

LINCOLN

*Continental*

## Presenting the 1978 Lincoln Continental—a luxury car for a 75th Anniversary.

Ford Motor Company is celebrating its Diamond Anniversary this year, and in it, Lincoln Continental carries forward its heritage of luxury. Lincoln Continental is truly a standard by which American luxury cars are judged.

Whether it's for roominess, comfort, styling, overall quality, or value, Lincoln Continental owners have their own reasons for owning Lincoln Continental; they've got their standards.



## The continuation and refinement of a standard.

The 1978 Lincoln Continental: full-sized, full luxury, and full comfort. Plus, it carries forward the Lincoln tradition for engineering and ride.

Throughout this book are some of the engineering features that contribute to Lincoln Continental's comfort and luxury.

But the first thing you'll notice about the Lincoln Continental for 1978 is its unmistak-

able styling—styling that itself proclaims the car's luxuriousness and places it well in the Lincoln Continental tradition.

Signal design features you see on the 4-door Town Car, below, that continue from last year include coach lamps, a deep Valino grain, padded full vinyl roof, optional opera windows and, of course, the distinctive grille.

While all these retain Lincoln Continental's look, the design also evolves. Just on the outside you'll see a sleeker and more open rear fender design and new rear wheel opening moldings that match those on the rocker panel.

There are new colors, including Wedgewood Blue, Midnight Jade, Dark Champagne Metallic, Light Jade Metallic, Light Gold Metallic, Crystal Apricot Metallic, and Cham-

pagne Metallic.

And Clearcoat is new to Lincoln Continental metallic colors this year. It is a paint finish process first used on an American car on the 1977 Lincoln Versailles. It provides a glossy, lustrous, long-lasting finish.

*The Dark Champagne Metallic Lincoln Continental Town Car options include power glass moonroof, opera windows, premium bodyside moldings, illuminated entry system, custom paint stripes, forged aluminum wheels, and dual wide-band white sidewall tires.*



## Full luxury, means spaciousness, comfort.

Stretch out. Enjoy full-size head, shoulder, hip, and leg room—front and back.

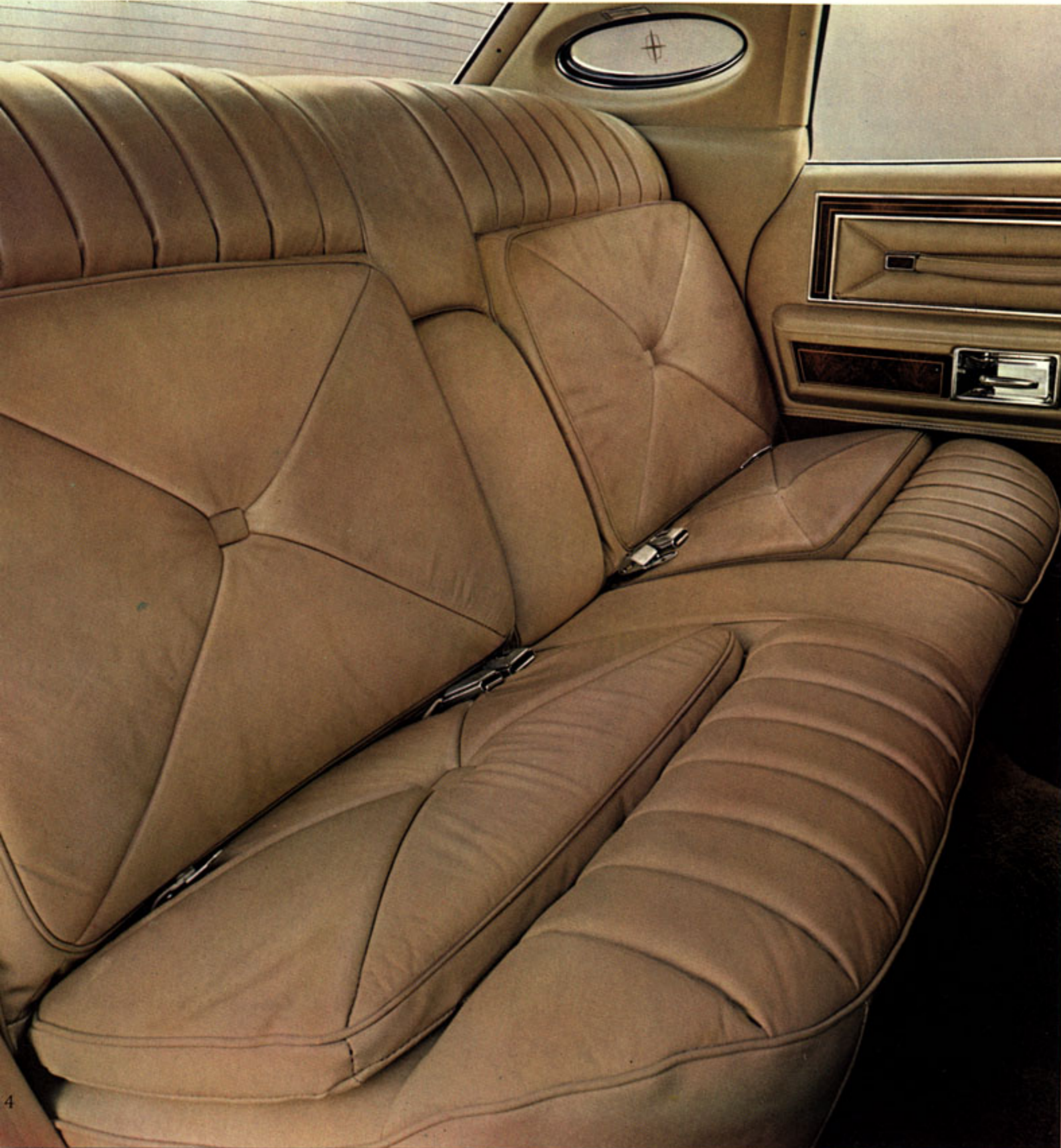
Sit in comfort—in the Town Car on deep cushioned “loose pillow” configuration seats of leather with vinyl, as shown on these pages or of Media velour (shown on pages 7 & 11).

