

PRESENTING

LINCOLN CONTINENTAL FOR 1962



... Its hallmark is surpassing good taste. The classic beauty which is Lincoln Continental's exclusively does not depend upon ostentation. This is a motorcar designed expressly to retain a lasting appeal through changing fads and fashions. Its timeless styling reflects a unique and striking dignity. Lincoln Continental for 1962 wears a limited-edition look of elegance that time will not dim. In quality of construction, too, Lincoln Continental stands alone. It is crafted at a pace which permits extra attention to the details which mean greater value and satisfaction to its owner. Its sheer excellence and performance are attained through painstaking care during production and the most rigorous testing and re-testing program in the industry. It is this extra effort and time which raises Lincoln Continental reliability standards so high that it is the only American automobile warranted for two years or 24,000 miles* ... twice as long as any other American car.

Here is Lincoln Continental for 1962 ... an unmatched investment in motoring value and satisfaction ... an automobile designed, in every way, to endure.



1962 Lincoln Continental four-door sedan in Sultana White.



Entering the rear seat compartment of Lincoln Continental for 1962 is as easy as entering the front, thanks to wide-opening doors hinged to the body instead of the center pillar. A power-operated door-latching system locks all four doors with the flick of a switch conveniently located on the instrument panel; a light on the instrument panel blinks a warning if the rear doors are not fully closed when the ignition is on.

THE CAR THAT CANNOT BE OUTDATED BY THE CALENDAR



You will have to look closely to tell the difference between the new Lincoln Continental and its predecessor. The changes are really refinements with a purpose.

Outside, a keen eye will discover the chaste new look of the grille. You may also see that the headlights are one inch higher

for a better view of the road at night. Inside, there are further refinements. The steering wheel, for example, is $\frac{3}{4}$ of an inch higher for more comfort. And beneath the hood is a new self-sealing dipstick to prevent dust particles from contaminating the crankcase lubricant.

The fact is that the Lincoln Continental was deliberately designed to be the first American car that cannot be outdated by the calendar. Its character remains the same—distinguished, durable, beautiful.



This beautiful Lincoln Continental interior is upholstered in Light Honey Beige Empire cloth, a rich, heavy, all-nylon material, and pearlescent Honey Beige leather for the bolsters.

LUXURY TAILORED TO YOUR GOOD TASTE



... surrounds you inside Lincoln Continental for 1962. The finest fabrics, leathers, vinyls and walnut paneling contribute a classic elegance. Scientifically contoured seats are cushioned in nearly twice the usual amount of foam rubber, in two degrees of softness, for form-fitting support. Resilient rubber isolates passengers from road shock and noise.

For greater comfort and more graceful entry, there's nearly 6½ inches of space between the steering wheel and front seat cushion. A larger center ash tray fits in the center of the instrument panel on cars not equipped with air conditioning . . . and there are ash trays built into the armrests of each rear door. An added convenience is a handsome vanity mirror attached to the right sun visor.



This panel, set into the armrest of the left front door, gives the driver finger-tip control over the power windows built into every Lincoln Continental. Individual control switches at each window permit passengers to raise or lower their windows; the driver can lock out these controls, when desired, by pressing a switch on his control panel. Notice the elegant walnut door paneling.



1962 Lincoln Continental four-door sedan in Black Cherry Metallic.



Lincoln Continental

TOWN & COUNTRY
THE
CRAZY
CITY
MOTORCYCLE
THE

FORM BEAUTIFULLY FOLLOWS FUNCTION



... as you will find after you step into Lincoln Continental for 1962. Every instrument, every control is designed right, placed right . . . to give the driver a reassuring feeling of total command over this precision-built motorcar. Yet each detail is so carefully crafted and fitted into the whole that a strikingly handsome simplicity results.

