



**1977 Continental
Product Facts Book**

1977 Continental

PRODUCT FACTS BOOK



PROPERTY OF _____

DEALERSHIP _____

HOW TO USE THIS BOOK

The 1977 Continental Product Facts Book is designed to contain all of the Sales and Product Information (SPI materials) that will be sent to you throughout the model year. The book is divided into two major sections, a Product Facts Book Section and a Competitive Comparison Section.

This book is a handy reference library where answers to product questions can be found easily and quickly. It is meant to be a salesman's personal source of sales and product information, containing a wealth of facts which can help both new and seasoned salesmen become better informed and more successful.

Each section has its own individual index so that specific information can be quickly located by page number.

CONTINENTAL PRODUCT FACTS BOOK SECTION

Information in this section is organized as follows:

1. CAR LINE SECTIONS
 - Continental Mark V
 - Lincoln Continental
2. ENGINEERING FEATURES
3. TRAILER TOWING

The **CAR LINE** sections cover essential product information for each luxury car line — and include the selling advantages of important features, along with photographs, drawings and charts.

Two valuable and time-saving advantages of the options descriptions and availability portion of the car line sections are that the listings provide important customer benefits, and follow the same alphabetical listing as your salesmen's pocket price books.

- The **ENGINEERING FEATURES** section covers engineering features in more detail than do the Car Line Sections. It provides valuable general information for you as well as many answers to questions from more technically oriented prospects.
- The **TRAILER TOWING** section provides important trailer towing information, requirements and limitations for both the Continental Mark V and Lincoln Continental.

CONTINENTAL COMPETITIVE COMPARISON SECTION

As 1977 competitive comparison literature, prices and specifications become available, printed materials for this section of your Continental Product Facts Book will be produced and sent to you.

This section offers a wealth of information that compares Continental car lines with major competitors. It provides you with the price and feature benefits that help give you a sales advantage over competition. The material is presented in a manner that can be used effectively in your sales presentation.

Competitive Comparison Materials include:

- **PRICE/PRODUCT COMPARISON BULLETINS . . .**

are vital sources of competitive information which emphasize retail price comparisons, price analysis comparisons, standard and optional equipment comparisons, and fuel economy estimates. They are a comprehensive source of knowledge and a valuable sales tool.

- **COMPETITIVE COMPARISON SPECIFICATION SHEETS . . .**

take a look at how competition stacks up in a side-by-side comparison of dimensions, standard and optional features and extra-value feature advantages . . . all presented in an easy-to-use format.

- **SALESMEN'S NEWS BULLETINS . . .**

keep you up-to-date and aware of product news changes, new models or newly formulated strategies as developed throughout the model year.

- **EPA FUEL ECONOMY ESTIMATES . . .**

this section gives EPA figures and engine/transmission combinations for the Continental Mark V, Lincoln Continental as well as competitive cars in the luxury class.

LINCOLN-MERCURY DIVISION • MERCHANDISING DEPARTMENT

Availability of models and equipment described in this Book depends upon final EPA (Environmental Protection Agency) certifications. Specifications herein were in effect when this book was approved for printing. Some illustrations show cars with white sidewall tires, deluxe wheel covers and other styling, convenience and performance items and other equipment which are optional at extra charge. Some options are required in combination with other options. Lincoln-Mercury Division, whose policy is one of improvement, reserves the right to change specifications and features without notice and without incurring obligation.

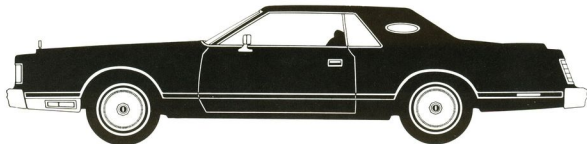
Continental Mark V

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MODEL AVAILABILITY

CONTINENTAL MARK V 2-DOOR COUPE



Continental Mark V Heritage Story

This fall, Lincoln-Mercury Division will introduce the Continental Mark V, the latest generation in a custom-crafted dynasty of luxury cars. Few automobiles have entered the marketplace with such a distinguished heritage.

Traditionally, the Continental Mark cars have been built for those buyers who seek distinctive styling, precise engineering, and quality assembly. The tradition began with the original Continental, which was the creation of two men—Edsel Ford and his designer Bob Gregorie.

Since his early teens, Mr. Ford had compiled a scrapbook of the best European cars, circling parts he particularly admired. When he became president of the Ford Motor Company, he had a one-of-a-kind car built for him every year. Inspired by a recent European vacation, he asked Mr. Gregorie, in September, 1938, to create a convertible coupe that would be "strictly continental."

Mr. Gregorie set to work creating a "continental" car that would incorporate the European styling flair Mr. Ford so admired. Choosing the Zephyr Convertible Coupe as his foundation, he built the Continental using as many Zephyr parts as possible.

The Zephyr's body panels, doors, deck lid, hood, and fenders were "lowered" by cutting them horizontally and removing a four-inch strip before the parts were welded back together. The result was the long, low look Mr. Gregorie wanted. He added other styling touches, including the spare tire deck lid, still a part of the Continental look.

The hand-built prototype "Continental" was delivered to Mr. Ford at the Ford Estate in early March, 1939. The car was so enthusiastically received by his friends that Mr. Ford decided to produce it for sale.

The production model was officially introduced on October 2, 1939, at the Ford Rotunda in Dearborn. Called the Continental Cabriolet model of the Lincoln Zephyr, it was priced at \$2,840. It was immediately successful and retained its popularity over successive model years.

In 1951, the original Continental was one of eight cars chosen "for their excellence as works of art" to be included in an exhibit at New York's Museum of Modern Art.

In July, 1952, Ford established a Special Product Operations team to create a worthy successor to the original Continental. On October 16, 1954, William Clay Ford, general manager of Special Product Operations, disclosed that the company would introduce a high-quality, limited-volume, prestige automobile to be known as the Continental. Later, it was announced that the new Continental would be called the Mark II.

The car was introduced to the public in October, 1955, as a limited-edition, \$10,000 luxury coupe. A total of 3,000 Mark II's were produced between June, 1955, and May, 1957. The car revealed a growing demand for an elegant, personal luxury car that predicted outstanding sales for succeeding generations of Continentals.

Over three model years (1969 - 1971), nearly 80,000 Mark III's were sold, and the Mark IV has posted about 278,000 sales over its five-year run.

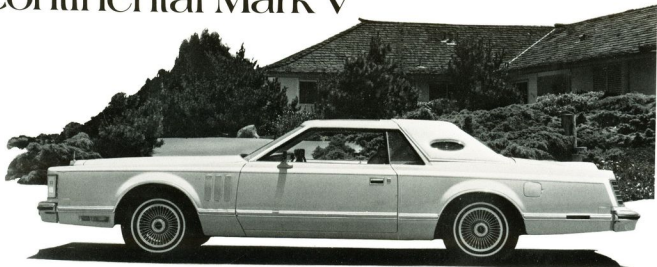
The Mark II was widely acclaimed for its classic simplicity. It retained the original Continental's clean lines and introduced several features which were incorporated in later Continentals, including rear fender treatment, rear taillamp and bumper styling, and deep honeycombed grille.

Like the Mark II, the 1977 Mark V is a very personal luxury car. Unlike the original Continental, the Mark V will include as standard equipment: automatic transmission, four-wheel power disc brakes, power steering, and an AM/FM monaural radio with power antenna.

Its wheelbase is five inches shorter than the original Continental's—125 inches, yet the Mark V will provide more passenger room than its illustrious ancestor. The Mark V will outweigh the original Continental by 800 pounds; yet, with its 400 CID 2V V-8 standard engine and a new improved-response throttle linkage, the Mark V will be quicker than the original Continental.

Although mechanically far superior to the original Continental, the Mark V's clean, uncluttered design will reflect the classic styling tradition its "strictly continental" ancestor began.

Continental Mark V



CONTINENTAL MARK V STANDARD EQUIPMENT

EXTERIOR

Front

- Classic chrome-plated vertical grille
- Concealed dual headlamps
- Distinctive blade-like vertical parking lamps
- Black bumper guard pads and rub strips
- Bright Continental Star stand-up hood ornament

Side

- Functional front fender louvers
- Premium bodyside molding with Corinthian grain vinyl insert in customer's choice of color

- Cornering lamp
- Opera window with Continental star laminated in glass
- Luxury wheel covers
- Remote-control left-hand mirror
- Bright wheelip moldings
- Personalized owner's initials (order form in owner's manual)

Rear

- Distinctive rear deck styling
- Vertical taillamps
- Black bumper guard pads and rub strips

Finish

- Metal finished roof
- Improved corrosion protection with expanded use of pre-coated steel panels for selected body parts
- Improved electrocoat paint primer process on all inner and outer surfaces
- Electrostatic paint process
- Thick baked acrylic super enamel finish

INTERIOR

- Twin Comfort Lounge seats
- Ultraveour cloth seat trim in pleated sew style
- Individual front seat folding center armrests
- Cartier day/date clock
- AM/FM monaural radio with 4 speakers and power antenna
- High-gloss walnut woodgrain applique above glove box, on instrument panel, steering wheel, door trim panel
- Luxury two-spoke steering wheel

- Four illuminated ashtrays with cigar lighters
- Door closing assist straps
- Thick color-keyed, cut-pile carpeting
- Power window and seat control panel on front armrest
- Instrument panel warning lights for alternator, engine temperature, oil pressure, low fuel, door ajar, brakes, and fasten seat belts
- "Headlamps On" warning buzzer
- Push-to-reset trip odometer

- Visor-mounted vanity mirror
- 12-inch day/night inside rearview mirror
- Fully lined luggage compartment
- Interior lights: front door courtesy lights ● courtesy lights on door panels ● instrument panel courtesy light with switch ● instrument panel ashtray light ● Glove Box light ● dome light ● integrated opera window reading lamp ● engine compartment light ● luggage compartment light

FUNCTIONAL

- 400 CID 2V V-8 engine
- DuraSpark ignition
- SelectShift 3-speed automatic transmission
- Four-wheel power disc brakes
- WSW Michelin steel-belted radial ply tires
- Space-Saver spare tire
- Automatic temperature control air conditioning with driver-controlled fan setting
- Power windows
- Tinted glass
- Power steering
- Six-way power driver's seat
- Automatic seat back release
- Anti-theft door lock buttons, ignition lock and deck lid lock

- Quick-response throttle linkage
- Inside hood latch release
- Foot-operated multi-stroke parking brake
- Concealed 2-speed electric windshield wipers
- Wiper-mounted windshield washer spray jets
- Stay-Full radiator system
- 63-amp.-hr. battery
- 60-amp. alternator
- Body/frame construction
- Super quiet sound insulation package
- Independent coil spring front suspension
- Coil spring rear suspension

DIMENSIONS & CAPACITIES

	2-Door Coupe
Overall Length	230.3"
Wheelbase	120.4"
Track	
Front	63.1"
Rear	62.6"
Luggage Capacity (cu. ft.)	18.1*
Fuel Capacity (gals.)	26.0

* With standard Space-Saver spare tire

Standard Features

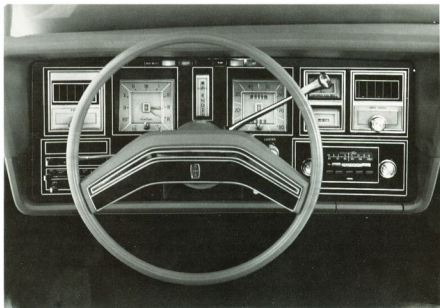
INTRODUCING A NEW CONCEPT IN LUXURY CAR MOTORING — THE TIMELESS ELEGANCE OF CONTINENTAL MARK V

The Continental Mark V's all new sculptured styling is dramatically exciting from any view — the classic Continental front end design featuring the incomparable vertical grille... the long, luxurious profile with the handsomely painted metal-finished roof... the distinctive rear deck with intrinsic styling and smartly designed vertical taillamps.



LUXURIOUS LEVEL OF INTERIOR RICHNESS

From the superbly sculptured exterior, luxury is gracefully extended to the interior. Mark V surrounds its occupants with unsurpassed luxury. The plush interior is highlighted by Twin Comfort Lounge Seats in a pleated design with soft Ultravelour fabric. The new instrument panel has a high-gloss walnut woodgrain applique, new lenses with cut crystal appearance, jewelry-like faces on the instruments and a new Cartier day/date clock with super-accurate quartz crystal movement and A.M./P.M. designation.



LUXURY IMPROVEMENTS

The 1977 Mark V has had a weight reduction of approximately 250 pounds. Significant engineering improvements have been made to the power train, such as a new throttle linkage and better transmission performance.

Improved theft resistance provides added security with an improved ignition lock, deck lid lock and newly designed door lock buttons. New functional front fender louvers, which help reduce underhood temperature, reflect the careful attention to detail that every Continental Mark V owner expects.

IMPROVED CORROSION PROTECTION

The Mark V has also significantly improved corrosion protection. Even before the sheet metal is formed, selected critical body parts are coated to protect against rust and corrosion. When assembled, the car body is electrocoated with a rust and corrosion resistant primer. An auxiliary electrode is mounted inside the car body before it is immersed in a tank of the primer material. The increased charge from this electrode helps attract additional primer inside such areas as: pillars, box members, and the interior of doors. The car body then undergoes a cleaning and phosphate process before paint application. After the acrylic enamel is electrostatically applied, it is baked and hand buffed for high gloss and lasting sheen.

CONTINENTAL MARK V POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY

Engine	Transmission	2-Door Coupe
400 CID 2V V-8	SelectShift Automatic	STD
460 CID 4V V-8	SelectShift Automatic	OPT (a)

(a) Not available in California. Required on Continental Mark V for use or registration in high altitude areas (over 4000 ft.).

Axle Ratio Chart

AXLE RATIOS		
	400 2V V-8(a)	460 4V V-8(b)
Non-Locking — STD	2.75	2.75
Non-Locking — OPT	N.A.	3.00(c)
Traction-Lok — OPT	2.75	2.75(a)
Sure-Track (Non-Locking) — OPT	2.75	2.75(a)

(a) Not available in high altitude areas.

(b) Not available in California.

(c) 460 4V V-8 and 3.00 axle ratio required in high altitude areas, and with Trailer Towing Package. Not available as separate option.

CONTINENTAL MARK V DIMENSIONS AND CAPACITIES*

	2-Door Coupe
Wheelbase	120.4
Overall Length	230.3
Overall Height	52.9
Overall Width	79.7
Tread, Front	63.1
Rear	62.6
FRONT, Head Room	37.5
Shoulder Room	60.4
Hip Room	55.4
Leg Room	42.3
REAR, Head Room	37.1
Shoulder Room	59.0
Hip Room	54.3
Leg Room	34.0
Luggage Capacity (Cu. Ft.)	18.1 (a)
Fuel Capacity (Gallons)	26.0
Curb Weight (Pounds)	4838

*Dimensions in inches unless otherwise stated.

(a) With standard Space-Saver spare tire.

