

# A NEW CONCEPT OF LUXURY-CAR MOTORING | LINCOLN CONTINENTAL

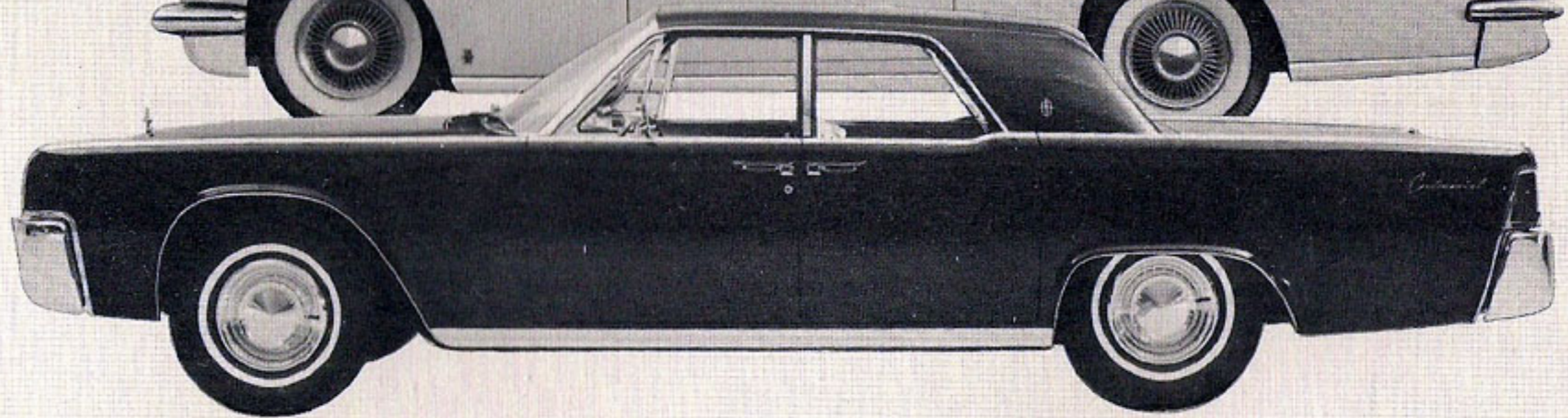
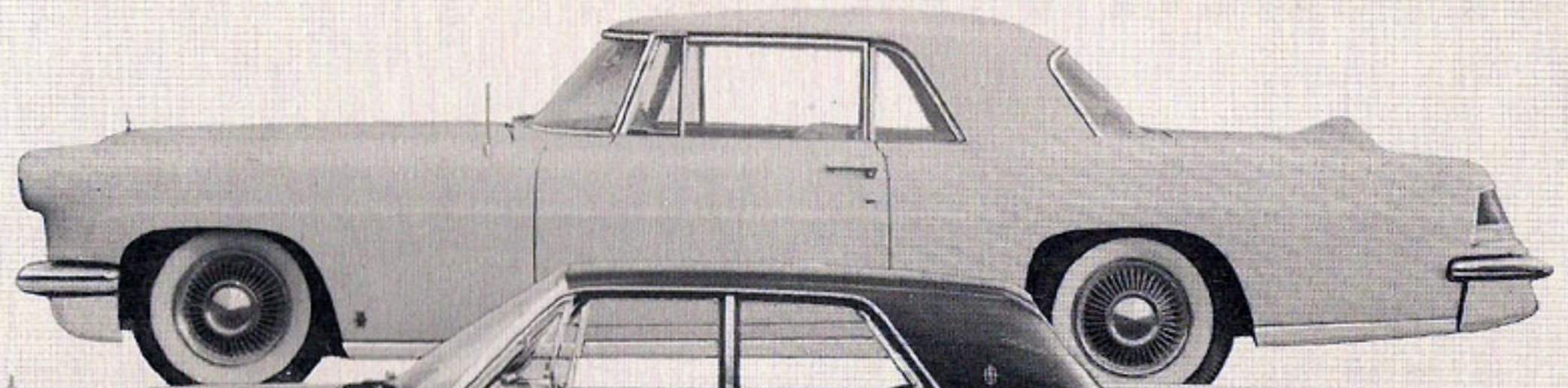


# **CLASSIC STYLING**

## **Simplicity is the keynote**

- Complete absence of ostentation
- Lines are crisp and clean
- America's most distinctive automobile

**A HERITAGE OF CLASSIC MOTORCARS**

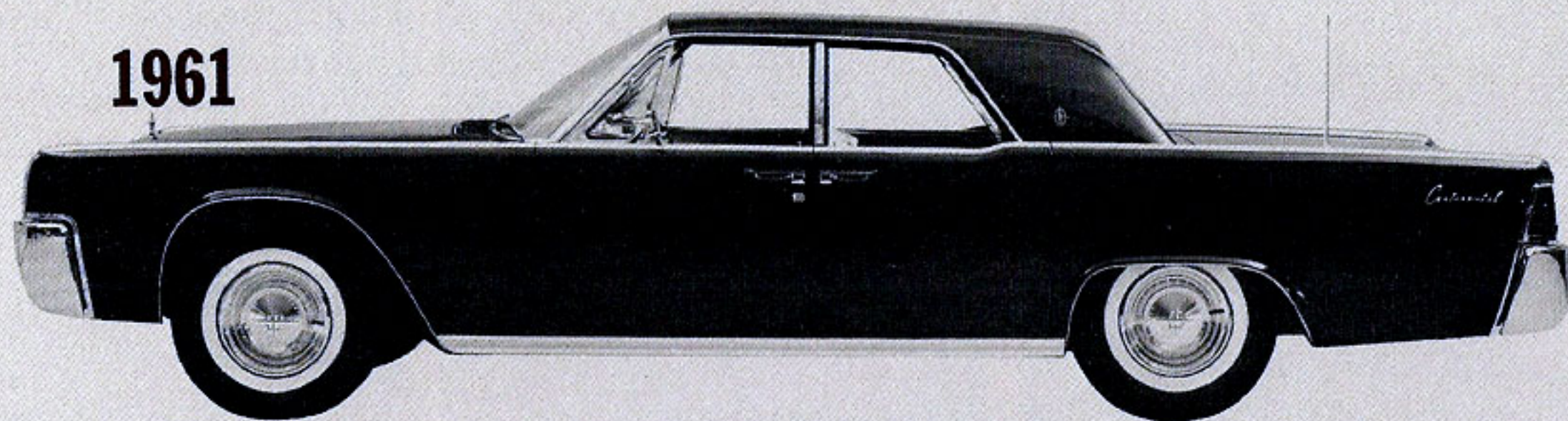


**No change just for the sake of change or novelty**

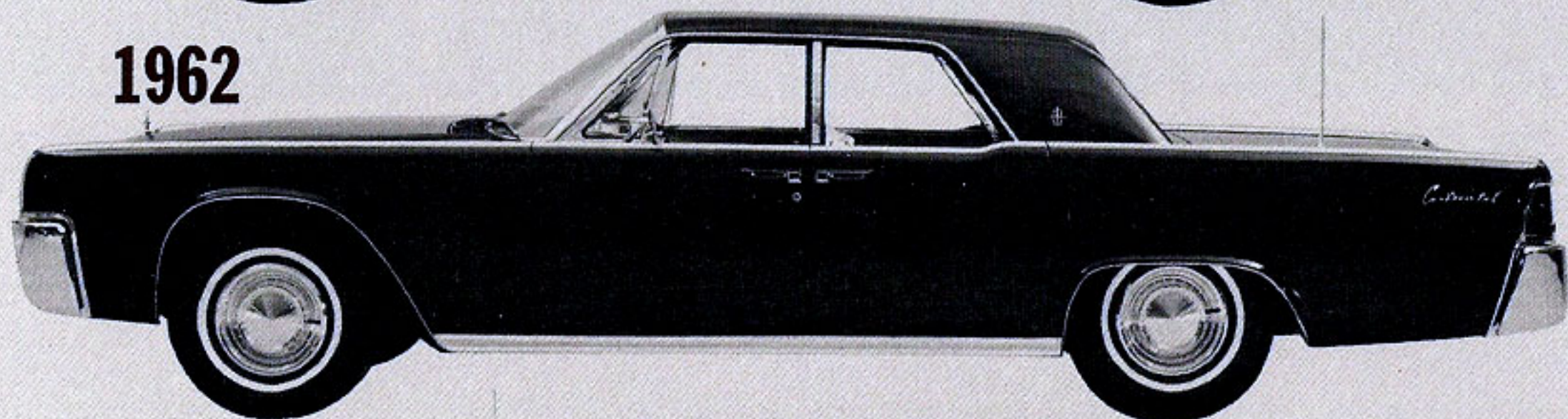
- Always in style while you are driving it
- Worth more when you sell it
- Only subtle refinements in each new model

