



1976 CONTINENTAL MARK IV

For 1976, there's something noticeably new about America's classic personal luxury car, Continental Mark IV. Some of the most significant designers in the world have coordinated the colors and put their names on limited editions of the Mark IV.

Introducing the Mark IV Designer Series.

Pucci Edition Mark IV

Emilio Pucci has made his mark with unique color combinations in luxurious fabrics. The new 1976 Pucci Edition Mark IV is just such a statement in color and luxury. A deep, vintage burgundy with silver and red pinstripes and a Landau roof in gleaming silver vinyl. Inside, velvety burgundy velour with a floating-pillow look. On the opera window and your personalized instrument panel plaque, Emilio Pucci's renowned signature.

The Givenchy Edition Mark IV

Hubert de Givenchy has made his mark many times over as one of Paris' premier designers. The Givenchy Edition Mark IV is the sparkling turquoise of the Mediterranean Sea. Matching velour upholstery. A light, simulated woodgrain instrument panel. And the forged aluminum wheels and color-keyed luggage compartment carpeting common to all the Designer Series Marks. From its black and white pinstripes to the Givenchy signature on the opera window and instrument panel nameplate, a brilliant example of couture design.

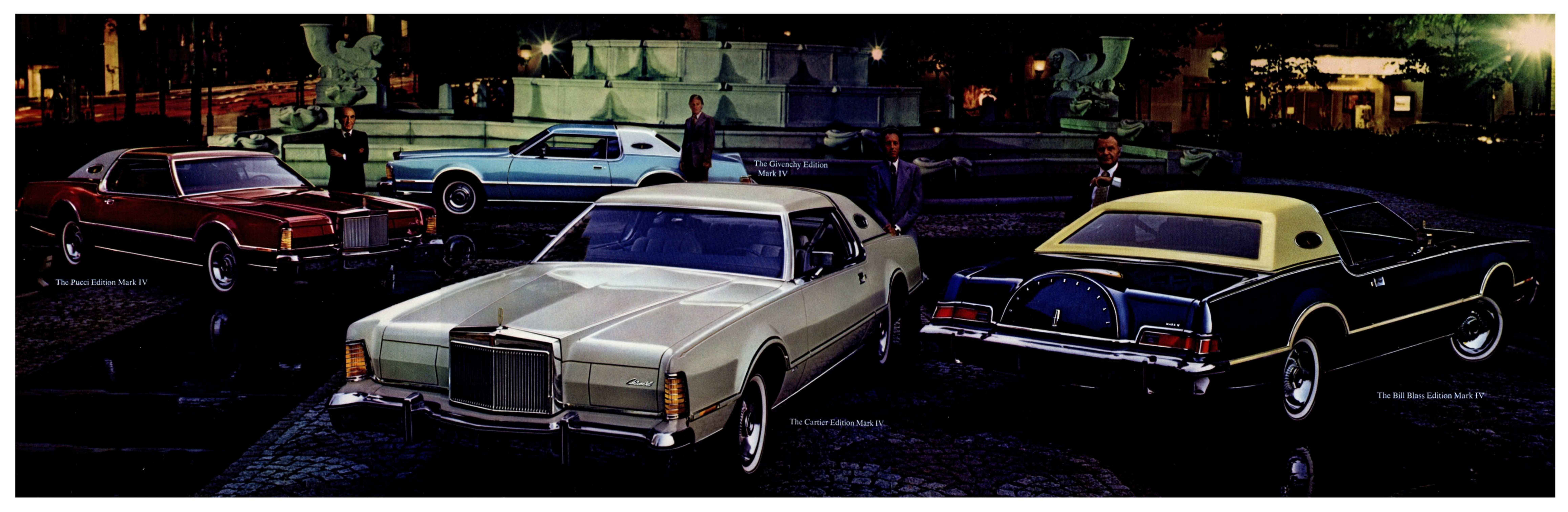
The Bill Blass Edition Mark IV

Here is the dash and distinction of a Bill Blass blazer—superbly cut and crafted with classic elegance. Deep, lustrous blue, pinstriped in cream and gold, with a cream-colored Landau roof. Navy velour upholstery. Or dark blue and cream leather-and-vinyl. The Blass signature on the opera window and instrument panel plate . . . along with your own name.

