

1979 Lincoln
CONTINENTAL



The Collector's Series Lincoln Continental

Collector's Series

How do you create a very special version of a car that is already "a standard by which other luxury cars are judged?" It took some doing.

Introducing the limited edition Collector's Series Lincoln Continental. Hardly a car you'll see at every stoplight. But when you do see one, you'll know it. Distinctive Gold color grille, special Midnight Blue Metallic finish, and Collector's identification deftly distinguish this Series from all other Lincoln Continental models. And inside, the Collector's Series literally abounds with important appearance, comfort and convenience features that are options in Lincoln Continental, but *standard* here.

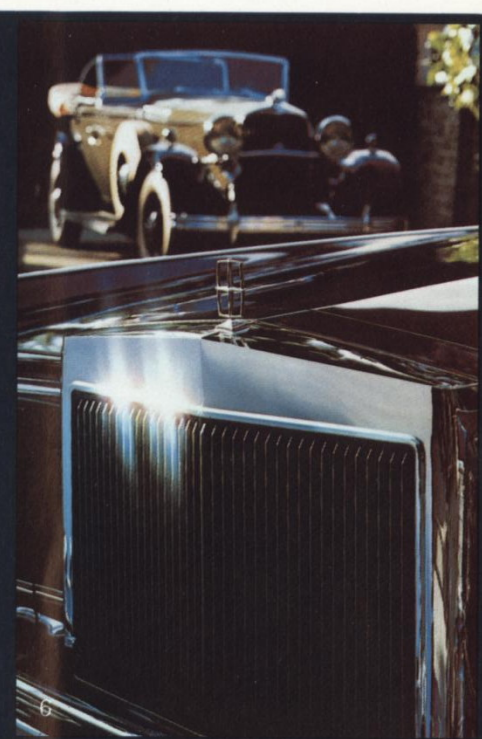
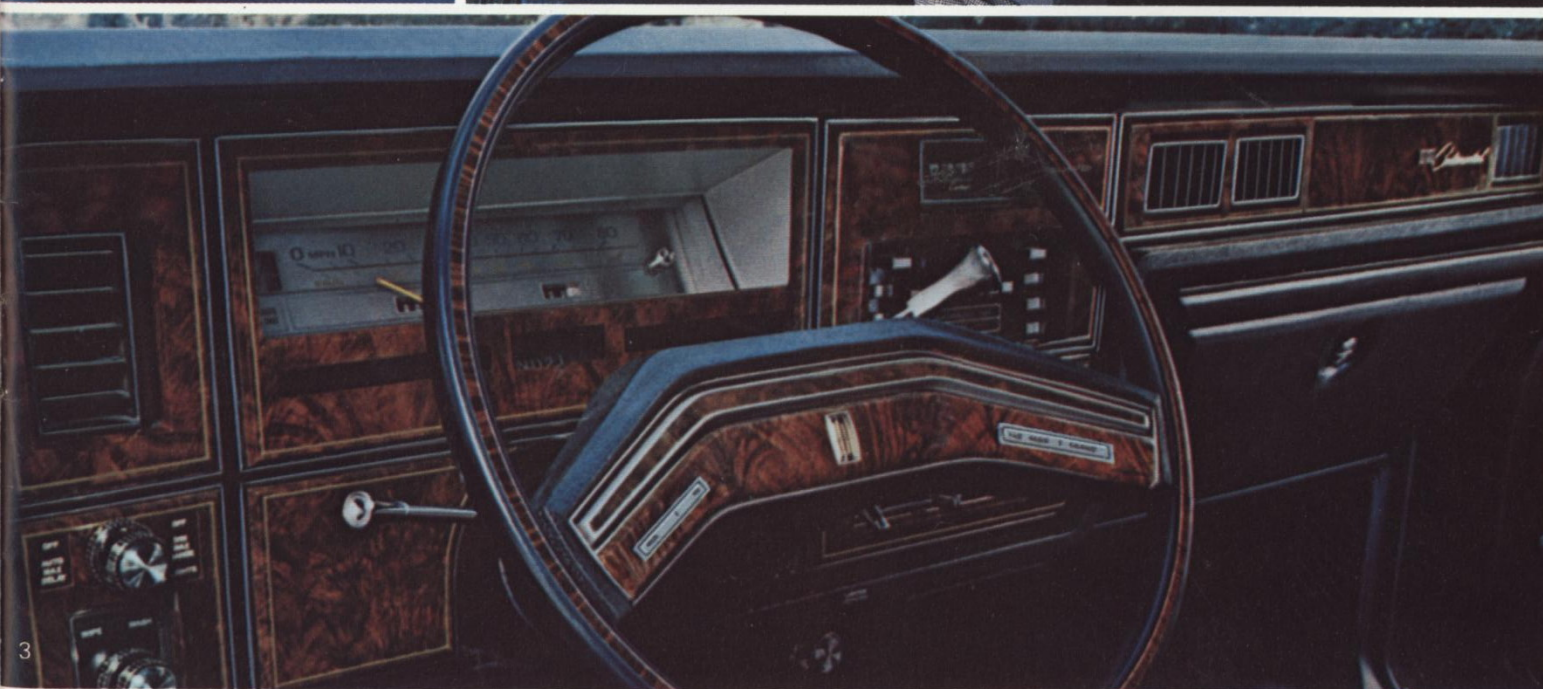
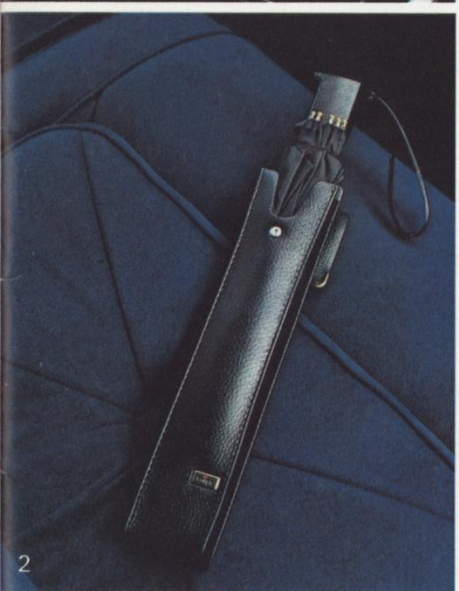
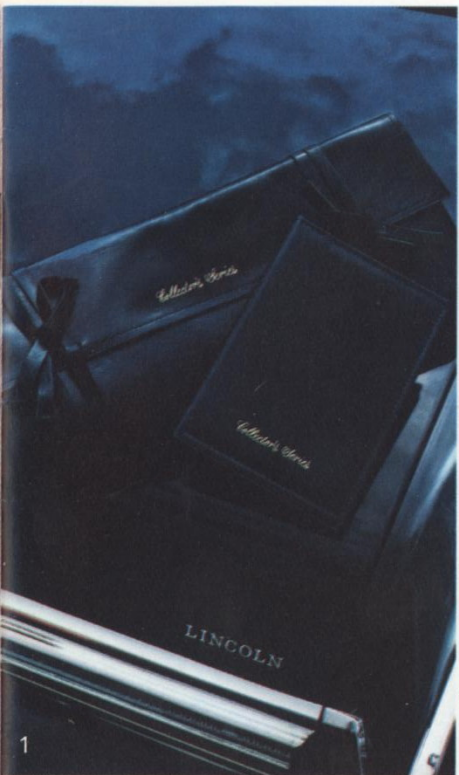
Add legendary Lincoln roominess, comfort and overall quality and you have the Collector's Series. It is a Lincoln created to epitomize and commemorate this elegant "era of the traditional Lincoln."