Both the driver and the passenger seats, shown on page 5, are power operated and articulate 6-ways. The passenger seat also reclines. The front armrests are enlarged this year and exist separately for the individual comfort of both driver and passenger.

Underfoot, in the Town Car, there's 17 oz. cut-pile carpet. Even the trunk is fully carpeted and separated from the spare tire by a curtain of carpet; and like everything else about the Lincoln Continental, the trunk is full-sized, containing 22.4 cu. ft. of space.

This year the Automatic Temperature Control system has added a manual control; now you'll be in even greater control of your climate since you can now select the ATC function and blower speed with even greater precision.

*Town Car rear seat with leather seating surfaces in Champagne.*



*Optional power vent window (standard on Town Car and Town Coupe).*



*Optional power glass moonroof.*



*Carpeted luggage compartment with spare tire curtain.*



All windows, including vent windows (standard on the Town Car), can be power operated. And moonroofs (during daylight you can see out but others cannot see in) are available, either power operated/retractable or as fixed wide (and tinted) glass with interior sliding sun screen (shown on Page 12).



*Automatic Temperature Control with Defroster Group Option.*

*Town Car Twin Comfort Lounge seat with leather seating surfaces in Champagne.*



## Peace of mind beyond mere comfort: security.

The sense of security that comes with the Lincoln Continental comes from more than its comfort and ride.

For your convenience and safety, an Illuminated Entry System is available. When either the driver or passenger side door button is pushed a ring around the outside door lock cylinder illuminates (shown across the page), and all interior lights go on and stay on for approximately 20 seconds.

Inside lights include front door courtesy lights, rear pillar courtesy lights with individual

switches, glove box, ashtray light, and trunk light. The Interior Light Group option adds to these a dual beam map/dome lamp and lighted visor vanity mirrors.

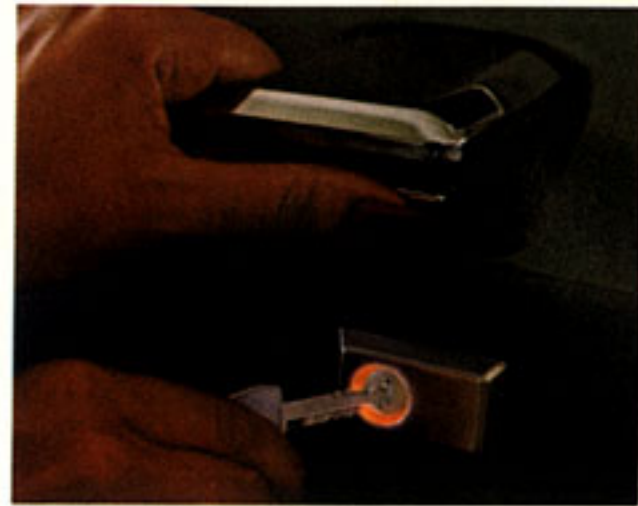
Outside lamps on the Town Coupé include cornering lamps and coach lamps. The Headlamp Convenience Group option has an "Autolamp" system that delays the headlamps going off for approximately 3 minutes, giving you the help and security of their illumination while outside the car. (This option also includes an automatic headlamp dimmer.) A standard feature is a warning buzzer that sounds if you leave your headlamps on.

*The White Lincoln Continental Town Coupé options include turbine-styled cast aluminum wheels, premium bodyside moldings, custom paint stripes, coach roof and illuminated entry system.*



There is more security and convenience in the Integral Visor-Mounted Automatic Garage Door Opener control option. If you have an electrically operated garage door it will open by merely touching a control beneath the illuminated visor vanity mirror once the receiver is wired in parallel with your system. (Installation of receiver is not included.)

The inside door locks on the Coupé are of an anti-theft design, as is the deck-lid; and the Power Lock Convenience Group option provides power door locks and a remote deck-lid release.



