

Come live the Continental life '67 style.



The Continental life is a way of living.

It may include a plane of your own. Vacations in Europe. Being the first to discover a new restaurant.

It can mean knowing where to go when the trout season opens. A boat for your family. And a home that is distinctly yours.

The Continental life is enjoyed by the kind of person who thinks for himself.

Come live the

The kind of person who is admired for what he is over what he has.

It is because Lincoln Continental is so naturally a part of his way of living that we call this the Continental life. Continental reflects his individuality, his own good taste. It's a good car. The very best we have to offer.

We invite you to turn the page and examine the 1967 Lincoln Continental. And to add the '67 Continental to the good things in your life this year.

Continental life.



The Continental life is lived by the kind of person whose discernment in how he lives matches his means to afford it.  
For instance, not every Continental owner keeps horses, but if he does, chances are he sees to it that his children learn to ride.  
This is the kind of man who appreciates the Lincoln Continental sedan.

Clean. Uncluttered. Functional. (Notice that the doors open from the center to make it easier to make an entrance and an exit.)  
You'll also notice that because we don't make sweeping changes in our car the classic Continental look continues. But, of course, there are styling refinements for 1967. Take a closer look on the next page.

The 1967

Continental sedan.



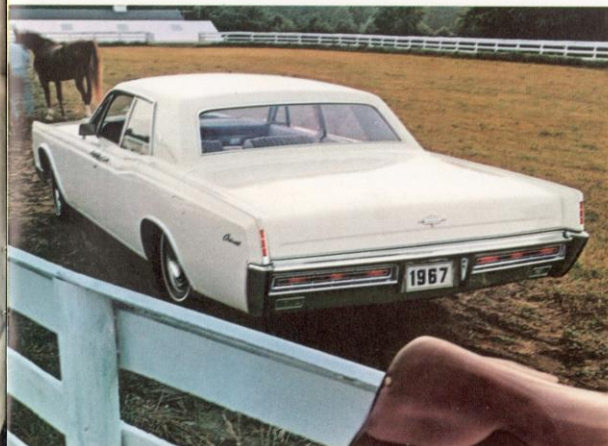
This year the Continental emblem has been embroidered into a new knit nylon broadcloth Chalfonte fabric. Used in combination with vinyl facings, it is standard on both the sedan and coupé. You'll be glad to know that this new material is as

durable as it is elegant. And with fiberfoam packed inside every pleat, you can imagine how well it "sits." You may select your favorite color from blue, aqua, dark red, parchment, silver, black, light or dark ivy gold.



One of the refinements in the new front grille are the vertical bars crossing the horizontal lines. Another is that the entire grille has been recessed slightly. These

can hardly be called major changes; but then, that's not what we had in mind. What we have is an even more distinctive looking front-end design.

