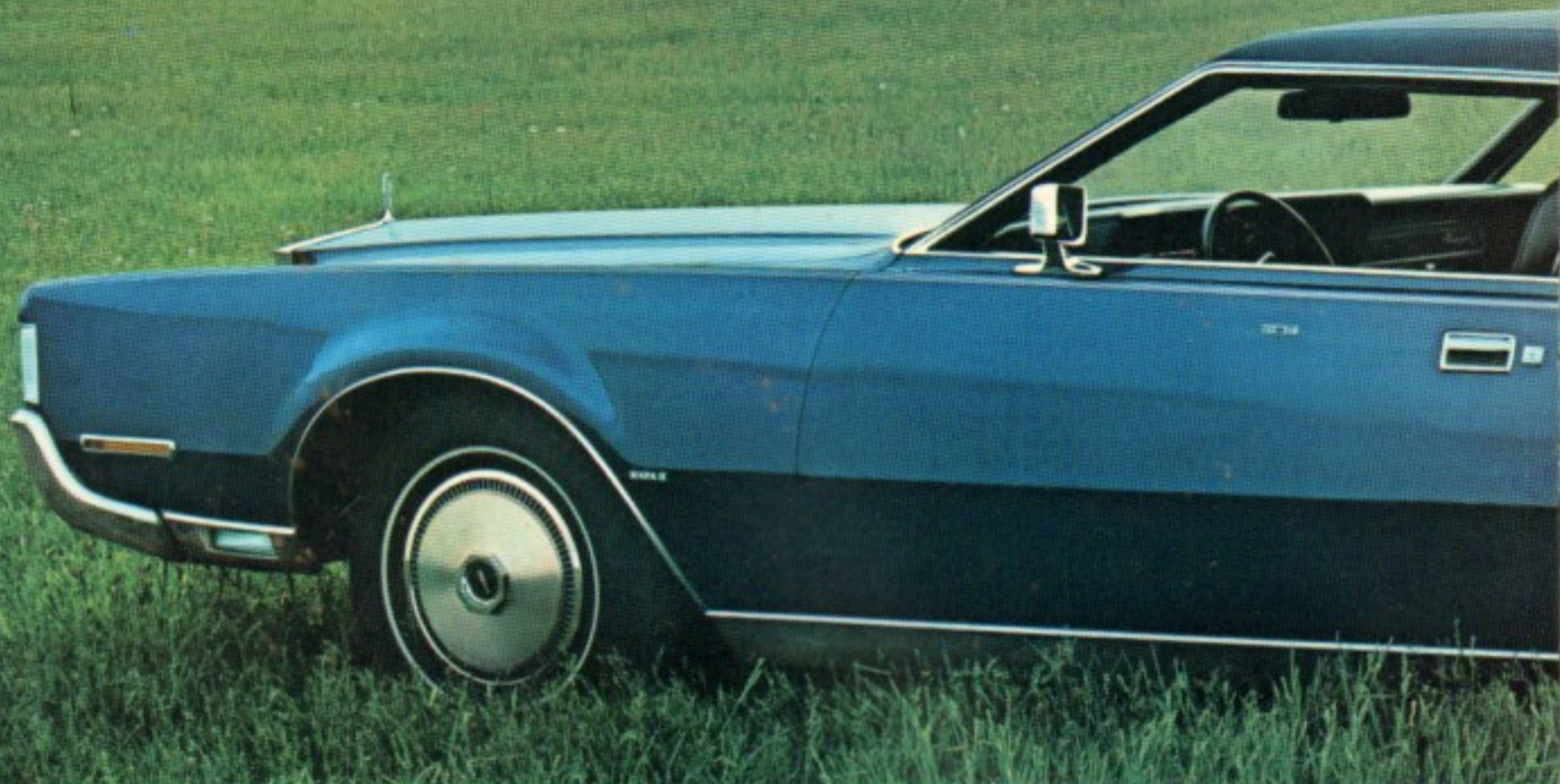


Glove-soft leather seating surfaces are an extra-cost option you may want to consider. White leather is shown. Other colors are black, dark blue, dark red, medium ginger, dark green, light gray gold, and tobacco. Each Twin Comfort Lounge Seat has a 6-way power feature operated from a console mounted in the door armrests.