Source: Motor Vehicle Manufacturers Association Specifications

CONTINENTAL MARK V COLOR AND UPHOLSTERY

1977		WHITE																LUXURY GROUPS				DESIGNER						
CONTINENTAL MARK V		BLACK	RED	BLUE	GOLD	CORDOVAN	DOVE GREY	LEATHER	CHAMOIS	JADE	BLACK	RED	BLUE	WHITE	GOLD	CORDOVAN	CHAMOIS	RED ROSE	DK JADE	GOLD CREAM	CORDOVAN	MIDNIGHT BLUE CREAM	BILLS	CARTER	EMLO PULCI	FORNEY		
COLOR AND TRIM CHART		AA	AD	AB	AY	AF		AT	AR		AW	BN	BN	BD	B5	B8	B6	B2										
MARK V VERTICAL PLEAT SEW STYLE	UltraveLOUR																											
	LEATHER & VINYL ROMANG VELOUR																											
LUXURY GROUPS	LEATHER & VINYL																											
	MAJESTIC VELOUR GROUP																											

PAINT COLORS	PAINT CODE	VINYL ROOF AND BODYSIDE MOLDING AVAILABILITY																											
		A-W/P	A/D	A	A/P	A/U	A/W	W-C/U	W-R	A/W	W-D	W-B/S	W-R	W-V/Y	W-F	W-C/U													
BLACK	1C																												
WHITE	9D																												
DOVE GREY	1N																												
MIDNIGHT BLUE	3T																												
DK JADE MET	4G																												
CREAM	6P																												
CORDOVAN MET	8N																												
LT. CORDOVAN	8P																												

MOONDUST COLORS Optional																												
DARK RED	2G																											
ICE BLUE	3Z																											
CINNAMON GOLD	8Z																											
EMBER	8V																											

DIAMOND FIRE COLORS Optional																												
BLACK DIAMOND	1L																											
ROSE	2I																											
SILVER	1J																											
LT. JADE	7B																											
YELLOW GOLD	6Y																											



Continental Mark V
Full Vinyl Roof—Code V



Continental Mark V
Landau Vinyl Roof—Code Y



Continental Mark V
Forward Half Vinyl Roof—Code K
Givency Designer Only

Premium Bodyside Molding is standard.

The color of the Premium Bodyside Molding is to be selected by the dealer or customer. The recommended colors

correspond to those shown for Vinyl Roof color availability. Other colors may be ordered as Paint Deviations (PD).

VINYL ROOF AND PREMIUM BODYSIDE MOLDING COLOR CODES

A—Black
B—Midnight Blue
C—Ember
D—Dark Red
E—Dove Grey
F—Cordovan
H—Rose
(Mark V only)

M—Light Jade
P—Silver
R—Dark Jade
S—Ice Blue
U—Cinnamon Gold
V—Cream
W—White
Y—Gold

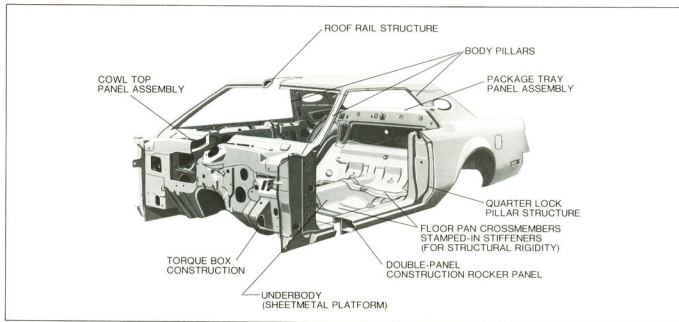
OPTIONAL CUSTOM PAINT STRIPE CODES

(NO RESTRICTIONS ON COLOR CHOICE)

1—Black 6—Silver
2—White 8—Gold
3—Dark Red C—Yellow
4—Blue E—Orange
5—Chamois F—Dark Jade
K—Cordovan

IMPORTANT CONTINENTAL MARK V ENGINEERING FEATURES

BODY CONSTRUCTION

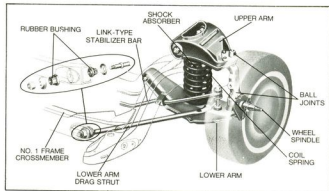


Body Construction

Continental Mark V is the end product of precision engineering that employs a rugged body/frame construction. The floor pan is reinforced with heavy sheet metal crossmembers that tie the rocker panels to the full-length driveline tunnel. The rocker panel is combined with an inner steel member to give the underbody additional strength at the side. Lock pillars, welded wheelhouses, a full-length fender top reinforcement, and a structural hood inner panel provide strength and torsional rigidity.

The upper back panel, lower back panel, and deck lid hinge support bracket contribute to the body shell strength in the rear. Attachment of the roof panel completes the structure. The assemblies are constructed from stamped-steel components, spot welded together to form rigid units. Combined with the unique torque box frame, body and frame work together to help reduce road shock, noise, and vibration.

FRONT SUSPENSION



Front Suspension

The Continental Mark V features a coil spring front suspension. The coil springs are computer selected to match the vehicle's suspension to its standard and optional equipment.

The superiority of Continental Mark V's exceptional ride is the result of employing a carefully engineered Silent-

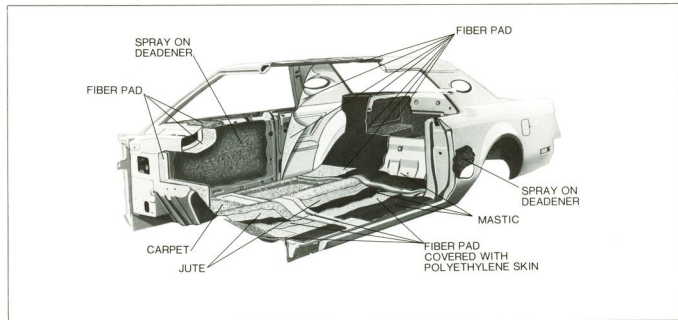
Strut system. The struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which permit the front wheels to yield under impact and to cushion road shock. Suspension components are attached to the frame at rubber insulated mounting points, eliminating metal-to-metal contact. These components also minimize the transfer of road noise and vibration to the passenger compartment providing occupants the quiet luxury of Mark V's incomparable ride.

A stabilizer bar helps contribute to Mark V's confident steering control. It is designed to control the roll of the car body caused by centrifugal force when rounding a turn. The bar's resistance to twisting is designed to counteract this force and stabilize the car body when cornering.

The shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

IMPORTANT CONTINENTAL MARK V ENGINEERING FEATURES

BODY INSULATION

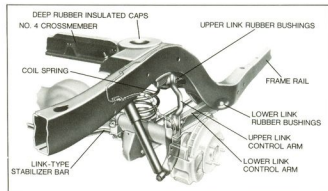


Body Insulation

To further enhance Continental Mark V's luxuriously quiet ride, special care has been taken in the design of the sound insulation package. The passenger compartment is surrounded with a variety of sound deadening materials that greatly help reduce road noise and driveline vibration.

Padded insulation is carefully installed at the instrument panel, the roof panel, floor pan and between the rear seat and luggage compartment. In addition, mastic and spray-on sound deadeners further contribute to a quiet and comfortable ride.

REAR SUSPENSION



Rear Suspension

The Continental Mark V features a coil spring rear suspension. The coil springs are computer selected to precisely match the suspension to the vehicle's standard and optional equipment.

Coil springs are inherently friction free, making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

The shock absorbers feature a freon-filled plastic bag in the fluid reservoir and an additional compression control

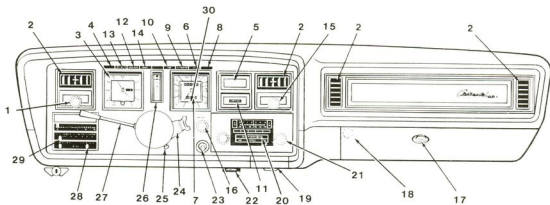
valve. The freon bag fills the reservoir air space, reducing fluid aeration and foaming in the shock absorber that occur under high-velocity shock absorber motion, common at higher speeds and on rough roads. Because there is less air mixed with the fluid, shock absorber damping ability remains more consistent.

All Continental Mark V's utilize a rear stabilizer bar that helps control roll of the car body caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Upper and lower arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied. At the same time, the control arms permit upward and downward movement of the axle with respect to the frame.

Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to minimize the transfer of road noise to the passenger compartment. The system provides an exceptional level of noise modulation and directional stability that contribute to Continental Mark V's unequaled smooth ride and confident handling.

CONTINENTAL MARK V INSTRUMENT PANEL



- | | | |
|---|---|---|
| <p>1. Headlight Switch and Optional Headlight Convenience Group Controls</p> <p>2. Air Conditioner — Vent Registers</p> <p>3. Cartier Day/Date Clock</p> <p>4. Left-Turn Signal Indicator</p> <p>5. Fuel Gauge</p> <p>6. Oil Pressure Warning Light</p> <p>7. Speedometer and Odometer</p> <p>8. Right-Turn Signal Indicator</p> <p>9. Alternator Warning Light</p> <p>10. Engine Temperature Warning Light and Warning Buzzer (Sounds When Engine Overheats)</p> | <p>11. Low Fuel Warning Light</p> <p>12. Door Ajar Warning Light</p> <p>13. Fasten Seat Belt Light</p> <p>14. Brake System Warning Light</p> <p>15. Windshield Wiper-Washer Control</p> <p>16. Cigar Lighter</p> <p>17. Lockable Glove Compartment</p> <p>18. Concealed Power Trunk Release Control (Optional)</p> <p>19. Ashtray</p> <p>20. Radio, and Optional Stereo Tape System</p> <p>21. Radio Control</p> <p>22. Power Antenna Control</p> | <p>23. Right-Hand Remote-Control Mirror Adjustment Knob (Optional)</p> <p>24. Ignition Switch</p> <p>25. Hazard Lights Flasher Switch</p> <p>26. SelectShift Transmission Indicator</p> <p>27. Turn Signal Lever and Tilt Wheel Release Lever</p> <p>28. Electric Rear Window Defroster Switch (Optional)</p> <p>29. Automatic Temperature Control System with Driver Control Fan Speed</p> <p>30. Trip Odometer Push-to-Reset Button</p> |
|---|---|---|

CONTINENTAL MARK V STEERING WHEEL



Luxury 2-Spoke Steering Wheel with Simulated Walnut Woodgrain Inserts, Standard

CONTINENTAL MARK V WHEELS AND WHEEL COVERS



Luxury Wheel Cover, Standard



Forged Aluminum Wheel(4), Optional



Turbine Styled Cast Aluminum Wheel(4), Optional

Continental Mark V Options

REGULAR PRODUCTION OPTIONS

- Appearance Protection Group

- Included in this group are door edge guards, front and rear floor mats and bright license plate frames. Note: The front license plate frame is deleted if the optional front license plate bracket is not ordered.
- This option minimizes damage and wear at such high visibility areas as floor carpeting and door edges, adds to pride of ownership at time of purchase, and maintains the owner's investment at trade-in time.

- Axle, Higher Ratio

- Provides more power to rear wheels for trailer towing, off-highway driving, driving in hilly terrain and other heavy-duty vehicle uses.
- Included in Heavy-Duty Trailer Towing Package and not available with Sure-Track brakes.
- Available only with 460-4V engine
- Requires dual exhausts in noise legislated areas
- Not available in California

- Axle, Traction-Lok

- On ice, snow or mud, the Traction-Lok differential automatically transfers traction from the rear tire with least traction (i.e. on ice) to the rear tire with most traction (i.e. on dry pavement).
- Not available with Sure-Track brakes.
- Includes 3.00 to 1 axle ratio
- Available only with 460 CID 4V V-8 engine
- Not available in California

- Bracket, Front License Plate

- This option is automatically installed in all states where front license plates are required. (Optional at no extra cost in all other states)

- Brakes, Sure-Track

- In an emergency braking situation, this computer-operated system improves braking stability by inhibiting rear wheel lockup during maximum braking effort.
- The system has three major components: sensor, control module and an actuator, all of which function to release braking pressure to the skidprone rear wheels.
- The sensor transmits the wheel speed to the control module. The control module analyzes the speed and "commands" the actuator to release brake pressure. The actuator regulates the brake fluid pressure on the rear wheel brakes in a manner to resist wheel lockup. By keeping the rear wheels rolling, directional stability is maintained.
- This cycling action continues until the vehicle is slowed to approximately four miles per hour, or until the brake pedal is released.
- Not available in California
- Includes 3:00 to 1 axle ratio

- Defroster Group

- This group includes a unique new "heated" left-hand remote-control mirror with a hidden electric coil that heats the mirror and clears ice, frost and mist from the mirror surface.
- The electric rear window defroster has a 4 watt output per square inch of window surface providing abundant heat for rapid removal of ice, frost or condensation.
- Both the heated mirror and the electric rear window defroster are simultaneously activated by engaging the electric de-ice button.



- Dual Exhausts

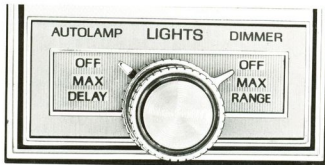
- Available only in combination with 460 CID 4V V-8 and Higher Ratio Rear Axle, Sure Track Brake option, Traction-Lok Axle option or Trailer Towing package
- Required in noise legislated areas if any of the above options are ordered
- Not available in California

- Headlamp Convenience Group

- This group consists of Automatic Headlamp Dimmer and Autolamp (On/Off Delay) System
- The Automatic Headlamp Dimmer contributes to convenience, courtesy and safety when driving at night. A photoelectric cell mounted on the radiator support bracket senses any changes of light from oncoming cars or ambient illumination. The headlamps are switched automatically from high beam to dim when lights from an oncoming vehicle are detected.
- When the Autolamp System is on, it automatically turns headlamps on as darkness approaches and keeps them on until daylight approaches.
- A second feature of the Autolamp System is a delayed "shut off" of the headlamps, taillamps and either cornering lamp after the ignition is turned off. This delay mechanism has a timing selector for a delay from a few seconds up to approximately 3 minutes.

Headlamp Convenience Group (Cont'd)

- The added convenience of a warning buzzer is provided in the event that headlamps are left on without the system being activated.



- Heater, Engine Block

- Motorists who live in extremely cold regions will appreciate the help this device will give them on those especially cold mornings.
- A 600-watt electric heating element installed in the engine block, when plugged into a regular household electrical outlet, warms the engine coolant.
- An extension cord long enough to reach from the heating element to a convenient opening in the front grille of the vehicle is included with this option.

- Illuminated Entry System

- This system takes the worry out of nighttime entry. When either the driver or passenger side door handle is raised, the interior lights and a unique lighted ring around the door lock cylinder are illuminated and hold for approximately 20 seconds, or until ignition lock cylinder is turned to run or accessory.