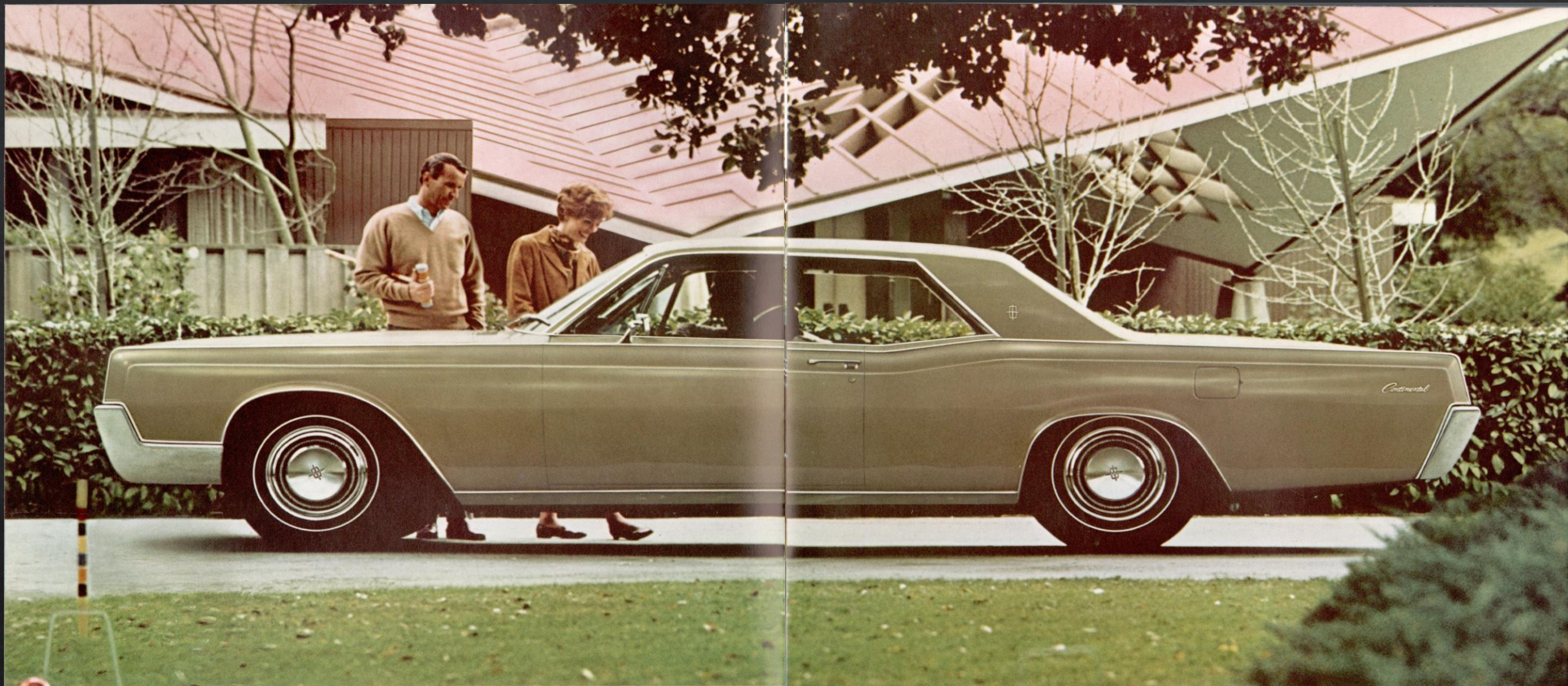


This is the new rear grille design. It contains every light you'll need for nighttime driving: taillights, brake lights, and this year, a lane-changing feature has been added to the turn-signal lights. More about this new feature on page twenty-one.



A trunk full of "Continental" luggage expressly designed for your Continental life. These handsome pieces are hand-stitched and custom-made to the precise dimensions of the Lincoln Continental luggage compartment. They are available in burgundy, palomino, and black, through your Continental dealer. With 18 cubic feet inside the luggage compartment, you can see that there is ample room for packing whenever you wander. The compartment is fully lined, of course.

The Continental look, '67 style.

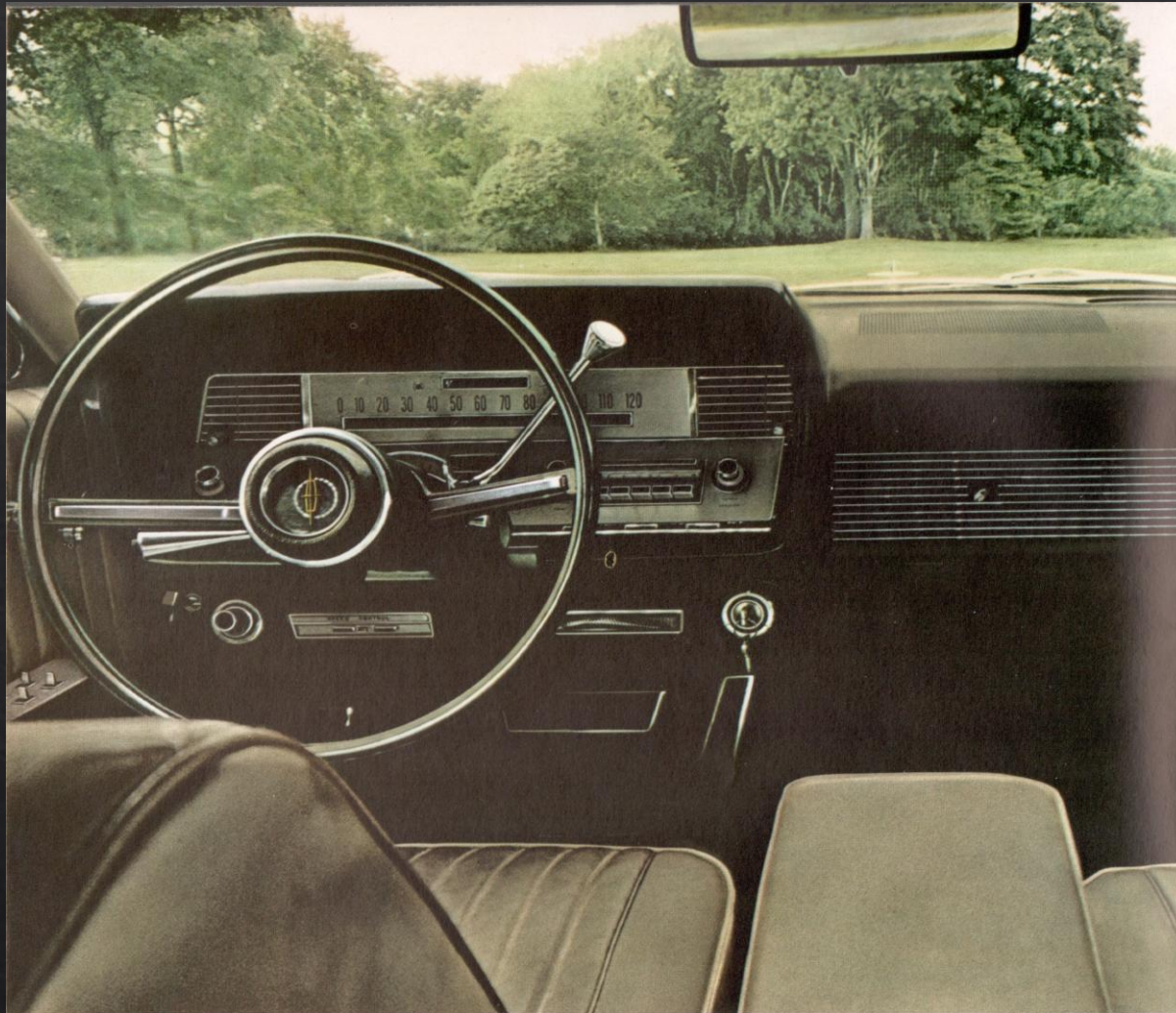


The Continental life can mean expressing your individuality and your good taste in a home you helped design or decorate.

