

1977

CONTINENTAL MARK V & LINCOLN CONTINENTAL



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



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



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

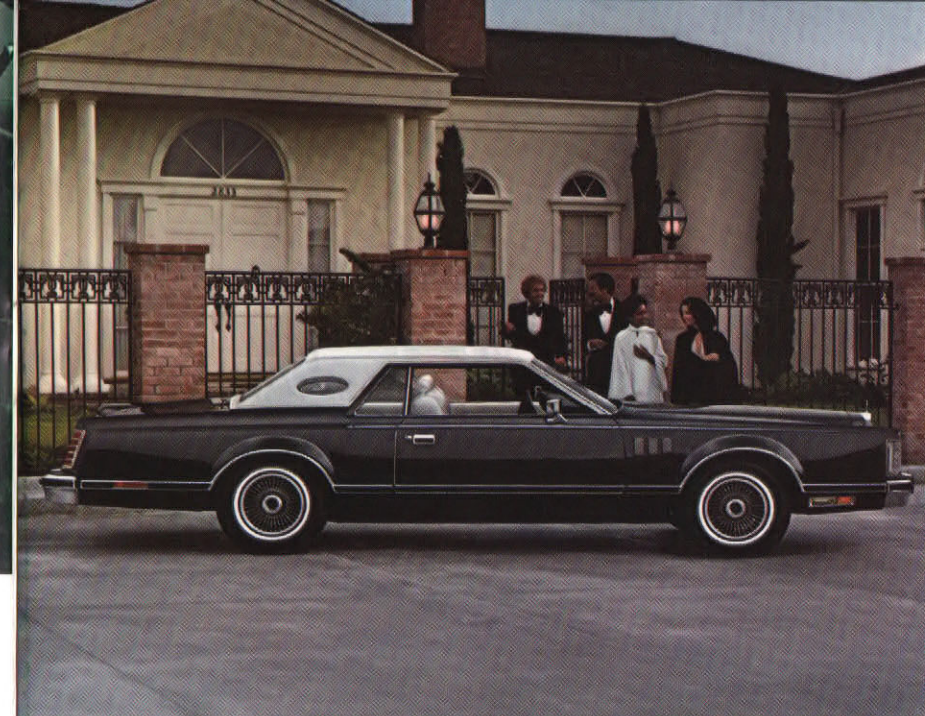
Mark V. The new Mark. Boldly contemporary . . . yet reassuringly compatible with traditions evolving from the first Continental, the only American luxury car ever honored for design excellence at New York's Museum of Modern Art.

One tradition of the Mark is the Luxury Group. In the Gold/Cream Luxury Group, either color can be selected for the hand-buffed exterior finish. And either color for the bodyside molding and optional vinyl roof. The lavish interior will be trimmed in either gold and cream leather with vinyl, or the gold Romano Velour shown.

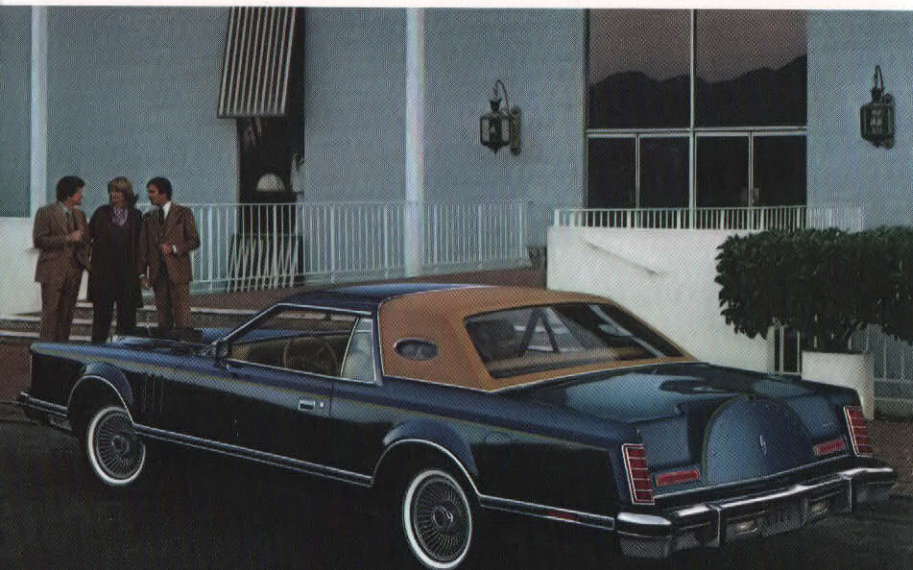
Continental Mark V. New styling, new status for 1977. In a Mark of tradition.



