



The 1975 Continentals

THE LINCOLN CONTINENTAL TOWN COUPÉ, 1975.

Standard features on the Lincoln Continental Town Car and Town Coupé. Tinted glass • Tilt steering wheel • Power door locks
Power deck lid release • Normande grain vinyl roof • Coach lamps* • Cartier-signed digital clock • Premium bodyside moldings
Deep cut-pile carpeting* • Glove box vanity mirror* • Luggage compartment cut-pile carpeting* • Automatic seat back release (Coupé only)
Remote control left-hand mirror • 460 V-8 engine • Plus standard features listed on page 2 • Note: Luxury wheel covers shown are optional.
*Town Car and Town Coupé standard features over Lincoln Continental.



Optional Town Car and Town Coupé Twin Comfort Lounge Seats in tan leather seating surfaces with vinyl.

Over the past three years, in tests of riding comfort and driving ease, owners of the other make luxury car have compared Lincoln Continentals against models of their own make car. In these tests a majority of the owners said that the Lincoln Continental had a more comfortable ride and was easier to drive.

THE LINCOLN CONTINENTAL TOWN CAR, 1975.

More standard features on the Lincoln Continental Town Car and Town Coupé, in addition to those listed opposite page 1. Select-Shift automatic transmission • Power steering • Power front disc brakes • Hydro-boost braking system • Power windows, including power vents* • 6-way power bench seat with leather seating surfaces* • AM/FM/Multiplex stereo radio • Power antenna • Opera window (Town Car only) • White sidewall steel-belted radial ply tires • Automatic temperature control • Cornering lamps • Note: Luxury wheel covers shown are optional.

*Town Car and Town Coupé standard features over Lincoln Continental.



Optional Town Car and Town Coupé Twin Comfort Lounge Seats in blue Media velour cloth-with-vinyl.

The new 1975 Continentals are built to continue their winning record. The Lincoln Continentals have been redesigned to offer an even greater degree of quiet, an even higher degree of luxury. And redesigned to challenge the other luxury car again. The look of the 1975 Lincoln Continentals is all new. The Coupé has a roofline and rear quarter window that make it more glamorous than it has ever been. The Sedan is one of the most impressive looking cars in Lincoln Continental history.

LINCOLN CONTINENTAL TOWN CAR AND TOWN COUPÉ INTERIORS.

The Town Car and Town Coupé have a luxurious new "floating" pillow upholstery design, shown below in optional gold Media velour cloth.



Town Car and Town Coupé interiors are available with optional Twin Comfort Lounge Seats, shown here in blue leather seating surfaces with vinyl.



THE LINCOLN CONTINENTAL SEDAN, 1975.

Standard features on the Lincoln Continental Sedan and Coupé. 460 V-8 engine • Select-Shift automatic transmission
Power steering • Power brakes (front disc) • Power windows • 6-way power bench seat • AM/FM/Multiplex stereo radio • Power antenna
Opera window (Sedan only) • White sidewall steel-belted radial ply tires • Automatic temperature control • Cornering lamps
Plus standard features listed on page 8 • Note: Luxury wheel covers shown are optional.



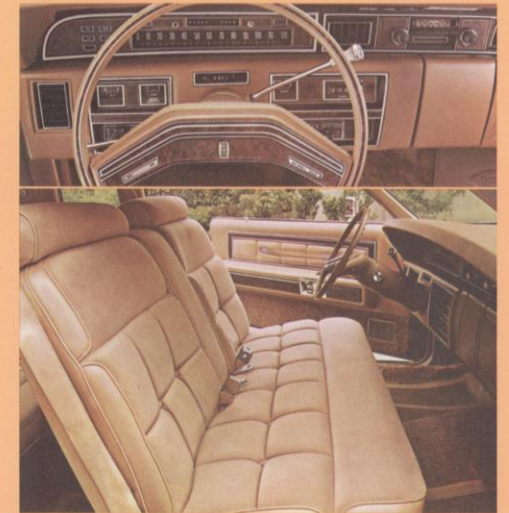
Lincoln Continental Sedan and Coupé optional Twin Comfort Lounge
Seats in dark red Luxury cloth.