# **PERMANENCE OF DESIGN**

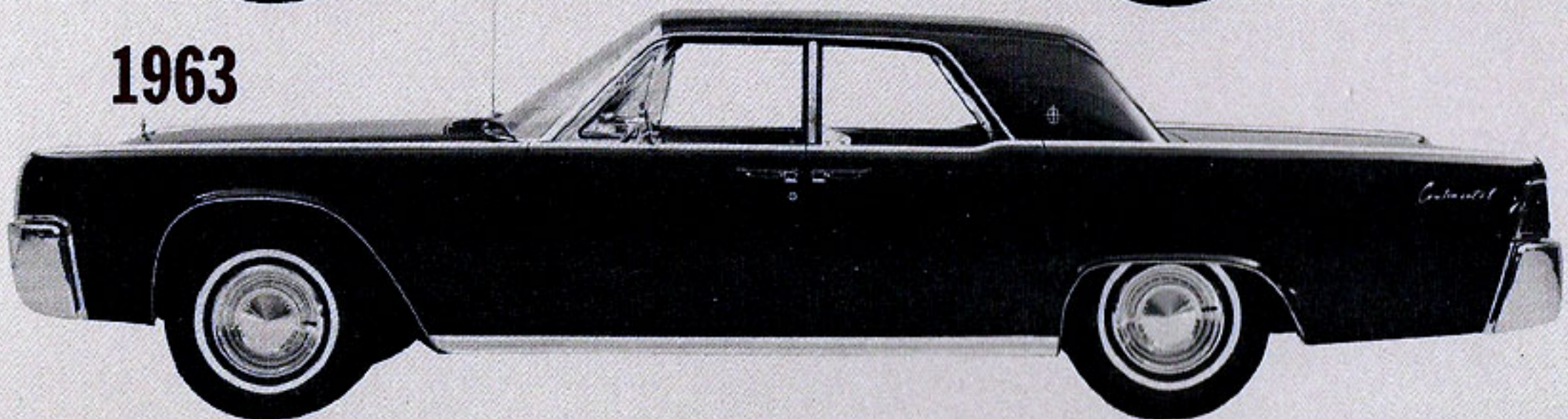
**1961**



**1962**



**1963**

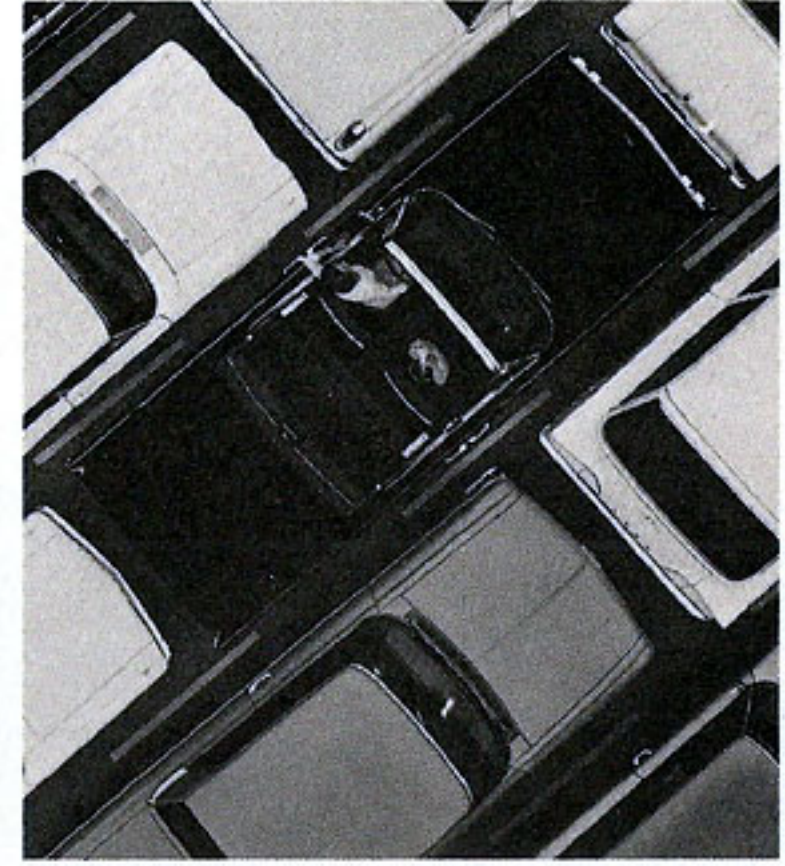
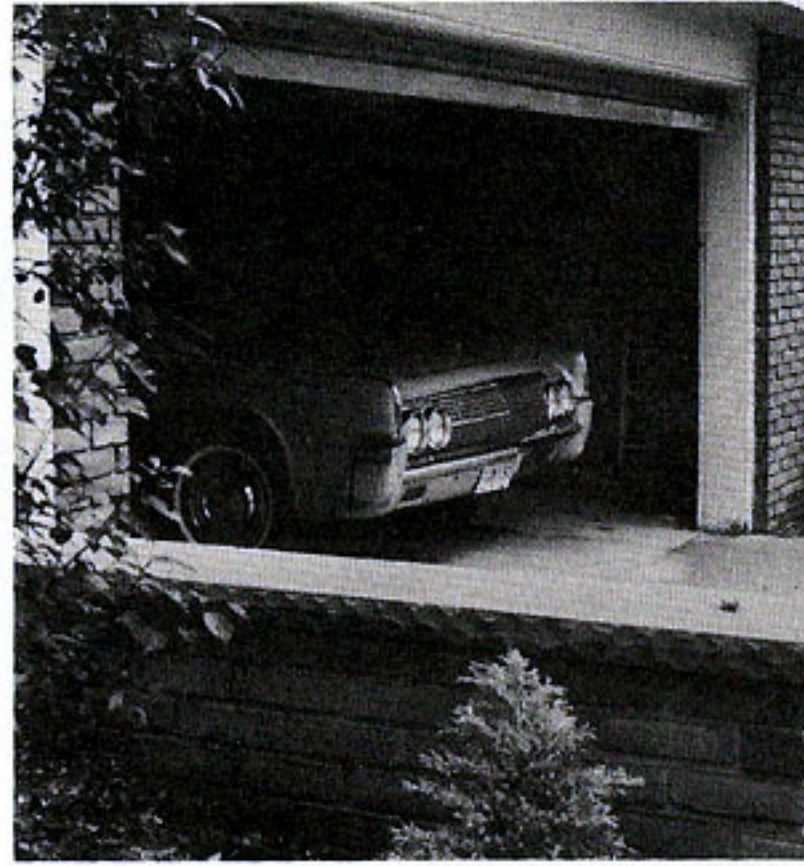
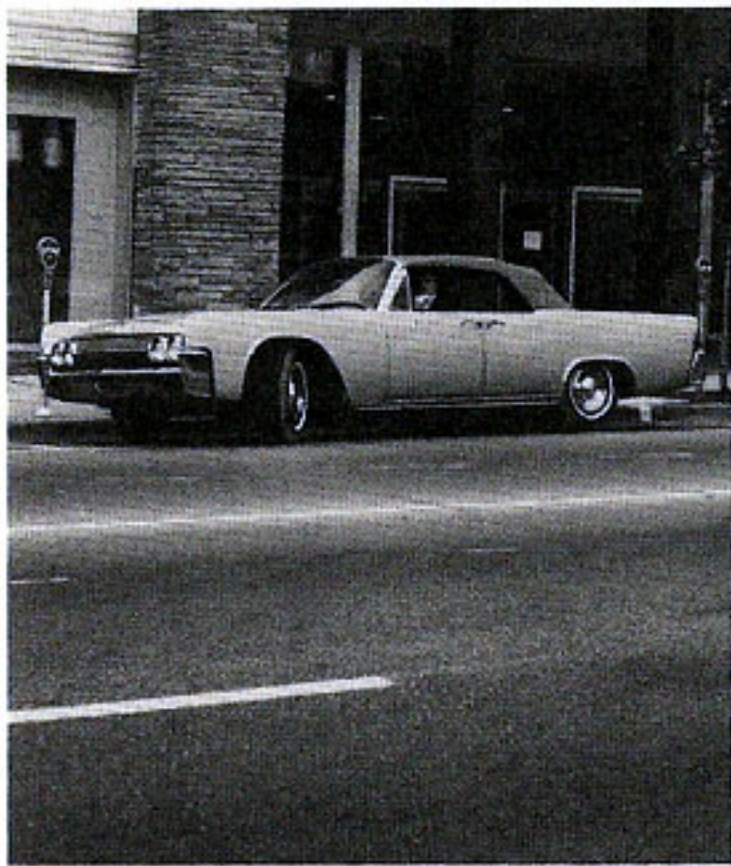


**YOU WILL ALSO IMMEDIATELY RECOGNIZE THE 1964 LINCOLN CONTINENTAL**

**Sensibly sized**

- Avoids useless length and bulk
- No sacrifice of interior roominess or riding comfort