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



The *Pucci Edition* Mark V. Cayman grain patent leather appears on 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 *Bill Blass Edition* Mark V. Darkly brilliant midnight blue contrasts with chamois color and pigskin texture. As are all Marks, each Designer Edition is assembled and finished at the exclusive Continental production facility in Wixom, Michigan. Mark V options shown are dual wide-band white sidewalls, and illuminated entry system. Models' fashions by Bill Blass.



The *Cartier Edition* Mark V. Elegantly understated in subtle tones and textures. Features common to all Designer Series Marks are 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.



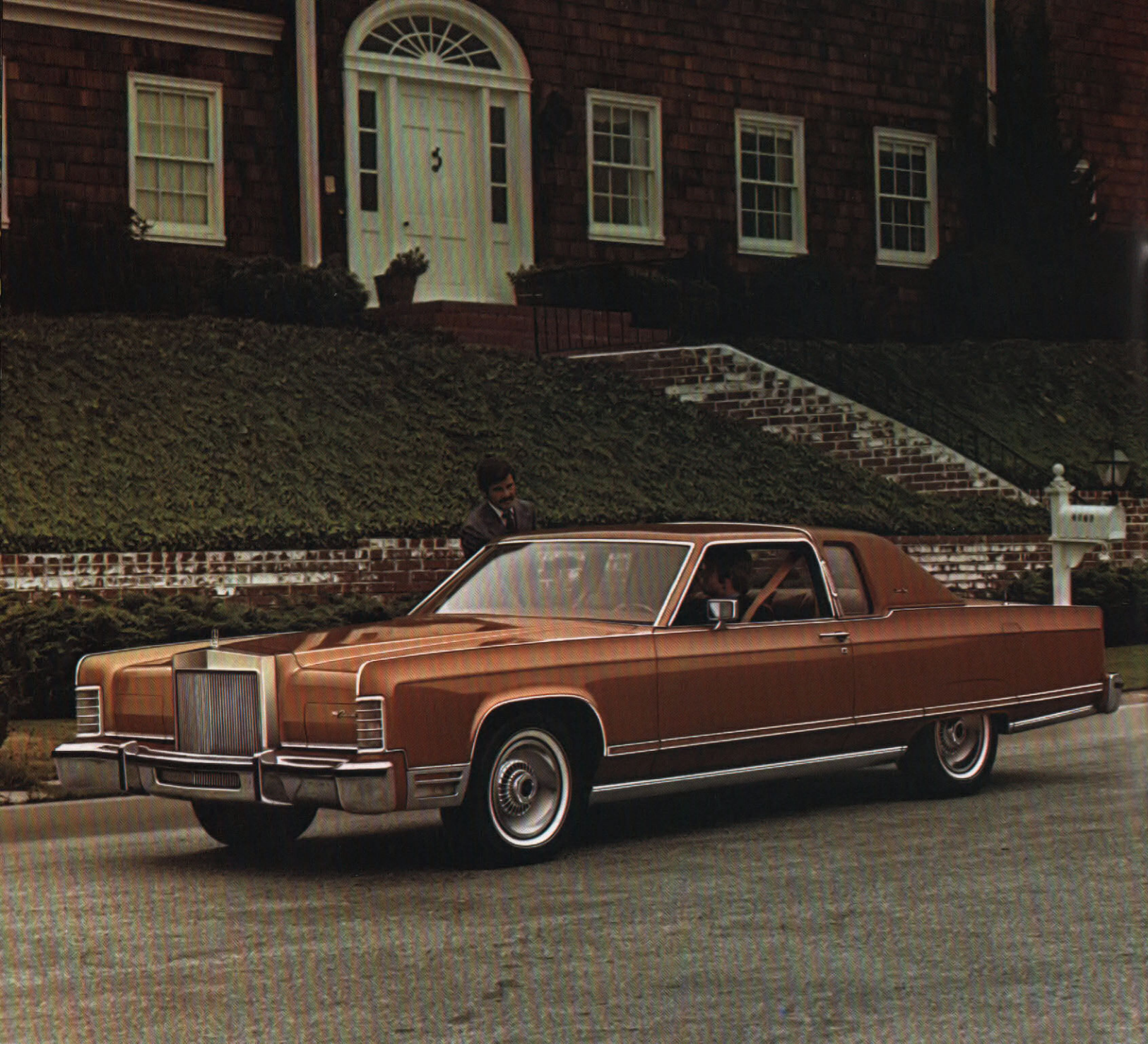
A standard by which luxury cars are judged.
Introducing the 1977 Lincoln Continental.



