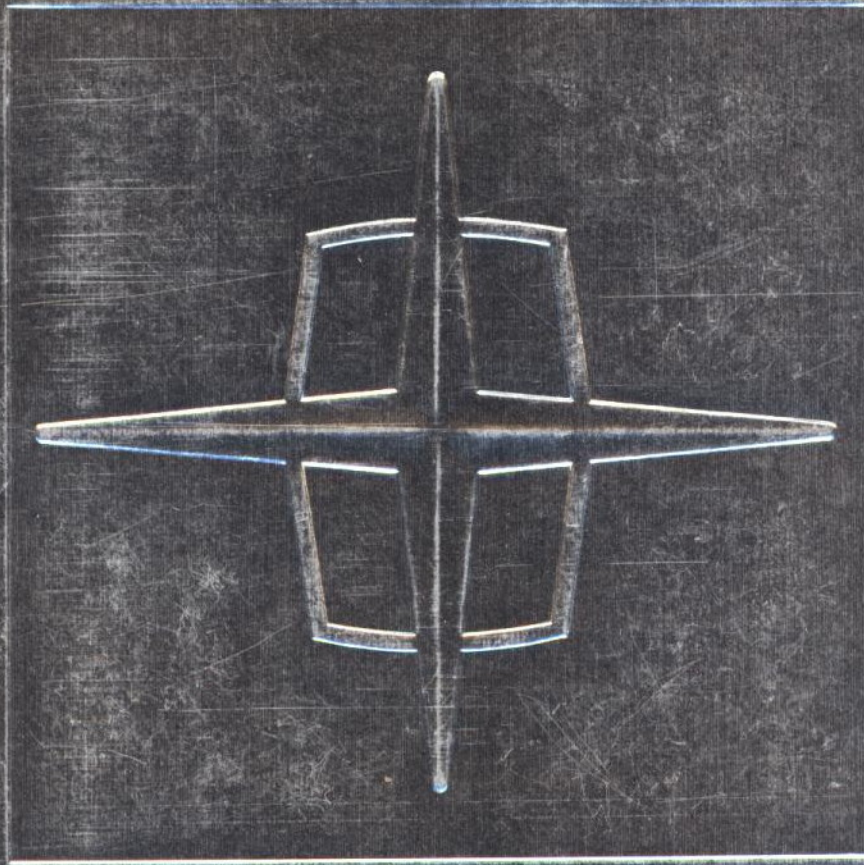


**The Continentals for 1971**



**Lincoln Continental and Continental Mark III**

In this world, there will always be room  
for something beyond conventional  
standards of prestige and luxury.

That's why there are the Continentals.  
Because there has to be something better.  
In performance, ride and appointments,  
Lincoln Continental and Continental  
Mark III have an integrity and grace and  
elegance equaled by no other car.

They are cars apart and above. In a  
class by themselves.

The Continentals: the final step up.

The Lincoln Continental sedan for 1971. A graceful blending of contemporary and classic. This is the quietest Lincoln Continental ever built — a car built from the ground up to be the finest luxury sedan in America. The interior is roomiest of all the Continentals. Its ride is one of the smoothest on the road.





Automatic Temperature Control is standard on every Lincoln Continental. This sophisticated year-round air conditioning/heating system cools or warms rapidly to within a degree or two of the temperature you pre-select. And maintains this environment without any further manual adjustment. The air conditioner dehumidifies as it cools. Can remove pollen and dust from incoming air. At the touch of a switch, it can defog or de-ice the windshield.



The beautifully organized instrument cluster places most-read dials in the driver's line of sight, and most-used buttons within easy reach. Just left of the drum-type speedometer is a signal light bank that can give you instant reports if the headlamp doors are closed, fuel is low or dual brake system has a loss in hydraulic pressure. Also, seat belt warning light. And, as options, door-ajar and trunk lid open warning lights.



New taillight assembly reflects Lincoln Continental's traditional understated elegance. Backup lights flank the license plate. The fine, almost invisible lines in the rear window are heating elements for your optional rear window defroster.

