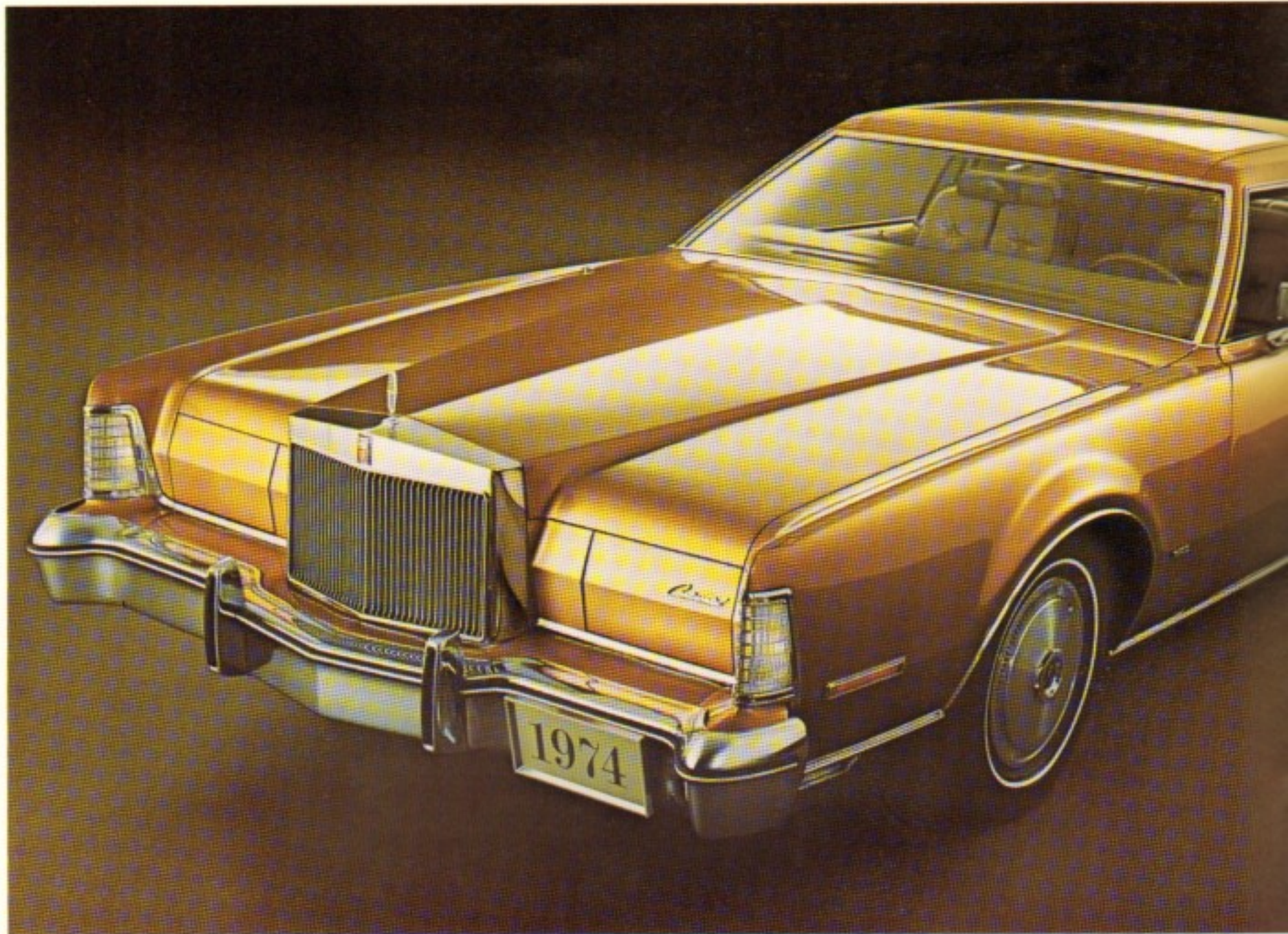


**The 1974 Continentals.
A Pre-Introduction Portfolio.**
(CONFIDENTIAL)

The cars illustrated herein are advance prototype models and may not precisely reflect production vehicles.
Also, the standard and optional equipment listed is subject to change.