- Interior Light Group

- Include the extra convenience of a dome lamp with dual beam map lamp
- Illuminated visor vanity mirrors for both driver and passenger add the finishing touch of luxury and convenience
- Included in Majestic Luxury Group and Designer Series models



- Mark V Designer Series

- **The Bill Blass Model** reflects the ultimate in sporty styling without being ostentatious. It is all new for 1977 and includes:

- Midnight Blue paint
- Chamois color Landau vinyl roof with Pigskin grain (full-vinyl roof optional)
- Unique Pigskin grain leather and vinyl interior in new Chamois color
- Choice of Chamois or Midnight Blue bodyside molding
- Unique dual Chamois paint stripes on bodyside and deck lid with Bill Blass insignia on front fender
- Bill Blass name in opera window
- 22-karat gold finish instrument panel nameplate with customer's name engraved (Optional, no extra charge)
- Turbine Styled Cast Aluminum Wheels
- Six-way power passenger seat
- Cut-pile carpeted luggage compartment (Medium Grey)
- Interior Light Group

- **The Cartier Model** personifies elegant sophistication that other luxury cars merely imitate. Its subdued refinement emphasizes taste, style and comfort. The Cartier Designer Mark V includes these luxury features:

- Dove Grey paint
- Dove Grey Landau vinyl roof (full-vinyl roof optional)
- Choice of Dove Grey leather and vinyl in Luxury Group sew style or Dove Grey Majestic velour
- Dove Grey bodyside moldings
- Single thin dark red paint stripe on bodyside
- Cartier interlocking "C" logo on deck lid
- Cartier signature in opera windows
- 22-karat gold finish instrument panel nameplate with customer's name engraved (Optional, no extra charge)
- Turbine Styled Cast Aluminum Wheels
- Six-way power passenger seat
- Cut-pile carpeted luggage compartment (Medium Grey)
- Interior Light Group

- **The Emilio Pucci Model** is proof that luxury need not be ordinary. The sharp crispness of its contrasting lines is coupled with the unique personal styling treatment of Emilio Pucci. The Pucci Mark V includes these luxury features:

- Black Diamond Fire Paint
- White Landau vinyl roof in a Cayman grain patent leather appearance (Full-vinyl roof optional)
- White leather and vinyl interior with black components
- Interior Light Group with especially selected Pucci material covering the padded insert on the Illuminated Visor Vanity Mirrors
- Black bodyside moldings
- Three quarter length bodyside tape stripe

Emilio Pucci Models (Cont'd)

- Emilio Pucci signature in opera window
 - 22-karat gold finish instrument panel nameplate with customer's name engraved (optional, no extra charge)
 - Turbine Styled Cast Aluminum Wheels
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)
- **The Givenchy Model** is the color and trim selection of one of Paris' foremost designers. Restyled in 1977, the Givenchy Mark V highlights are:
- Dark Jade Metallic paint
 - Unique forward half-vinyl roof in Chamois color Pigskin
 - Choice of Dark Jade Majestic interior or Dark Jade leather and vinyl interior
 - Chamois colored bodyside moldings
 - Chamois colored dual paint stripes on bodyside, hood and deck lid
 - Hood and deck lid stripes terminate in double "G" Givenchy insignia.
 - Givenchy name in opera window
 - 22-karat gold finish instrument panel nameplate with customer's name engraved (optional, no extra charge)
 - Turbine Styled Cast Aluminum Wheels
 - Six-way power passenger seat
 - Interior Light Group

- Mark V Luxury Groups

- **The Cordovan Luxury Group** is distinctly new for 1977. It encompasses a new dimension in styling and elegant good taste. The Cordovan Luxury Group offers these luxury features:
- Choice of White or Cordovan Metallic exterior paint
 - Choice of White or Cordovan vinyl roof (optional)
 - Choice of Cordovan and White two-tone leather and vinyl interior or new Cordovan Roman velour
 - Choice of Cordovan or White premium bodyside molding
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)
- **The Midnight Blue/Cream Luxury Group** can be described in one word—dramatic. The appeal of mixing and matching... in essence, creating your own Mark V... makes this luxury group hard to resist. The buyer may choose from:
- Choice of Midnight Blue or Cream exterior paint
 - Choice of Midnight Blue or Cream vinyl roof (optional)
 - Blue leather and vinyl interior with Cream leather straps and accents
 - Midnight Blue or Cream bodyside molding
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)

- **The Gold/Cream Luxury Group** embodies the rich good looks that its name implies. It includes these luxury items:
- Choice of Cream or Yellow Gold Diamond Fire exterior paint
 - Cream or Gold vinyl roof (optional)
 - Choice of Gold and Cream leather and vinyl or new Gold Romano cloth
 - Cream or Gold bodyside molding
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)

- **The Light Jade/Dark Jade Luxury Group** gives the buyer the option of highlighting the unique styling of Mark V with the subtle softness of Light Jade or dramatizing its contours with Dark Jade exterior paint. This luxury group includes:
- Choice of Dark Jade Metallic or Light Jade Diamond Fire exterior paint
 - Choice of Dark Jade or Light Jade vinyl roof (optional)
 - Dark Jade and Light Jade leather and vinyl interior with Light Jade leather seating surfaces, Dark Jade leather straps and Dark Jade carpeting and interior components
 - Choice of Dark Jade or Light Jade premium bodyside molding
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)

- **The Red/Rose' Luxury Group** gives Continental Mark V the warm glow of luxurious comfort. It includes:
- Choice of Dark Red Moon dust or Rose' Diamond Fire exterior paint
 - Choice of Dark Red or Rose' vinyl roof (optional)
 - Choice of Dark Red or Rose' leather and vinyl interior with Rose' leather seating surfaces, Dark Red leather straps and Dark Red carpeting and components
 - Choice of Dark Red or Rose' Premium molding
 - Six-way power passenger seat
 - Cut-pile carpeted luggage compartment (Medium Grey)

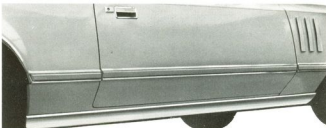
- **Majestic Velour Luxury Group**... the very name suggests luxury in a grand style.
- Available in four interior colors: Blue, Red, Jade or Dove Grey
 - Soft, down-filled appearance with seats, door panels, headlinings and all interior components finished in crushed Majestic velour
 - Includes Interior Light Group
 - Six-way power passenger seat
 - Paint stripes on bodyside, hood and deck lid
 - Cut-pile carpeted luggage compartment (Medium Grey)

- Mirror, Right-Hand Remote-Control

- Owners will appreciate the added convenience of being able to view traffic in the extreme right lanes with this option.
- A control lever is located in the instrument panel, allowing the driver to conveniently adjust the mirror from inside the car.

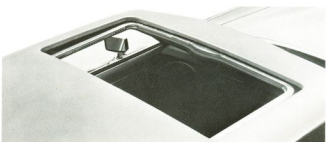
- Moldings, Rocker Panel

- The luxury appearance of Continental Mark V is enhanced by these bright, full-length rocker panel moldings that can provide additional protection from stone pecking and road abrasion.
- These moldings are made of bright aluminum.



- Moonroof, Power

- The unique advantages of a convertible, the styling features of a hardtop and the privacy of a luxury sedan are all incorporated into this one unique option.
- The Power Moonroof is a color-coordinated, tinted glass panel that, when electrically opened, neatly slides down, back and out of sight.
- For complete privacy there is an interior manually operated shade.
- Includes dual beam dome/map lamp.
- Available in Silver, Gold, Brown, Light Jade or Rose' tints.



- Paint, Diamond Fire

- The pure brilliance of diamonds reflects the lustrous quality of Diamond Fire Paint. Its metallic finish is available in five colors:
- Black • Rose' • Light Jade • Silver • Yellow Gold
(See Color and Trim Section)

Paint, Moon dust

- Subtly soft colors express subdued refinement.
(See Color and Trim Section)

Paint Stripes, Custom

- These custom accents to the bodyside and deck lid are available in customer choice of color.
- Standard on Designer Series models and Majestic Velour Luxury Group.
(See Color and Trim Section for available colors.)

- Power Lock Convenience Group

- For buyers who prefer added convenience plus security, the Power Lock Convenience Group includes electrically operated door locks that are controlled by door lock switches located on each front door armrest.
- Also included in this option group is a power trunk release that is located inside the glove box. This control will not function when the ignition switch is in the OFF position.

- Power Vent Windows

- The smooth, contoured look of Continental Mark V is retained while allowing the convenience of a vent window.
- Operating the main window switch lowers the Vent Windows, first, to any desired level.

- Radio, AM/FM/MPX

- The melodious luxury of stereophonic FM is available in addition to AM reception.
- An attractive jewel of light appears when an FM Stereo station is selected.

- Radio, AM/FM/MPX Search

- This radio offers all the advantages of preselected AM/FM Stereo push-button tuning.
- Three functions that set this radio apart from other stereo systems, and make it especially useful when traveling in town or in out-of-the-way areas, are the sophisticated signal-seeking SEEK, SCAN and SEARCH sensitivity buttons. These buttons allow you to conveniently and automatically seek out additional stations for added entertainment with the ultimate in audio clarity.
- A touch of the SEEK button automatically changes the selection to the next audible station.
- The SCAN feature allows an 8-second sampling of all audible stations, and can be locked in when a suitable station is located.
- The SEARCH feature can be set to automatically seek out either strong station signals or all stations on the band. SEARCH can also be set to seek out FM stereo stations only.

- Radio, AM/FM/MPX with Quadrasonic-8 Stereo Tape

- This integrated unit transforms the interior of the 1977 Continental Mark V into something approaching a concert hall.



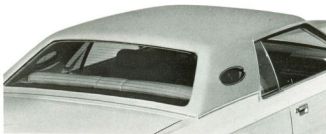
- The integration of AM radio, FM Stereo radio and 8-track Quadrasonic tape player provides the ultimate in sound systems through a separate sound track for each of four speakers.
- The tape player will play either Quadrasonic tapes or Stereo tapes. When Stereo tapes are used the system reverts to normal left/right stereo.

- Radio, Citizens Band

- Motorists who desire the added enjoyment of two-way CB radio communication in their car will want this option.
- This CB radio is a full 23 channel unit that features a retractable CB power antenna that is separate from the entertainment antenna.
- Additional security is provided by two thumb wheels located on either side of the unit that allow the radio to be disengaged and removed from the vehicle when parked in high risk locations.
- The CB radio has a public address feature that is integral with the speaker. (Requires additional external speaker).
- The antenna, CB chassis mounting bracket and wiring loom, including two jacks (one for the antenna and one for electric power), will be installed at the factory.
- The CB chassis will be shipped to the dealer separately to reduce in-transit theft.
- FCC license required.

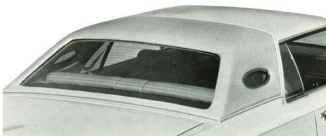
- Roof, Vinyl Full

- The distinctiveness of Valino grain vinyl highlights the rich texture of Continental Mark V's optional full-vinyl roof.
- Standard with Luxury Groups.



- Roof, Vinyl Landau

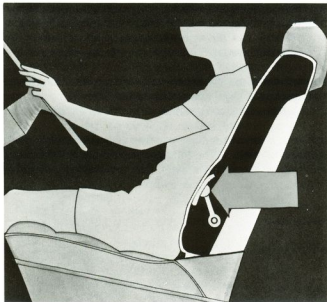
- The Landau Vinyl Roof adds a distinctive touch of luxurious refinement to the classic features of Continental Mark V.
- The Landau Roof covers the rear portion of the roof and is thickly padded, with French seams and a true Frenched rear window.



- This option is standard with the Cartier, Pucci and Bill Blass Models.

- Seat, Power Lumbar

- Long trips can cause lower back discomfort from continually sitting in the same position hour after hour. The Power Lumbar Seat provides a power-operated, movable back support built into the lower seat back behind the padding and upholstery.
- The various positions provided by this electrically adjustable lower back support fill the natural void in the lower part of the driver's seat and can help ease the fatigue of those long trips so that the driver arrives at his destination more relaxed and refreshed.



- Seat, Reclining Passenger Side

- The front seat passenger will appreciate the added luxury and comfort of this multiple-adjustable reclining seat.
- The passenger can select the optimum comfort position and reduce travel fatigue by simply operating a lever on the seat side shield.



- Seat, Six-Way Power Passenger

- The added luxury and convenience of individually adjustable Six-Way Power Passenger Seat is considered a must for most Mark V owners.
- Included in all luxury Groups and Designer Edition models.



- Speed Control

- Can help reduce driver fatigue on long trips by allowing the driver to remove his foot from the accelerator pedal.
- Automatically maintains a preselected speed which can help the driver improve gas mileage and stay within the legal speed limit.
- Controls are conveniently located on the spokes of the steering wheel for fingertip control.
- The two rocker-type control switches control the speed control. The left spoke contains the "Off-On" rocker switch. The right spoke contains the "Set-Accel, Coast" rocker switch.
- By depressing the "On" side of the rocker switch, the system is activated. The driver can accelerate to the desired speed, and by momentarily depressing and releasing the "Set-Accel" switch (left side of the right rocker), the Automatic Speed control will take over at speeds above 30 mph.
- When driving with the automatic speed control in use, a temporary increase in speed can be achieved by simply depressing the accelerator. When the pedal is released, the speed will return to the set level.



- Steering Wheel, Tilt

- The convenience of being able to select any one of five steering wheel positions, two above and two below the normal driving position, is just one of the benefits of this option.
- The wheel may also be placed in the maximum "Up" position for easier exit and entry.

- Trailer Towing Package, Class III

- Refer to trailer towing section for detailed information.

- Trim, Leather and Vinyl

- Fine grain genuine leather seating surfaces provide an added refinement to the interior of the Continental Mark V.

- Wheels, Forged Aluminum (4)

- These distinctive, dished and highly polished aluminum wheels add an elegant styling touch to the exterior appearance.
- The lug nuts are covered by an octagonal cover which has a Continental Star in the center.
- The spare is the standard steel wheel.

- Wheels, Turbine Styled Cast Aluminum (4)

- These highly styled luxury wheels, which are light in weight and ruggedly constructed, add an extra sporty flair to the Continental Mark V.
- Standard on Designer Series models.
- The spare is the standard steel wheel.

- Windshield Wipers, Interval

- In addition to providing a choice of low or high speed, constant-wiping action, Interval Windshield Wipers provide an intermittent action that can be varied to fit weather conditions.

LIMITED PRODUCTION OPTIONS

California Emission System

- Required on vehicles to be registered in California.

- Defroster, Electric Rear Window

- Available in New York State only as a separate option and required in New York State unless Defroster Group is ordered.

- High Altitude Emission Equipment

- The High Altitude Emission Equipment includes a special altitude-compensating carburetor that includes an extra air valve controlled by atmospheric pressure. It is designed to deliver optimum performance in high altitude areas.
- This option is required for previously notified dealers located in counties with altitudes over 4000 feet.
- 460-4V engine and 3.00 axle ratio are required
- Not available in California

TIRES

- Space Saver Spare, Delete Option

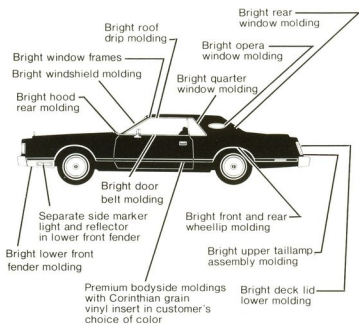
- A Space Saver Spare tire is standard equipment on all Continental Mark V's to provide maximum luggage compartment capacity and lighter weight.
- When the Space Saver Spare Delete Option is ordered the Space Saver is replaced by a spare tire of the same style and brand as the other four tires mounted on a steel wheel.

- Tires, Wide Band White Sidewall

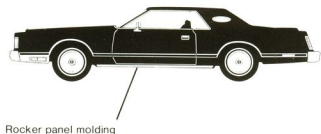
- These Wide Band White Sidewall tires add a look of nostalgic elegance with their wide band appearance. (LR 78x15 U.S. brand steel-belted radial ply tires)

CONTINENTAL MARK V EXTERIOR MOLDINGS

Standard



Optional



Lincoln Continental

LINCOLN
CONTINENTAL

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Lincoln Continental Traditional-Size Luxury Story

The Lincoln Continental for 1977 carries on the long and distinguished tradition of unexcelled elegance and prestige — the hallmark of the Lincoln Continental.

The luxury car owner, a tough critic of the car he purchases, keeps on buying that car because it consistently meets the standards of excellence he has been accustomed to. In 1977 Lincoln Continental strives to meet these demands as it has always done.

The character of the traditional-size luxury automobile implies uncompromised interior roominess and comfort. The Lincoln Continental offers the comforts and prestige long associated with full six-passenger roominess.

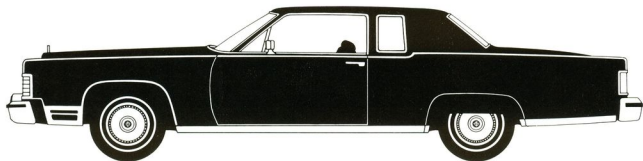
Along with this are the superb riding comfort, ease of handling, and exquisite styling one expects in the traditional-size luxury car.

Pride in workmanship, that time-honored attention to detail, is another reason why Lincoln Continental's reputation has endured from generation to generation. It is pride in workmanship that has made the Lincoln Continental famous. This workmanship is evidenced by the fact that all Lincoln Continentals are built at a single production facility located in Wixom, Michigan, staffed with people whose sole responsibility is the construction of Continental automobiles.

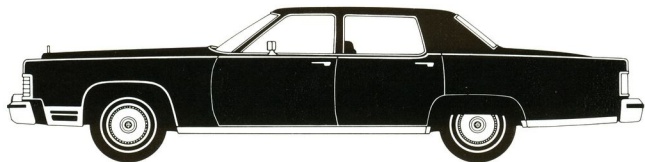
For all the traditional reasons — and many that are new — Lincoln Continental for 1977 boldly states that this automobile establishes a standard by which luxury cars are judged. It is the car for people who will accept nothing less than what they have come to recognize as the traditional-size luxury car.

