

The 1977 Continentals





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The Standard By Which Luxury Cars Are Judged.

Continental Mark V

Continental Mark V—All New for 1977. A personal car of unsurpassed luxury, combining the unique tradition and design themes of the classics and the modern automotive world.

The new sculptured exterior, crisp elegance and custom craftsmanship give Continental Mark V a level of richness that fine car owners have grown to appreciate and expect from Continental.

This is the Continental Mark V, a worthy successor to the classic Continentals...a continuation of the personal-car concept originally expressed in Edsel Ford's Continental and refined by the Continental Mark II...Continental Mark III...and Continental Mark IV.

For 1977, Mark V retains the classic Continental front-end design, featuring the incomparable vertical grille. Its distinctive character is further enhanced by the addition of three functional louvers positioned behind the front wheel openings.

Crafted to set it apart from the ordinary, Continental Mark V is for the discriminating buyer. All new luxurious interiors and an exciting array of exterior colors allow for the utmost in personal selection.





The elegance of the Continental Mark V is best described as timeless. The luxury of this Dove Grey Cartier Designer model reflects its styling refinement and good taste.

Premium bodyside moldings highlight the straightforward crispness of the sculptured body while the oval opera windows are continued in the classic theme. Individual design options include new Turbine Spoke Aluminum Wheels (standard on Cartier model) and Landau vinyl roof with french stitched seams and a rolled tucked vinyl treatment to the rear window.

Twin Comfort Lounge Seats are standard in all Mark V's. The handcrafted leather with vinyl trim shown in Dove Grey provides the Mark V with superb comfort and tailored styling.

Though its design clearly shows traditional influence, Continental Mark V remains thoroughly contemporary in its looks and appeal.





Continental Mark V

Dramatically exciting from any view, this Midnight Blue 1977 Continental Mark V is outstanding in appearance and a credit to the Continental tradition. The standard Mark V, premiering with its handsomely painted metal-finished roof, has been custom crafted to project a long and luxurious profile.

Blue Venezia Velour, shown, is a new standard interior fabric. Immaculately tailored, the exceedingly soft acrylic fibers are knitted into black pin stripes on a field of quiet medium blue.

Mark V has improved engine responsiveness and driveability. This has been accomplished through a weight reduction of more than 250 pounds and significant engineering improvements to the powertrain, such as new throttle linkage and better transmission performance.

For 1977, Mark V retains its distinctive rear deck with intrinsic styling and smartly designed vertical tail lamps.





Continental Mark V

Superb engineering and quality of ride bring a special kind of unrestrained driving pleasure to owners of this classic personal luxury car.

In striking White with optional Landau vinyl roof, Mark V's concealed dual headlamps are flanked by blade-like vertical parking lamps each with a Continental star centered in the lenses. The standard cornering lamps help provide better visibility.

White luxurious leather seating surfaces in bold pleated sew style and leather cross straps grace the Twin Comfort Lounge Seats for interior enrichment. Improved theft resistance provides added security with a new ignition lock, deck lid lock and newly designed door lock buttons. The seat belt system has a new roof-mounted take-up reel which gives a higher arch to the belts for easier rear passenger entrance or exit.

Mark V for 1977 — unparalleled.





Lincoln Continental Town Car

Lincoln Continental for 1977 – boldly states that this automobile establishes the standard by which luxury cars are judged.

The gracious elegance of the Lincoln Continental Town Car is shown in new Cordovan Metallic paint. Matching Cordovan leather seating surfaces are handsomely tailored for the optional Twin Comfort Lounge Seats in a plush, loose pillow treatment.

An Illuminated Entry System option available on all Mark V's and Lincoln Continentals makes entering your car at night easy as day. Activating the door handle forms a ring of light around the keyhole and turns on interior lights for safe entry.

Subtly refined through the years, Lincoln Continental Town Car is designed for those who demand the best in a prestigious luxury car.





Lincoln Continental

The 1977 Lincoln Continental captures the imagination of those who expect the ultimate in luxury motoring.

This four-door Lincoln Continental features the new Ice Blue Moondust metallic paint with matching vinyl roof. The standard bench seat with center armrest is tailored in all-nylon Blue Luxury Cloth that is durable and has the touch of cashmere.

Lincoln Continental for 1977 offers more color combinations for exterior appearance than ever before. Fourteen vinyl roof colors, 16 paint colors, 11 paint stripe colors and 14 colors for optional bodyside moldings may be individually selected to suit the most discriminating personal taste.





Lincoln Continental Town Coupé

Lincoln Continental Town Coupé for 1977 – for those who prefer superb elegance in a distinguished two-door model. This formal Town Coupé in Cinnamon Gold has prestigious styling highlighted by the optional Coach Roof and Forged Aluminum Wheels. Large fixed quarter windows have laminated gold Continental star for detailed distinction.