1974 Continental Mark IV with Gold Luxury Group Option and optional Power Moonroof Gold Reflective Glass Panel.

1974 Contine

Standard Equipment—Exterior

460 CID 4V V-8 Engine • Select-Shift Automatic Transmission
 • Sure-Track Brake System • 230-15 WSW Steel-Belted Radial Ply
 Tires • Power Steering • Reversible Key and Keyless Locking System
 • Luxury Wheel Covers • Wheel Opening and Curb Moldings
 • Concealed Dual Headlamps • Custom Pin Stripe • Vinyl Roof
 • Standup Hood Ornament • Opera Windows • Cornering Lamps
 • Customer Monograms • Front and Rear Bumper Guards with
 Rubber Inserts • Solid State Ignition • Front and Rear License
 Plate Frames

Optional Equipment—Exterior

Ski Rack • Remote Control Right-Hand Mirror • Traction-Lok
 Differential • Higher Ratio Rear Axle • Protective Bodyside Molding
 • Power Sunroof • Power Moonroof Reflective Glass Panel (Available
 Only with the Luxury Group Options) • Intermittent Windshield
 Wipers • Appearance Protection Group • Moondust Metallic
 and Diamond Fire Paint

Standard Equipment—Interior

Automatic Temperature Control • Power Ventilation System • Power
 Windows with Lock Feature • Tinted Glass • AM/FM Multiplex
 Stereo Radio with Power Antenna • Anti-Theft Spare Tire Lock •
 Door Closing Assist Straps • Simulated Cashmere Walnut "Matina"
 Wood Applique with Baby Burl Walnut Inserts on Instrument Panel
 • Simulated Baby Burl Walnut on Door Trim Panels and Switch
 Panels • Oval Steering Wheel with Simulated Cashmere Walnut
 "Matina" Wood Applique • Twin Comfort Lounge Seats with 6-Way/
 6-Way Power and Cloth Upholstery • Automatic Parking Brake
 Release • Deep Cut-Pile Carpeting • Instrument Panel Warning
 Lights: Alternator, Engine Temperature, Oil Pressure, Low Fuel,
 "Fasten Seat Belts" Reminder Light, Door Ajar, High Beam, Brakes
 • Interior Lighting: Ashtray Light, Courtesy Lights, Glove Box Light,
 Luggage Compartment Light, Engine Compartment Light,
 Combination Dome/Map Light, Rear "C" Pillar Mounted Reading
 Lights, Courtesy Lights Beneath Instrument Panel • Fully
 Carpeted Luggage Compartment • Carpeted Spare Tire Cover
 • Electronic Cartier Timepiece • Mirrors: Visor-Mounted Vanity,
 Day/Night Rearview



Continental Mark IV Gold Luxury Group Option interior.

Continental Mark IV

• Center Armrests in Front (2) and Rear (1) • Remote Control
Left-Hand Sideview Mirror • Instrument Panel Gauges: Fuel,
Speedometer, Trip Odometer • Rubber Inserts in Scuff Plates • Seat
Belt Warning Buzzer • Wiper-Mounted Windshield Washers