Another expression of the Continental life is the 1967 Lincoln Continental coupé. Introduced just last year, this Continental has already earned wide accept-

ance among those who prefer their luxury car in a two-door hardtop model. But there is more news for 1967. Like the new built-in Fresh-Flow ventilation system that can change the air inside your Lincoln Continental even with the windows up. You'll find this new feature diagramed on the following page.

The 1967 Continental coupé.



All 1967 Lincoln Continentals come equipped with a new Fresh-Flow ventilation system that changes the air inside your car even with the windows up. Air flows into the small register located on the lower rear corner of the front door. Then it activates a one-way valve positioned on the door facing so the air that was inside your Continental escapes on the outside. And with it goes smoke and stale air.



Notice the driver's control console, a functional design we introduced last year. In 1967, it has been further refined to make it safer and more convenient. We found out that most people preferred the headlight control where the wiper control was, so we transposed them. We've made a seat belt reminder light standard. We've covered the instrument panel with even more padding.

This year, in addition to front power disc brakes, your Continental has the

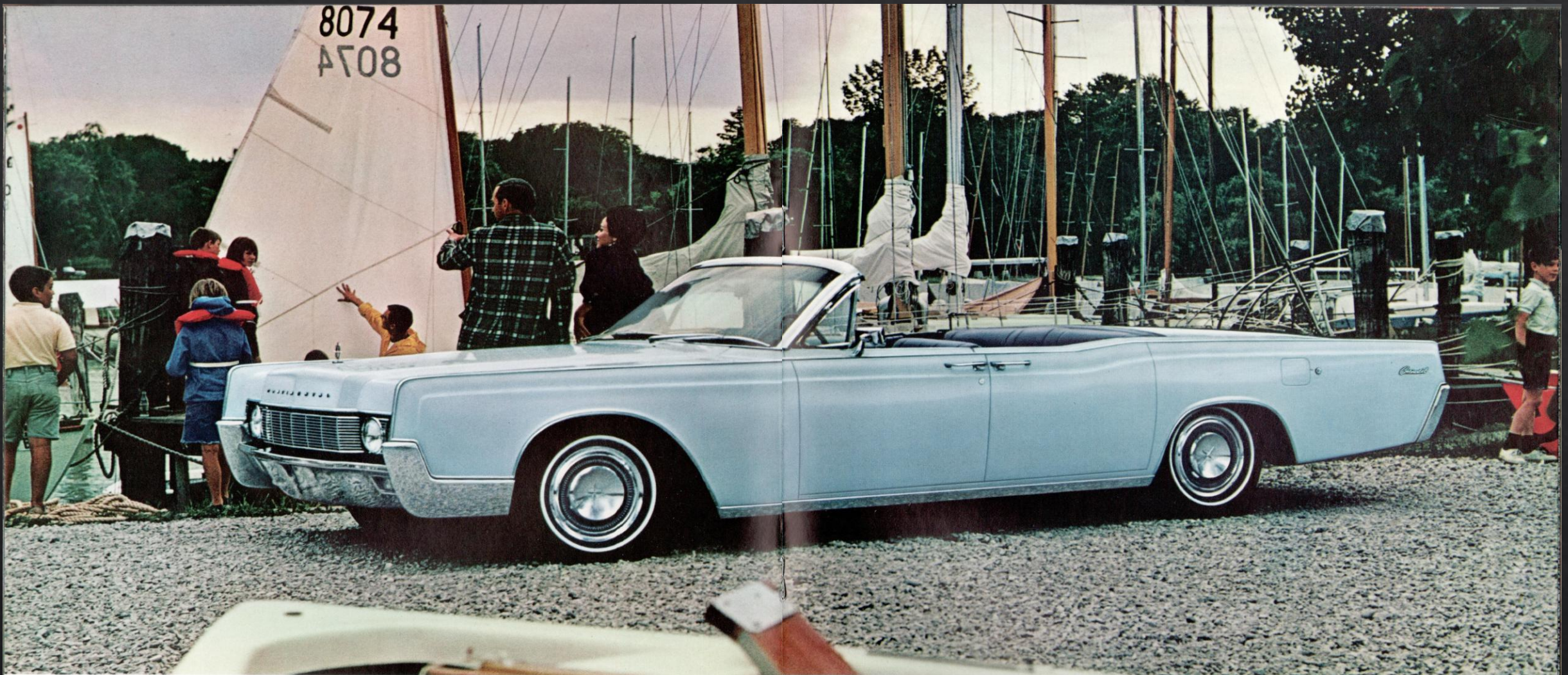
dual hydraulic brake system backing you up. Front brakes operate independently from rear brakes so that on the outside chance that one system should not work properly, the other system will continue to operate. A warning light on the instrument panel tells you if there is a drop in pressure in either system.