Lincoln Continental

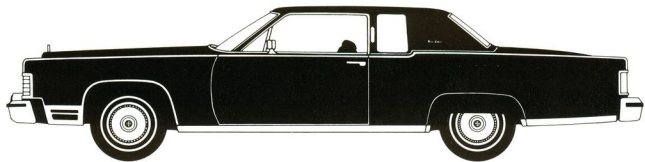
MODEL AVAILABILITY



Lincoln Continental 2-Door Coupe*



Lincoln Continental 4-Door Sedan



Lincoln Continental Town Coupe*



Lincoln Continental Town Car

Lincoln Continental



LINCOLN CONTINENTAL STANDARD EQUIPMENT

EXTERIOR

Front

- Classic vertical chrome-plated grille
- Concealed dual headlamps
- Integral parking/turn signal lamps in front fender extensions
- Black bumper guard pads and rub strips
- Bright stand-up hood ornament

Side

- Cornering lamps
- Bright rocker panel molding with rear quarter extension
- Bright full-length fender peak moldings
- Left-hand remote-control mirror

- Rear fender skirt
- Deluxe wheel covers
- Rear quarter window on 2-door models with Continental Star laminated in glass
- Owner's initials plaque on front door (order form in owner's manual)

Rear

- Black bumper guard pads and rub strips
- Full-width red reflective lower back panel applique
- Vertical 2-pod taillamp assembly with bright frame and side marker light and reflector

- Hinged trunk lock cover with Continental Star

Finish

- Improved corrosion protection using precoated steel panels for selected body parts
- Improved electrocoat paint primer process on all inner and outer surfaces
- Electrostatic paint process
- Baked acrylic super enamel finish

INTERIOR

- Front bench seat with folding center armrest (manual control)
- Luxury cloth seat upholstery in deeply tufted quilt sew style
- AM/FM Monaural radio with four speakers and power antenna
- Power controls on both front armrests
- Cartier digital clock
- Luxury 2-spoke steering wheel
- High-gloss walnut woodgrain applique on instrument panel, steering wheel, door trim panel and armrests

- Engine temperature and alternator gauges
- Fuel gauge with low fuel warning light
- Warning lights for door ajar, brakes, low oil pressure, low fuel, fasten seat belts and high beam on
- "Headlamps On" warning buzzer
- Push-to-reset trip odometer
- Large, lockable glove compartment
- Four illuminated ashtrays with cigar lighters

- Day/night, inside rearview mirror
- Thick color-keyed, cut-pile carpeting
- Door closing assist straps
- Fully lined luggage compartment with spare tire cover
- Interior lights include: front door and rear pillar courtesy, glove compartment, ashtray, instrument panel courtesy and luggage compartment lights.

FUNCTIONAL

- 460 CID 4V V-8 engine (400 CID 2V V-8 engine standard in California)
- DuraSpark ignition
- SelectShift 3-speed automatic transmission
- Power front disc/rear drum brakes with hydraulic power assist
- WSW Michelin steel-belted radial ply tires
- Automatic temperature control air conditioning
- Tinted glass
- Power side windows
- Power steering
- Anti-theft door lock button (2-door models)

- Anti-theft ignition lock cylinder
- Quick-response throttle linkage
- Inside hood latch release
- Automatic seat back release (2-door models)
- Concealed 2-speed electric windshield wipers
- Wiper-mounted windshield washer spray jets
- Stay-Full radiator system
- 60-amp. alternator
- 63-amp.-hr. battery
- Super quiet sound insulation package
- Independent coil spring front and coil spring rear suspension

DIMENSIONS & CAPACITIES

	2-Door/4-Door
Overall Length.....	233.0"
Wheelbase.....	127.2"
Track.....	
Front.....	64.3"
Rear.....	64.3"
Luggage Capacity (cu. ft.).....	20.2
Fuel Capacity (gals.).....	24.2(a)

(a) 20.0 gals. for 4-door models in California

Standard Features

LINCOLN CONTINENTAL — A STANDARD BY WHICH LUXURY CARS ARE JUDGED

The Lincoln Continental is the car for those who expect a high level of interior comfort and the spaciousness of a traditional-size luxury car. For 1977 Lincoln Continental captures the imaginations of those who expect the ultimate in luxury motoring. The interior of the Lincoln Continental features a front bench seat with center armrest, tailored in soft, yet durable Luxury cloth that has the feel of cashmere. To further enhance the interior richness, all Lincoln Continentals feature a new high-gloss walnut woodgrain applique on the instrument panel and steering wheel. Another luxury touch is the Cartier digital clock.



SUBTLY REFINED STYLING

The completely restyled front end is highlighted by a refined grille treatment that is unmistakably Continental. The new grille is set off by concealed headlamps, and its strong, vertical theme is enhanced by the crisp lines of the hood, front fenders and parking lamps. The result is an overall sculpted appearance that is refreshing and distinctive.

IMPROVED CORROSION PROTECTION

In 1977, Lincoln Continental features an expanded use of precoated steel panels to provide additional corrosion protection in several critical areas. In the precoat process, a layer of corrosion inhibitor and a layer of special epoxy paint are applied to the interior side of the metal. The metal can then be stamped and fabricated without destroying the coating's effect.

When assembled, the car body is electrocoated with a rust and corrosion resistant primer. An auxiliary electrode is mounted inside the car body before it is immersed in a tank of primer material. The increased charge from this electrode helps attract additional primer inside such areas as: pillars, box members and the interior of doors.

The car body then undergoes a cleaning and phosphate process before paint application. After the acrylic enamel is electrostatically applied, it is baked and hand-buffed for high gloss and lasting sheen.

LINCOLN CONTINENTAL FOR 1977 — TODAY'S ONLY, TRULY TRADITIONAL-SIZE AMERICAN LUXURY AUTOMOBILE



DETAILED ATTENTION TO QUALITY

Pride in workmanship is a hallmark of every Lincoln Continental. Built with careful attention at a single production facility in Wixom, Michigan, the 1977 Lincoln Continentals have many features indicative of this pride in workmanship.

Michelin steel-belted radial ply WSW tires — the luxury car tires with long tread life and low rolling friction — help provide the road-smoothing quiet ride for which Lincoln Continental is justly famous. Symbolic of overall Lincoln Continental quality are the long-wheelbase, rubber-cushioned Silent-Strut front suspension and 3-link rubber-cushioned rear suspension which help make possible Lincoln's luxury ride.

New for 1977, as part of an improved quality control inspection program, is an end-of-line test procedure that will check out all electrical systems by computer before any luxury vehicles are approved for shipment to dealers. Called VETS, the system is designed to improve the electrical reliability of Lincoln Continentals.

A half century of quality and workmanship reside in the 1977 Lincoln Continentals.

Town Coupé/Town Car



LINCOLN CONTINENTAL TOWN CAR/TOWN COUPÉ' STANDARD EQUIPMENT OVER LINCOLN CONTINENTAL

EXTERIOR

- Valino grain full-vinyl roof and center pillar
- Coach lamps
- Town Coupé' script on rear pillar or Town Car script on front fender

INTERIOR

- Unique seat trim with "loose pillow" appearance
- Leather seating surfaces
- Cut-pile luggage compartment carpeting with spare tire curtain (Medium Grey)
- Unique door trim panels

FUNCTIONAL

- Power vent windows
- Six-way power seat

DIMENSIONS & CAPACITIES

	Town Car/ Town Coupé'
Overall Length	233.0"
Wheelbase	127.2"
Track	
Front	64.3"
Rear	64.3"
Luggage Capacity (cu. ft.)	20.2
Fuel Capacity (gals.)	24.2(a)

(a) 20.0 gals on 4-door models in California

Standard Features

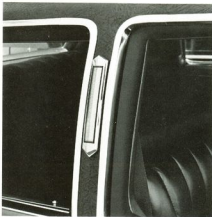
LINCOLN CONTINENTAL TOWN CARS — FOR THOSE WHO DEMAND THE BEST IN A PRESTIGIOUS LUXURY CAR

The Town Car and Town Coupe' represent the ultimate in distinguished elegance. Sumptuously soft leather trim accents the unique "loose pillow" appearance of the standard bench seat, which offers uncompromising interior roominess and comfort. Combined with this traditional full-size spaciousness, there's the expected convenience of 6-way power seat adjustment.



AN UNEQUALED STANDARD OF EXCELLENCE

Quiet good taste is never an option on the Town Cars from Lincoln Continental. A full-vinyl roof in new Valino grain highlighted by Coach lamps and the impressive convenience of power-operated vent windows leave the Lincoln Continental Town Car and its counterpart, the Town Coupe', in a class by themselves.



**LINCOLN CONTINENTAL TOWN COUPE' AND TOWN CAR
— TRUE LUXURY CARS IN THE AMERICAN TRADITION**

LINCOLN CONTINENTAL POWER TEAMS

ENGINE AND TRANSMISSION AVAILABILITY

49 STATES (a)

Engine	Transmission	2-Door Coupe/ Town Coupe'	4-Door Sedan/ Town Car
460 CID 4V V-8	SelectShift Automatic	STD	STD

CALIFORNIA

Engine	Transmission	2-Door Coupe/ Town Coupe'	4-Door Sedan/ Town Car
400 CID 2V V-8	SelectShift Automatic	STD	STD

(a) Vehicles for use or registration in high altitude areas (over 4000 ft.) require either the Traction-Lok axle or the Sure-Track/4-wheel disc brakes option at extra cost.

AXLE RATIOS	49 STATES	CALIFORNIA ONLY
	460 4V V-8(b)	400 2V V-8(a)
Non-Locking — STD	2.75	2.75
Locking — OPT	2.75	2.75
Sure Track/4-Wheel Disc Brakes-OPT	2.75	2.75

(a) Refer to Trailer Towing Section.
 (b) 2.75 : 1 ratio is replaced with 3.00 drum brake/locking axle for High Altitude Emission Equipment.

LINCOLN CONTINENTAL DIMENSIONS AND CAPACITIES*

	2-Door Coupe/ Town Coupe'	4-Door Sedan/ Town Car
Wheelbase	127.2"	127.2"
Overall Length	233.0"	233.0"
Overall Height	55.0"	55.2"
Overall Width	79.7"	80.0"
Tread, Front	64.3"	64.3"
Rear	64.3"	64.3"
FRONT, Head Room	38.4"	38.5"
Shoulder Room	61.2"	61.2"
Hip Room	56.5"	56.5"
Leg Room	42.0"	42.0"
REAR, Head Room	38.1"	38.6"
Shoulder Room	59.9"	61.1"
Hip Room	60.3"	60.6"
Leg Room	41.3"	41.6"
Luggage Capacity (Cu. Ft.)	20.2	20.2
Fuel Capacity (Gals.)	24.2	24.2(a)
Curb Weight (Lbs.)	5033(b)	5077(c)

Dimensions in inches unless otherwise stated

(a) 20.0 gals. in California
 (b) Town Coupe 5084 lbs.
 (c) Town Car 5131 lbs.

Source: Motor Vehicle Manufacturer's Association Specifications

LINCOLN CONTINENTAL 10

LINCOLN CONTINENTAL COLOR AND UPHOLSTERY

1977 LINCOLN CONTINENTAL COLOR AND TRIM CHART				WHITE												Williamsburg Editions					
		BLACK	RED	BLUE	JADE	GOLD	CORDOVAN	CHAMOIS	DOVE GREY	CORDOVAN/ WHITE	W/ BLACK	W/ RED	W/ BLUE	W/ JADE	W/ GOLD	W/ CORDOVAN	W/ CHAMOIS	SILVER MODEL	CORDOVAN MODEL		
LINCOLN CONTINENTAL	LUXURY CLOTH	BA*	BD	BB	BR	BY	BF	BT													
	LEATHER (BPO)	DA	DD	DB	DR	DY	DF	DT				DW	DN	DO	DS	DB	D6	D2			
	LUXURY CLOTH (BPO)	FA*	FD	FB	FR	FY	FF	FT													
TOWN CAR/ TOWN COUPE	LEATHER (BPO)	EA	ED	EB	ER	EY	EF	ET			EW	EN	EQ	E5	E8	E6	E2				
	LEATHER (BPO)	HA	HD	HB	HR	HY	HF	HT		LFB/										JS	JF
	VELOUR (BPO)	JA*	JD	JB	JR	JY	JF	JT	JS	KS	MB/	KW	KN	KQ	K5	K8	K6	K2	KS	KF	

*4-Dr. Only

8' TOWN COUPE ONLY

PAINT COLORS		VINYL ROOF AND BODYSIDE MOLDING AVAILABILITY																		
PAINT CODE		A/W/P	A/D	W/B/S	W/R	W/Y	W/F	W/U/C	E	W/F	A/W	A/W/D	W/B/S	W/R	W/Y/V	W/F	W/U/C			
BLACK	1C	A/W/P	A/D				A	A/U	A/E/P		A/W									
WHITE	9D	A/W	W/D	W/B/S	W/R	W/Y	W/F	W/U/C	E	W/F	A/W	A/W/D	W/B/S	W/R	W/Y/V	W/F	W/U/C			
DOVE GREY	1N	A/E	E/D						B				W/B							
MIDNIGHT BLUE	31			W/B	W/B/V								W/B							
DARK JADE MET.	46					W/R/M								W/R/M						
CREAM	6P	A/Y/V					W/Y/V	F/V							W/Y/V					
CORDOVAN MET.	8N							W/F		W/F										F
LT. CORDOVAN	6P							W/F												

MOONDUST COLORS Optional																				
PAINT CODE		A/W/D	A/W/P/V	W/B/S																
DARK RED	2Q	A/W/D	A/W/P/V												W/D					
ICE BLUE	32			W/B/S									W/B/S							
CINNAMON GOLD	8Z	A/U						A/W/U											W/U	
EMBER	8V	A						W/C/U											W/C/U	

DIAMOND FIRE COLORS Optional																				
PAINT CODE		A/W/P	A/D	B/P		A		A/U	A/E/P		A/W									P
BLACK DIAMOND	1L	A/W/P	A/D					A/U	A/E/P		A/W									
SILVER	1J	A/P	D/P	B/P					A/P											
LT. JADE	7B				W/R/M									W/R/M						
YELLOW GOLD	6Y	A/Y				W/Y/V									W/Y/V					



Lincoln Continental and Town Car
Full Vinyl Roof—Code V



Lincoln Continental and Town Car
Coach Roof—Code T



Lincoln Continental and Town Coupe
Coach Roof—Code T

Premium Bodyside Molding is optional.

The color of the Premium Bodyside Molding is to be selected by the dealer or customer. The recommended colors

correspond to those shown for Vinyl Roof color availability. Other colors may be ordered as Paint Deviations (PD).

VINYL ROOF AND PREMIUM BODYSIDE MOLDING COLOR CODES

A—Black
B—Midnight Blue
C—Ember
D—Dark Red
E—Dove Grey
F—Cordovan
H—Rose
M—Light Jade
P—Silver
R—Dark Jade
S—Ice Blue
U—Cinnamon Gold
W—White
Y—Gold

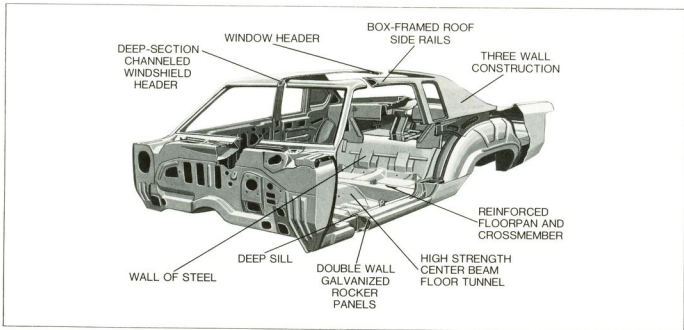
OPTIONAL CUSTOM PAINT STRIPE CODES

(NO RESTRICTIONS ON COLOR CHOICE)

1—Black
2—White
3—Dark Red
4—Blue
5—Chamois
6—Silver
8—Gold
C—Yellow
E—Orange
F—Dark Jade
K—Cordovan

IMPORTANT LINCOLN CONTINENTAL ENGINEERING FEATURES

BODY CONSTRUCTION

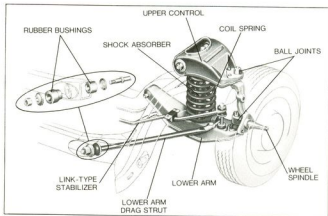


Body Construction

Lincoln Continental is the end product of precision engineering. It employs a rugged body/frame construction. The floor pan is reinforced with five heavy sheet metal crossmembers that tie the rocker panels to the full-length driveline tunnel. The rocker panel is combined with an inner steel member to give the underbody additional strength at the side. Lock pillars, welded wheelhouses, a full-length fender top reinforcement and a structural hood inner panel provide strength and torsional rigidity.

