

A black and white advertisement for the Lincoln Continental Portfolio 1987. The background features a large, modern building with a grid of windows, reflecting the sky and surrounding environment. In the foreground, a Lincoln Continental sedan is parked on a raised platform. The text 'LINCOLN CONTINENTAL PORTFOLIO' is printed in a serif font in the upper right, with '1987' below it. The overall aesthetic is sophisticated and architectural.

LINCOLN
CONTINENTAL
PORTFOLIO

1987



The first thing you'll notice is that everybody else does.

The admiring glances simply acknowledge what you already know: that a luxury car should, first and foremost, look like one.

But the beauty of Continental is more than aesthetic.

It's technological, too.

Its engine, for example, is a sequential multi-port, electronic fuel-injected 5.0-liter V-8. A true luxury in this age of underpowering.

Its brake system is the most advanced in the world—the Anti-Lock Brake System. It stops you faster, more surely than conventional brakes, under the heaviest braking, even on slick surfaces.

Its suspension system is the most sophisticated of any luxury car. It actually rides on four columns of air for a smooth, controlled ride.

Generally and technically speaking, Lincoln Continental is truly a beautiful luxury car.



1987 Lincoln Continental in Graphite Clearcoat Metallic. Some features shown may be optional. See features pages at back of brochure.

**As you'd expect,
its standard interior is exceptional.**

Nearly every imaginable feature is included as standard equipment.

Its pleated cloth seats are as comfortable as they look. And they're infinitely adjustable. Both front seats have six-way power adjustments for personalized body support and comfort.

On the next pages you'll see Continental's thoughtfully arranged electronic instrument panel with digital readouts of vital data. Its programmable trip computer provides such helpful information as average speed, average fuel economy, estimated time of arrival and distance to empty. And like the Automatic Climate Control, keyless entry system and automatic speed control, it's all standard.



One option worthy of your attention is the incredible Ford JBL high fidelity audio system (above) with 12 speakers and 140 watts of power.

1987 Lincoln Continental interior (right) in richly pleated Raven Black cloth. Some features shown may be optional. See features pages at back of brochure.





