

1963 LINCOLN CONTINENTAL

The challenge was no easy one: Find ways to enhance the performance characteristics and the riding and driving luxury of the world's finest automobile.

Our engineers and designers responded with a group of significant refinements, which in total represent an important contribution in the areas of power and usable interior space. As a result, the 1963 edition of the Lincoln Continental, with its classic styling that cannot be outdated by the calendar, offers new functional values that further assure its lasting worth and add to your comfort.

Always noted for superlative power, Continental for '63 offers two significant advancements: newly designed, multi-barrel carburetion and high-turbulence pistons contribute to greater improvement in acceleration at highway passing speeds, plus a smarter response in the lower ranges.

Engineering ingenuity increases passenger comfort by adding extra inches of leg room for rear seat passengers and greater knee room in the front compartment, making this most comfortable of cars even more comfortable. In the luggage area, too, modifications substantially increase the effective carrying capacity. And yet the Lincoln Continental is trim-sized for modern driving and easy handling.

Lincoln Continental for '63 is presented in one—and only one—exclusive series with two classic models: the four-door sedan and America's only four-door convertible. The time, skill and patient care that go into their construction is reflected in Lincoln Continental's warranty: two full years or 24,000 miles . . . and is further expressed in outstanding resale value.

With pride we present for your considered evaluation, Lincoln Continental for '63 . . .

**SIGNIFICANT ADVANCES IN ROOM**

Lincoln  
Continental

VOLPE MOTORS INC.

