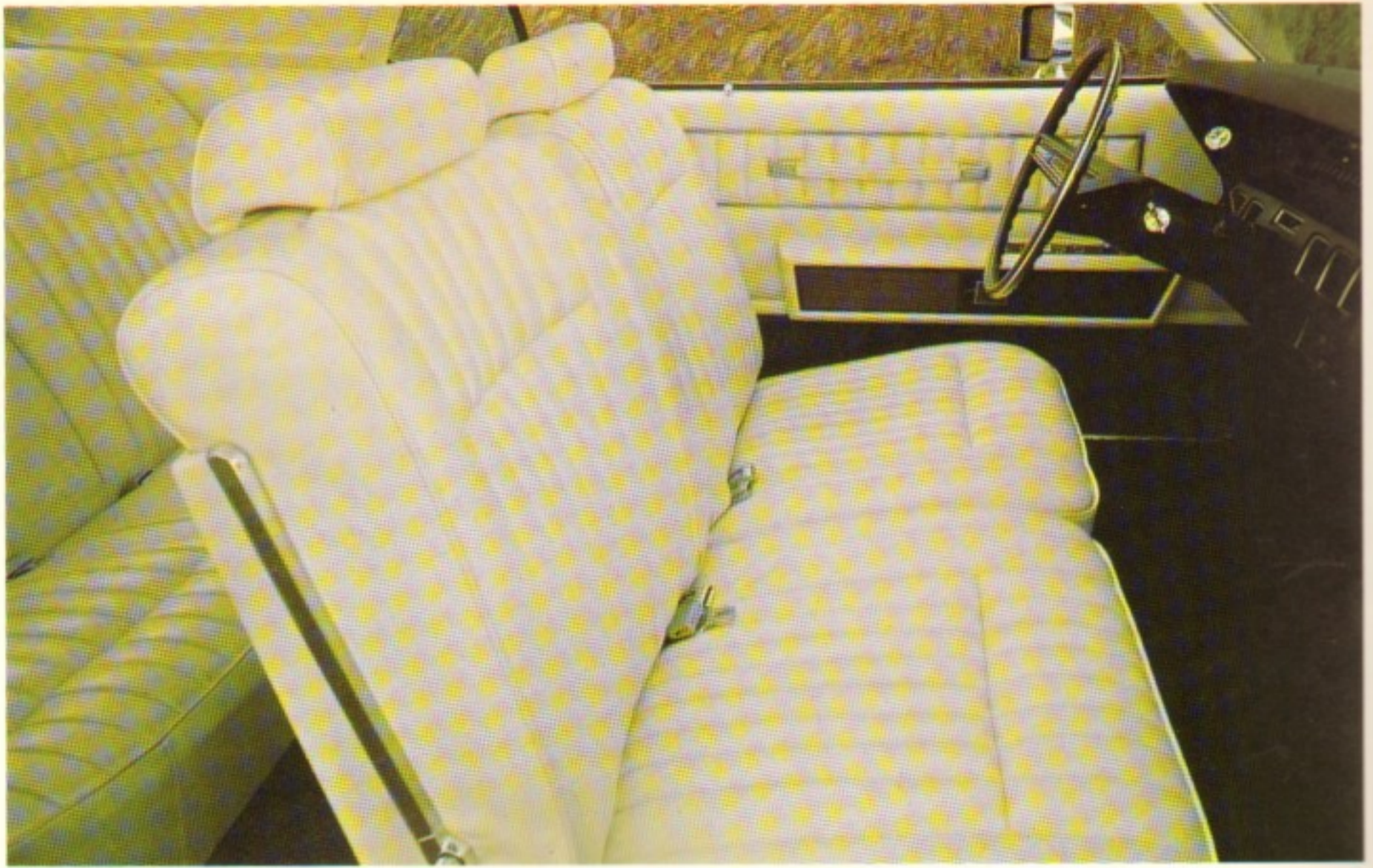




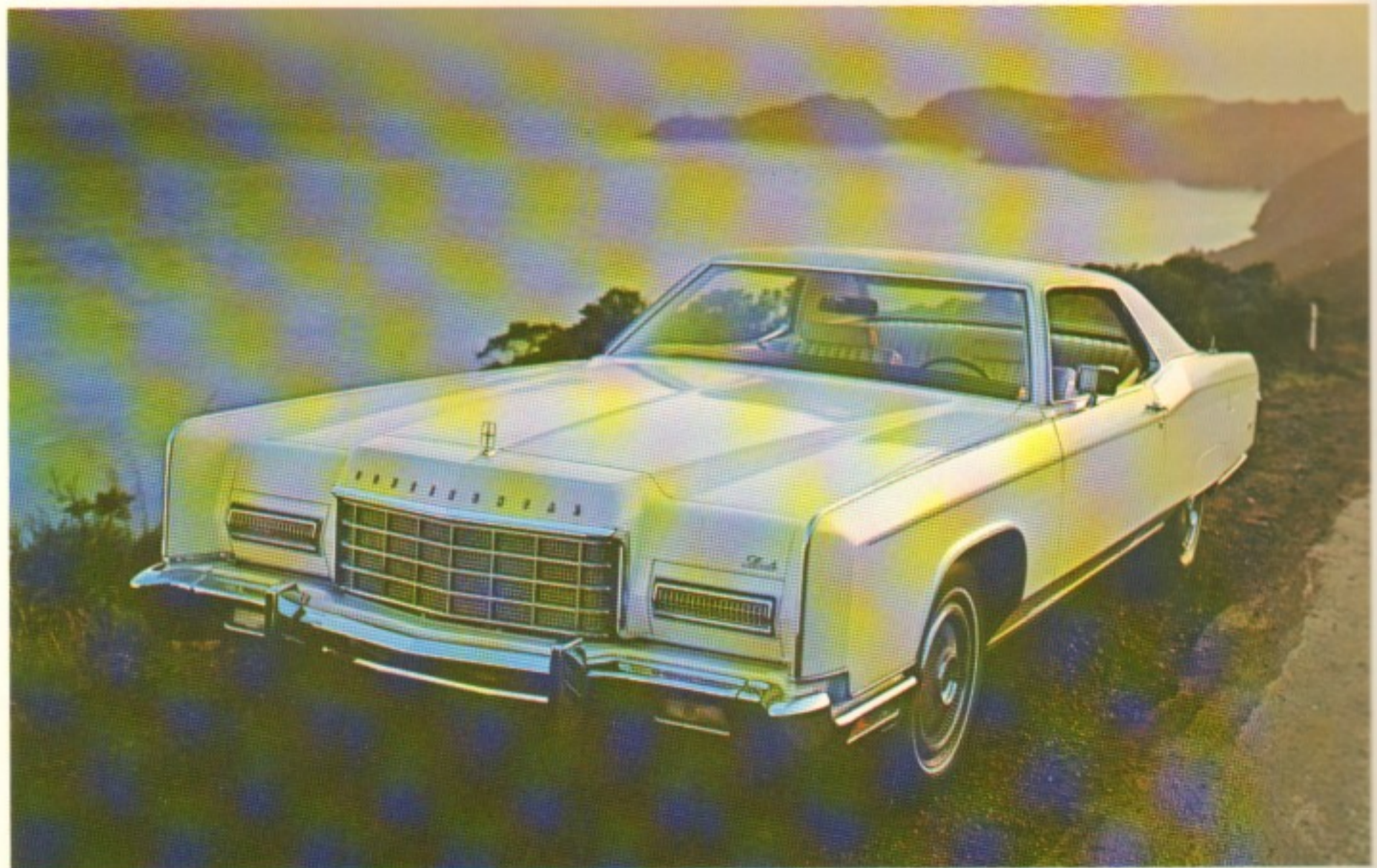
The Final Step Up.

1973 Continentals
A Pre-Introduction Portfolio
(CONFIDENTIAL)

*The cars illustrated herein are advance prototype models and may not precisely reflect production vehicles. Also, the standard and optional equipment listed is subject to change. Vehicles and equipment are accurate as of June 1, 1972.