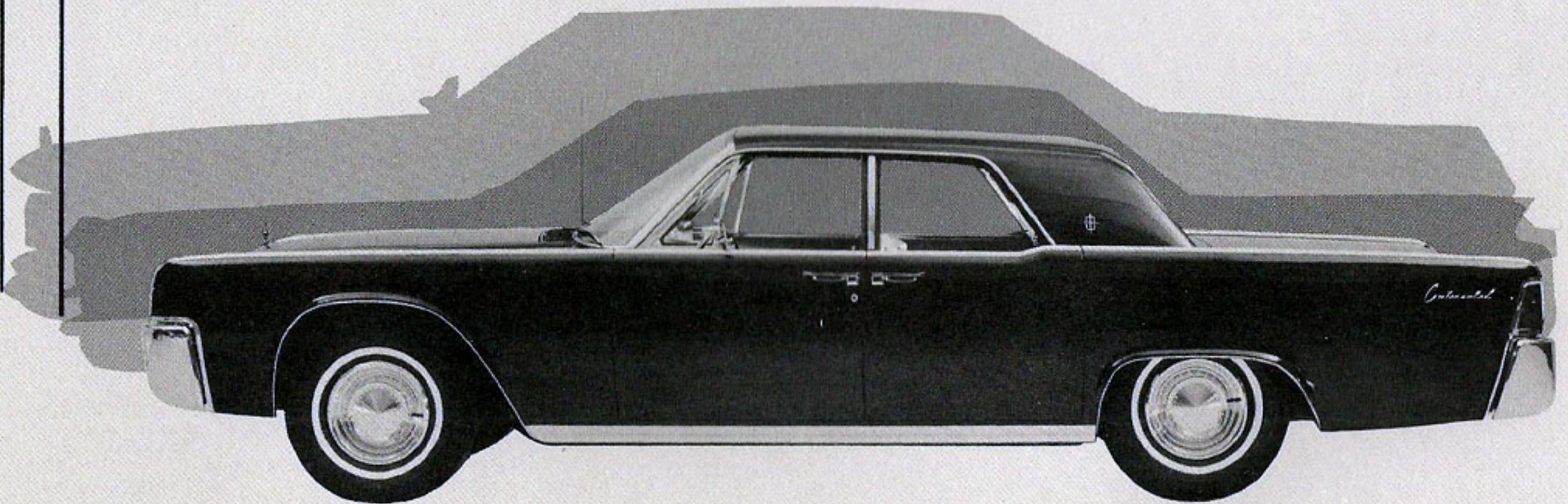
**MODERN  
SIZE**



## DESIGNED ESPECIALLY FOR TODAY'S MOTORING NEEDS

Imperial—14.5 inches longer

Cadillac— 9.7 inches longer

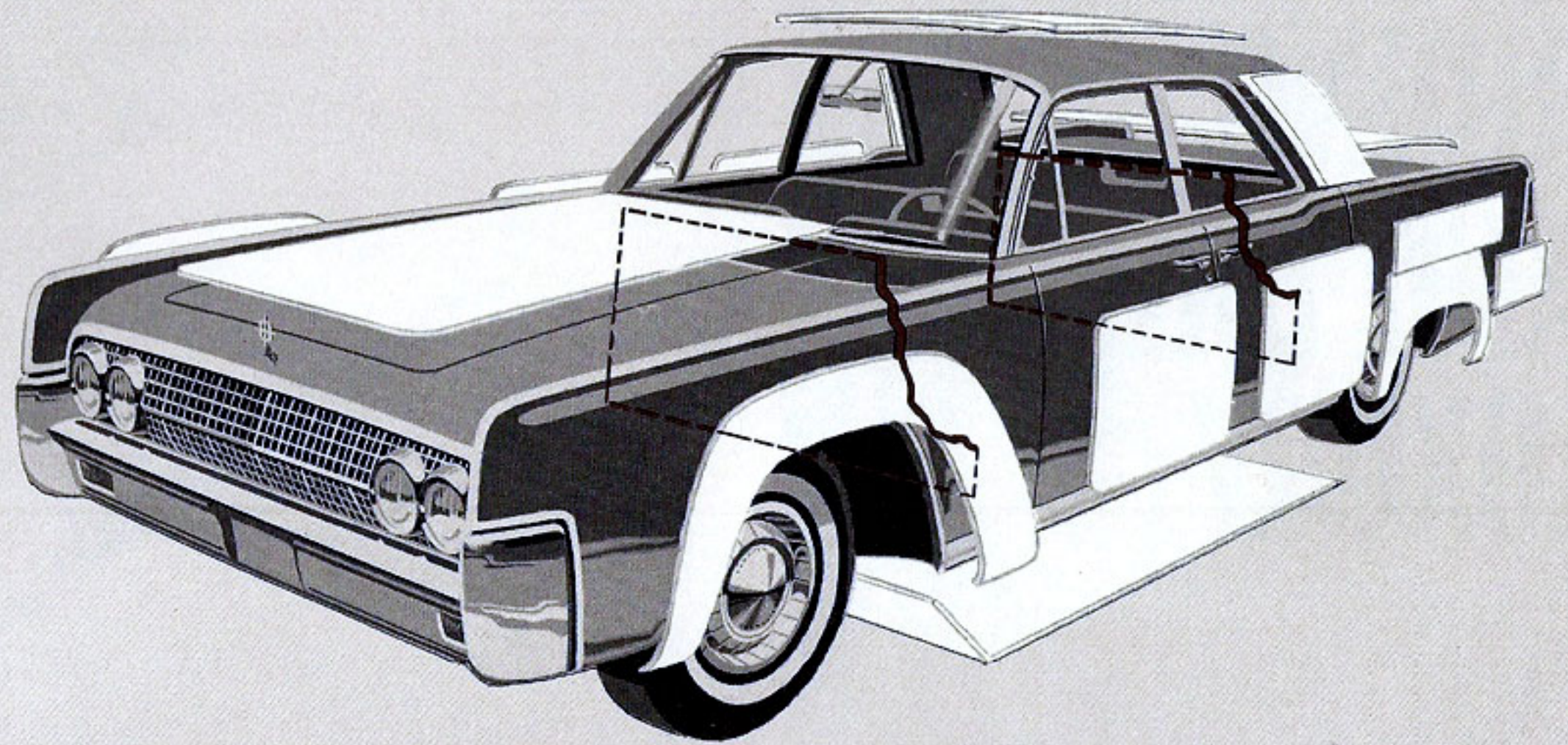


# **RIDING AND DRIVING LUXURY**

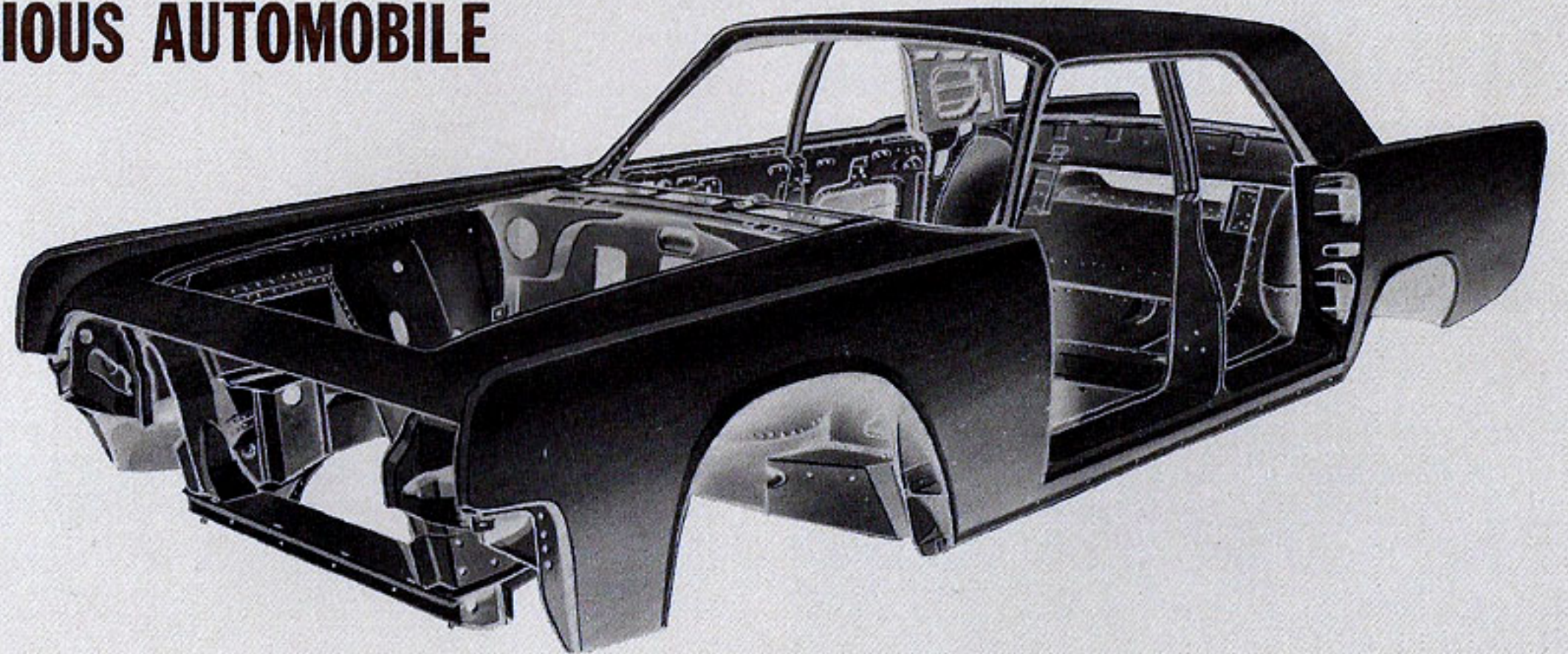
## **The feel and look of luxury**

- Most completely insulated passenger compartment in its field
- Approximately 145 lbs. of insulation—twice as much as major competitor
- Completely welded unitized body reduces the chance of squeaks and rattles