727 E. Main St.  
ROCHESTER 5, N. Y.

MERCURY



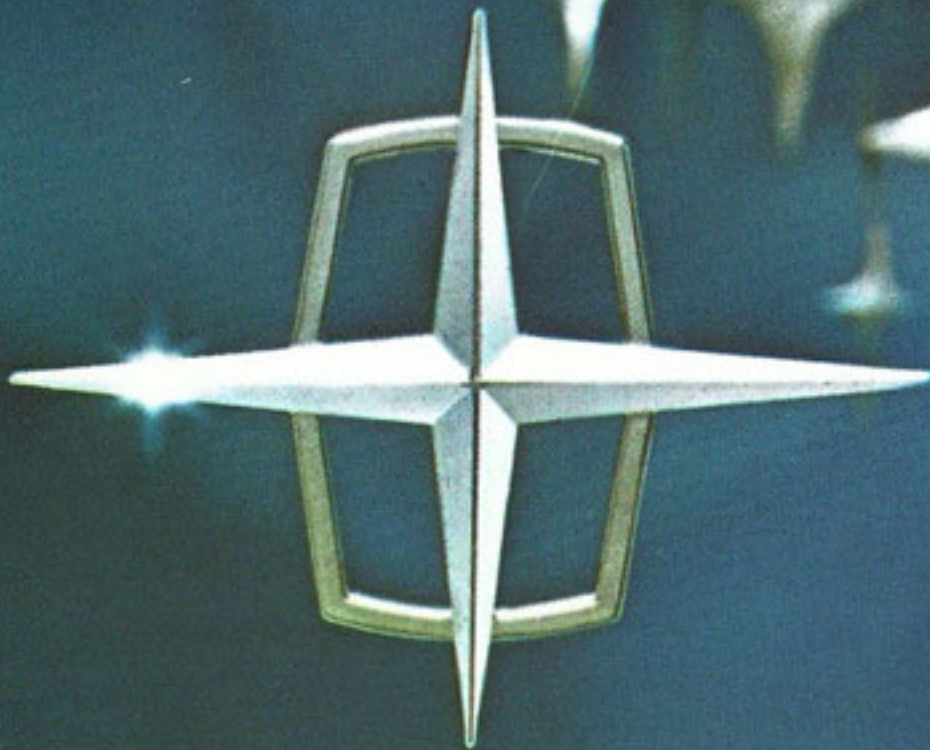
COMET / METEOR / MONTEREY

Represented by

*Glenn E. McGrath*

BA 5-7110

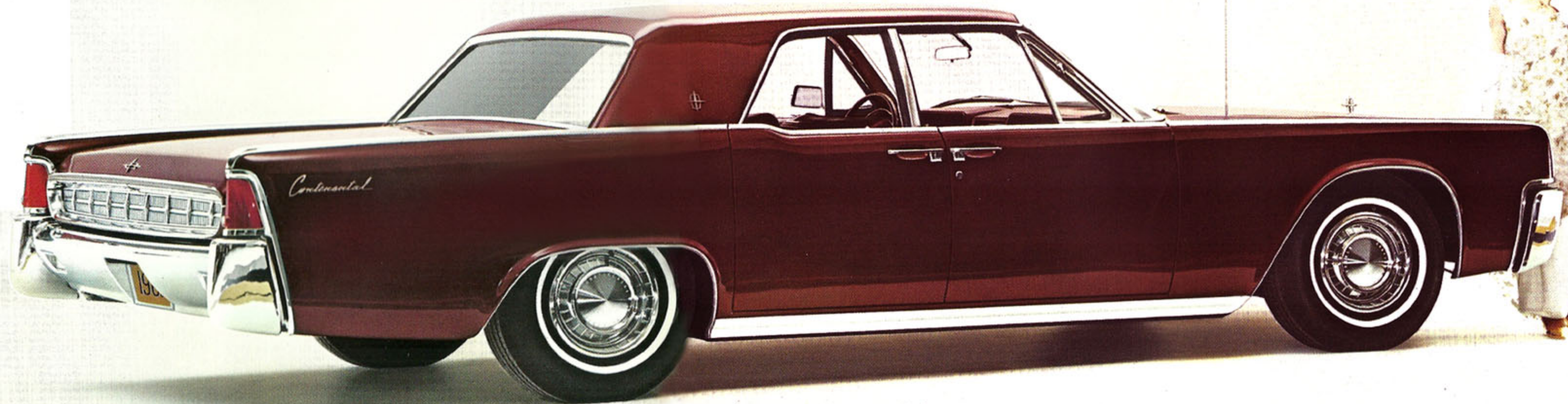
AND POWER



The Lincoln Continental star . . . world-renowned symbol of automobile excellence  
Sculpture: Constellation by Malcolm E. Moran

DISCRIMINATING REFINEMENTS FOR YOUR CONVENIENCE

Even those who appreciate every line of the classic Lincoln Continental will hardly note the modifications in design. They are slight, but with purpose. The newly contoured rear deck lid, for example, in combination with a complete rearrangement of the trunk area, results in an increase in luggage capacity and makes for easier loading and unloading. A new vertical-theme rear grille is set off with a bolder molding. A new square-textured grille is combined with a revised upper grille molding at front to enhance the balanced proportions that are a Lincoln Continental characteristic. Distinctive wheel covers are set off by fender moldings which frame the wheel openings.





## CLASSIC GRACE - COMMANDING ACTION

Here at their enduring best are the two basic appeals of motoring. Style with ageless charm. Performance without peer. The visual appeal of Lincoln Continental is yours for the viewing—from any angle. The mirror-like finish is the result of three coats of finest enamel over a coat of sealer and two coats of primer, with hand-sanding between each coat. The four center-opening doors invite a gracious ease of entrance and exit. If you are satisfied only by the finest, you will be completely at home here. The same holds true in the field of performance. Lincoln Continental's 1963 engine offers smooth authority, power that merits total confidence.