UNLEADED FUEL ONLY 8 GAL
0 MPH
00044.9 MILES
ODOMETER

P R N O D L

FASTEN BELTS

DOOR ALARM
2:30
FEB. 22
1 CLOCK 2 ALARM 3 4/TIME 4 ETA 5 DEST 6 DIST 7 AV SPD 8 1/2/ECON 9 DTE 0 SET MILES 00 RESET

POWER 101.9 FM
VOL BASS TREB SPKRS
SEEK AM FM MEMORY AUTO REVERSE
REV EJECT
DOLBY NR
AMS

72°
COOL electronic climate control WARM
OFF/AUTO HI A/C - PANEL - FLOOR

**Only a master designer
could further heighten
its elegance.**

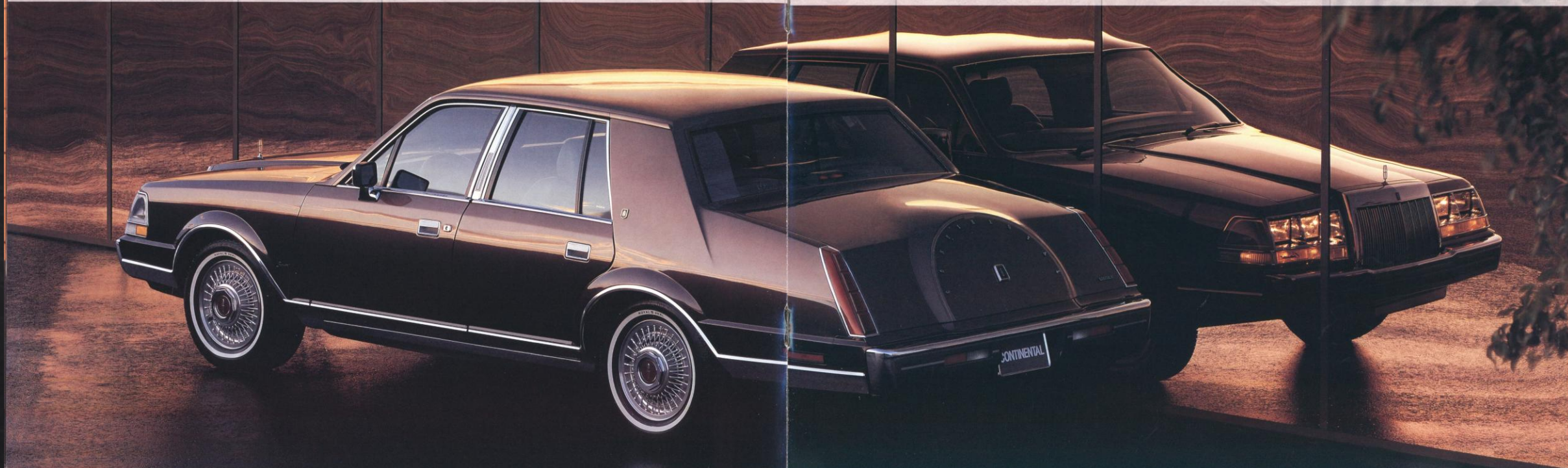
The 1987 Lincoln Continental, Givenchy Designer Series.

For over thirty years the House of Givenchy has represented enduring fashion. And for more than a decade the master's stroke has been applied to Lincoln Continental.

Simplicity, purity, restraint... these are among the disciplines of

France's Hubert de Givenchy. For 1987 he has chosen a two-tone motif of Rose Quartz Metallic over Dark Taupe Metallic, separating the two with a tasteful accent stripe. He completes his Continental with wire-spoke aluminum wheels.

1987 Lincoln Continental
Givenchy Designer Series in
Rose Quartz Clearcoat
Metallic over Dark Taupe
Glamour Clearcoat Metallic.





Pure Givenchy:
fashion that is beautifully
functional.

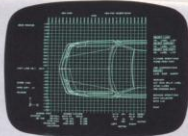
Givenchy's treatment inside his Continental echos the exterior. He uses seats that are upholstered in Taupe natural grain leather which is perforated to allow it to breathe for added comfort. He has wrapped the steering wheel in Taupe leather and continues the theme with matching Taupe interior trim and carpeting.

1987 Lincoln Continental Givenchy Designer Series interior in Taupe leather. Taupe cloth seats are also available at no additional cost. Some features shown may be optional. See features pages at back of brochure.

As a luxury car buyer, you look for more than claims of quality. You look for evidence.

A dedication to quality. All Lincoln cars are built at one plant—the Wixom Assembly Plant near Detroit. Producing Lincolns is the sole job this plant has. Here, Quality is Job One. And the job continues to get done.

A focus on safety. In addition to the obvious safety features such as the Anti-Lock Brake System, Lincoln builds structural strength into every Continental.



Computer-Aided Design techniques allow engineers to work on and evaluate a new concept on a three-dimensional screen.



Its unitized body, for example, is welded from end to end, forming a high-strength passenger capsule. This vehicle construction absorbs energy during a collision and helps dissipate some of the force of the impact.

The doors feature strong, double panel welded construction. Inside each is a high-strength steel beam that can help withstand a considerable side impact.

While the Federal impact bumper standard is 2.5 MPH, Continental offers twice the protection with 5-MPH bumpers. This helps reduce damage from low-speed impacts and may even result in lower repair costs.

A \$2 million Flexible Inspection System (above) provides extremely accurate measurement of welded body panels and the fit of those panels as a unit.

Quality protection. All Lincolns are covered by a limited warranty on major components for 48 months or 50,000 miles, whichever comes first. A deductible applies, so ask to see a copy of the warranty at your dealer.

You're further protected by corrosion perforation coverage for five years or 100,000 miles, whichever comes first. There is no deductible.

The Lincoln Commitment. More than a promise, this is a program with one objective: to ensure complete customer satisfaction.

A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special, preferred treatment.

In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer

be unable to resolve your problem, he can seek help at that level.