Collector's series Lincoln Continental shown in Midnight Blue Metallic. Also available in White exterior finish.

Collector's Series script, top right, further identifies this special model.







Far left: Collector's Series Interior in Midnight Blue Kasman II luxury cloth. Genuine leather seating surfaces are also available in new Midnight Blue. Headlining material: Harvard cloth. Floor carpeting: especially deep 36 ounce.

1. Leather-wrapped tool kit and leather-bound owner's manual.
2. Let it rain. Your umbrella is provided.
3. Instrument panel. Tilt steering wheel is standard only in the Collector's Series. Also unique to this Series: interior garnish moldings, sunvisors and roof panels wrapped in Kasman II luxury cloth.
4. Collector's Series rear seat. Fold-down front and rear center armrests are, of course, standard.
5. Door panel trim inserts, available in either Kasman II luxury cloth or vinyl.
6. Unmistakable!

Among the many other features standard only in the Collector's Series are: Illuminated Entry System, Automatic Garage Door Opener Control, and the new Electronic AM/FM Stereo Search radio with Quad-8 tape. Please see Page 18 of this brochure for more.





The Lincoln Continental Town Car



Pleasurable and practical. That's the Lincoln Continental Town Car, whether you're pursuing your hobby or transporting business colleagues. Its carpeted luggage compartment is cavernous. Its interior compartment? A full six-passengers roomy, and very, very comfortable. Power vent windows and Twin Comfort Lounge seats, optional in Lincoln Continental, are among the many standard features in the Town Car and Town Coupé.

Lincoln Continental Town Car in Light Champagne, with optional coach roof, turbine-style cast aluminum wheels, custom paint stripes, right-hand remote control mirror, opera windows, and premium bodyside molding.





The Lincoln Continental Town Coupé



If you prefer a formal look in the coupé configuration, consider the Lincoln Continental Town Coupé. Standard coach lamps and full vinyl roof add elegant accents to the car's distinctive design. Include optional custom paint stripes for a subtle finishing touch.

Lincoln Continental Town Coupé in Medium Turquoise, with optional coach roof, wire wheel covers, premium body-side molding, and custom paint stripes.