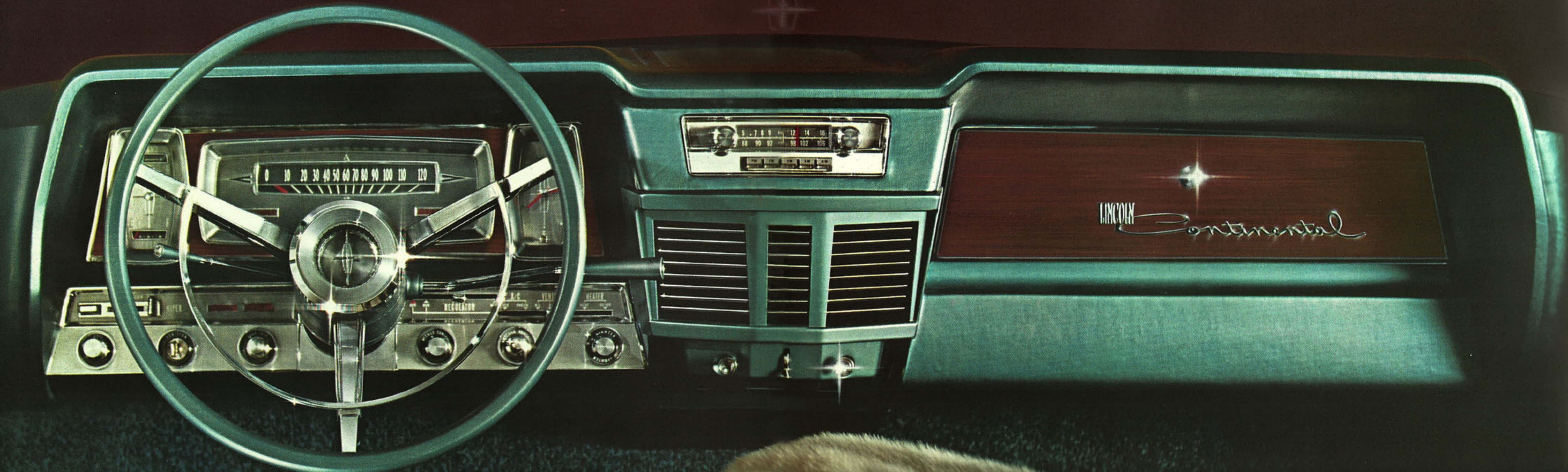
## NEW SPACIOUSNESS

Engineering skill has added comfort-inches by increasing leg room for rear seat passengers and knee room for front seat passengers. New Regency fabrics and Silver Cloud Pattern cloths are combined with leather bolsters and vinyl edges and facings in nine combinations. Or you can select one of nine rich, glove-soft leathers, trimmed with matching vinyl edges and facings. For a more formal look, all-wool broadcloth is available. Carefully matched walnut paneling or striking, brushed aluminum paneling may be selected for interior trim.



TAKE CHARGE IN QUIET LUXURY

First touch of the slim obedient wheel . . . first glance at the satin-finish control panel. This one means business! It fairly asks you to take over and discover the superb power, remarkable roadability, the boulevard-oriented smoothness and silence. What's behind it all? An exceptional balance of weight and advanced suspension. A motorcar sized for precision maneuverability. A quality and depth of insulation found nowhere else.



## CONVERTIBLE WITHOUT COUNTERPART

Few pleasures under the sun exceed that of owning this unique example of Lincoln Continental artistry... America's only six-passenger, four-door convertible. The top disappears completely beneath the rear deck with no unsightly top boot to mar the full sweep of Lincoln Continental's classic lines. The wide, center-opening doors permit easy, graceful access to both front and rear seats. And inside there's a new dimension in convertible luxury with front and rear compartments that are *equally* spacious, seating six with room to spare... In fact with up to ten inches more rear seat room than other convertibles.





## ELEGANCE IN ACTION

Luxury is the hallmark of the Lincoln Continental convertible. Interiors are a symphony of rich color and gleaming metal. Glove-soft leather, combined with elegant crinkle-grain vinyl edges and facings, covers all seating surfaces and bolsters. And, here, too, are those very special touches of luxury that identify the finest. Examples: Vacuum-powered door locks. An instrument panel warning light indicates when rear doors are not locked and the ignition is on. A fully-automatic top which locks and unlocks itself from the windshield and raises or lowers at the touch of a switch—disappearing under the rear deck panel to eliminate the need for a conventional boot.

