

1977

CONTINENTAL MARK V & LINCOLN CONTINENTAL



And now, Continental Mark V. A Mark of tradition.







Personality: Majestic in a world of its own.

Mark V. The new Mark. Boldly contemporary . . . yet reassuringly compatible with traditions evolving from the first Continental, the only North American luxury car ever honoured for design excellence at New York's Museum of Modern Art.

Continental Mark V is not just a new model. It is a new car. Its rear deck design started with the first Continental, virtually a hand-made automobile. Its unmistakable profile can be traced to Continental Mark II, an exceptional car manufactured for just 3012 owners. Its grille was first worn by Mark III, recognized for its superb resale value among all North American luxury cars.

Now Mark V. With 37 years of tradition. One of North America's finest personal luxury cars since Mark IV.

Continental Mark V. New styling; new status for 1977. In a Mark of tradition.

Options shown are power moonroof and Landau vinyl roof. White car on previous pages has dual wideband white sidewalls, remote control right-hand mirror, illuminated entry system, and custom paint stripes. Both are shown with turbine-styled cast aluminum wheels.



Some of the most significant designers in the world co-ordinate the colours and put their names on limited editions of the new Mark. This is the Givenchy Edition Mark V. Richly metallic in dark jade, warmly accented by chamois. Options shown are dual wide-band white sidewalls, illuminated entry system, power door locks, remote control right-hand mirror. Models' fashions by Givenchy.



The Bill Blass Edition Mark V. Darkly brilliant midnight blue contrasts with chamois colour and pigskin texture. As are all Marks, each Designer Edition is assembled, finished, and road-tested at a facility devoted exclusively to Continental production. Mark V options shown are mirror/defroster group, dual wide-band white sidewalls and illuminated entry system. Models' fashions by Bill Blass.



The Pucci Edition Mark V. Cayman grain patent leather appearance for the white roof. And a formal interior of white leather and vinyl with black trim. Mark V options shown are dual wide-band white sidewalls, illuminated entry system, and remote control right-hand mirror. Women's fashions by Pucci.



The Cartier Edition Mark V. Elegantly understated in subtle tones and textures. Many features are common to all the Designer Series of the Mark V, such as turbine-styled cast aluminum wheels and a 22-karat gold-finish instrument panel plaque, personalized with the owner's name. Dual wide-band white sidewalls and illuminated entry system shown are optional.



A standard by which luxury cars are judged.
Introducing the 1977 Lincoln Continental.



Personality: Sophisticated and the epitome of elegance.

You've got your standards . . . you won't compromise. For 1977, the Lincoln Continental hasn't compromised either.

Consider this striking new Lincoln Continental Town Car with the Williamsburg option. It's a classic in every meaning of the word. In room, in ride, in its handsome styling and approach to comfort. You can sense the Williamsburg's fine character in its smartly co-ordinated body colours and vinyl roofs of silver/grey or dark/midnight cordovan. In its standard power vent windows. And the richness of its six-way Twin Comfort Lounge Seats.

Option shown is remote control right-hand mirror.