Elegant Nottingham woven brocade cloth-with-vinyl is one of two all-new luxury interior choices, at no extra cost, in Lincoln Continental. Metallic yarn adds subtle sparkle in the recessed portions of this Jacquard weave. As an alternative, you may choose Bedford tricot knit cloth-with-vinyl. Your color choices are: In Nottingham brocade—light gray gold, medium gray (on opposite page), light aqua, medium ginger, or black. In Bedford knit—dark tobacco, dark green, dark red, dark blue, or black.



Power control panel in driver's padded armrest has easy-to-reach switches (left to right) for window and door locks; power windows; power seat control; and remote control outside mirror. Below the armrest, a door-mounted speaker, a feature included with all Lincoln Continental optional sound systems.



Lincoln Continental's Town Car option affords splendor and elegance along with the comfort and convenience of the spacious 4-door sedan body. Rich leather seating surfaces, deep foam-padded cushions and long-sheared cut-pile carpet are among the luxury features. This is a special car with niceties such as the glove-box vanity mirror, and distinctive Town Car plaques on front fenders and rear deck. In addition, each owner will receive a set of gold-plated keys and door monograms. Color choices include eight monochromatic interiors, and a full selection of vinyl roofs and body colors. A special Golden Anniversary combination is offered with black interior, Gold Moondust Metallic finish and black vinyl roof. At left—The Medium Ginger Town Car interior.



Continental's fully carpeted luggage compartment provides 18.1 cubic feet of usable space—ample room for 14 or more pieces of luggage. The tire cover is optional. A remote control release option lets you open the trunk from the front seat. A warning light tells you if the trunk lid has been left open.



Michelin all-weather steel-belted black radial-ply tires standard. White band tires optional. (Details on last page.)

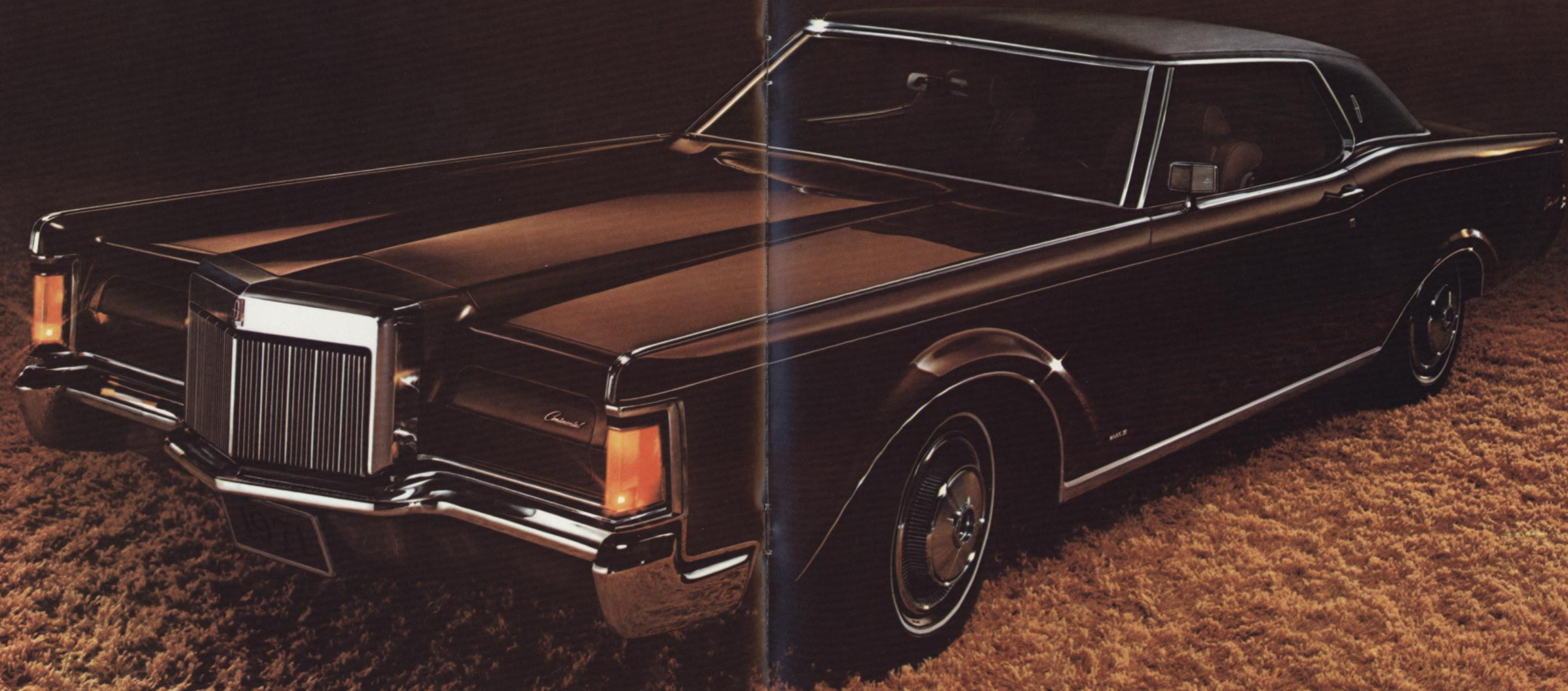
Every Lincoln Continental is equipped with power front disc brakes. Also, optional Sure-Track Brake System that helps prevent sustained rear-wheel lock-up on ice, snow or wet pavements.