The Sedan's opera windows are inspired by the Continental Mark IV. Standard are tilt steering wheel, power windows, power door locks, and remote control trunk release. Standard, too, are automatic temperature control, and white sidewall steel-belted radial ply tires.

Inside, the luxury of the Lincoln Continentals' interiors excel for 1975. A new spaciousness has been added to the rear compartment of the Coupé, with increased legroom and headroom.

THE LINCOLN CONTINENTAL COUPÉ, 1975.

More standard features on the Lincoln Continental Sedan and Coupé, in addition to those listed on page 6. Tinted glass • Hydro-boost braking system • Tilt steering wheel • Power door locks • Power deck lid release • Normande grain vinyl roof • Cartier-signed digital clock • Premium bodyside moldings • Cut-pile carpeting • Visor-mounted vanity mirror • Fully lined luggage compartment • Automatic seat back release (Coupé only) • Remote control left-hand mirror • Note: Luxury wheel covers shown are optional.

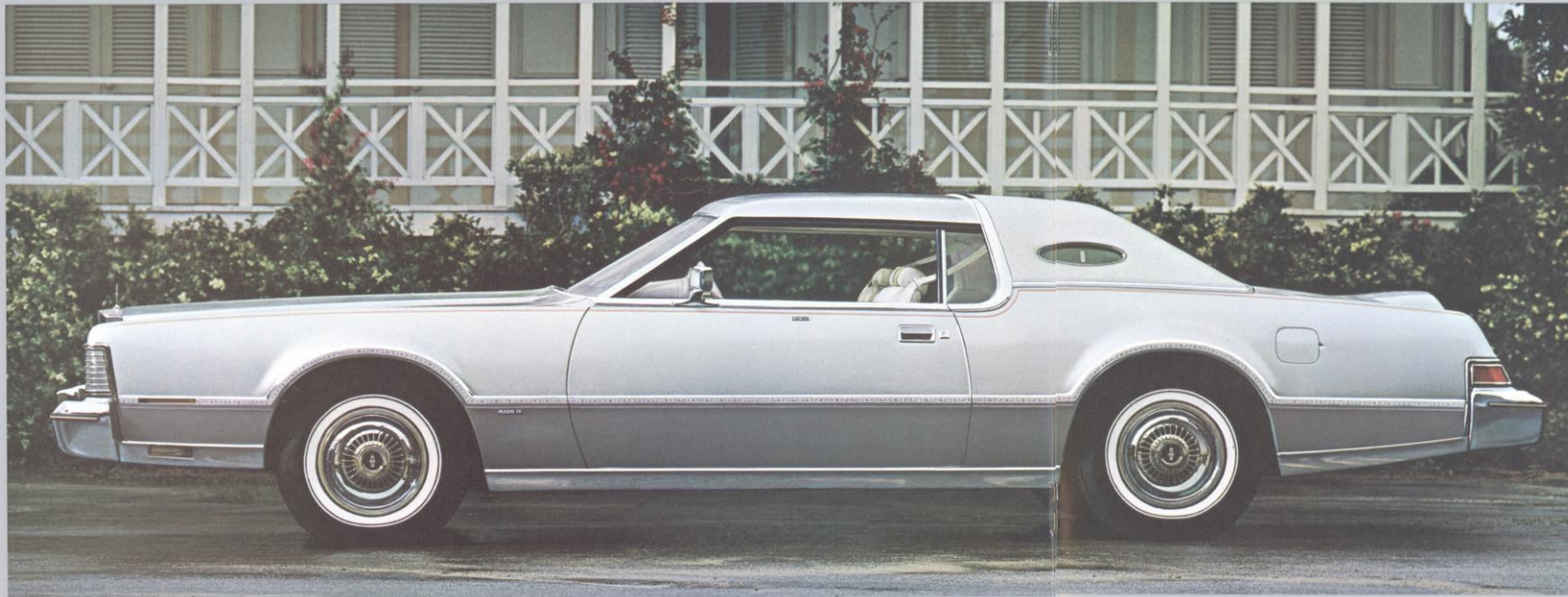


Lincoln Continental standard bench seat in tan Luxury cloth

Even the Lincoln Continental instrument panel has a new look, handsome yet functional. A beautiful timepiece, signed by the famous jeweler Cartier, is standard on all models, with the digital timepiece featured on the Lincoln Continental.