The Cartier Edition Mark IV

Cartier has made its mark with precious jewelry. So the new 1976 Cartier Edition Mark is a creamy grey—the color of freshwater pearls. Its interior sustains the monochromatic look with grey velour, or leather-and-vinyl, and rich cut-pile carpeting. Red and white pinstriping accents the classic exterior styling. The opera window in the Landau roof bears the golden Cartier signature, as does an identifying plaque for the instrument panel. As in all the Designer Series editions, the plaque is 22-karat gold-plated and provides for the engraving of your name as well.

Pucci, Givenchy, Bill Blass and Cartier have made a mark for themselves. In 1976, they'll help you make a Mark for yourself.



The Pucci Edition Mark IV

The Givenchy Edition Mark IV

The Cartier Edition Mark IV

The Bill Blass Edition Mark IV

The Mark IV Designer Series could be the most dramatic concept of the personal luxury car in years. Yet, there is considerably more than fashion and luxury to recommend Continental ownership in 1976.

For example, beneath the sophisticated styling of the Cartier Edition Mark IV—and every other 1976 Mark—are power disc brakes at all four wheels. Advanced technology contributes measurably to the status suggested by the high styling of this year's Marks . . . and to the satisfaction promised by fine performance on the road.

In 1976, there are many significant reasons for judging any luxury car by our car. And for making your mark with the prestigious Cartier Designer Series Edition or any other Continental Mark IV.

Cartier Edition Mark IV shown with optional power moonroof, wide-band white sidewalls, and remote control right-hand mirror.



Cutlass

Oldsmobile



Perhaps there's a little of the designer in you. A certain sense of the color and style compatible with your individuality? Then you should know that you can custom design your own Mark for 1976.

Begin with one of 15 color schemes. Design an exterior to match or coordinate with the interior tones . . . varying color of paint, vinyl roof, bodyside molding, even pinstriping. And, consider the options beyond mixing and matching of color. Forged aluminum wheels. A power sunroof or exotic moonroof. Nostalgic wide white sidewalls. AM/FM/MPX radio with Quadrasonic 8-track tape system.

Distinctive four-note horn.

Put something of yourself into the making of a Mark.



The Luxury Group has become a Mark IV tradition. This year, three of the seven available should be familiar to the Continental connoisseur: Blue Diamond, Saddle/White, Lipstick/White.

Four are refreshingly new creations. Red/Rosé boldly represents the red color family. The deep-hued richness of Jade is the basis for two others: Jade/White, and the Dark Jade/Light Jade illustrated here. In contrast, and also shown, is the brilliant Gold/Cream Group. Any one is an ideal medium for demonstrating the mixing and matching of color . . . to accomplish the owner-designed Mark. For example, the cream and gold interior at left is available with an all-cream exterior, an all-gold exterior, cream with a gold vinyl roof, or gold with a cream vinyl roof. Either yellow gold or cream bodyside molding can be ordered with each of the four exteriors.

Color coordinating your Mark IV is certain to be a unique and rewarding experience.

Interiors shown are optional Luxury Groups. Other options are Landau vinyl roof, premium bodyside molding, custom paint stripes, and forged aluminum wheels. Illustration on following page has same optional features.