This optional trim with leather seating surfaces is what most Continental owners select. The wide, comfortable leather seating surfaces are sewn in a narrow-pleat style with carefully matched, extra-soft, cowhides. Choose your color scheme from: white (shown), dark blue, black, red, medium ginger, dark green, light aqua, medium gray, light gray gold, or dark tobacco. This decor is also available with optional individually adjustable Twin Comfort Lounge Seats (featuring 6-way power control for driver and 2-way power control for the front seat passenger), in black, dark blue, dark red, dark green, or white.

The Lincoln Continental Coupé. The sweeping roofline and the far wider doors give the Coupé a pleasing, rakish look. But like the sedan, its massive 460 cubic-inch deep-breathing V-8 delivers most satisfying surges of reserve power. Twin headlamps are concealed by vacuum-power operated doors. Cornering lights and parking lamps are recessed in the bumper. Tinted glass all around reduces sun glare and improves the efficiency of the Automatic Temperature Control.

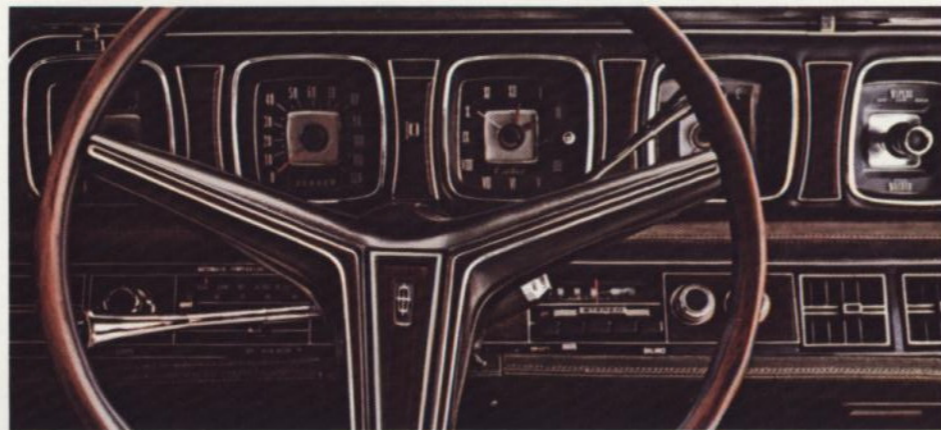


The Continental Mark III. This is the single most distinctive car in America. In performance, ride, appointments and flair, it is everything a luxury car promised to be. And more. Since the day we introduced Mark III, the luxury car class hasn't been the same. People want this car because it is something better. And so today, this car stands alone. First in luxury, prestige and value.



Luxurious Twin Comfort Lounge Seats have soft glove leather seating surfaces in this Mark III extra-cost interior option. Each is individually power adjustable two ways. Each has its own super-soft armrest. This interior comes in your choice of dark tobacco, black, dark blue, dark red, medium ginger, dark green, light aqua, medium gray, white, or light gray gold (shown at right).