THE CONTINENTAL MARK IV SILVER LUXURY GROUP OPTION.

Silver Luxury Group includes: Silver Diamond Fire exterior paint • Silver Normande grain vinyl roof (Landau roof shown is additional option) 18 oz. cut-pile carpeting in luggage compartment matching color of interior carpeting • Note: Other equipment shown is optional.
Standard features on the Mark IV. 460 V-8 engine • Select-Shift automatic transmission • Sure-Track braking system • Four-wheel power disc brakes with Hydro-boost braking system • Automatic temperature control • Tinted glass • 6-way/6-way Twin Comfort Lounge Seats • Super quiet sound insulation package • Luxury wheel covers • Plus standard features listed on pages 12 and 14.



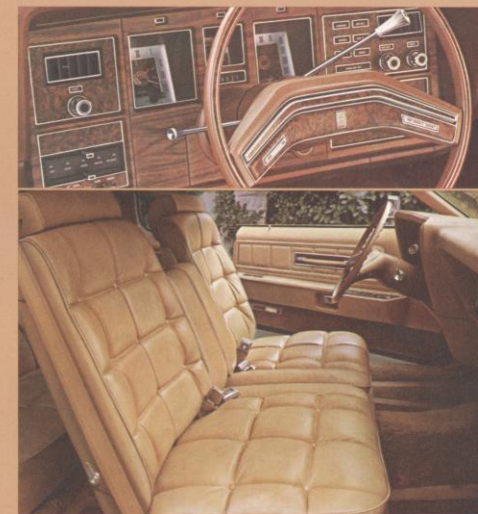
Distinctive interior choices: Twin Comfort Lounge Seats in dark red crushed Media velour, dark red or silver leather seating surfaces with vinyl upholstery (shown).

The Continental Mark IV shows a subtle evolution. The beautiful new rear window treatment and the new Mark IV Normande vinyl roof continue to make it perhaps the most distinctive car on the American road.

The Continental's engineering improvements include a central system to supply its hydraulic power. It supplies the power assist for our new rotary valve steering gear, a design which reduces the steering effort on the 1975 Continentals.

THE CONTINENTAL MARK IV, 1975.

More standard features on the Mark IV in addition to those listed on pages 10 and 14. Power door locks • Speed control
Tilt steering wheel • Power windows • Power steering • AM/FM/Multiplex stereo radio with power antenna • White sidewall steel-belted
radial ply tires • Cartier-signed clock • Remote control left-hand mirror • Remote control deck lid release • Deep cut-pile carpeting.



Mark IV Twin Comfort Lounge Seats in optional leather seating surfaces with vinyl.