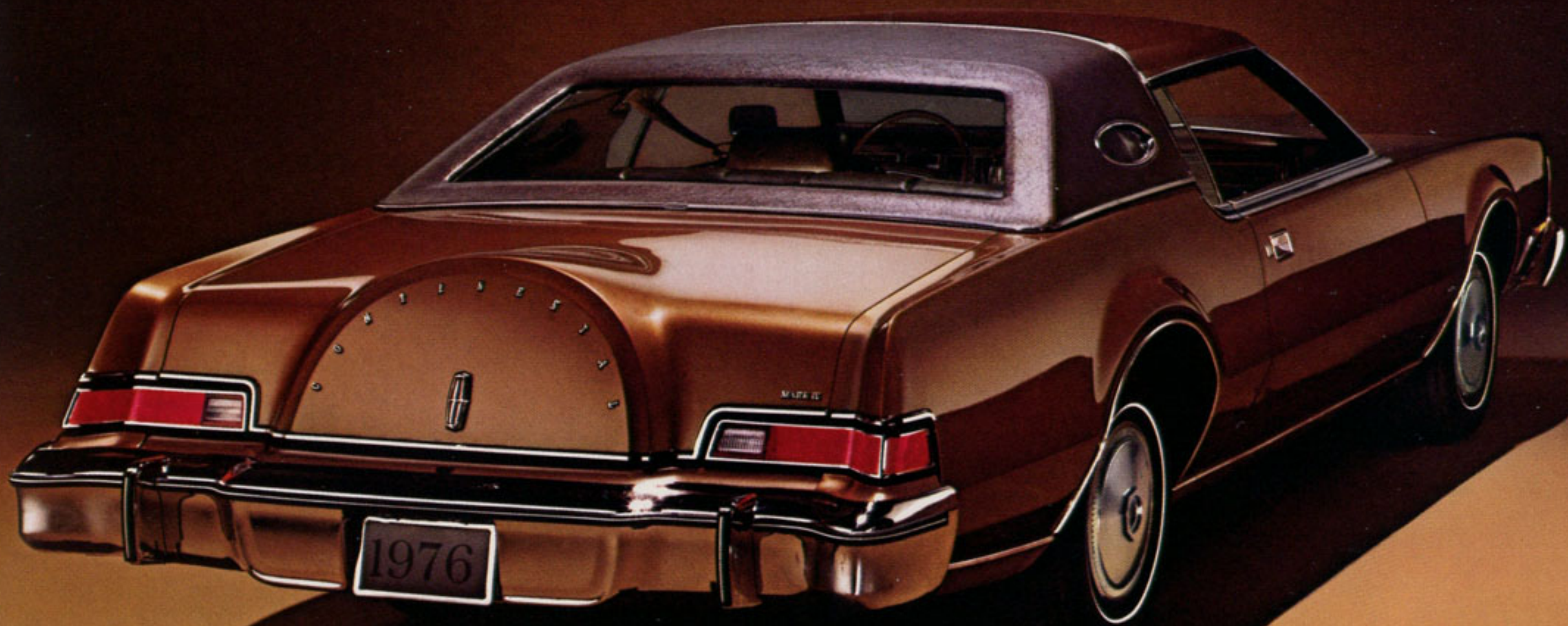






Interior shown is Versailles Option. Other options shown are Landau vinyl roof, wide-band white sidewalls, remote control right-hand mirror, and custom paint stripes.

Versailles. The very name suggests inspired, classic luxury . . . and surely the Versailles Option for 1976 confirms the promise. Above, around, and under you, the plush texture of crushed velour. Incredibly soft comfortable seating upholstered to create a floating-pillow effect. Illuminated visor vanity mirrors. Even luggage compartment carpeting color-keyed to the interior. Availability is limited to four colors: a handsome medium blue, an unusual jade, warm tan, and the rich, vibrant red presented here. The Versailles Option is yet another way to make your Mark for 1976.





The Mark IV continues as a classic in its own time. And there is also continuity in the challenge to judge other luxury cars by Continental standards. For quiet ride and smooth handling. Quality of workmanship. Luxurious appointments. Styling. Status. And resale value. All important to the contemporary luxury car owner . . . all incentives for joining the many thousands of competitive owners who have switched to the Mark IV in recent years. In 1976, judge any luxury car by our car. And mark your independence from the ordinary by making your Mark.

Interior shown is optional leather with vinyl. Other options shown are Landau vinyl roof, remote control right-hand mirror, custom paint stripes, and protective bodyside molding.