Optional Equipment—Interior

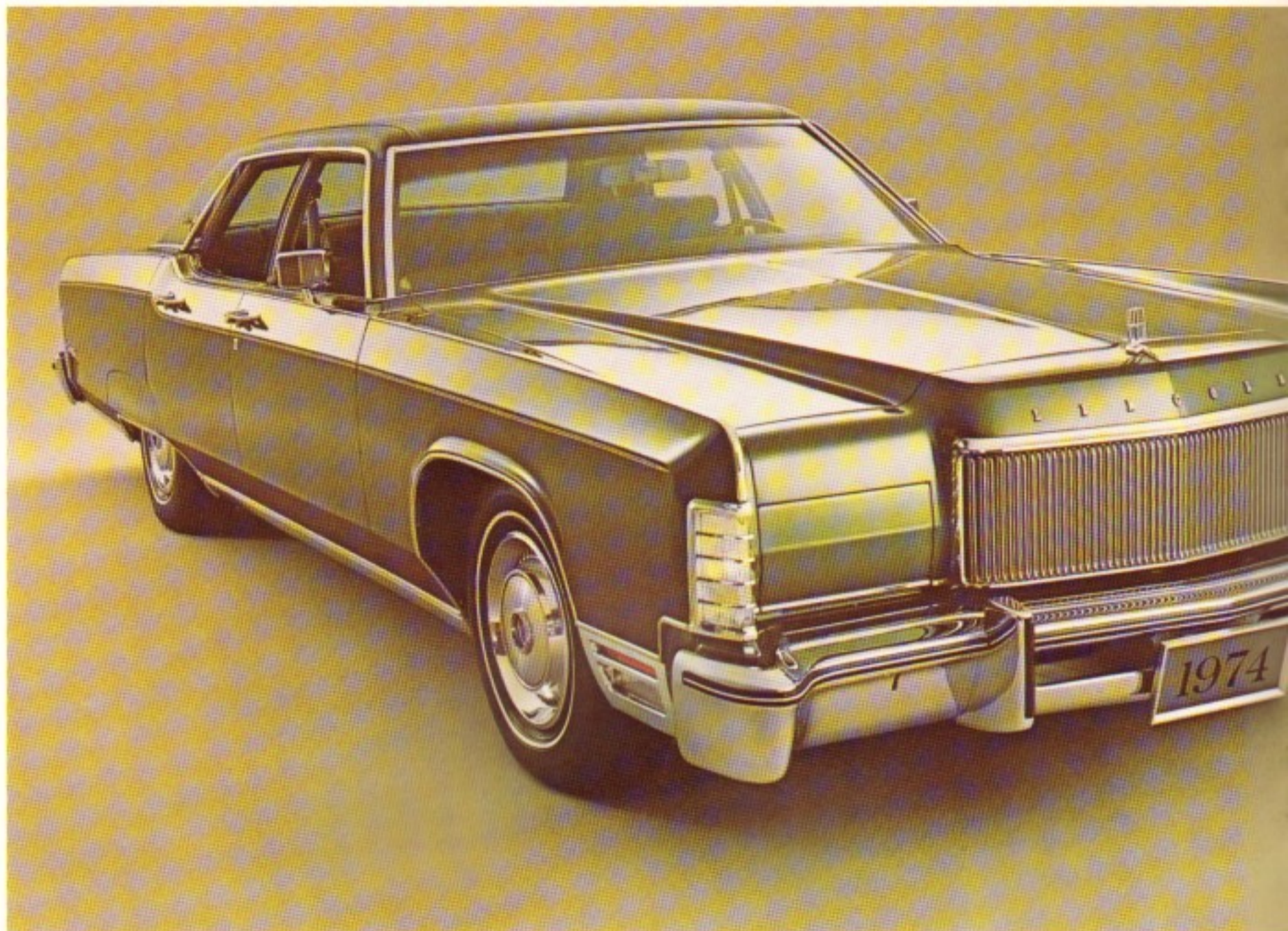
Leather-with-Vinyl or Velour-with-Vinyl Seat Upholstery • Tilt
Steering Wheel • Power Lock/Release Group • AM/FM Multiplex
Radio with Stereo Tape System • AM/FM Multiplex Search Radio
• Automatic Speed Control • Plus these options . . .

New Interior/Exterior Options for 1974

Quick Defrost Windshield/Rear Window • Headlamp Convenience
Group: Automatic Headlamp Dimmer, Automatic Light Delay
• Illuminated Visor Vanity Mirrors (2) • Power Vent Windows
• Power-Operated Glass Moonroof in Gold (Available Only with the
Gold Luxury Group Option) • Space-Saver Spare Tire • AM/FM
Multiplex Search Radio

Luxury Group Options—Silver/Gold

Unique Silver Metallic or Gold Diamond Fire Paint • Unique
High-Lustre Silver or Tan Leather Seating Surfaces with
Saddle Leather Accent Straps • Silver or Tan Color-
Keyed Interior Components • Unique Silver or Gold
Levant Grain Vinyl Roof • Cut-Pile Carpeted Luggage
Compartment Including Spare Tire Cover • Cranberry
Media Velour and Red Leather Trim Also Available
on Silver Luxury Group Option