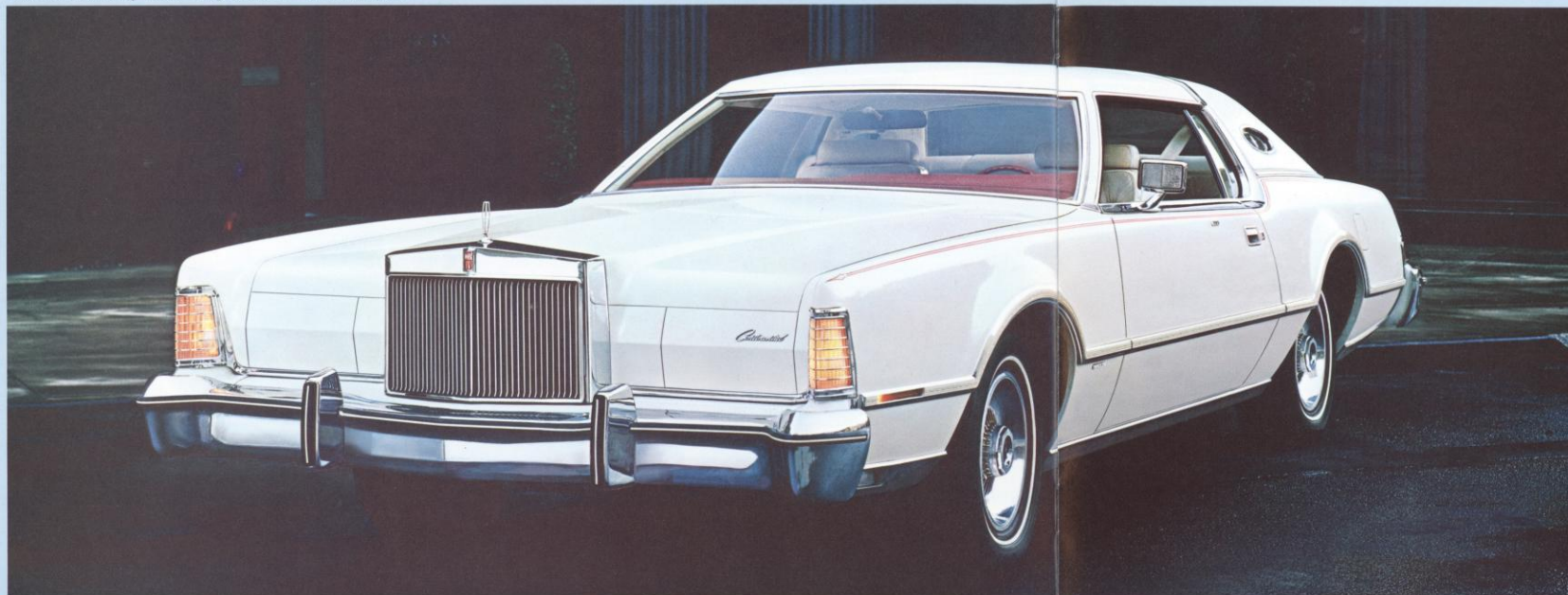
The central hydraulic system also supplies the power for our new Hydro-boost braking. A new hydraulically assisted system that replaces the engine vacuum power assist and provides positive braking with even pedal pressure.

THE CONTINENTAL MARK IV LIPSTICK AND WHITE LUXURY GROUP OPTION.

Lipstick and White Luxury Group Option includes: White exterior paint • White Normande grain vinyl roof (Landau roof shown is additional option) • White leather seating surfaces with Lipstick Red accents • Lipstick Red cut-pile carpeting and interior components

Red 18 oz. cut-pile luggage compartment carpeting • Note: Other equipment shown is optional.

Even more standard features on the Continental Mark IV, in addition to those listed on pages 10 and 12. Cut-pile carpeted luggage compartment
Visor-mounted vanity mirror • Trip odometer • Cornering lamps.



Lipstick and White Twin Comfort Lounge Seats have leather seating surfaces with vinyl.

The 1975 Continentals. They have been redesigned to surpass even our previous standard. We invite you to inspect the 1975 Lincoln Continentals and the Continental Mark IV.

And judge any luxury car by our car.

CONTINENTAL MARK IV OPTIONAL LUXURY GROUP INTERIORS.

Saddle and White Luxury Group features leather seating surfaces with vinyl. Exterior color with this option is white.



The Blue Diamond Luxury Group can be ordered with the aqua blue interior in crushed Media velour (shown) or leather-with-vinyl. Exterior color with this option is Aqua Blue Diamond Fire.