The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries.

A toll-free number to call. Should the need ever arise, you can be in direct communication with the Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. We provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays.



Continental's Anti-Lock Brake System begins with a speed sensor at each wheel that sends information to a microprocessor.

Buckle up—together we can save lives. Every Lincoln is equipped with seat belts for adult passengers. They add an extra margin of safety by helping to save lives and reduce injuries in case of accidents.

Ford Motor Company's easy-to-install protective child restraints—

Tot-Guard Safety Seat and Infant Carrier—meet or exceed all applicable Federal safety standards. Both help secure youngsters by using existing Lincoln seat belts.

Ford Extended Service Plan.

You can have coverage on certain selected components on new Lincoln cars for longer than the basic warranty. The



cost is nominal, so it could pay for itself the first time needed. Ask your dealer for complete details on the Extended Service Plan, available on cars sold and normally operated in the 50 states and Canada.



Lifetime Service Guarantee.

Participating Lincoln-Mercury dealers offer to guarantee their service work on your Lincoln for as long as you own it. This Lifetime Service Guarantee means that you pay for a covered repair only once. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. And it doesn't matter where the car was purchased.

This limited warranty covers vehicles in normal use. The only items not covered are routine maintenance parts, belts, hoses, sheet metal and upholstery. Ask your dealer to show you a copy of the Lifetime Service Guarantee.

Ford-paid repair programs after the warranty period.

Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls.

Technical Service Bulletins.

All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs and new repair procedures.

Often a repair now can prevent a more serious repair later.

Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Lincoln Continental.

To get copies of materials for your Continental or the vehicle of interest to you, call Ford toll-free at 1 800 241-3673.

In Alaska or Hawaii, call 1 800 243-3711.

In Georgia, call 1 800 282-0959 or write Ford at Ford Customer Information System, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model, year and identification number, as well as engine size.

Is leasing for you? There may be considerable advantages in leasing a new Lincoln. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, tax records may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you.

EXTERIOR COLORS	
Standard on Continental	
Light Sandalwood	Midnight Black
Platinum Clearcoat Metallic	Arctic White
Graphite Clearcoat Metallic	
Silver Blue Clearcoat Metallic	
Dark Shadow Blue Clearcoat Metallic	
Cabernet Clearcoat Metallic	
Rose Quartz Clearcoat Metallic	
Titanium Clearcoat Metallic	
Crystal Clearcoat Metallic	
Silver Sand Clearcoat Metallic	
Dark Sandalwood Clearcoat Metallic	
Optional on Continental	
Prairie Mist Glamour Clearcoat Metallic	
Dark Taupe Glamour Clearcoat Metallic	
Glacier Blue Glamour Clearcoat Metallic	
Platinum Clearcoat Metallic/ Graphite Clearcoat Metallic	
Midnight Black/ Graphite Clearcoat Metallic	
Silver Blue Clearcoat Metallic/ Glacier Blue Glamour Clearcoat Metallic	
Midnight Black/ Dark Taupe Glamour Clearcoat Metallic	
Silver Sand Clearcoat Metallic/ Dark Sandalwood Clearcoat Metallic	
Standard and Exclusive on Givenchy	
Rose Quartz Clearcoat Metallic/ Dark Taupe Glamour Clearcoat Metallic	

INTERIOR COLORS		
Standard on Continental		
Cabernet	Raven Black	Sandalwood
Shadow Blue	Oxford Gray	Taupe
Standard on Givenchy		
Taupe		
SPECIFICATIONS		
Wheelbase (in.)	108.5	
Overall length (in.)	200.7	
Overall width (in.)	73.6	
Overall height (in.)	55.6	
Tread (in.) front/rear	58.4/59.0	
Headroom (in.) front/rear	38.5/37.7	
Legroom (in.) front/rear	42.0/38.3	
Shoulder room (in.) front/rear	57.6/57.8	
Hiproom (in.) front/rear	52.5/52.1	
Luggage capacity (cu. ft.)	14.7	
Fuel tank capacity (gal.)	20.3	
Curb weight (lb.)	3799/3826	
	(Continental, Givenchy)	

1987 EPA estimates were not available at publishing time. Lincoln models, however, should earn extremely good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.