The silver Williamsburg model shown with optional remote control right-hand mirror.

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

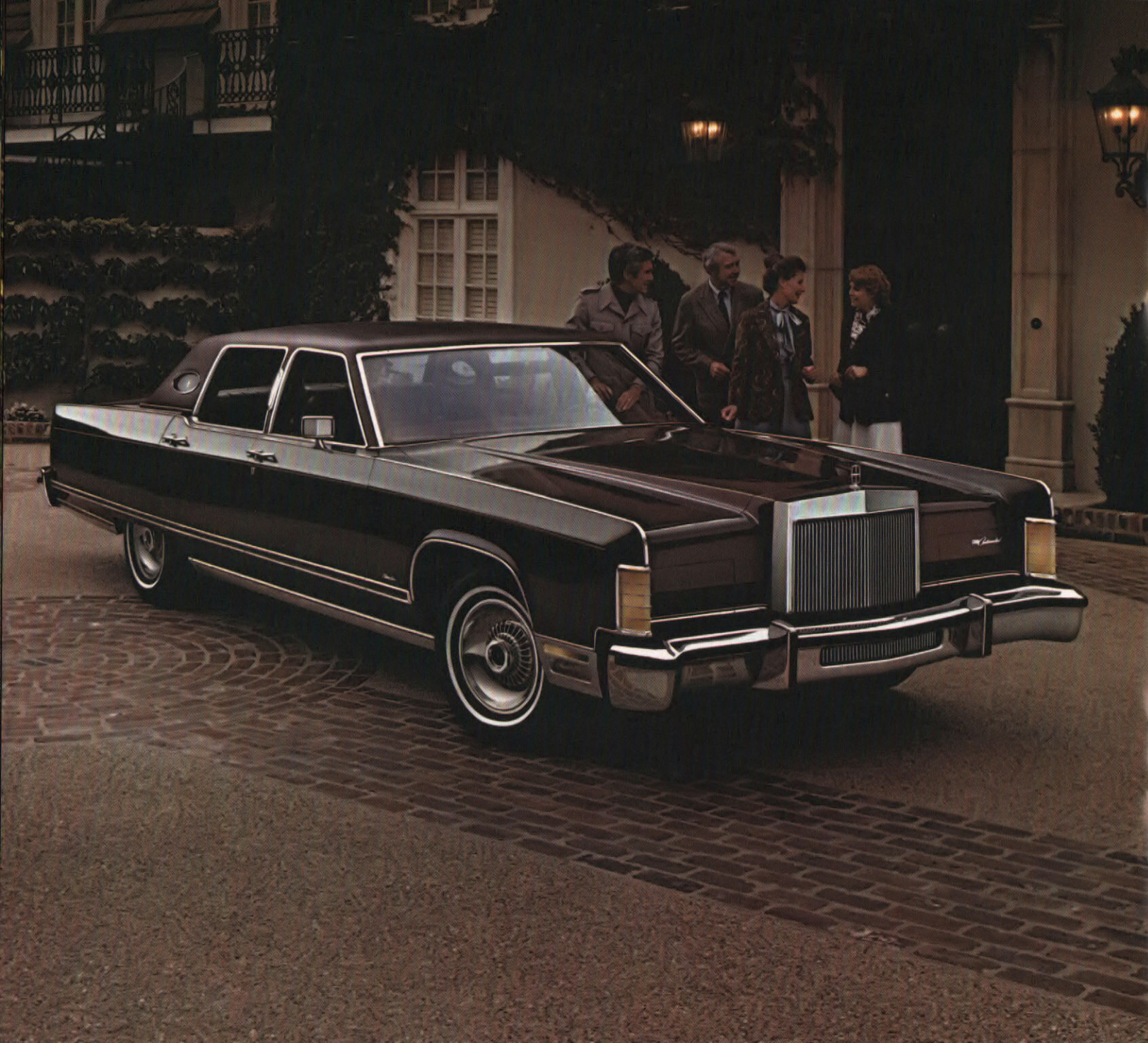
Consider this striking new Lincoln Continental Town Car. The *Williamsburg* four-door sedan. It's a classic in every meaning of the word. In room, in ride, in its handsome styling and approach to comfort. You can sense the Williamsburg's fine character in its smartly coordinated body colors and vinyl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