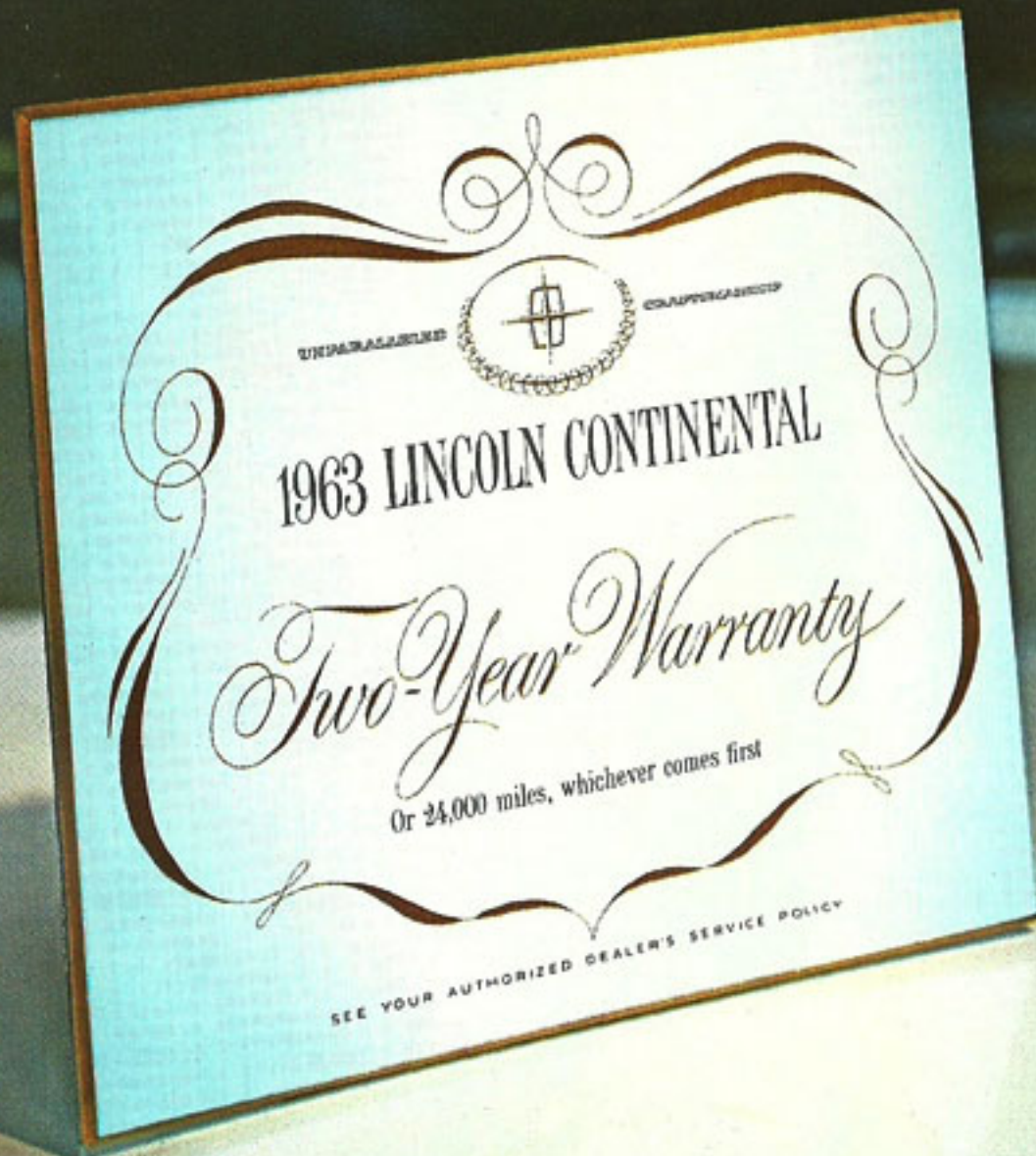


FASHION'S FINEST EXPRESSION

Every moment in motion is a memorable experience when you're driving a Lincoln Continental convertible. Here is a swift, silent precision, a road poise and verve that has no counterpart. The secret? Lincoln Continental's whispering giant V-8 engine, its integral body and frame and scientifically designed tuning weights that all but eliminate road shock and vibration. The riding and handling qualities of this convertible are fully equal to those made famous by Lincoln Continental sedans.



NO CAR IS  
MORE THOROUGHLY  
PROVED BEFORE ITS  
FIRST OWNER - MILE



To achieve the excellence of Lincoln Continental, manufacturing standards have been set among the very highest in the automobile world. Tolerances which must be met are more exacting. Quality of construction demanded is unparalleled.

Each Lincoln Continental must pass more than 2,000 manufacturing tests to make sure it meets every standard.

Every Lincoln Continental undergoes a performance check of many miles on highway and test track. Nearly 200 items are scrutinized during this final test of excellence. Earlier, engine and transmission are run-in.

Costly and time-consuming? Certainly. But this kind of care is undertaken to give you outstanding reliability and satisfaction from the first mile. And because Lincoln Continental is built with such precision and so thoroughly tested, it is warranted for two full years or 24,000 miles—the longest all-inclusive warranty offered on any American automobile.\*

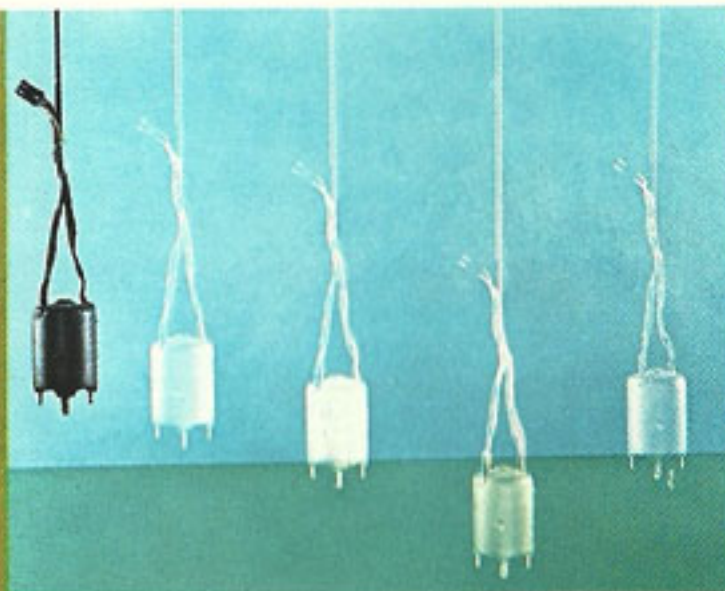
These factors strongly recommend Lincoln Continental as a prudent investment, one which will give you more lasting motoring satisfaction and can return rich dividends because of its excellent resale value.

\*Ford Motor Company warrants to its dealers, and its dealers, in turn warrant to their Lincoln Continental customers 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 continue to be made by the tire companies. Owners will remain responsible for normal maintenance service and routine replacement of maintenance items such as filters, spark plugs, ignition points and wiper blades.