The structural deck lid inner panel and deck lid hinge support bracket contribute to the body shell strength in the rear. Attachment of the roof panel completes the structure. The assemblies are constructed from stamped-steel components, spot welded together to form rigid units. Combined with unique torque box frame, the body and frame work together to reduce road shock, noise and vibration.

FRONT SUSPENSION



Front Suspension

The Lincoln Continental features a coil spring front suspension. The coil springs are computer selected to precisely match the suspension to the vehicle's standard

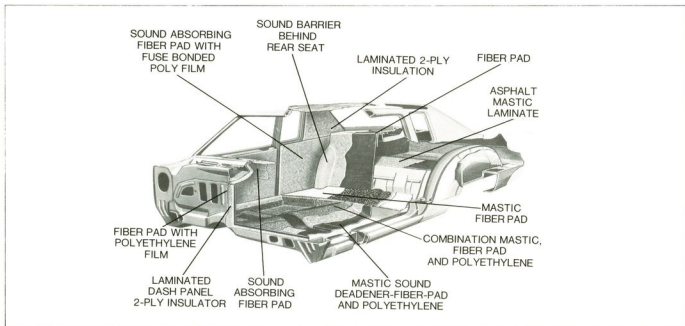
and optional equipment. Lincoln Continental's excellent ride is the result of careful engineering that employs a Silent-Strut system. The struts are anchored through resilient rubber insulators (thick doughnut-shaped washers) which permit the front wheels to yield under impact and cushion road shock. Suspension components are attached to the frame at rubber insulated mounting points, eliminating metal-to-metal contact. This minimizes the transfer of road noise and vibration to the passenger compartment and allows the driver and passengers to enjoy the quiet luxury of Lincoln Continental's incomparable ride.

A stabilizer bar helps contribute to Lincoln Continental's confident steering control. It is designed to control the roll of the car body caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Shock absorbers are mounted through the center of the coil springs for easy replacement, contributing to the overall practicality of the system.

IMPORTANT LINCOLN CONTINENTAL ENGINEERING FEATURES

BODY INSULATION

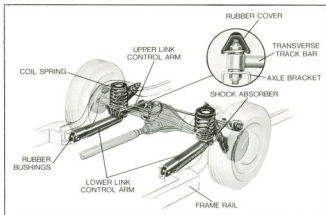


Body Insulation

To further enhance Lincoln Continental's luxuriously quiet ride, special care has been taken in the design of the sound insulation package. The passenger compartment is surrounded with a variety of sound-deadening materials that greatly reduce road noise and driveline vibration.

Padded insulation is carefully installed at the instrument panel, the roof panel, floor pan and between the rear seat and luggage compartment. In addition, mastic and spray-on sound deadeners further contribute to a quiet ride.

REAR SUSPENSION



Rear Suspension

The Lincoln Continental features a coil spring rear suspension. The coil springs are computer selected to precisely match the suspension to individual variations in each model's standard and optional equipment.

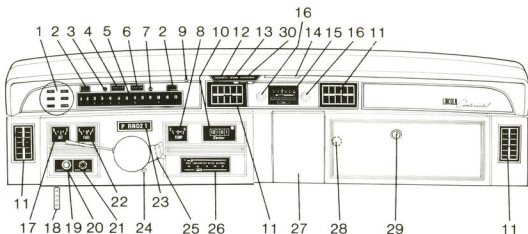
Coil springs are inherently friction free making them capable of delivering a smooth ride, which can be readily controlled by the wide spaced shock absorbers.

All Lincoln Continentals utilize a rear stabilizer bar that helps control roll of the car body caused by centrifugal force when rounding a turn. The resistance to twisting in the bar is designed to counteract this force and stabilize the car body when cornering.

Two control arms, attached between the rear axle and the frame, prevent forward or backward movement of the axle and permit the smooth, quiet transmission of power when accelerating or braking forces are being applied. At the same time, the control arms permit upward and downward movement of the axle with respect to the frame.

Control arm attaching points are rubber insulated, as are the mounting pockets for the springs, to minimize the transfer of road noise to the passenger compartment. The system provides an exceptional level of noise modulation and directional stability that contributes to Lincoln Continental's famed smooth ride and confident handling.

LINCOLN CONTINENTAL INSTRUMENT PANEL



- | | | |
|--|---|--|
| <p>1. Warning Light Cluster, Oil Pressure Warning Light, Brake System Warning Light, Headlamp-On Warning Light, Low-Fuel Warning Light, Door Ajar Warning Light</p> <p>2. Turn Signal Indicators</p> <p>3. High-Beam Indicator Light</p> <p>4. Odometer</p> <p>5. Speedometer</p> <p>6. Trip Odometer</p> <p>7. Trip Odometer Press-to-Reset Knob</p> <p>8. Engine Temperature Gauge</p> | <p>9. Right-Hand Remote-Control Mirror Control (Optional)</p> <p>10. Cartier Digital Clock</p> <p>11. Heater/Air Conditioner Registers</p> <p>12. Fasten Seat Belt Reminder Light</p> <p>13. Power Radio Antenna Control</p> <p>14. Courtesy Light</p> <p>15. Radio and Optional Stereo Tape System</p> <p>16. Radio Controls</p> <p>17. Alternator Charge Indicator Gauge</p> <p>18. Hood Latch Release</p> <p>19. Headlamp Switch</p> | <p>20. Headlamp Convenience Group Controls (Optional)</p> <p>21. Windshield Wiper-Washer Control</p> <p>22. Fuel Gauge</p> <p>23. SelectShift Transmission Indicator</p> <p>24. Hazard Lights Flasher Switch</p> <p>25. Ignition System</p> <p>26. Air Conditioning with Automatic Temperature Control</p> <p>27. Ashtray and Lighter</p> <p>28. Concealed Remote Deck Lid Release (Optional)</p> <p>29. Glove Box Lock</p> <p>30. Defroster Group Switch (Optional)</p> |
|--|---|--|

LINCOLN CONTINENTAL STEERING WHEEL



Luxury 2-Spoke Steering Wheel with Walnut Wood-grain Applique, Standard on all models

LINCOLN CONTINENTAL WHEELS AND WHEEL COVERS



Deluxe Wheel Cover, Standard on all models



Luxury Wheel Cover, Standard on Williamsburg models, Optional on all other models (N.A. in California)



Forged Aluminum Wheel (5), Optional on all models



Turbine Styled Cast Aluminum Wheel (5), Optional on all models, Standard in California

Lincoln Continental Options

REGULAR PRODUCTION OPTIONS

- Appearance Protection Group

- Included in this group are door edge guards, front and rear floor mats and bright license plate frames. Note: The front license plate frame is deleted if the optional front license plate bracket is not ordered.
- This option minimizes damage and wear at such high visibility areas as floor carpeting and door edges, adds to pride of ownership at time of purchase and maintains the owner's investment at trade-in time.

- Axle, Traction-Lok

- On ice, snow or mud, the Traction-Lok differential automatically transfers traction from the rear tire with least traction (i.e. on ice) to the rear tire with most traction (i.e. on dry pavement).
- When both wheels are on ice, snow or mud, the differential distributes the driving force between both rear wheels.
- Not available with Sure-Track brakes.
- Includes a 3.00 to 1 axle ratio
- Required in high altitude areas unless Sure-Track brakes are ordered
- Not available in California

- Bracket, Front License Plate

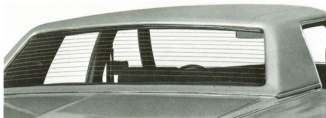
- This option is automatically installed in all states where front license plates are required. (Optional at no extra cost in all other states)

- Brakes, Four-Wheel Power Disc with Sure-Track

- Optional four-wheel power disc brakes with Sure-Track feature more consistent stopping when brakes are hot or wet, shorter stopping distance and improved fade resistance when compared to power front disc/rear drum brakes.
- Under wet driving conditions, they perform well due to their ability to throw off moisture through centrifugal force and the wiping action of brake pads.
- Heat build-up is less which results in reduced brake fade.
- In an emergency braking situation, the computer-operated Sure-Track brake system improves braking stability by inhibiting rear wheel lockup during maximum braking effort.
- The system has three major components: sensor, control module and an actuator, all of which function to release braking pressure to the rear wheels.
- The sensor transmits the wheel speed to the control module. The control module analyzes the speed and "commands" the actuator to release brake pressure. The actuator regulates the brake fluid pressure on the rear wheel brakes in a manner to resist wheel lockup. By keeping the rear wheels rolling, directional stability is maintained.
- This cycling action continues until the vehicle is slowed to approximately four miles per hour, or until the brake pedal is released.
- Includes 3.00 to 1 axle ratio

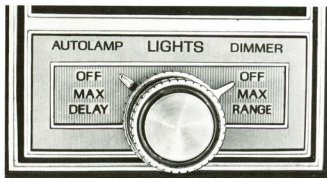
- Defroster Group

- This group includes a unique new "heated" left-hand remote-control mirror with a hidden electric coil that heats the mirror and clears ice, frost and mist from the mirror surface and the mirror housing which facilitates mirror adjustment in freezing weather.
- The electric rear window defroster has a .4 watt output per square inch of window surface providing abundant heat for rapid removal of ice, frost or condensation.
- Both the heated mirror and the electric rear window defroster are simultaneously activated by engaging the electric de-ice button.



- Headlamp Convenience Group

- This group consists of: Automatic Headlamp Dimmer and Autolamp System (On/Off Delay)
- The Automatic Headlamp Dimmer contributes to convenience, courtesy and safety when driving at night. A photoelectric cell mounted on the radiator support bracket senses any changes of light from oncoming cars or ambient illumination. The headlamps are switched, automatically, from high beam to dim when lights from an oncoming vehicle are detected.
- When the Autolamp System is on, it automatically turns headlamps on as darkness approaches and keeps them on until daylight approaches.
- A second feature of the Autolamp System is a delayed "shut off" of the headlamps, taillamps and either cornering lamp after the ignition is turned off. This delay mechanism has a timing selector for a delay of from a few seconds up to approximately 3 minutes.
- The added convenience of a warning buzzer is provided in the event that headlamps are left on without the system being activated.

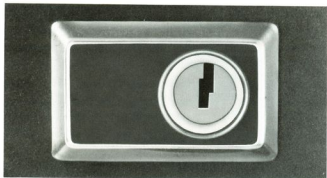


- Heater, Engine Block

- Motorists who live in regions where it is extremely cold will appreciate the help this device will give them on those especially cold mornings.
- A 600-watt electric heating element installed in the engine block warms the engine coolant when plugged into a regular household electrical outlet.
- An extension cord long enough to reach from the heating element to a convenient opening in the front grille of the vehicle is included with this option.

- Illuminated Entry System

- This system takes the worry out of nighttime entry. When either the driver or passenger side door button is pushed, the interior lights and a unique lighted ring around the door lock cylinder are illuminated and hold for approximately 20 seconds, or until ignition lock cylinder is turned to run or accessory.



- Interior Light Group

- Includes the extra convenience of a dome lamp with dual beam map lamps.
- Illuminated visor vanity mirrors for both driver and passenger add the finishing touches of luxury and convenience.



- Lamps, Coach

- These elegant additions to the exterior of Lincoln Continental provide a practical as well as attractive touch.
- They light automatically when headlamps or parking lamps are on, making the car readily identifiable at night to passengers waiting at the curb.
- Coach lamps are standard on the Town Car and Town Coupe[®] and with the optional Coach Roof. A vinyl roof is required with this option.
- Not available on Williamsburg models

- Mirror, Right-Hand Remote-Control

- Owners will appreciate the added convenience of being able to view traffic in the extreme right lanes with this option.
- A control lever is located in the instrument panel allowing the driver to conveniently adjust the mirror from inside the car.



- Molding, Narrow Vinyl Insert

- Helps protect the luxury appearance of Lincoln Continental from minor surface damage.

- Molding, Premium Bodyside

- The elegance of Lincoln Continental is accented by this Premium molding with Corinthian grain vinyl pad in customer's choice of color.



- Moonroof, Fixed Glass

- A reflective one-way tinted fixed glass panel covers nearly the entire forward portion of the roof.
- It includes an interior sliding sunscreen.
- Available on 2-Door or 4-Door models with either full-vinyl, coach roof, or non-vinyl roof.



- Moonroof, Power

- The unique advantages of a convertible, the styling features of a hardtop and the privacy of a luxury sedan are all incorporated into this one unique option.
- The Power Moonroof is a color-coordinated tinted glass panel that when electrically opened, neatly slides down, back and out of sight.
- For complete privacy, there is an interior, manually operated shade.
- Not available with Coach roof on 4-door models.
- Available in Silver, Gold, Brown, Lt. Jade or Rose tints.
- Available with all other roof styles, including non-vinyl roof

- Paint, Diamond Fire

- The pure brilliance of diamonds reflects the lustrous quality of Diamond Fire Paint. Its metallic finish is available in four colors:
- Black ● Light Jade ● Silver ● Yellow Gold

(See Color and Trim Section)

- Paint, Moondust

- Four subtly soft colors express subdued refinement. Ember Moondust, Cinnamon Gold Moondust and Ice Blue Moondust are new for 1977 with Dark Red completing the list.

(See Color and Trim Section)

- Paint Stripes

- These custom accents to the bodyside and deck lid are available in customer's choice of color.
- Standard on Williamsburg models and optional on all other models.

(See Color and Trim Section for available colors)

- Power Lock Convenience Group

- For buyers who prefer added convenience plus security, the Power Lock Convenience Group includes electrically operated door locks that are controlled by door lock switches located on each front door armrest.
- Also included in this option group is a power trunk release that is located inside the glove box. This control will not function when the ignition switch is in the OFF position.

- Power Vent Windows

- The smooth, contoured look of Lincoln Continental is retained while allowing the convenience of a vent window.
- Operating the main window switch lowers the vent windows, first, to any desired level.
- Power vent windows are standard on Town Car, Town Coupe and Williamsburg models.



- Radio, AM/FM/MPX

- The melodious luxury of stereophonic FM is available in addition to AM reception.
- An attractive jewel of light appears when an FM Stereo station is selected.

- Radio, AM/FM/MPX Search

- This radio offers all of the advantages of preselected AM, FM or FM STEREO push-button tuning.
- Three functions that set this radio apart from other stereo systems, and make it especially useful when traveling in town or in out-of-the-way areas, are the sophisticated signal-seeking SEEK, SCAN and SEARCH sensitivity buttons. These buttons allow you to conveniently and automatically seek out additional stations for added entertainment with the ultimate in audio clarity.
- A touch of the SEEK button automatically changes the selection to the next audible station.
- The SCAN feature allows an 8-second sampling of all audible stations, and can be locked in when a suitable station is located.
- The SEARCH feature can be set to automatically seek out either strong station signals or all stations on the band. SEARCH can also be set to seek out FM Stereo stations only.

- Radio, AM/FM/MPX with Quadrasonic-8 Stereo Tape

- This integrated unit transforms the interior of the 1977 Lincoln Continental into something approaching a concert hall.
- The integration of AM radio, FM Stereo radio, and 8-track Quadrasonic tape player provides the ultimate in sound systems through a separate sound track for each of four speakers.
- The tape player will play either Quadrasonic tapes or Stereo tapes. When Stereo tapes are used, the system reverts to regular 8-track Stereo.