*Optional illuminated entry system.*

*Twin Comfort Lounge seat interior in Chamois Media velour.*



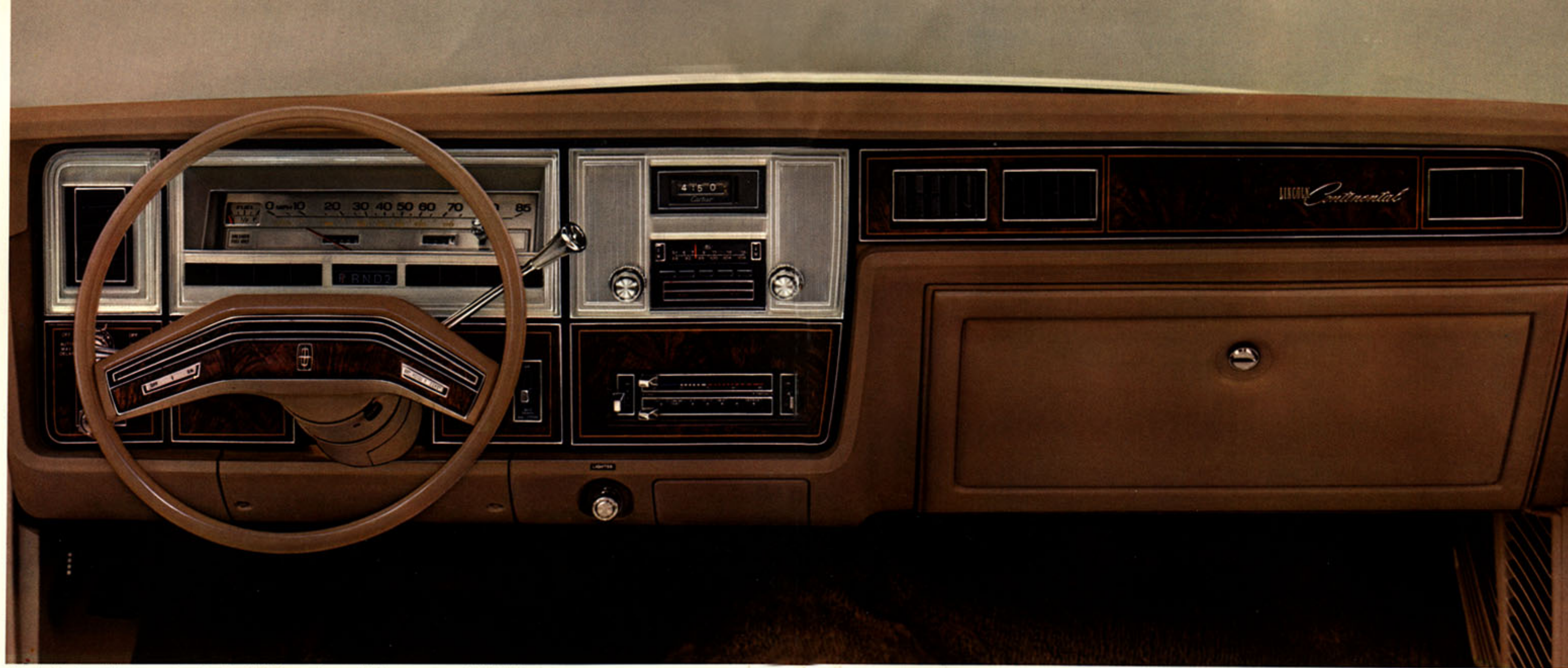


Cartier-signed digital clock.



Optional and standard power controls/front armrest.

Power Controls/rear armrest.



Lincoln Continental instrument panel options include speed control, defroster group, and AM/FM stereo with Quadrasonic 8-track tape system.



Optional 40-Channel CB radio.



Optional AM/FM stereo radio.



AM/FM stereo "Search" radio option.



Optional AM/FM stereo with Quadrasonic 8-track tape.

## The control center: monitoring the car and the world.

The digital clock with quartz movement, signed by Cartier, the Fifth Avenue jeweler, could symbolize the crafting of the entire Lincoln Continental; and certainly no clock less than it would be consistent with the quality and attention to detail found throughout the car.

The instrument panel has been completely redesigned for 1978 and produces more information in the form of a windshield washer fluid level indicator.

Power switches—door locks, windows, seat adjusters—and the control for the left-hand remote controlled mirror are conveniently grouped in the door armrest.

An optional Speed Control system is set into the steering wheel: engage it with a press of the finger to maintain a constant speed without having your foot on the accelerator.



Optional garage door opener control in visor.

Disengage it with a press of the finger or by braking. It not only can make driving more comfortable, it can also reduce driving fatigue and therefore may add to your safety.

The optional 5-position tilting steering wheel also combats driving fatigue by being positionable to you, and it makes getting in and out of the car easier when moved to its "up" position.

This year the optional CB radio has 40 channels and features a tri-band power antenna and, for security, has a remote chassis. The microphone is mounted on the instrument panel and, for additional security, is detachable. It contains an LED display of the channels as well as the controls for all the functions.



Finger Tip Speed control option.





*The dual shade Cordovan Lincoln Continental Williamsburg shown with optional right-hand remote control mirror.*

## The Williamsburg Town Car

The rich Cordovan colors (shown above) are applied in two subtly different shades. The bodysides carry the deeper tone and are punctuated by thin dual stripes.

The same color scheme is available in elegant Champagne.

