



1974

LINCOLN CONTINENTAL
CONTINENTAL MARK IV

The 1974 Continentals

If you are considering the purchase of a luxury car in 1974, you are prudent to be interested in the Continentals. Their claims for your consideration are substantial and persuasive.

The Lincoln Continentals and the Continental Mark IV have been remarkably successful in tests against models of the other leading make of luxury car.

Last year, owners of the other make of luxury car evaluated the Lincoln Continental for riding comfort and the Continental Mark IV for driving ease against their own make of car.

In Bel-Air, California, blindfolded, these owners compared a new model of their make of sedan and the Lincoln Continental. Sixty-four of the one hundred participants picked the Continental as having the more comfortable ride. Then, with their eyes open, they compared the Mark IV and the other make of personal luxury car for driving ease. Sixty-six of the one hundred participants chose the Mark IV as being easier to drive.

There are good reasons why a nationwide

survey reveals that in the last two years alone, over twenty thousand drivers of the other leading make of luxury car have switched to the Continentals. Among the reasons given for switching are prestige, comfort, handling, styling, quietness and value.

There are also these important facts to consider.

The Continental Mark IV has one of the highest resale values of any American luxury car.

Moreover, a nationwide survey conducted last year showed that a significantly greater proportion of owners of new Lincoln Continentals were completely satisfied with their cars after three months' experience than were owners of the other leading luxury make.

The 1974 Continentals have been engineered and equipped to be even more satisfying than last year's highly favored models.

Now when you read the following pages you will have some real perspective on what you can expect from the 1974 Continentals.

You will understand why owners of the other luxury car have begun to judge their car by our car.



The 1974 Lincoln Continental Sedan

In recent years, the Continental Sedan has been constantly chosen in tests by a majority of owners of the other luxury make as having a more comfortable ride than their own make of car. For 1974, ride superiority has remained an essential criterion for Lincoln Continental design.

A magnificent, time-proven 460 CID 4-bbl. V-8 engine powers the Lincoln Continental. Now equipped with Solid State ignition.

Standard equipment includes Select-Shift automatic transmission with three speeds for maximum smoothness. Power windows, six-way power front seats, power front disc brakes, and power steering.

Also, our remarkable automatic temperature control. You simply select the desired climate. It is then maintained constantly.

The Continental suspension is tuned to realize the optimum riding benefits of the steel-belted radial ply tires. Standard equipment, of course.

Another element of Lincoln Continental comfort is the commodious interior. Equal legroom back and front, with the front seat in its rearmost position. Thick eighteen-ounce cut-pile carpeting is throughout.

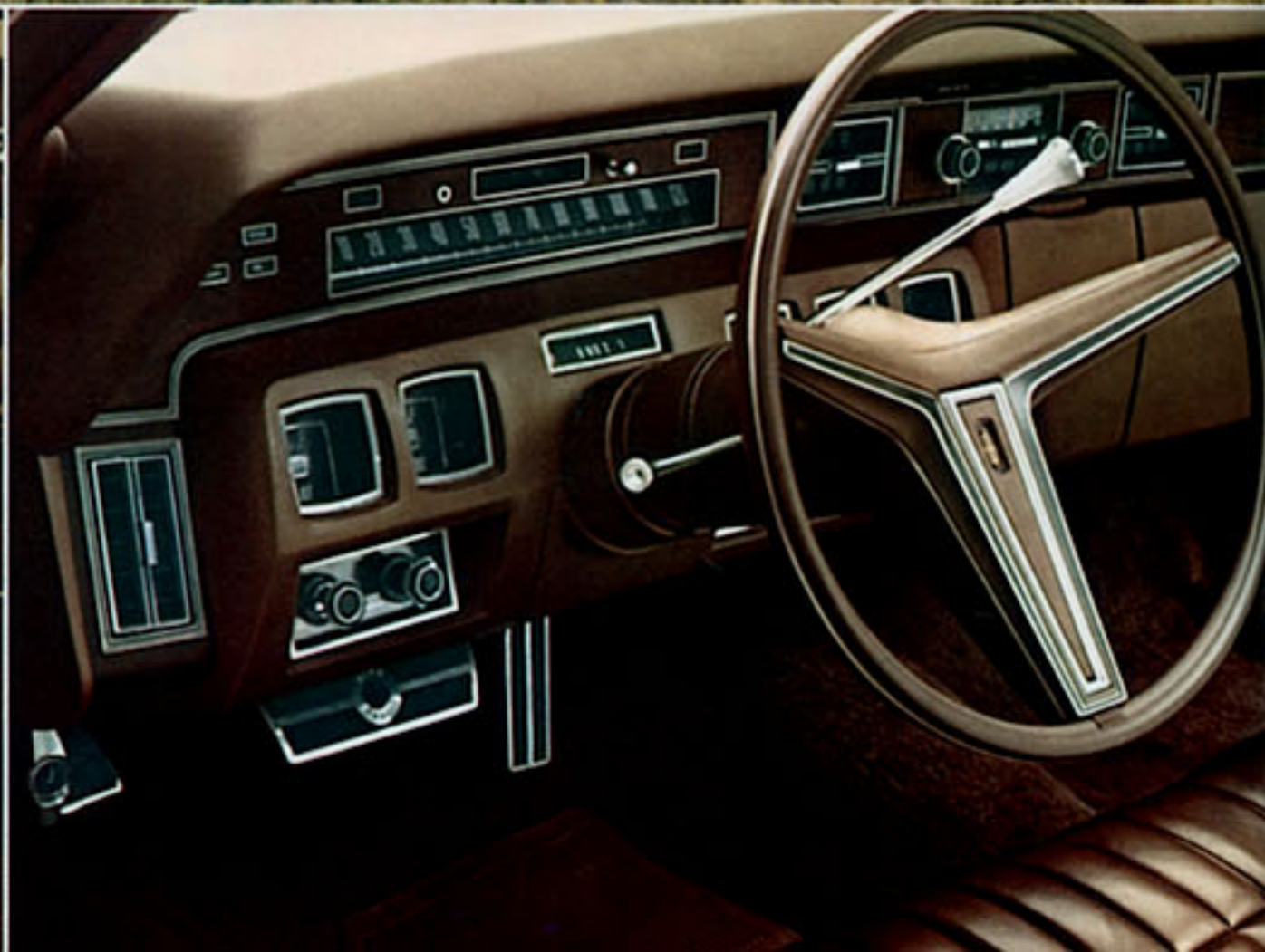
Many of the most luxurious touches in the 1974 Lincoln Continental are standard. A Cartier timepiece, signed by the famous jeweler. AM radio, with four speakers: two front, two rear. Lights for every interior compartment, even the ashtrays.

