

LINCOLN
CONTINENTAL

The Continentals for 1972. Lincoln Continental and the Continental Mark IV.

® MARK
IV 1972

The finest cars built in America.

From the tires up, each Continental is a carefully integrated machine in which every conceivable driving circumstance has been anticipated and planned for. In action, this planning translates into safety. Comfort. Ride. Handling. And durability. All of the first order.

Every Continental comes with all-weather Michelin steel-belted radial ply tires as standard equipment. In addition to the surefooted ride these tires give, they also go a long way toward absorbing road vibration, a major cause of rider discomfort and fatigue on long trips.

Power front disc brakes are standard on all Continentals. Sure-Track, the computer-controlled anti-skid braking system, is also standard on Continental Mark IV and is available as an option on the Lincoln Continentals.

The quiet inside a Continental is awesome. At every point in their construction, quiet is the happy by-product of an uncompromising concern for safe and sound engineering.

Steel beams inside the doors and a rigid frame-plus-body construction sheathe you in secure, solid comfort.

Automatic Temperature Control is standard equipment on every Continental. This system is designed to hold the interior temperature within

the selected comfort range. And at the same time reduces dust, pollen and humidity in the air.

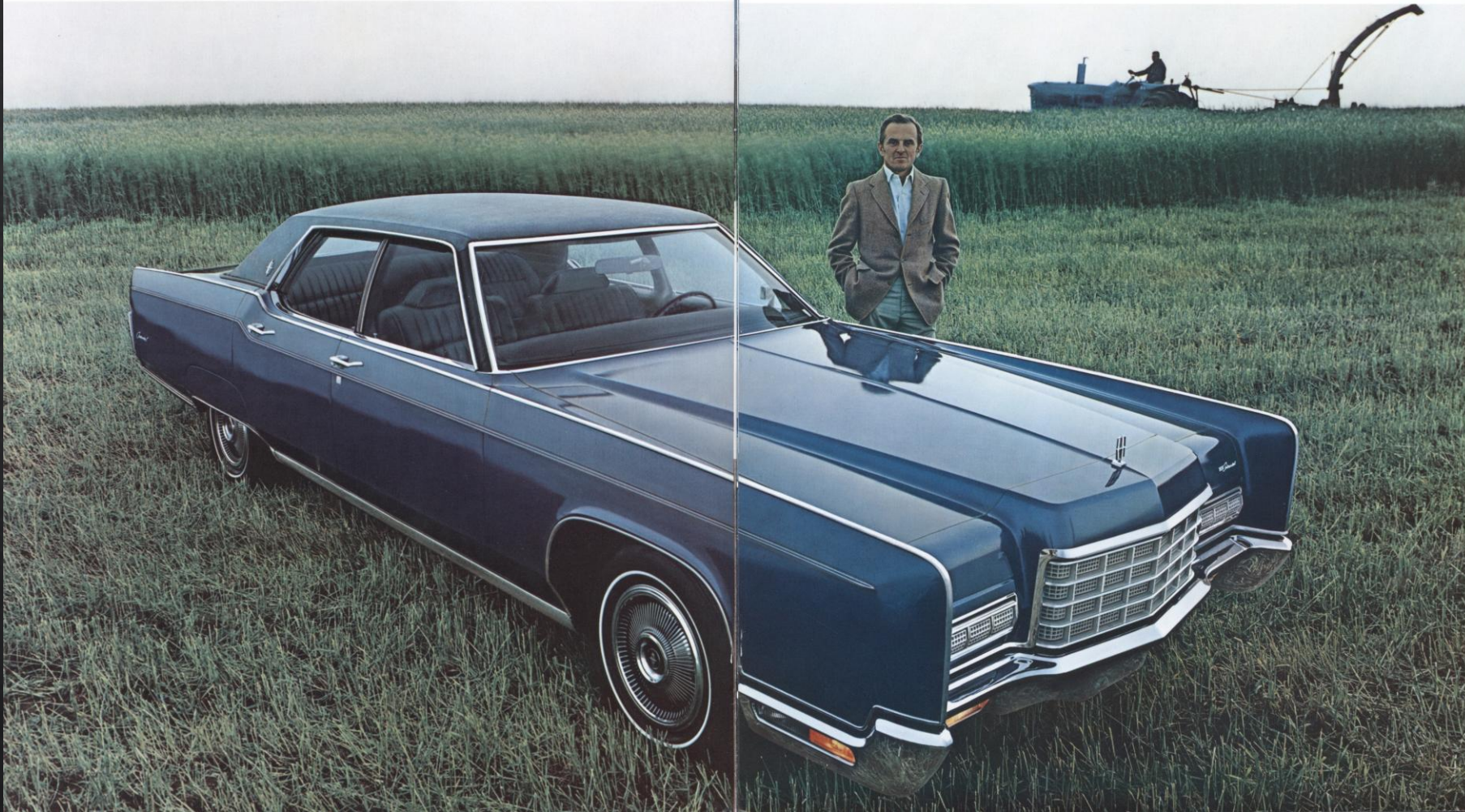
But comfort, in a Continental, is also spaciousness. Rear seat passengers in Lincoln Continental 4-door models enjoy the same leg room and hip room as the driver. In the new Continental Mark IV there is more leg and shoulder room for passengers in the rear compartment.