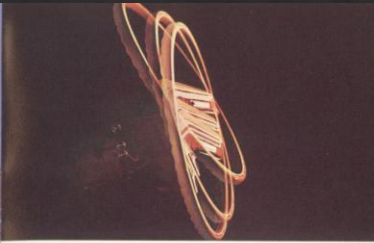
WSW steel-belted radial ply tires



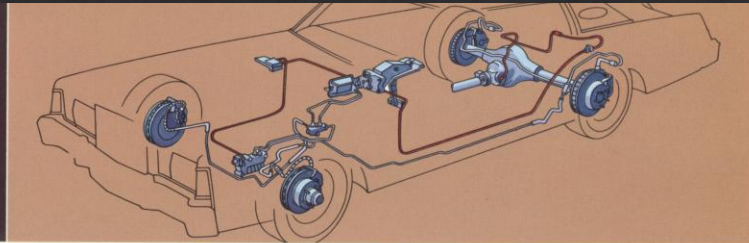
Electric power assist



Automatic speed control*



Tilt steering wheel



Hydro-boost braking system—Four-wheel disc brakes*

STANDARD FEATURES FOR YOUR 1975 LINCOLN CONTINENTAL OR CONTINENTAL MARK IV

Tires—230-15 WSW steel-belted radial ply. When compared to regular bias ply tires, radials run cooler, wear longer, offer better gas mileage, better stability and a smoother, more comfortable ride.

Electric power assists—Includes power windows, electric power door locks, electric power remote trunk lid release and power seats for all models.

Speed Control*—Automatically controls speed. Switches are conveniently located on steering wheel.

Tilt steering wheel—Tilts up for easy entry; adjusts to five positions for driving comfort and to accommodate individual driving posture.

Hydro-boost braking—A new hydraulically assisted

system that replaces the engine vacuum power assist. A pressure reserve provides additional power-assisted braking after the engine stops.

Four-wheel disc brakes*—Provide an extra margin of stopping ability for high speed or repeated stops. Less susceptible to the effects of water and fade.

Sure-Track Brake System*—Improves braking stability by helping prevent sustained rear wheel lockup on ice, snow or wet pavement. If driver brakes hard, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes (at 4 cycles per second) until car slows to 4 mph, or until brake is released by the driver.

AM/FM/Multiplex stereo radio—Two speakers forward, two rear with front-to-rear and side-to-side balance controls. Power antenna standard.

Visor-mounted vanity mirror—Illuminated mirrors, as shown, with two light intensities, for both passenger and driver are optional for all models. Standard non-illuminated mirror on passenger side only.

Automatic temperature control—Heating and refrigeration systems with automatic temperature control maintain passenger compartment at pre-selected temperature range. Air is dried as it cools.

Wiper-mounted windshield washer jets—The jet comes directly from the windshield wiper arms so that washer fluid is applied where needed.

Cartier-signed timepiece—Standard on both Lincoln Continentals and Continental Mark IV. The digital timepiece shown is standard on Lincoln Continental and provides direct number readout.

*Standard on Mark IV, optional on Lincoln Continental

STANDARD AND OPTIONAL INTERIOR SELECTIONS	MARK IV LUXURY GROUPS										
	Black	Med. Blue	Dark Red	Green	Taupe	White	Gold	Saddle	Silver	Blue Diamond	Lipstick & White
CONTINENTAL MARK IV											
Twin Comfort Lounge Seats											
Luxury cloth											
Media velour cloth*									(a)	(b)	
Leather with vinyl*									(a)	(b)	(c) (d) (e)
LINCOLN CONTINENTAL											
Sedan & Coupé Bench Seat											
Luxury cloth											
Leather with vinyl*											
Sedan & Coupé											
Twin Comfort Lounge Seats*											
Luxury cloth											
Leather with vinyl*											
LINCOLN CONTINENTAL											
Town Car/Coupé Bench Seat											
Leather with vinyl											
Town Car/Coupé											
Twin Comfort Lounge Seats*											
Media velour cloth											
Leather with vinyl											

*Optional at extra cost

(a) Silver Luxury Group available with red Media velour cloth, red leather or silver leather and vinyl upholstery.

(b) Blue Diamond interior available with aqua blue Media velour cloth or aqua blue leather seating surfaces with vinyl side facings.

(c) Gold Luxury Group includes tan leather seating surfaces and saddle leather cross straps and tan vinyl side facings.

(d) Saddle/White interior includes white leather seating surfaces with saddle leather cross straps and saddle vinyl side facings.