Town Car and Town Coupé interiors

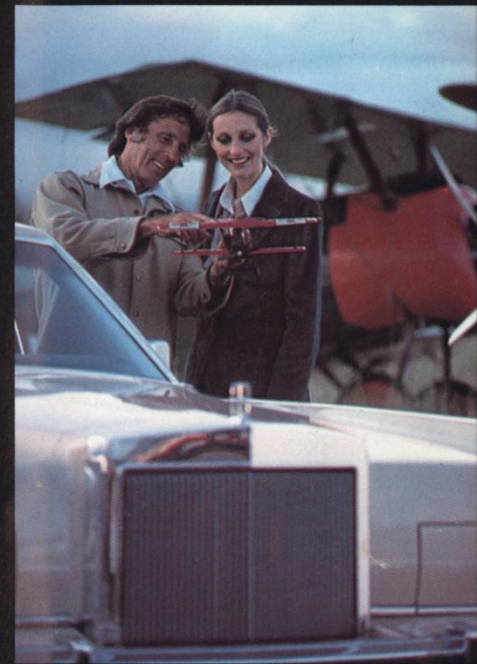


"Sumptuous" and "prestigious" are two words that may come to mind when you first see these interiors. "Comfortable" is the word when you sit in them. Standard in both cars are front Twin Comfort Lounge seats with six-way power, and the added feature that the passenger side reclines.

And both the Town Car and Town Coupé offer unique new Valleao velour seat trim with "loose-pillow" appearance. Or choose genuine leather seating surfaces with the same look. Fold-down front and rear center armrests are standard.

Far Left: Lincoln Continental Town Car interior with Light Champagne leather seating surfaces.

Left: Lincoln Continental Town Coupé interior in Medium Turquoise velour cloth.





The Williamsburg Town Car

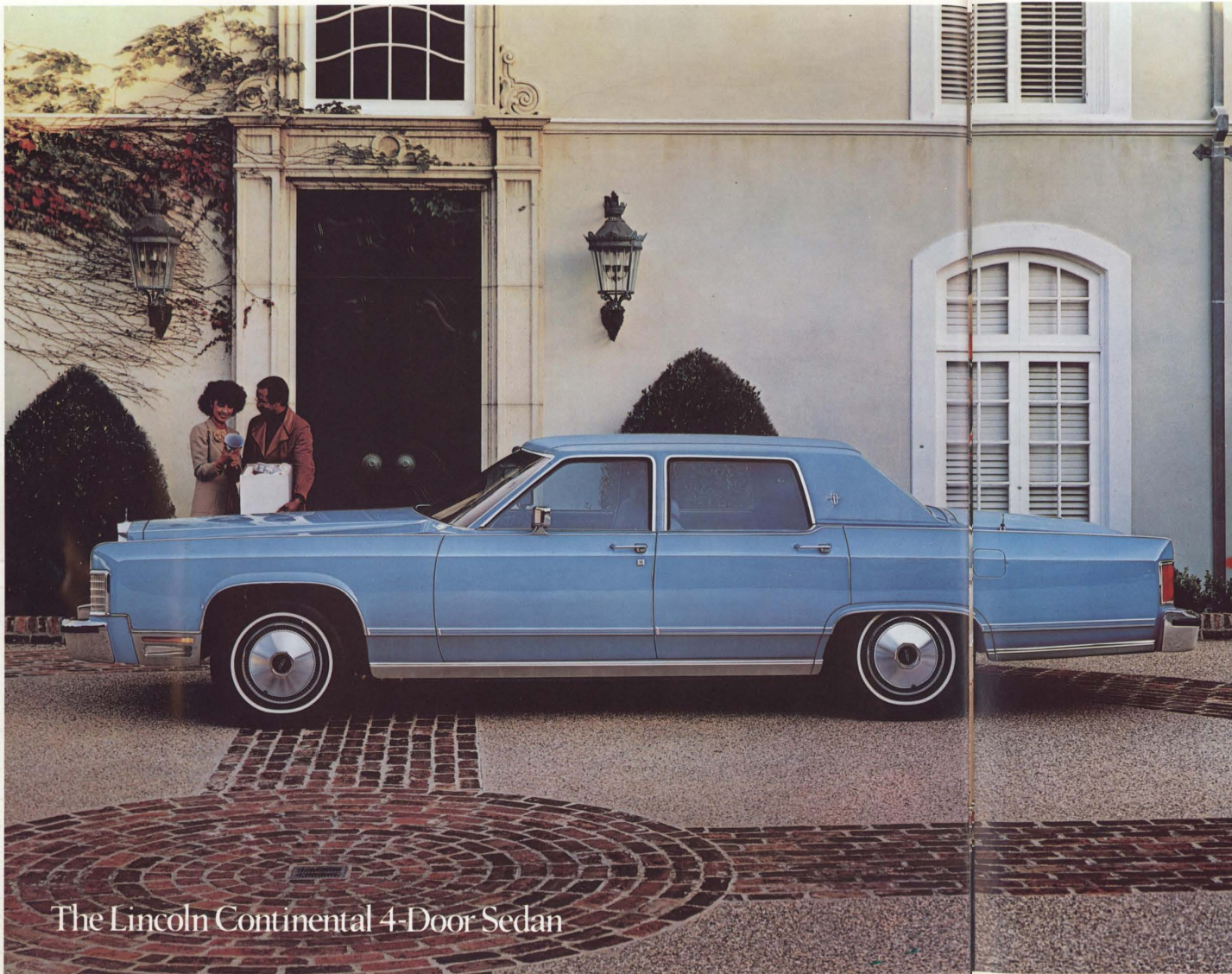
Very elegant, very discreet, the Williamsburg is distinguished by rich colors applied in two subtly different shades, punctuated by thin dual stripes. This year, color combinations have been increased to seven: Silver/Grey Metallic; Medium Turquoise/Dark Turquoise; Light Champagne/Dark Champagne; Gold/Cream; Cream/Gold; Cordovan Metallic/Crystal Apricot Metallic, and Crystal Apricot Metallic/Cordovan Metallic.