Indeed every imaginable luxury has been considered for the new Continentals: all the little niceties (the fabrics, the appointments) and all the major advances (the power assists, the engineering innovations) that the state of the luxury car builder's art has to offer.

The comfort you experience in a Continental is the result of tough and unyielding insistence on quality at the Continental plant.

Before a Continental goes into production, its components have been proved in durability tests that took them through salt water baths, across the baking sands of Death Valley, and into the rarified air at the top of Pikes Peak. For in this way we can be sure that each new Continental will be as trouble-free and reliable a car as it is practicable for engineering skill and human care to produce.

Lincoln Continental 4-door sedan (Shown with optional vinyl roof and luxury wheel covers)



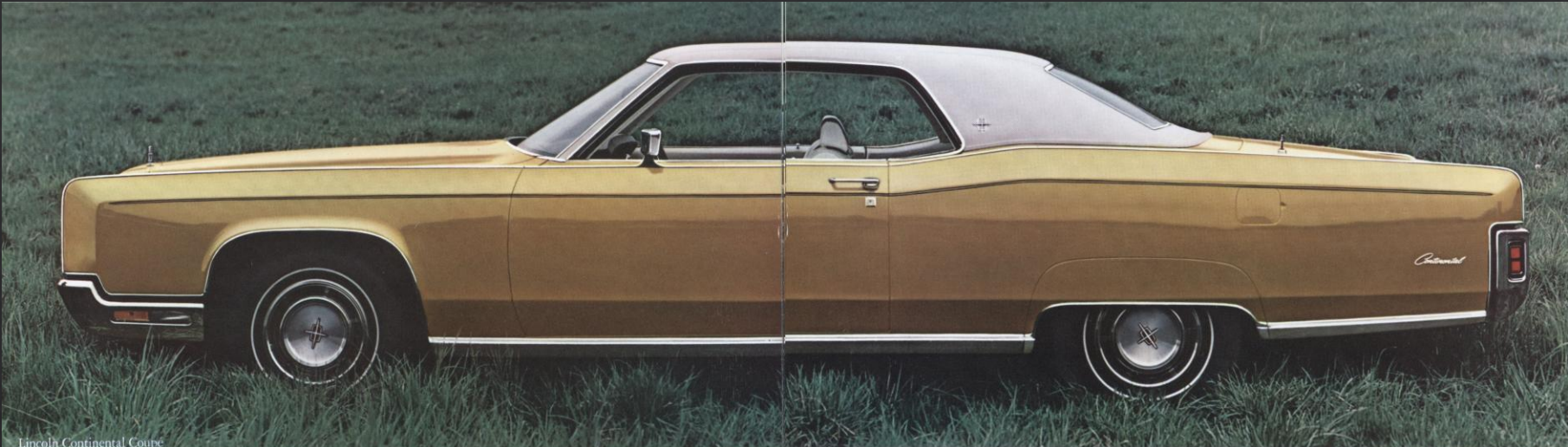
The 1972 Lincoln Continental sedan has been conceived, designed, and engineered to be one of the finest luxury sedans built in America. It is the quietest, smoothest riding, and most comfortable Lincoln Continental ever offered.

But safety is never compromised for the sake of comfort. The very things that contribute to Continental's renowned riding comfort also make it one of the safest cars to drive.

Lincoln Continental has one of the widest tracks in the world, giving exceptional flatness and stability to the ride.

The suspension system is a harmony of coil springs, double-acting shock absorbers, rubber insulators, and stabilizer bar, all the better to remove sway from the ride.

The white sidewall all-weather Michelin steel-belted radial ply tires contribute excellent road-holding characteristics.



Lincoln Continental Coupé

The 1972 Lincoln Continental Coupé: spirited, youthful, elegant. Its gracefully sweeping roofline gives this luxurious coupé its rakish good looks and a mood all its own.

Rarely has a two-door luxury car been so easy to enter,

because the wide-opening doors were engineered specifically with your comfort in mind.

As in the sedan, tinted glass surrounds you in every window to reduce sun glare and boost the operating efficiency

of your car's Automatic Temperature Control. Add other standards, such as cornering lights, parking lamps recessed in the bumper, and headlamps that hide during the day beneath vacuum power-operated doors, and you've just begun to touch

on the many exciting qualities of this remarkable luxury coupé, illustrated above with an optional vinyl roof and leather-with-vinyl optional interior.

The functional beauty of the Lincoln Continental rosewood appliqué instrument panel allows the driver to keep the most important dials in his direct line of sight, and the most-used buttons directly under his fingertips. Located on the left side of the instru-

ment panel is a light bank that renders instant reports to the driver if a door is ajar, fuel level is low, headlamp doors remain closed when lights are on, or dual braking system sustains a loss in hydraulic pressure. The radio is conveniently placed in the center. Shown is

the optional AM/FM stereo in place of the standard AM radio.