For 1977, a new trim color Chamois is shown in standard Town Coupé leather and vinyl upholstery with a soft pillow sew style. A high gloss walnut applique on the instrument panel, armrests and steering wheel gives the 1977 Lincoln Continental interior a fresh, formal appearance.

Town Coupé blends quiet ride with confident response of power front disc brakes and power steering for near-effortless luxury car motoring pleasure.



Features and Options

Your Continental Mark V and Lincoln Continental reflect much that is you. Personalization is individually stated through the special features and options that can be tailored into your Mark V or Lincoln. Listed here are just some of the features and options that may be ordered through your dealer.

A *Fixed Glass Moonroof* is available on all Lincoln Continentals with either full vinyl roof or the shown Coach Roof. Wide, tinted reflective surface glass covers the entire forward section. A sliding interior sun screen is included.



The new Mark V instrument panel cluster has 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.



Automatic Speed Control helps reduce driver fatigue as well as increase passenger comfort over long trips by maintaining steady car speed. The steadiness of Automatic Speed Control also can help increase your gas mileage.

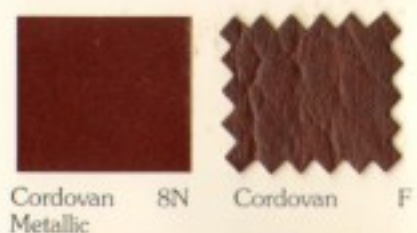
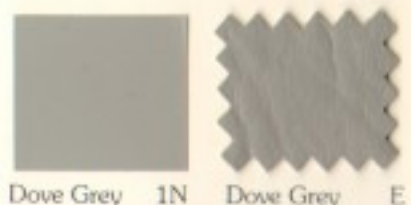
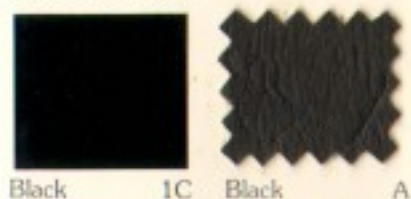
An *AM/FM/Multiplex Radio with Quadrasonic-8 tape player* transforms your sound system into something approaching a concert hall. The integration of AM radio, FM Stereo radio, and 8-track Quadrasonic tape player provide the ultimate in sound systems through a separate sound track for each of four speakers.

New luxury options include a new *Defroster Group*, which boasts an electric rear window defroster and a unique *Heated Outside Left-Hand Remote Control Mirror*. A hidden electric coil keeps snow, ice, frost and mist cleared from the mirror and free from locking in sub-freezing weather.

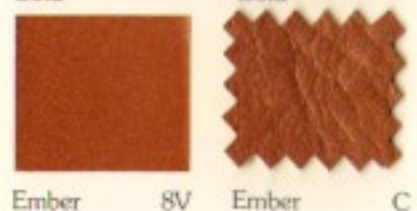
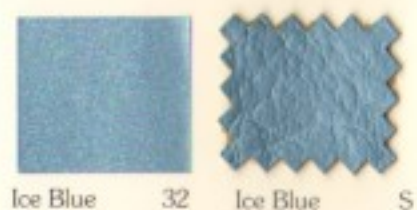
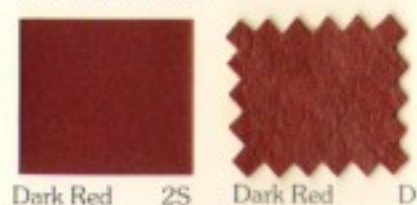


1977 Continental Mark V and Lincoln Continental Paint and Vinyl Roof Colors

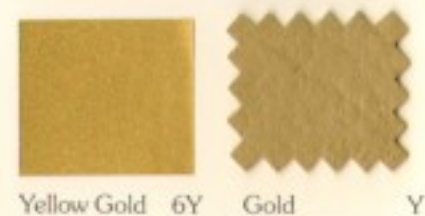
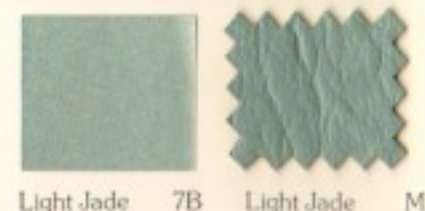
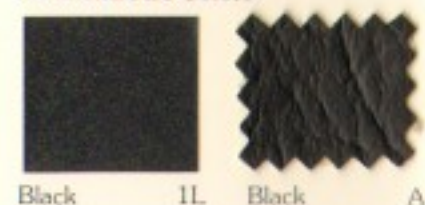
Standard Colors



Moondust Colors



Diamond Fire Colors



For 1977, Continental Mark V and Lincoln Continental offer a matching vinyl roof for virtually every exterior paint color.