- Radio, Citizens Band

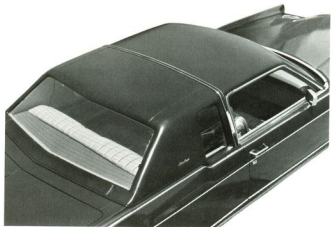
- Motorists who desire the added enjoyment of two-way CB radio communication in their car will want this option.
- This CB radio is a full 23 channel unit that features a retractable CB power antenna that is separate from the entertainment antenna.
- Additional security is provided by two thumb wheels located on either side of the unit that allow the radio to be disengaged and removed from the vehicle when parked in high risk locations.

Citizens Band Radio (Cont'd)

- The CB radio has a public address feature that requires an additional external speaker.
- The antenna, CB chassis mounting bracket and wiring loom, including two connectors (one for the antenna and one for electric power), will be installed at the factory.
- The CB chassis is shipped to the dealer separately to reduce in-transit theft.
- FCC license required.

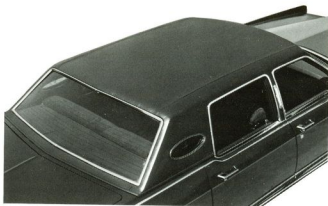
- Roof, Coach

- A fully-padded half-vinyl roof covers the rear portion of the roof.
- The luxurious Valino grain vinyl extends to the rear window glass, achieving a true Frenched window effect.
- On Coupe' models, the quarter windows are also fully Frenched.
- Includes Coach Lamps.
- Not available on Williamsburg models.



- Roof, Vinyl Full

- The distinctiveness of Valino grain vinyl highlights the rich texture of Lincoln Continental's optional full-vinyl roof.
- Standard on Town Car, Town Coupe' and Williamsburg models.



- Seat, Power Bench, Six-way

- The bench seat can be conveniently adjusted to any of six different comfort positions.



- Seat, Power Bench, Six-way with Passenger Recliner

- The front seat passenger will appreciate the added luxury and comfort of this multiple-adjustable reclining seat.
- The passenger can select the optimum comfort position and reduce travel fatigue by simply operating a lever on the seat side shield.

- Seat, 6-Way/6-Way Twin Comfort Lounge with Passenger Recliner

- This option includes the individual luxury of independently controlled 6-way power seats for both driver and passenger.
- A reclining passenger seat is an additional benefit.
- Available in either luxury cloth or leather and vinyl trim on Lincoln Continental Coupe' and Sedan and in either Media velour or leather and vinyl trim on Town Car and Town Coupe'.

- Speed Control

- Can help reduce driver fatigue on long trips by allowing the driver to remove his foot from the accelerator pedal.
- Automatically maintains a preselected speed which can help the driver improve gas mileage and stay within the legal speed limit.
- The controls are conveniently located on the spokes of the steering wheel for fingertip control.
- The two rocker-type control switches control the speed control. The left spoke contains the "Off-On" rocker switch. The right spoke contains the "Set-Accel, Coast" rocker switch.
- By depressing the "On" side of the rocker switch, the system is activated. The driver can accelerate to the desired speed and, by momentarily depressing and releasing the "Set-Accel" switch (left side of the right rocker), the Automatic Speed Control will take over at speeds above 30 mph.
- When driving with the Automatic Speed Control in use, a temporary increase in speed can be achieved by simply depressing the accelerator. When the pedal is released, the speed will return to the set level.

Speed Control (Cont'd)

- To lower the speed, the "Coast" switch (right side of the rocker) is pressed and held. When this is done, the car gradually slows down. When a lower road speed is reached, the switch is released, and the lower road speed is maintained. The "Off" switch (left hand of left rocker) deactivates the speed control system.



- Steering Wheel, Tilt

- The convenience of being able to select any one of five steering wheel positions, two above and two below the normal driving position, is one of the benefits of this option.
- The wheel may also be placed in the maximum "Up" position for easier exit and entry.

- Trim, Leather and Vinyl

- Fine grain genuine leather seating surfaces provide an added refinement to the interior of the Lincoln Continental.
- Standard on Town Car, Town Coupe and Williamsburg models.

- Wheels, Forged Aluminum (5)

- These distinctive, dished and highly polished aluminum wheels add an elegant styling touch to the exterior appearance.
- The lug nuts are covered by an octagonal cover which has a Continental Star in the center.
- Standard in California.

- Wheels, Turbine Styled Cast Aluminum (5)

- These highly styled luxury wheels, which are light in weight and ruggedly constructed, add a sporty flair to the Lincoln Continental.

- Williamsburg, Town Car

- An elegantly beautiful 4-door sedan with a unique hand-rubbed paint treatment in subtle shade tones of Silver or Cordovan. The bodysides of the Williamsburg models are painted a slightly darker shade than the rest of the car, giving them a longer, lower visual appearance.
- The Silver version has a new Medium Grey Metallic paint on the bodysides combined with Silver Diamond Fire paint on the hood, roof and deck lid.
- The Cordovan model features a new Midnight Cordovan paint on the bodysides together with a lighter Cordovan Metallic on the hood, roof and deck lid.

Included with all Williamsburg Models:

- Valino grain full-vinyl roof
- Choice of leather with vinyl or Velour interior
- Twin Comfort Lounge seats
- Six-way power seats for driver and passenger seats
- Reclining passenger seat

- Power vent windows
- Cut-pile carpeting in the luggage compartment (Grey) with spare tire curtain
- Bodyside paint stripes
- Personalized instrument panel nameplate
- Luxury wheel covers
- Illuminated visor vanity mirrors
- Dual beam dome/map lamp
- Town Car script on front fender

- Window, Opera

- Opera windows will catch the attention of the luxury car buyer who looks for a special touch of classic elegance to complement the sleek contoured lines of the Lincoln Continental.
- Available on 4-door models only.
- Requires vinyl roof.
- Not available on Williamsburg models.

- Windshield Wipers, Interval

- In addition to providing a choice of low or high speed constant-wiping action, Interval Windshield Wipers provide an intermittent action that can be varied to fit the weather conditions.

LIMITED PRODUCTION OPTIONS

- California Emission System

- Required on vehicles to be registered in California.
- Includes Space-Saver spare tire.

- Defroster, Electric Rear Window

- Available in New York State only and required in New York State unless Defroster Group is ordered.

- High Altitude Emission Equipment

- The High Altitude Emission Equipment includes a special altitude-compensating carburetor that includes an extra air valve controlled by atmospheric pressure. It is designed to deliver optimum performance in high altitude areas.
- This option is required for previously notified dealers located in counties with altitudes over 4000 feet.
- Because a 3.00 to 1 axle ratio is required in high altitude areas, the Traction-Lok axle option, or the Sure-Track with 4-wheel power disc brake option is required with High Altitude Emission Equipment.
- Not available in California

TIRES

- Tires, Wide Band White Sidewall

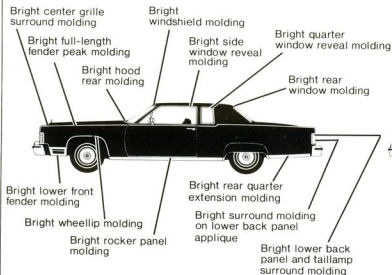
- These Wide Band White Sidewall tires add a look of nostalgic elegance with their wide band appearance. (LR78x15 U.S. brand steel-belted radial ply tires)

- Tire, Space-Saver Spare Delete

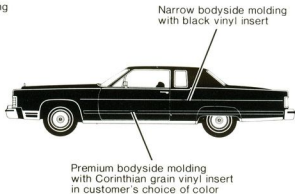
- Available only in California where the Space-Saver Spare is standard equipment.
- This option replaces the Space-Saver Spare with same tire and wheel as ordered on the car.

LINCOLN CONTINENTAL 2-DOOR COUPE EXTERIOR MOLDINGS

Standard

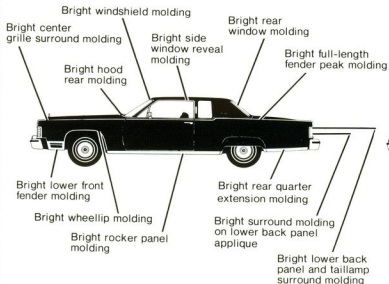


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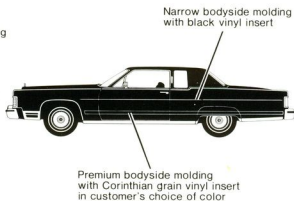


LINCOLN CONTINENTAL TOWN COUPÉ EXTERIOR MOLDINGS

Standard



Optional



Engineering Features

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INTRODUCTION

The purpose of the Engineering Features Section is to help you find current technical information on Continental Mark V and Lincoln Continental automobiles.

The new Continental Mark V and Lincoln Continental are highly sophisticated automobiles — products of constant engineering refinements, improvements and innovations.

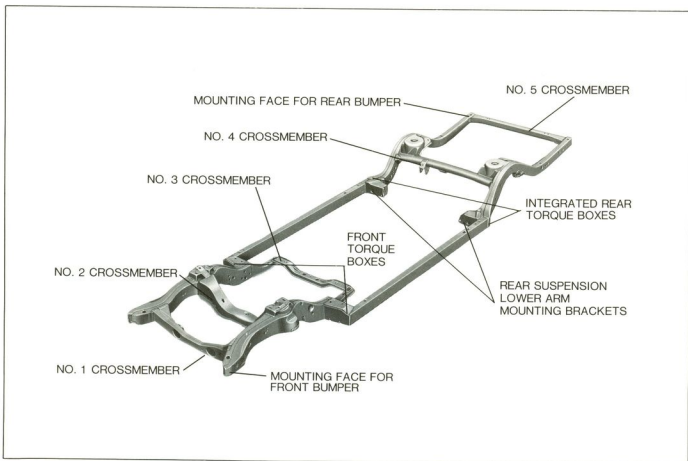
As a salesman you should be aware of the many quality engineering features which help set the 1977 Continentals apart from other vehicles.

With knowledge of the information provided in this section, you will be better able to answer questions of a technical nature asked by your luxury car prospects. You will also be able to point out important Continental Mark V and Lincoln Continental engineering advances and advantages as you present and demonstrate these great cars.

The Engineering Features Section is divided into four subsections: Body Construction, Chassis Features, Safety and Damageability, and Vehicle Emission Controls.

Body Construction

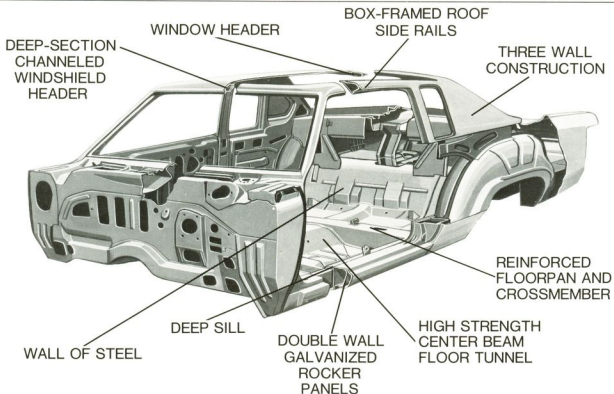
BODY/FRAME CONSTRUCTION



Lincoln Continental Frame

FRAME CONSTRUCTION

- The frame forms the foundation on which the body is mounted, and also carries the engine and driveline components.
- The frame must be strong, yet be able to flex slightly over rough, uneven surfaces. This flex action, plus rubber body/frame mounts, helps reduce road shock and keeps it from reaching the passenger compartment.
- The center sections of the side rails are designed to fit into the body between the rocker panels and provide strength along the lower edge of the vehicle.
- The frame construction has been designed to accept the front and rear impact-resistant bumper systems.



Lincoln Continental Body

BODY CONSTRUCTION

In 1977, Lincoln Continental and Continental Mark V models use a strong, rigid body which is paired with the rugged, "torque box" frame, helping to provide an exceptionally smooth, quiet ride.

- The **floor pan** is reinforced with many sheet metal crossmembers that tie the rocker panels to the full-length driveline tunnel.
- The **rocker panels** combine with an inner steel member to give additional strength at the sides of the underbody.
- **Heavy-gauge center pillars** and **welded wheelhouses** with inner and outer panels provide further strength at the sides of the body shell.
- **Full-length fender top reinforcement** and a **full hood inner panel** provide resistance to twisting, or "torsional rigidity," in front.
- A full **deck lid inner panel** and **deck lid hinge support bracket** contribute to body shell strength in the rear.
- The **roof panel** is a one-piece stamping with strong steel reinforcement members that provide a lightweight, yet sturdy roof structure.
- The design of the upper roof panel and roof panel reinforcements contributes to ample head room, front and rear.
- The hood is hinged at the rear of the hood panel assembly with strong counterbalanced hinges.

- An inside hood latch release helps provide protection for valuable underhood components.

DOORS

- Doors feature a steel guard rail designed to reduce passenger compartment penetration in the event of a side impact.
- All doors have convenient two-stop door checks. The intermediate position is especially helpful when parked in close quarters.
- Locking buttons on 2-door models feature an improved design to help prevent forced entry into vehicles which are parked and locked.

POWER DOOR WINDOWS

- Power door windows are standard on the Continental Mark V and the Lincoln Continental.
- The controls are located in the control console on the driver's door armrest, allowing the driver to conveniently adjust all windows as desired.
- A master overriding lock gives the driver the option of locking out operation of individual passenger controls (4-door Lincoln Continentals).

BODY CONSTRUCTION (CONTINUED)

POWER VENT WINDOWS

- Power vent windows are standard on the Lincoln Continental Town Car and Town Coupe[®], and optional on Lincoln Continental and Continental Mark V models.

WINDOW GLASS

- The windshield is constructed of two sheets of glass with a penetration-resistant clear vinyl material heat-laminated in between.
- Side door window glass is positively retained in its carrying brackets by a bolt-on method that holds the glass steady.
- Tinted glass is a standard feature.
- All side and rear window glass is high-strength, impact-resistant and heat tempered.

WINDSHIELD WASHER SYSTEM WITH WIPER-MOUNTED SPRAY JETS

- A standard feature designed to help provide good forward visibility in inclement weather.
- Each wiper arm has a plastic jet located approximately half-way up the wiper arm.
- The plastic jet sprays the washer fluid directly in front of the blade as it moves.
- The cleaning action is fast, little fluid is used, and washer fluid deflection is designed to be minimal at expressway speeds.

BENCH SEAT CONSTRUCTION (Lincoln Continental)

- The frame side members are strong, stamped-steel elements with reinforcements machine-welded to form strong seat frames.
- Formed wire spring elements provide comfortable support over the entire cushion and seat back.
- Both front and rear seats provide a convenient center-folding armrest.
- A reclining passenger seat is available as an option.

TWIN COMFORT LOUNGE SEATS & SIX-WAY POWER, DRIVER'S SEAT

(Standard, Continental Mark V)

- The front seat is divided into two individually adjustable sections.
- The driver's seat is six-way power-operated, with controls in the driver's armrest to adjust the seat forward and backward, up and down or to tilt fore and aft.
- The passenger's seat is manually controlled.
- Designed to provide extra lower-back support and superior comfort.

- The seat assembly includes a sturdy shell-type steel frame made of contour stampings.
- Zigzag springs and coil springs provide comfortable supports.

SIX-WAY/SIX-WAY POWER TWIN COMFORT LOUNGE SEATS WITH PASSENGER RECLINER

- Both driver and passenger seat sections are power-operated. Individual seats can be adjusted to move forward and backward, up and down or to tilt fore and aft.
- Seat controls are in each front-door armrest.
- The reclining passenger seat can be manually adjusted to any desired position for the ultimate in seating comfort.
- Individual folding-center armrests add to seating comfort. With armrests raised, the front seat accommodates three persons.