The 1972 Lincoln Continental features a totally redesigned grille with matching new headlamp door ornamentation. Massive, yet elegant. Bold, yet quietly tasteful. And unmistakably Continental.

Located prominently atop its front is a new standup hood ornament that is spring loaded to fold down on impact. This is but one of many features that gives the 1972 Continentals their classic appeal.



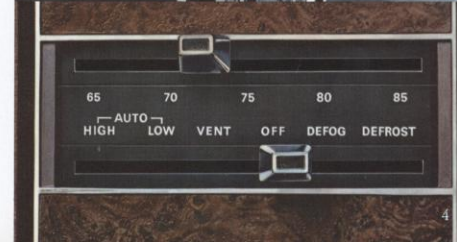


The elegant Nottingham woven brocade cloth-with-vinyl design shown in light gray gold (top left) is one of three upholstery cloths available in the 1972 Lincoln Continental. You may also order this cloth in either black or medium ginger. As an alternative, you may choose Bedford knitted tricot, a full-bodied fabric in black, dark blue, dark red, dark green, and dark tobacco. In addition a new soft-textured tricot called Lamont Cloth is now offered when the optional Twin Comfort Lounge Seats are ordered. Colors are black or light gray gold. The door trim insert panels are done in matching fabrics to blend harmoniously with the luxurious seating.

Leather has been a longtime favorite with Lincoln Continental owners. The strikingly beautiful optional leather seating surfaces for both the standard bench seat and the optional Twin Comfort Lounge Seats (bottom left) are sewn in a narrow-pleat style from carefully matched, extra-soft and durable cowhides. Leather colors available are white, dark blue, black, dark red, medium ginger, dark green, light gray gold, and dark tobacco.

Shown in the top left picture is the standard Lincoln Continental bench seating arrangement. The optional individually adjustable Twin Comfort Lounge Seats (featuring six-way power control for driver and two-way power control for front seat passenger—with the additional option of passenger seat recliner) are shown in the bottom left illustration.

Other options shown on opposite page are the Tilt steering wheel (top) and the AM radio with stereo tape player (bottom).



1. The 1972 Lincoln Continental features redesigned taillight, stop and turn signal lenses. (Illustration also shows optional vinyl roof.)

2. Continental's fully carpeted luggage compartment provides 18.1 cubic feet of usable space—room enough for 13 or more pieces of luggage. Tire cover is optional. (White interior and vinyl roof shown are optional.)

3. White sidewall Michelin steel-belted radial ply tires are standard on all 1972 Lincoln Continentals.

4. Automatic Temperature Control is standard on every Lincoln Continental. This sophisticated year-round air-conditioning/heating system is designed to cool or warm rapidly, and hold the interior environment within the comfort range you preselect without any further manual adjustment. At the same time it reduces dust, pollen, and humidity in the air. One flick of a lever and this versatile system also defogs and defrosts the windshield.



Lincoln Continental Town Car

Introduced last year as a limited-edition model to celebrate our 50th Anniversary, the Town Car will now be offered as a full production car in the Lincoln Continental line to offer the discerning motorist the ultimate in elegance, comfort

and convenience in a spacious 4-door sedan body.

Standard equipment on the Town Car includes such amenities as rich leather seating surfaces, long-sheared cut-pile carpeting, flocked nylon or perforated vinyl headlining

and a cavalry twill grain vinyl roof. Included, too, is a handy glove-box vanity mirror. The luxury wheel covers shown are optional.

Color selections include your choice of eleven interiors

and a full array of vinyl roof and body colors. Shown is the optional ginger moondust metallic.

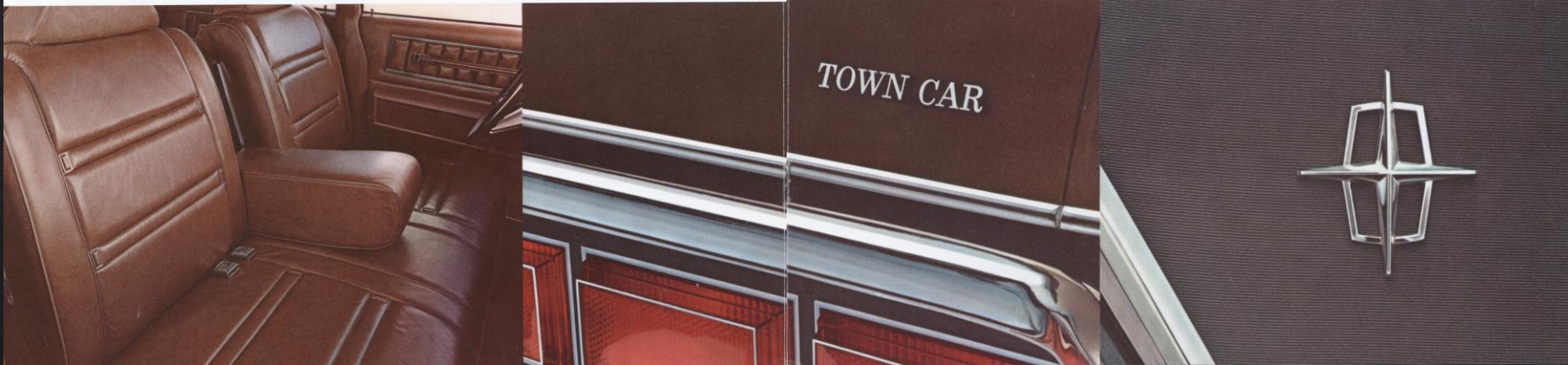
The Town Car. Truly worthy of the proud Lincoln Continental name.