(e) Lipstick/White interior includes white leather seating surfaces with Lipstick Red cross straps and white vinyl side facings.

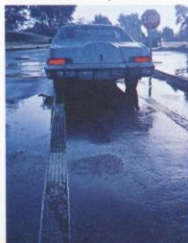
STANDARD AND OPTIONAL EXTERIOR COLOR CHOICES

Standard Colors—Black, Dark Red, Dark Blue Metallic, Pastel Blue, Dark Yellow Green Metallic, Medium Green Metallic, Dark Brown Metallic, Maize Yellow, Dark Gold Metallic, White and Light Green.

Optional Colors—In optional Diamond Fire Metallic there is a choice of Medium Blue, Silver Blue, Lime Gold, Light Ginger, Dark Copper, Silver (available on Continental Mark IV only as a component of the Silver Luxury Group), Taupe (available on Lincoln Continental only), Bronze Gold (available on Continental Mark IV only as a component of the Gold Luxury Group) and Aqua Blue (available only as a component of the Continental Mark IV Blue Diamond Luxury Group). In optional Moonmist Metallic, Red and Gold are available.

Vinyl Roof Colors—Normande Grain vinyl is standard on Continental Mark IV and Lincoln Continental for 1975. Choose from 13 colors: Black, Blue, Dark Red, Green, Taupe (available on Lincoln Continental only), Silver (available on Continental Mark IV only as a component of the Silver Luxury Group), Silver Blue, Tan, White, Gold, Saddle, Aqua Blue (available only as a component of the Continental Mark IV Blue Diamond Luxury Group) and Gold Flare (available only as a component of the Continental Mark IV Gold Luxury Group).

Sure-Track Brake System*



AM/FM/Multiplex stereo radio with four speakers



Visor-mounted vanity mirror



Automatic temperature control



Wiper-mounted windshield washer jets



Cartier-signed digital clock





Power vent windows (std. on Town Car and Town Coupé)



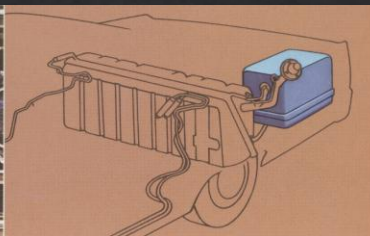
Electric rear window defroster



Forged aluminum wheels and Premium bodyside molding



Headlamp convenience group



Extended range auxiliary fuel tank



Power Lumbar Seat (Mark IV option only)

OPTIONAL FEATURES FOR YOUR 1975 LINCOLN CONTINENTAL OR CONTINENTAL MARK IV

Power vent windows—Power-operated on front doors to assist air circulation. Standard on the Town Car and Town Coupé, optional on Lincoln Continental Sedan, Coupé and Mark IV.

Electric rear window defroster—Heating elements applied on inside of glass at 1½" intervals provide heat to defog or defrost rear window. There's also a Quick Defrost windshield and rear window option for the Continental Mark IV.

Forged aluminum wheels—These deep-dished, polished aluminum wheels are a new option for the 1975 Mark IV. They're approximately 10% lighter than the standard wheels, reducing unsprung weight.

Premium bodyside molding—Optional for the Continental Mark IV, standard for Lincoln

Continental. Consists of filigreed vinyl between bright metal edges.

Headlamp convenience group—Automatically dims high beam to low in response to oncoming traffic. Headlights will come on automatically when light is not sufficient for safest driving. They will switch off automatically when not needed. Delay feature allows headlights to remain on if owner needs light after parking, then turns them off automatically after up to approximately three minutes.

Extended Range Fuel Tank—Available only on the Lincoln Continentals. The extra fuel tank fills through the regular filler pipe after the main tank fills up, giving approximately an extra eight gallons.

Power Lumbar Seat—A new option for Mark IV. Provides pressure for driver's lower back. Adjusted through a range of 1.7" by a seat-mounted switch.

Anti-Theft Alarm System—A protection device that

is activated simply by a turn of the key in the door lock. Forced entry into the hood, trunk or doors will cause the alarm to sound. Includes locking hood latch release.