Mark III's instrument cluster is framed with rich, genuine walnut veneer. Sports-style needle gauges give you accurate readings of fuel supply, oil pressure, alternator operation and engine temperature. The console for total Automatic Temperature Control (it's standard equipment!) is easy to reach. And the famous Mark III timepiece is in the driver's line of sight. Designed by Cartier, exclusively for Mark III, this is the first electronic chronometer in an American motor car. Transistor-actuated gears give you twice the accuracy of ordinary car clocks.



The Sure-Track electronic braking system is standard equipment on Mark III. This computer-controlled system improves braking stability by helping prevent sustained rear-wheel lock-up on ice, snow, or wet pavements. If the driver brakes hard in an emergency stop, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes. (at the rate of 4-cycles per second) until the car slows to 4 mph, or until the brake pedal is released by the driver.



From the rear, Mark III shows its famous "Continental" design, unique vertical taillamps and a massive chromed bumper. The Michelin steel-belted radial ply tires are standard equipment. The cavalry-twill textured vinyl roof comes in your choice of white, black, dark green, dark brown, or dark blue.



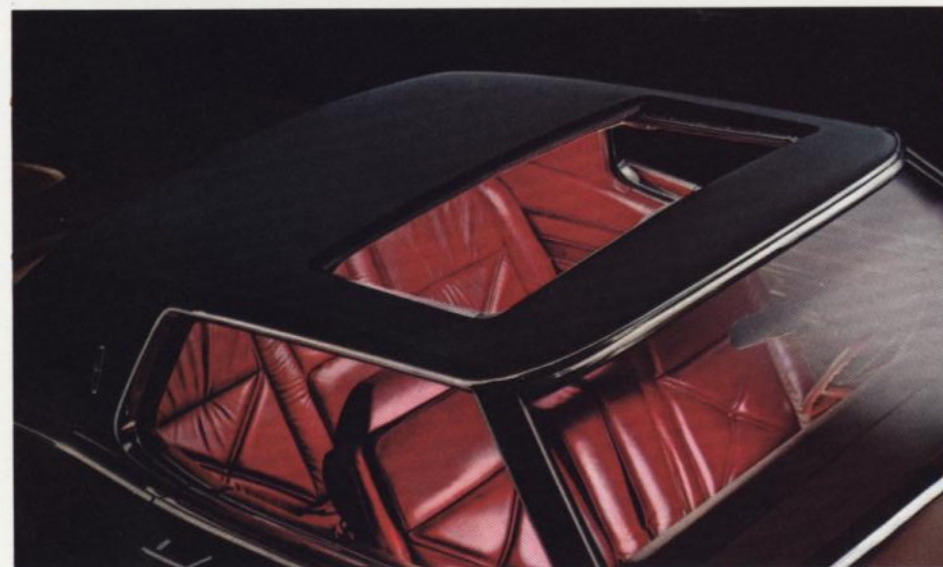




AM/FM Stereo Radio system. Includes stereo receiver, push buttons for 5 AM and 5 FM stations, 4 speakers, side-to-side and front-to-rear balance controls and a power antenna. On FM, an indicator light signals the reception of a stereo broadcast, and the system switches automatically to binaural reception. This is one of three optional sound systems for each of the Continentals.



Optional wheel covers (not available for Mark III) feature a classic rib motif, with the distinguished Continental star inserted in each hub. Michelin all-weather steel-belted black radial-ply tires standard. White band tires optional. (Details on last page.)



Power-operated sun roof (shown on Mark III) gives you the exhilarating feeling of an open car without the drafts all around you. From a switch above windshield, which acts as a positive roof lock, you can control the roof panel's rearward movement for any opening up to 21 inches deep by 36 inches wide.



Tilt steering wheel. Adjusts to five positions through a 30-degree arc, so any driver can select his most restful driving angle. The tilt wheel also permits easier entrance and exit.

## 1971 Lincoln Continental and Mark III Models and Equipment

### The 1971 Models

Lincoln Continental Sedan  
Lincoln Continental Coupé  
Continental Mark III Coupé

### Lincoln Continental and Continental Mark III Standard Features

The following features are standard for Lincoln Continental and Continental Mark III.