Luxurious leather seating surfaces grace the interiors of every Continental Town Car model. Color shown is medium ginger.

Distinctive Town Car Plaques are mounted discreetly on the front fenders and rear deck of this exceptional luxury sedan.

Standard on the Lincoln Continental Town Car is this stunning cavalry twill grain vinyl roof, offered in black, white, dark blue,

dark green and dark brown to accent your choice of 15 standard and 8 optional exterior paint colors.



Continental Mark IV (Shown with optional interior with leather seating surfaces)

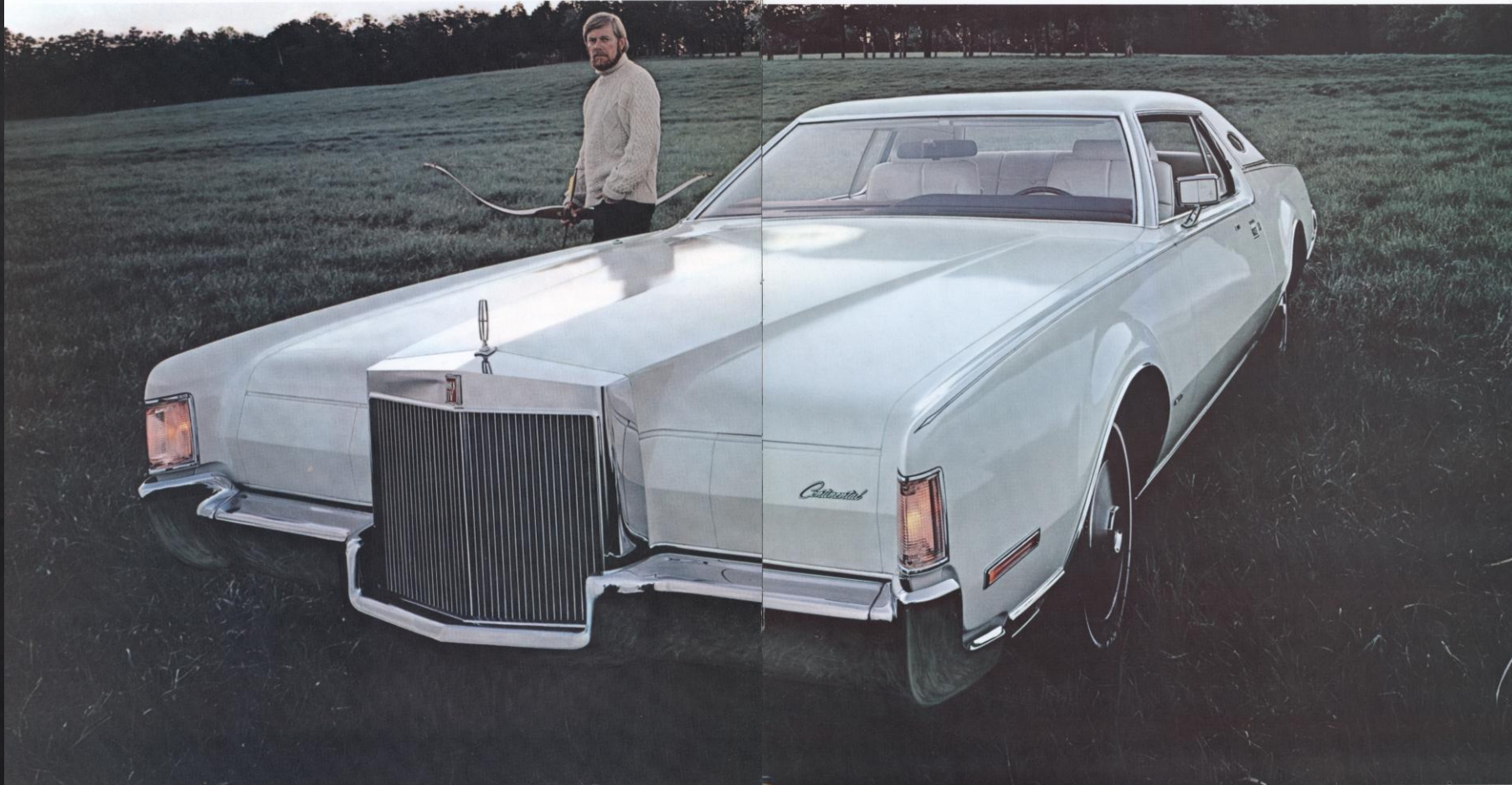
For 1972, Continental introduces a new Mark. It stands alone in a world where individuality has all but disappeared.

In many ways Continental Mark IV is a subtle refinement of a contemporary classic. But though the styling changes are evolutionary, they are also dramatic.

The grille is even bolder than on previous Marks. The hood is longer, lower. The graceful sweep of the roofline, sleeker. And inside, more leg and shoulder room for passengers in the rear compartment.

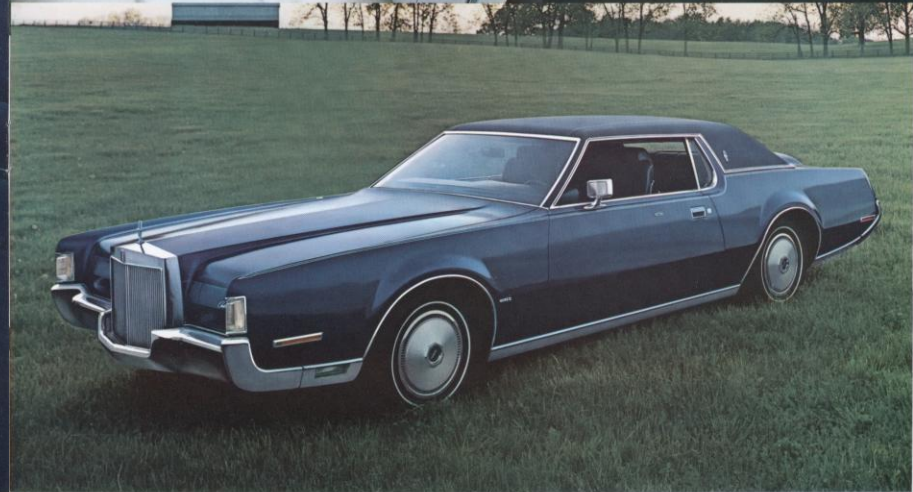
But the hallmarks remain. Concealed headlamps, for one. Spare tire cover shape, for another. And Continental Mark IV continues the family tradition of offering many luxury features and engineering innovations as standard equipment, including Sure-Track anti-skid braking, Automatic Temperature Control, 6-way power Twin Comfort Lounge Seats, and white sidewall all-weather Michelin steel-belted radial ply tires.

Continental Mark IV. For all the 1970's, this will be the unique American car.





Twin Comfort Lounge Seats offer 6-way power adjustments for both driver and passenger. These seats, featuring luxurious Lamont Cloth, are standard on the Continental Mark IV. Color selection shown above is dark blue. Other Lamont Cloth colors you may choose from are black, dark red, dark green, and light gray gold.



Glove-soft leather seating surfaces are an extra-cost option you may want to consider. White leather is shown. Other colors are: black, dark blue, dark red, medium ginger, dark green, light gray gold, and tobacco. Each Twin Comfort Lounge Seat has a 6-way power feature that can be conveniently operated from a console mounted in the door armrests.

One look tells you why Mark IV is the most exciting entry in the personal luxury car field. Pictured above is the Continental Mark IV shown in optional blue moon dust metallic, one of 15 standard and 8 optional color selections you may choose from.

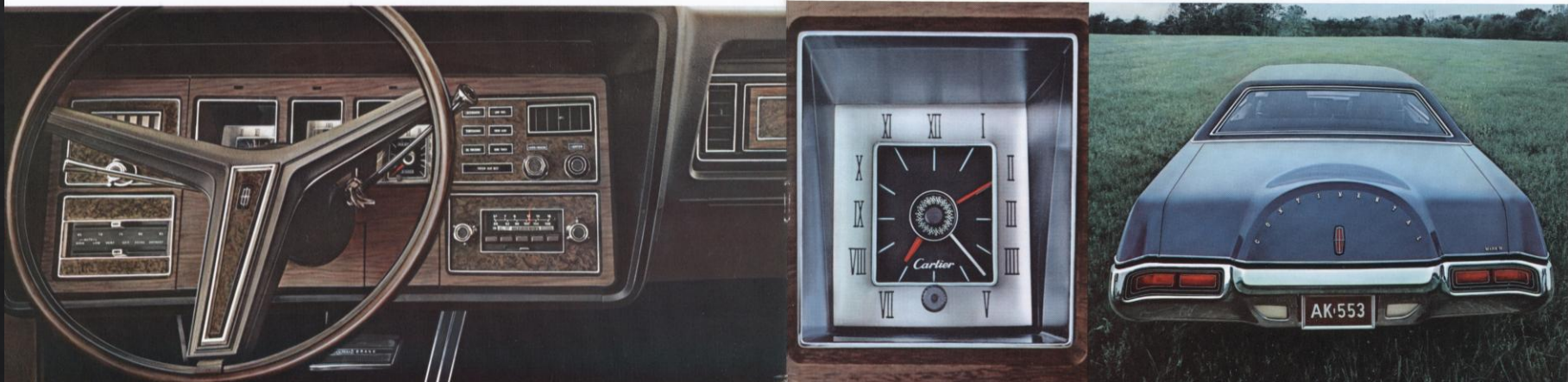


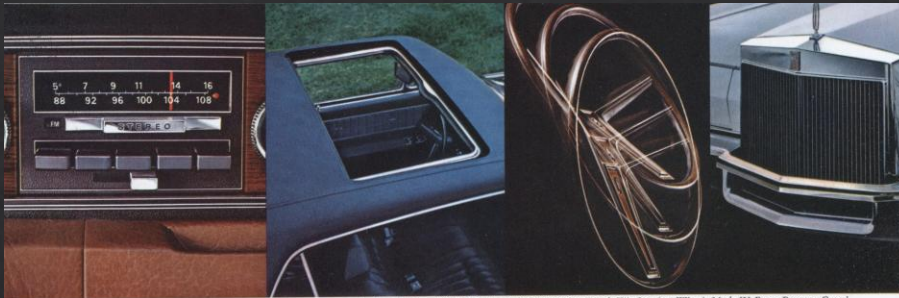
Mark IV nameplate mounted on the trunk lid signifies a new breed of Continental. Longer, lower, with a shorter rear deck, the Mark IV still carries the distinguished hallmarks of the Continental Mark lineage. A new feature of the Mark IV is the Opera Window, with an imbedded hand-ground star, which accentuates the classic appeal of this fine motorcar. The Mark IV is also offered with the traditional bright star ornament in place of the window.

Mark IV gets a totally redesigned instrument panel in Kashmir Walnut Woodgrain Matina and Baby Burl Walnut

Woodgrain appliqué. All of the most important gauges are conveniently located within the driver's line of sight. The radio is mounted in the cluster directly under your fingertips (shown is the optional AM/FM stereo in place of the standard AM radio), while a signal light bank contains warning lights to tell you if a door is ajar, remind you to fasten seat belts, and monitor alternator, engine temperature, oil pressure, fuel level, and Sure-Track braking system.

The Cartier timepiece, signed by the famous jewelers, is exclusive to Continental Mark IV.





Left to right—AM/FM Stereo Radio, Power Sun Roof, Tilt Steering Wheel, Mark IV Front Bumper Guard.

Optional Features for Your 1972 Lincoln Continental or Continental Mark IV

APPEARANCE PROTECTION GROUP—For the Lincoln Continental, option includes spare tire cover, door edge guards, front and rear floor mats with carpet inserts and license plate frames (2). Continental Mark IV option includes door edge guards and front and rear floor mats with carpet inserts.

FRONT BUMPER GUARDS—Two vertical guards with black rubber inserts for Lincoln Continental. 1-piece horizontal guard with gray rubber insert for Mark IV.

AUTOMATIC HEADLAMP DIMMER—Electronic sensor concealed behind driver's side headlamp door actuates automatic headlamp switching.

PROTECTIVE ROOFSIDE MOLDING—Vinyl-inserted bodyside molding available for all models.

INTERMITTENT WINDSHIELD WIPERS—Electronic controls afford time-delay of up to 12 seconds between wipes. Also affords two constant wiping speeds.

ELECTRIC REAR WINDOW DEFROSTER—Heating elements applied horizontally on inside of glass at about 1½" intervals provide heat to defrost or defog rear window. Comes with 6½-ampere alternator.

LUXURY WHEEL COVERS—For Lincoln Continental. Feature bright radials against black background.

POWER SUN ROOF—Panel moves back to provide opening 36" wide and 21" deep. Controlled by roof switch which serves as a positive roof lock. (Reduces front head room by about 1".)

MOONDUST METALLIC PAINTS—Special high-metallic acrylic enamel finish with deep, lustrous polished appearance. Available in choice of 8 rich colors.

LINCOLN CONTINENTAL POWER LOCK/CONVENIENCE GROUP—Includes electro-vacuum power door locks and electric power remote rear deck release for all models, and automatic seat-back release for Coupé.

CONTINENTAL MARK IV POWER LOCK/CONVENIENCE GROUP—Includes electric power remote rear deck lid release and electric power door locks.

AM/FM STEREO RADIO—Optional in place of standard AM Radio. Includes stereo receiver, push buttons for 5 AM and 5 FM stations, four speakers, side-to-side and front-to-rear balance controls and power antenna.

AM RADIO/STEREO TAPE SYSTEM—Optional in place of standard AM radio. Includes stereo player, AM push-button radio, four speakers, power antenna, and side-to-side and front-to-rear balance controls.

AUTOMATIC SPEED CONTROL—Automatically controls vehicle speed on open road, up hills and down grades. Switches conveniently located for fingertip control on special 2-pedal steering wheel.

TIILT STEERING WHEEL—Adjusts to five positions through a 30-degree arc so driver can select most restful driving angle. Also permits easier exit and entrance.

TRACTION-LOK REAR AXLE—The optional torque-sensitive differential provides maximum rear wheel drive at all times by directing torque to either or both wheels, depending on road conditions. This provides traction when either rear wheel is on mud, sand, ice or loose dirt.

VINYL ROOF—Cavalry Twill vinyl. Standard on Mark IV and Lincoln Continental Town Car. Optional on Lincoln Continental Sedan, Coupé.

POWER FRONT SEAT ADJUSTMENT

	Lincoln Continental	Continental Mark IV
2-Way Power Bench Seat	STD	NA
6-Way Power Bench Seat (a)	OPT	NA
6-Way/6-Way Twin Comfort (a)	NA	STD
6-Way/2-Way Twin Comfort (a)	OPT	NA

(a) Passenger side recliner available at extra cost.

You'll Find These Ford Motor Company Lifeguard Design Safety Features In Every Model

- Dual hydraulic brake system with warning light
- Gear-protected instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Lap belts for all seating positions with retractors for front outboard occupants
- Shoulder belts for front outboard occupants
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding
- Padded sun visors
- Locking steering column with warning buzzer
- Two-speed windshield wipers of variable speed
- Inside yield-away rearview mirror
- High strength laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Hazard warning flasher
- Backup lights
- Side marker lights
- 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
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-design front end structure
- Head restraints for front outboard occupants
- Safety glove box latch.

Ford Motor Company's Commitment To a 10-Point Plan For Cleaner Air And an Improved Environment

Ford Motor Company is committed to an intensive effort to reduce pollution from its products and manufacturing plants at the earliest possible time. The program is:

- Continue to develop engines which will further reduce emissions.
- Strengthen quality control procedures for anti-pollution devices for vehicles.
- Conduct research on fuel composition effects on new control systems.
- Develop new equipment to aid emission inspection.
- Expand laboratories and test facilities for emission systems research.
- Continue investigation of alternate power sources.
- Accelerate programs to reduce air pollution from manufacturing plants.
- Expand water recycling systems for manufacturing plants to reduce water pollution.
- Develop new techniques for disposing of plant waste with minimum pollution.
- Accelerate dissemination of pollution control information to Ford facilities worldwide.

Anti-pollution systems installed on Ford-made vehicles can automatically control and consume smog-producing components within the engine itself. The devices installed on 1972 Lincoln Continental and Mark IV vehicles are designed to reduce hydrocarbon emissions by more than 80% and carbon monoxide emissions by about 70% from pre-control levels.

Sure-Track Brake System

The computer-controlled Sure-Track electronic braking system is standard on Mark IV and optional at extra cost on Lincoln Continentals. This computer-controlled system improves braking stability by helping prevent sustained rear-wheel lockup on ice, snow or wet pavements. 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.

Motorcraft and Autolite Quality Parts

Your 1972 Lincoln Continental or Continental Mark IV comes equipped with factory engineered and approved parts, such as the dependable Autolite or Motorcraft battery, shock absorbers, a long-life oil filter, and Autolite Power Tip resistor spark plugs. For continued top performance, be sure to specify genuine Motorcraft or Autolite parts whenever replacement is necessary.

LINCOLN CONTINENTAL • CONTINENTAL MARK IV

The 1972 Models

- Lincoln Continental Sedan
- Lincoln Continental Coupé
- Lincoln Continental Town Car Sedan
- Continental Mark IV Coupé

INTERIOR SELECTIONS

	Black	Dark Blue	Dark Red	Maroon	Dark Green	White	Lt. Gray/Gold	Dark Tobacco
LINCOLN CONTINENTAL BENCH SEATS								
Town Car Sedan	•	•	•	•	•	•	•	•
Leather with Vinyl	•	•	•	•	•	•	•	•
Nottingham Cloth/Vinyl	•	•	•	•	•	•	•	•
Bedford Knit Cloth/Vinyl	•	•	•	•	•	•	•	•
Leather with Vinyl (a)	•	•	•	•	•	•	•	•
TWIN COMFORT SEATS								
Lamont Cloth/Vinyl (a)	•	•	•	•	•	•	•	•
Leather with Vinyl (a)	•	•	•	•	•	•	•	•
CONTINENTAL MARK IV								
TWIN COMFORT SEATS								
Lamont Cloth/Vinyl	•	•	•	•	•	•	•	•
Leather with Vinyl (a)	•	•	•	•	•	•	•	•

(a) Optional at Extra Cost

1972 Standard Features—Lincoln Continentals and Continental Mark IV

ENGINE—90" OHV V-8 with 460 cu. in. displacement. Bore 4.36". Stroke 3.85". 4-bbl. carburetor. The engine is designed to operate on regular grade gasoline (with a research octane rating of at least 91 when engine is adjusted to factory specifications).