This is the 1973 Continental 2-Door Coupé equipped with optional wheel covers, tinted glass, vinyl roof and leather-with-vinyl split bench power seats.



1973 Lincoln Continental

Standard Equipment—Interior

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

Models

4-Door Sedan 2-Door Coupé (shown)

Optional Equipment—Interior

Tilt Steering Wheel
 Power Lock/Release Group
 AM/FM Multiplex Radio with Stereo Tape System and Power Antenna
 AM/FM Multiplex Stereo Radio with Power Antenna
 6-Way Power Bench Seat (Reclining)
 6-Way Power Bench Seat (Non-Reclining)
 6-Way/6-Way Power Split Bench Seat (Non-Reclining)
 6-Way/6-Way Power Split Bench Seat (Reclining)
 Leather-with-Vinyl Seat Upholstery

Colors—Interior

Black
 White
 Dark Red
 Light Beige
 Dark Blue
 Dark Green
 Gold
 Medium Ginger
 Dark Tobacco
 Silver Blue

Standard Equipment—Exterior

460 CID 4V V-8 Engine
 Select-Shift Transmission
 WSW 230R15 Steel-Belted Radial Ply Tires
 Power Steering
 Power Front Disc Brakes
 Reversible Key and Keyless Locking System
 Deluxe Wheel Covers
 Wheel Opening, Fender Peak
 and Lower Rocker Panel Moldings
 Concealed Dual Headlamps
 Cornering Lights
 Dual Custom Stripes
 Standup Hood Ornament
 Front Bumper Guards
 Concealed Windshield Wipers

Optional Equipment—Exterior

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

Optional Vinyl Roof Color Availability

Black, Dark Blue, Dark Green, Dark Brown, Light Beige, White, Gold

Specifications

Wheelbase	127.0"	Tread, Rear	64.3"
Overall Length	229.9"	Luggage Capacity	18.1 cu. ft.
Overall Height (Coupé)	54.5"	Tire Size	230R15
Overall Height (Sedan)	55.5"	Fuel Capacity	22.0 gal.
Overall Width	79.6"	Curb Weight (Coupé)	5,176 lbs.
Tread, Front	64.3"	Curb Weight (Sedan)	5,216 lbs.

Colors—Exterior

Black
 White
 Maroon
 Light Gray Met.
 Dark Blue Met.
 Medium Blue Met.
 Pastel Blue
 Dark Green Met.
 Medium Green Met.
 Light Green
 Light Yellow Gold
 Yellow
 Medium Gold Met.
 Dark Brown Met.
 Tan

Optional Moondust Colors—Exterior

Red Moondust Met.
 Silver Blue Moondust Met.
 Ivy Moondust Met.
 Lime Gold Moondust Met.
 Ginger Gold Moondust Met.
 Light Ginger Moondust Met.
 Gold Moondust Met.
 Dark Copper Moondust Met.

1973 Lincoln Continental Town Cars

Standard Equipment—Interior

Power Ventilation System
 Power Windows with Lock Feature
 2-Way Power Bench Seat with Velour Cloth-with-Vinyl Upholstery and Unique Seat Trim
 Automatic Temperature Control
 AM Radio with Power Antenna
 Simulated Rosewood Woodgrain Instrument Panel Applique
 Cut Pile Carpeting
 Door Assist Straps
 Full Width Head Restraints
 Front Seat Center Armrests
 Woodgrain Lower Windshield Garnish Molding
 Front Seat Back Robe Cords
 Carpeted Front Seat Back
 Matina Wood Belt Line Garnish Molding
 Upper Door Trim Panel Inserts and Pull Straps
 Padded Molded "C" Pillar with Rectangular Lights
 Flocked Headlining and Sun Visors
 Glove Box Vanity Mirror
 Color-Keyed Cut Pile Carpeting in Luggage Compartment
 Remote Control Left-Hand Sideview Mirror
 "Town Car" or "Town Coupé" Nomenclature on Glove Box Door
 Instrument Panel Gauges: Engine Temperature, Oil Pressure, Alternator, Fuel, Drum Speedometer, Trip Odometer
 Instrument Panel Warning Lights: Low Fuel, Headlamp Door Closed, Dual Brake System, "Fasten Seat Belt" Reminder Light, Door Ajar, High Beam, Turn Signals
 Interior Lighting: Ash Tray Lights, Courtesy Lights, Glove Box Light, Luggage Compartment Light, Map Light, Rear Seat Reading Lights
 Electric Clock
 Rim-Blow Steering Wheel
 Folding Center Armrests in Front and Rear
 Tinted Glass
 Automatic Parking Brake Release
 Spare Tire Lock

Standard Equipment—Exterior

460 CID 4V V-8 Engine
 Select-Shift Transmission
 WSW Steel-Belted Radial Ply Tires
 Power Steering
 Power Front Disc Brakes
 Power Vent Windows (4-Door Only)
 Cavalry Twill Vinyl Roof
 Automatic Parking Brake Release
 Reversible Key and Keyless Locking System
 Deluxe Wheel Covers
 Wheel Opening, Fender Peak and Lower Rocker Panel Moldings
 Concealed Dual Headlamps
 Cornering Lights
 Dual Custom Pin Stripes
 Standup Hood Ornament
 Front Bumper Guards
 License Plate Frames
 Personalized Initials
 Vinyl-Covered "B" Pillar
 "Town Car" or "Town Coupé" Nomenclature on "C" Pillar and Deck Lid

Optional Equipment—Exterior

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

Models

Town Car Coupé Town Car Sedan

Optional Equipment—Interior

Tilt Steering Wheel
 Power Lock/Release Group
 AM/FM Multiplex Radio with Stereo Tape System and Power Antenna
 AM/FM Multiplex Stereo Radio with Power Antenna
 6-Way Power Bench Seat (Reclining)
 6-Way Power Bench Seat (Non-Reclining)
 Leather-with-Vinyl Seat Upholstery

Colors—Interior

Black
 Silver Blue
 Light Beige

Specifications

Wheelbase	127.0"	Tread, Rear	64.3"
Overall Length	229.9"	Luggage Capacity	18.1 cu. ft.
Overall Height (Sedan)	55.5"	Tire Size	230R15
Overall Height (Coupé)	54.5"	Fuel Capacity	22.0 gal.
Overall Width	79.6"	Curb Weight (Sedan)	5,216 lbs.
Tread, Front	64.3"	Curb Weight (Coupé)	5,176 lbs.

Colors—Exterior

Black
 White
 Maroon
 Light Gray Met.
 Dark Blue Met.
 Medium Blue Met.
 Pastel Blue
 Dark Green Met.
 Medium Green Met.
 Light Green
 Light Yellow Gold
 Yellow
 Medium Gold Met.
 Dark Brown Met.
 Tan

Optional Moondust Colors—Exterior

Red Moondust Met.
 Silver Blue Moondust Met.
 Ivy Moondust Met.
 Lime Gold Moondust Met.
 Light Ginger Moondust Met.
 Ginger Gold Moondust Met.
 Dark Copper Moondust Met.
 Gold Moondust Met.

Vinyl Roof Color Availability

Black, Dark Blue, Dark Green, Dark Brown, Light Beige, White, Gold

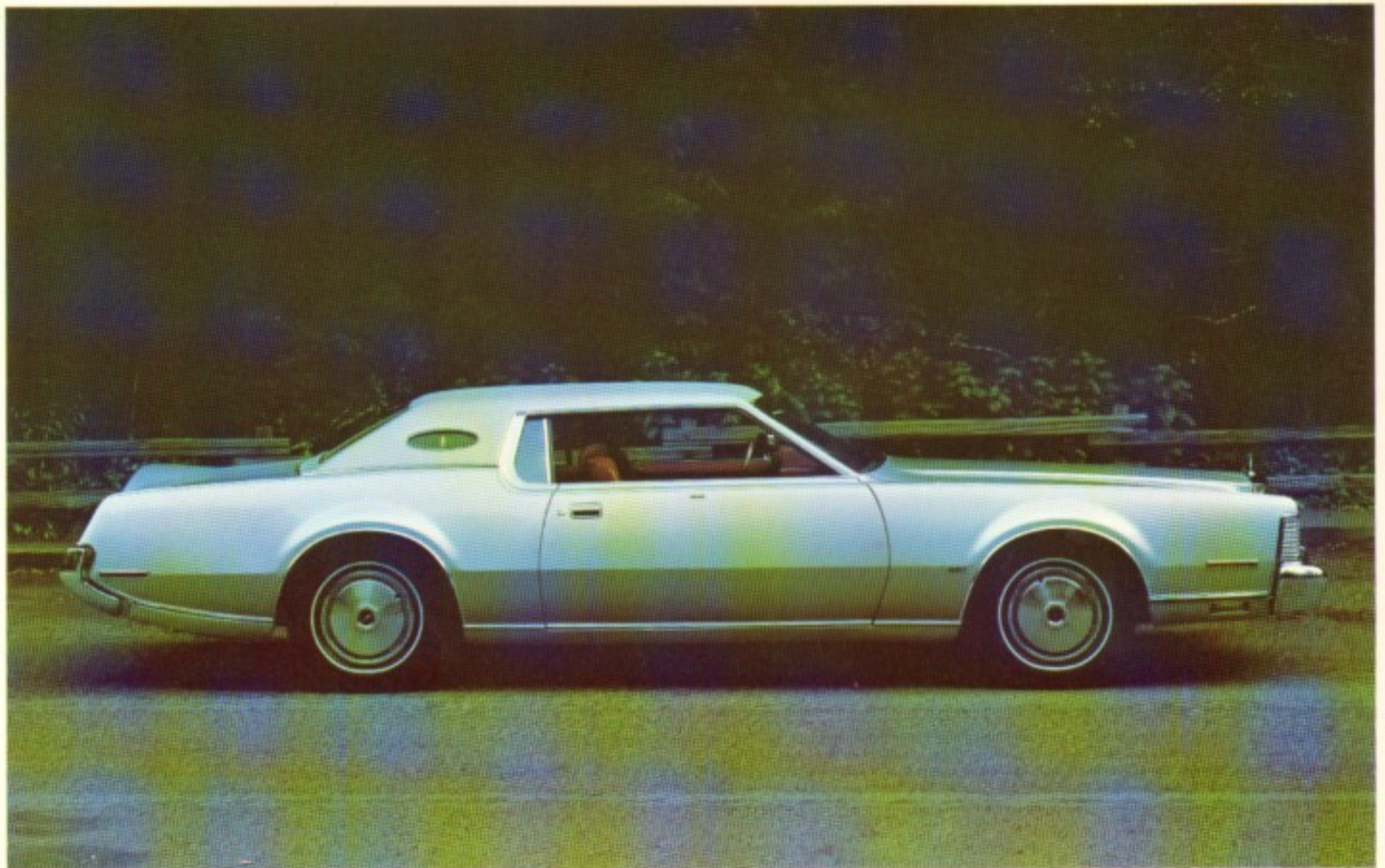


Shown here is the 1973 Continental Town Car and the 1973 Town Coupé. The interior is the standard 2-way power bench seat with velour cloth-with-vinyl upholstery.





The final step up, the Continental Mark IV for 1973. These illustrations depict the Mark IV Silver Luxury Group Option, unique for 1973.