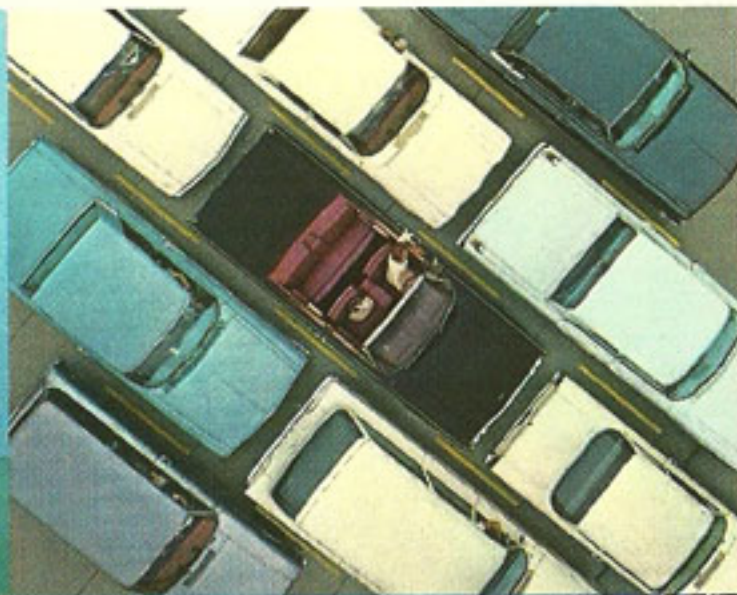
**TIRES AND WHEELS** are balanced as units to provide a smoother ride and longer tire life. Specially made tires must conform to extremely close tolerances for roundness to give a velvet-smooth ride.



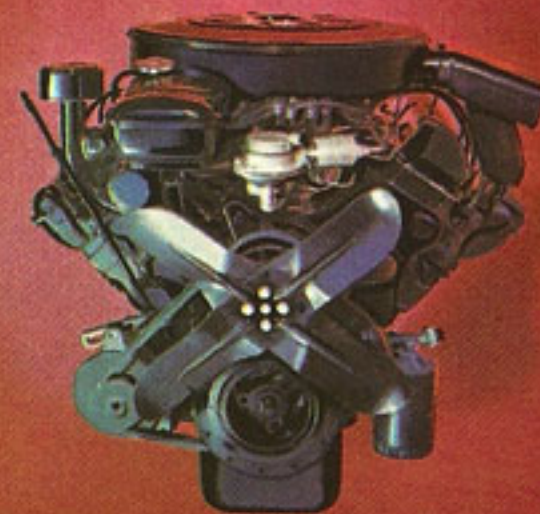
**POWER WINDOW MOTORS**, designed to provide ample power for smooth, constant operation of all windows, are dipped in latex rubber to prevent failure caused by moisture.



**ALTERNATOR** increases reliability, especially in slow-moving traffic, by producing electric power at low speeds and idle to prevent a heavy drain on the battery.



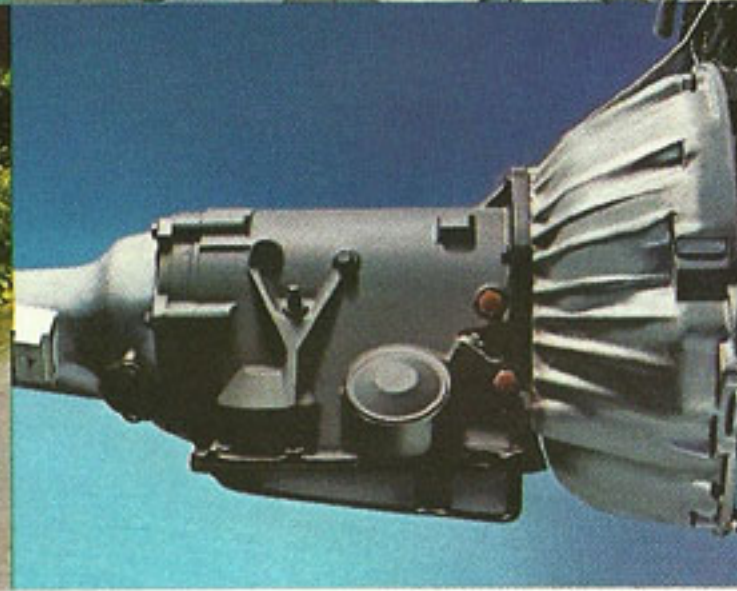
**MORE POWER** with outstanding smoothness. Significant advances include new high-turbulence pistons, special 4-barrel carburetor.



**ELECTRICAL CIRCUITS** are checked individually by this electronic tester, specially built for Lincoln Continental, which checks the function of each circuit and its exact current requirements.