TRANSMISSION—Select-Shift automatic with 12" hydraulic torque converter and 3-speed planetary gears for smooth response at all speeds.

REAR AXLE—Ratio 2.80:1 standard except 3.00:1 for California. 3.00:1 optional others. Traction-Lok optional with either ratio.

FRONT SUSPENSION—Independent dual ball joint suspension with spring-loaded upper joints, helical-coil springs and double-acting hydraulic shock absorbers inside springs.

REAR SUSPENSION—Lincoln Continental: 3-link design with deep-coil springs, double-acting hydraulic shock absorbers and transverse track bar. Continental Mark IV: 4-link design with deep-coil springs, double-acting hydraulic shock absorbers and rear stabilizer bar.

TIRES—WSW 225-15 Michelin steel-belted radial ply tires.

POWER STEERING—Integral hydraulic power assist unit in steering gear box. 17:1 ratio. Improved hydraulic pump affords increased fluid flow and higher line pressure.

POWER BRAKES—Dual hydraulic brake system with vacuum power assist is designed for smooth, straight stops. Disc type in front; drum in rear. Self-adjusting mechanically for life of linings. Dual hydraulic master cylinder provides for independent operation of front and rear brakes. Sure-Track Brake System standard for Mark IV, optional for Lincoln Continental.

PARKING BRAKE—Foot-operated parking brake operating rear wheel service brakes. Automatic parking brake release actuated when transmission is placed in gear with engine running, an extra convenience feature.

ELECTRICAL SYSTEM—12-volt, 90-plate battery with 85 ampere-hour rating. 61-amp. alternator for Lincoln Continental; 55-amp. for Mark IV.

AUTOMATIC TEMPERATURE CONTROL—Heating and refrigeration systems maintain passenger compartment at pre-selected temperature range automatically. Air is dried as it cools. Power vent function included. Full tinted glass installed.

POWER WINDOWS—Electric power provides extra comfort and convenience. Full set of switches and "lock" control installed on driver's armrest. Ventless side windows.

POWER SEATS—2-way power bench seat standard for Lincoln Continental. Twin Comfort Lounge Seats with 6-way power adjustment, both sides, for Continental Mark IV. Power seat controls mounted on armrests for added convenience.

ACRYLIC ENAMEL—Premium acrylic enamel finish over electrocoated body sheetmetal.

Major Specifications

	Lincoln Continental	Continental Mark IV
Wheelbase	127.0"	120.4"
Overall Length	223.0"	220.1"
Overall Height	55.3" (a)	52.4"
Overall Width	79.6"	79.2"
Wheel Tread—Front & Rear	64.3"	63.0"/63.1"
Luggage Capacity—cu. ft.	18.1	13.9
Fuel Capacity—gals.	22.0	22.5
FRONT*		
Head Room (b)	Sedan 38.8"	Coupé 36.9"
Leg Room	41.9"	42.2"
Shoulder Room	61.8"	60.4"
Hip Room	62.3"	60.6"
REAR*		
Head Room	38.1"	36.5"
Leg Room	41.9"	36.4"
Shoulder Room	61.6"	59.6"
Hip Room	62.3"	54.3"
Curb Weight—lbs.	5116	5076

(a) Coupé 54.5". (b) Front head room 1" less with opt. Sun Roof. *Interior dimensions with 6-way power seat in rear-most position. Opt. on Lincoln Continentals.

AM RADIO—AM push-button radio, dual front and rear speakers, and electric power antenna standard on all models.

CONCEALED BODY VENTS—Molded rubber pressure relief valves installed out of sight on rear quarter latch pillar for body ventilation.

CUT-PILE CARPET—Color-keyed 100% nylon cut-pile carpeting. (Long-shar for Mark IV and Lincoln Continental Town Car.)

REARVIEW MIRRORS—Inside: Windshield-mounted 12" wide day/night mirror. Driver Side: Remote control mirror with control on armrest.

SEAT AND SHOULDER BELTS—Deluxe lap belts with color-keyed webbing provided for each seating position. In front, 3-point restraint system with single buckle for driver and outboard passenger. Both light and buzzer warning signals. In rear, new automatic retractors for outboard belts.

CARPETED LUGGAGE COMPARTMENT—Black cut-pile carpet molded to floor contours and spare tire cover in Continental Mark IV. For Lincoln Continental, full gray carpet on floor.

OTHER STANDARD FEATURES—

- Electric windshield wipers and washer
- 3-spoke rim-blow steering wheel
- Folding center armrests—front and rear
- Stand-up Continental star ornament
- Reversible key; keyless door locking
- Rear fender skirts for Lincoln Continental
- Automatic seat back release on Mark IV
- Concealed headlamps
- Visor vanity mirror
- Cornering lights
- Triple-note horns
- Door assist straps
- Trip odometer
- Curb moldings
- Electric clock

CONTINENTAL

LINCOLN-MERCURY DIVISION



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Form No. LC-72-2

Litho in U.S.A.