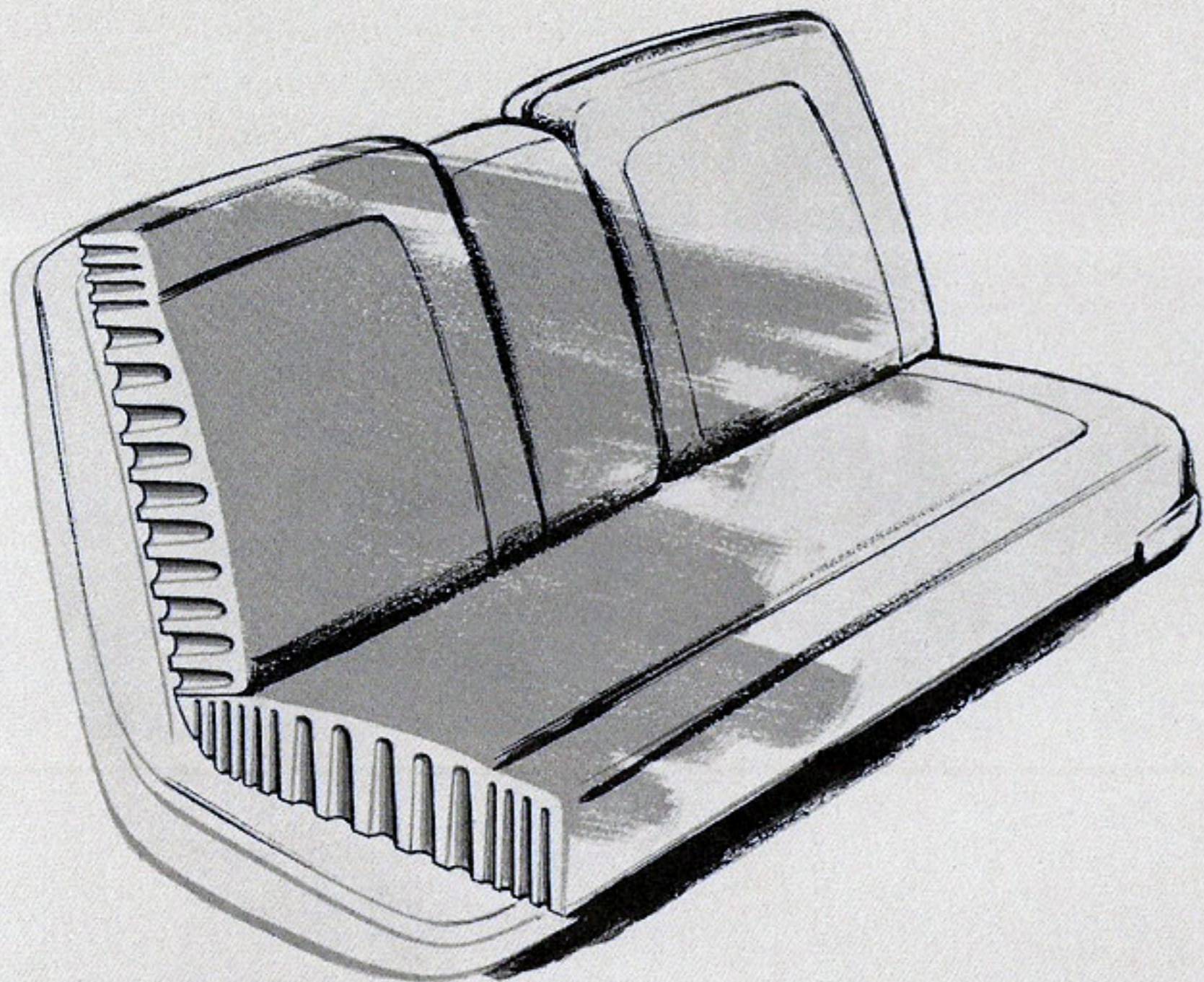
**AMERICA'S MOST LUXURIOUS AUTOMOBILE**



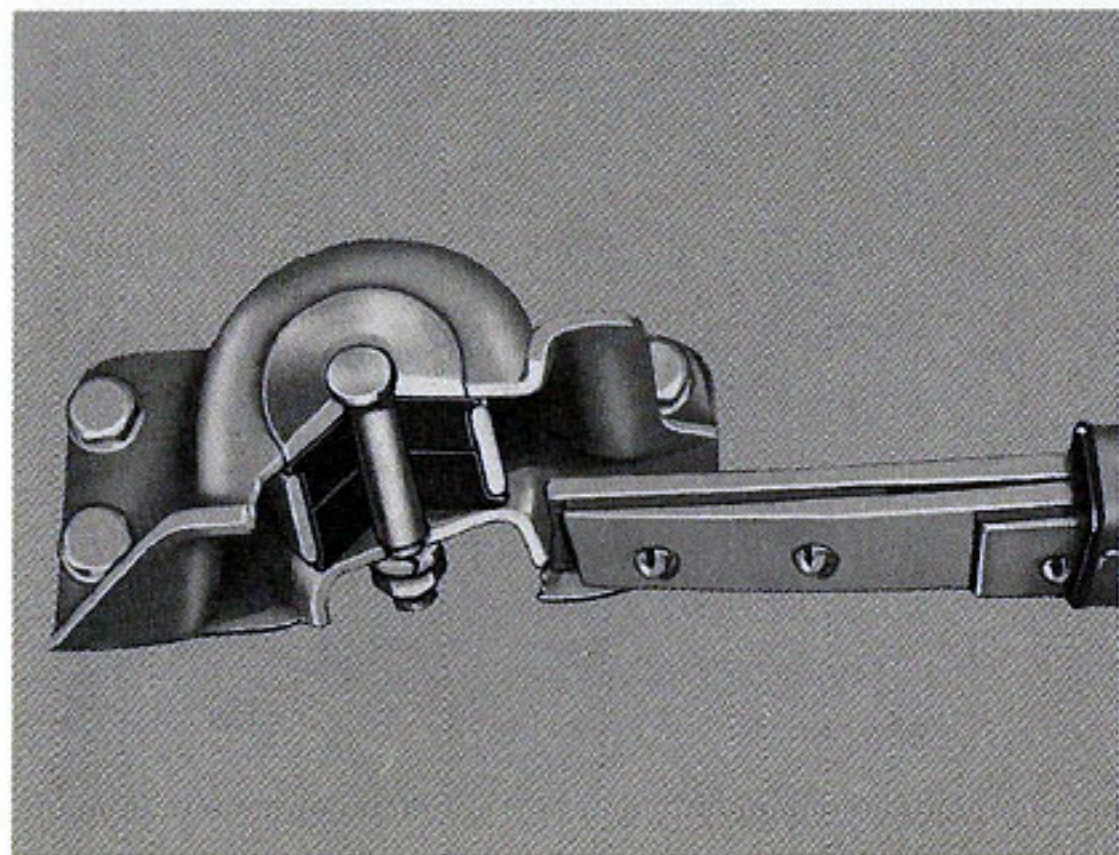
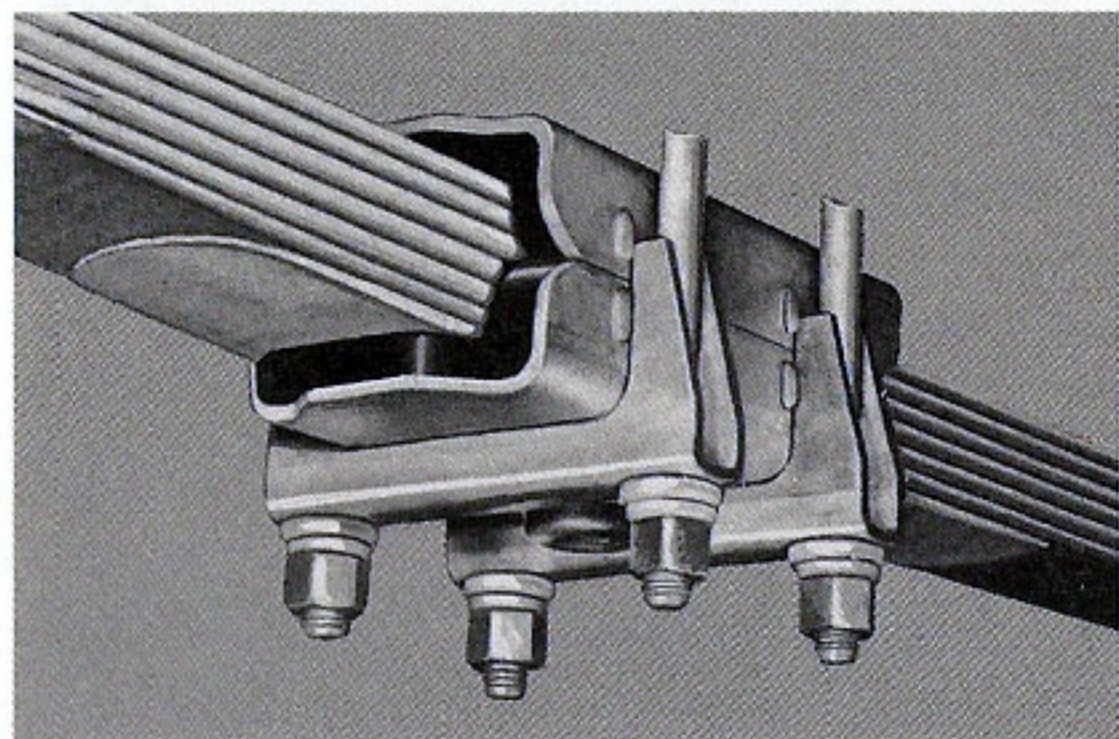
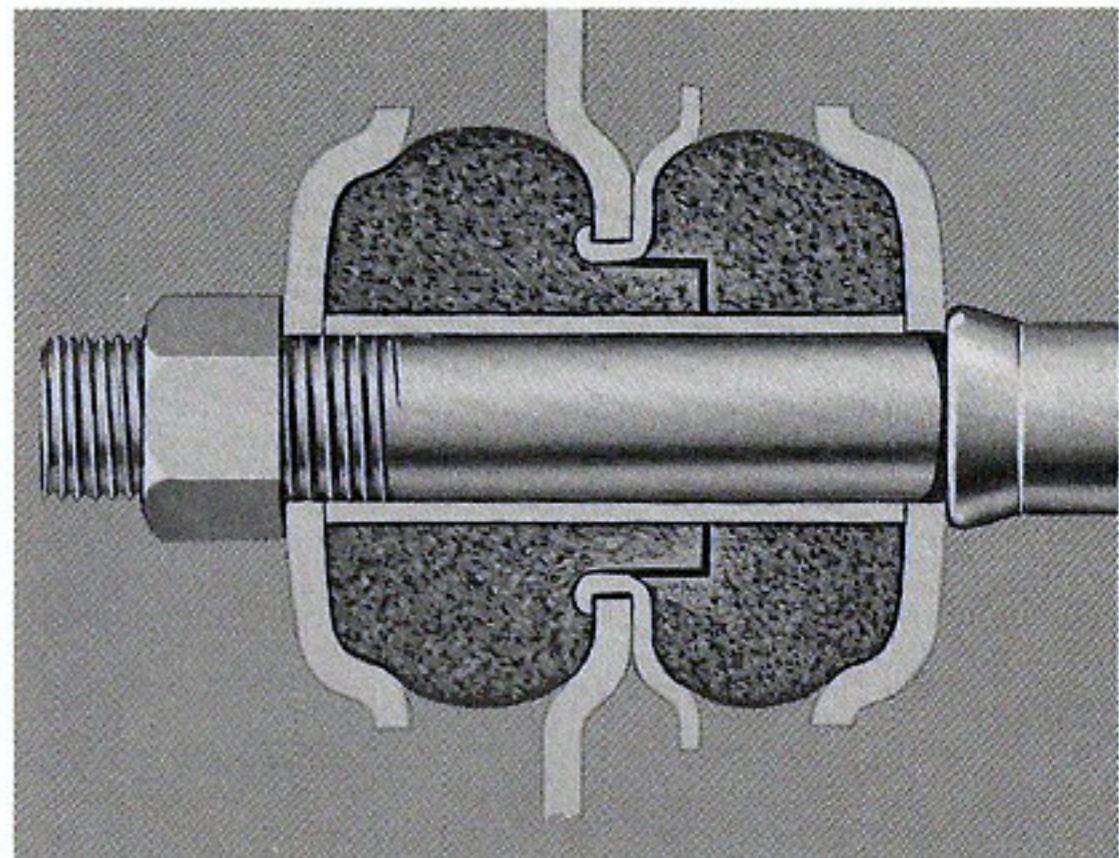
# **RIDING AND DRIVING LUXURY**

## **Literally riding on rubber**

- Exclusive dual-softness front seat cushions —approximately 3 times as much foam rubber as other cars in class
- Rubber-insulated Silent-Strut front suspension
- Rear suspension completely rubber-cushioned
- Greater vehicle weight adds to riding comfort (300 lbs.)



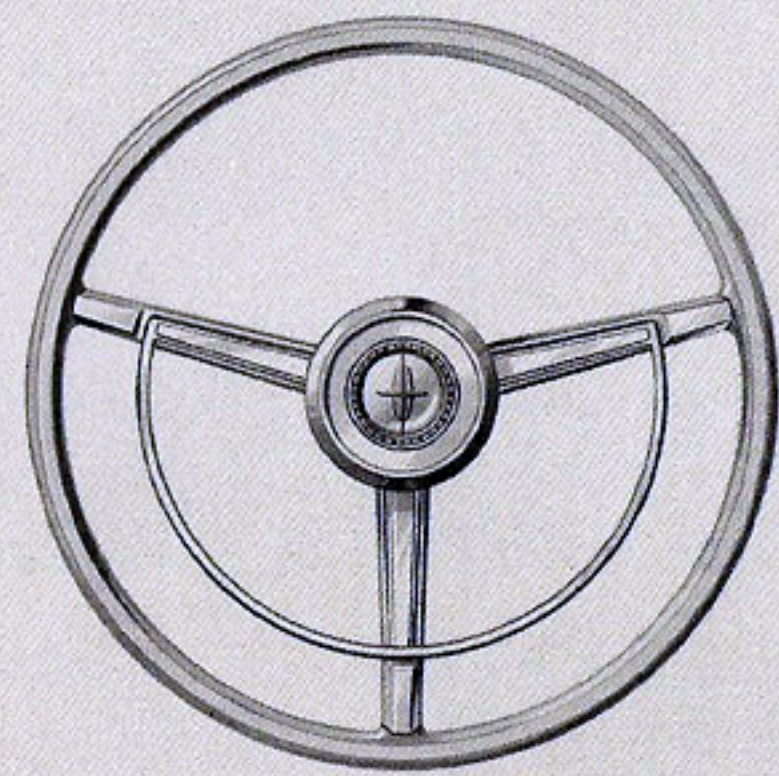
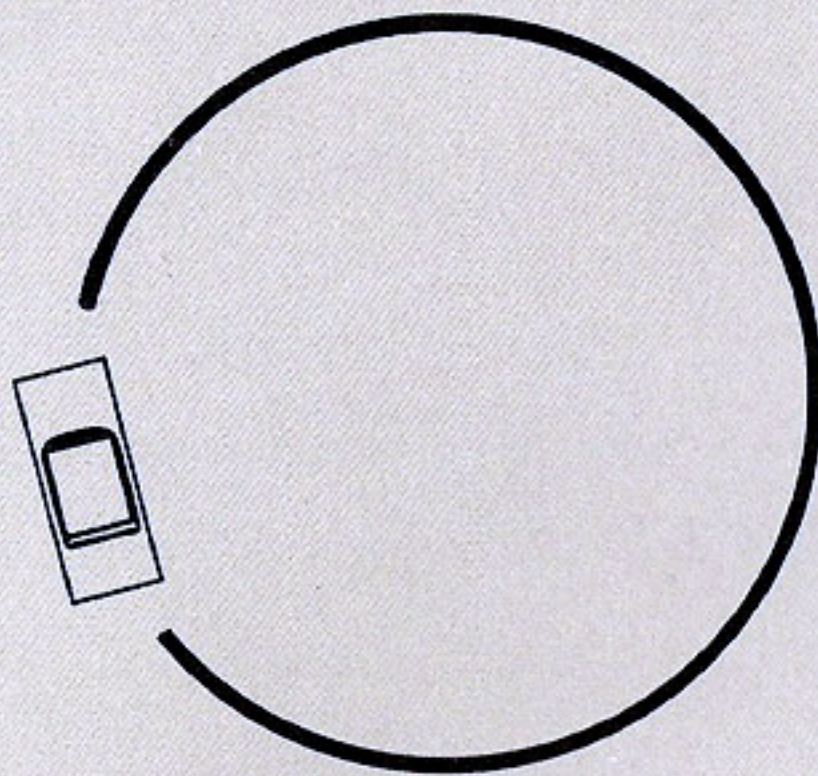
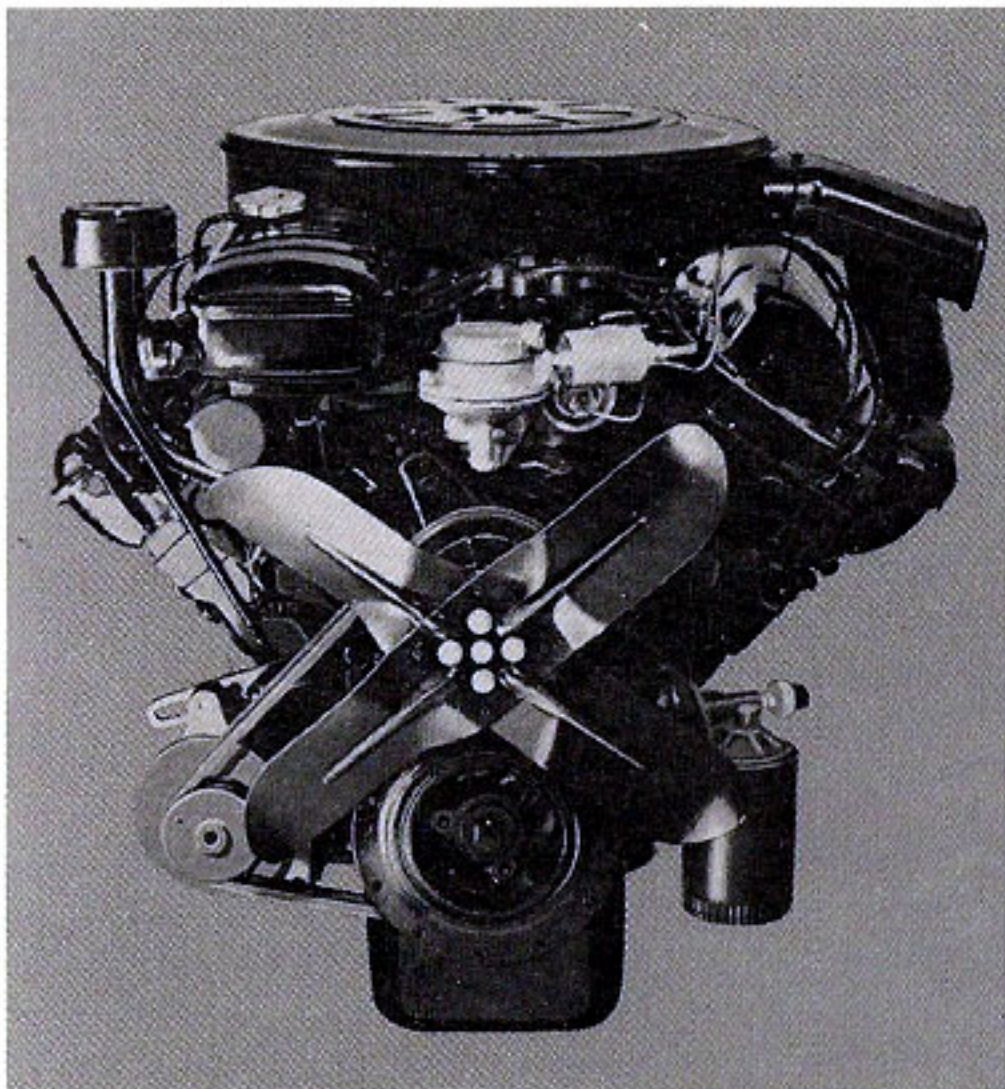
**AMERICA'S MOST COMFORTABLE AUTOMOBILE**