**EXCEPTIONAL PERFORMANCE** grows out of Lincoln Continental's great reserve of velvet-smooth power. You'll find that you can pass with ease . . . master steepest hills.



**TWIN-RANGE TURBO-DRIVE TRANSMISSION** is standard. To give smooth shifting and reliability, each transmission is bench-tested before being teamed with an engine and installed.



**THREE COLOR COATS** of enamel applied over a coat of sealer and two coats of primer—with hand sanding between each coat—give Lincoln Continental the finish which is a hallmark of this fine car.

## EQUIPPED TO FILL EVERY MOTORING NEED

Lincoln Continental is fitted with a wide range of standard equipment features to add to your motoring enjoyment. Many of these are obtainable only at extra cost on other automobiles. In addition, you may choose from a most complete selection of optional equipment. A few of the standard and optional features are illustrated. A complete list is given below.



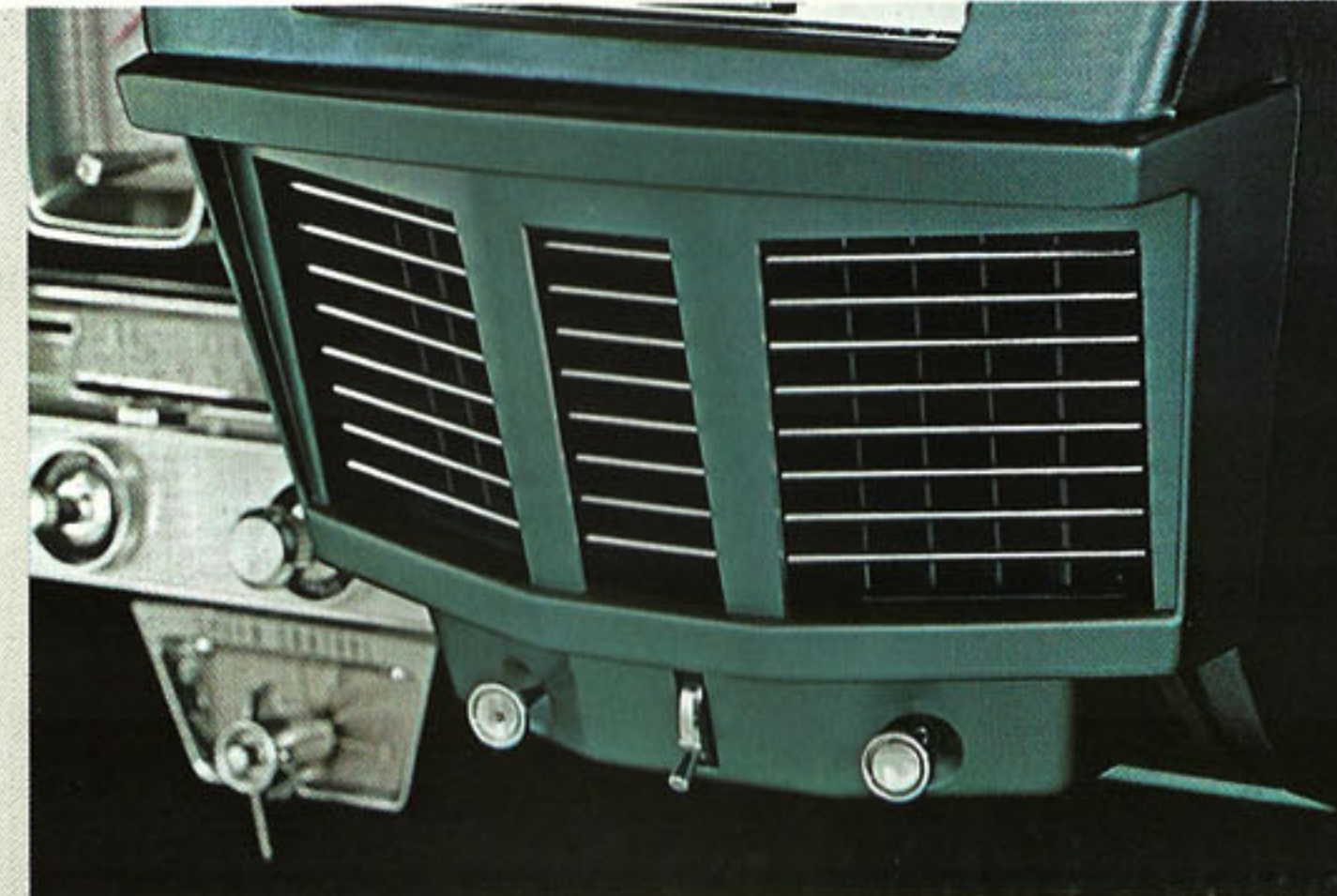
**PUSH-BUTTON AM-FM DUAL RANGE RADIO**, a new Lincoln Continental option, gives you concert-like sound while motoring, greatly broadens the number of stations available for your listening pleasure.