1973 Continental Mark IV

Standard Equipment—Interior

Automatic Temperature Control
 Power Ventilation System
 Power Windows with Lock Feature
 Tinted Glass
 AM Radio with Power Antenna
 New Anti-Theft Spare Tire Lock
 Cashmere Walnut "Matina" Wood Applique with Baby Burl Walnut Inserts on Instrument Panel and Baby Burl Walnut Door Trim Panels and Switch Panel Oval Rim-Blow Steering Wheel with Cashmere Walnut "Matina" Wood Applique
 Door Closing Assist Straps
 Twin Comfort Lounge Seats with 6-Way/6-Way Power and Cloth-and-Vinyl Upholstery
 Deep Cut Pile Carpeting
 Automatic Parking Brake Release
 Instrument Panel Warning Lights: Alternator, Engine Temperature, Oil Pressure, Low Fuel, "Fasten Seat Belts" Reminder Light, Door Ajar, High Beam
 Interior Lighting: Ash Tray Light, Courtesy Lights, Glove Box Light, Luggage Compartment Light, Engine Compartment Light, Combination Dome/Map Light, Rear "C" Pillar Mounted Reading Lights, Courtesy Lights beneath Instrument Panel
 Fully Carpeted Luggage Compartment
 Carpeted Spare Tire Cover
 Electronic Cartier Timepiece
 Mirrors: Visor-Mounted Vanity, Rearview
 Center Armrests in Front and Rear
 Remote Control Left-Hand Sideview Mirror
 Instrument Panel Gauges: Fuel, Speedometer, Trip Odometer
 New Inside Hood Latch Release
 Rubber Inserts in Scuff Plates
 Seat Belt Warning Buzzer
 Sure-Track Brakes

Model
 2-Door Coupé

Optional Equipment—Interior

Leather-with-Vinyl Seat Upholstery
 Tilt Steering Wheel
 Power Lock/Release Group
 AM/FM Multiplex Stereo Radio with Power Antenna
 AM/FM Multiplex Radio with Stereo Tape System and Power Antenna
 Automatic Speed Control
 Silver Luxury Group (Silver Vinyl Roof, Cranberry Velour Cloth-with-Vinyl Interior Trim, Silver Moondust Metallic Exterior Paint)

Colors—Interior

Black
 White
 Dark Red
 Light Beige
 Dark Blue
 Dark Green
 Gold
 Medium Ginger
 Dark Tobacco
 Silver Blue
 Cranberry*

*Available only as a component of the Mark IV Silver Luxury Group Option (shown).

Standard Equipment—Exterior

460 CID 4V V-8 Engine
 Select-Shift Transmission
 Sure-Track Brake System
 230R15 WSW Radial Ply Steel-Belted Tires
 Power Steering
 Reversible Key and Keyless Locking System
 Luxury Wheel Covers
 Wheel Opening and Curb Moldings
 Concealed Dual Headlamps
 Custom Pin Stripe
 Vinyl Roof
 Standup Hood Ornament
 Opera Window
 Cornering Lamps
 Customer Monograms
 Front Bumper Guards

Optional Equipment—Exterior

Traction-Lok Differential
 Higher Ratio Rear Axle
 Automatic Headlamp Dimmer
 Protective Bodyside Molding
 Power Sunroof
 Intermittent Windshield Wipers
 Appearance Protection Group
 Electric Rear Window Defroster
 Moondust Metallic Paint

Vinyl Roof Color Availability

Black, Dark Blue, Light Blue, Dark Green, Dark Brown, Light Beige, White, Gold, Silver*

Specifications

Wheelbase.....	120.4"	Tread, Rear.....	63.0"
Overall Length.....	223.3"	Tire Size.....	230R15
Overall Height.....	52.4"	Luggage Capacity....	13.9 cu. ft.
Overall Width.....	79.8"	Fuel Tank Capacity....	22.5 gal.
Tread, Front.....	63.0"	Curb Weight.....	5,077 lbs.

Colors—Exterior

Black
 White
 Maroon
 Light Gray Met.
 Medium Blue Met.
 Dark Green Met.
 Medium Green Met.
 Light Green
 Yellow
 Medium Gold Met.
 Dark Brown Met.
 Tan
 Light Yellow Gold
 Dark Blue Met.
 Pastel Blue

Optional Moondust Colors—Exterior

Red Moondust Met.
 Silver Blue Moondust Met.
 Ivy Moondust Met.
 Lime Gold Moondust Met.
 Light Ginger Moondust Met.
 Ginger Gold Moondust Met.
 Dark Copper Moondust Met.
 Gold Moondust Met.
 Silver Moondust Met.*

*Available only as a component of the Mark IV Silver Luxury Group Option (shown).

NOTICE: THE AVAILABILITY OF THE CONTINENTAL 460 CID ENGINE IS SUBJECT TO FEDERAL EMISSIONS CERTIFICATION. CONSULT YOUR DEALER FOR DETAILS AND DELIVERY SCHEDULE.