1974 Lincoln Continental Town Car. Remote control right-hand sideview mirror optional.

1974 Lincoln Continental To

Standard Equipment—Exterior

460 CID 4V V-8 Engine • Select-Shift Automatic Transmission • WSW 235R15 Steel-Belted Radial Ply Tires • Power Steering • Power Front Disc Brakes • Power Vent Windows (4-Door Only) • Cavalry Twill Vinyl Roof • Reversible Key and Keyless Locking System • Deluxe Wheel Covers • Wheel Opening, Fender Peak and Rocker Panel Moldings • Concealed Dual Headlamps • Cornering Lights • Dual Custom Pin Stripes • Standup Hood Ornament • Front Bumper Guards • Personalized Initials • Vinyl-Covered "B" Pillar (Sedan) • "Town Car" or "Town Coupé" Nomenclature on "C" Pillar • Spare Tire Flap • Solid State Ignition

Optional Equipment—Exterior

Sure-Track Brake System • Automatic Speed Control • Traction-Lok Differential • Higher Ratio Rear Axle with Heavy-Duty Radiator • Electric Rear Window Defroster • Appearance Protection Group • Protective Bodyside Molding • Moondust Metallic and Diamond Fire Paint • Intermittent Windshield Wipers • Luxury Wheel Covers • Power Sunroof (with Vinyl Roof)

Standard Equipment—Interior

Power Ventilation System • Power Windows with Lock Feature • 6-Way Power Bench Seat with Vinyl-with-Leather Seating Surfaces and Unique Seat Trim • Automatic Temperature Control • AM Radio with Power Antenna • Simulated Rosewood Woodgrain Instrument Panel Applique • Cut-Pile Carpeting • Door Assist Straps • Full-Width Head Restraints • Front Seat Back Robe Cords • Carpeted Front Seat Back • Upper Door Trim Panel Inserts and Pull Straps • Padded Molded "C" Pillar with Rectangular Lights • Flocked Headlining and Sun Visors • Glove Box Vanity Mirror • Color-Keyed Cut-Pile Carpeting in Luggage Compartment • Remote Control Left-Hand Sideview Mirror • "Town Car" or "Town Coupé" Nameplate with Gold Accent on Glove Box Door • Instrument Panel Gauges: Engine Temperature, Oil Pressure, Alternator, Fuel, Drum Speedometer, Trip Odometer • Instrument Panel Warning Lights: Low Fuel, Headlamp Door Closed, Dual Brake System, "Fasten Seat Belt" Reminder Light, Door Ajar, High Beam, Turn Signals • Interior Lighting: Ashtray Lights, Courtesy Lights, Glove Box Light, Luggage Compartment Light,



Lincoln Continental Town Car interior in Velour Cloth-with-Vinyl trim.

Lincoln Town Cars Models: Town Car/Town Coupé

Map Light, Rear Seat Reading Lights • Electronic Cartier Timepiece • Rim-Blow Steering Wheel • Folding Center Armrests in Front and Rear • Tinted Glass • Automatic Parking Brake Release • Spare Tire Lock • Power Vent Windows on Town Car • Color-Keyed Inside Rearview Mirror • Door Belt Woodgrain Garnish Moldings • Windshield Simulated Woodgrain Garnish Moldings • Fully Carpeted Luggage Compartment • Automatic Seat Back Release—Standard on Town Coupé