An exciting variety of handsome color combinations also can be personalized by interchanging paint and vinyl roof colors to match or coordinate with interior colors.

All vinyl roof colors shown are available on the Mark V in either full roof style or Landau style. All except Rosé (Mark V exclusive) are available on the Lincoln Continental in either the full roof style or Coach Roof.

Captivating Moondust and Diamond Fire colors are optional at extra cost.

Refer to your dealer's complete 1977 color portfolio for an impressive spectrum of combinations.

Continental Mark V and Lincoln Continental Interiors

The luxurious and comfortable interiors of the Continental Mark V and Lincoln Continental are unsurpassed. From superbly sculptured exteriors, luxury is gracefully extended to the interior with creative designs using high-fashion upholstery fabrics and a wide variety of soft and supple leathers.

Shown here are a few samples of the rich leathers and fine fabrics available in the 1977 Continental Mark V and Lincoln Continental.

Dove Grey Leather

The warmth and richness of handcrafted leather is highly recognized and appreciated. The soft, supple but highly durable characteristics of leather make it one of the most desired car interior materials. Leather is available in all interior colors and new styles in all Continental Mark V and Lincoln Continental models.

Blue Venezia Velour

Newest of the knitted fabrics, Venezia Velour is the standard interior trim on the Continental Mark V. The long acrylic fibers provide Venezia Velour with excellent resiliency and yet maintain a surprisingly soft, smooth feeling.

Gold Romano Velour

This new woven velour fabric is a combination of nylon and rayon for long wear and beautiful texture. The diamond shape pattern gives Romano Velour a rich-looking luster. Available only in Continental Mark V.

Cordovan Leather

This leather upholstery is particularly attractive in this new color exclusive to the Continentals. Cordovan leather is available in a choice of interior styles in both the Lincoln Continental and the Continental Mark V.

Chamois Media Velour

Media Velour is soft but very durable and gives this woven nylon a commanding royal richness. Available as an option on Lincoln Continental Town Car and Town Coupe in Twin Comfort Lounge Seats.

Blue Luxury Cloth

This durable, all nylon fabric has a cashmere look and feel... knapped and sheared to give it softness. Standard on Lincoln Continental bench and Twin Comfort Lounge Seats.



Dove Grey Leather



Blue Venezia Velour



Gold Romano Velour



Cordovan Leather



Chamois Media Velour



Blue Luxury Cloth

1977 Standard and Optional Equipment

Lincoln Continental Standard Equipment

Functional

- 460 CID V-8 Engine (400 CID V-8 standard in California)
- 2.75:1 Rear Axle Ratio
- Select-Shift Automatic Transmission
- Power Steering
- Power Brakes (front disc and rear drum)
- Power Windows
- Automatic Temperature Control
- Michelin Steel-Belted Radial Ply Tires

- Tinted Glass
- New Dura-Spark Ignition
- Stay-Full Radiator System

Exterior

- Fender Skirts
- Remote Control Left-Hand Mirror
- Cornering Lights
- Front and Rear Rub Strips and Bumper Guards
- Front and Rear Seat Center Arm Rests
- Fully Lined Luggage Compartment/Spare Tire Cover
- Bright Rocker Panel Moldings/rear quarter extensions

Interior

- High Gloss Walnut Woodgrain Applique on Instrument Panel, Steering Wheel Spokes and other interior components
- Push-To-Reset Trip Odometer
- Convenience and Courtesy Lights
- Oil Pressure and Alternator Gauges
- Headlamps-On Warning Buzzer
- Cartier Digital Clock
- AM/FM Monaural Radio with four speakers and Power Antenna

Town Car/Town Coupé Additional Features

- Distinctive Interior Styling with Loose Pillow Seat Appearance
- Leather Bench Seat with Six-Way Power (Twin Comfort Lounge Seats in Media Velour or Leather are Optional)
- Full Vinyl Roof
- Coach Lamps
- Power Vent Windows
- Carpeted Luggage Compartment with Spare Tire Curtain

Major Production Options

- Appearance Protection Group includes:
 - Door Edge Guards, Front and Rear Floor Mats and License Plate Frames
- Axle — Traction-Lok Differential
- Brakes — Sure-Track and Four-Wheel Disc
- Coach Lamps
- Defroster Group
 - Electric Rear Window Defroster
 - New Heated Outside Left-Hand Remote Control Mirror

