



THE 1977 CONTINENTAL MARK V



The original custom crafted Continental... Continental Mark II... Mark III... Mark IV...



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





Mark V. The new Mark. Boldly contemporary . . . yet reassuringly compatible with traditions evolving from the first Continental, the only American luxury car ever honored for design excellence at New York's Museum of Modern Art. This is, quite possibly, everything a great luxury car should be. Styling is classic, from the distinctive chrome-plated grille to the familiar simulated spare tire cover. The finish is hand-buffed. Performance in traffic and out on the open road is confident, smooth, quiet. There are power disc brakes on all four wheels. Automatic temperature control regulates the luxuriously upholstered passenger compartment. Functional fender louvers help dissipate engine heat. A Cartier quartz-crystal clock reports time, day, and date.

Continental Mark V. New styling, new status for 1977. A Mark of tradition.

Options shown with midnight blue Mark and white car on previous pages are dual wide-band white sidewalls, remote control right-hand mirror, illuminated entry system, and custom joint stripes. The white Mark V also has turbine-styled cast aluminum wheels.





One tradition of the Mark is the Luxury Group. An invitation to make your Mark by creatively mixing and matching colors and fabrics. In the Gold/Cream Luxury Group, either color can be selected for the exterior finish. And either color for the bodyside molding and optional vinyl roof. The lavish interior will be trimmed in your choice of gold and cream leather with vinyl, or the gold Romano velour shown. Then, of course, there's the impressive array of luxury options available with all Marks to extend the potential for design to your individual specifications. An exotic power moonroof, custom paint stripes, and turbine-styled cast aluminum wheels suggest possibilities. Other than Gold/Cream, Luxury Groups are available in Cordovan, Midnight Blue/Cream, Red/Rosé, and Light Jade/Dark Jade.

Options shown are power moonroof, Landau vinyl roof, turbine-styled cast aluminum wheels, custom paint stripes, and Gold/Cream Exterior Group with cream exterior.





*Models' fashions by Givenchy.
Options shown are dual wide-band white side-
walls, illuminated entry system, and remote
control right-hand mirror.*



Hubert de Givenchy

GIVENCHY

From Paris . . . Florence . . . New York . . . some of the most significant designers in the world coordinated the colors 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 color in the bodyside moldings and dual paint stripes. Also in chamois is the half vinyl roof, positioned unconventionally forward by the designer. Distinctive Givenchy insignia terminate the hood and decklid striping . . . his signature appears in each opera window. And inside, more dark jade. Either the Majestic velour shown or, in another elegant sew style, leather with vinyl.





*Models' fashions by Bill Blass.
Mark V options shown are dual wide-band
white sidealls and illuminated entry system.
Bodyside molding also available in chamois.
Full vinyl roof also available.*



Bill Blass

BILL BLASS

The Bill Blass Edition Mark V. Darkly brilliant midnight blue contrasts with a frenched Landau vinyl roof in chamois color and pigskin texture. Chamois was also chosen for the interior of leather and vinyl. And the special pigskin texture for seating surfaces, straps, and door panel inserts. There's Bill Blass identification in the opera windows.

As are all the Marks, each Designer Edition is assembled and finished at the exclusive Continental production facility in Wixom, Michigan.





Options shown are dual wide-band white side-walls and illuminated entry system. Also available with full vinyl roof.



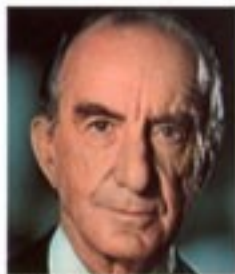
Nathalie Hoeg, Director,
Cartier S. A. (Paris)

Cartier

The Cartier Edition Mark V. Elegantly understated in subtle tones and textures. Dove grey, gracefully marked by fine red striping on the bodysides. The Cartier logotype on the decklid. Trimmed inside in matching leather and vinyl or, in a different sew style, Majestic velour.

And worthy of note, several features common to all Designer Series Marks. Turbine-styled cast aluminum wheels. Six-way power seat for driver and passenger. Interior light group. And a 22-karat gold finish instrument panel plaque, personalized with the owner's name.





