



Introducing the Mark IV Designer
Series and Lincoln Continentals for 1976



CARTIER, headquartered on New York's Fifth Avenue and now headed by Alfred Montezinos, has been renowned for generations as jeweler to royal families and discriminating patrons the world over. EMILIO PUCCI is an internationally famous artist and designer, best known for his unique, colorful designs in luxurious fabrics. BILL BLASS's superbly cut and classically elegant women's clothing launched his American-based, far-flung fashion empire. The hallmarks of HUBERT DE GIVENCHY, the great Parisian designer, range from classic turtlenecks, pants and raincoats to romantic evening gowns.



The Cartier Edition Mark IV is a soft, subtle grey. Its interior sustains this understated look with dove grey velour or leather-and-vinyl upholstery. Accents include a richly grained landau vinyl roof, grey bodyside molding and red-and-white pinstriping.

Continental Mark IV

Continental Mark IV—a personal luxury car in every way. The quiet elegance of its coachwork, precision engineering and meticulous craftsmanship in its interior appointments have made it among the world's most desired motor cars.

For 1976, Continental Mark IV offers you the ultimate in prestige and distinction—the Designer Series—uniting the worlds of fine automobiles and high fashion. Four of the most prestigious designers in the world—Bill Blass, Cartier, Hubert de Givenchy and Emilio Pucci—have coordinated the colors and trims on limited

editions of America's finest personal luxury car.

Each of these automobiles is a unique combination of colors which closely reflects the individuality of the designer. Each Mark IV carries the designer's signature in the opera window and on a 22-karat gold-finish instrument panel plaque individually engraved with the owner's name.

Custom landau vinyl roof, forged aluminum wheels and wide bodyside molding are standard on all Designer Mark IV models.

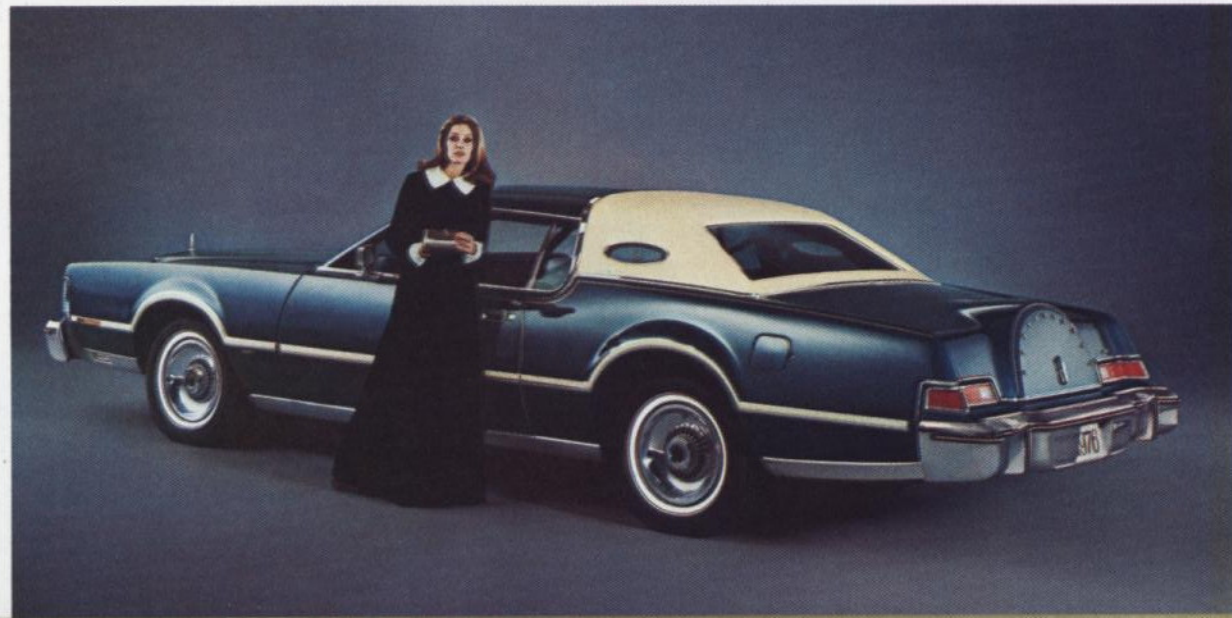
The Pucci Edition Mark IV is in Dark Red Moondust with matching velour upholstery in a floating pillow look. Finishing touches include silver-and-red pinstripes and a landau roof in gleaming silver vinyl.