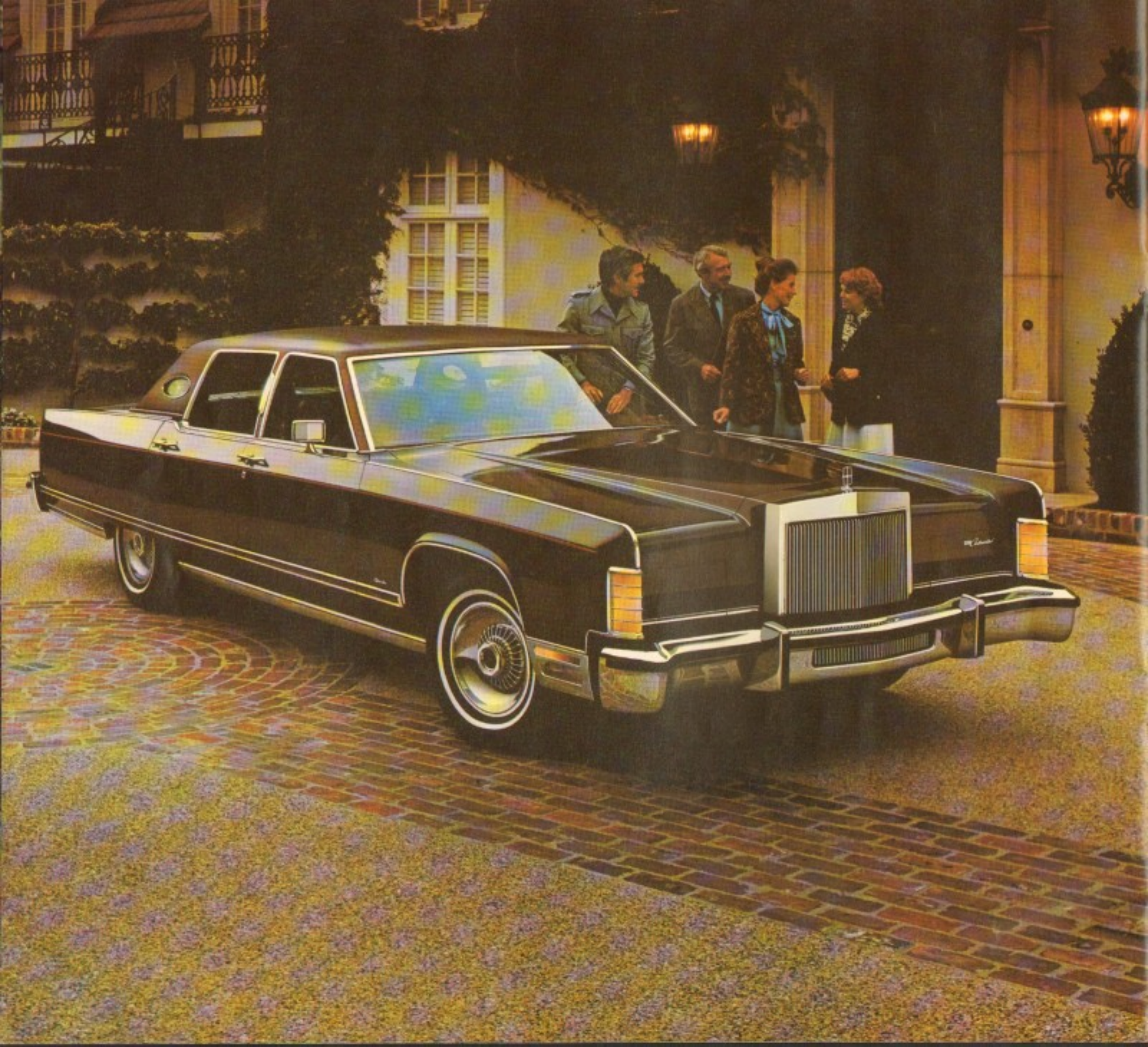




Options shown are coach roof, custom paint stripes, premium bodyside mouldings, dual wide-band whitewall tires, remote control right-hand mirror, illuminated entry system, mirror/defroster group, forged aluminum wheels and Twin Comfort Lounge Seats.

Here's the big car ride you've come to know. All the room you need. And the distinctiveness you expect. In handsome lines and a new redesigned grille.

Here too, is the quality you seek. Consider the character of the Lincoln Continental Town Coupé. Leather seating surfaces with the "loose pillow" look are standard. As are the full vinyl roof and carpeted trunk. The commitment to quality is even evident in the optional heated remote control left-hand outside mirror.