Options shown are cinnamon gold moondust paint, coach roof, custom paint stripes, premium bodyside moldings, dual wide-band whitewall tires, remote control right-hand mirror, illuminated entry system, 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.

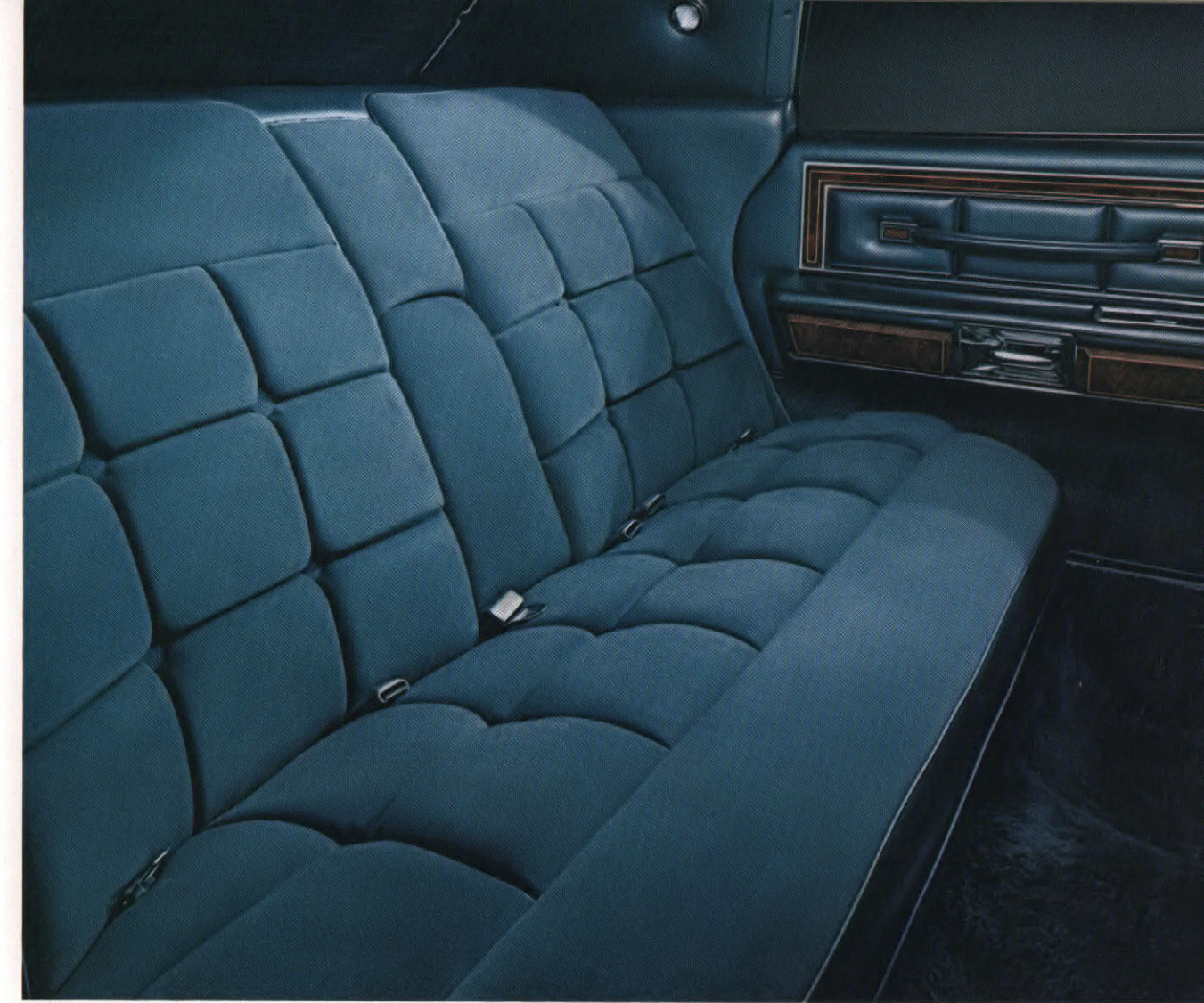
Here too, is the quality you seek. Consider the character of the *Lincoln Continental Town Coupe*. Leather with vinyl seating surfaces with the "loose pillow" look are standard. As are the full vinyl roof and carpeted trunk.



Options shown are opera windows, forged aluminum wheels, custom paint stripes, remote control right-hand mirror, defroster group, premium bodyside moldings, and Twin Comfort Lounge Seats.

This is your year. And now that you're ready to enjoy the comfort 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. You'll find the Town Car offers a full measure of comforts you've come to rely on. Thoughtful features such as a six-way power assist seat. AM/FM radio with four speakers and power antenna. Automatic Temperature Control. The Town Car also features a full vinyl roof complete with coach lamps.



Options shown are coach roof, premium bodyside moldings, custom paint stripes, 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 your Lincoln Continental move 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.

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.

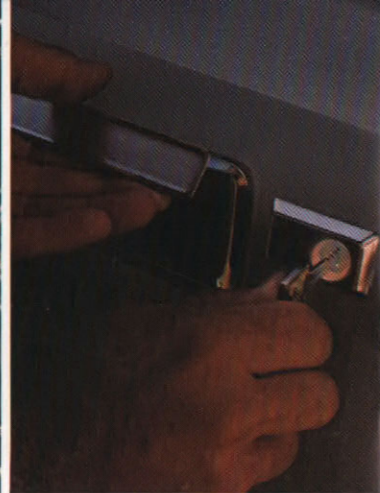
Again this year, the Lincoln evokes luxury in every detail. Its dimensions are impressive. And quality is evident wherever you look. Experience the 1977 Lincoln Continental for yourself. It's a car of uncompromising character.