Mark IV gets a totally redesigned instrument panel in Kashmir Walnut Woodgrain Matina and Baby Burl Walnut Woodgrain appliqué. The most important gauges are conveniently located within

the driver's line of sight. The radio is mounted in the cluster directly under your fingertips (shown is the optional AM/FM stereo in place of the standard AM radio), while a signal light bank contains warning lights to tell you if a door is ajar, remind you to fasten seat belts, and monitor alternator, engine temperature, oil pressure, fuel level, and Sure-Track braking system.

The Cartier timepiece, signed by the famous jewelers, is exclusive to the Continental Mark IV.



### Standard Features You'll Find in Every 1972 Continental Mark IV

**ENGINE**—90° OHV V-8 with 460 cu. in. displacement. Bore 4.36". Stroke 3.85". 4-bbl. carburetor. Uses regular grade fuel.

**TRANSMISSION**—Select-Shift automatic transmission with 12" hydraulic torque converter and 3-speed planetary gears.

**REAR AXLE**—Ratio 2.80:1 std. except 3.00:1 for California. 3.00:1 opt. others. Traction-Lok optional with either ratio.

#### Sure-Track Brakes

The computer-controlled Sure-Track electronic braking system improves braking stability by helping prevent sustained rear-wheel lock-up on ice, snow or wet pavements. If driver brakes hard, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes (at 4 cycles per second) until car slows to 4 mph, or until brake is released by the driver. Dual hydraulic master cylinder provides for independent operation of power front disc brakes and rear drum brakes.

**FRONT SUSPENSION**—Independent dual ball-joint suspension with spring-loaded upper joints, helical-coil springs and double-acting hydraulic shock absorbers mounted inside springs.

**REAR SUSPENSION**—4-link design with deep-coil springs, double-acting hydraulic shock absorbers and rear stabilizer bar.

**FRAME-PLUS-BODY CONSTRUCTION**—Computer designed, perimeter box-rail frame. Rigidized body on butyl rubber body mounts.

**OPERA WINDOW**—Laminated glass with imbedded handground star. Models ordered without Opera Window have exterior star ornament.

#### OTHER STANDARD FEATURES—

- Automatic temperature control.
- Power steering; power windows.
- AM Radio, 4 speakers, power antenna.
- Automatic parking brake release.
- Cartier timepiece. • Full tinted glass.
- Cut-pile long-shear 100% nylon carpet.
- Carpeted trunk and spare tire cover.
- Folding center armrests—front, rear.
- Windshield-mounted day/night mirror; driver-side remote control mirror.

- Deluxe seat and shoulder belts. Both light and buzzer signals. Automatic outboard rear belt retractors.
- Electric windshield wipers and washer.
- Ventless door windows.
- Door assist straps. • 3-note horns.
- 3-spoke, rim-blow steering wheel.
- 55-amp. alternator; 85 amp.-hr. battery.
- Concealed headlamps; cornering lights.
- Michelin 225-15 WSW radial-ply tires.
- Automatic seat back release.

#### MAJOR SPECIFICATIONS

Wheelbase	120.4"	
Overall Length	220.1"	
Overall Height	52.4"	
Overall Width	79.2"	
Wheel Tread—Front & Rear	63.0"/63.1"	
Luggage Capacity—cu. ft.	13.9	
Fuel Capacity—gals.	22.5	
Curb Weight—lbs.	4999	
	Front*	Rear
Head Room(a)	36.9"	36.5"
Leg Room	42.2"	36.4"
Shoulder Room	60.4"	59.6"
Hip Room	60.6"	54.3"

\*Interior dimensions with front seat in rearmost position. (a) Front 35.9" with opt. Sun Roof.

**TWIN COMFORT LOUNGE FRONT SEATS**—6-way power adjustment for both driver and passenger side, standard. Passenger side recliner optional.

Color Selections	Lamona Cloth and Vinyl	Leather With Vinyl (a)
Black	•	•
Dark Blue	•	•
Dark Red	•	•
Medium Ginger		•
Dark Green	•	•
White		•
Lt. Gray Gold	•	•
Dark Tobacco		•

(a) Optional at extra cost.