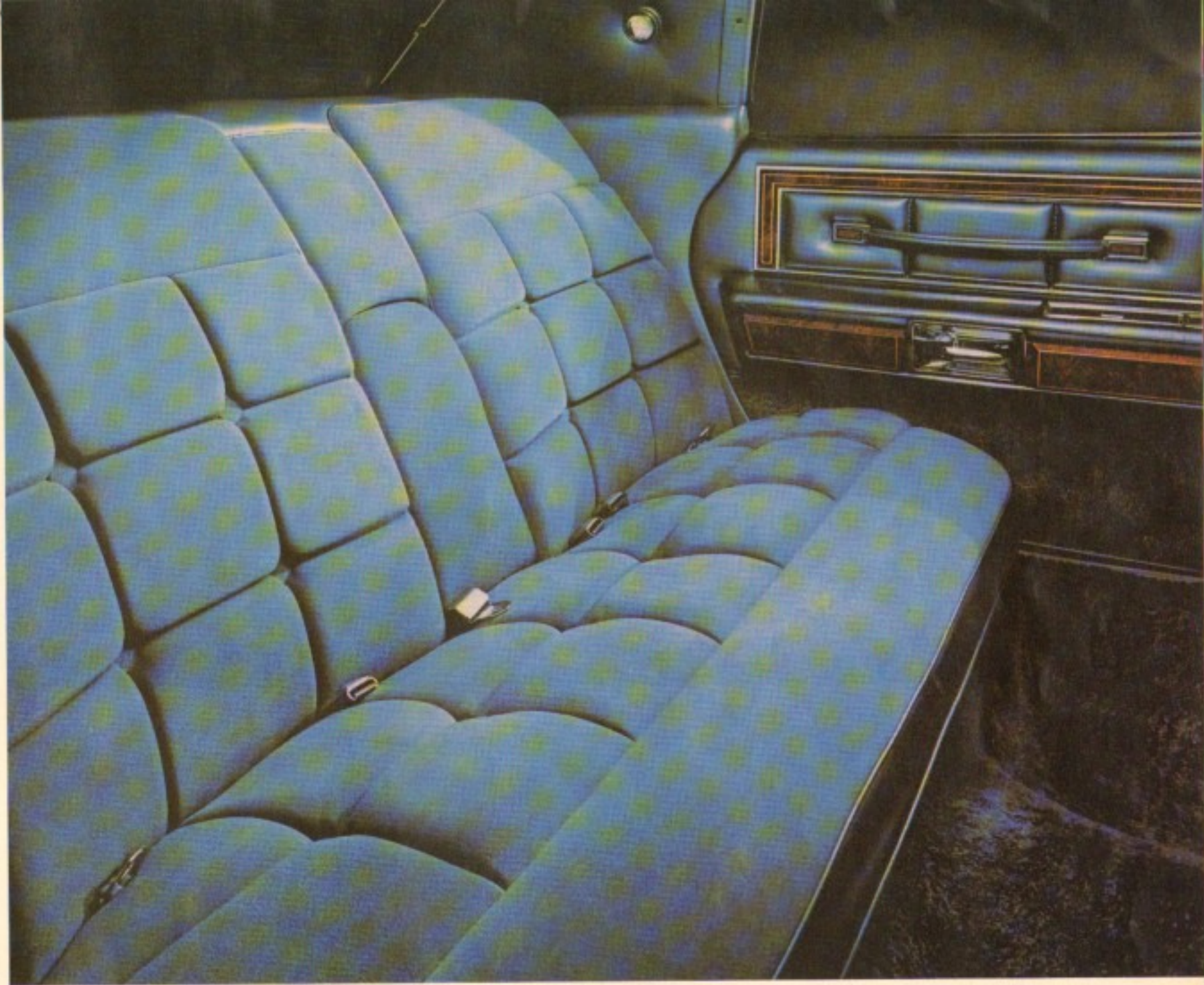


Town Car illustrated has the following options: opera windows, forged aluminum wheels, custom paint stripes, remote control right-hand mirror, illuminated entry system, and mirror/defroster group and Twin Comfort Lounge Seats.

This is your year and now that you're ready to enjoy the convenience of a big car, you'll find the Lincoln Continental Town Car is everything you'd expect.