# **RIDING AND DRIVING LUXURY**

## **Finer performance**

- America's largest regular production engine
- Lowest center of gravity in luxury-car field for superior cornering and improved safety
- Easiest handling
- Small turning radius
- Small steering wheel and low steering effort



## AMERICA'S BEST-PERFORMING, EASIEST-HANDLING AUTOMOBILE

Turning diameter (curb to curb)  
● Lincoln Continental—45.7 feet

Steering Wheel  
● Lincoln Continental—16"

# **RIDING AND DRIVING LUXURY**

**These items are standard equipment on every Lincoln Continental**

- Automatic transmission
- Power steering
- Self-adjusting power brakes
- Fully transistorized push-button radio
- Rear-seat speaker in sedans
- Power radio antenna
- Heater-defroster
- 6-way power seat
- Power windows
- Power vent windows
- Whitewall tires
- Power door locks
- Rear-door warning light
- Parking brake warning light
- Dual exhaust with stainless and aluminized mufflers
- Padded instrument panel and visors
- Variable-speed hydraulic-powered windshield wipers
- Windshield washer
- Remote-control outside mirror
- Vanity mirror
- Back-up lights
- Electric clock
- Center armrests, front and rear
- Undercoating

**AMERICA'S MOST COMPLETE AUTOMOBILE**

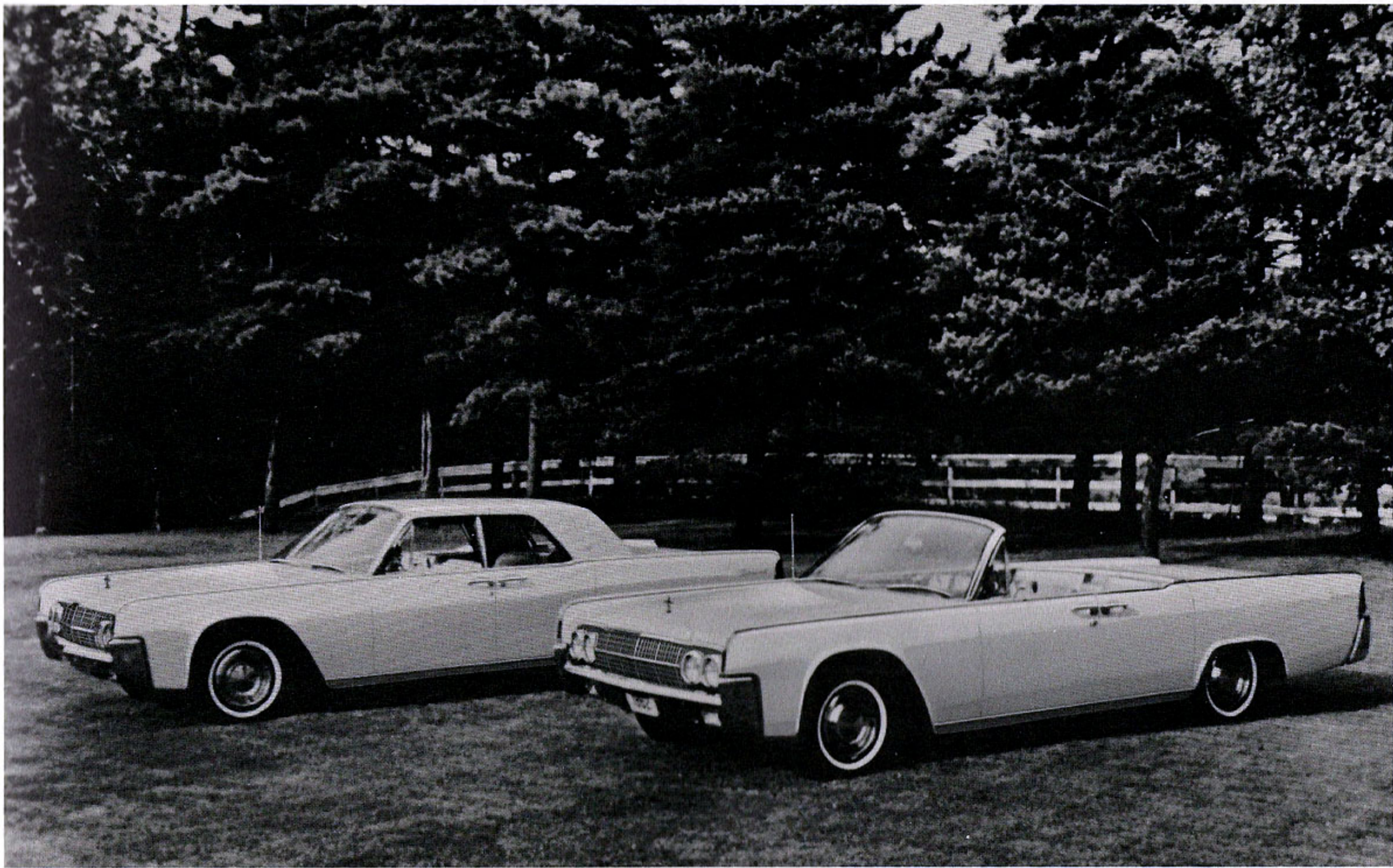


**ONE  
SERIES  
ONLY**

**Two luxury models**

- No lower-price editions
- Sumptuous 4-door sedan and America's only 4-door convertible