AIR CONDITIONING WITH AUTOMATIC TEMPERATURE CONTROL

- In normal operation, all outside air is drawn through the system where it is automatically **dehumidified** and **heated** or **cooled** to a preselected temperature before entering the passenger compartment. The system includes **defrost** and/or **defog**, and a fresh air **Power Ventilation** system.
- For 1977, the Continental Mark V system has been redesigned to provide increased air flow for faster cool-down and more efficient temperature maintenance. In addition, in the Continental Mark V, a switch is provided for driver-control of fan speed.

AM/FM MONAURAL RADIO

- This radio offers a choice of either AM or FM monaural reception.
- Front seat occupants can preselect desired stations for both frequencies by merely moving the AM/FM band selector bar, located above the push buttons.
- Five push buttons provide either five AM or five FM stations.
- Two front and two rear speakers are standard equipment.
- A **Power Radio Antenna** is standard. It is located on the left rear fender of the Lincoln Continental and the right front fender of the Continental Mark V.

INSULATION & SOUNDPROOFING

NOTE: See Lincoln Continental and Continental Mark V sections for specific insulation and soundproofing materials and applications.

ANTI-CORROSION PROTECTION

All 1977 Lincoln Continental and Continental Mark V automobiles manufactured in North America are protected against corrosion in several different ways. These methods supplement the usual painting process which includes cleaning, phosphating, priming and color coating.

- **Precoated Steel** — Continental Mark V and Lincoln Continental feature an expanded use of this protective coating to provide additional corrosion protection in several critical areas.
- A corrosion inhibitor coating and a layer of epoxy paint containing zinc are applied and baked on the sheet metal before it is stamped into body parts.
- The coated side of the steel is fabricated to face the interior areas of the body.
- The metal can be stamped and fabricated without destroying the coating's effectiveness.
- Precoated steel is used on all quarter panels, deck lids, door panels, front fenders, the center lock pillars on four-door Lincoln Continentals, and the outer rear wheelhouses on Continental Mark V.
- **Galvanized steel** is used for certain body parts such as rocker panels, and other underbody structural components.
- Galvanizing is a hot dip process that coats both sides of the steel with zinc before the steel is stamped into body panels.
- **Zinc rich primers** are spray-applied to corrosion-prone areas such as the inner sides of outer door panels, parts of the floor pan and deck lid.
- **Vinyl sealer** is applied to provide additional protection in the critical lower interior areas. In the rear wheelhouse area, a special sealer is added to help protect against dirt and stone nicks.
- Sealer is also applied on the inside of the wheelhouse over the precoated steel and in the interior bottom area of all doors and quarter panels. It seals the seams and resists penetration by chemicals and moisture.
- **Aluminized Wax** is a wax-base spray containing aluminum particles. It seals metal surfaces and joints in doors and quarters and remains flexible during vehicle service.
- **Phosphate Bath.** This is part of the body finishing process.
- It provides a clean surface for priming and painting and helps assure maximum paint adhesion.

BODY FINISHING AND PAINTING

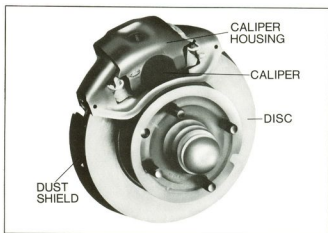
- This process begins with a seven-step cleaning and preparation process of the body sheet metal before application of primers and paint.
- The thoroughly clean sheet metal then receives a phosphate coating inside and out to form a bonding agent for the paint.
- Application of three coats of epoxy primer follows.
- The first coat of primer is applied by the electrocoat process.
- **Electrocoating** is a process in which the entire car body and other parts are dipped into a tank filled with primer.
- The car body and body parts are given a positive electrical charge.
- The primer and the tank are given a negative charge.
- As a result, the primer is drawn to the body, covering areas that are inaccessible to normal spray applications after the parts are joined.
- The first coat of primer, black in color, is applied, then heat dried.
- The second and third epoxy primer coats, taupe in color, are sprayed on and are then heat dried.
- The difference in color between these primer coats makes it easier to inspect the spray primer.
- Wet sanding, in critical areas, follows, along with thorough drying.
- Finally, coats of acrylic enamel are sprayed on exterior surfaces, door openings and door facings by means of the electrostatic paint process.
- In this process, the spray gun charges the paint particles positively and propels them by means of air pressure to the negatively charged car body.
- As the positively charged paint particles near the negatively charged sheet metal, they are attracted to the metal surface.
- The electrostatic process helps achieve an exceptionally uniform paint finish with thorough coverage.

Chassis Features

FRONT DISC/REAR DRUM BRAKES

(Lincoln Continental)

- Front disc/rear drum brakes provide resistance to fade.
- Front disc brakes include three major components: a ventilated disc rotor, a caliper housing and an anchor plate.



- The caliper slides on machined surfaces in the anchor plate.
- When the brakes are applied, the caliper automatically centers and pressure is applied equally through the brake pads to both sides of the rotor.
- This caliper design permits lining to be on both sides of the rotor and results in a "clamping" action when the brakes are applied.
- Disc brakes perform well under wet driving conditions since the disc quickly throws off moisture through centrifugal force and the wiping action of the brake pads.
- Normal heat build-up, when the brakes are applied, also dissipates moisture from the disc and pads.
- The front disc brakes are easy to service, require minimum hydraulic pressure and provide a responsive pedal feel.
- They are designed to automatically maintain brake pad alignment and proper contact with the disc throughout the life of the pads.
- The **rear drum brakes** are designed to be kept mechanically self-adjusted for the life of the lining.
- A built-in mechanism adjusts the brakes when the brakes are applied as the vehicle moves in reverse.
- The brakes are also shielded by a curved edge of the brake backing plate which mates with a groove in the brake drum. This shield is designed to help minimize the entry of dust and water.

FOUR-WHEEL POWER DISC BRAKES

(Standard on Continental Mark V and optional on Lincoln Continental)

- With this system, stopping can be more consistent when brakes get hot or wet.
- Disc brakes on the rear have the same advantages as front disc brakes. (See the preceding description under Front Disc/Rear Drum Brakes — Lincoln Continental.)

BRAKE SYSTEM FEATURES

- Other important features of the brake system include:
 - A dual chambered master cylinder that contains two pistons on a single push rod.
 - Activation of both pistons when the brake pedal is depressed.
 - One chamber and its piston applying hydraulic pressure to actuate the front brakes; the other chamber and piston activating the rear brakes.
 - A system designed so that either front or rear brakes will operate if a malfunction occurs in either one of the systems.
 - Corrosion-resistant hydraulic lines for long service life.
 - A warning light on the instrument panel that alerts the driver if a hydraulic pressure loss occurs.

STEERING SYSTEM

Power Steering

- The power assist helps give the driver fast, controlled steering action with reduced effort.

DURASPARK IGNITION SYSTEM

- The new DuraSpark ignition system features higher spark plug voltages than the 1976 solid-state system during the starting and running cycles to allow use of a wider spark plug gap as compared to 1976. Improvements are shown in the chart on next page.
- The wider spark plug gap is needed to ignite the fuel/air mixtures such as occur with the California engines.
- Performance characteristics of the new DuraSpark ignition system are as follows:

SPARK PLUG VOLTAGE COMPARISON

	Start (10 volts) at 200 rpm	Run (14 volts) at 800 rpm
1976 Solid-state	32,000 volts	26,000 volts
1977 49-State DuraSpark	42,000 volts	36,000 volts
1977 California DuraSpark	47,000 volts	42,000 volts

**VEHICLE ELECTRICAL TEST SYSTEM
(VETS)**

As part of an improved quality control inspection program, all 1977 Continental Mark V and Lincoln Continental models are subjected to a new end-of-line test procedure which will check out all electrical systems by computer before any of these luxury vehicles are approved for shipment to dealers.

New computerized electrical testing equipment has been installed at the Wixom Assembly Plant where all 1977 Continental Mark V and Lincoln Continental cars are manufactured.

The 100% on-line system, called VETS ("Vehicle Electrical Test System"), utilizes new developments in computer technology and spaceage micro-electronics to test all of the complex electrical systems under actual operating conditions.

The purpose of the system is to help improve the electrical reliability of Continental Mark V and Lincoln Continental vehicles.

Safety & Damageability Features

LIFEGUARD DESIGN SAFETY FEATURES

In the fall of 1955, Ford Motor Company pioneered safety door locks, double-ball, adhesive-backed rearview mirrors and a deep-dish steering wheel as standard equipment. Ford Motor Company also offered optional seat belts and padded sun visors and instrument panels. Since then, a significant number of additional safety features have been incorporated as standard equipment on an industry-wide basis.

This section describes the Ford Motor Company Lifeguard Design Safety Features which are standard on Lincoln-Mercury Division cars, as well as certain safety-related dealer accessories. Certain Ford Motor Company Lifeguard Design Safety Features are required by Federal Standards while others are not.

SUMMARY OF FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

OPERATING SAFETY

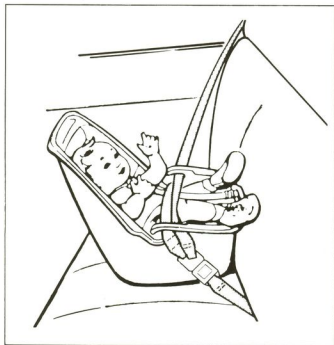
- Safety rim wheels and load-rated tires
- Dual hydraulic brake system with warning light
- Corrosion-resistant brake lines
- Turn indicators with lane-changing signal feature
- "Hazard" warning flasher
- Backup lights
- Side marker lights
- Parking lights coupled with headlamps
- Two-speed or variable speed windshield wipers
- Windshield washers
- Outside rearview mirror, driver's side
- Glare-reduced inside rearview mirror frame and bracket, windshield wiper arms and blades, steering wheel hub and inside windshield moldings
- Uniform transmission shift quadrant
- Illuminated controls (wiper/washer, defrost/defog, climate control)
- Continuously variable control illumination intensity (instrument panel lights)
- Safety hood latch system
- Impact resistant bumper system

ANTI-THEFT

- Locking steering column with warning buzzer
- Non-reversing odometer
- Visible vehicle identification number

OCCUPANT PROTECTION

- Safety-designed front end structure
- Safety-designed roof structure
- Steel guard rails in side doors
- Double-yoke safety door latches and safety hinges
- Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants
- Positive reminder warning light and buzzer for driver
- 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
- Head restraints or high back seats for front outboard occupants
- Safety glove box latch
- Inside yield-away rearview mirror
- Impact-absorbing laminated safety glass windshield
- Flame resistant interior materials



OPTIONAL FORD INFANT SAFETY CARRIER

- Available as a dealer accessory.
- Designed to increase protection for infants in collision impacts.
- Designed for infants up to 20 pounds, and for use in any Ford Motor Company passenger car.
- Directions for use are included with the accessory.



OPTIONAL TOT GUARD

- Available as a dealer accessory for use in any Ford Motor Company passenger car.
- Tot Guard is a lightweight, portable plastic shield designed to increase protection for young children in collision impacts.
- It is designed for children approximately 1 to 5 years old, 20 to 50 pounds, with a seating height of 19 to 28 inches, and a standing height of 46 inches or less.
- Directions for use are included with the accessory.

Vehicle Emission Control

1977 EMISSION-RELATED ENGINE AND POWER TRAIN CHANGES

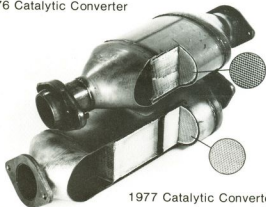
In 1977, both the Federal (49-state) and California emission control requirements are more stringent than in 1976. The new emission control requirements expressed in terms of the test procedures (grams per mile) for 1976 and 1977 are:

	Federal		California	
	Grams per Mile			
	1977	1976	1977	1976
Hydrocarbons (HC)	1.5	1.5	.41	0.9
Carbon Monoxide (CO)	15.0	15.0	9.0	9.0
Nitrogen Oxides (NOx)	2.0	3.1	1.5	2.0

To help meet the new emission standards, and at the same time provide good overall responsiveness and driveability, there are numerous engine and powertrain changes to cars manufactured in North America. A discussion of these 1977 improvements follows.

Exhaust Emission System Catalyst

1976 Catalytic Converter



1977 Catalytic Converter

- New improved technology catalysts are used on all 1977 Continental Mark V and Lincoln Continental cars.
- Larger in size, the 1977 catalysts also have 50% more cell density. This increase in cell density gives a larger surface area to convert more of the exhaust emissions to water vapor and carbon dioxide. This permits tuning the engine for overall performance.
- All other design and construction features of the catalysts remain unchanged for 1977.

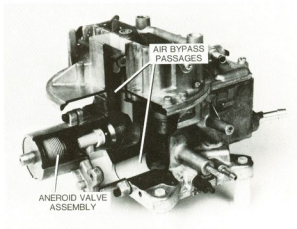
New DuraSpark Ignition System

DuraSpark ignition is standard on all Continental Mark V and Lincoln Continental cars built in North America in 1977. It is an improvement of the solid-state system used in 1976. NOTE: Discussed in greater detail under Chassis Features.

Revised Carburetor Linkage

- All Continental Mark V and Lincoln Continental cars for 1977 include revised carburetor linkage with all engines.
- The revised linkage features faster opening of the throttle with respect to foot movement compared to 1976.
- This gives a more responsive feel, desired by many drivers.
- The linkage system also provides automatic downshifting with less throttle movement than was required with 1976 models.

High Altitude Emission Equipment



- Certain counties in the western United States have been designated high-altitude areas by the Environmental Protection Agency (EPA).
- All cars sold for use in these counties must be certified to meet the normal EPA exhaust emission standards while operating at high altitudes (designated as above 4,000 feet).
- To meet this requirement, Lincoln-Mercury has developed High Altitude Emission Equipment for all its 1977 model cars sold by previously notified dealers located in counties with altitudes over 4000 ft.
- The heart of the High Altitude Emission Equipment is an altitude compensating carburetor designed to supply the same relative air/fuel mixture at both high and low altitudes.
- As a car ascends in altitude, the atmospheric pressure is reduced and the air becomes less dense, causing the air/fuel mixture to become richer at the same throttle opening.
- A change in the air/fuel mixture can affect exhaust emissions.
- The advantage of the altitude compensating carburetor is the ability to provide proper driveability at lower altitudes, and also to help meet emission standards at the required high altitude. This is in response to customer needs, since most high-altitude cars are also used at lower altitudes.

Trailer Towing

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TRAILER TOWING

The Recreational Vehicle market has profit potential for new car sales personnel. Successful and enjoyable use of trailers requires a tow vehicle matched to the size and weight of the trailer and equipped to meet the extra demands of towing. The time to equip a passenger car for trailer towing is when the car is ordered. With a factory engineered and tested trailer towing package, the car

can be properly engineered to haul a trailer satisfactorily — and stay within warranty requirements.

This section of your Book provides information on matching the automobile to your prospect's trailer towing needs and provides guidance in the selection of other specialized trailer equipment.

TRAILER CLASSES AND TOWING REQUIREMENTS

Both Continental Mark V and Lincoln Continental are capable of towing Class I Light-Duty, Class II Medium-Duty and Class III Heavy-Duty trailers.

Lincoln Continental does not require a Trailer Towing Package to haul Class II Medium-Duty or Class III Heavy-Duty trailers. Therefore, no Trailer Towing Package is available for Lincoln Continental.

The Trailer Towing Package for Class III trailers, required to enable the Continental Mark V to tow Class III trailers, is designed to permit hauling of heavier loads and includes such equipment as an extra-capacity radiator and

cooling system (to handle the higher heat load from the engine), a heavy-duty suspension (to support the added weight imposed upon the vehicle by the trailer), a higher capacity battery and/or alternator (to meet the trailer's electrical needs), a trailer wiring harness of color-coded wires (to feed the trailer circuits), and a higher numerical ratio for the rear axle to give more pulling effort.