Power glass moonroof



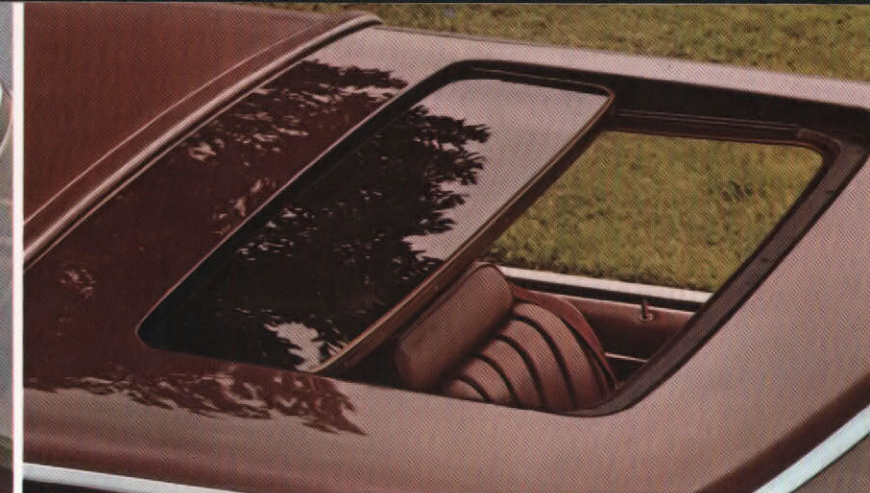
AM/FM/MPX radio with Quadrasonic-8 tape system



Illuminated entry system



Wide fixed glass moonroof



Power glass moonroof



Tilt steering wheel



Speed control

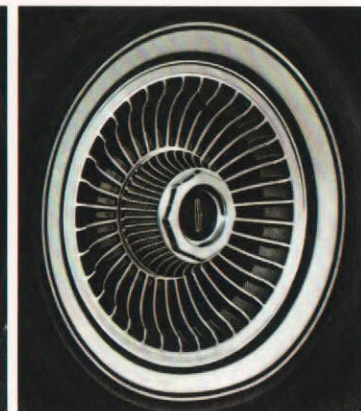
CONTINENTAL MARK V OPTIONAL EQUIPMENT

460-4V (N/A Calif.) • Dual exhausts • 3.00 rear axle ratio (Available with 460-4V) • Traction-Lok differential (N/A with Sure-Track) • Sure-Track braking system (N/A Calif.) • Speed control • Engine block heater • High altitude emission equipment option (Mandatory in areas over 4000' except in Calif. Includes 3.00 rear axle ratio. Requires 460-4V) • Calif. emissions system (Mandatory in Calif.) • Interval windshield wipers • Class III trailer towing package: Heavy duty suspension, 3.00 axle ratio, wiring harness, external transmission oil cooler, and special cooling system (N/A Calif.) • Interior light group (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 • 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 (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 • Citizens band radio with power antenna (License required to operate) • Full vinyl roof • Landau vinyl roof • Diamond fire paint • Moondust paint • Leather and vinyl interior • Dual wide-band white sidewalls (U.S. brand) • Rocker panel moldings • Custom paint stripes (Includes deck lid stripes) • Forged aluminum wheels (4) • Turbine-styled cast aluminum wheels (4) • Power lock convenience group (Door locks and remote deck-lid release) • Appearance protection group (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 a 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.



Forged aluminum wheels



Turbine-styled cast aluminum wheels

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) • Sure-Track brake system with four-wheel disc brakes (N/A Calif.) • Power moonroof—one way glass panel (silver, gold, light jade, brown or rosé tint) • Wide fixed glass moonroof • Dual wide-band white sidewalls (U.S. brand) • Luxury wheel covers (std. on Williamsburg) • Forged aluminum wheels • Turbine-styled aluminum wheels (4) • Premium bodyside moldings • Narrow black vinyl protective bodyside moldings • 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 with four-wheel disc brakes) • Interval select windshield wipers • Remote control right-hand mirror • Speed control • Tilt steering wheel • Leather and vinyl interiors (std. on Town models and Williamsburg) • AM/FM/MPX radio • AM/FM/MPX radio with "Search" feature • AM/FM/MPX radio with Quadrasonic-8 tape system • Citizens band radio with rear power antenna (license required to operate) • Power lock convenience group—power door locks and remote deck-lid release • Engine block heater • Appearance protection group • Illuminated entry system • 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) • Front license plate bracket • Headlamp convenience group—automatic headlamp dimmer and Autolamp on/off delay system.