**AMERICA'S MOST EXCLUSIVE AUTOMOBILE**

# UNMATCHED QUALITY AND RELIABILITY

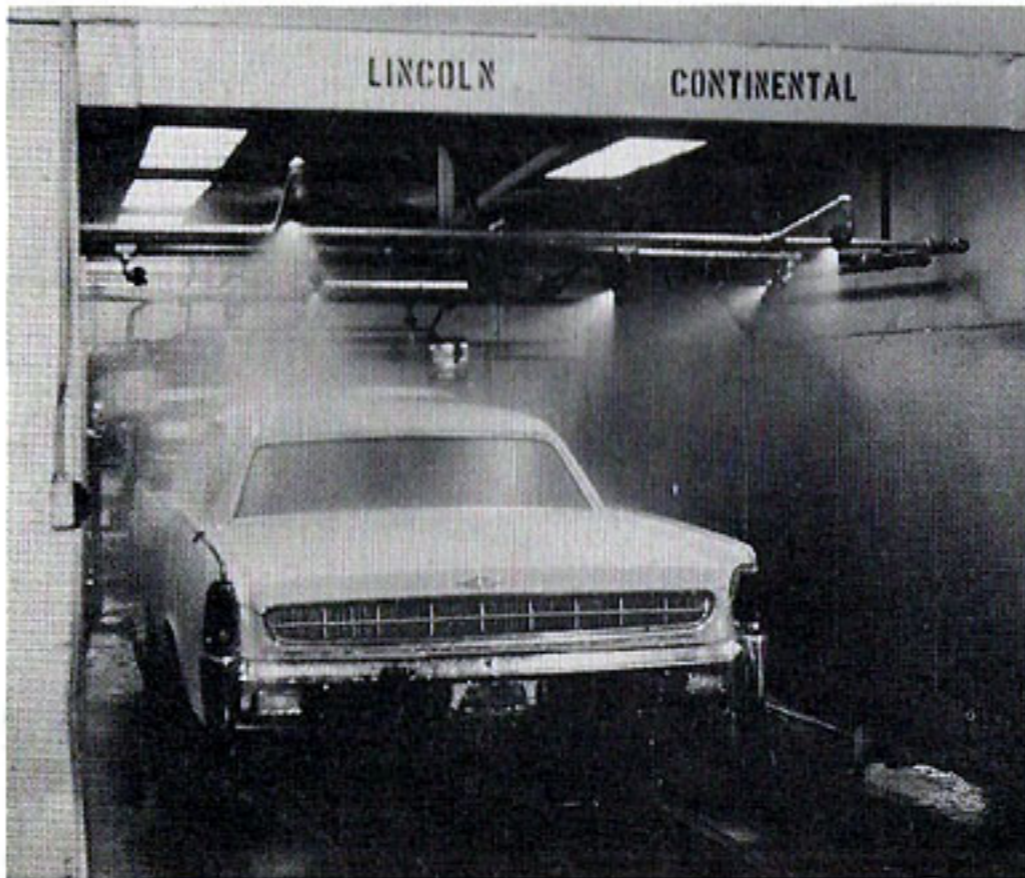
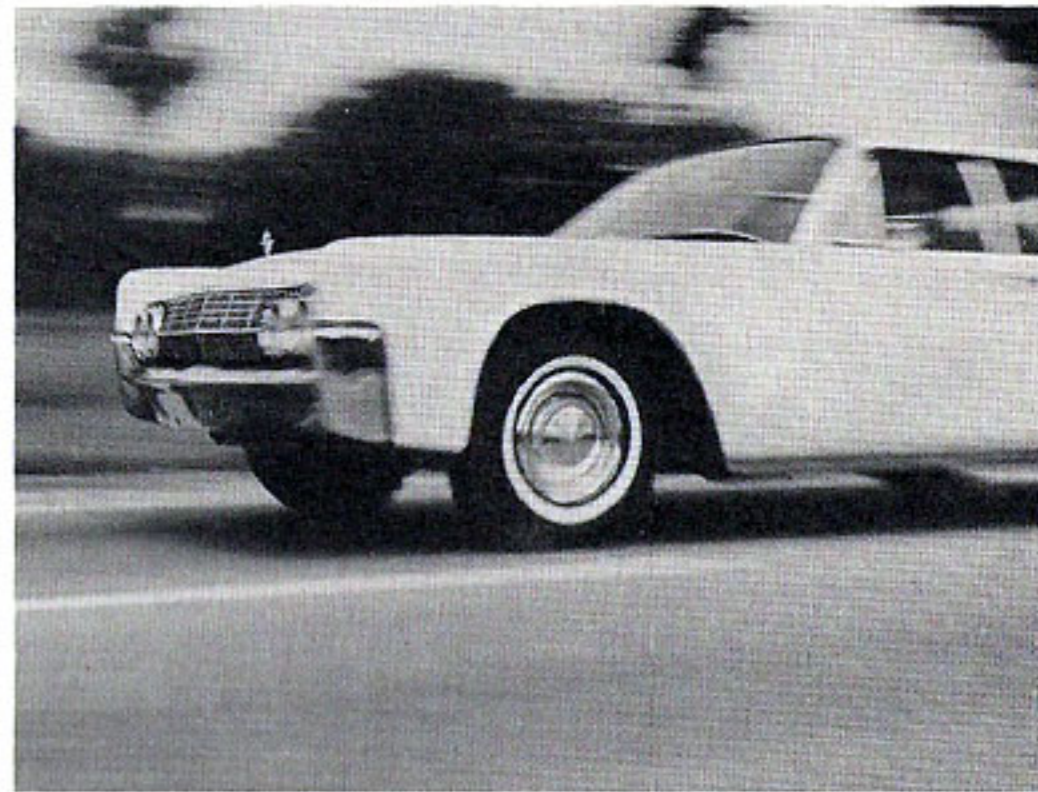
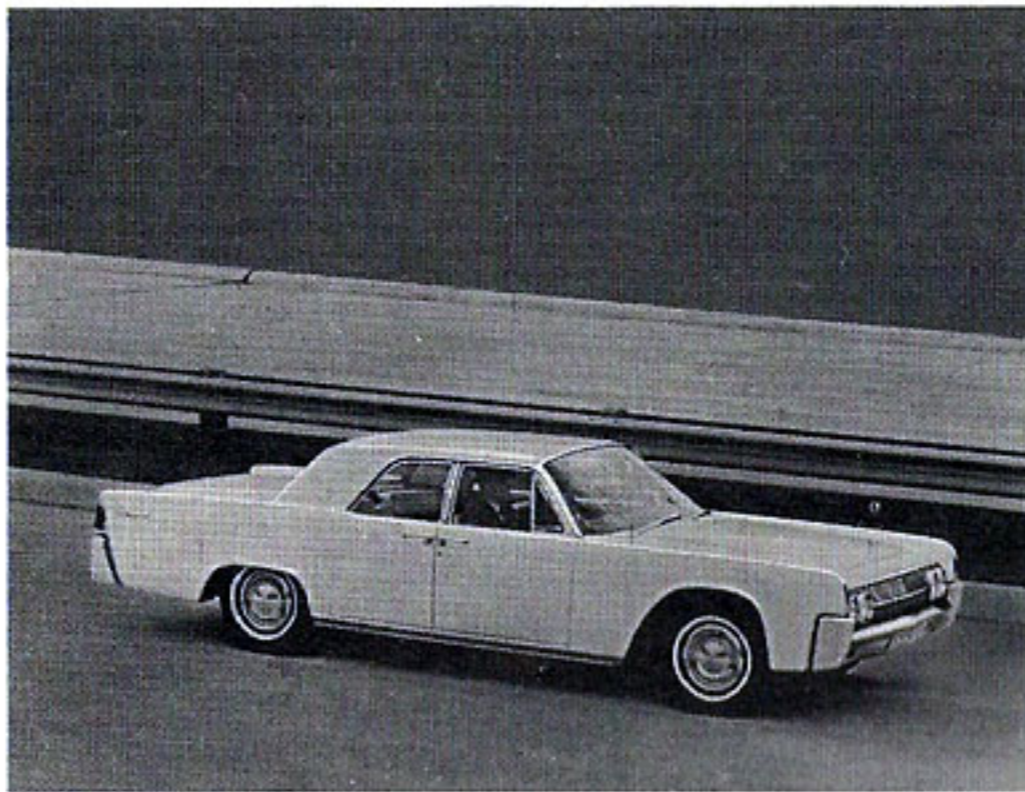
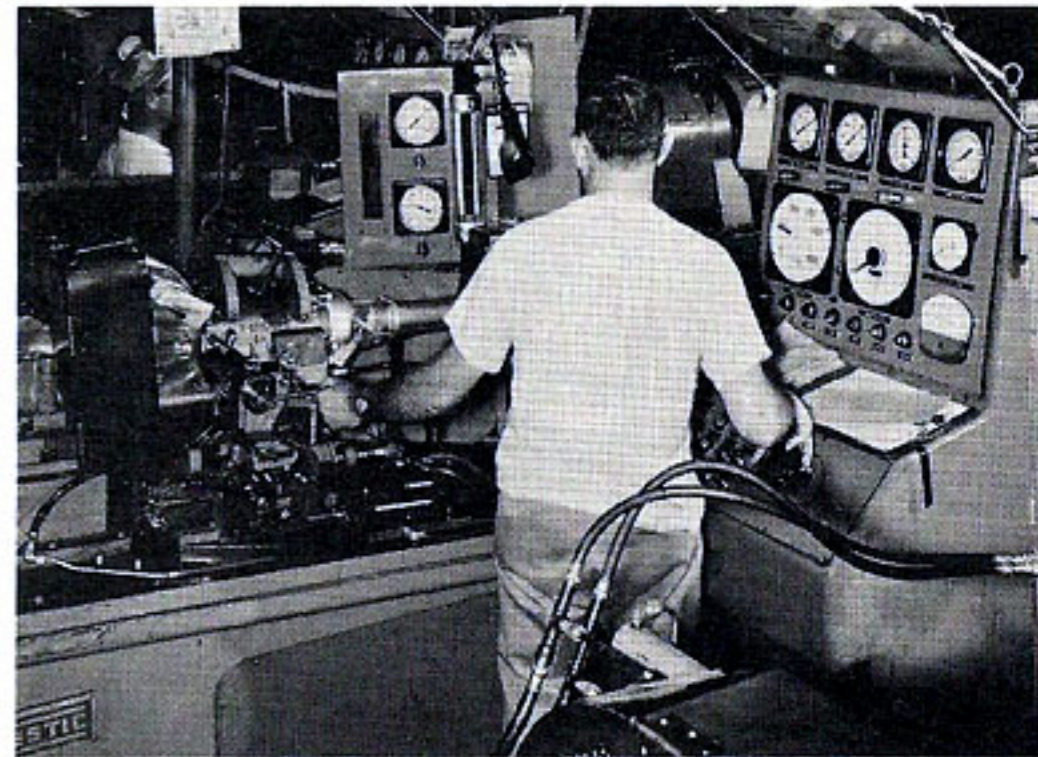
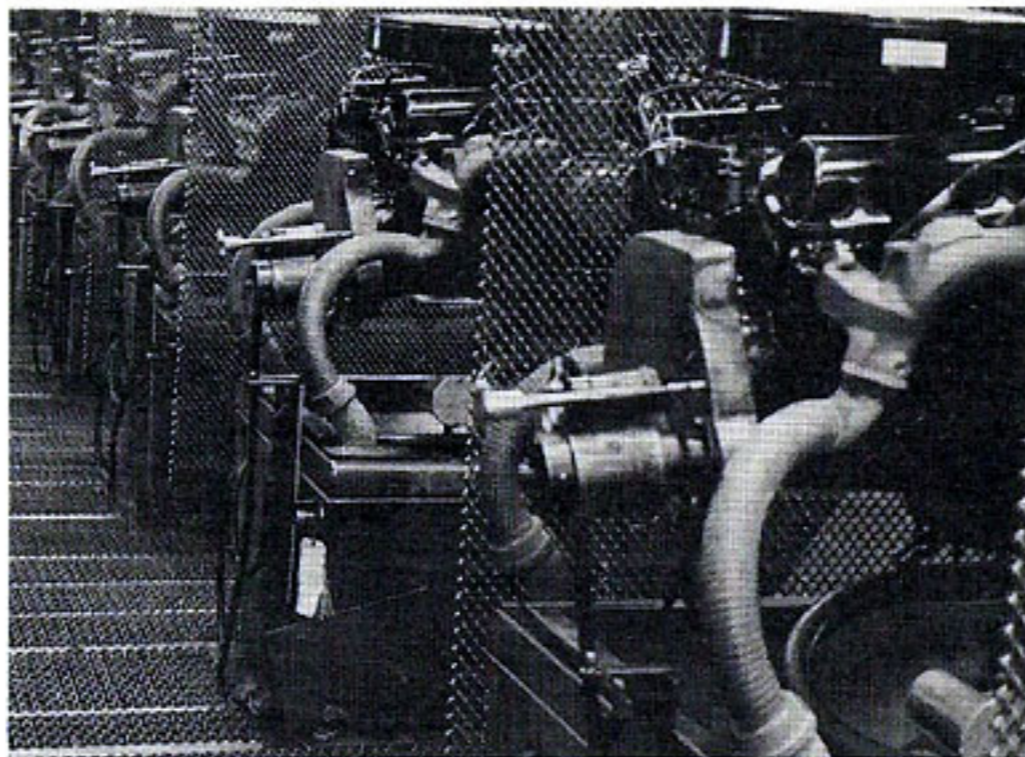
**Thoroughly proved before its first owner mile**

- More than 2,000 manufacturing testing operations
- Every engine run-in for 3 hours, oil pan removed and cylinder walls and bearings examined
- Every transmission tested for smooth, quiet operating efficiency
- Brake assemblies functionally tested
- Alternators functionally tested
- Every fluid reservoir, tube and connection checked for leaks
- Body thoroughly tested for water leaks before upholstery is installed
- All electrical parts checked by exclusive electronic testing machine
- 189 separate check-outs on final 12-mile road test

**America's first car with a 2-year or 24,000-mile warranty\***

\*Ford Motor Company warrants to its dealers, and its dealers in turn warrant to owners, as follows: that for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades and brake linings, and normal deterioration of soft trim and appearance items.