Provided standard: Valino grain full vinyl roof; 6-way power Twin Comfort Lounge seats in leather seating surfaces or Valleao velour with front passenger recliner; power vent windows; interior light group, and other features listed on Page 18 of this brochure.

Lincoln Continental Williamsburg in Silver and Grey Metallic, with optional power glass moonroof, opera windows, forged aluminum wheels, illuminated thermometer, and defroster group.

1. Far left: Williamsburg Twin Comfort Lounge seats in Dark Red velour.
2. Williamsburg rear seat in Dark Red velour.





The Lincoln Continental 4-Door Sedan



Like all Lincoln Continentals on the previous pages, the 4-door Sedan is designed to satisfy fully even the most discriminating owner in terms of styling, solidity and quality. The Sedan is as spacious inside, and shares with its fellow Lincoln Continentals a 400 cubic inch-displacement engine, as well as an extensive complement of standard power features and conveniences, including Automatic Temperature Control air conditioning. And, of course, the Sedan provides you with the high degree of interior luxury for which Lincoln is renowned.

See Page 19 for an extensive list of equipment that is standard in Lincoln Continental.



Lincoln Continental 4-door Sedan in Wedgewood Blue, with optional full vinyl roof, premium bodyside molding, and right-hand remote control mirror.

1. Lincoln Continental front seat in Wedgewood Blue Dorchester cloth.
2. Rear seat in Wedgewood Blue Dorchester cloth. Fold-down front and rear center armrests are standard.