1976 CONTINENTAL MARK IV STANDARD EQUIPMENT

Performance

- 460-4V engine • Select-Shift automatic transmission • 2.75 rear axle ratio • Four-wheel power disc brakes • Power steering • WSW steel-belted radial tires • Automatic parking brake release • Dual-note horn • Concealed windshield wipers with washer jets on wiper arms • Stay-Full radiator system

Instrumentation

- Cartier-signed clock • Trip odometer • Instrument panel warning lights for alternator, engine temperature/oil pressure, low fuel, and door ajar

Lights/Mirrors

- Concealed dual headlamps • Cornering lamps • Dual dome/map reading lamp • Courtesy lights on door panels and under instrument panel • Lights for luggage and engine compartments, glove box, ash tray, and inside rear pillars • Remote-control left-hand mirror • Visor-mounted vanity mirror

Comfort/Convenience

- Automatic temperature control • Power windows • AM radio with dual speakers • Power antenna • Twin Comfort Lounge seats with 6-way power for both driver and passenger • Velour cloth seat upholstery • Front and rear center armrests • Super-quiet sound package • Shag cut-pile carpeting • Fully-carpeted luggage compartment • Door-closing assist straps

Appearance

- Padded vinyl roof • Opera windows • Luxury wheel covers • Wheel opening moldings • Rocker panel moldings with extensions • Owner's initials • Walnut simulated-wood trim on instrument panel and door trim panels

Protection

- Spare tire lock • Front and rear bumper guards and rub strips

1976 CONTINENTAL MARK IV OPTIONAL EQUIPMENT

Performance

- Dual exhaust system • 3.00 rear axle ratio (includes dual exhausts) • Traction-Lok differential • Sure-Track braking system • Speed control • Engine block heater • Four-note horn • Interval windshield wipers • Class III trailer towing package. Includes heavy duty suspension and radiator, 3.00 rear axle ratio, dual exhaust system, wiring harness, and external transmission oil cooler

Instrumentation

- Fuel economy reminder light

Lights/Mirrors

- Headlamp convenience group • Remote-control right-hand mirror • Illuminated visor vanity mirrors for driver and passenger

Comfort/Convenience

- Space-saver spare tire • Power moonroof (glass) in silver, gold, brown, light jade or rosé tints • Power sunroof (steel). Not available with Landau vinyl roof • Power vent windows • Power lumbar seat • Reclining passenger seat • Electric rear window defroster • "Quick Defrost" defroster, including heated windshield and rear window

- AM/FM/Multiplex radio • AM/FM/MPX "Search" radio • AM/FM/MPX radio with Quadrasonic 8-track tape system • Tilt steering wheel

Appearance

- Forged aluminum wheels • Custom Landau vinyl roof, fully padded with wide chrome moldings • Custom paint stripes • Wide-band white sidewalls • Diamond fire paint • Moondust paint

Protection

- Power lock convenience group, including power door locks and remote-control deck lid release • Anti-theft alarm system • Appearance protection group, including door edge guards, front and rear mats, and license plate frames • Security lock group, including locking gas cap and inside lockable hood release • Protective bodyside molding (black) • Premium bodyside molding (customer's choice of color)

SPECIAL INTERIORS

Blue Diamond Luxury Group

- Aqua blue diamond fire metallic paint • Aqua blue vinyl roof • Aqua blue interior in velour and vinyl or leather and vinyl • Light maple simulated wood trim on instrument panel, door panel, and steering wheel rim and pad • Blue cut-pile carpeting in luggage compartment

Saddle/White Luxury Group

- Choice of white or dark brown metallic exterior paint • Choice of white or saddle vinyl roof • Saddle and white interior in white leather seating surfaces with saddle leather cross straps and saddle vinyl side facings • Saddle colored cut-pile carpeting in luggage compartment

Lipstick/White Luxury Group

- Choice of lipstick red or white exterior paint • Choice of lipstick red or white vinyl roof • White interior with lipstick red accents, carpeting and interior components. Leather and vinyl upholstery • Red cut-pile carpeting in luggage compartment

