

*1980
has arrived in style
for people who can
appreciate fine
automobiles*





Continental Mark VI two-door



Continental Mark VI four-door (Signature Series)

1980 Continental Mark VI

*The unmistakable
mark of style
and craftsmanship.*



The classic styling of the Continental Mark VI and the Lincoln Continental remain as luxurious for 1980 as you've come to expect. Yet both automobiles are totally redesigned and strikingly crafted to incorporate the finest advances for the eighties, including an automatic overdrive transmission for improved fuel economy, in keeping with today's energy requirements.

The two automobiles, Mark VI and Continental, stand in a luxurious class of their own, and offer increased occupant comfort, with more interior roominess and head room than in previous years.

Standard for the all-new Mark VI is a remarkable Electronic Instrument Panel with Message Centre, a futuristic convenience you can also enjoy as an option in the 1980 Lincoln Continental. A space-age new computerized Keyless Entry System that lets you open all



Lincoln Continental four-door Sedan

doors and decklid by means of push buttons is just one of a wealth of options that can be yours for 1980.

For the first time ever in the evolution of the Mark series, a four-door model is available. And this year a distinctive Signature Series is available. The Mark VI also offers you the singular talents of Pucci, Bill Blass, Givenchy and Cartier in the Designer series.

The elegantly appointed Lincoln Continental is available in two- and four-door models and like the Mark VI has been engineered with a new steering and suspension system for an improved ride and more responsive handling for 1980.

Enter the luxurious world of Lincoln Continental or Continental Mark VI, and discover the ultimate in style and elegance for 1980.



Lincoln Continental Towne Coupé

1980 Lincoln Continental



*The only thing
that hasn't changed
is the exquisite
sense of luxury.*



LINCOLN

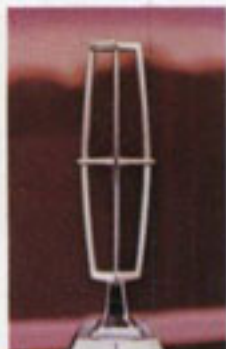


Lincoln Versailles with optional power glass Moonroof.

Lincoln Versailles with Coach roof.

1980 Lincoln Versailles

*Lincoln's
third dimension
of luxury.*



In the stable of distinguished Lincoln luxury automobiles, the 1980 Versailles stands in a class all its own. Classically distinctive, sized and engineered for the times on a 279 cm wheelbase, Lincoln Versailles retains a splendid elegance.

The interior of the new 1980 Lincoln Versailles, with its meticulous craftsmanship, expresses the special tradition of four decades of fine Lincoln automobiles. New standard Twin Comfort Lounge front seats and luxury upholstery accent Versailles' unique style and comfort for the eighties. Discover the luxurious dimension of the 1980 Lincoln Versailles and express yourself beautifully.

There's no place like Versailles.