The Interior Light Group, consisting of a dual beam map/dome lamp and lighted visor vanity mirrors, is standard on the Williamsburg, as are the 6-way power Twin Comfort Lounge seats with passenger recliner, the Valino grain full vinyl roof, the power vent windows, matching premium bodyside moldings and custom paint stripes.

Once yours, the Williamsburg carries your personal nameplate.



*Williamsburg rear seat in Cordovan Media velour.*

*Williamsburg Twin Comfort Lounge seats in Cordovan Media velour.*





*The Silver Lincoln Continental Coupé options include power vent windows, forged aluminum wheels, fixed glass moonroof, coach roof, custom paint stripes, illuminated entry system, and right-hand remote control mirror.*

## Behind the luxury: engineering for performance.

The 6.6 litre (400 CID) engine has revised carburetion and calibrations.

The efficiency of the automatic transmission's torque converter has been increased, improving the overall engine/transmission efficiency.

A new electronic voltage regulator replaces the previous electro-mechanical unit. Now it is completely solid-state and has no moving parts or relays so its reliability is improved. Contact wearout has been eliminated.

So, while you look at these pictures of fine design and rich appointments, know that behind them there is superb engineering and a commitment to overall performance that is every bit as great as the car's luxuriousness.



*Optional wide fixed glass moonroof.*

*Dark Red interior shown with optional leather seating surfaces.*



## Engineering for convenience and quality.

Lincoln Continental's functional design and engineering are on the same high level as its comfort, roominess and luxury.

Quality is built into Lincoln Continental in such things as: a tripartite sandwich of steel beams in every door; an energy-absorbing, collapsible steering column which is designed to compress under the force of heavy impact; and an optional Sure-Track anti-skid braking system that coordinates the braking action of the four wheels and helps prevent sustained rear wheel lockup on ice, snow, or wet pavement.

There's a new electronic ignition; and the Lincoln Continental battery is a maintenance free one.

The AM/FM stereo radio has been re-designed for 1978 with a chassis having fewer components and lower component density.

## Quality control observations and analyses surround the car's production.

A variety of electronic and mechanical apparatus monitor the torque of numerous fasteners in the Lincoln Continental.

Two programs in particular identify rattles or misalignments—or potential ones—which are then remedied.

A sampling of the finished cars is subjected to the rigorous testing of the Burke-Porter machine which simulates rough road conditions. The likelihood of wires rattling or loosening has been considerably lessened by the use of Snap Connectors which effect so secure a connection that vibration will not uncouple the wires.

An Exterior Fit and Appearance Program ensures that exterior sheet metal panels, exterior lamps and ornamentation, grille opening panels, etc., fit within the close tolerances required for the Lincoln Continental.

*The Lincoln Continental Midnight Blue sedan options include coach roof, premium bodyside molding, custom paint stripes, illuminated entry system, right-hand remote control mirror, defroster group, and coach lamps.*