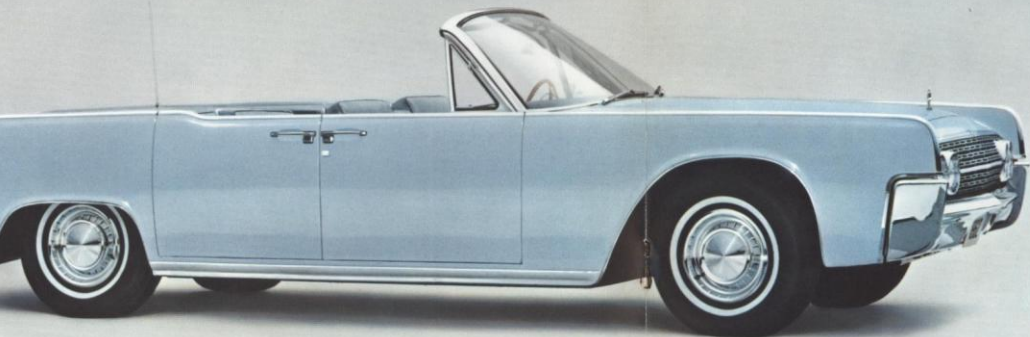
Here again, the classic, uncluttered beauty that is Lincoln Continental's comes from basic quality, not showy ostentation. Walnut paneling on the instrument and door panels gives an added luxury touch.



A wider range of upholstery materials and styles is available in the Lincoln Continental for 1962—including a new, nylon Empire cloth and leather-and-vinyl combination (shown in Silver Blue). Fabrics are extra dirt-resistant, thanks to treatment with a special soil-repellent.



Lincoln Continental four-door sedan in Nocturne Blue Metallic.



Lincoln Continental four-door convertible in Powder Blue.



A new convertible top with wider, flatter roof bows gives the four-door Lincoln Continental 1962 convertible a trim, sedan-like look with the top raised. The snugly fitted top holds its shape in any weather, blends beautifully with the classic body lines.

FASHIONED FOR FLAIR



... is this Lincoln Continental convertible, America's only four-door, six-passenger convertible. Every detail bespeaks quality, luxury, good taste. This is the fine car with a flair, the ultimate for those who enjoy open-air motoring. Yet it offers genuine closed-car comfort with its tailored, fully-automatic top raised.

Like Lincoln Continental sedans, the four-door convertible has a unified body and frame welded into one solid structure. This advanced kind of construction does away with the squeaks and rattles.





Just press a button and 4 precision-built electric motors do the work of raising or lowering your Lincoln Continental convertible top . . . including locking or unlocking it from the windshield and raising and lowering the rear deck panel under which the top is stored for open-air motoring.

A LIMITED-EDITION LOOK OF LUXURY



. . . typifies the 1962 Lincoln Continental convertible, America's only four-door, six-passenger convertible. Supple leather-and-vinyl interiors lend a touch of elegance inside. The top, when down, disappears neatly under the rear deck panel so there are none of the customary convertible top bulges to mar the clean Lincoln Continental lines . . . and it takes up none of the rear seat room, so three can ride in back as comfortably as in the front seat.

No other convertible is as easy to enter or leave, thanks to Lincoln Continental's four center-opening doors. The doors are hinged solidly to the body, both front and rear, giving them the kind of sturdy support that will survive thousands of closings without sagging, squeaking or rattling.



Special gages and test equipment had to be developed to meet the exacting quality standards set for Lincoln Continental. Typical is this instrument which checks parts to millionths of an inch.



It takes more time, but careful hand-sanding of each coat of primer before the final color coat is applied, and meticulous attention to detail provide the kind of perfection in exterior finish the classic Lincoln Continental for 1962 demands.



Lincoln Continental leather and upholstery fabrics are specially selected for beauty and durability, then custom-fitted over contour-formed springs and dual-density foam rubber padding for optimum comfort.



Every electrical circuit in each Lincoln Continental for 1962 will be individually checked by this electronic tester—which is so accurate that it not only detects failures actually present, but also makes sure each component draws just the right amount of current.



Lincoln Continental V-8's are the largest passenger car engines used in American automobiles—and they go through the toughest pre-installation test in the industry. Each engine is run-in on a test stand for three hours before it is put into an automobile.



Culmination of Lincoln Continental's quality program is a 12-mile road test which every car goes through before leaving the factory. Specially trained driver-mechanics drive each one on a test track and on the highway.

CRAFTSMANSHIP . . .