**SPEED CONTROL OPTION** on instrument panel, permits foot-off-throttle constant speed.



**INCREASED LUGGAGE CAPACITY** makes motoring more pleasurable and convenient. Phantom photo indicates luggage that can be carried under newly contoured deck lid.



**VERSATILE NEW AIR CONDITIONER** provides better distribution of air and simplified control. When this option is installed, it is combined with the heater. The same controls serve for cooling, heating and ventilation functions.



**POWER STEERING**, standard on all Lincoln Continentals, has been refined to reduce shock or vibration.



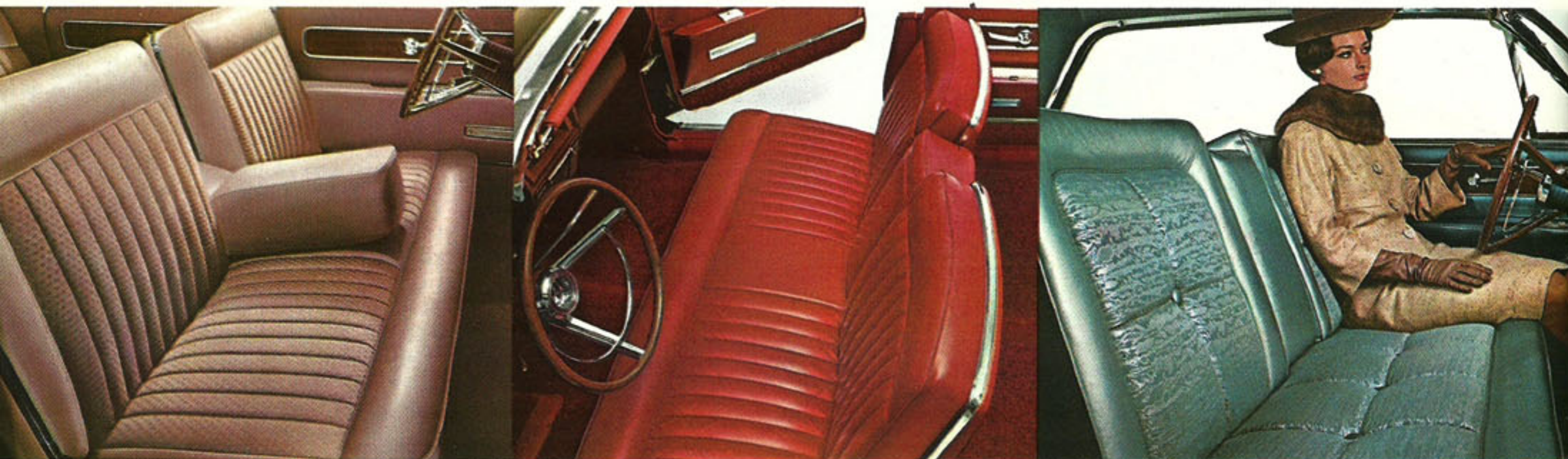
**POWER BRAKES**, also standard, have been improved to give longer lining life—help make precision stops.

**Standard equipment includes:** Power Brakes • Power Steering • Twin-Range Turbo-Drive Automatic Transmission • Hydraulic Windshield Wipers • Electric-Powered Windshield Washer • Aluminized-and-Stainless-Steel Dual Exhaust System • Padded Instrument Panel • Factory-Installed Undercoating • Contour-Zoned Foam Rubber Seats • Power Door Locks • All-Transistor AM Radio with Front and Rear (sedan only) Speakers • Remote Control Rearview Mirror • Twisted Loop-Yarn Carpeting • Alternator • Crankcase Emission Reduction System • Four-Barrel Carburetor • Full-Flow Oil Filter • Front and Rear Folding Center Armrests • Padded Sun Visors • Right Side Visor-Mounted Vanity Mirror • White Sidewall Tires • Heater-Defroster • Back-Up Lights • Courtesy and Dome Lights • Glove Compartment, Ash Tray and Trunk Com-

partment Lights • Leather-and-Vinyl Seat Upholstery with Leather Sealing Surfaces, Vinyl Edges and Facings (standard in convertible, optional for sedans) • Fully Lined Luggage Compartment • Rocker Panel and Wheelhouse Moldings • 2-Year or 24,000-Mile Warranty.

**Additional features available as extra-cost options or accessories include:** New Improved Air Conditioner • Six-Way Power Seat • Automatic Headlamp Dimmer • Push-Button AM-FM Dual Range Radio • Speed Control • Remote Control Deck Lid Release • Power Antenna • Power Vent Windows • Tinted Glass • Safety Seat Belts • Directed-Power Differential • Six-Ply Whitewall Tires • Floor Mats • Locking Gas Cap • Door Edge Guards.