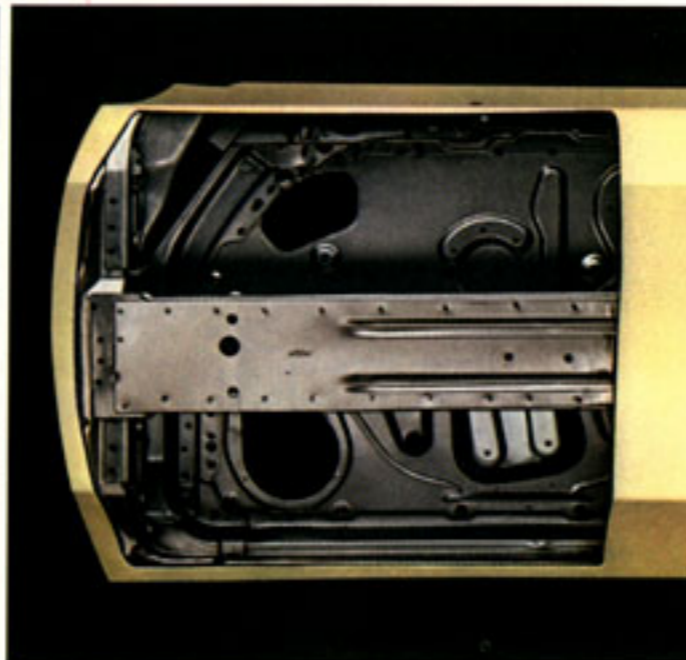




*Sure-Track brake system.*



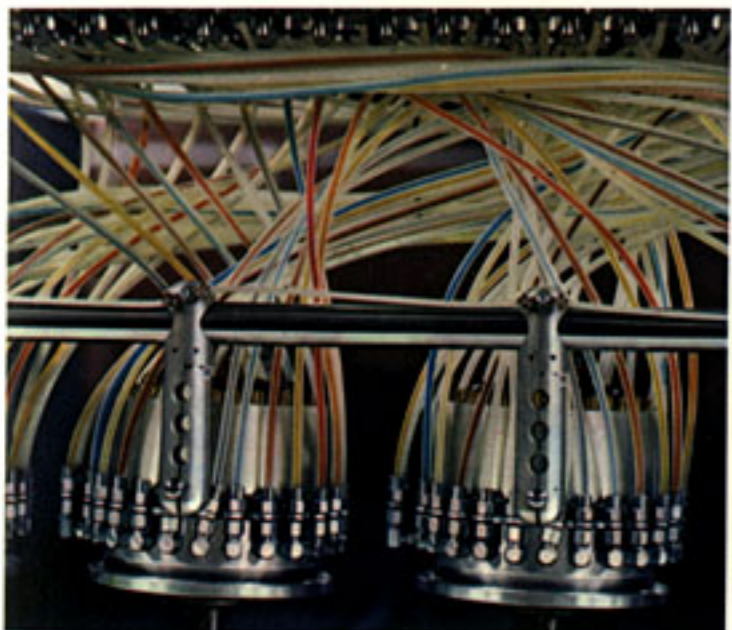
*Energy-absorbing steering column.*



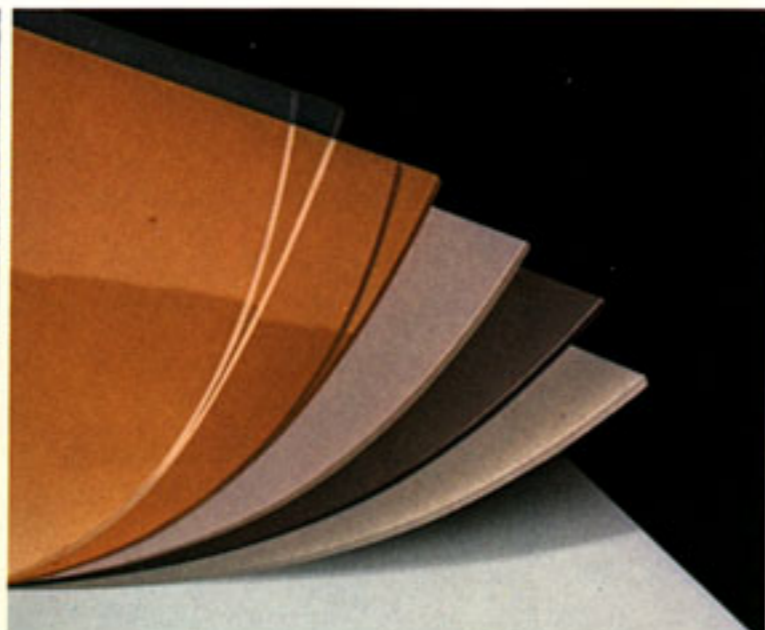
*Side-door guard beam.*



*Burke-Porter road simulator.*



*Wet-on-wet electrostatic painting system.*



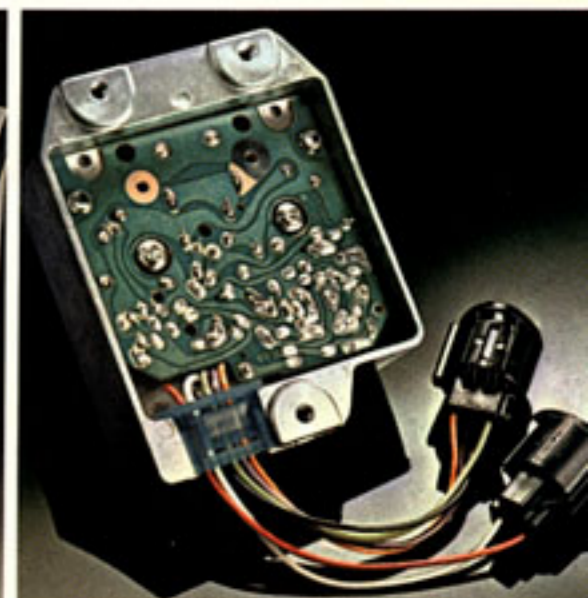
*Clear enamel top coat gives a mirror-like finish.*