Emilio Pucci

Emilio Pucci

The Pucci Edition Mark V. A dramatic combination of black and white emphasizes the overall sleekness of the new Mark. And confidently confirms the successful balance of crisp new styling with the classic Continental influence now more than a third of a century old. Emilio Pucci specified Cayman grain patent leather appearance for the white roof. And a formal interior of white leather and vinyl with black trim. His signature is embedded in the opera windows . . . and there's material of his design on the padded cover of the illuminated visor vanity mirrors.

Women's fashions by Pucci.
Mark V options shown are dual wide-band
white sidewalls, illuminated entry system, and
remote control right-hand mirror.



This is the optional Majestic Velour Luxury Group, deserving of careful consideration by those who seek the unusual. Available in blue, red, jade, or dove grey, the crushed velour creates a soft, down-filled look. Paint stripes, interior light group, and six-way power passenger seat are included.

Perhaps nowhere is the true character of a luxury car better defined than inside. And more specifically, behind the wheel. We invite you to test drive a great automobile . . . a great Continental. Mark V. It's a Mark of tradition.



Power glass moonroof



Forged aluminum wheels



Turbine-styled cast aluminum wheels

CONTINENTAL MARK V OPTIONAL EQUIPMENT

Performance

- 460-4V (Not available in California) • Dual exhausts • 3.00 rear axle ratio (Available with 460-4V) • Traction-Lok differential (Not available with Sure-Track) • Sure-Track braking system (Not available in California) • Speed control • Engine block heater • High altitude emission equipment option (Mandatory in areas over 4000' except in California. Includes 3.00 rear axle ratio. Requires 460-4V) • California emissions system (Mandatory in California) • Interval windshield wipers • Class III trailer towing package (Includes heavy duty suspension, 3.00 axle ratio, wiring harness, external transmission oil cooler, special cooling system. Not available in California)

Lights/Mirrors

- Interior light group (Includes dome/dual map lamps and illuminated visor vanity mirrors.)
- Illuminated entry system (Activates interior lights and door lock light when either door handle is raised)
- Remote control right-hand mirror • Headlamp convenience group

Comfort/Convenience

- Power moonroof (glass) in silver, gold, brown, light jade, or rosé (Includes dome/dual map lamps)
- Tilt steering wheel • Power vent windows • 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 left-hand remote-control mirror) • AM/FM multiplex radio • AM/FM/MPX "search" radio • AM/FM/MPX radio with Quadrasonic-8 tape system • Citizens band radio with power antenna (License required to operate.)

Appearance

- Full vinyl roof • Landau vinyl roof • Diamond fire paint • Moondust paint • Leather and vinyl interior • Dual wide-band white sidewall (U.S. brand) • Rocker panel moldings • Custom paint stripes (Includes deck lid stripes) • Forged aluminum wheels (4) • Turbine-styled cast aluminum wheels (4).

Protection

- 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 velour interior.
 Gold/Cream . . . choice of gold and cream leather with vinyl or gold velour interior.
 Midnight Blue/Cream . . . blue and cream leather with vinyl interior.
 Red/Rosé . . . red and rosé leather with vinyl interior.
 Light Jade/Dark Jade . . . light and dark jade leather with vinyl interior.

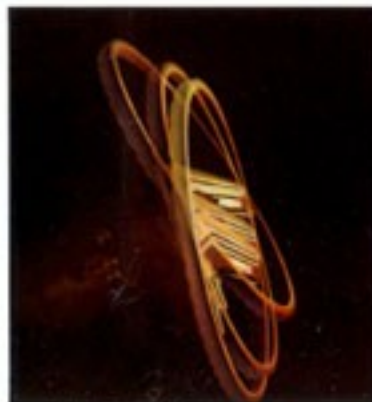
Each luxury group has 6-way power passenger seat, grey cut-pile carpeting in luggage compartment, plus choice of exterior color finish, premium bodyside molding and optional vinyl roof.