The Lincoln Continental 2-Door Coupé



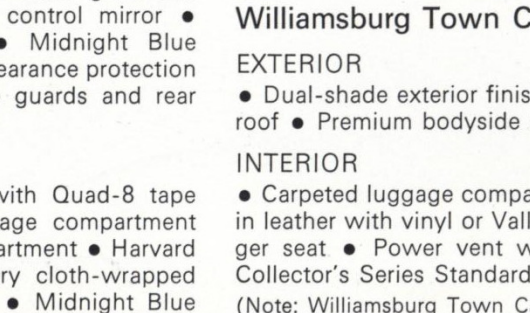
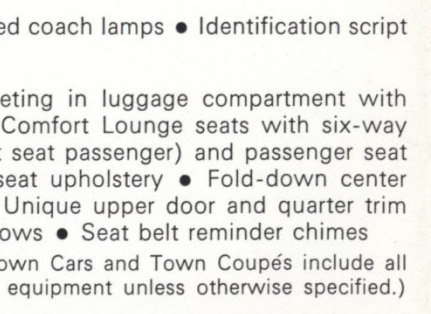
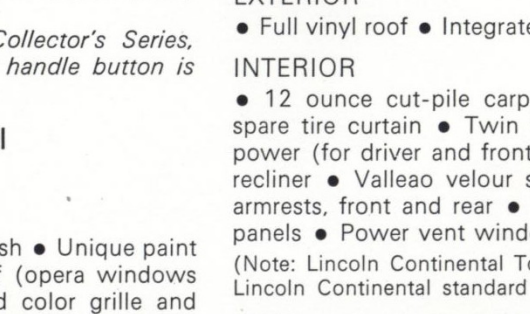
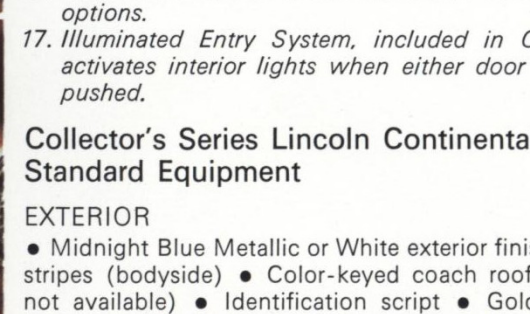
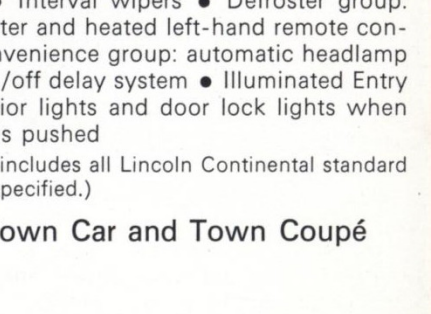
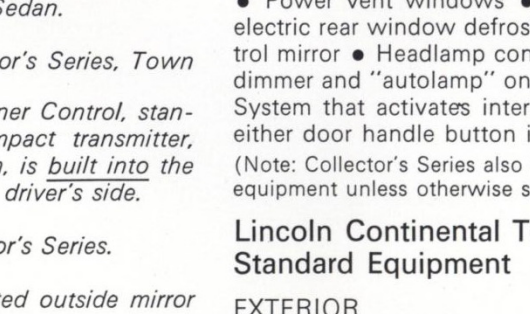
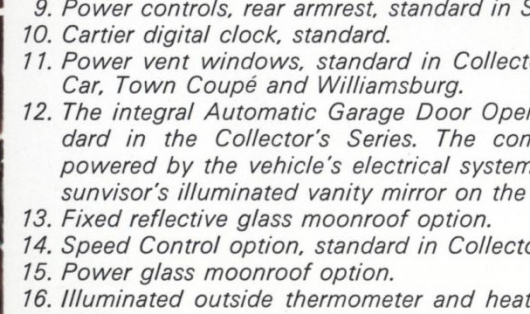
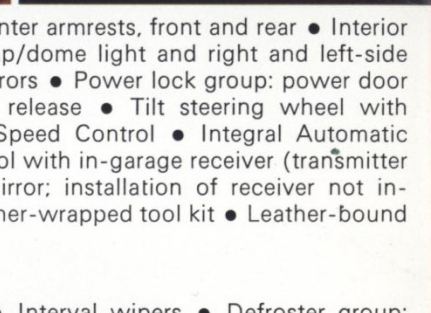
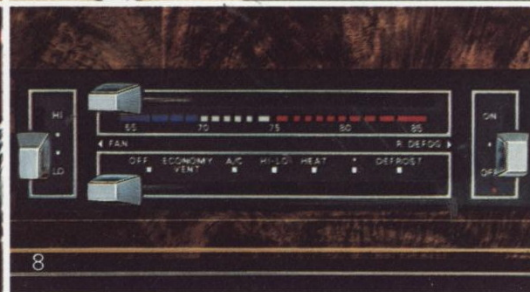
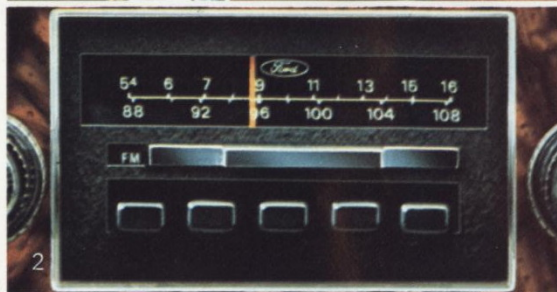
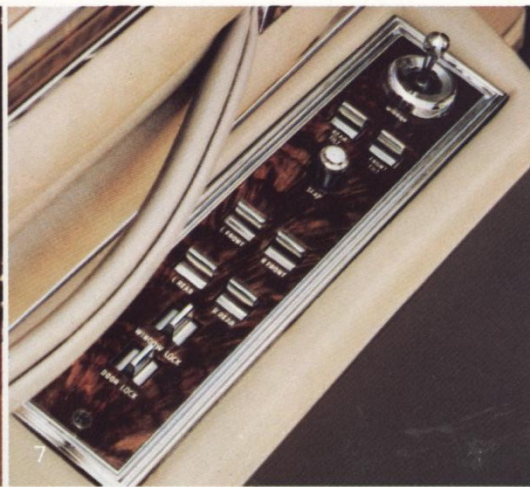
Over the years, we've been delighted by the numbers of Cadillac owners who have switched to Lincoln Continental. But we weren't surprised. Nor is it surprising that so many Lincoln owners buy new Lincolns when trading in. After all, who knows more about a Lincoln—its quality, engineering, interior room and comfort—than the person who's "lived with one" for several years?

We invite you to compare Lincoln Continental with *any* other luxury car. We think you'll see why Lincoln Continental has become a standard by which luxury cars are judged.

Lincoln Continental 2-door Coupe in Dark Red Metallic, with optional custom paint stripes, coach roof, and right-hand remote control mirror.

Lincoln Continental Coupe interior with optional leather seating surfaces in Dark Red.