It's full-size. Full luxury. For full driving pleasure. In addition to an AM/FM monaural radio with four speakers, power antenna and Automatic Temperature Control (standard on all Lincolns), you'll find the Town Car offers a full measure of features such as six-way power assist bench seat, full vinyl roof complete with coach lamps, and power vent windows.





Options shown are coach roof, premium bodyside mouldings, custom paint stripes, mirror/defroster group, luxury wheel covers, illuminated entry system, and remote control right-hand mirror.

Unmistakably Continental. An individualist's car. Boldly styled. Luxuriously upholstered. And perhaps most of all, a luxury automobile to be driven. Long runs on the open road . . . or short trips in urban traffic. You and the Lincoln rove with confidence. Quiet, even ride. Responsive handling. And firm control. Inside, there's room to stretch . . . and feel right at home. Wide, deeply padded seats. Ample headroom. Accommodatingly wide doors.





Options shown are leather with vinyl interior and mirror/defroster group.

The Lincoln Continental traditionally sets high standards in design and workmanship. 1977 is no exception. Major operating refinements include a redesigned carburetor for greater driveability. And an improved throttle linkage for instantaneous response.

Again this year, the Lincoln evokes luxury in every detail. Its dimensions are impressive. And quality is evident wherever you look. Experience the 1977 Lincoln Continental for yourself. It's a car of uncompromising character.