- Illuminated Entry System
- Headlamp Convenience Group includes:
 - Electronic Headlamp Dimmer and "Autolamp" On/Off/Delay System
- Interior Light Group includes:
 - Dual Beam Dome/Map Lamp
 - Illuminated Visor Vanity Mirrors for both driver and passenger
- Lower Body Protective Shield
- Mirror — Right-Hand Remote Control
- Moldings — Narrow Vinyl Insert

- Moldings — Premium Bodyside
- Moonroofs — Fixed Glass or Power
- Paints — Diamond Fire or Moon dust
- Paint Stripes — Custom
- Power Vent Windows
- Power Lock Convenience Group includes:
 - Power Door Locks
 - Remote Deck Lid Release
- Radios — AM/FM/Multiplex
 - AM/FM/MPX "Search"
 - AM/FM/MPX with Quad 8 Tape

- Roofs — Full Vinyl or Coach
- Seats — Twin Comfort Lounge/Passenger Recliner
- Seat — Six-Way Power Bench/Reclining Passenger
- Speed Control
- Tilt Steering Wheel
- Tires — Dual Wide-Band White Sidewall
- Trim — Leather and Vinyl
- Wheels — Forged Aluminum
 - Turbine Spoke Aluminum
- Wheel Covers — Luxury
- Windshield Wipers — Interval Select

Continental Mark V Standard Equipment

Functional

- 400 CID V-8
- 2.75:1 Rear Axle Ratio
- Select-Shift Automatic Transmission
- Four-Wheel Power Disc Brakes
- New Automatic Temperature Control
- Power Windows
- Power Steering

- Michelin Steel-Belted Radial Ply Tires
- Tinted Glass
- New Dura-Spark Ignition
- Stay-Full Radiator System
- Space Saver Spare Tire
- Functional Fender Louvers

Exterior

- Premium Bodyside Moldings
- Remote Control Left-Hand Mirror

- Cornering Lamps
- Front and Rear Rub Strips and Bumper Guards
- Fully Lined Luggage Compartment with Spare Tire Cover

Interior

- Twin Comfort Lounge Seats with Six-Way Power Driver Seat
- Front Seat Center Armrests

- High Gloss Walnut Woodgrain Applique on Instrument Panel, Steering Wheel Spokes and other interior components
- Instrument Panel Warning Lights
- Push-To-Reset Trip Odometer
- Convenience and Courtesy Lights
- Headlamps-On Warning Buzzer
- AM/FM Monaural Radio with four speakers and Power Antenna
- New Cartier Day/Date Clock

Major Production Options

- 460 CID V-8 (not available in California)
- Axle — Traction-Lok Differential
- Appearance Protection Group
- Brakes — Sure-Track
- Dual Exhaust System
- Defroster Group
- Headlamp Convenience Group
- Interior Light Group
- Illuminated Entry System
- Lower Bodyside Protective Shield

- Mirror — Right-Hand Remote Control
- Moldings — Rocker Panel
- Moonroof — Power
- Paints — Diamond Fire or Moon dust
- Power Vent Windows
- Power Lumbar Seat
- Power Lock Convenience Group
- Paint Stripes — Custom
- Radios — AM/FM/Multiplex
 - AM/FM/MPX "Search"
 - AM/FM/MPX with Quad 8 Tape

- Roof — Full Vinyl or Landau
- Seat — Six-Way Passenger/Recliner
- Speed Control
- Tilt Steering Wheel
- Tires — Dual Wide-Band White Sidewall
- Trailer Towing Package — Class III
- Trim — Leather and Vinyl
- Wheels — Forged Aluminum
 - Turbine Spoke Cast Aluminum
- Windshield Wipers — Interval Select

Mark V Luxury Groups

- Cordovan
- Gold/Cream
- Light Jade/Dark Jade
- Majestic Luxury Group
- Midnight Blue/Cream
- Red/Rose

Mark V Designer Series Models

- Bill Blass
- Cartier
- Emilio Pucci
- Givenchy

Lincoln Continental Specifications and Dimensions

Wheelbase	127.2"	Tread, Front and Rear	64.3"
Overall Length	233.0"	Luggage Capacity	20.2 cu. ft.
Overall Height (Coupé)	55.3"	Fuel Tank Capacity	22 gals.
Overall Height (Sedan)	55.5"	Curb Weight (Coupé)	5,033 lbs.
Overall Width	80.0"	Curb Weight (Sedan)	5,077 lbs.

Continental Mark V Specifications and Dimensions

Wheelbase	120.4"	Tread, Rear	62.6"
Overall Length	230.3"	Luggage Capacity	15.8 cu. ft.
Overall Height	53.0"	Fuel Tank Capacity	24 gals.
Overall Width	79.7"	Curb Weight	4,845 lbs.
Tread, Front	63.1"		

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 dealer's inventory.



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