1. Citizens' Band 40-channel radio option includes multi-band power antenna.
2. AM/FM Monaural radio, standard in Lincoln Continental, includes four speakers and power antenna.
3. AM/FM Stereo radio option.
4. AM/FM Stereo radio with cassette tape player option.
5. AM/FM Stereo radio with 8-track tape player option.
6. Electronic AM/FM Stereo Search radio with Quad-8 tape. Standard in Collector's Series, optional in all others.
7. Optional and standard power controls in driver's armrest.
8. Automatic Temperature Control air conditioning, standard.
9. Power controls, rear armrest, standard in Sedan.
10. Cartier digital clock, standard.
11. Power vent windows, standard in Collector's Series, Town Car, Town Coupé and Williamsburg.
12. The integral Automatic Garage Door Opener Control, standard in the Collector's Series. The compact transmitter, powered by the vehicle's electrical system, is built into the sunvisor's illuminated vanity mirror on the driver's side.
13. Fixed reflective glass moonroof option.
14. Speed Control option, standard in Collector's Series.
15. Power glass moonroof option.
16. Illuminated outside thermometer and heated outside mirror options.
17. Illuminated Entry System, included in Collector's Series, activates interior lights when either door handle button is pushed.

Collector's Series Lincoln Continental Standard Equipment

EXTERIOR

- Midnight Blue Metallic or White exterior finish
- Unique paint stripes (bodyside)
- Color-keyed coach roof (opera windows not available)
- Identification script
- Gold color grille and bumper grille inserts
- Right-hand remote control mirror
- Color-keyed premium bodyside moldings
- Midnight Blue turbine-style cast aluminum wheels (4)
- Appearance protection group: front and rear floor mats, door edge guards and rear license plate frame

INTERIOR

- Electronic AM/FM Stereo Search radio with Quad-8 tape
- Color-keyed 18 ounce carpeting in luggage compartment
- 36 ounce floor carpeting in passenger compartment
- Harvard cloth headlining material
- Kasman II luxury cloth-wrapped garnish moldings, sunvisors and roof panels
- Midnight Blue Twin Comfort Lounge seats in Kasman II luxury cloth or leather

- with vinyl
- Fold-down center armrests, front and rear
- Interior light group: dual beam map/dome light and right and left-side illuminated visor vanity mirrors
- Power lock group: power door locks and electric decklid release
- Tilt steering wheel with unique woodtone rim
- Speed Control
- Integral Automatic Garage Door Opener Control with in-garage receiver (transmitter in left-side visor vanity mirror; installation of receiver not included)
- Umbrella
- Leather-wrapped tool kit
- Leather-bound owner's manual

FUNCTIONAL

- Power vent windows
 - Interval wipers
 - Defroster group: electric rear window defroster and heated left-hand remote control mirror
 - Headlamp convenience group: automatic headlamp dimmer and "autolamp" on/off delay system
 - Illuminated Entry System that activates interior lights and door lock lights when either door handle button is pushed
- (Note: Collector's Series also includes all Lincoln Continental standard equipment unless otherwise specified.)

Lincoln Continental Town Car and Town Coupé Standard Equipment

EXTERIOR

- Full vinyl roof
- Integrated coach lamps
- Identification script

INTERIOR

- 12 ounce cut-pile carpeting in luggage compartment with spare tire curtain
 - Twin Comfort Lounge seats with six-way power (for driver and front seat passenger) and passenger seat recliner
 - Valleao velour seat upholstery
 - Fold-down center armrests, front and rear
 - Unique upper door and quarter trim panels
 - Power vent windows
 - Seat belt reminder chimes
- (Note: Lincoln Continental Town Cars and Town Coupés include all Lincoln Continental standard equipment unless otherwise specified.)

Williamsburg Town Car Standard Equipment

EXTERIOR

- Dual-shade exterior finish
- Custom paint stripes
- Full vinyl roof
- Premium bodyside moldings

INTERIOR

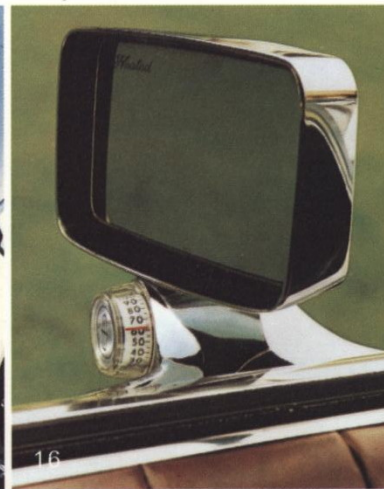
- Carpeted luggage compartment
 - Twin Comfort Lounge seats in leather with vinyl or Valleao velour cloth
 - Reclining passenger seat
 - Power vent windows
 - Interior light group (see Collector's Series Standard Equipment)
- (Note: Williamsburg Town Cars include all Lincoln Continental standard equipment unless otherwise specified.)