The Givenchy Edition Mark IV offers Aqua Blue—both inside and out—with a white landau vinyl roof and black-and-white pinstripes.

The Bill Blass Edition Mark IV features a lustrous deep blue body with pinstriping in cream-and-gold and cream-colored landau roof. Select navy velour or dark blue and cream leather-and-vinyl upholstery.



Make your Own Mark

Perhaps there's a little of the designer in you. A sense of the color and styling compatible with your individuality. You express this in many ways—in your apparel and accessories, home furnishings, office decor. Now you can express yourself in your automobile. Custom-design your own Mark IV for 1976.

For example, any of the four optional luxury groups—Gold & Cream, Light Jade & Dark Jade, Red & Rosé, and Lipstick & White—have matching exterior components available to be color-selected by you . . . full or landau vinyl roof, wide bodyside moldings and custom pinstripes. Whatever combination you choose can be your own automobile creation.

The all-cream Mark IV, shown below, combines a new cream exterior paint with matching vinyl roof and bodyside moldings. It represents only one of several beautiful exterior mix-or-match combinations available with the new Gold & Cream Luxury Group. The gold and cream two-tone leather with vinyl interior, below, is standard with this Luxury Group.

And consider the options beyond mixing or matching of colors. Forged aluminum wheels. A power sunroof or exotic moonroof. Wide-band white sidewalls. AM/FM/MPX radio with Quadrasonic 8-track tape.

Put something of yourself into the making of a Mark.



The Lincoln Continentals

More than 50 years have passed since the first Lincoln automobile was built and a tradition began . . . a tradition of styling distinction and engineering excellence in motor car design. For 1976, the Lincoln Continentals continue the distinctive lines that have set these prestigious motor cars apart from the ordinary.

The Lincoln Continentals are offered in two-door and

four-door models. The Town Coupé, pictured below, is shown with the popular landau vinyl roof option, coach lamps on the center pillars, power vent windows and premium bodyside moldings. Luxury continues inside with soft pillow upholstery in velour or leather-and-vinyl. Thick cut-pile carpeting, unique door trim panels and special identification complete the elegance.





Luxurious floating pillow design is standard on 1976 Continental Town Car and Town Coupé models. Above, the standard leather-with-vinyl interior is shown with optional Twin Comfort Lounge Seats; below is the available deep jade crushed velour interior.



The Lincoln Continental Town Car in dark jade shown with optional Coach Roof, custom paint stripes, premium bodyside molding, forged aluminum wheels, wide-band white sidewalls and appearance protection group.

An added touch of distinction is offered by the new Coach Roof option on the Town Coupé and the four-door Town Car, shown at right. The unique roof, a first for four-door models, is exclusive with the Lincoln Continental. The Coach Roof is thickly padded, and where it meets the window in the rear the vinyl is neatly rolled and tucked for a clean, finished appearance devoid of metal trim. The wide molding which extends over the roof at the center pillars is padded with vinyl, matched in grain and color to any of the 14 colors available for the Coach Roof.

An AM/FM/MPX Search Radio and a Quadrasonic-8 stereo tape player are now available as Lincoln Continental options. The latter, an industry first, gives you a separate sound track for each of four speakers. A Cartier-signed digital clock and six-way power bench seats are standard.

The Lincoln Continentals . . . timeless styling . . . precise engineering . . . superb riding comfort . . . lasting value. Now, more than ever, the choice of those who perceive and demand the finest in automotive luxury.





You're Cordially Invited To
Inspect And Test Drive
A 1976
Lincoln Continental
Or
Continental Mark IV

...We Will Be Delighted To See You

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