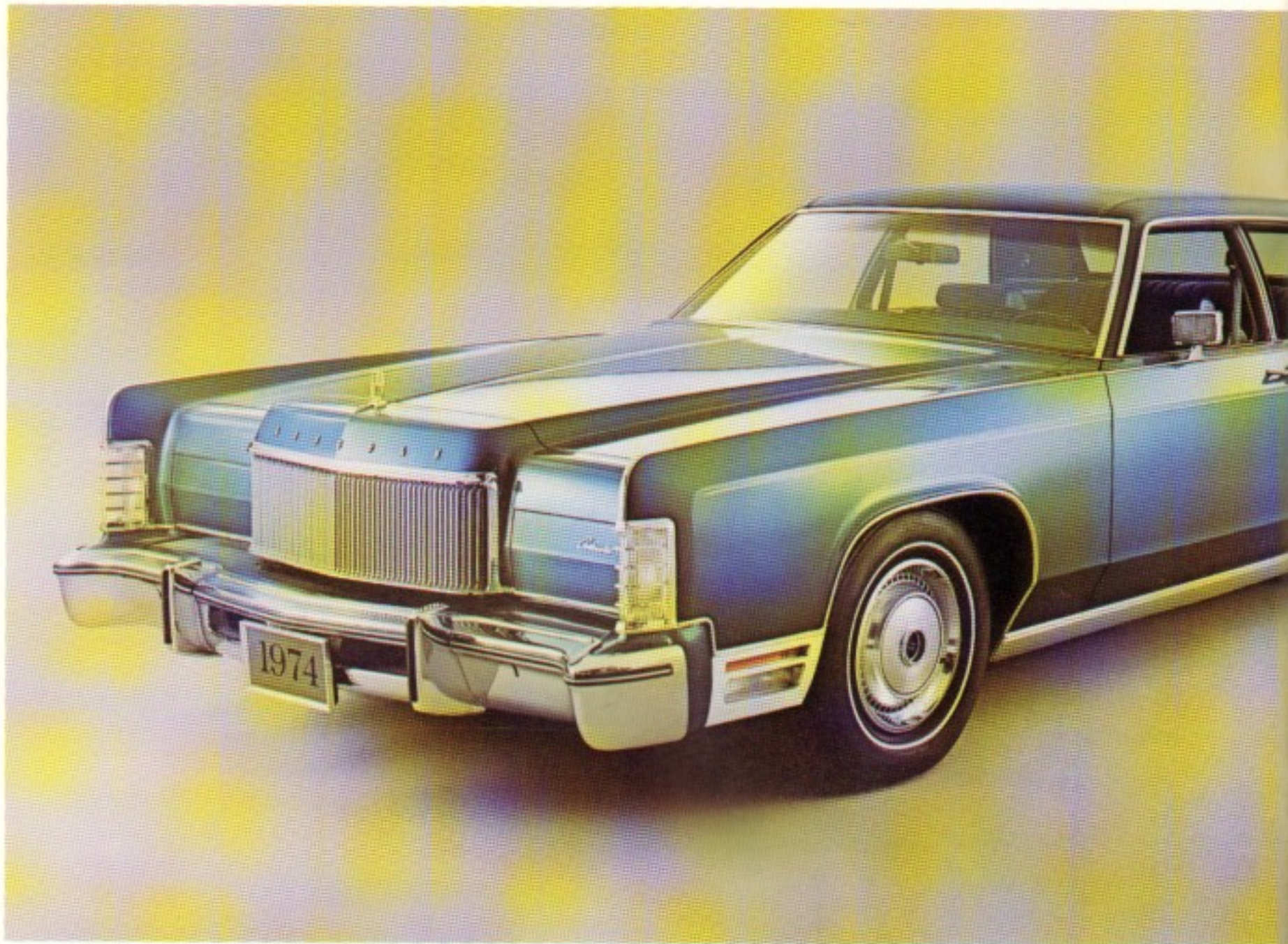
Optional Equipment—Interior

Headlamp Convenience Group: Automatic Headlamp Dimmer, Automatic Light Delay • AM/FM Multiplex Search Radio • AM/FM Multiplex Radio with Stereo Tape System • AM/FM Multiplex Stereo Radio • Tilt Steering Wheel • Power Lock Release

Group • 6-Way Power Twin Comfort Lounge Seats (Reclining) • Velour Cloth-with-Vinyl Upholstery • Illuminated Visor Vanity Mirrors • Remote Control Right-Hand Sideview Mirror • Anti-Theft Alarm System • Plus these options . . .

New Interior/Exterior Options for 1974

Headlamp Convenience Group: Automatic Headlamp Dimmer, Automatic Light Delay • Anti-Theft Alarm System • Illuminated Visor Vanity Mirror



1974 Lincoln Continental 4-Door Sedan. Shown with optional vinyl roof.

1974 Lincoln Contine

Standard Equipment—Exterior

460 CID 4V V-8 Engine • Select-Shift Automatic Transmission • WSW
 235R15 Steel-Belted Radial Ply Tires • Power Steering • Power
 Front Disc Brakes • Reversible Key and Keyless Locking System
 • Deluxe Wheel Covers • Wheel Opening, Fender Peak and
 Rocker Panel Moldings • Concealed Dual Headlamps • Cornering
 Lights • Dual Custom Stripes • Standup Hood Ornament • Front
 Bumper Guard • Concealed Windshield Wipers • Solid State Ignition