Illuminated entry system



AM/FM/MPX radio with Quadrasonic-8 tape system



Tilt steering wheel



Speed control



Luxury wheel covers



Functional fender louvers



Space saver spare tire (with cover removed)



Cartier clock



Opera window



Owner's initials

CONTINENTAL MARK V STANDARD EQUIPMENT

Performance

- 400-2V • Select-Shift automatic transmission • 2.75 rear axle ratio • Four-wheel power disc brakes • Functional fender louvers • Power steering • WSW Michelin steel-belted radial tires • Stay-full radiator system • Solid-state ignition • Dual-note horn • Automatic parking brake release

Instrumentation

- Cartier clock with day/date feature • Trip odometer • Instrument panel warning lights for alternator, engine temperature/oil pressure, low fuel, door ajar, brake system, and seat belts • Headlamps-on warning buzzer

Lights/Mirrors

- Concealed dual headlamps • Remote-control left-hand mirror • Cornering lamps • Lights for dome, ash trays, glove box, luggage and engine compartment, inside rear pillars • Courtesy lights on door panels and under instrument panel • Visor-mounted vanity mirror

Comfort/convenience

- Automatic Temperature Control • Tinted glass • Power windows • AM/FM radio with four speakers • Power antenna • Twin Comfort Lounge seats with 6-way power for driver • Velour cloth seat upholstery • Front seat center armrests • Cut-pile carpeting • Fully lined luggage compartment • Space saver spare tire (Delete option available)

Appearance

- Opera windows • Luxury wheel covers • Premium bodyside moldings • Owner's initials (ordered after car is delivered) • Walnut woodgrain applique on instrument panel, steering wheel, and other interior components

Protection

- Rub strips and bumper guards



Automatic Temperature Control

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

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 passengers • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking

front seat backs • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Head restraints for front outboard occupants • Safety glove-box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Flame-resistant interior materials

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 • Back-up lights • Side marker lights • Parking lights coupled with headlamps

• Two-speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars • Uniform transmission shift quadrant • Illuminated controls (wiper/washer, defrost/defog, climate control) • Variable intensity control illumination • Safety hood latch system • Impact-resistant bumper system

Anti-Theft

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



MAJOR SPECIFICATIONS

Wheelbase	120.4"
Overall Length	230.3"
Overall Height	53.0"
Wheel Tread—Front	63.1"
—Rear	62.6"
Luggage Capacity (cu. ft.)	18.1
Fuel Capacity (gals.)	26.0

FRONT*

Head Room**	37.5"
Leg Room	42.3"
Shoulder Room	60.4"
Hip Room	55.4"

REAR*

Head Room	37.1"
Leg Room	34.0"
Shoulder Room	59.0"
Hip Room	54.3"
Curb Weight (lb.)	
49 States	4863
California	4867

*Interior dimensions with 6-way seat in rearmost position.

**Front head room 1" less with optional sunroof.

LINCOLN-MERCURY'S SNARL-FREE LEASING

For those who already consider leasing the modern way to drive. And for those who've never leased a car before . . .

More and more people are choosing to lease their new Continentals. And for good reason. Leasing can provide the benefits of ownership while eliminating many of the disadvantages. You can operate the new vehicle of your choice for a specified time at a fixed monthly rate.

The convenience of leasing Snarl-Free from your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can be considerable. Tax records are simplified. Cash is freed for investments or other purposes since there is usually no large down payment. In fact, with the many optional features available, you can predetermine monthly automobile expenses almost completely. Snarl-Free leasing can also help minimize maintenance problems through an optional coupon book which provides a broad range of pre-paid services, including tune-ups, lubrication, and major mechanical repairs at any Lincoln-Mercury dealership.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1200 LMDLA members to serve you.

Inquire about Snarl-Free leasing . . . and how a special plan can be tailored to your requirements.

Quality Replacement Parts from Ford

Your new Continental Mark V comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Corrosion Protection

In 1977, all Continentals will feature expanded use of pre-coated steel to provide additional corrosion protection in several major areas. They also will feature additional use of a sealer on the underside of the rear wheelhouses and the continued use of sealers for protection in the lower areas most susceptible to corrosion. These corrosion protection processes are in addition to a continued use of electrocoat first primer inside and outside of the body during the painting process.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

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CONTINENTAL MARK V

LINCOLN-MERCURY DIVISION