*Exterior fit and appearance test.*



*Motorcraft maintenance free battery.*

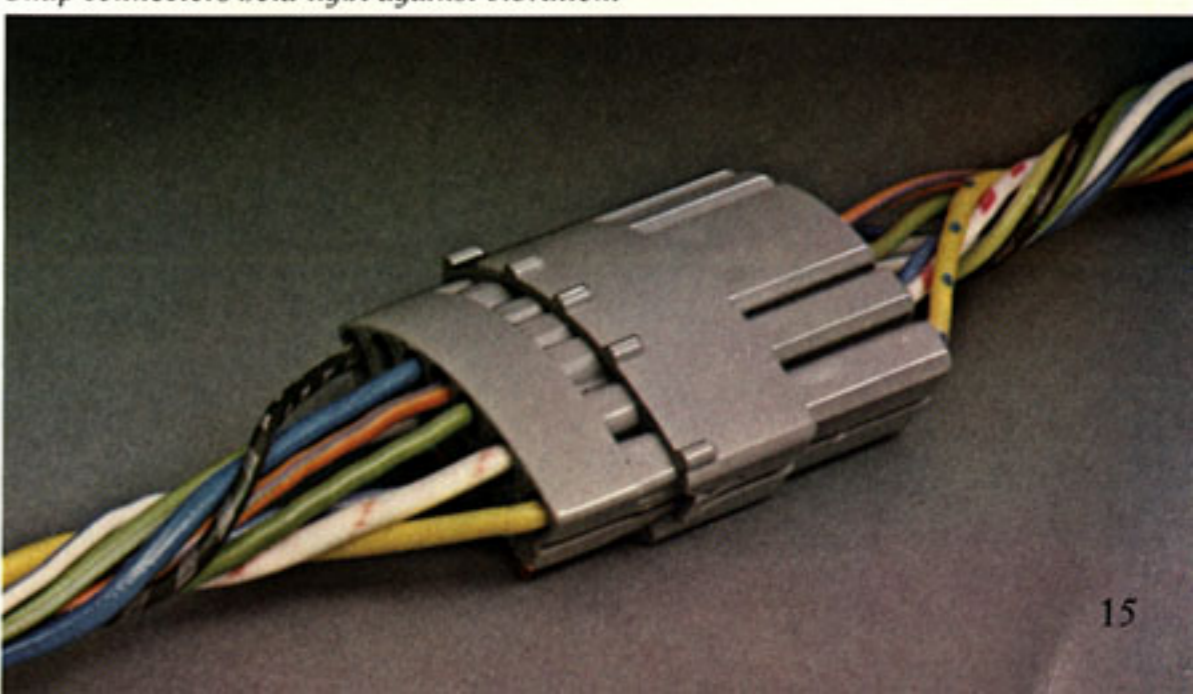


*Solid-state ignition module.*

## Out of all this monitoring and testing emerges a well-crafted car.

The Lincoln Continental is coated with a protective zinc rich primer. An additional electrostatically sprayed primer coat is followed by a multiple stage electrostatically applied base coat. This process results in a uniform adhesion between enamel color and surface. Clearcoat is applied over the final coat of enamel color (metallics only). It is a paint finish process first used on an American car on the Lincoln Versailles. Clearcoat is a protective, clear acrylic coat that overlays the acrylic enamel base coat. It shields the paint from the deteriorating effects of airborne pollution and spray stains, and provides a glossy and long-lasting finish.

Words can only suggest what Lincoln Continental for 1978 is. To really know this car you have to drive it. At your Lincoln Continental dealer. Experience it. Find out what Lincoln Continental owners mean when they say, "I've got my standards."



*Snap connectors hold tight against vibration.*

## LINCOLN CONTINENTAL COUPÉ & SEDAN STANDARD EQUIPMENT

### FUNCTIONAL

6.6 Litre (400 CID) • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic Temperature Control air conditioning • WSW steel-belted radial ply tires • Tinted glass • Dual-note horn • Solid-state ignition • Coolant recovery system • Maintenance free battery • Anti-theft rear deck-lid • Inflatable spare tire (with 6.6 Litre (400 CID) engine only)

### INTERIOR

AM/FM radio with four speakers and power antenna • Dorchester cloth bench seat with front and rear seat center armrests • Cut-pile carpeting • Cartier-signed digital clock • Trip odometer with reset • Luxury two-spoke steering wheel • Fully lined luggage compartment with tire cover • Deluxe color-keyed seat and shoulder belts • Parking brake with automatic release • Door closing assist straps • Ashtray, front door, rear pillar, glove box, trunk, and under instrument panel courtesy lights • Headlamps-on warning buzzer • Automatic seat back release (coupé) • Washer-fluid level indicator

### EXTERIOR

• Clearcoat paint finish (metallic colors only) • Bright rocker panel moldings with rear quarter extensions and matching rear wheel lips • Standard wheel covers • Personalized owner's initials • Fender skirts • Remote control left-hand mirror • Concealed dual headlamps • In-glass star on fixed rear quarter windows (coupé only) • Cornering lamps • Front and rear bumper guards with pads and rub strips • Stand-up hood ornament

### LINCOLN CONTINENTAL TOWN COUPÉ & TOWN CAR

(Includes preceding standard features plus): • Power vent windows • Twin Comfort Lounge seats with passenger recliner includes 6-way/6-way power driver and passenger seats (available in leather with vinyl or Media velour) • Carpeted luggage compartment with spare tire curtain • Unique upper door and quarter trim panels • Full vinyl roof • Coach lamps • Town Coupé/Town Car identification