Engines, transmissions, tires and other items are normally left out of the package to permit each customer to tailor the package to his needs. If desired, these items must be ordered separately.

REQUIRED EQUIPMENT

No automobile is designed specifically to tow a trailer. That's why the required equipment listed on the following pages must be added, to assist the tow vehicle to tow

travel and utility trailers. The following explanations may be helpful in explaining some of the considerations which prompted these requirements in certain cases.

ENGINES

For obvious reasons, larger displacement engines are required or recommended for towing tasks. The added load of a trailer calls for more pulling power at the rear wheels.

TRANSMISSIONS

There are three good reasons for utilizing an automatic transmission for trailer towing. The gears in the SelectShift transmission offer more heavy-duty capacity than the gears in manual transmissions, and the torque converter of the automatic transmission cushions drive train shocks that are created by towing a trailer. In addition, the automatic transmission makes it easier to

"creep" ahead or back at very slow speed when maneuvering the trailer within confined spaces. Since the SelectShift transmission is standard equipment on all Continental Mark V's and Lincoln Continentals, these vehicles are already equipped with an appropriate transmission for trailer towing.

SUSPENSIONS

As will be described in the subsequent paragraphs on trailer hitches, towing a trailer throws extra weight on the car's wheels. This additional weight on the axle causes the standard springs to be overloaded and "bottom out" very easily in operation. They could also fatigue or even break, in some instances. In addition, the lower suspension height will affect ride, handling, and headlamp aim. This is why higher rate springs (and sometimes stabilizer

bars) with heavy-duty shock absorbers are required for Continental Mark V. They maintain suspension heights within proper limits and provide firmer control to handle the added weight. It is possible to add heavy-duty aftermarket replacement components after the car is delivered, of course, but the result can be less efficient and more costly than the engineered combination provided in the Trailer Towing Package.

TIRES

Tires with added capacity are also advisable. It can be dangerous, as well as ineffective, to attempt to increase a lower rated tire's load capacity by overinflation. A

slight excess in rated capacity, on the other hand, will provide a good ride and longer wear under trailer towing loads.

ENGINE COOLING EQUIPMENT

Pulling up to three tons of trailer is a lot of extra work for a car's engine! And there's going to be a lot more engine heat to dissipate. That's why the Class III Heavy-Duty Trailer Towing Package for Continental Mark V includes extra cooling components. External transmission oil coolers provide an added margin of cooling for transmis-

sion fluid; they minimize the chance of overheating damage to the transmission and prolong fluid life under severe operating conditions that trailer towing entails. This feature is included on models with Class III Heavy-Duty Trailer Towing Packages.

ELECTRICAL SYSTEM COMPONENTS

Trailers demand considerable 12-volt current from the car's electrical system. There are clearance lights, side marker lights, taillights, stop lights, turn signal lights — all supplied by the car's battery and alternator. In addition,

most trailers have 12-volt electric brakes and 12-volt interior lighting. The larger 460 CID 4V V-8 engine requirement includes a higher (60-amp.) output alternator, as standard.

INCIDENTAL TRAILER TOWING EQUIPMENT

Touch all the bases with your trailer towing customers. They'll need a pair of removable trailer towing mirrors for the car and a properly charged dry chemical fire extinguisher for the trailer. And check with your Parts

Manager to learn how many other items of trailer equipment he keeps in stock. Your customers will appreciate the "one stop" shopping convenience you offer.

SOME THOUGHTS ABOUT OPTIONS

TRAILER BRAKE CONTROL

Most trailers weighing over 1500 pounds are required by law to be equipped with brakes. The majority of these braking systems are operated electrically. The car must be equipped with a controlling device and wiring to supply the electrical power. The electro-hydraulic trailer brake control provides both automatic and manual control of electric trailer brakes. In normal operation the brakes

on the trailer are automatically applied when the car's brakes are applied, in proportion to brake pedal pressure. Surge-type brakes are also acceptable when properly installed. Your customer should consult the trailer brake manufacturer for the recommended installation, adjustment, and operation of both systems.

AUTOMATIC SPEED CONTROL

If your customer is considering Automatic Speed Control for use when towing, advise him that the Speed Control is not designed to hold a car with a heavy trailer at a steady highway speed.

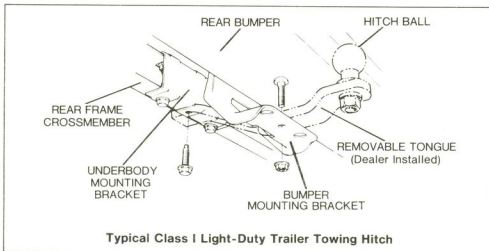
TRAILER TOWING HITCHES

There are currently two types of trailer hitches in common use — the simple load-carrying ball hitch, and the load-equalizing hitch that distributes the weight to all four wheels of the towing car. The load-carrying hitch should never be used for trailers which exceed Class I

Light-Duty limits. Load-equalizing hitches are required for Class II Medium-Duty and Class III Heavy-Duty trailers and are advisable for better handling with some smaller cars towing heavier Class I Light-Duty trailers.

LOAD-CARRYING HITCHES

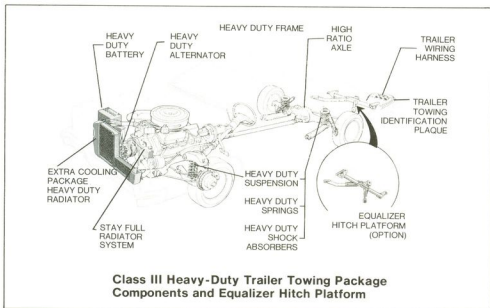
Illustrated is one example of a Class I Light-Duty Trailer Towing Hitch. This type of hitch places the entire tongue load of the trailer on the rear wheels of the car, and for that reason it is limited to tongue loads of 200 pounds or less.



IMPORTANT

Hitches which attach to the axle should never be used, and those which clamp to the rear bumper at multiple points at the bumper mounting brackets (as provided by most trailer rental agencies) should be used only if unavoidable. Single-point clamping bumper hitches should never be used.

Hitch balls for Class I Light-Duty load carrying hitches are either 1-7/8 inches or 2 inches in diameter and must be selected to match the trailer coupler socket.



LOAD-EQUALIZING (WEIGHT-DISTRIBUTING) HITCHES

Load-equalizing hitches, which distribute the tongue weight to all four wheels of the towing vehicle, must be used for all Class II Medium-Duty and Class III Heavy-Duty trailers.

The reason is that the tongue weights of these trailers range from over 200 pounds to as much as 800 pounds — and that's simply too much extra weight to put on the rear wheels of any car. It would overload the rear tires and springs, and would lift the front end. Steering, braking and headlight aim would all be affected.

There are many brands of acceptable load-equalizing hitches available, but they all have one feature in

common. They all have hitch spring bars which can be adjusted to supply the required amount of tension to the hitch when the trailer is coupled to the car, causing the tongue weight to be placed on all wheels. When adjusted for best towing performance, about a quarter of the weight will be transferred to the front wheels. The equalizing feature also shifts a portion of the tongue weight back onto the trailer wheels themselves, with the car's rear wheels supporting the remainder. The car remains level with the road surface, retaining its proper steering and braking characteristics, suspension travel and headlight aim.

HOW THE LOAD IS DISTRIBUTED

To understand how the equalizing hitch functions to distribute trailer tongue weight, you must first realize that the equalizer hitch platform is attached solidly to the car's frame or underbody, so it becomes, in effect, an integral, immovable part of the car.

The hitch spring bars trail back from the hitch and are connected to the A-frame of the trailer, usually by lengths of chain. The chains, however, are not slack; they are pulled up forcefully during the hitching-up process to bend the spring bars upward.

To see how this distributes tongue weight to all wheels, imagine for a moment that the spring bars were strong enough to snap back straight after they were bent upward by the chains. In straightening out, they would cause the hitch ball and coupler to pivot upward, and the car-trailer combination would pop into an arched structure that was supported only by the car's front wheels and the trailer's wheels. The car's rear wheels would be dangling an inch or so above the road.

But, obviously, the hitch spring bars are not that strong.

Instead of lifting the car's rear wheels off the road, they simply lift some of the weight from the wheels. Of course, that weight has to be supported somewhere else . . . so it is distributed to the other wheels of the car-trailer combination. And that's how the load-equalizing trailer hitch functions.

Equalizer hitch platforms can be installed either by welding or bolting into place. Bolt-on equalizer hitch platforms are recommended for many reasons. They can be removed after towing or prior to trade-in. A properly installed bolted equalizer hitch platform will not weaken the car frame as the heat of welding is apt to do. Installation is faster (15 to 30 minutes, on the average, for Lincoln-Mercury cars) with no fire danger from welding.

Class II Medium-Duty and Class III Heavy-Duty hitch balls are either 2 inches in diameter (up to 3500 pounds trailer weight) or 2-5/16 inches (a size with capacity great enough to be used on large mobile homes during transit). A hitch-mounted sway control device of some sort is usually recommended for most trailers with gross weights of 3500 pounds or more.

PROTECT YOUR CUSTOMER AND YOURSELF!

When selling cars or accessories for trailer towing, be sure to advise customers of the limitations and capacities of those products to insure that they do not buy less product than they need for the towing task they have in mind.

The laws of several states now provide that the implied warranty of fitness for intended purpose may not be disclaimed by an express written warranty.

Salesmen selling vehicles or parts to be used for towing or hauling of other accessories, such as campers, are obligated to advise customers of the suitability of the product sold for the purposes intended. If a salesman sells a hitch to a customer who has made known the type of towing intended, the salesman must advise the customer of the limits of the particular hitch being sold. Such limits should be noted on the Retail Buyer Order to assure an adequate record.

CLASS I LIGHT-DUTY TRAILERS

Class I Light-Duty trailers have gross weights of up to 2000 pounds, including the trailer and its cargo. Included in this category are the smaller boat trailers and many "fold-down" camper trailers. Both Continental Mark V and Lincoln Continental can tow Class I Light-Duty

trailers without any special equipment other than an underbody-mounted, weight-carrying hitch and appropriate car-to-trailer electrical connections. This equipment must be purchased separately.

Gross Weight.....	up to 2000 lbs.
Tongue Weight on Hitch.....	up to 200 lbs.
Hitch Ball Size.....	1-7/8" or 2" Diameter
Cars Suitable for Towing a Class I Light-Duty Trailer.....	Continental Mark V Lincoln Continental

CLASS II MEDIUM-DUTY TRAILERS

Trailers with gross weights between 2,000 pounds and 3,500 pounds are included in the Class II Medium-Duty category. Some large camper trailers and most single-axle travel trailers are in the Class. Lincoln Continental can tow Class II trailers without any special equipment

other than a weight distributing hitch and appropriate car-to-trailer electrical connections. Continental Mark V requires extra equipment outlined under Recommended Minimum Trailer Towing Equipment Chart.

Gross Weight.....	2000 lbs. to 3500 lbs.
*Static Tongue Weight on Hitch	up to 500 lbs.
Hitch Ball Size	2" diameter
Cars Suitable for Towing a Class II Medium-Duty Trailer	Continental Mark V Lincoln Continental

*Before spring bars are attached.

CLASS III HEAVY-DUTY TRAILERS

Trailers with gross weights up to 6,000 pounds are included in the Class III Heavy-Duty category. Dual-axle and larger single-axle travel trailers are in this Class.

Continental Mark V requires the equipment included in the Class III Trailer Towing Package as well as the trailer

hitch requirements outlined on the chart on page 7.

Lincoln Continental is capable of towing Class III heavy-duty trailers without any special equipment other than a properly installed weight-distributing type hitch.

Gross Weight.....	3500 lbs. to 6000 lbs.
*Static Tongue Weight on Hitch	up to 700 lbs.
Hitch Ball Size	2-5/16" diameter
Cars Suitable for Towing a Class III Heavy-Duty Trailer	Continental Mark V Lincoln Continental

*Before spring bars are attached.

RECOMMENDED MINIMUM TRAILER TOWING EQUIPMENT

CAR LINE	CONTINENTAL MARK V			LINCOLN CONTINENTAL		
	LIGHT DUTY	MEDIUM DUTY	HEAVY DUTY	LIGHT DUTY	MEDIUM DUTY	HEAVY DUTY
Gross Trailer Weight (lbs.)	1000-2000	2000-3500	3500-6000	1000-2000	2000-3500	3500-6000
Maximum Tongue Load (lbs.)	200	500	700	200	500	700
ENGINE	400 CID 2V V-8	400 CID 2V V-8	400 CID 2V V-8	460 CID 4V V-8 STD (c)	460 CID 4V V-8 STD (c)	460 CID 4V V-8 STD (c)
COOLING	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	STD	STD	STD
TRANSMISSION	STD	STD	STD	STD	STD	STD
EXTERNAL OIL COOLER	NR	STD	STD	STD	STD	STD
FRAME	STD	STD	HEAVY-DUTY (a)	STD	STD	STD
REAR AXLE RATIO	STD	3.00 (a)	3.00 (a)	STD	3.00 (a)	STD
SUSPENSION	STD	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	STD	STD	STD
TRAILER WIRING HARNESS	NA	TRAILER TOWING PACKAGE (a)	TRAILER TOWING PACKAGE (a)	NA	NA	NA
STEERING	STD	STD	STD	STD	STD	STD
BRAKES	STD	STD	STD	STD	STD	STD
TIRES	STD	STD	STD	STD	STD	STD
WHEELS	STD	STD	STD	STD	STD	STD
ALTER-NATOR	STD	STD	60-amp. min. (b)	STD	STD	STD
BATTERY	STD	STD	STD	STD	STD	STD
HITCH	NON-EQUAL-IZING TYPE	WEIGHT DISTRIBUTING	WEIGHT DISTRIBUTING	NON-EQUAL-IZING TYPE	WEIGHT DISTRIBUTING	WEIGHT DISTRIBUTING

(a) CLASS III Trailer Towing Package Content

- Heavy-Duty Radiator
- Heavy-Duty Suspension
- 3.00 to 1 Axle Ratio
- Auxiliary Transmission Oil Cooler
- Trailer Wiring Harness
- Heavy-Duty Frame

(b) Included with 460 CID 4V V-8 requirement

(c) 400 CID 2V V-8 Standard in California

Legend: STD = Standard
NA = Not Available
NR = Not required

TRAILER TOWING TIPS

Chances are good that some of your trailer-towing customers may be "first timers" who are just beginning the enjoyable recreational pastime of trailer camping. And since they consider you their expert advisor on

automobiles, they may ask your advice on towing problems. If you can fill them in from your own experience, fine! If not, here are some tips to pass along.

BEFORE STARTING

Practice turning, stopping and backing in an area away from heavy traffic (an unused supermarket parking lot is fine) to gain experience in handling the extra weight and

length of the trailer. Take enough time to learn the "feel" of the car-trailer combination before setting out on a trip.

BACKING

Skillful backing requires practice. Back very slowly, with someone outside at the rear of the trailer to guide your efforts. Place your hand at the bottom of the steering wheel and move it in the direction you want the rear

of the trailer to swing. Make small corrections instead of exaggerated ones — a slight movement of the steering wheel will result in a much larger movement of the rear of the trailer. Easy does it!

BRAKING

Allow considerably more room for stopping when the trailer is attached. If you have a manual brake controller, "lead" with the trailer brakes when approaching a stop, if possible. Trailer brakes are also handy for correcting

trailer sidesway. Just touch 'em for a moment without using your car brakes, and the trailer should settle down and track steadily again.

ON THE ROAD

Check everything before starting out, of course. But don't be satisfied with that. After you've traveled about 50 miles or so, stop in a protected location and double-check

your trailer hitch and electrical connections for security. Also examine the trailer wheel lug nuts for tightness; they have a tendency to loosen at times.

MAINTENANCE

Trailer towing is a severe operating condition, requiring additional precautions in maintenance services. Added maintenance requirements are given in the Owner's Manual.

Competitive Comparison

COMPETITIVE COMPARISON

There Is No Comparison

Continental Mark V