Power glass moonroof



AM/FM/Stereo radio with Quadrasonic-8 stereo tape



Illuminated entry system



Tilt steering wheel



Automatic speed control



Forged aluminum wheels



Turbine-styled cast aluminum wheels

Continental Mark V

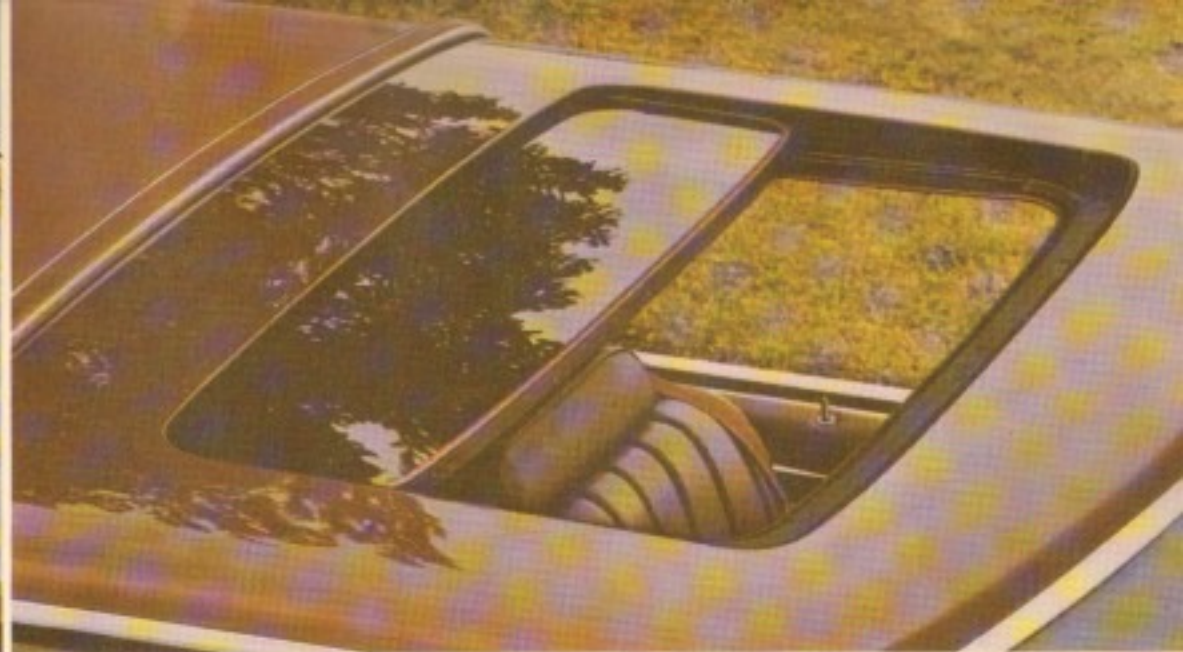
Optional Equipment

460-4V 7.5 litre V-8 • Dual exhausts • 3.00 rear axle ratio (Available with 460-4V V-8) • Traction-Lok differential (Includes 3.00 axle ratio; not available with Sure-Track) • Sure-Track braking system • Speed control • Engine block heater • Interval windshield wipers • Class III trailer towing package (Includes heavy duty suspension wiring harness, external transmission oil cooler (available only with 460-4V engine option), and special cooling system) • Interior light group (Includes dome/dual map lamps and illuminated visor vanity mirrors) • Illuminated entry system (Activates all interior lights and door lock when either door handle is raised) • Remote control right-hand mirror • Headlamp convenience group • Power moonroof (glass) in silver, gold, brown, light jade, or rose (Includes dome/dual map lamps) • Tilt steering wheel • Power lumbar seat (Power operated lower back support is built into driver's seat) • 6-way power passenger seat • Reclining passenger seat • Defroster group (Includes electric rear window defroster and heated remote control left-hand mirror) • AM/FM multiplex radio • AM/FM/MPX "search" radio • AM/FM/MPX radio with Quadrasonic-8 tape system • Full vinyl roof • Landau vinyl roof • Diamond fire paint • Moondust paint • Leather interior • Majestic cloth interior • Dual wide-band white sidewall (U.S. brand) • Rocker panel mouldings • Custom paint stripes (Includes deck lid stripes) • Forged aluminum wheels (4) • Turbine-styled cast aluminum wheels (4) • Power lock convenience group (Includes door locks and remote deck lid release) • Appearance protection group (Includes door edge guards, front and rear floor mats, and license plate frames).

Luxury Groups: Cordovan/White . . . choice of cordovan and white leather with vinyl or cordovan cloth interior • Gold/Cream . . . either colour can be selected for the hand-buffed exterior finish. And either colour for the bodyside moulding and optional vinyl roof. The lavish interior is trimmed in either gold and cream leather with vinyl, or gold Majestic cloth • Midnight Blue/Cream . . . blue and cream leather with vinyl interior • Red/Rose . . . red and rose leather with vinyl interior • Light Jade/Dark Jade . . . light and dark jade leather with vinyl interior. Each luxury group has a 6-way power passenger seat, grey cut-pile carpeting in luggage compartment, plus choice of colour for exterior finish, premium bodyside moulding and vinyl roof.



Wide fixed glass moonroof



Power glass moonroof

Lincoln Continental

Optional Equipment

- Full vinyl roof (std. on Town models and Williamsburg) • Coach Roof • Opera windows for sedans • Coach lamps (std. on Town models) • 6-way power bench seat • 6-way power bench seat with passenger recliner • Twin Comfort Lounge Seats with 6-way power passenger seat and passenger recliner (std. on Williamsburg) • Power lumbar seat • Four-wheel disc brakes • Sure-Track brake system • Power moonroof with one way glass panel (Silver, Gold, Light Jade, Brown or Rose Tint) • Wide fixed tinted glass moonroof • Dual wide-band white sidewalls (U.S. brand) • Luxury wheel covers (std. on Williamsburg) • Forged aluminum wheels (4) • Turbine-styled aluminum wheels (4) • Premium bodyside mouldings • Narrow black vinyl protective bodyside mouldings • Custom paint stripes • Power vent windows (Std. on Town models and Williamsburg) • Diamond Fire paint • Moondust paint • Traction-Lok differential (N/A with sure-Track and four-wheel disc brakes) • Interval select windshield wipers • Remote control right-hand mirror • Speed control • Tilt steering wheel • Leather seating surfaces (std. on Town models and Williamsburg) • AM/FM/MPX radio • AM/FM/MPX radio with "Search" feature • AM/FM/MPX radio with Quadrasonic 8-track tape system • Power lock convenience group • power door locks and remote decklid release • Engine block heater • Appearance protection group • Illuminated entry system • Mirror/Defroster group (electric defroster on rear window and heated outside remote control left-hand mirror) • Interior light group (dome lamp with dual map lamps and illuminated visor vanity mirrors for driver and passenger) (std. on Williamsburg) • Headlamp convenience group (automatic headlamp dimmer and Autolamp on/off relay system) • 460-4V 7.5 litre V-8.