**AMERICA'S MOST  
DEPENDABLE LUXURY  
AUTOMOBILE**



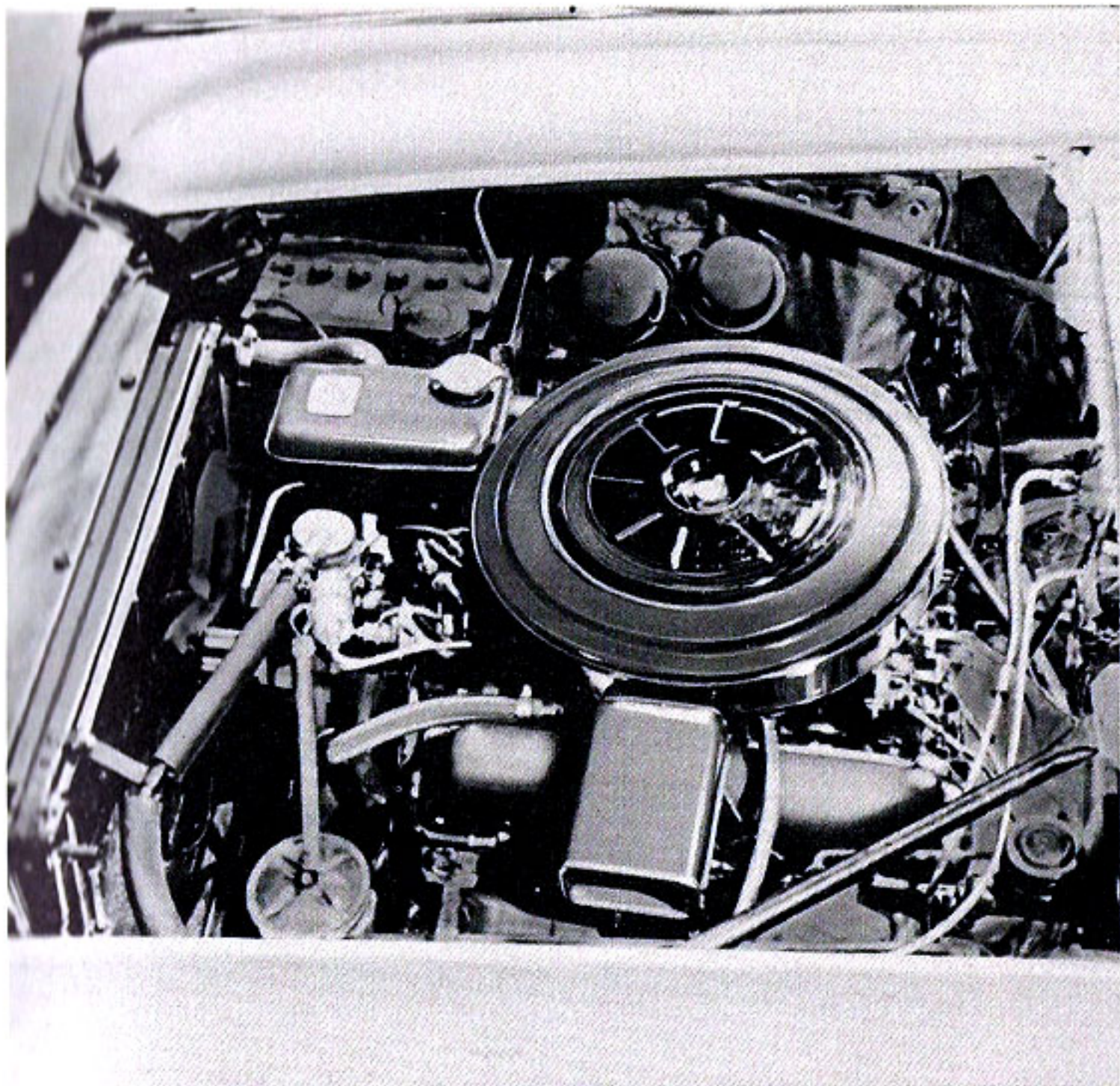
# **SIGNIFICANT REFINEMENTS FOR 1963**

## **Engine**

- Lincoln Continental V-8 increased to 320 horsepower
- New 4-barrel carburetor for improved performance
- More reserve power for faster start-up acceleration, quicker passing
- New piston design for high-turbulence combustion—smoother performance
- Free-flow exhaust system with larger pipes for improved performance

## **Spaciousness**

- Approximately 2 inches more knee room in front compartment on passenger side
- Nearly 2 inches more rear seat leg room
- Higher rear deck adds to trunk capacity—room for an additional 2-suiter case



## AMERICA'S MOST ADVANCED AND REFINED DESIGN

... And Lincoln Continental owners enjoy these superior features as well:

- New heavier, single piece instrument panel pad improves appearance and increases safety
- Thicker insulation for passenger compartment reduces sound to unusually low level
- Rubber insulators in steering assembly keep vibration from driver's hands
- Addition of floor ducts for improved heat distribution to rear compartment.
- Simpler power-assisted lever-type controls for heater-defroster and air conditioning\*
- Electric-powered radio antenna relocated for improved reception
- Aluminum front wheel brake drums on both models for increased braking efficiency, greater safety

\*Optional at extra cost.



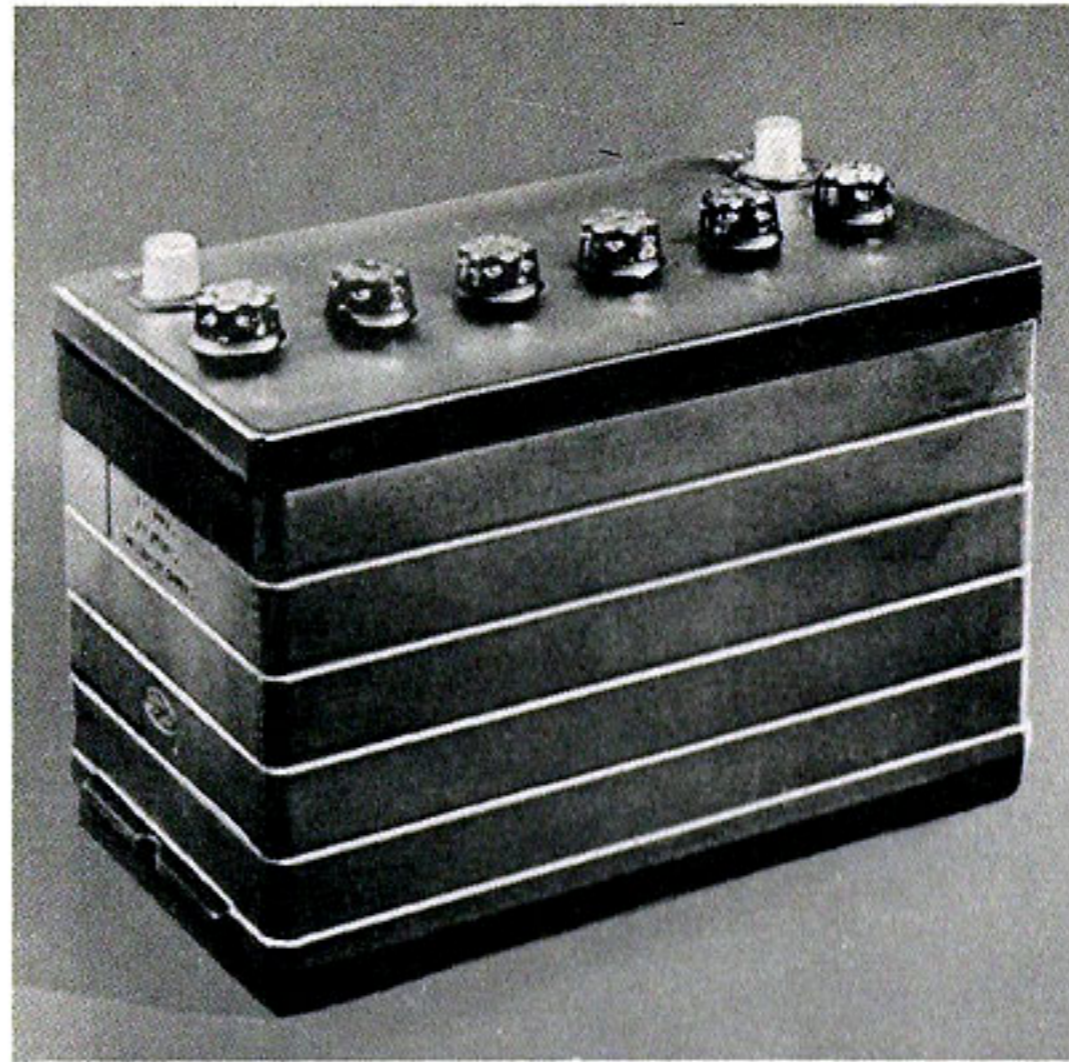
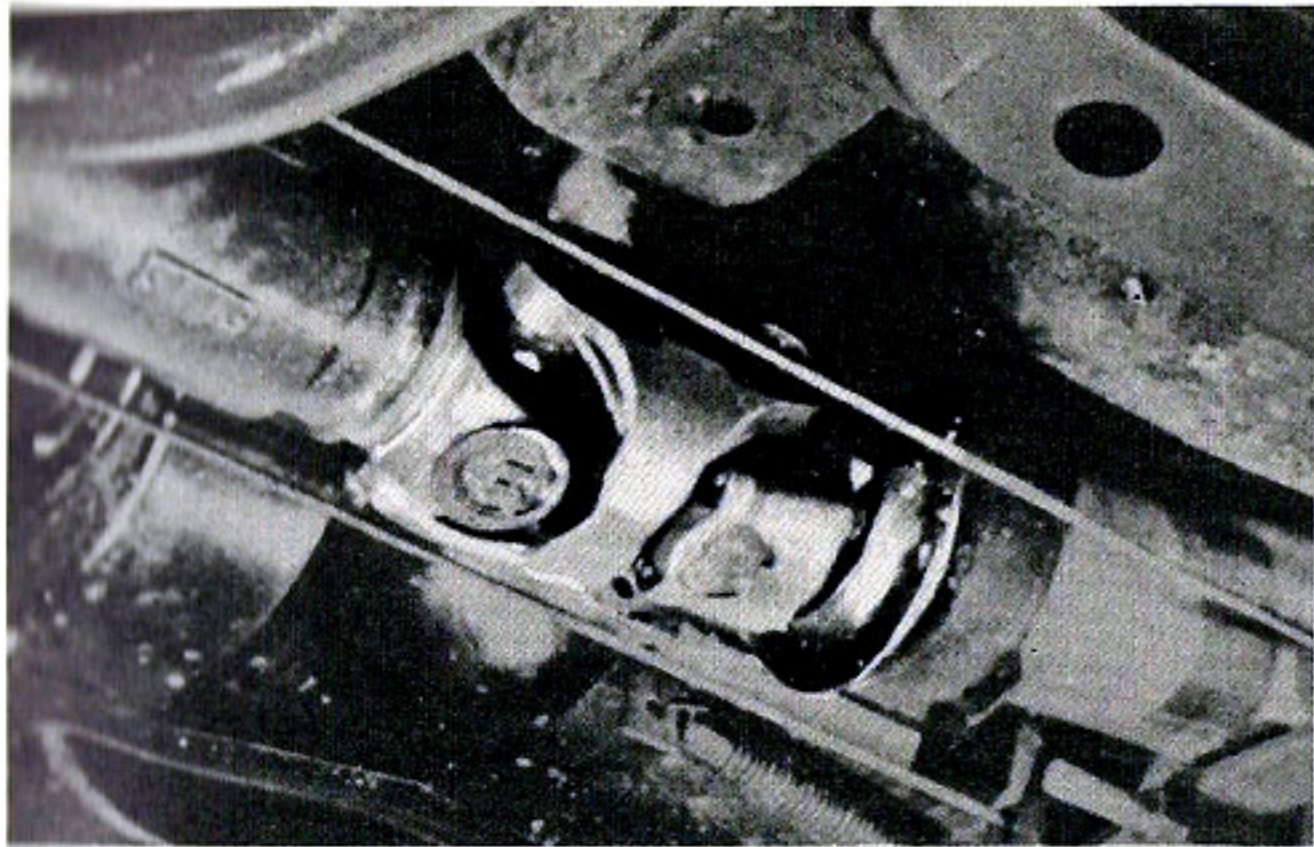
# **SIGNIFICANT REFINEMENTS FOR 1963**