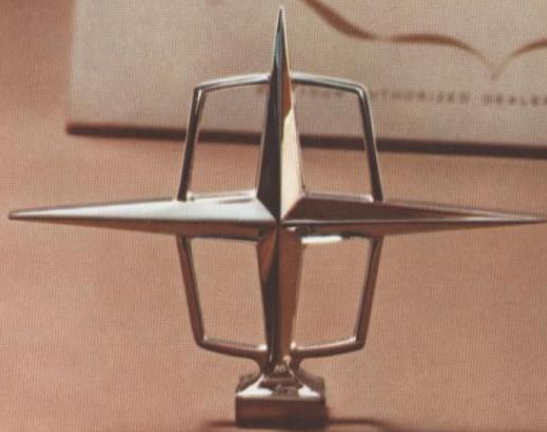
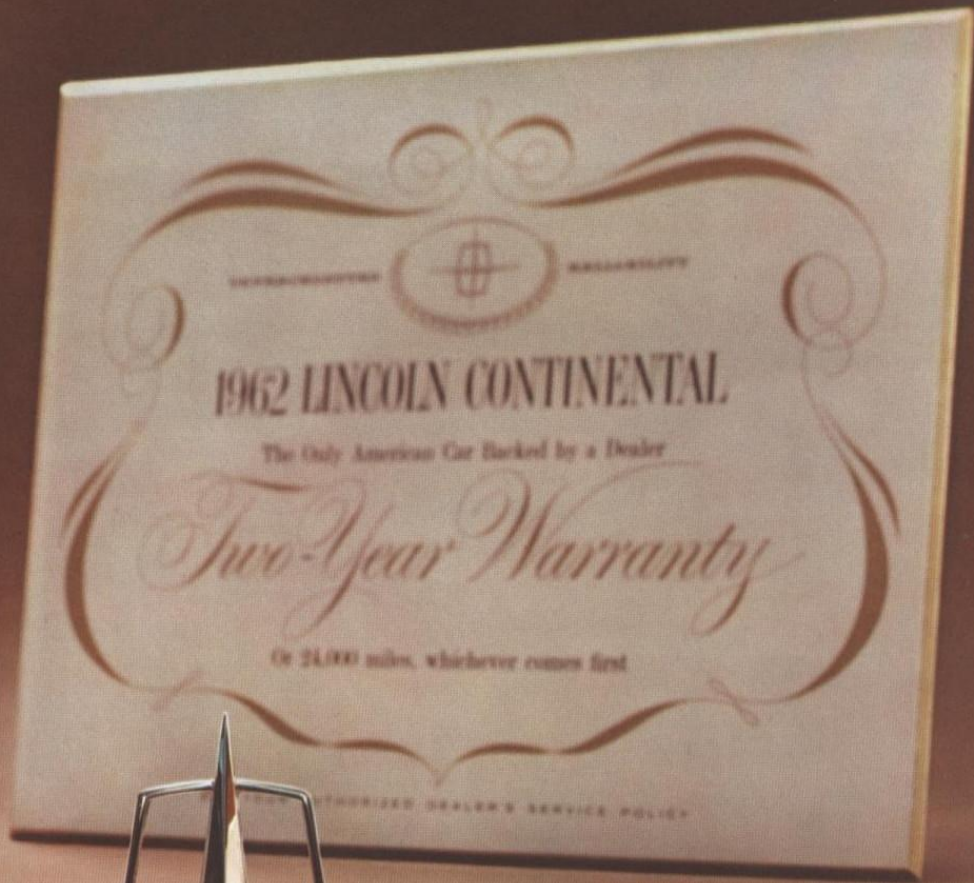
*A quality of engineering design and construction unparalleled in automobile manufacturing stands behind Lincoln Continental's exclusive two-year/24000-mile warranty.**

Lincoln Continental dealers for 1962 proudly continue their exclusive two-year or 24,000-mile warranty.* This pledge of better motoring for twice as long as other fine cars can be made confidently because of the care that went into the design of Lincoln Continental . . . because precision production controls and test techniques provide better reliability. No other American car matches Lincoln Continental's two-year/24,000-mile warranty.* But it is the velvety Lincoln Continental performance (which simply cannot be duplicated by the usual speedy mass-production methods) that is the deeper promise behind this unique warranty.

Only Lincoln Continental has an engine which is test-run for three hours before installation in a car. Transmissions also get a thorough pre-installation test. Even generators are "run-in" individually. After assembly, every Lincoln Continental is road-tested for 12 miles by a skilled inspector who covers 189 separate check points during this rigid "final examination." And the only passing grade is 100%.

These are the reasons why Lincoln Continental is your wisest investment in tomorrow.

*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 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.



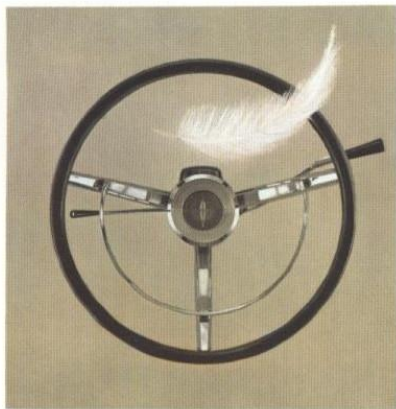


Lincoln Continental four-door convertible in Jamaica Yellow.

LUXURY IS STANDARD EQUIPMENT

... in Lincoln Continental for 1962. Low-friction POWER STEERING, POWER BRAKES with heat-treated drums and more lining area than any other American car and a smooth-shifting AUTOMATIC TRANSMISSION contribute to driving ease. HYDRAULIC WINDSHIELD WIPERS and electrically operated WINDSHIELD WASHERS furnish excellent vision, increased safety in bad weather. These, plus power-operated windows are a few of the features standard in Lincoln Continental, ones that often cost extra in other fine cars.

Other standard items include a DUAL EXHAUST SYSTEM, a PADDED INSTRUMENT PANEL, FACTORY-INSTALLED UNDERCOATING. A power-operated DOOR-LATCHING SYSTEM locks all four doors at the flick of a switch. CONTOUR-ZONED SEATS are cushioned with nearly twice the usual amount of foam rubber.



An ALL-TRANSISTOR RADIO has dual speakers, for concert-like sound, and about four times the power output of the average car radio. A SIDEVIEW MIRROR adjustable from inside the car. LOOPED-PILE CARPETING for extra luxury. A POSITIVE CRANKCASE VENTILATION SYSTEM draws crankcase fumes into combustion chambers.

FRONT AND REAR FOLDING ARMRESTS are built into every Lincoln Continental. For added safety, SUN VISORS ARE PADDED with an energy-absorbing foam material. Front seat belts can be attached to BUILT-IN ANCHORS welded below the floor panel of all Lincoln Continentals.

The HEATER has controllable ducts to both front and rear compartments. WHITE SIDEWALL TIRES (precision-balanced and especially designed for Lincoln Continental), BACK-UP LIGHTS, and a VANITY MIRROR installed on the right sun visor are more of the extra-valued features included on every one of these fine motorcars at no extra cost.



Biggest plus of all is Lincoln Continental's exclusive two-year or 24,000-mile warranty. *

OPTIONAL EQUIPMENT

Even more items designed to add to your driving pleasure are optionally available in Lincoln Continental for 1962. A six-way power seat adds to its push-button convenience. A new headlamp dimmer makes after-dark motoring safer, easier. Remote-control operation of rear deck lid is offered in sedans by a vacuum-powered release.



Faster cooling and greater comfort are the result of an air conditioner with a fixed register located in the center of the instrument panel where it gives better air distribution. A new electrically powered radio antenna can be raised or lowered from inside the car. A speed-control device permits foot-off-the-throttle, constant-speed motoring. For those who anticipate unusually high electrical loads, a 60-ampere alternator-generator is available. Tinted glass and a directed-power differential are also offered.





*Royal Red
Metallic*



Jamaica Yellow



*Oxford Gray
Metallic*



*Castilian Gold
Metallic*



*Nocturne Blue
Metallic*

FOR GRACIOUS LIVING . . . FINE FABRICS, RICH COLORS

. . . are offered in a wide array in Lincoln Continental for 1962. Upholstery materials for sedans include all-wool broadcloth; Rosette cloth and leather-and-vinyl; all-nylon Empire cloth and leather-and-vinyl combinations. Rosette and Empire cloth fabrics are specially treated with soil repellents to prevent penetration of dirt and grease. Hand-trimmed leather-and-vinyl interiors are standard in Lincoln Continental four-door convertibles, optional in sedans.

A full spectrum of 20 Super-Enamel exterior colors is offered. These finishes are hand-sanded and oven-baked for gleaming luster . . . and underneath are corrosion-resistant primers applied by dipping and spraying to protect body metal against rust.



Teaberry

*Black Cherry
Metallic*

*Silver Mink
Metallic*

*Riviera Turquoise
Metallic*

Champagne

*Scotch Green
Metallic*

Powder Blue

*Bermuda Blue
Metallic*

*Velvet Turquoise
Metallic*

*Desert Frost
Metallic*

*Highlander Green
Metallic*

Platinum

*Chestnut
Metallic*

*Sultana
White*

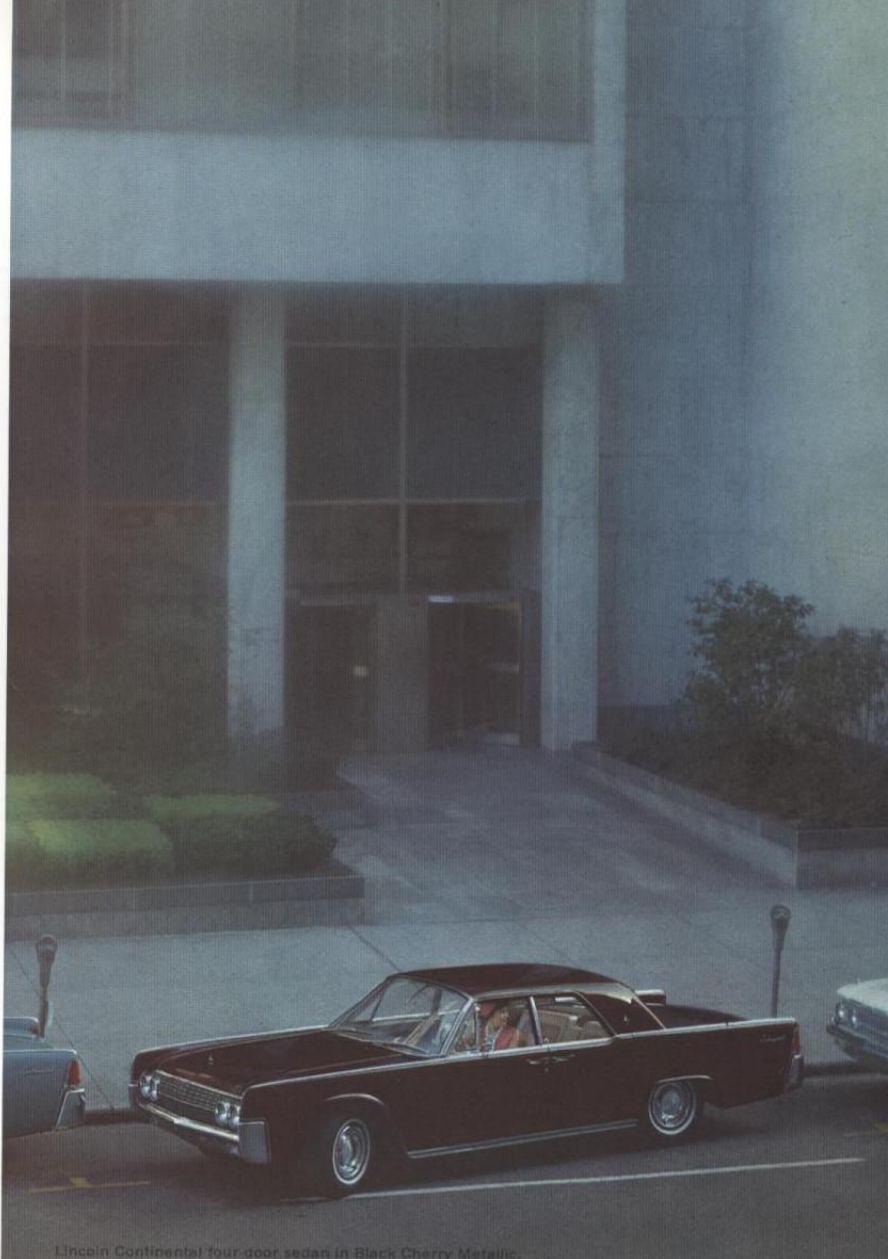
*Presidential
Black*

1962
LINCOLN CONTINENTAL . . .
YOUR FINEST
INVESTMENT
IN TOMORROW

. . . is the promise carried by Lincoln Continental for 1962. It is designed to give lasting satisfaction . . . with a beauty and dignity of styling that is not transient or subject to the changing whims of fashion . . . a beauty backed by custom craftsmanship that brooks no compromise with quality.

The emphasis is on precision during the production of this fine motorcar. Not speed, but accuracy, is the governing, overruling factor during its construction. Each step of the process is checked, tested and tested again. This is your surest forecast of remarkable reliability and durability . . . of long, long life. It predicts unusual resale value. This is the reason behind Lincoln Continental's sheer excellence of performance . . . the kind of performance that simply cannot be duplicated by the normal, hurried production techniques. It is the reason why Lincoln Continental, alone among American cars, is warranted for two full years or 24,000 miles.

It is the reason why Lincoln Continental is your wisest investment.



Lincoln Continental four door sedan in Black Cherry Metallic