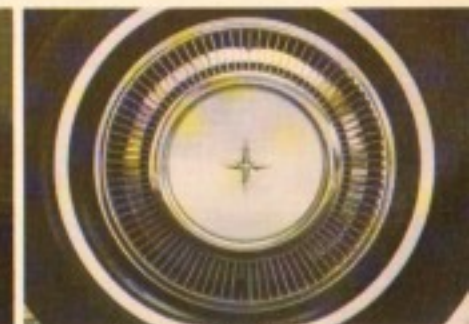
AM/FM stereo with Quadrasonic 8-track stereo tape



Automatic speed control



Illuminated entry system



Luxury wheel covers

Continental Mark V Standard Equipment

- 400-2V 6.6 litre engine • Select-Shift automatic transmission • 2.75 rear axle ratio • Four-wheel power disc brakes • Functional fender louvres • Power steering • Power windows • Automatic temperature control air conditioning • Tinted glass • WSW Michelin steel-belted radial tires • Coolant recovery system • Solid-state ignition • Dual-note horn • AM/FM radio with four speakers and power antenna • Velour Twin Comfort Lounge Seats with front centre armrests and 6-way power for driver • Cut-pile carpeting • Cartier clock with day/date feature • Trip odometer • Walnut woodgrain appliqué on instrument panel, steering wheel, and other interior components • Fully lined luggage compartment • Parking brake with automatic release • Lights for dome, ashtrays, glove box, luggage and engine compartment, and inside rear pillars • Courtesy lights on door panels and under instrument panel • Visor-mounted vanity mirror • Instrument panel warning lights for alternator,

engine temperature/oil pressure, low fuel, door ajar, brake system, and seat belts • Headlamps-on warning buzzer • Concealed dual headlamps • Remote control left-hand mirror • Cornering lamps • Opera windows • Luxury wheel covers • Premium bodyside mouldings • Owner's initials (ordered after car is delivered) • Front and rear bumper guards and rub strips.

Lincoln Continental Standard Equipment

Lincoln Continental Coupe & Sedan

- 400-2V 6.6 litre engine • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic temperature control air conditioning • WSW Michelin steel-belted radial ply tires • Tinted glass • Dual note horn • Solid-state ignition • Coolant recovery system • AM/FM radio with four speakers and power antenna • Luxury cloth bench seat with front and rear seat centre armrests • 18 oz. cut-pile carpeting • Cartier signed digital clock • Trip odometer with reset • Luxury two-spoke

steering wheel • Fully lined luggage compartment with tire cover • Deluxe colour-keyed seat and shoulder belts • Parking brake with automatic release • Door closing assist straps • Ashtrays, front door, rear pillar glove box, trunk and under instrument panel map lights • Headlamps-on warning buzzer • Automatic seat back release (coupé) • Bright rocker panel mouldings with rear quarter extension • Deluxe wheel covers • Personalized owner's initials • Fender skirts • Remote control left-hand mirror • Concealed dual headlamps • In-glass star on fixed rear quarter windows (coupé only) • Cornering lights • Front and rear bumper guards with pads and rub strips.

Lincoln Continental Town Coupe & Town Car

(Preceding standard features plus:) Power vent windows • Six-way power seat • Leather with vinyl bench seat with "loose pillow" appearance. Carpeted luggage compartment with spare tire curtain • Unique upper door and quarter trim panels • Full vinyl roof • Coach lamps.