Coach lamps—Standard on the Town Car and Town Coupé, optional on the Lincoln Continental Sedan and Coupé only. Light when headlamps or parking lights are turned on.

Moonroof—Power-operated, a unique roof of one-way glass. Available on Lincoln Continentals in silver and gold tinted glass, on Mark IV in silver, gold or brown tinted glass. A metal sliding sunroof is also available on all Lincoln Continentals and Mark IVs.

Quick Defrost system—Defrosts windshield up to five times faster and rear window up to three times faster than conventional systems, without visible heating wires. Option on Mark IV only.

Major Specifications

	Lincoln Continental	Continental Mark IV
Wheelbase.....	127.2"	120.4"
Overall Length.....	232.9"	228.1"
Overall Height.....	55.6"(a)	53.5"
Wheel Tread—Front.....	64.3"	62.9"
—Rear.....	64.3"	62.8"
Luggage Capacity.....	19.3 cu. ft.	14.4 cu. ft.
Fuel Capacity.....	24.2 gals.	26.5 gals.
FRONT*		
Head Room (b).....	38.5"	38.4"
Leg Room.....	41.9"	41.9"
Shoulder Room.....	61.4"	61.4"
Hip Room.....	62.5"	62.5"
REAR*		
Head Room.....	38.6"	38.1"
Leg Room.....	41.7"	41.1"
Shoulder Room.....	61.3"	59.8"
Hip Room.....	62.3"	61.2"
Curb Weight.....		54.3"
Sedan/Coupé.....	5,379 lbs. 5,384 lbs.	5,353 lbs.
Town Car/Town Coupé.....	5,424 lbs. 5,423 lbs.	—

*Interior dimensions with 6-way power seat in rearmost position. (a) Coupé: 55.3" (b) Front head room 1" less with optional sunroof.

Anti-Theft alarm system—includes locking hood latch release



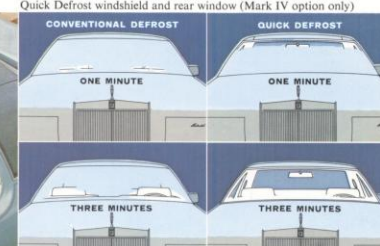
Coach lamps (std. on Town Car and Town Coupé—N.A. on Mark IV)



One-way glass power Moonroof (metal sunroof also available)



Quick Defrost windshield and rear window (Mark IV option only)



FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

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 • Backup lights • Side marker lights • Parking lights coupled with headlamps • Two-speed or variable-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) • Continuously variable control illumination intensity • Safety hood latch system

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 and starter interlock for front outboard occupants • Positive reminder warning light and buzzer for all front seat occupants • 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 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 on two-door vehicles • Safety-designed coat hooks • Safety-designed radio control knobs and push buttons (on all cars equipped with radios) • Head restraints or high back seats for front outboard occupants • Safety glove box latch • Inside yieldaway rearview mirror • Impact-absorbing laminated safety glass windshield • Flame-resistant interior materials

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

GENUINE MOTORCRAFT PARTS—All Continentals are equipped with Motorcraft battery, ignition parts, shock absorbers and long life oil filter and Autolite spark plugs. For continued top performance, be sure to specify Motorcraft parts and Autolite spark plugs whenever replacement is necessary.

There are over 1,000 Continental dealers who support the Ford Motor Company goal of no unhappy owners. This says a lot about how you and your luxurious new Lincoln Continental or Continental Mark IV are going to be taken care of. By the dealer. By the Company.

LINCOLN CONTINENTAL CONTINENTAL MARK IV

LINCOLN-MERCURY DIVISION



Information shown herein was correct when approved for printing. Lincoln-Mercury Division reserves the right to discontinue or change at any time, specifications or designs without incurring any obligations. Some features shown or described previously are optional equipment items which are available at extra charge. Some options are required in combination with other options. Note: color-matched textured vinyl is utilized in some areas of the optional leather-with-vinyl interiors. Form No. LC-75-1 Printed in U.S.A.