Gold/Cream Luxury Group

- Choice of yellow gold diamond fire or cream exterior paint • Choice of gold or cream vinyl roof • Gold and cream interior with cream leather seating surfaces, gold leather cross straps, gold vinyl side facings, and gold carpeting and components • Gold cut-pile carpeting in luggage compartment

Red/Rosé Luxury Group

- Choice of dark red moondust or rosé diamond fire exterior paint • Choice of dark red or rosé vinyl roof • Dark red and rosé interior in rosé leather seating surfaces with dark red leather cross straps, dark red vinyl side facings, and dark red carpeting and components • Dark red cut-pile carpeting in luggage compartment

Jade/White Luxury Group

- Choice of dark jade metallic, or white exterior paint • Choice of dark jade or white vinyl roof • White interior with dark jade accents, carpeting and interior components. Leather and vinyl upholstery

Dark Jade/Light Jade Luxury Group

- Choice of dark jade metallic or light jade diamond fire paint
- Choice of dark jade or light jade vinyl roof • Light and dark jade interior with light jade leather seating surfaces and dark jade leather accents and carpeting • Vinyl upholstery trim
- Dark jade cut-pile carpeting in luggage compartment

Versailles Option

- Available in four interior colors: Blue, Red, Tan and Jade
- Special upholstery with soft, floating-pillow appearance • Seats, door panels, headlinings and all interior components finished in crushed Majestic cloth • Illuminated visor vanity mirrors and color-keyed luggage compartment carpeting

Leather and Vinyl Interior

FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

OPERATING SAFETY

- Safety rim wheels and load-rated tires • Dual hydraulic brake system with warning light • Corrosion-resistant brake lines • Turn indicators with lane-changing signal feature • Hazard warning flasher
- Back-up lights • Side marker lights • Parking lights coupled with headlamps • Two-speed or variable speed windshield wipers • Windshield washers • Outside rearview mirror, driver's side • Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub and windshield pillars • Uniform transmission shift quadrant • Illuminated controls (wiper/washer, defrost/defog, climate control) • Continuously-variable control illumination intensity • Safety hood latch system • Impact-resistant bumper system

OCCUPANT PROTECTION

- Safety-designed front end structure • Safety-designed roof structure • Steel guard rails in side doors • Double-yoke safety door latches and safety hinges • Integral lap and shoulder belts with individual lap and shoulder belt retractors for front outboard occupants • Positive reminder warning light and buzzer for driver • Lap belts with mini-buckles for center front and all rear seating positions with retractors for rear outboard occupants • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Energy-absorbing instrument panel with padding for right and center front passengers • Padded sun visors • Energy-absorbing front seat back tops with padding • Self-locking front seat backs
- Safety-designed coat hooks • Safety-designed radio control knobs and push buttons • Head restraints for front outboard occupants • Safety glove-box latch • Inside yield-away rearview mirror • Impact-absorbing laminated safety glass windshield • Flame-resistant interior materials

ANTI-THEFT

- Locking steering column with warning buzzer • Non-reversing odometer • Visible vehicle identification number

MAJOR SPECIFICATIONS

Wheelbase	120.4"
Overall Length	228.1"
Overall Height	53.5"
Wheel Tread—Front	63.1"
—Rear	62.6"
Luggage Capacity (cu. ft.)	14.9
Fuel Capacity (gals.)	26.5
FRONT*	
Head Room**	37.5"
Leg Room	42.2"
Shoulder Room	59.3"
Hip Room	55.4"
REAR*	
Head Room	36.6"
Leg Room	34.2"
Shoulder Room	58.0"
Hip Room	54.3"
Curb Weight (lbs.)	5264

*Interior dimensions with 6-way seat in rearmost position.

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

QUALITY REPLACEMENT PARTS FROM FORD—Your new Continental Mark IV comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip Spark Plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts and Autolite Spark Plugs whenever replacement is necessary.

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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CONTINENTAL MARK IV

LINCOLN-MERCURY DIVISION