## **New long-life features**

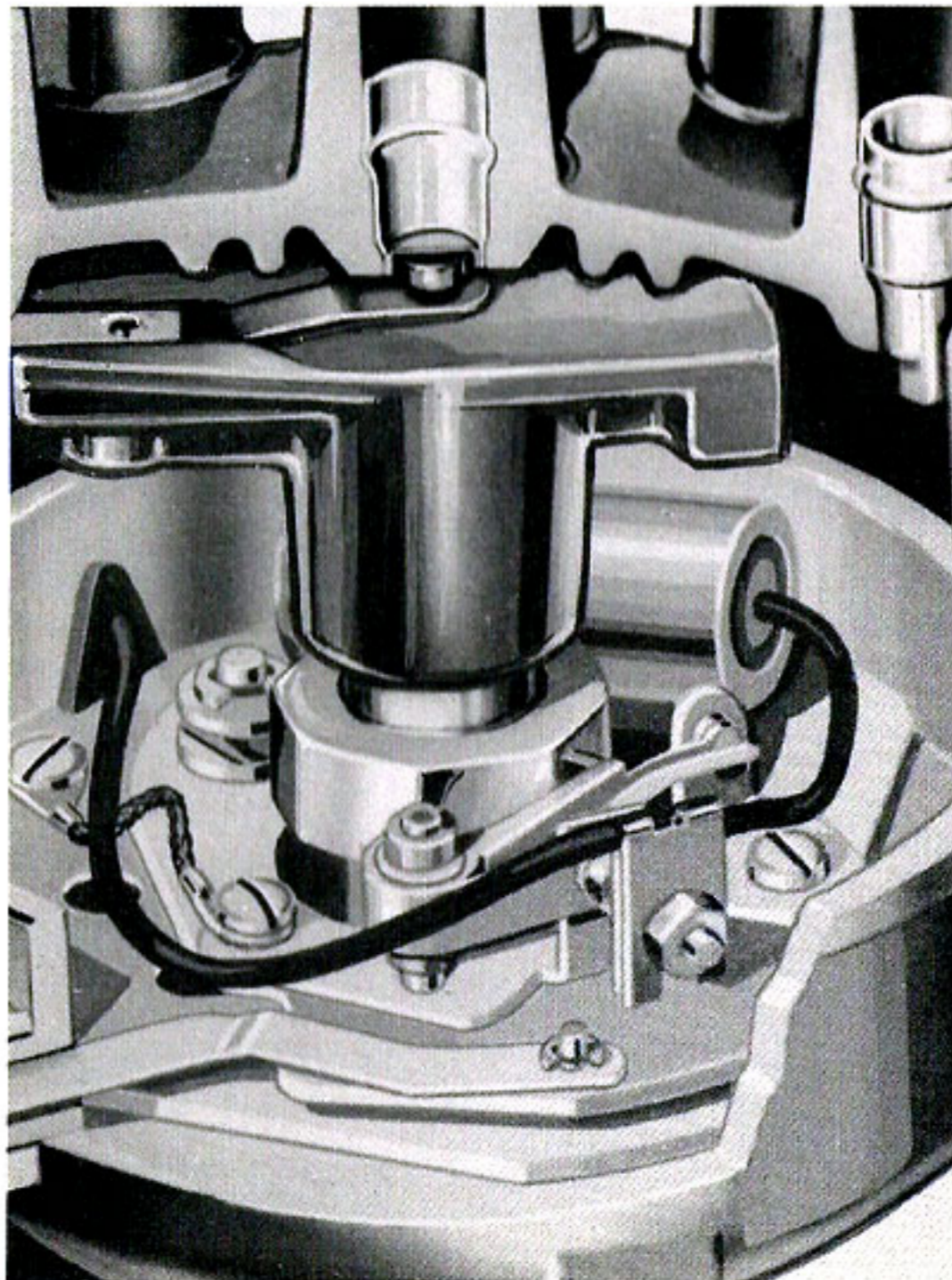
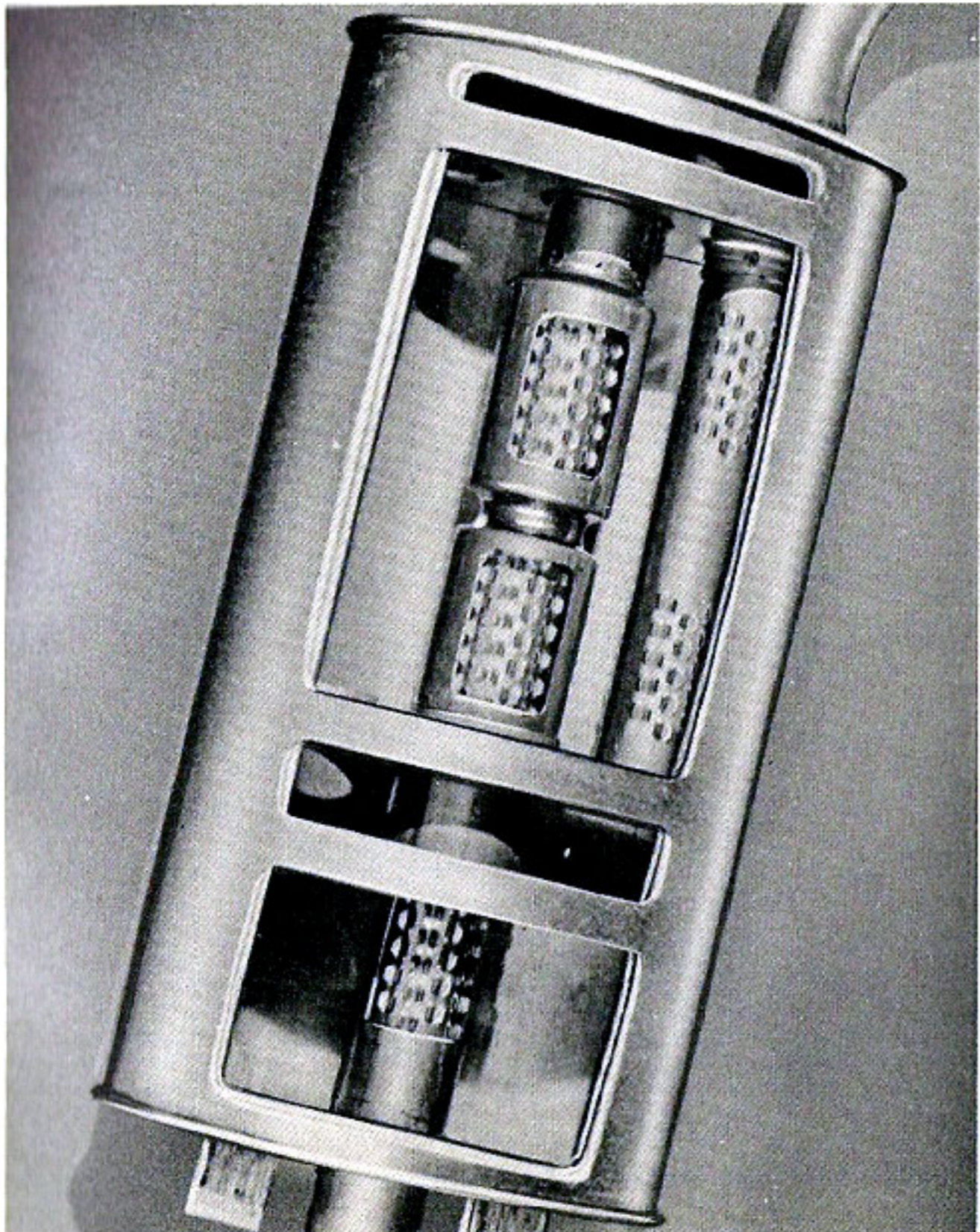
- Larger universal joints with higher torque capacity
- Improved longer-life battery more reliable and durable
- Stainless steel components for mufflers—longer life and reduced maintenance costs
- Silver-brazed distributor breaker points and self-cleaning spark plugs perform better, increase economy

## **Service-saving features**

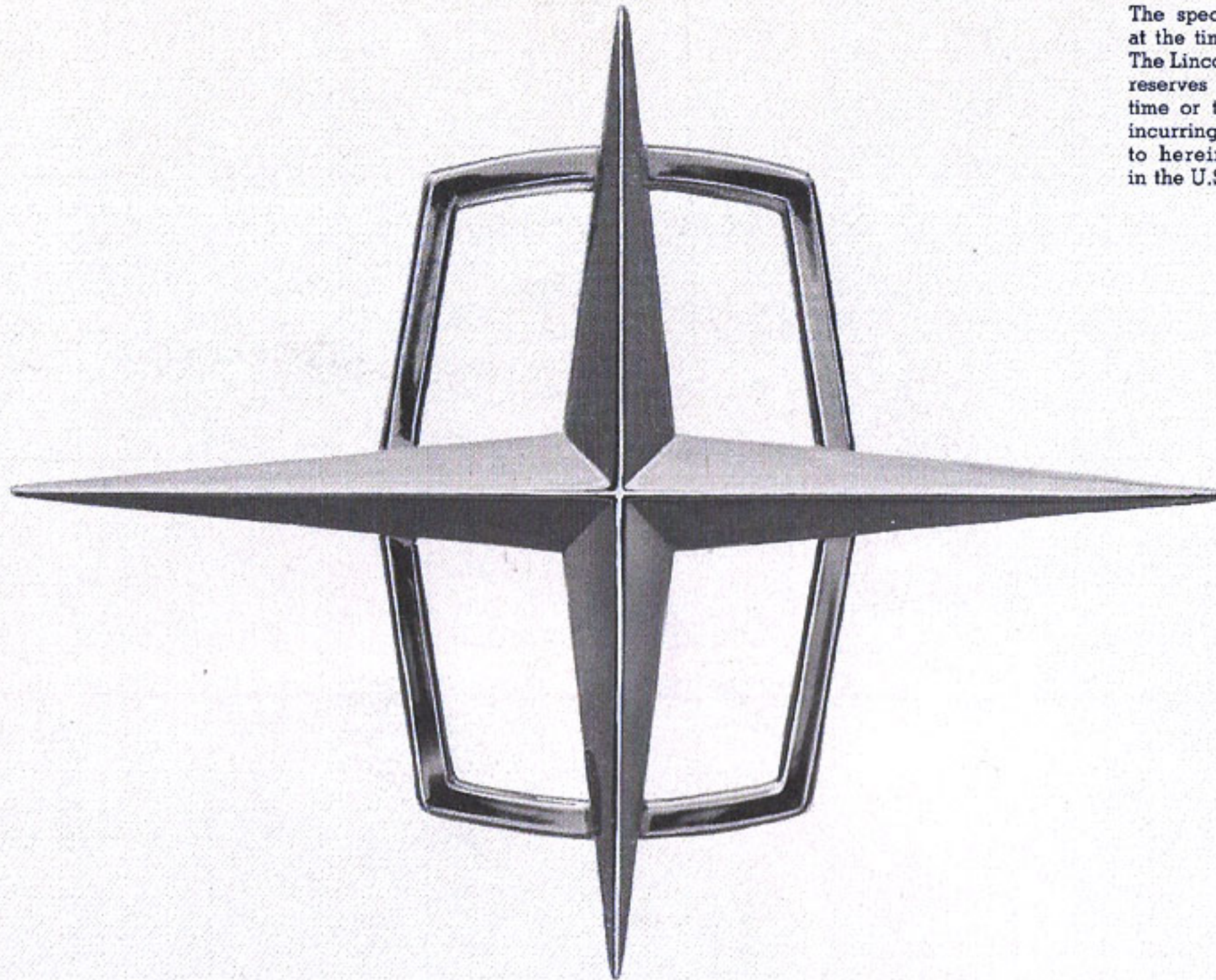
- Only twice-a-year, or every 6,000 miles, maintenance with normal use
- Lubrication interval for universal joints extended to 30,000 miles—five times longer than earlier models
- Front-wheel bearing lubrication interval extended to 30,000 miles—25% longer than earlier models
- Long-life coolant—change interval extended to 36,000 miles or 2 years—20% longer mileage than earlier models
- Body lubrication interval increased from 6,000 to 12,000 miles



**AMERICA'S MOST  
ADVANCED AND  
REFINED DESIGN**



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LINCOLN CONTINENTAL

PRODUCT OF



MOTOR COMPANY

LINCOLN-MERCURY DIVISION

LITHO IN U.S.A.