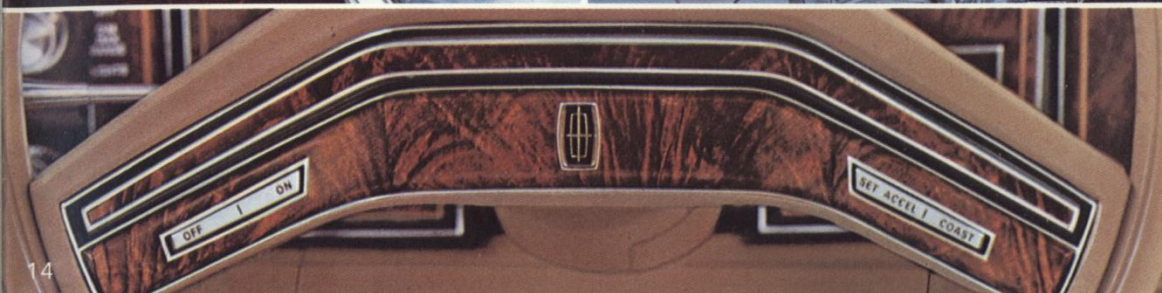
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17

Lincoln Continental Sedan and Coupé Standard Equipment

EXTERIOR

- Clearcoat exterior finish (Metallics only) • Rear quarter windows with laminated Continental star (Coupé only) • Concealed dual headlamps • Cornering lights • Stand-up hood ornament • Remote control left-hand mirror • Personalized owner's initials (ordered from owner's manual) • Rub strips and bumper guards • Bright rocker panel moldings with rear quarter extensions and matching rear wheel-lips • Fender skirts • Luxury wheel covers

INTERIOR

- Fully lined luggage compartment with spare tire cover • 18 ounce cut-pile carpeting in passenger compartment • Dorchester cloth bench seats with front and rear fold-down center armrests • Deluxe color-keyed seat and shoulder belts • Door closing assist straps • Luxury steering wheel • Woodtone instrument panel applique • Cartier digital clock • Headlamps-on warning buzzer • Trip odometer • AM/FM Monaural radio with four speakers and power antenna • Glove box light, luggage compartment light, ashtray lights, door courtesy lights (Sedan—front doors only), and rear pillar lights • Scuff plate inserts

FUNCTIONAL

- 6.6 L (400 CID) engine • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic Temperature Control; air-conditioning/heater • Tinted glass • Solid-state ignition • Dual-note horn • Coolant Recovery System • White sidewall steel-belted radial tires (Michelin) • Conventional spare tire (inflatable spare tire with California emissions option)

Lincoln Continental Sedan and Coupé Optional Features

EXTERIOR

- Moondust exterior finish • Custom paint stripes • Valino grain full vinyl roof • Valino grain vinyl coach roof. Includes coach lamps (not available in 4-door Sedans with power moonroof) • Fixed reflective glass moonroof. Includes one-way glass and interior sliding sun-screen • Power glass moonroof. Includes dual beam map/dome light • Opera windows for Sedans (vinyl roof required) • Integrated coach lamps (vinyl roof required) • Right-hand remote control mirror • Narrow black vinyl protective bodyside moldings (not available with

premium bodyside moldings) • Color-keyed premium bodyside moldings • Lower bodyside protection • Front license plate frame (standard in all states where required) • Appearance protection group (see Collector's Series Standard Equipment) • Forged Aluminum wheels (4) • Turbine-style cast aluminum wheels (4) • Wire wheel covers (4)

INTERIOR

- Six-way power bench seat (front) • Six-way power Twin Comfort Lounge seats with front passenger seat recliner. Includes automatic seat-back release • Valleao velour interior trim for Town Car/Coupé • Leather interior trim • Tilt steering wheel • Speed Control • Power lock group (see Collector's Series Standard Equipment) • Interior light group: dual beam map/dome light (standard with power moonroof) and right and left-side illuminated visor vanity mirrors (required with integral Automatic Garage Door Opener Control) • Dual beam map/dome light • Radio—AM/FM Stereo • Radio—Electronic AM/FM Stereo Search with Quad-8 tape • Radio—AM/FM Stereo with 8-track tape player • Radio—AM/FM Stereo with cassette tape player • Radio, Citizens' Band 40-channel with multi-band antenna

FUNCTIONAL

- Defroster group (see Collector's Series Standard Equipment) • Rear window defroster (available only in New York State; mandatory in New York State unless defroster group is ordered) • Power vent windows • Interval wipers • Illuminated Entry System (see Collector's Series Standard Equipment) • Illuminated outside thermometer • Integral Automatic Garage Door Opener Control with in-garage receiver (transmitter in left-side visor vanity mirror; requires interior light group; installation of receiver not included) • Headlamp convenience group (see Collector's Series Standard Equipment) • Sure-Track four-wheel disc brakes (not available with Traction-Lok differential) • Traction-Lok Differential • High-ratio axle (standard in California) • Dual wide-band white sidewall tires • Inflatable spare tire (included with California emissions system) • Trailer towing package: extra capacity cooling system, external mounted transmission and power steering oil coolers, 68 amp. maintenance-free battery • California emissions system (required in California)

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



Top to bottom: standard luxury wheel cover and these options: forged aluminum wheel, turbine-style cast aluminum wheel and wire wheel cover.

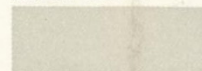


Lincoln Continental Coupé.