Since you can anticipate road and load conditions while your transmission cannot, you get a new automatic shift pattern to control your '67 Continental. We

call this Select-Shift Turbo-Drive. The selector dial gives you your choice of P-R-N-D-2-1. What's new is that you may manually shift through the gears, providing more flexibility in driving and performance or you may place the selector in "D" and let the transmission shift automatically.

Individually adjustable contour front seats can be yours at optional cost for all 1967 Continentals. You may choose from black, blue, parchment, or light ivy gold leathers, or the new Chalfonte fabric in black. These individual seats come with 2-way power controls plus power adjustable headrest and recliner for the passenger seat. (If the driver prefers, he may order a 6-way power seat option.)

Your Continental takes care of everything for you —except the pleasure of driving.



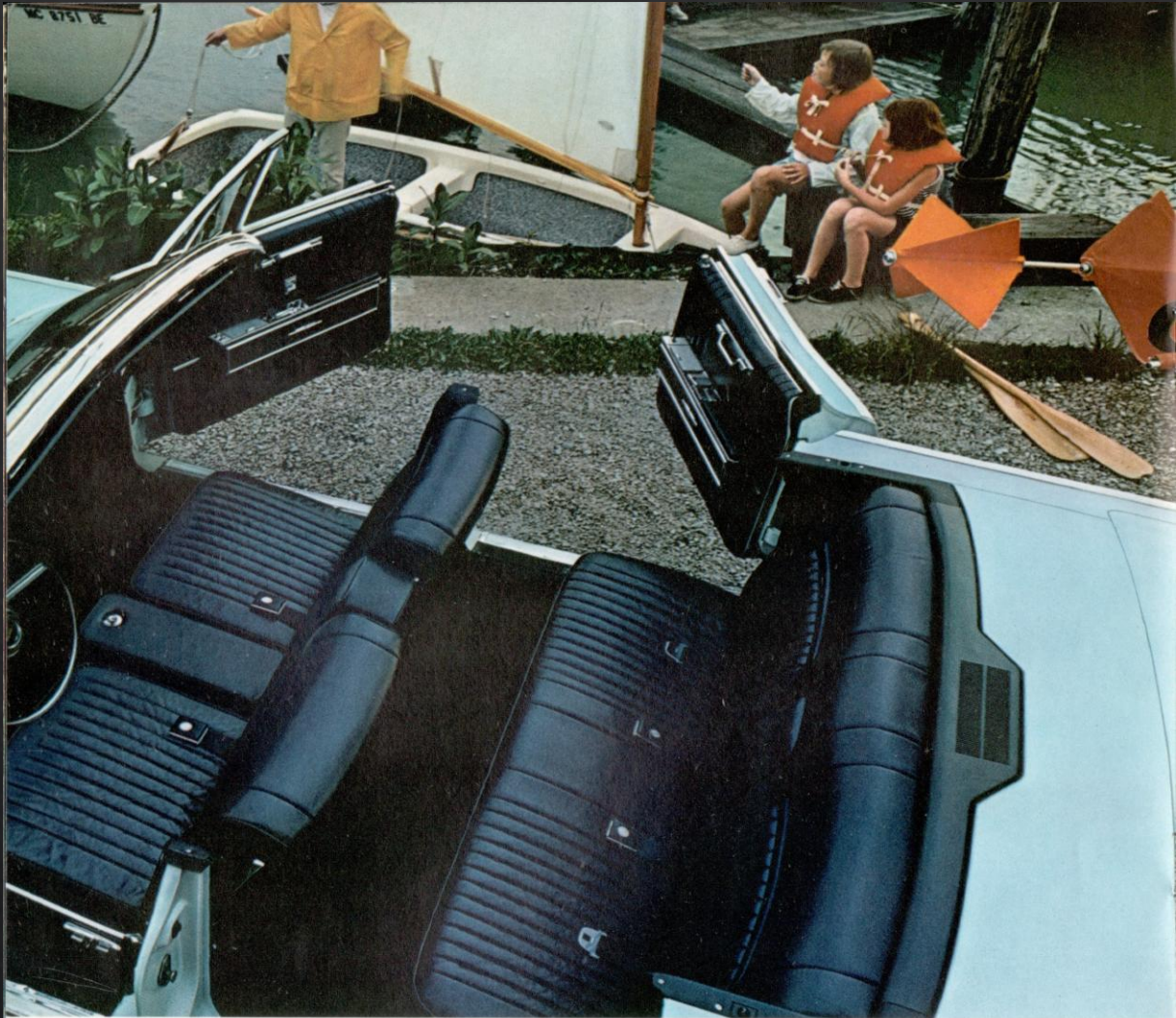
The Continental life is enjoyed by people with an appetite for living. For instance, the kind of person who would rather sail a boat than be sailed in one. (And who encourages his children to learn what it's all about.)

The Lincoln Continental convertible belongs in this way of life. It is a unique automobile. Notice the doors? It is the only four-door convertible made in America. Now, notice the rear deck, there behind the rear seat. No top, no boot. When the

top is down, it disappears completely beneath the rear deck, which gives Continental another beautiful advantage.

And another thing: this convertible roof operation is totally automatic. All you do is touch the control. It can even be operated from outside with a key at the rear-quarter panel.

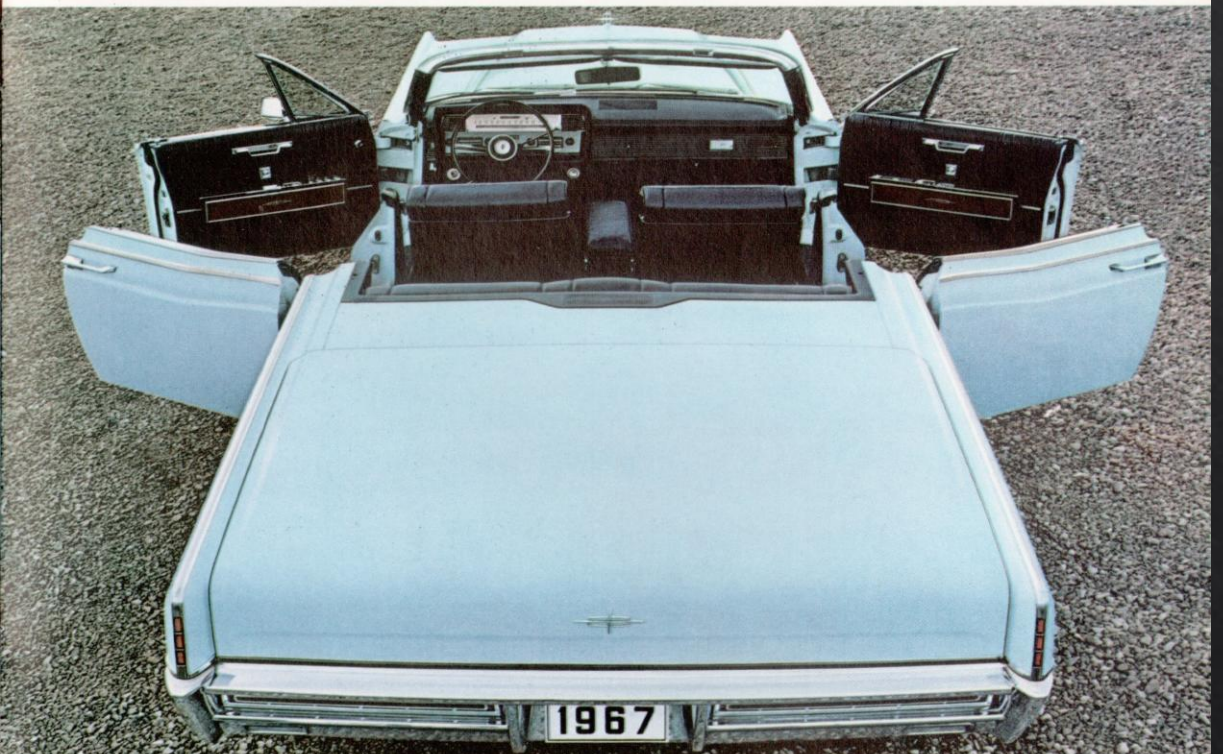
The 1967 Continental four-door convertible.



Lustrous deep-dyed leather and vinyl upholstery is standard in the 1967 Lincoln Continental convertible. It is available in your choice of black, blue, aqua, dark red, parchment, saddle, silver, light and dark ivy gold.



The Continental convertible roof goes back up just as easily. Touch the control and your car does everything else, automatically. In addition to white, the convertible top comes in black or in blue. (One more word: the rear window is a special kind of glass that can't wrinkle and won't discolor.)



You might call the Continental convertible a luxury sedan without a roof. With its four doors, there is as much space inside the front and rear compartments as there is in the Continental sedan. And with the self-storing top hidden beneath the rear deck there's nothing to break the clean flow of Continental lines.

New luxury interiors, as comfortable as they are elegant.



The Continental life also includes a room at the top on wheels—the 1967 Lincoln Continental Executive Limousine.

Notice the side panel with the Continental star on it to the rear of the driver's door? That hasn't been there until now. It has been added to provide greater privacy for the rear compartment, particularly for those riding in the companion seats.

Now, look inside the passenger compartment. The first thing you notice is what's *not* there—jump seats. In their place are permanently positioned rear facing companion seats. And this year something new has been added; they have been redesigned so that the seat cushions fold up out of the way just like theatre seats. You can see how much extra room this makes when these seats are not in use.

The built-in walnut cabinet is another unique touch in this limousine. It is equipped with your choice of a combination AM radio/Stereo-Sonic Tape System or the AM/FM radio. In addition, you may order options ranging from a beverage compartment to a built-in television set and dictating machine.

The Lincoln Continental Executive Limousine is custom-converted by Lehmann-Peterson, coachbuilders, and is available on special order through your Continental dealer. (Ford Motor Company warrants the Limousine conversion equipment with the same warranty applicable to every Continental.)

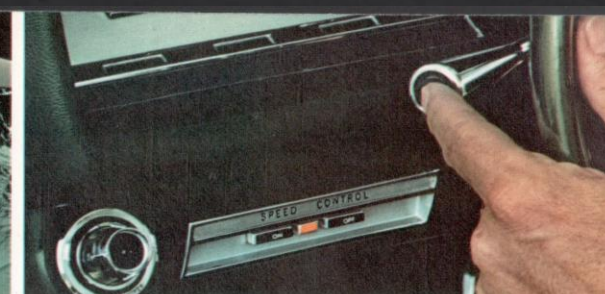
## The 1967 Continental Executive Limousine.



When you adjust this seat to suit yourself, it's like a lounge chair made for you alone. The passenger seat adjusts front and back, up and down. The seat back reclines, and the headrest adjusts up and down. Since the driver has to keep his eyes on the road, he has to forego the recliner and headrest, and settle for the standard two-way power control, or he may select the optional six-way seat.



The Embassy Roof of textured vinyl is one of Continental's most popular options. If you would like one, it is available in black, ivory, or ivy gold.



Another detail taken care of: the new automatic speed control. Simply turn the switch to "on," accelerate to the speed you want to maintain, then press the button located in the end of the turn-signal lever and the "automatic pilot" takes over.



Dial your own weather, and this automatic temperature control will see that you get it automatically, regardless of changes in the weather outside. It heats, cools, dehumidifies, defogs, de-ices—and all you do is push buttons.



If you are a "door leaver" or a children's "chauffeur," you'll be especially interested in the Speed-Actuated Power Door lock option—doors you can lock at the flip of a switch on the front door panel, or forget that, and they lock automatically when your speed reaches 8 miles an hour.



Your kind of music will accompany you wherever you go with one of Continental's new Stereo-Sonic Tape Systems. This year, in addition to the combination AM radio/Stereo-Sonic Tape System pictured here, we have developed a separate Stereo-



Sonic unit. You can order your stereo in combination with an AM radio, or make it separate if you prefer to have an AM/FM radio. Both deliver four-speaker sound from tape cartridges you simply insert as shown above.

Options to make your Continental very personally yours.



You will notice some of these lights every time you take the wheel of your 1967 Continental. Like those that remind you at a glance to fasten your seat belt or that a door has been left ajar. Chances are you'll never see some of these lights. (The only reason you can now is because we had our mechanic light them up for this picture.) But it is reassuring to know they are there.

### Every 1967 Lincoln Continental includes all of the Ford Motor Company Safety Features listed below:

- |   |   |   |
|---|---|---|
| Dual hydraulic brake system with warning light                            | Double yoke safety door latches                           | Thick laminate safety plate glass windshield      |
| Deluxe front and rear seat belts with front retractors and reminder light | Remote control outside rear view mirror                   | Turn indicators with lane-changing signal feature |
| Impact-absorbing steering wheel with deep-padded hub                      | Non-glare (day/night) inside mirror with flexible backing | Positive door lock buttons                        |
| Padded instrument panel   | Break-away or double-pivot inside mirror arms             | Back-up lights                                    |
| Padded sun visors   | Windshield washers  | Self-adjusting brakes                             |
| Padded windshield pillars   | Two-speed or variable speed windshield wipers             | Four-way emergency flasher                        |



The new lane-changing signal operates at a touch of the turn-signal lever. That's right—just touch it. Then take your fingers off and the lights stop.



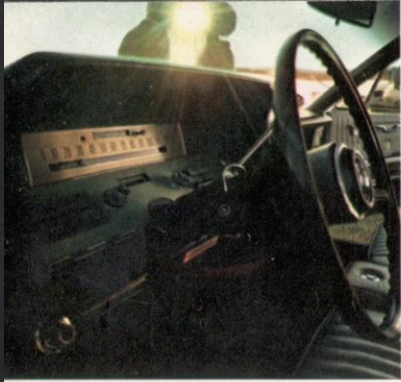
A new impact-absorbing steering wheel with deep-padded hub is standard on all Continentals this year. It incorporates what we call the "deep-dish" wheel design.



The optional automatic headlight dimmer with its sensor-eye located in the edge of the front fender takes care of your lights for you electronically: dims at the proper distance from an oncoming car, then clicks back to bright when the car has passed.



You'll find this switch located on the steering column of every '67 Continental. It is the emergency flasher control. Turn it on and all four turn-signal lights, front and rear, begin to flash simultaneously.



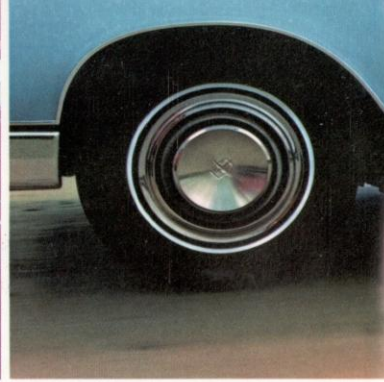
#### STANDARD EQUIPMENT:

Power steering  
 Power brakes, self-adjusting—front disc brakes  
 Dual hydraulic brake system and warning light  
 Power side windows (except vents)  
 Select-Shift Turbo-Drive automatic transmission  
 Power seat—two-way  
 Heater-defroster system  
 Fresh-Flow ventilation system  
 Dual aluminum and stainless steel exhaust system  
 Windshield washers  
 Variable-speed windshield wipers  
 Automatic parking brake release  
 Interior lights:  
 Courtesy lights  
 Map light  
 Glove-box light  
 Ashtray lights  
 Reading lights for sedan and coupé  
 Trunk light  
 Warning lights:  
 Seat belt light  
 Dual brake system light  
 Low fuel light  
 Rear door ajar light (front door for coupé)  
 Luggage compartment open light on convertible  
 Engine temperature light  
 Oil pressure light  
 Alternator output light  
 Folding center armrests—front and rear  
 Cut-pile carpeting  
 Trip odometer  
 Fully lined trunk compartment  
 Factory-applied undercoating  
 Remote control side view mirror  
 Vanity mirror—right visor  
 Electric clock  
 Triple horns  
 Totally automatic, fully retractable, self-storing convertible top  
 Wheel covers  
 55-ampere alternator  
 Door panel walnut-toned vinyl appliques  
 Glass rear window in convertible  
 Keyless door locking system  
 Leather trim features for convertible  
 Exterior control for convertible top and deck lid



#### LUXURY OPTIONS:

Tilt steering wheel  
 Automatic temperature control system  
 Manual control air conditioner  
 Stereo-Sonic Tape System  
 AM/FM signal-seeking radio with power antenna  
 AM radio with power antenna  
 Speed-actuated power door locks  
 Automatic headlight dimmer  
 Directed power differential  
 Automatic speed control  
 Exhaust and crankcase emission control system  
 Six-way power seat  
 Individually adjustable contour front seats with reclining passenger seat and power-adjustable headrest and console  
 Reclining passenger seat with power-adjustable headrest for bench seat. (Available with six-way power seat only.)  
 Six-way power driver seat option with individually adjustable contour front seats  
 Power vent windows  
 Tinted glass  
 Vinyl covered Embassy Roof  
 White sidewall tires  
 In addition, your Lincoln Continental dealer has a detailed list of accessories to help you make your Continental more personalized than ever before.



#### SPECIFICATIONS:

**ENGINE:** New 90° OHV V-8, 462 cubic inch displacement, bore and stroke 4.38" and 3.83". Advertised horsepower, 340 at 4600 r.p.m. Advertised torque, 485 lb.-ft. at 2800 r.p.m. Four-barrel carburetor. Premium fuel.

**TRANSMISSION:** New, smoother, Select-Shift Turbo-drive automatic torque converter has 3-speed planetary gear set. 6-position selector dial.

**SUSPENSION:** Silent-strut front suspension with sealed, prelubricated ball joints and helical-coil spring; hydraulic shock absorbers with rebound control. Rear Suspension-Hotchkiss drive; 64" long leaf-type springs; rubber-cushioned rear axle mounting and hydraulic shocks.

**STEERING:** 16" steering wheel with integral hydraulic power assist; crankshaft-mounted hydraulic pump.

**BRAKES:** Dual hydraulic brake system. Self-adjusting power brakes with front wheel ventilated disc brakes.

**REAR AXLE:** Semi-floating hypoid type with 2.80:1 gear ratio. A 3.00:1 ratio is available as an option.

#### DIMENSIONS:

EXTERIOR:	COUPÉ	SEDAN	CONVERTIBLE
Wheelbase	126"	126"	126"
Over-all length	220.9"	220.9"	220.9"
Over-all width	79.7"	79.7"	79.7"
Over-all height	54.3"	55.0"	54.5"
Tread—front	62.1"	62.1"	62.1"
Tread—rear	61.0"	61.0"	61.0"
Curb weight	5,147 lb.	5,256 lb.	5,712 lb.

#### INTERIOR:

Effective head room	... front	38.8"	39.0"	39.7"
	... rear	38.0"	38.6"	38.0"
Effective leg room	... front	41.0"	41.0"	41.0"
	... rear	37.1"	40.5"	40.5"
Hip room	... front	61.8"	61.8"	61.8"
	... rear	61.5"	62.0"	62.0"
Shoulder room	... front	59.8"	59.8"	59.8"
	... rear	59.3"	59.8"	59.8"
Usable trunk capacity	18.0 cu. ft.	18.0 cu. ft.	12.0 cu. ft.	

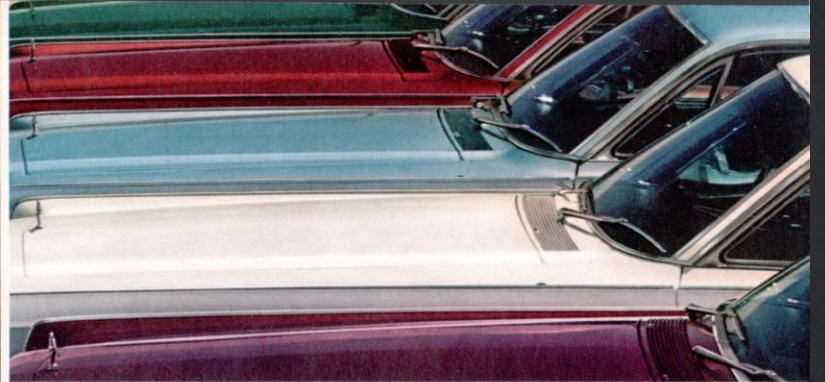


#### PROVEN QUALITY:

Every Lincoln Continental made is built to the highest standards in the world and tested thoroughly. Then, as the components are combined, they are checked again. When the car is finally completed, it must again prove its excellence by passing a unique 12-mile road test—satisfy an expert test driver on more than 100 different points. When you accept a Lincoln Continental, you can be sure it is as close to perfect as an automobile can be.

**THE CONTINENTAL TOTAL-CAR WARRANTY:** Ford Motor Company warrants to the owner each part of this Lincoln Continental vehicle to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of delivery to the original retail purchaser or until it has been driven for 24,000 miles, whichever comes first. This warranty shall be fulfilled by the Dealer (or if the owner of the vehicle is traveling or has become a resident of a different locality, by any authorized Lincoln Continental Dealer) replacing or repairing at his place of business, free of charge including related labor, any such defective part. This warranty shall not apply to (I) tires or tubes (appropriate adjustments for them being provided by their manufacturers), or (II) to normal maintenance services (such as engine tune-up, fuel system cleaning, and wheel and brake adjustments), or (III) to normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake linings), or (IV) to deterioration of soft trim and appearance items due to normal use or exposure. This warranty is expressly in lieu of any other express or implied warranty, including any implied warranty of merchantability or fitness, and of any other obligation on the part of the Company or the selling Dealer. Lincoln-Mercury Division, Products of FORD Motor Company, 3000 Schaefer Road, Dearborn, Michigan.

While the information shown herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to discontinue, or change at any time, specifications, designs, or prices without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost. The warranty referred to herein is applicable only to products normally operated in the U.S.A., and in certain neighboring areas.



#### EXTERIOR COLORS:

Black Satin	Royal Maroon*
Arctic White	Huntington
Platinum	Gray*
Powder Blue	Silver Mist*
Huron Blue*	Palomar Blue
Pitcairn Blue*	Granada Yellow
Teal*	Cameo Green
Florentine Gold*	Desert Sand
Spanish Moss*	Antique Beige*
Cranberry	Aegean Bronze*
*Metallic finishes	Champagne*

#### CONVERTIBLE TOP COLORS:

Black—White—Blue

#### VINYL-COVERED ROOF COLORS:

Black—Ivory—Ivy Gold

#### INTERIOR DECORS:

Chalfonte fabric and vinyl, bench seat style, standard on sedan and coupé:  
 Black Parchment  
 Blue Light Ivy Gold  
 Aqua Dark Ivy Gold  
 Dark Red Silver  
 Leather and vinyl, bench seat style, standard on convertible, optional on sedan and coupé:  
 Black Saddle  
 Blue Light Ivy Gold  
 Aqua Dark Ivy Gold  
 Dark Red Silver  
 Parchment  
 Individually adjustable contour seats in leather and vinyl available at optional cost on all models:  
 Black Parchment  
 Dark Blue Light Ivy Gold  
 Individually adjustable contour seats in black Chalfonte fabric and vinyl are available at optional cost on the sedan and coupé.

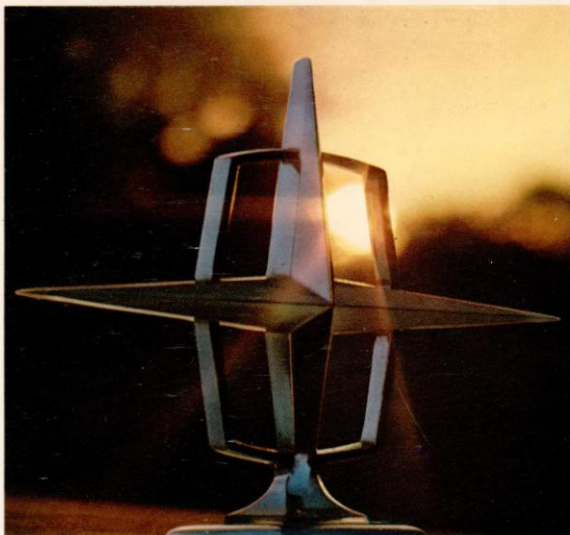
#### STANDARD SAFETY FEATURES:

Dual hydraulic brake system with warning light  
 Deluxe front and rear seat belts with front retractors and reminder light  
 Impact-absorbing steering wheel with deep-padded hub  
 Padded instrument panel  
 Padded sun visors  
 Padded windshield pillars  
 Double yoke safety door latches  
 Remote control outside rear view mirror  
 Non-glare (day/night) inside mirror with flexible backing

Break-away or double-pivot inside mirror arms  
 Windshield washers  
 Two-speed or variable speed windshield wipers  
 Thick laminate safety plate glass windshield  
 Turn indicators with lane-changing signal feature  
 Positive door lock buttons  
 Back-up lights  
 Self-adjusting brakes  
 Four-way emergency flasher



LINCOLN-MERCURY DIVISION



1967 Lincoln Continental.  
America's most distinguished motorcar.