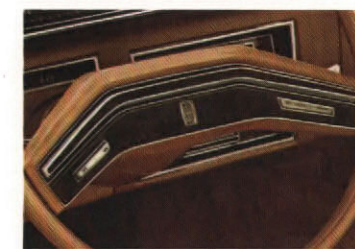
AM/FM stereo with Quadrasonic 8-track tape system



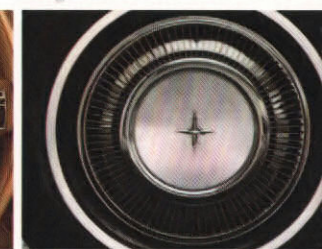
Illuminated entry system



Citizens band radio



Speed control



Luxury wheel covers

CONTINENTAL MARK V STANDARD EQUIPMENT

400-2V • Select-Shift automatic transmission • 2.75 rear axle ratio • Four-wheel power disc brakes • Functional fender louvers • 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 center armrests and 6-way power for driver • Cut-pile carpeting • Cartier clock with day/night feature • Trip odometer • Walnut woodgrain applique on instrument panel, steering wheel, and other interior components • Fully lined luggage compartment • Parking brake with automatic release • Lights for dome, ash trays, 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 • Concealed

dual headlamps • Headlamps-on warning buzzer • Remote control left-hand mirror • Cornering lamps • Opera windows • Luxury wheel covers • Premium bodyside moldings • Owner's initials (ordered after delivery) • Front and rear bumper guards with pads and rub strips.

LINCOLN CONTINENTAL STANDARD EQUIPMENT

LINCOLN CONTINENTAL COUPÉ & SEDAN

460-4V • 400-2V (Calif. only) • 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 center armrests • Cut-pile carpeting • Cartier signed digital clock • Trip odometer with reset button • Luxury two-spoke steering wheel • Fully lined

luggage compartment with tire cover • Deluxe color-keyed seat and shoulder belts • Parking brake with automatic release • Door closing assist straps • Ash tray, front door, rear pillar, glove box, trunk, and under instrument panel courtesy lights • Headlamps-on warning buzzer • Automatic seat back release (coupé) • Bright rocker panel moldings with rear quarter extensions • Deluxe wheel covers • Owner's initials (ordered after delivery) • 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 COUPÉ & 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 • Town Coupé/Town Car script identification.

QUALITY REPLACEMENT PARTS FROM FORD—Your new Continental 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 precoated steel to provide additional corrosion protection in several major areas. They also will feature additional use of a sealer on the underside of 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 CONTINENTAL

LINCOLN-MERCURY DIVISION



MAJOR SPECIFICATIONS	Continental	Lincoln	
	Mark V	Continental	
Wheelbase	120.4"	127.2"	
Overall Length	230.3"	233.0"	
Overall Height	53.0"	55.2"†	
Wheel Tread—Front	63.1"	64.3"	
—Rear	62.6"	64.3"	
Luggage Capacity (cu. ft.)	18.1	20.2	
Fuel Capacity (gals.)	26.0	24.2	
FRONT*		Sedan	Coupé
Head Room**	37.5"	38.1"	38.0"
Leg Room	42.3"	42.0"	42.0"
Shoulder Room	60.4"	61.2"	61.2"
Hip Room	55.4"	56.5"	56.5"
REAR*			
Head Room	37.1"	38.6"	38.1"
Leg Room	34.0"	42.0"	41.3"
Shoulder Room	59.0"	61.1"	59.9"
Hip Room	54.3"	60.6"	60.3"
Curb Weight (lb.)			
49 States	4863	5077	5033
California	4867	4928	4884

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

**Front headroom 1" less with optional moonroof. †Coupé: 55.3".