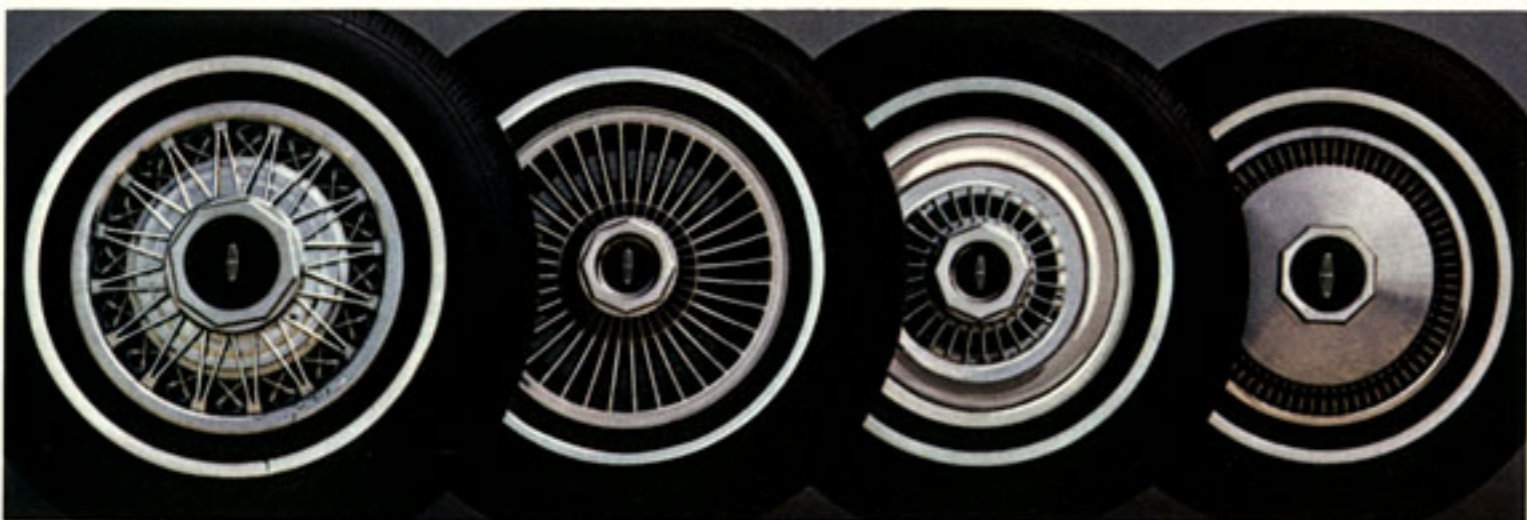
### WILLIAMSBURG TOWN CAR

Available in dual shade Cordovan or Champagne • Town Car content less coach lamps • Custom paint stripes • Twin Comfort Lounge seats, 6-way power with passenger recliner • Interior Light Group • Personalized nameplate • Premium bodyside molding

## LINCOLN CONTINENTAL OPTIONAL EQUIPMENT

### PERFORMANCE

• 7.5 Litre (460 CID) engine (not available in California or with high altitude option) • Sure-Track brake system with 4-wheel disc brakes • Traction-Lok differential (N/A)



Illustrated left to right optional wire wheel cover, turbine-style cast aluminum wheel, forged aluminum wheel and standard wheel cover.

with Sure-Track) • Speed control • Engine block heater • High altitude emission equipment option (Mandatory in areas over 4,000' except in California. Includes 3.00 rear axle ratio. Requires 6.6 Litre (400 CID) engine) • Interval select windshield wipers • California Emissions Package (mandatory in California)

### LIGHTS/MIRRORS

• Interior light group (Includes dual beam map/dome lamp and illuminated visor vanity mirrors for driver and passenger) • Illuminated entry system (activates interior lights and door lock lights when either door handle button is pushed) • Remote control right-hand mirror • Headlamp convenience group (automatic headlamp dimmer and Autolamp on/off delay system) • Coach lamps

### COMFORT/CONVENIENCE

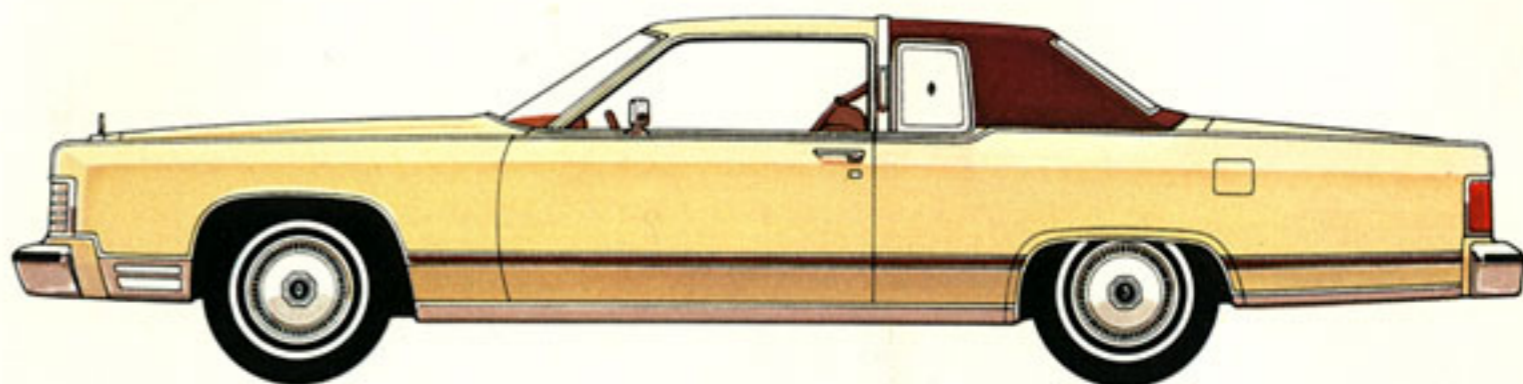
• Power glass moonroof in silver, gold, brown, jade and rosé (not available with 4-door coach roof) • Wide fixed glass moonroof • Tilt steering wheel • Power vent windows • 6-way power bench seat • 6-way power bench seat with passenger recliner • Twin Comfort Lounge seats with 6-way power passenger and driver seat and passenger recliner • Defroster group—electric defroster on rear window and heated left-hand remote control mirror • AM/FM stereo radio • AM/FM stereo "search" radio • AM/FM stereo radio with 8-track tape system • AM/FM stereo radio with Quadrasonic 8-track tape system • 40-channel display Citizens band radio with multi-band antenna, hidden chassis and detachable power microphone • Electric Garage door opener control with in-garage receiver (installation of receiver not included)