Lincoln Continental Sedan.

STANDARD EXTERIOR COLORS*

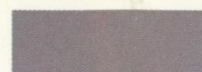
Choose from eleven colors:



White



Cream



Dove Grey



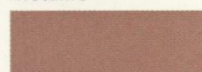
Medium Grey Metallic



Wedgewood Blue



Dark Turquoise Metallic



Light Champagne



Dark Champagne Metallic



Dark Red



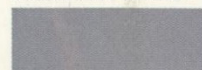
Cordovan Metallic



Black

OPTIONAL EXTERIOR COLORS*

Choose from eight Moondust colors:



Light Silver Metallic



Dark Red Metallic



Crystal Apricot Metallic



Diamond Blue Metallic



Medium Turquoise Metallic



Light Champagne Metallic



Jubilee Gold Metallic



Midnight Blue Metallic

*Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

SPECIFICATIONS

	2-door Coupé		4-door Sedan		
Wheelbase	127.2"	127.2"	127.2"	127.2"	
Overall Length	233.0"	233.0"	233.0"	233.0"	
Overall Width	79.6"	79.6"	79.9"	79.9"	
Overall Height	55.2"	55.2"	55.4"	55.4"	
Wheel Tread—Front	64.3"	64.3"	64.3"	64.3"	
—Rear	64.3"	64.3"	64.3"	64.3"	
Luggage Capacity (cu. ft.)	21.2	21.2	21.2	21.2	
Fuel Capacity (gals.)	24.2	24.2	24.2	24.2	
Curb weight (lbs.), 49 states	4846	4846	4843	4843	
FRONT*	2-door Coupé	4-door Sedan	REAR*	2-door Coupé	4-door Sedan
Head Room**	38.0"	38.1"	Head Room	38.1"	38.6"
Leg Room	42.0"	42.0"	Leg Room	41.3"	42.0"
Shoulder Room	61.2"	61.2"	Shoulder Room	59.9"	61.1"
Hip Room	56.0"	56.0"	Hip Room	60.3"	60.6"

*Interior dimensions with six-way power seat in rearmost position.

**Front head room 1" less with optional moonroof.

INTERIOR TRIM, SEDAN AND COUPÉ

Bench seats in Dorchester cloth come in five colors: Wedgewood Blue, Champagne, Jubilee Gold, Dark Red and Cordovan.

Optional leather with vinyl bench or Twin Comfort Lounge seats are available in those colors and Black.

TOWN CAR/COUPÉ

Twin Comfort Lounge seats in Valleao velour cloth come in eight colors: Dove Grey, Wedgewood Blue, Turquoise, Champagne, Jubilee Gold, Dark Red, Cordovan and Black.

Twin Comfort Lounge seats in leather with vinyl come in the above colors and in White, in combination with your choice of seven trim colors: Wedgewood Blue, Turquoise, Champagne, Jubilee Gold, Red, Cordovan and Black.

WILLIAMSBURG EDITION

Twin Comfort Lounge seats in Valleao velour or leather with vinyl come in five colors: Turquoise, Champagne, Jubilee Gold, Dark Red and Cordovan.

VINYL ROOF COLORS

Fourteen vinyl roof colors come in Valino grain: White, Cream, Silver, Dove Grey, Diamond Blue, Wedgewood Blue, Midnight Blue, Medium Turquoise, Light Champagne, Jubilee Gold, Dark Red, Light Cordovan, Dark Cordovan and Black.

PAINT STRIPES

Paint stripes are offered in the following twelve colors and are coordinated with vinyl roof colors: White, Silver, Medium Blue, Light Turquoise, Medium Champagne, Gold, Dark Gold, Bright Red, Dark Red, Light Cordovan, Dark Cordovan and Black.

CORROSION PROTECTION

All Lincoln Continental cars use precoated steel to provide corrosion protection in selected major areas. They also use a sealer on the wheelside of the rear wheelhouses. These corrosion protection processes are in addition to the use of electrocoat first primer inside and outside of the body during the painting process.

LINCOLN-MERCURY LEASING

Many people are likely to lease their new Lincoln Continental. And for good reason. With leasing, you can drive the new Lincoln of your choice and enjoy the many advantages offered by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member.

You pay a fixed monthly rate for leasing. So, if you use your Lincoln Continental in business, your tax records may be simplified. And, with an optional coupon book, you are provided with a broad range of prepaid maintenance services at any Lincoln-Mercury dealership. These features allow you to pre-determine monthly automobile expenses almost completely.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1,300 LMDLA members to serve you.

Ask your Lincoln-Mercury dealer about leasing . . . and how a special plan can be tailored to your needs.

CONSIDER THE FORD EXTENDED SERVICE PLAN



When you're considering the options for your Lincoln Continental, give a thought to ordering Ford Motor Company's Extended Service Plan. Offered to help protect you against rising service costs, it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

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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LINCOLN CONTINENTAL

LINCOLN MERCURY DIVISION