Luxurious comforts to match one of the automotive industry's most luxurious rides.

Options shown include vinyl roof, luxury wheel covers, appearance protection group and Medium Blue Diamond Fire paint.







The 1974 Lincoln Continental Coupé

Spacious and graceful, our Coupé shares the fabulously smooth, quiet ride and ease of driving of our Sedan. Benchmarks for the luxury car field.

The ease of entry and exit of the Lincoln Continental Coupé are among its most desirable characteristics.

Among other luxurious touches are the fully carpeted 20.5-cubic-foot luggage compartment. Simulated rosewood woodgrain applique on the meticulously designed instrument panel. Power windows, six-way power seats, power steering and power front disc brakes. Three-speed Select-Shift automatic transmission, Solid State ignition, automatic temperature control, tinted glass and automatic seat back release.

Of course, so luxurious a Coupé has such luxurious options as illuminated visor vanity mirrors, six-way power Twin Comfort Lounge Seats and imaginative exterior color options. Four Moondust colors in silver blue, red, lime gold and gold metallics, and four Diamond Fire colors in medium blue, ivy, light ginger and dark copper metallics.

Roof options include a power sunroof and Cavalry twill vinyl roof.

Certainly an important option is the Sure-Track brake system. An electronic computer-controlled braking system which improves braking stability by helping prevent sustained rear wheel lockup on ice, snow or wet pavement.

The 1974 Lincoln Continental Coupé. A most distinguished alternative to the Sedan.



The 1974 Lincoln Continental Town Cars

Formal cars of elegance and distinction.

The Lincoln Continental Town Car and Town Coupé have the luxury and conveniences of the Lincoln Continental, with added features and appointments which make them truly distinctive motorcars.

A Cavalry twill vinyl roof in a choice of eight colors. Full-width head restraints. Extra touches of elegance everywhere: drawing-room thick, twenty-five ounce cut-pile carpeting. A fully carpeted luggage compartment. A glove compartment vanity mirror and initials on the doors are among the personal luxuries that are standard on these splendid cars.

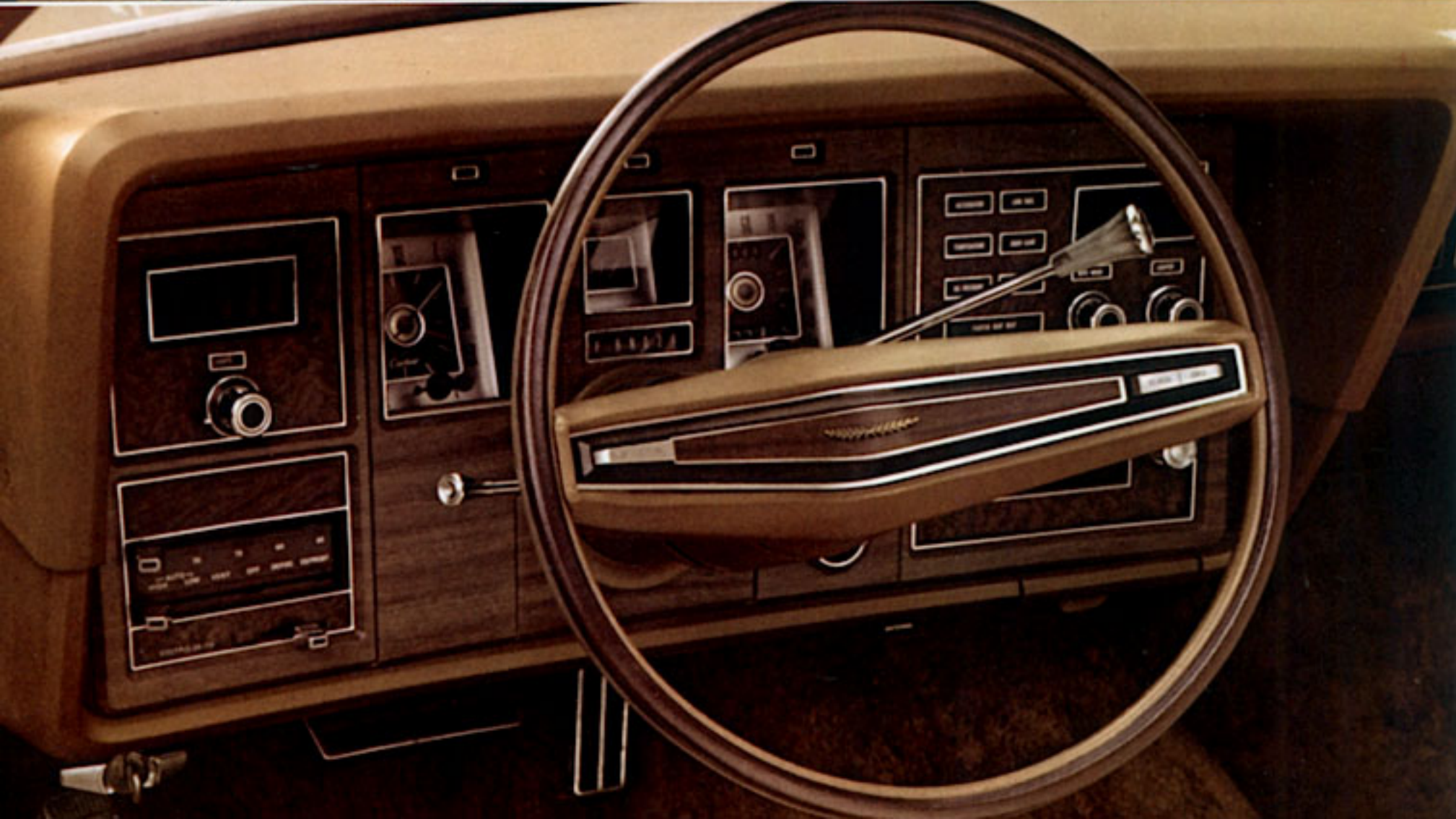
The seating surfaces are fine cowhide leather, or you may select magnificently tailored velour Twin Comfort Lounge Seats. Color choices include: black, beige, medium green, gold or silver blue.

The famous Continental smooth, quiet ride and ease of driving perfectly complement these cars.

There is no compromising luxury in the 1974 Town Cars.

Options shown include luxury wheel covers, Twin Comfort Lounge Seats and speed control.





The 1974 Continental Mark IV

The car that has become a legend in its own time.

The Continental Mark IV is one of the most desirable and most wanted personal American luxury cars of this decade. A car whose classically beautiful simplicity will challenge the years.

An important endorsement of its desirability is that, since its introduction, the Mark IV has enjoyed one of the highest resale values of any American luxury car.

Undoubtedly, cardinal reasons for the success of the Continental Mark IV are its winning riding comfort and ease of driving which distinguish all Continentals.

For 1974, the Mark IV will have new, sophisticated insulation against outside sound, thick twenty-five ounce cut-pile carpeting throughout the luxurious interior.

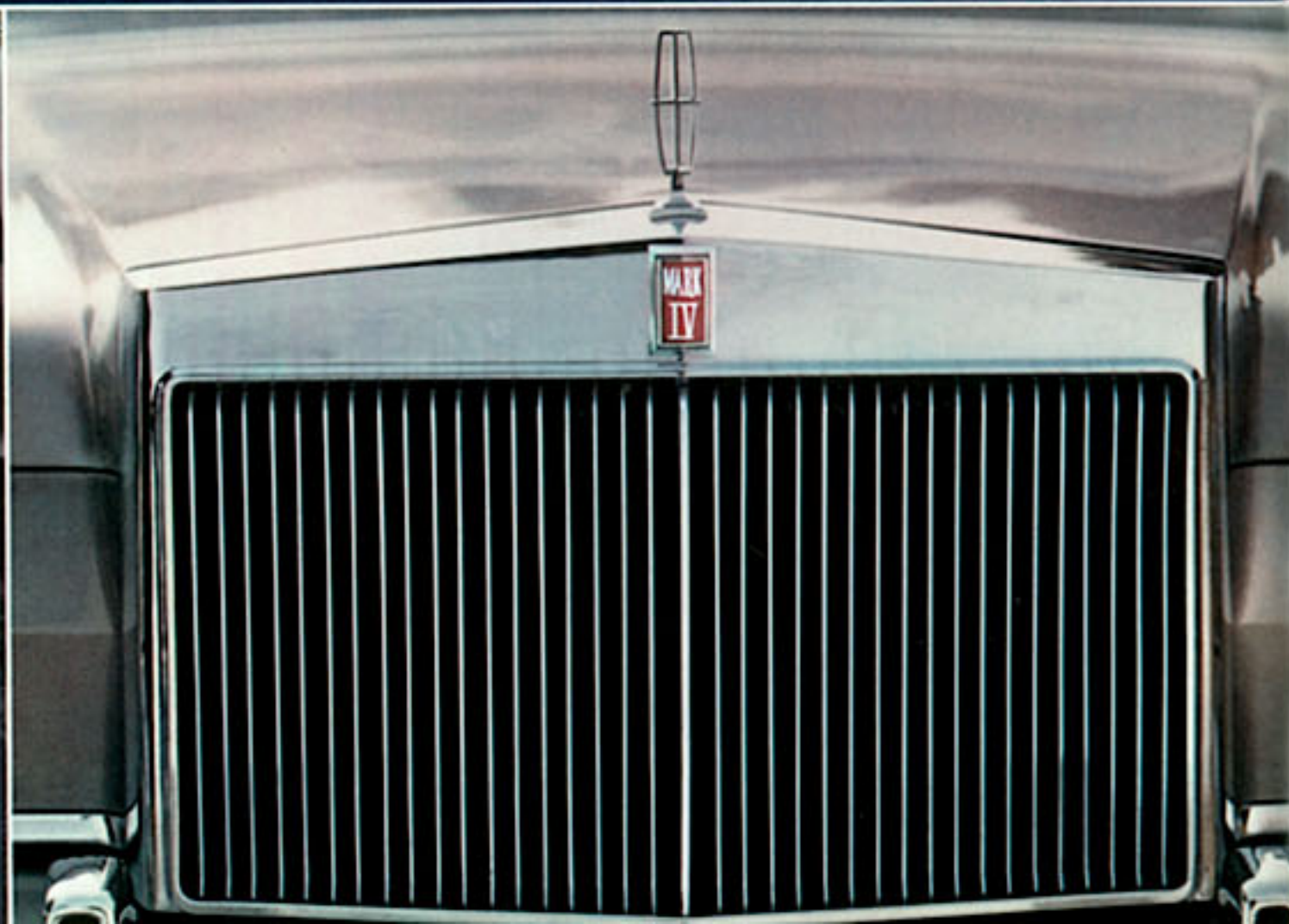
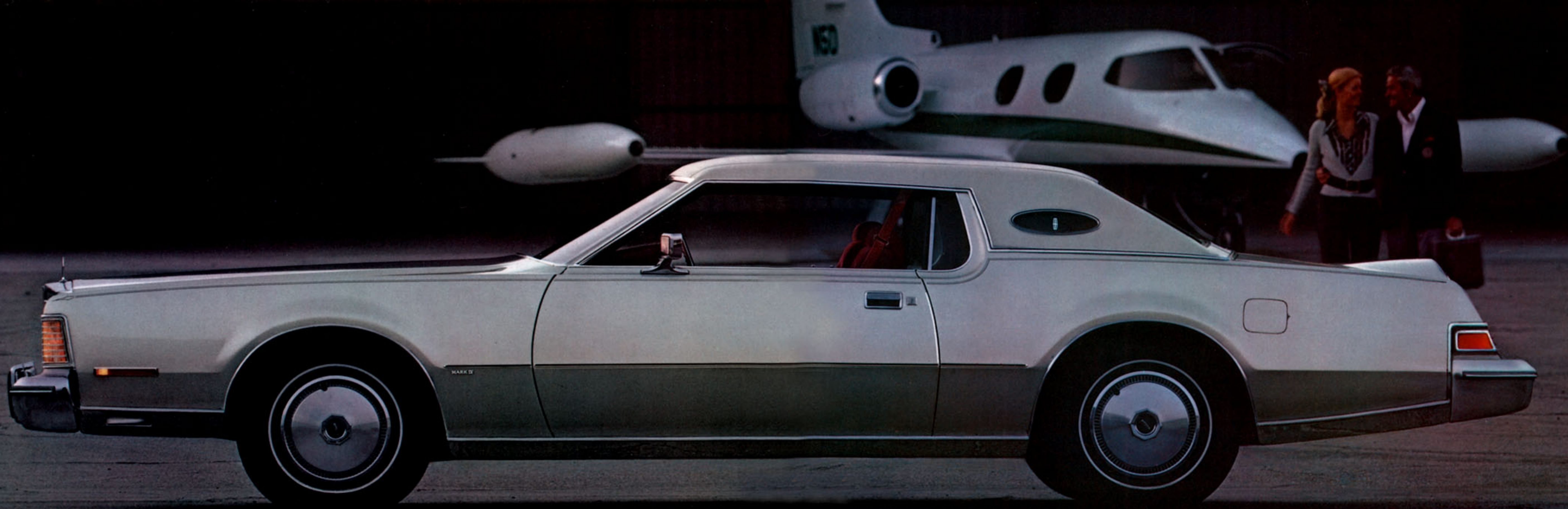
The luxury continues with a precisely designed instrument panel which features a Cartier timepiece, signed by the renowned Fifth Avenue jeweler, and AM/FM/MPX stereo radio; six-way power Twin Comfort Lounge Seats with controls located on the armrest.

Options include a tilting steering wheel which allows easier entrance and exit, illuminated visor vanity mirrors, power-operated sunroof, and a dual exhaust system.

The Continental Mark IV is among the great cars of the world.

Options shown include interior with tan leather seating surfaces and speed control.





The 1974 Continental Mark IV with Silver Luxury Group Option

Adding luxury to luxury.

To all of the standard luxuries of the 1974 Continental Mark IV, add silver.

Silver Moondust metallic paint outside.

A choice of remarkable embellishments inside:

High-lustre silver leather seating surfaces with silver door panels and carpeting,

Or red leather seating surfaces and red door panels and carpeting,

Or cranberry Media velour upholstery with cranberry door panels and carpeting.

All have twenty-five ounce color-keyed cut-pile

carpeting throughout the interior and in the luggage compartment.

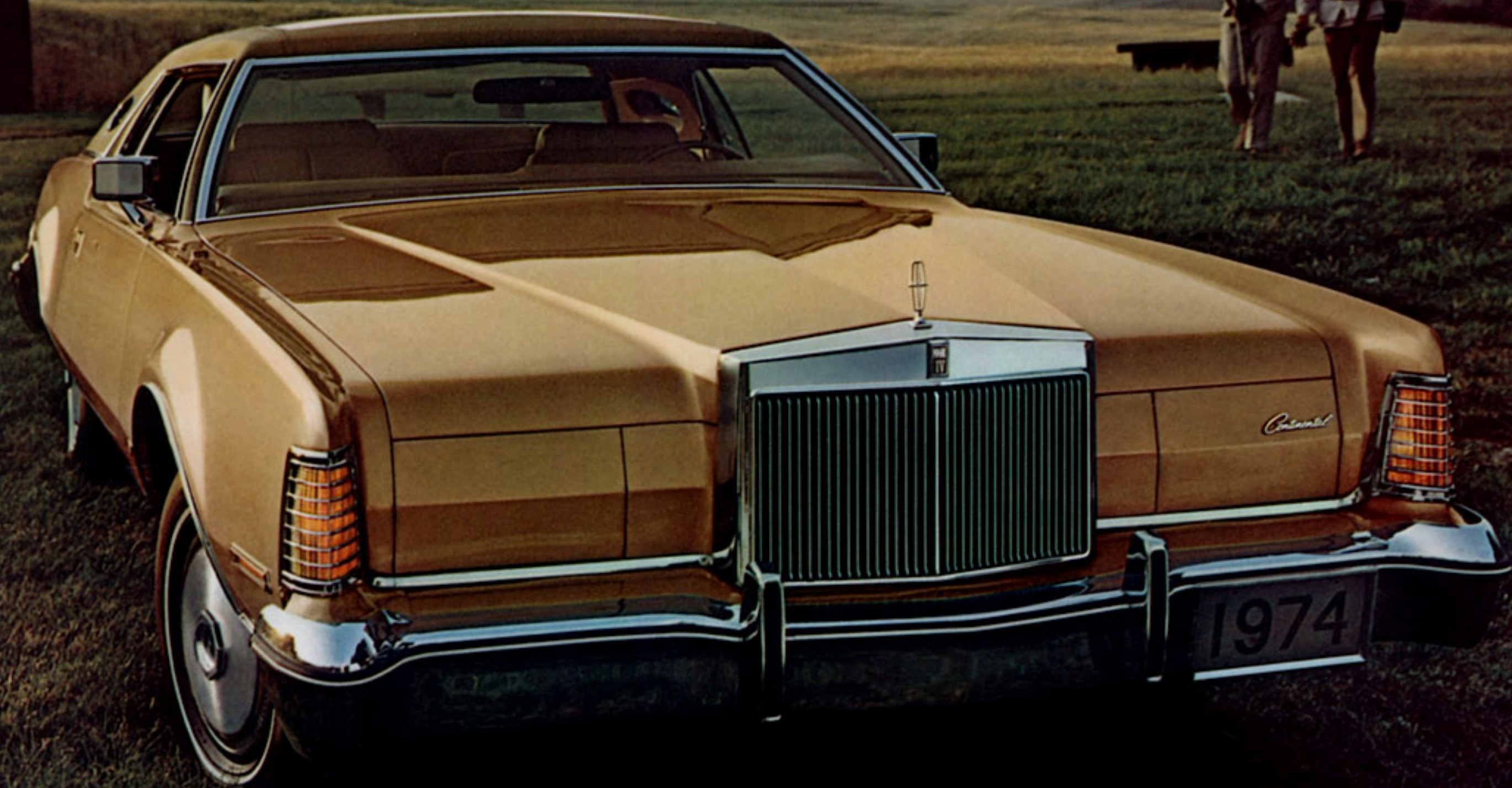
There are additional standard features that make the Continental Mark IV so distinctive. The fabulously quiet ride and ease of handling. A quiet interior with lush appointments, including automatic temperature control which allows you to select the climate you want and have it maintained.

Your choice of roofs is distinctive for any American luxury car.

The silver Levant grain vinyl roof is standard. The silver glass Moonroof is optional. It has a one-way glass roof you can see through, while your privacy is maintained.

The silver Continental Mark IV has become one of the most desired choices of America's unique personal luxury car.

Options shown include speed control.



The 1974 Continental Mark IV with Gold Luxury Group Option

The ultimate gesture in luxury.
America's consummate luxury car.
Once you have the Continental
quiet ride, and ease of handling, and
more of the most desirable luxuries
offered standard, is there more?

There is gold.

For 1974 there is a gold
Continental Mark IV.

The exterior is prized Unique Gold
Diamond Fire.

The interior has tan leather seating
surfaces, with dark brown accent
straps and tan door panels and carpeting.

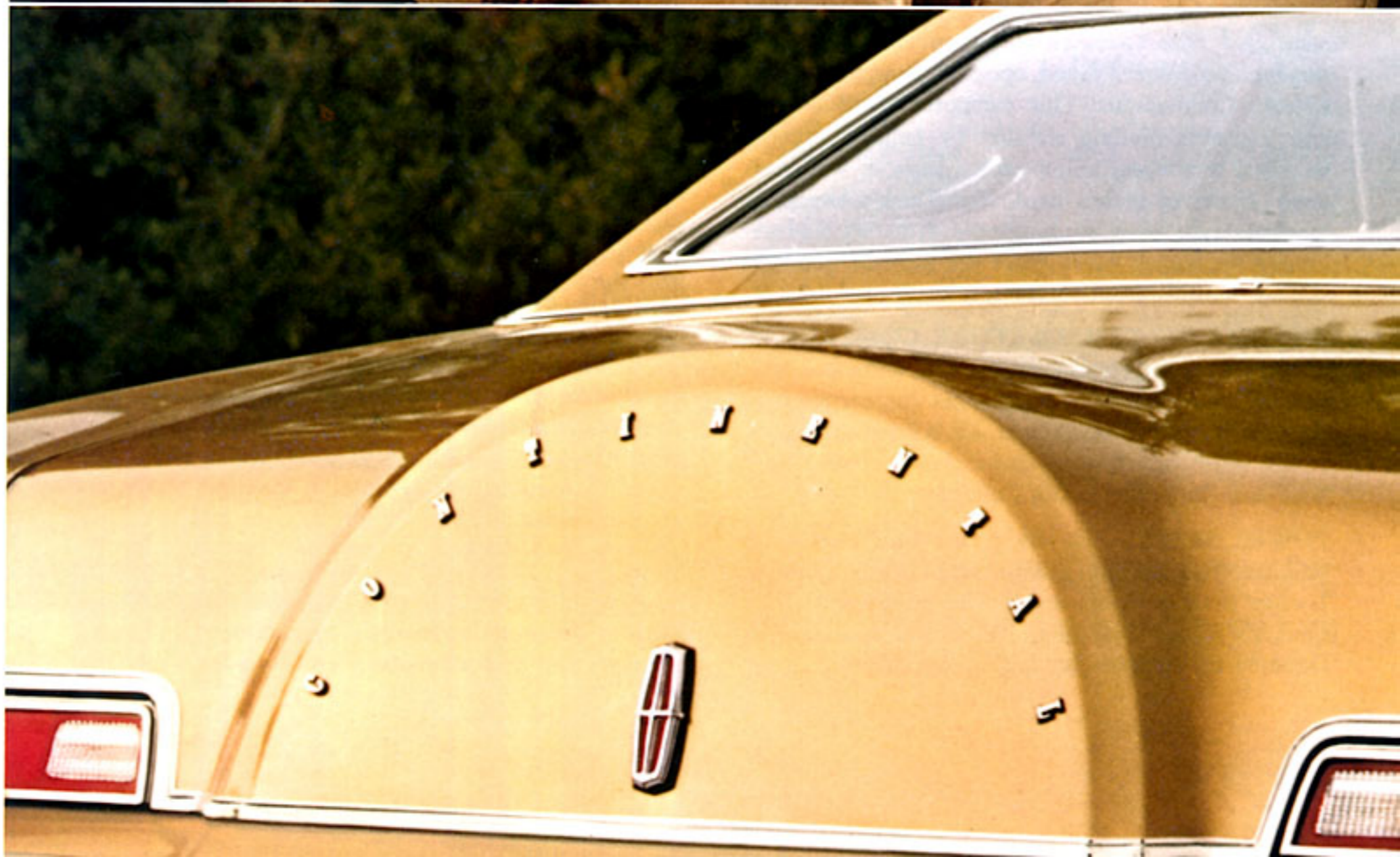
The roof is Gold Flare Levant
grain vinyl. The gold glass Moonroof
is a magnificent option.

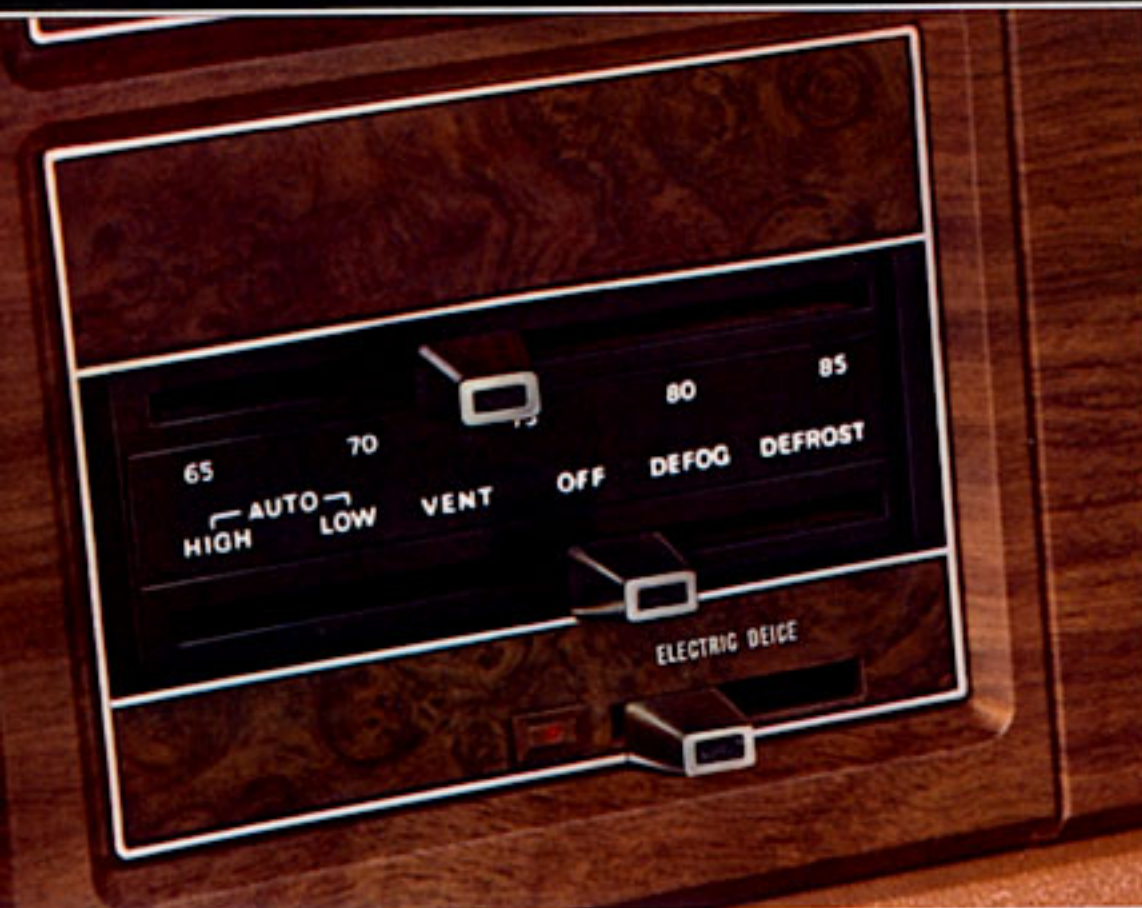
Twenty-five ounce color-keyed
cut-pile carpeting is standard, even in
the luggage compartment.

Every Mark IV is also equipped
with the Sure-Track brake system, Solid
State ignition, and steel-belted radial
ply tires for which the car has been
tuned to obtain their maximum
riding benefits.

The 1974 Continental Mark IV in
gold. Rarely has so much personal
luxury and comfort been combined in
such a splendidly rewarding automobile.

Options shown include speed control and right-
hand remote control mirror.





Standard Features for your 1974 Lincoln Continental or Continental Mark IV

SURE-TRACK BRAKE SYSTEM—The computer-controlled Sure-Track electronic braking system is standard on Mark IV and optional at extra cost on Lincoln Continentals. This computer-controlled system improves braking stability by helping prevent sustained rear wheel lockup on ice, snow or wet pavement. 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.

AUTOMATIC TEMPERATURE CONTROL — Heating and refrigeration systems with automatic temperature control maintain passenger compartment at pre-selected temperature range. Air is dried as it cools. Power ventilation feature, tinted glass included. Rear floor heat ducts on Lincoln Continental.

POWER SEATS — Six-way power bench seats are standard for Lincoln Continental. Twin Comfort Lounge Seats with six-way power adjustment, both sides, for Continental Mark IV. Power seat controls mounted on armrests for added convenience.

POWER WINDOWS—Electric power provides extra comfort and convenience. Full set of switches and "lock" control on driver's armrest.

SEAT BELT INTERLOCK SYSTEM—Based on a starter interlock feature which makes it necessary for you to buckle up first in order to start the car's engine. Both the driver and the right-side front passenger must first seat themselves and then buckle the 3-point lap-and-shoulder belt combination which are permanently connected. There is a 15-second interlock time delay which permits clothing adjustments. If engine is not started within 15 seconds the buckling procedure must be repeated. In addition, an inertia reel for the shoulder belt allows freedom of movement even after buckling.

AM/FM/MPX STEREO RADIO — Standard on Mark IV, optional for Lincoln Continental. A stereo receiver with push buttons for five AM and five FM stations. Two speakers forward, two rear with front-to-rear and side-to-side balance controls. Power antenna standard. Lincoln Continental has standard an AM push-button radio with dual front and rear speakers and power antenna.

CORNERING LIGHTS—50-candlepower lights actuated by turn signal lever.

DOOR CLOSING ASSIST STRAPS—Color coordinated interior straps conveniently placed to make door closing easy.

SPARE TIRE LOCK — A tire lock in the luggage compartment to deter theft.

HOOD ORNAMENT — The distinctive star that symbolizes the Continentals.

TIRES—Premium WSW steel-belted radial ply tires.

WIPER-MOUNTED WINDSHIELD WASHER JETS—The jet of water comes directly from the windshield wiper arms so that water is applied exactly where needed.

Other Standard Equipment: 460-cubic-inch V-8 engine • Select-Shift automatic transmission • Power steering • Power brakes • Parking brake, with automatic release • Folding center armrests—front and rear • Rear fender skirts, Lincoln Continental • Carrier clock • Trip odometer • Automatic seat back release, 2-door models • Solid State ignition.



1974 Ford Motor Company Lifeguard Design Safety Features

Safety-designed front end structure Safety-designed roof structure Steel guard rails in side doors Double-yoke safety door latches and safety hinges Impact-resistant front and rear bumper systems Safety rim wheels and load-rated tires Dual hydraulic brake system with warning light Corrosion-resistant brake lines Integral lap and shoulder belts with individual lap and shoulder belt retractors and starter interlock for front outboard occupants Positive reminder warning light and buzzer for all front seat occupants Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants Energy-absorbing steering column and steering wheel Energy-absorbing armrests and safety-designed door handles Energy-absorbing instrument panel with padding for right and center front passenger Padded sun visors Energy-absorbing front seat back tops with padding Self-locking

front seat backs on two-door vehicles Safety-designed coat hooks Safety-designed radio control knobs and push buttons (on all cars equipped with radios) Head restraints or high-back seats for front outboard occupants Safety glove box latch (on all cars equipped with glove boxes) Inside yieldaway rearview mirror Impact-absorbing laminated safety glass windshield Turn indicators with lane-changing signal feature Hazard warning flasher Backup lights Side marker lights Parking lights coupled with headlamps Two-speed or variable-speed windshield wipers Windshield washers Outside rearview mirror, driver's side Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars Uniform transmission shift quadrant (on all cars equipped with automatic transmission) Locking steering column with warning buzzer Non-reversing odometer.