## INTERIOR LUXURY IN THE GRAND MANNER



**REGENCY FABRIC**—Fine nylon yarns are woven together in this brocade upholstery material—offered in five distinctive shades. All Lincoln Continental upholstery is meticulously fitted, assuring tailored luxury. All materials are painstakingly tested to prove their durability. Leather seat bolsters and vinyl seat edges and facings are used with Regency fabrics. Colors available are Black, Silver Blue, Medium Blue, Rose Beige, and Gold.

**GENUINE LEATHER-AND-VINYL**—Seven pleated monochromatic color schemes are available, plus a Black and White combination. Colors are: Black, Red, Gold, Rose Beige, Medium Blue, Light Turquoise and Honey Beige. Cushion seat surfaces are hand-selected leather; matching crinkle-grain vinyl is used for edges and facings. Leathers are deep-dyed to give them longer-lasting beauty (standard on convertibles; optional for sedans).

**SILVER CLOUD PATTERN CLOTH**—This elegant fabric, a random weave of nylon and metallic yarn in an abstract pattern, is one of the new upholstery materials selected to give Lincoln Continental interiors a high-fashion look of contemporary elegance. Available in three monochromatic colors—Black, Light Turquoise and Honey Beige—this material is used in combination with leather seat bolsters and matching vinyl seat edges and facings.



**ALL-WOOL BROADCLOTH**—This traditional Lincoln Continental upholstery is available in a pleated, formal, monochromatic material of Silver Blue. Like the other two fabrics used in Lincoln Continentals, it receives a soil-resistant treatment after it is woven.

## SPECIFICATIONS

**MODELS:** Four-Door Sedan; Four-Door Convertible.

**ENGINE:** OHV 90° V-8; displacement 430 cubic inches; bore and stroke 4.30" x 3.70"; compression ratio 10.1 to 1.

**ENGINE LUBRICATION:** Full-pressure lubrication system. A rotor-type oil pump, full-flow replacement-type oil filter; oil capacity 6 quarts with filter; crankcase emission reduction system. 6,000-mile (or 6 months) oil and filter change.

**EXHAUST SYSTEM:** Dual exhaust system with aluminized and stainless steel mufflers and resonators and laminated exhaust pipe.

**FUEL SYSTEM:** Four-barrel downdraft carburetor with water-heated automatic choke; dry-type air cleaner; water-heated intake manifold; felted-fiber filter. The fuel tank capacity is 21 gallons.

**COOLING SYSTEM:** Three-stage pressure cooling with pressure radiator cap; coolant capacity 25 quarts; heavier radiator structure with overlapping flange connections; 30,000-mile or 2-year anti-freeze and anti-rust coolant.

**ELECTRICAL SYSTEM:** 40 amp. alternator. Battery 12-volt, 78 plate, 80 ampere-hour. Central fuse and circuit breaker system.

**BRAKES:** Self-adjusting power brakes with aluminum front drums are standard; total brake lining area 259 square inches; parking brake warning light on instrument panel.

**TRANSMISSION:** Twin-Range Turbo-Drive automatic torque converter with three-speed planetary gear set.

**SUSPENSION:** Silent-strut front suspension; pre-lubricated ball-joints; helical-coil type springs; double-acting shock absorbers with hydraulic rebound control. Iso-clip rear suspension, Hotchkiss Drive; rear springs 60" parallel-mounted leaf-type, rubber-insulated from axle; shock absorbers with hydraulic rebound control angle-mounted; anti-vibration balancer weights on convertible.

**STEERING:** Recirculating ball-and-nut torsion-bar type steering gear with integral-type hydraulic power assist, isolated from body, is standard equipment.

**REAR AXLE:** Semi-floating hypoid; gear ratio 2.89 to 1; lubricant capacity 4.8 pints.

**WHEELS AND TIRES:** Pressed steel disc wheels with new tru-center mounting on precision-machined hubs; Tyrex tire cord, white sidewall standard, 9.00 x 14 on sedan, 9.50 x 14 on convertible and sedan with air conditioning; full wheel covers.

**DIMENSIONS:** Wheelbase 125"; over-all length 213"; maximum width 78.6"; tread—front 62.1", rear 61.0"; weight—sedan 5124 lbs.; convertible 5528 lbs.

The specifications contained herein were in effect at the time this material was approved for printing. The Lincoln-Mercury Division of Ford Motor Company reserves the right to discontinue models at any time or to change specifications or design without incurring any obligations. The warranties referred to herein are applicable only to products sold in the U.S.A. and in certain neighboring areas.