Optional Equipment—Exterior

Sure-Track Brake System • Automatic Speed Control • Traction-Lok
 Differential • Vinyl Roof, Cavalry Twill • Higher Ratio Rear Axle
 • Electric Rear Window Defroster • Appearance Protection Group
 • Protective Bodyside Molding • Moondust Metallic and Diamond
 Fire Paint • Power Vent Window (4-Door Only) • Intermittent
 Windshield Wipers • Luxury Wheel Covers • Power Sunroof (with
 Vinyl Roof) • Autolamp Group: Automatic Headlamp
 Dimmer, Automatic Light Delay

Standard Equipment—Interior

Power Ventilation System • Power Windows with Lock Feature
 • 6-Way Power Seat with Knit Cloth-and-Vinyl Upholstery
 • Automatic Temperature Control • AM Radio with Power Antenna
 • Simulated Rosewood Woodgrain Instrument Panel Applique
 • Cut-Pile Carpeting • Door Assist Straps • Instrument Panel Gauges:
 Engine Temperature, Oil Pressure, Alternator, Fuel, Drum
 Speedometer, Trip Odometer • Instrument Panel Warning Lights:
 Low Fuel, Headlamp Door Closed, Dual Brake System, "Fasten Seat
 Belt" Reminder Light, Door Ajar, High Beam, Turn Signals • Interior
 Lighting: Ashtray Lights, Courtesy Lights, Glove Box Light,
 Luggage Compartment Light, Map Light, Rear Seat Reading
 Lights • Seat Belt Warning Buzzer • Cartier Timepiece • Rim-Blow
 Steering Wheel • Folding Center Armrests in Front and Rear
 • Mirrors: Visor-Mounted Vanity, 12" Rearview • Carpeted Luggage
 Compartment • Tinted Glass • Remote Control Left-Hand Side-
 view Mirror • Automatic Parking Brake Release • Spare Tire
 Lock • Automatic Seat Back Release Standard on Coupé



Lincoln Continental 4-Door Sedan interior in Knit Cloth-with-Vinyl trim.

ntal Models: 4-Door Sedan/Coupé

Optional Equipment—Interior

Tilt Steering Wheel • Power Lock/Release Group • AM/FM Multiplex Radio with Stereo Tape System • AM/FM Multiplex Stereo Radio • 6-Way Power Bench Seat (Reclining) • 6-Way/6-Way Power Twin Comfort Lounge Seats (Non-Reclining) • 6-Way/6-Way Power Twin Comfort Lounge Seats (Reclining) • Leather-with-Vinyl Seat Upholstery • Illuminated Visor Vanity Mirror • Remote Control Right-Hand Sideview Mirror • Anti-Theft Alarm System

• Plus these options . . .

New Interior/Exterior Options for 1974

Headlamp Convenience Group: Automatic Headlamp Dimmer, Automatic Light Delay • Illuminated Visor Vanity Mirrors (2) • Luggage Compartment Dress-Up Includes: Ski Rack, Luxury Wheel Covers, Color-Keyed to the Vinyl Roof • Full-Width Head Restraints

1974 LINCOLN CONTINENTAL & CONTINENTAL MARK IV EXTERIOR PAINT COLORS

□ Standard Colors *New Color for 1974 ■ Optional Colors (Extra Cost) †Available only with the Luxury Group Options