Major Specifications

	Lincoln Continental	Continental Mark IV	
Wheelbase	127.2"	120.4"	
Overall Length	232.6"	228.4"	
Overall Width	80.0"	79.8"	
Overall Height	55.4" (a)	53.3"	
Wheel Tread—Front	64.3"	63.0"	
—Rear	64.3"	63.1"	
Luggage Capacity, cu. ft.	20.5	14.8	
Fuel Capacity, gals.	22.0	26.5	
FRONT*	Sedan	Coupe	
Head Room (b)	38.7"	38.3"	37.5"
Leg Room	41.7"	41.7"	42.0"
Shoulder Room	61.8"	61.8"	60.4"
Hip Room	62.3"	62.3"	60.6"
REAR*			
Head Room	38.0"	37.4"	36.8"
Leg Room	41.7"	38.8"	36.4"
Shoulder Room	61.6"	60.8"	59.6"
Hip Room	62.3"	61.4"	54.3"
Curb Weight, lbs. (c)	5,361	5,366	5,362

*Interior dimensions with 6-way power seat in rearmost position. (a) Coupé: 54.9". (b) Front head room 1" less with optional sunroof. (c) Town Car, 5,414 lbs.; Town Coupé, 5,399 lbs.

GENUINE MOTORCRAFT PARTS—All Continentals are equipped with Motorcraft battery, shock absorbers and long life oil filter and Autolite spark plugs. For continued top performance, be sure to specify Motorcraft parts and Autolite spark plugs whenever replacement is necessary.



Optional Features for your 1974 Lincoln Continental or Continental Mark IV

SPEED CONTROL—Automatically controls vehicle speed. Switches are conveniently located for fingertip control on special two-spoke rim-blow steering wheel.

HEADLAMP CONVENIENCE GROUP—Features several desirable functions. Automatically dims high beam to low in response to oncoming traffic, returns to high beam when traffic passes. While driving, headlights, upon being set, will come on at dusk and off at dawn. A delay feature allows headlights to remain on for a set time if owner needs light after parking, then turns them off automatically. Additionally, a warning buzzer sounds if the headlights are left on without engaging delay switch.

LUXURY WHEEL COVERS—Bright radials, painted center color-keyed to the vinyl roof color. Lincoln Continental only.

POWER VENT WINDOWS—Power-operated vertically on front doors to assist air circulation. Standard on the Town Car, available on Lincoln Continental Sedan and Mark IV.

LUGGAGE COMPARTMENT TRIM OPTION—Color-coordinated eighteen-ounce cut-pile carpeting throughout the luggage compartment. Lincoln Continental only. Standard on the Town Cars.

MOONROOF—Power-operated, a unique roof of one-way glass. There is also a color-coordinated opaque shade that closes out light. Available on Mark IV in gold with the Gold Luxury Group; in silver with the Silver Luxury Group. Metal sunroof available on all Lincoln Continentals and Mark IV's with vinyl roof.

ILLUMINATED VISOR MIRROR—Mirrors in both left and right visors which are illuminated for further convenience, two light intensities.

ANTI-THEFT ALARM SYSTEM—A protection device that is activated simply by a turn of the key in the door lock. Forced entry into the hood, trunk or doors will cause the alarm to sound. Includes locking hood latch release.

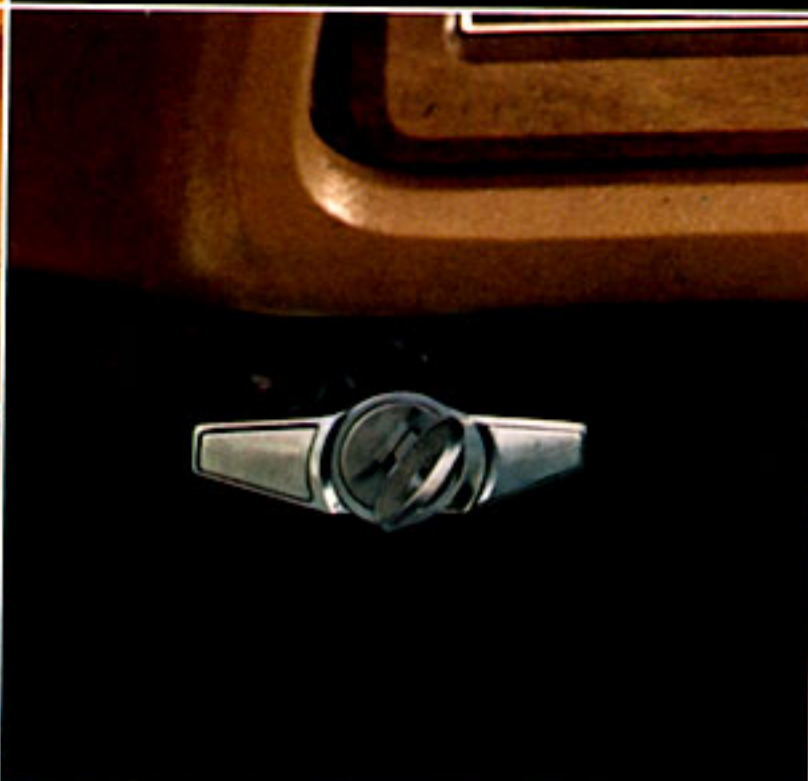
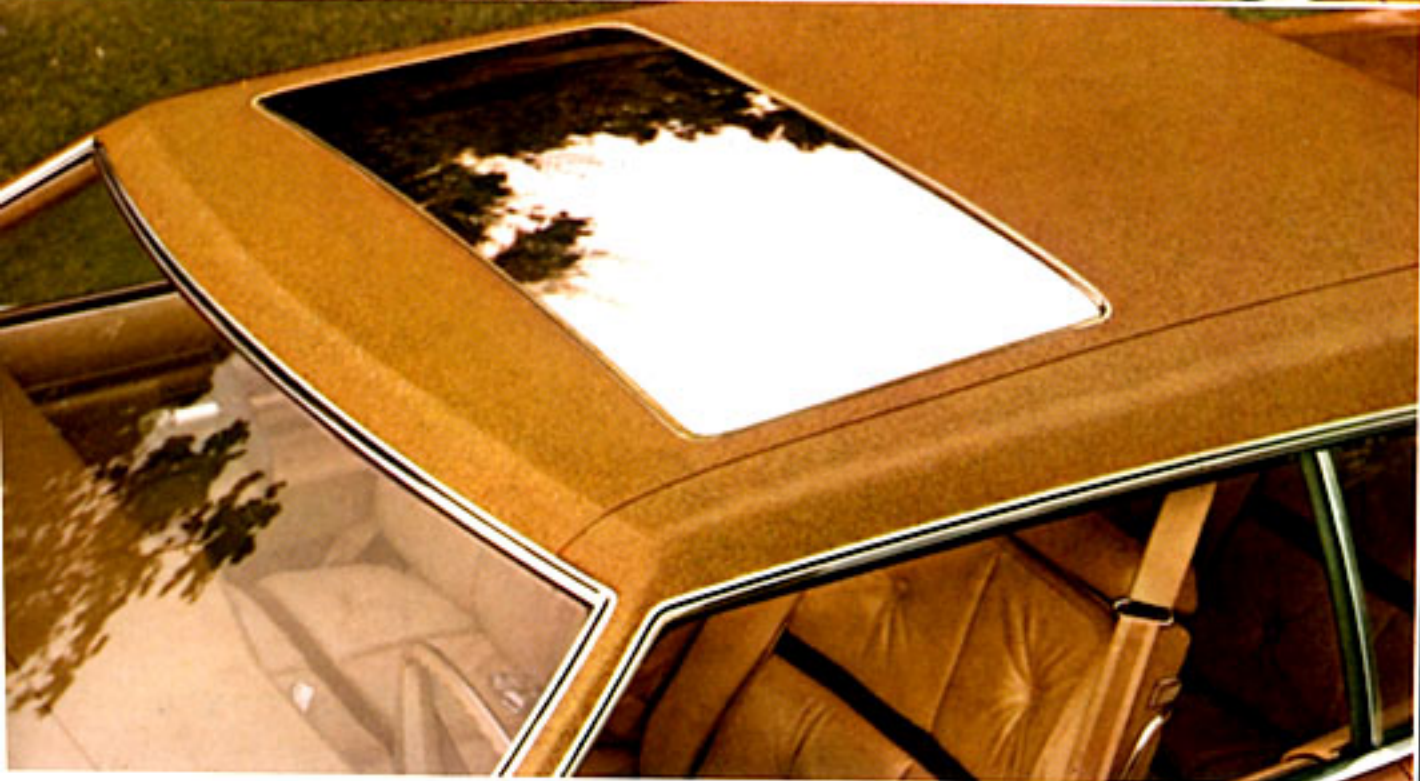
LOCK CONVENIENCE GROUP—Includes electric power door locks and electric power remote trunk lid release for all models. Not illustrated.