### APPEARANCE

• Coach roof • Full vinyl roof • Opera windows for sedans • Moondust paint • Leather and vinyl interior • Wide-band white sidewall tires (U.S. brand) • Premium bodyside moldings • Narrow black vinyl protective bodyside moldings • Custom paint stripes • Wire wheel covers • Four turbine-styled cast aluminum wheels (standard steel spare wheel) • Four forged aluminum wheels (standard steel spare wheel)

### PROTECTION

Power lock convenience group (Includes power door locks and remote deck-lid release) • Appearance protection group (Includes door edge guards, color-keyed front and rear floor mats and rear license plate bracket) • Front license plate bracket (standard in all states where front license plates are required) • Lower bodyside protection



Lincoln Continental 2-door Coupé.



Lincoln-Continental 4-door sedan.

## MAJOR SPECIFICATIONS

Wheelbase	127.2"	
Overall Length	233.0"	
Overall Height (a)	55.0"	
Wheel Tread—Front	64.3"	
—Rear	64.3"	
Luggage Capacity (cu. ft.)†	21.2	
Fuel Capacity (gals.)	24.2	
<b>FRONT*</b>	<b>Sedan</b>	<b>Coupé</b>
Head Room (b)	38.5"	38.4"
Leg Room	42.0"	42.0"
Shoulder Room	61.2"	61.2"
Hip Room	56.5"	56.5"
<b>REAR*</b>		
Head Room	38.6"	38.1"
Leg Room	41.6"	40.8"
Shoulder Room	61.1"	59.9"
Hip Room	60.6"	60.3"
Curb Weight (lb.)		
49 States	4851	4850
California	4855	4854

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

(a)Coupé: 55.0" (b)Front head room 1" less with optional moonroof.

†With standard 6.6L (400 CID) engine and inflatable spare tire.

## EXTERIOR COLOR AVAILABILITY

Standard Colors:

Black • White • Midnight Blue • Wedgewood Blue • Midnight Jade • Cream • Cordovan Metallic • Dark Champagne Metallic • Midnight Cordovan • Dove Grey.

Optional Colors (in metallic):

Dark Red • Silver • Ice Blue • Light Jade • Light Gold • Crystal Apricot • Champagne • Cinnamon Gold.

Vinyl Roof Colors\*:

Black • Dark Red • Dark Cordovan • Midnight Champagne • Light Cordovan • Light Jade • Silver • Midnight Blue • Cream • White • Midnight Jade • Wedgewood Blue • Light Champagne • Dove Grey • Chamois.†

\*All colors available in Valino grain except Chamois.

†Available in Laguno grain only.

## Quality Replacement Parts from Ford

Your new Lincoln Continental comes equipped with factory engineered and approved parts including a maintenance free 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 whenever replacement is necessary.

## OPTIONAL & STANDARD INTERIOR AVAILABILITY

	Black	Wedgewood Blue	Jade	Gold	Chamois	Cordovan	Dark Red	Dove Grey	White w/Black	White w/Blue	White w/Jade	White w/Gold	White w/Chamois	White w/Champagne	White w/Cordovan	White w/Dark Red
<b>Sedan &amp; Coupé Bench Seat</b>																
Dorchester Cloth		•	•	•	•	•	•									
Leather with vinyl*	•	•	•	•	•	•	•									
<b>Sedan &amp; Coupé Twin Comfort Lounge Seats*</b>																
Leather with vinyl*	•	•	•	•	•	•	•									
<b>Town Car/Coupé Twin Comfort Lounge Seats</b>																
Media velour cloth	• †	•	•	•	•	•	•	•								
Leather with vinyl	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

\*Optional at extra cost

†Four door only

## LINCOLN-MERCURY LEASING

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

Many people are likely to lease their new Continentals. And for good reason. Leasing can provide the benefits of ownership while eliminating many of the disadvantages. You can operate the new vehicle of your choice for a specified time at a fixed monthly rate.

The convenience of leasing from your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can be considerable. Tax records are simplified. In fact, with the many optional features available, you can predetermine monthly automobile expenses almost completely. LMDLA leasing can also help minimize maintenance problems through an optional coupon book which provides a broad range of pre-paid services, including tune-ups, lubrication, and major mechanical repairs at any Lincoln-Mercury dealership.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide there are over 1200 LMDLA members to serve you.

## Corrosion Protection

In 1978, all Continentals will feature the use of precoated steel to provide corrosion protection in several major areas. They also will feature the use of a sealer on the underside of the rear wheelhouses and the continued use of sealers for protection in the lower areas most susceptible to corrosion. These corrosion protection processes are in addition to a continued use of electrocoat first primer inside and outside of the body during the painting process.

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