VINYL ROOF AVAILABILITY

| Colors | Available Exterior Color Codes | Available Interior Colors |
|-------------|--|--|
| Black | 1C | All except Med. Blue, Med. Green, Saddle |
| | 1E | Black, Dk. Red, Silver Blue, White |
| | 2G, 9C | Black, Dk. Red, Beige, White |
| | 3A, 3L*, 4A, 5R*, 5S, 5V, 6G*, 6L, 6M, 6N, 52* | Black |
| | 4Y* | Black, Med. Green |
| Dk. Blue | 3A, 3L* | Black, Med. Blue, Silver Blue, White |
| | 3D, 3G, 3P*, 9C | Med. Blue, Silver Blue, White |
| | 1E | Med. Blue |
| Beige† | 1C, 2G*, 4Y* | Beige |
| | 5Q, 9C, 51*, 52* | Beige, Saddle, White |
| | 5R* | Saddle, White |
| | 5S | Black, Beige, Saddle, White |
| Silver Blue | 1C | Silver Blue |
| | 3A | Black, Med. Blue, Silver Blue |
| | 3L* | Black, Med. Blue, Silver Blue, White |
| | 9C | Med. Blue, Silver Blue, White |
| Dk. Brown | 5Q, 5S, 9C, 51* | Beige, Tan, Saddle, White |
| | 5R*, 5V | Tan, Saddle, White |
| | 6G*, 52* | Saddle |
| | | |
| White | 1C | Black, Dk. Red, White |
| | 2G* | Black, Dk. Red, Beige, White |
| | 1E | Dk. Red, Med. Blue, Silver Blue, White |
| | 3A, 3D, 3G, 3P* | Med. Blue, Silver Blue, White |
| | 3L* | Black, Med. Blue, Silver Blue, White |
| | 4A | Med. Green, Gold, White |
| | 4Y* | Med. Green, White |
| | 5Q, 5S, 51*, 52* | Beige, Tan, Saddle, White |
| | 5R* | Black, Tan, Saddle, White |
| | 5V | Tan, Saddle, White |
| | 6G* | Black, Gold, Saddle, White |
| | 6L, 6M, 6N | Black, Gold, White |
| | 9C | All |
| | | |
| Gold | 1C, 4A | Gold |
| | 6G*, 6L, 6M, 6N | Black, Gold, White |
| | 9C | Gold, White |
| Tan† | 1C, 4Y* | Tan |
| | 5Q, 5R*, 9C, 51*, 52* | Tan, Saddle, White |
| | 5V | Black, Tan, Saddle, White |
| Med. Green | 4A | Black, Med. Green, White |
| | 4Y* | Black, Med. Green, Beige, Tan, White |
| | 9C | Med. Green, White |
| Silver‡ | 1D‡ | Dk. Red, Cranberry‡, Silver‡ |
| | Gold Plare‡‡ | Tan |

*Extra cost. †Available on Continental Mark IV only. ‡Available on Lincoln Continental only. §Available only as a component of the Continental Mark IV Silver Luxury Group Option. §§Available only as a component of the Continental Mark IV Gold Luxury Group Option.

Note: Pin Stripe color is predetermined by exterior paint, interior trim and vinyl roof combination selected.

Form No. L-C74-7

1974 CONTINENTAL INTERIOR COLORS

Lincoln Continental

Black
White
Dark Red
Beige
Med. Blue
Med. Green
Gold
Silver Blue
Saddle

Lincoln Continental Town Cars

Black
Silver Blue
Beige
Med. Green
Gold

Continental Mark IV

Black
White
Dark Red
Med. Blue
Med. Green
Gold
Silver Blue
Cranberry*
Tan
Saddle
Silver*

*Available only as a component of the Continental Mark IV Silver Luxury Group Option.



† Unique Gold Diamond Fire 54



† Silver Moondust Met. 1D

1974 Continental Specifications and Dimensions

Lincoln Continental Lincoln Continental Town Cars

| | |
|------------------------|--------------|
| Wheelbase | 127.0" |
| Overall Length | 232.6" |
| Overall Height (Coupé) | 54.9" |
| Overall Height (Sedan) | 55.4" |
| Overall Width | 80.0" |
| Tread, Front | 64.3" |
| Tread, Rear | 64.3" |
| Tire Size | 235R15 |
| Luggage Capacity | 20.5 cu. ft. |
| Fuel Tank Capacity | 22.0 gal. |
| Curb Weight (Coupé) | 5,349 lbs. |
| Curb Weight (Sedan) | 5,376 lbs. |

Continental Mark IV

| | |
|--------------------|--------------|
| Wheelbase | 120.4" |
| Overall Length | 228.4" |
| Overall Height | 53.3" |
| Overall Width | 79.8" |
| Tread, Front | 63.0" |
| Tread, Rear | 63.1" |
| Tire Size | 230-15 |
| Luggage Capacity | 14.4 cu. ft. |
| Fuel Tank Capacity | 26.5 gal. |
| Curb Weight | 5,362 lbs. |

LINCOLN CONTINENTAL
CONTINENTAL MARK IV

LINCOLN-MERCURY DIVISION