The 1941 Lincoln Continental. Among its refinements were push button door latches and electric windshield wipers.



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(A) Forged-aluminum wheels, (B) Wire-spoke aluminum wheels. See chart for availability.

Standard and optional features listed are subject to change. Some features described are required in combination with other options. Availability of some features may be subject to a slight delay.

	Continental	Givency
FUNCTIONAL FEATURES		
3.0-liter V6 engine (200 hp @ 4,000 rpm)	\$	\$
Sequential multi-port electronic fuel injection	\$	\$
Electronic Engine Controls (EEC-IV)	\$	\$
Four-speed automatic, overdrive transmission	\$	\$
Four-wheel disc ABS lock brake system	\$	\$
Electronic Air Suspension automatic level control	\$	\$
Power rack-and-pinion steering	\$	\$
Nitrogen gas pressurized shocks and struts	\$	\$
Front and rear stabilizer bars	\$	\$
71-amp/hr maintenance-free battery	\$	\$
2.3:1 axle ratio	\$	\$
Traction-Lok axle (3.08:1 ratio)	O	O
20.3-cubic-foot trunk	\$	\$
EXTERIOR FEATURES		
Quad halogen headlamps	\$	\$
Cornering lamps	\$	\$
Coach lamps	\$	\$
Underhood lamp	\$	\$
Trunk lamp	\$	\$
Illuminated keyless entry system	\$	\$
Single key entry ignition	\$	\$
Headlamp convenience system	\$	\$
Heated power side-view mirrors	\$	\$
Power trunk pull-down	\$	\$
Dual band paint accent stripes	\$	\$

With such a lengthy list of standard features, there's very little to add.



*Special Givency paint theme and trim
 Color-keyed vinyl body-side protection moldings
 Bright brushed upper body-side moldings
 Dual shade and glamour paint
 Extensive corrosion protection

INTERIOR/CONVENIENCE FEATURES

Electronic instrument cluster
 Message Center with digital readouts
 Overhead information console with reading lamps
 Compass/thermostat group
 Six-way power-adjusted twin comfort lounge front seats
 Dual power recliners
 Four-way articulated front-seat headrests
 Rear-seat center console and integral headrests
 Leather seat surfaces
 30-cubic-foot carpeting
 Carpeted coak and lower door panels
 Carpeted luggage compartment
 Rear compartment heat duct
 Door trim panels with woodgrain appliques
 Power windows, wipers and door locks
 Power glass moonroof
 Remote trunk release
 AM/FM electronic search stereo with cassette
 Six-speaker Premium Sound System
 Ford III, high-fidelity 12-speaker audio system

	Continental	Givency
Power windows	\$	\$
Finger-tip speed control	\$	\$
Slack controls with flash-to-pass	\$	\$
Illuminated glove box	\$	\$
Tilt steering wheel	\$	\$
Anti-theft Alarm System	O	O
Remote fuel filler door release	\$	\$
Automatic parking brake release	\$	\$
Automatic Climate Control	\$	\$
Internal windshield wipers	\$	\$
Rear window defroster	\$	\$
Automatic side-downright mirror	O	O
Seatback map pockets	\$	\$
Tinted glass all around	\$	\$
Low-carbon warning lamp	\$	\$
Leather-wrapped steering wheel	\$	\$
Courtesy lights	\$	\$
Dual illuminated visor vanity mirrors	\$	\$
Rear high-intensity reading lamps	\$	\$
Rear floor mats	\$	\$
Rear floor mats	\$	\$
WHEELS		
195/15-16 16V steel belted radial tires	\$	\$
Puncture resistant VSW tire	O	O
Forged aluminum wheels (A)	\$	\$
Wire-spoke aluminum wheels (B)	O	\$



The optional power glass moonroof slides open or closed at the touch of a button. A sliding sun shade panel is included.

Specifications and descriptions used were in effect when this catalog was prepared for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation.