





Introducing the first altogether-new Lincoln Continental in nearly a decade. America's most distinguished motorcar presents new dimensions in spaciousness, luxury and appointments. The interior room is more commodious, front and rear. The body is longer. The stance is the widest on the road today.





The Lincoln Continental Sedan. In these generous new proportions, each elegant hallmark of Continental design—the sculptured hood, the graceful greenhouse, the sweeping rear deck—has become more dramatic. And more apart from other cars. The headlamps are now concealed. New cornering lamps light the way for turns at night.

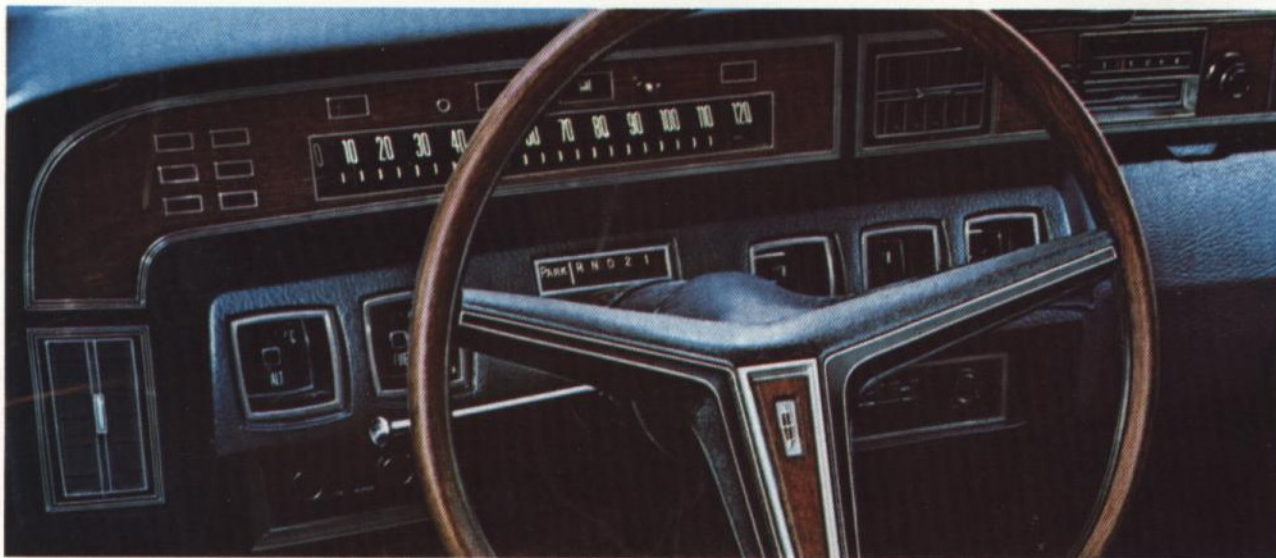


This luxurious interior choice features brocade and vinyl in a gracious wide-pleat and tie-button style. Choose your brocade in light gold, medium brown, light aqua, medium gray and black. The carpeting is long shear 100% nylon. The door trim, luxurious puffed vinyl. Every significant front dimension has been increased—headroom, shoulder room, hiproom, and legroom. And a new semi-oval steering wheel (with rim blow horn) allows more space between wheel and driver.



All Continentals are equipped with power front disc brakes which provide safer, surer braking action under all driving conditions. In wet weather, water is removed centrifugally to minimize loss of braking power due to dampness.

A new optional Sure-Track Brake system prevents sustained rear wheel lock-up on ice, snow or wet pavements. This computerized system automatically pumps and releases the brakes for improved directional stability.



This new instrument cluster places the most-often-read dials—fuel and temperature—closest to the driver's line of vision. There are warning lights for headlamp doors closed, low fuel and dual brake system malfunction and a seat belt reminder light. The glove compartment has been doubled in size to accommodate many more of your travel accessories.



The all-new tail assembly reflects this motorcar's total sculptured elegance. The rear deck louvers are the outlet for Continental's new Flow-Thru Ventilation system. Very quietly and evenly, this system passes up to 480 cubic feet of fresh outside air through the passenger compartment every minute, even with all the side windows closed. You have full control of the air flow by means of switches within easy reach.



A new and opulent knitted tricot nylon covers the seats in this interior design choice. It comes in dark blue, dark red, dark green, dark brown and black. Every Continental has fold-down armrests, front and rear. For the front passenger, a reclining seat is available as an option. Or you may select individually adjustable front Twin Comfort Lounge Seats (in black tricot), with 6-way power control for the driver and a 2-way power control for the passenger.



Padded armrest on driver's door organizes switches (left to right) for window and door locks; four power windows; power seat control and remote-control outside mirror. A lighted, concealed ashtray and an individual window control are designed into each of the three passenger armrests.



Continental's luggage compartment has a usable capacity of 18.1 cubic feet, fully carpeted. An optional remote-control deck-lid release includes a trunk-open warning light on the instrument panel. The tire cover is also optional.

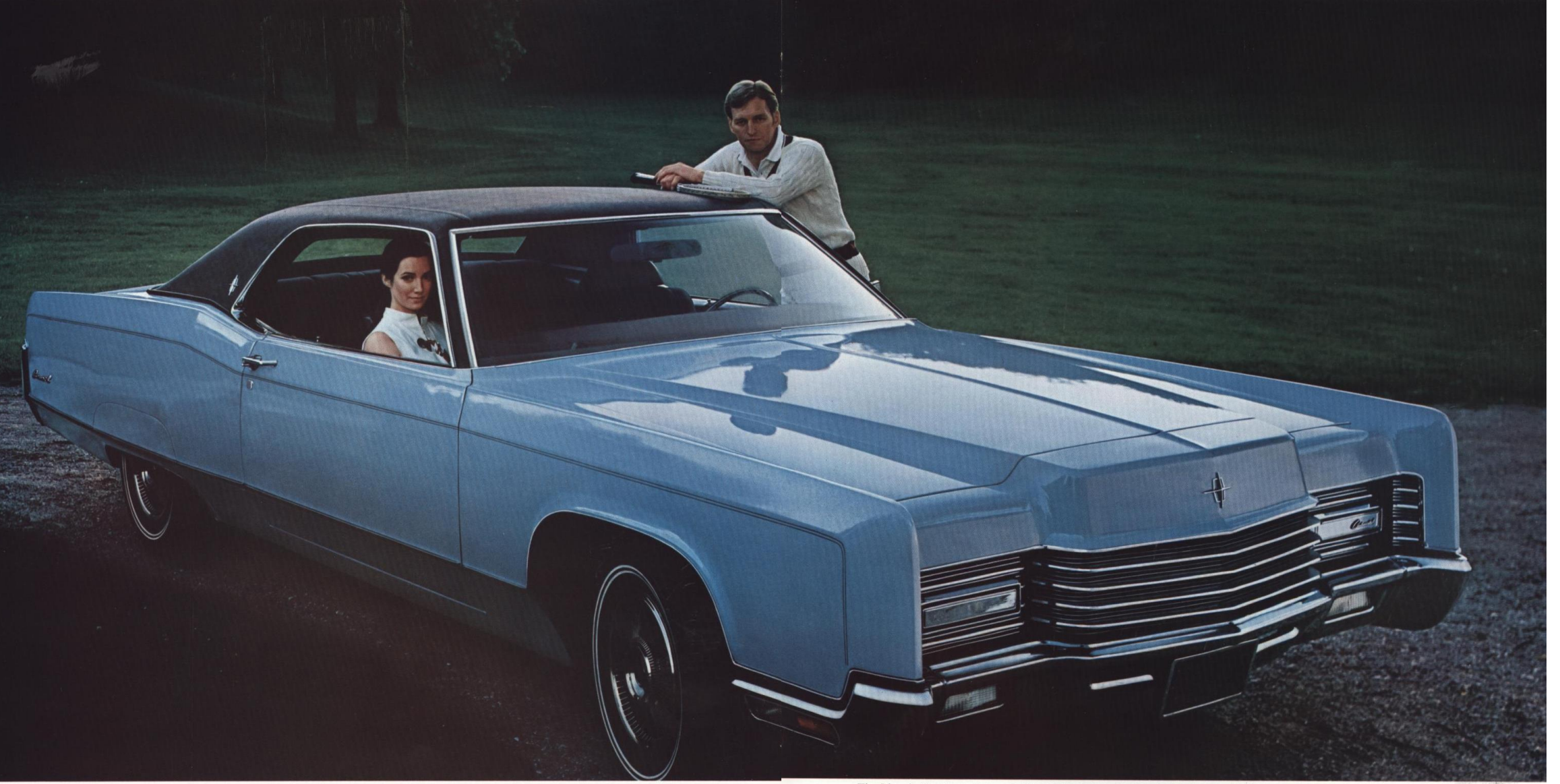


The warm glow of rich leather seating surfaces and extra deep cut pile carpeting keynote Continental's Town Car Interior option. There is a selection of 10 color schemes to choose from.

The rear passenger compartment is even more spacious than previous Continentals.

The seats are deeper front to back, and the rear seat back is four inches higher for matchless sitting ease. Rear passenger legroom has also increased dramatically.





The Lincoln Continental Coupé. This 1970 version, like the sedan, is the quietest and most velvet riding of all Lincoln Continentals. Its engine is a massive 460 cubic inch deep-breathing V-8. Wider doors afford easier entrance and exit. For quicker access to the roomier rear compartment, an optional electric solenoid releases the seat backs when either door is opened.

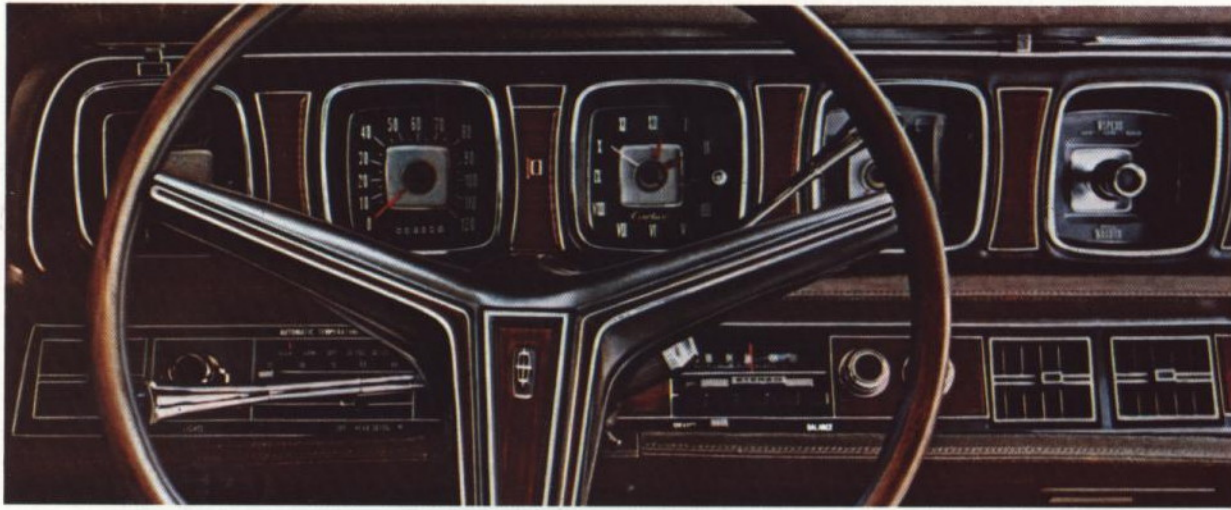


The Continental Mark III. A classic in its own time.

Everything about this motorcar is distinctive: the graceful, low profile; the long hood; the short rear deck; the contemporary concealed headlamps.

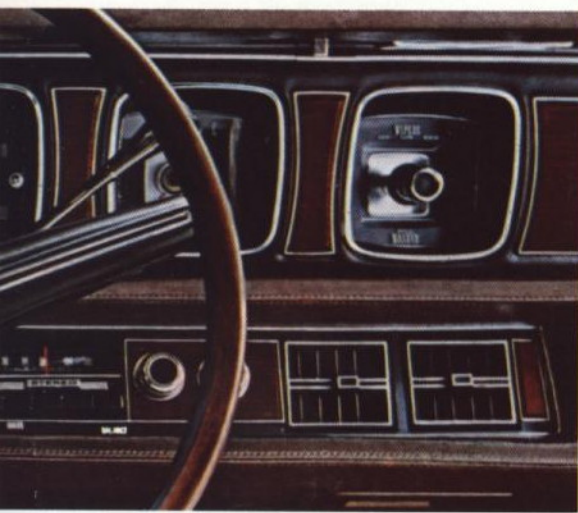


Top-grain glove leather, tumbled in huge drums for exquisite softness, highlights the Mark III vinyl-with-leather interior option. It's available in light gold, dark brown, medium brown, light aqua, dark blue, dark red, black, medium gray, dark green and white. The seating surfaces and the center armrests are upholstered with high-polished matched hides. The carpet is toe-deep 100% cut-pile nylon. The elegant insert above each door armrest is genuine walnut.



Mark III is the most authoritatively styled, decisively individual motorcar of this generation. Among its appointments and standard equipment, there are many, many items that have been offered for the first time in an American motorcar. Notably, the Cartier chronometer, Michelin steel belted radial ply tires, and the new Sure-Track Brake system.





#### **Sure-Track Brake System**

A new Sure-Track Brake System is standard equipment on Mark III. It is the most advanced automotive braking system in the world—the safer, straighter way to stop a car. This computer-controlled system improves braking stability by preventing sustained rear wheel lock-up on ice, snow or wet pavements. When the driver slams his brakes in a panic stop, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes until the car slows to 4 mph, or until the brakes are released by the driver.



#### **Michelin Tires**

For 1970, Michelin 225-15 steel belted, radial ply tires are standard equipment. Michelin guarantees these tires to give 40,000 miles of tread wear. (See details on page 16.) The unique steel cord and radial design of these imports puts an extra wide tread on the road for improved handling.

#### **Cartier Clock**

The Mark III timepiece, designed by the famous jeweler Cartier, is the first 5-jewel electronic chronometer in an American motorcar. Transistors actuate the gear movement by continuous pulsations to achieve twice the accuracy of ordinary car clocks. The Cartier chronometer is virtually silent because there is no re-wind spring to "click" every minute or so.

The Mark III instrument panel is recessed in a veneer of genuine walnut. The entire cluster is visored to eliminate sunlight glare. Each of the five pods is tilted 13° from vertical for easier reading. Mark III has red-needle gauges for fuel supply, oil pressure, alternator and coolant temperature readings. The steering wheel is a new semi-oval type with a rim blow control for the three-note Mark III horn.



Mark III's aft section is distinguished by its famous tire-cover rear-deck design, vertical taillamps, and a massive, uncluttered bumper. Mark III offers a choice of 27 exterior colors, including four optional high-metallic-content acrylic paints that give the Mark III a starry glow. Vinyl roofs are now available in black, white, dark blue, dark green or dark brown.

**Lincoln Continental • Mark III luxury options**

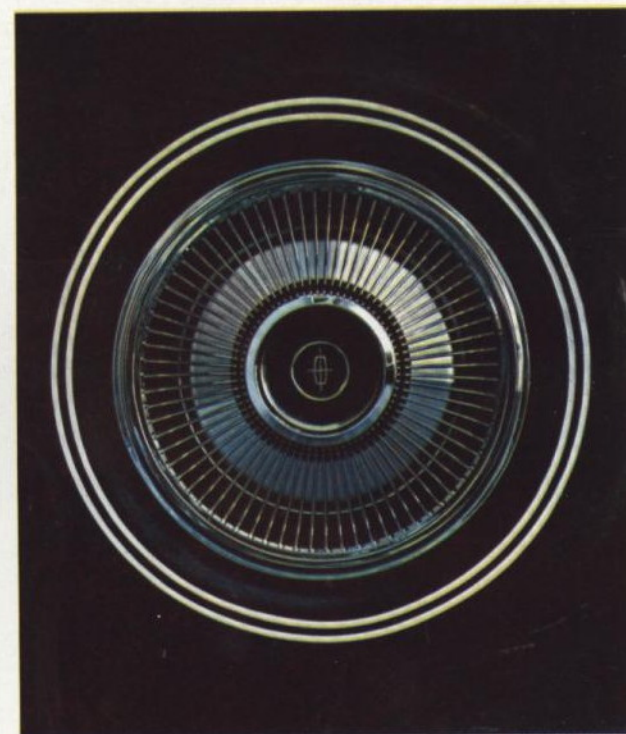
Here are just a few of the many comforts that you can select to make your Continental or Mark III even more splendid

AM/FM Stereo Radio. One of 3 sound system choices. Includes a 24-transistor radio, a stereo receiver, 4 speakers and a power antenna. For the FM band, an indicator light signals the reception of a stereo broadcast, and the system automatically switches to stereo receiver operation.

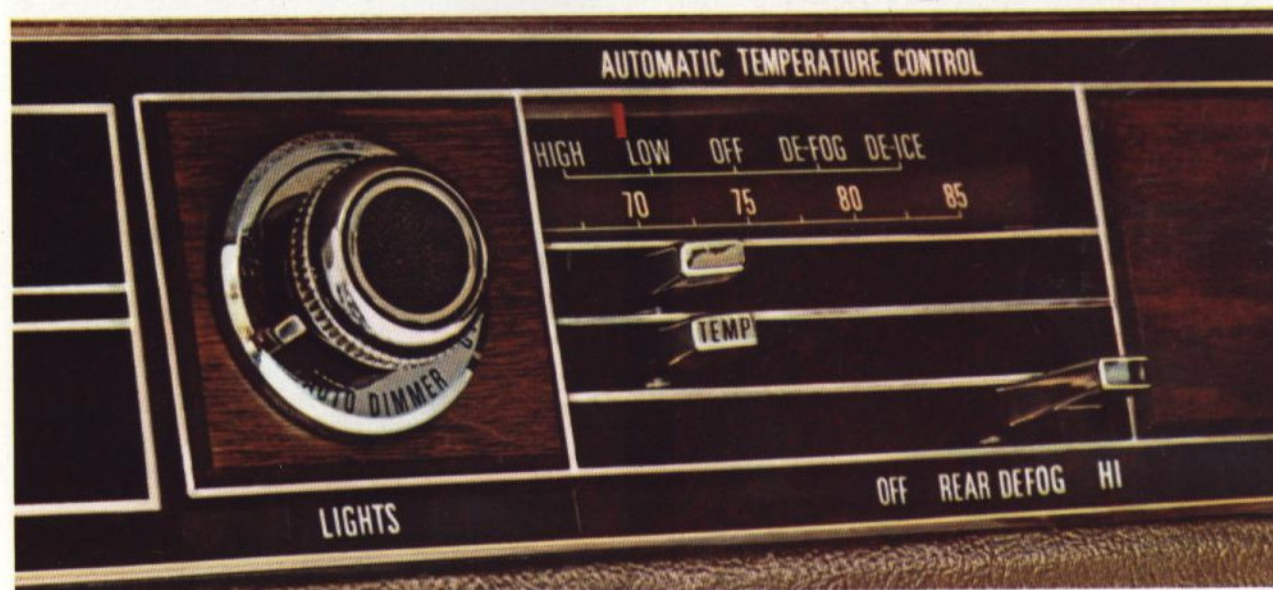


Tilt steering wheel. Adjusts to five positions through a 30-degree arc, so any driver can select his most comfortable wheel angle. The tilt column has the same energy-absorbing and locking features as a fixed column.

Lincoln Continental offers a choice of wheel covers. The optional deluxe disc shown here features a classic rib motif. The cover is die-cast, with a Continental star insert at the hub.



Automatic Temperature Control. This super-sophisticated air conditioning system holds to within a degree or two of a pre-selected temperature. It cools in summer and warms in winter, regardless of outside weather changes. The system also removes pollen and dust, dehumidifies, defogs and de-ices.



### Lincoln Continental Standard Equipment

460 cubic inch, 365 horsepower V-8 engine  
Power steering • Power side windows  
Power brakes—front disc and rear drum  
Select-Shift automatic transmission  
Two-way power seat  
Electric clock • Flow-Thru Ventilation System  
Choice of two interior upholstery designs  
Folding center armrests front and rear  
Adjustable head restraints  
Remote-control left hand rear view mirror  
(control in armrest)  
Locking steering column • Windshield washers  
Oval steering wheel with rim blow horn  
Concealed windshield wipers  
Visor-mounted vanity mirror  
Automatic parking brake release  
Reversible key and keyless locking system  
55-amp alternator  
85-amp battery • Carpeted luggage compartment  
Concealed dual headlamps  
Rear fender skirts • Cornering lights  
Front seat 3-point  
seat and shoulder belt restraint system  
**Interior lights**  
Front door courtesy lights • Glove box light  
Luggage compartment light  
Map light • Ashtray lights • Rear seat reading lights  
**Warning and reminder lights**  
Seat belt lights • Dual brake system light  
Low-fuel light • Headlamp doors closed light

### Lincoln Continental Luxury Options

Sure-Track computerized brake system  
Rear window defroster, electrically heated  
Four Glamour paints—  
Moondust in Red Metallic, Bronze Metallic,  
Olive Metallic or Green Metallic  
Traction-Lok differential  
Automatic speed control • Town car interior  
Power door locks with  
warning light, remote-control trunk release with  
warning light, and automatic seat back  
release in Coupé  
AM radio/Stereo Sonic tape system  
with two front and two rear speakers  
AM/FM stereo radio  
Rear window defogger • 6-way power bench seat  
Luxury wheel covers • Tilt steering wheel  
Air Conditioning • Automatic temperature control  
6-way power bench seat with right side recliner

Twin Comfort Lounge Seats,  
power adjustable 6-ways on driver side and 2-  
ways on passenger side  
(Also available with right side recliner)  
Vinyl-with-leather interior (style shown on page 6)  
Vinyl roof in Black, White, Dark Blue,  
Dark Green or Dark Brown  
Door edge guards, license plate frames, front and  
rear floor mats, and spare tire cover  
Dual band white sidewall 9.15 x 15 belted tires  
Automatic ride control to prevent rear-end sag  
under load conditions  
Automatic headlamp dimmer • Tinted glass  
Cross Country Ride package (includes higher load  
springs and heavy-duty shock absorbers)

To further serve your needs, your Continental  
dealer has a detailed list of  
additional accessories with which you may  
personalize your Continental.

### Specifications

#### Engine

90° OHV V-8, 460 cubic inch displacement.  
Bore and stroke 4.36" and 3.85".  
Compression ratio: 10.5:1.  
Advertised horsepower, 365 at 4600 rpm.  
Advertised torque, 500 ft.-lb. at 2800 rpm.  
Four-barrel carburetor. Premium fuel.

#### Transmission

Select-Shift automatic torque converter has 3-speed  
planetary gear set. 6-position selector dial.

#### Suspension

Cushion-link front suspension, with spring-  
loaded ball joints, deep-coil springs, compliance  
strut, link-type stabilizer bar,  
and jounce and rebound bumpers. Coil  
link rear suspension with traverse track bar, coil  
springs and jounce and rebound bumpers.

#### Steering

3-spoke semi-oval steering wheel with integral  
hydraulic power assist.

#### Brakes

Dual hydraulic system. Front power disc brakes  
with finned and flared power  
drum brakes in the rear. All self-adjusting.

#### Rear Axle

Banjo-housing hypoid type with 2.80:1 gear ratio.  
A 3.00:1 ratio is available as an option.

### Exterior Dimensions

#### Coupé

Wheelbase . . . . . 127.0"  
Overall length . . . . . 225.0"  
Overall width . . . . . 79.6"  
Overall height . . . . . 54.5"  
Tread—Front . . . . . 64.3"  
Tread—rear . . . . . 64.3"  
Curb weight . . . . . 4,860 lbs.  
Tires . . . . . 9.15 x 15  
4-ply rated belted tires, black wall.

#### Sedan

Wheelbase . . . . . 127.0"  
Overall length . . . . . 225.0"  
Overall width . . . . . 79.6"  
Overall height . . . . . 55.7"  
Tread—front . . . . . 64.3"  
Tread—rear . . . . . 64.3"  
Curb weight . . . . . 4,910 lbs.  
Tires . . . . . 9.15 x 15  
4-ply rated belted tires, black wall.

### Interior Dimensions

#### Coupé

Effective headroom . . . front 38.5" . . . rear 37.6"  
Effective legroom . . . front 41.9" . . . rear 38.8"  
Hiproom . . . . . front 62.3" . . . rear 61.4"  
Shoulder room . . . . front 61.8" . . . rear 60.8"  
Usable trunk capacity . . . . . 18.1 cu. ft.

#### Sedan

Effective headroom . . . front 39.0" . . . rear 38.3"  
Effective legroom . . . front 41.9" . . . rear 41.9"  
Hiproom . . . . . front 62.3" . . . rear 62.3"  
Shoulder room . . . . front 61.8" . . . rear 61.6"  
Usable trunk capacity . . . . . 18.1 cu. ft.

### Exterior Color Choices

#### New optional Glamour colors

Red Moondust Metallic  
Bronze Moondust Metallic  
Olive Moondust Metallic  
Green Moondust Metallic

#### Plus 23 Standard Choices

Dark Brown Metallic • Medium Bronze Metallic  
Medium Brown Metallic • Pastel Yellow  
Medium Gold Metallic • Light Gold  
Light Ivy Yellow • Light Green  
Medium Ivy Green Metallic • Dark Green Metallic  
Medium Aqua Metallic • Dark Aqua Metallic  
Light Blue • Deep Blue Metallic  
Medium Blue Metallic • Dark Blue • Red  
Dark Orchid Metallic • Light Gray Metallic  
Dark Gray Metallic • Dark Maroon • White • Black

### Optional Vinyl Roof Colors

Black • White  
Dark Blue • Dark Green • Dark Brown

### Mark III Standard Equipment

365 Horsepower, 460 CID V-8 engine  
Select-Shift automatic transmission  
Sure-Track brake system with power front-disc brakes, rear drum brakes • Power steering  
Michelin BSW 225-15 steel belted radial ply tires  
Cartier electric chronometer • Power windows  
Concealed dual headlamps • Dual exhausts  
Twin Comfort Lounge Seats, individually power adjustable 2-ways on driver and passenger side  
Center folding armrests, front and rear  
Flow-Thru ventilation system  
Rear lamp monitoring system to tell you if taillamps, braking lights and turn signals are working  
Automatic seat-back release, electrically actuated when door is opened  
Semi-oval rim blow steering wheel  
Locking steering column • Vinyl roof  
Instrument panel warning lights for brakes, high-beam and low fuel  
Header console warning lights for door ajar, headlamp door open, seat belts reminder and trunk open  
Concealed windshield wipers  
3-Point restraint system for driver and front seat passenger  
Genuine walnut veneer on instrument panel, steering wheel spoke, door and rear quarter trim panels  
Automatic parking brake release, vacuum-powered  
Adjustable head restraints  
Vanity mirror • Deep-cut pile carpeting  
Fully carpeted luggage compartment and spare tire cover

### Continental Mark III Luxury Options

White side wall Michelin 225-15 steel belted radial ply tires  
Automatic temperature control • Air conditioning  
Electric rear window defroster  
Traction-Lok differential • Tilt steering wheel  
AM radio with one front and two rear seat speakers and power antenna  
AM/FM radio with four stereo speakers and power antenna  
AM radio/Stereo Sonic tape system with four stereo speakers  
Twin Comfort Lounge Seats, power adjustable 6-ways for both driver and passenger side (Also available with right side recliner)  
Power-operated sun roof • Rear window defogger  
Remote-control trunk lid release with warning light  
Cross Country Ride package (includes higher load springs and heavy-duty shock absorbers)  
Vinyl-with-leather interior  
Power door locks • Automatic speed control

Four Glamour paints—  
Moondust in Red Metallic, Bronze Metallic, Olive Metallic or Green Metallic  
Automatic headlamp dimmer • Tinted glass  
High torque axle (3:00.1)  
Appearance Protection Group including door edge guards, license plate frames and front and rear floor mats

### Upholstery choices in nylon-vinyl

Black, medium gray, dark blue, dark green, light gold or dark red.

### In optional vinyl-with-leather

Black, dark red, medium gray, dark blue, light aqua, white, medium brown, dark green, light gold or dark brown.

### Exterior Choices

#### New optional Glamour colors

Red Moondust Metallic  
Bronze Moondust Metallic  
Olive Moondust Metallic  
Green Moondust Metallic

#### Plus 23 Standard Choices

Dark Brown Metallic • Medium Bronze Metallic  
Medium Brown Metallic • Pastel Yellow  
Medium Gold Metallic • Light Gold  
Light Ivy Yellow • Light Green  
Medium Ivy Green Metallic • Dark Green Metallic  
Medium Aqua Metallic • Dark Aqua Metallic  
Light Blue • Deep Blue Metallic  
Medium Blue Metallic • Dark Blue • Red  
Dark Orchid Metallic • Light Gray Metallic  
Dark Gray Metallic • Dark Maroon • White • Black

### Exterior Dimensions

Wheelbase . . . . . 117.2"  
Overall length . . . . . 216.1"  
Overall width . . . . . 79.4"  
Overall height . . . . . 53.0"  
Tread—front . . . . . 62.3"  
Tread—rear . . . . . 62.3"  
Curb weight . . . . . 4866 lbs.

### Interior Dimensions

Effective headroom . . . . . Front 37.1" .. Rear 36.5"  
Effective legroom . . . . . Front 42.1" .. Rear 34.7"  
Hiproom . . . . . Front 58.3" .. Rear 60.4"  
Shoulder room . . . . . Front 58.1" .. Rear 57.3"  
Usable trunk capacity . . . . . 13.5 cu. ft.

### Michelin Mileage Guarantee

Every Michelin Radial Tire is guaranteed to have an original tread life of 40,000 miles. If the original tread wears out before 40,000 miles, Michelin will, in exchange for the worn out tire, either allow a credit against the purchase of a new tire or a cash refund, at Michelin's option.

The amount of any credit or refund allowed under any Michelin guarantee will be determined by multiplying the retail price of the tire in effect at the time of the claim, including Federal Tax, by the percentage of the guaranteed mileage not actually run on the tire (based on odometer reading).

No other mileage warranty or guarantee, express or implied, exists with regard to Michelin Radial Tires other than as set forth, and no representative has authority to make any representation, promise or agreement, except as stated herein.

### You'll find these Ford Motor Company Lifeguard Design Safety Features on every model

Dual hydraulic brake system with warning light  
Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rear view mirror/mirror mounting and windshield pillars  
Energy absorbing steering column and steering wheel  
Energy absorbing armrests and safety-designed door handles  
Front and rear lap belts for all seating positions  
Shoulder belts for front outboard occupants (except convertibles)  
Turn indicators with lane-changing signal feature  
Inside yield-away rear view mirror  
Energy absorbing instrument panel with padding  
Padded sun visors • Windshield washers  
Two-speed or variable speed windshield wipers  
High strength laminate safety glass windshield  
Double-yoke safety door latches and safety hinges  
4-way emergency flasher • Back-up lights  
Side marker lights  
Energy absorbing front seat back tops with padding  
Self-locking front seat backs on two-door vehicles  
Safety-designed coat hooks (except convertibles)  
Safety-designed radio control knobs and push buttons  
Outside rear view mirror, driver's side  
Safety rim wheels and load-rated tires  
Corrosion-resistant brake lines  
Uniform transmission shift quadrant  
Parking lamps coupled with headlamps  
Non-reversing odometer  
Safety design front end structure  
Head restraints or high back seats for front outboard occupants  
Safety glove box latch

Your new Lincoln Continental or Continental Mark III comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6,000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to discontinue, or change at any time, specifications or designs without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost.

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