ELECTRIC REAR WINDOW DEFROSTER—Heating elements applied on inside of glass at 1 $\frac{1}{8}$ " intervals provide heat to defog or defrost rear window. Not illustrated.

TRACTION-LOK REAR AXLE—The optional torque-sensitive differential provides maximum rear wheel drive at all times by directing torque to either or both wheels, depending on road conditions. Not illustrated.

Other Optional Equipment:

- Moondust and Diamond Fire metallic paints
- Appearance Protection Group
- Tilt steering wheel
- Protective bodyside molding
- AM/FM Multiplex radio on Lincoln Continental
- AM/FM Multiplex radio with stereo tape
- 6 way/6-way Twin Comfort Lounge Seats on Lincoln Continental
- Vinyl roof on Lincoln Continental



Lincoln Continental or Continental Mark IV

STANDARD AND OPTIONAL INTERIOR SELECTIONS

	Black	Med. Blue	Dark Red	Silver Blue	Med. Green	Beige	Tan	White	Gold	Saddle	Cranberry	Silver
LINCOLN CONTINENTAL												
Sedan & Coupé Bench Seat												
Westminster knit cloth	•	•		•	•				•	•		
Leather with vinyl*	•	•	•	•	•	•		•	•	•		
Sedan & Coupé Twin Comfort Lounge Seats*												
Westminster knit cloth	•	•		•	•				•	•		
Leather with vinyl*	•	•	•	•	•	•		•	•	•		
LINCOLN CONTINENTAL												
Town Car/Coupé Bench Seat												
Leather with vinyl	•			•	•	•			•			
Town Car/Coupé Twin Comfort Lounge Seats*												
Media velour cloth	•			•	•	•			•			
Leather with vinyl	•			•	•	•			•			
CONTINENTAL MARK IV												
Twin Comfort Lounge Seats												
Westminster knit cloth	•	•	•	•	•		•		•			
Media velour cloth*				•	•		•		•			(a)
Leather with vinyl*	•	•	(c)	•	•		(b)	•	•	•		(a)

*Optional at extra cost.

- (a) Available with Silver Luxury Group Option only.
- (b) Tan available on Mark IV, Special Sew Style in tan with dark brown insert also available with Gold Luxury Group Option only.
- (c) Dark red available on Mark IV, also available with Silver Luxury Group Option.

Standard and Optional Exterior Color Choices

13 STANDARD COLORS—Black, Light Gray Metallic, Light Pastel Blue, Medium Blue Metallic, Dark Blue Metallic, Pastel Lime, Dark Brown Metallic, Medium Beige, Buff, Medium Gold Metallic, Dark Gold Metallic, Maize Yellow, White

5 OPTIONAL MOONDUST METALLIC COLORS—Red, Silver Blue, Lime Gold, Gold, Silver (only with Silver Luxury Group Option)

5 OPTIONAL DIAMOND FIRE METALLIC COLORS—Medium Blue, Ivy, Light Ginger, Dark Copper, Unique Gold (only with Gold Luxury Group Option)

VINYL ROOF COLORS—Cavalry twill vinyl standard on Continental Mark IV and on Lincoln Continental Town Car and Town Coupé. Optional on Lincoln Continental Sedan and Coupé. Choose from nine colors: Black, Dark Blue, Beige (Lincoln Continental only), Silver Blue, Dark Brown, White, Gold, Tan (Continental Mark IV only) and Medium Green. For Continental Mark IV—Silver Luxury Group Option only: Silver Levant grain vinyl roof, and Gold Luxury Group Option only: Gold Flare Levant grain vinyl roof.

LINCOLN CONTINENTAL CONTINENTAL MARK IV

LINCOLN-MERCURY DIVISION



Information shown herein was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options. Note: color-matched textured vinyl is utilized in some areas of the optional leather-with-vinyl interiors.