#### 1972 Exterior Body Color Choices

15 STANDARD COLORS—Black, Maroon, Dark Green Met., Yellow, Pastel Lime, Light Blue, Light Gray Met., White, Medium Green Met., Medium Blue Met., Dark Brown Met., Gray Gold Met., Bright Green Gold Met., Dark Blue Met. and Light Yellow Gold.

8 OPTIONAL MOONDUST METALLIC COLORS—Gold, Light Ginger, Ginger, Blue, Light Ivy, Ivy, Red and Copper.

5 VINYL ROOF COLORS—Black, White, Dark Green, Dark Brown and Dark Blue.

Below—Cartier timepiece (left). Continental Mark IV rear view (right).





### Continental Mark IV Optional Luxuries for Your Motoring Pleasure

**APPEARANCE PROTECTION GROUP**—Includes door edge guards and front and rear floor mats with carpet inserts.

**FRONT BUMPER GUARD**—1-piece horizontal guard with rubber insert.

**AUTOMATIC HEADLAMP DIMMER**—Electronic sensor actuates automatic switching.

**PROTECTIVE BODYSIDE MOLDING**—Vinyl-inserted bodyside molding.

**INTERMITTENT WINDSHIELD WIPERS**—Electronic controls afford time-delay between wipes for cleaning windshield.

**POWER SUN ROOF**—Panel moves back to provide opening 36" wide and 21" deep. (Reduces front head room by 1".)

**TYLT STEERING WHEEL**—Adjusts to five positions through a 30° arc so driver can select most restful driving angle.

**POWER LOCK/CONVENIENCE GROUP**—Includes electric power remote rear deck lid release and electric power door locks.

**AM/FM STEREO RADIO**—Includes stereo receiver, push buttons for 5 AM and 5 FM stations, 4 speakers, side-to-side and front-to-rear balance. Power antenna.

**AM RADIO/STEREO TAPE SYSTEM**—Radio face contains an AM dial, radio push buttons and opening for stereo tape cartridge. Includes 4 speakers, side-to-side and front-to-rear balance controls and power antenna.

**AUTOMATIC SPEED CONTROL**—Automatically controls vehicle speed, on open road, up hills and down grades. Switches conveniently located for fingertip control on special 2-spoke steering wheel.

**ELECTRIC REAR WINDOW DEFROSTER**—Heating elements applied on inside of glass provide heat to defog or defrost window. Comes with 65-ampere alternator.

**TRACTION-LOK REAR AXLE**—The torque-sensitive differential provides maximum rear wheel drive at all times by directing torque to either or both wheels, depending on road conditions.

**MOONDUST METALLIC PAINTS**—Special high-metallic acrylic enamel finish with deep, lustrous polished appearance.

**FORD MOTOR COMPANY LIFE GUARD DESIGN SAFETY FEATURES**— Dual hydraulic brake system with warning light  Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars  Energy-absorbing steering column and steering wheel  Energy-absorbing armrests and safety-designed door handles  Lap belts for all seating positions with retractors for front outboard occupants  Shoulder belts for front outboard occupants  Turn indicators with lane-changing signal feature  Inside yield-away rearview mirror  Energy-absorbing instrument panel with padding  Padded sun visors  Locking steering column with warning buzzer  Two-speed windshield wipers or variable speed  Windshield washers  High strength laminated safety glass windshield  Double-yoke safety door latches and safety hinges  Hazard warning flasher  Backup lights  Side marker lights  Energy-absorbing front seat back tops with padding  Self-locking front seat backs  Safety-designed car hooks  Safety-designed radio control knobs and push buttons  Outside rearview 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 for front outboard occupants  Safety glove box latch.

**EMISSION CONTROLS**—Mark IV anti-pollution devices contribute to cleaner air. (1) Closed crankcase ventilation. (2) Fuel evaporative control. (3) IMCO (Improved Combustion) exhaust emission system. (4) Regular fuel engines. The engine is designed to operate on regular grade gasoline with a research octane rating of at least 91 when engine is adjusted to factory recommended specifications.

## CONTINENTAL

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Form No. MKIV-72-2

Litho in U.S.A.

Below—Optional front bumper guard (left). Optional Tilt steering wheel (right).