460-4V V-8 engine  Select-Shift automatic transmission  Power steering  Power brakes—front disc, rear drum  Power windows  Automatic Temperature Control air conditioner  Concealed dual headlamps  Automatic parking brake release  Locking, theft-deterrent steering column  Triple-note horns  Reversible key; keyless locking  Remote control left hand side-view mirror  Ventless side windows  Front and rear side marker lights, flash with turn signals  Folding center armrests—front and rear  Concealed windshield wipers  Electric-powered windshield washer, coordinated to wipers  Triple-coated enamel finish applied over electrocoat primer  Chrome-plated front grille  Front seat 3-point seat and shoulder belt restraint system  Carpeted luggage compartment  Visor-mounted vanity mirror  Cut-pile carpeting (Deep-cut for Mark III)  Door closing assist straps  3-spoke rim-blow steering wheel  Custom pin stripes  Warning and reminder lights—seat belt reminder, dual brake system light, low-fuel light, headlamp door warning light  Interior lights—Door courtesy lights; glove box, luggage compartment, map, ashtray and rear seat reading lights  All Lincoln Continental and Mark III engines have air-injected exhaust emission control system, positive crankcase ventilation and a fuel evaporative emission control system  Tinted glass all windows  Box-rail full-length frame; rigidized body  Michelin 225-15 steel-belted black radial-ply tires.

### Standard and Optional Seats

LINCOLN CONTINENTAL— Bench seat with 2-way power standard  Bench seat with 6-way power with or without passenger side recliner optional  Twin Comfort Lounge Seats with 6-way/2-way power with or without recliner optional

CONTINENTAL MARK III— Twin Comfort Lounge Seats with 2-way power standard  Twin Comfort Lounge Seats with 6-way/6-way power with or without passenger recliner optional

### Standard Features—Lincoln Continental Only

Cornering lights  Rear quarter (fender) skirts  Vinyl-inserted protective bodyside molding  Steel guard rails in doors  Bench seat with 2-way power  Power ventilation with pressure relief valves on rear quarter pillars  Trip odometer with reset knob

### Standard Features—Continental Mark III Only

Cartier electronic chronometer  Twin Comfort Lounge front seats  Automatic seat back release (Optional on LC Coupé)  Spare tire cover\*  Dual exhaust  Hydraulically-powered variable-speed windshield wipers  Vinyl roof\*  Header console mounted warning lights  Rear lamp monitoring system—taillights, braking lights and turn signal lights  Sure-Track Brake System\*  Genuine walnut veneer on instrument panel, steering wheel spokes, door and rear quarter trim panels  Deep cut-pile carpeting  Power ventilation with air extractor passages below rear window

\*Optional at extra cost on Lincoln Continental

### Lincoln Continental and Continental Mark III Optional Features

AM Signal-Seeking Radio (a)  AM Push-Button Radio (b)  AM/FM Stereo Radio  AM Radio/Stereo Sonic Tape System  Power-operated sun roof (c)  Rear window defroster—electrically heated  Rear window defogger  Remote control trunk lid release with warning lights (d)  Power door locks (d)  Automatic speed control  Traction-Lok differential  Tilt steering wheel  Moondust glamour exterior body paint  Automatic headlamp dimmer  Intermittent windshield wipers (a)  Front bumper guards (a)  Cross Country Ride Package (Heavy-duty suspension)  Appearance Protection Group—door edge guards, license plate frames, front and rear floor mats. (Also spare tire cover for Lincoln Continental)  White band Michelin 225-15 radial-ply tires  Automatic load adjuster (a)  Town Car 4-door sedan (a)

(a) Lincoln Continental only. (b) For Mark III only. (c) Regular option Mark III only. Sun roof also available on Lincoln Continental through special dealer order. (d) Available in Lincoln Continental Power Lock/Release Group option including power door locks, power trunk lid release and warning light, door-ajar warning light, and, on Coupé, the automatic seat back release.

### 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, rearview mirror/mirror mounting and windshield pillars  Locking steering column and shift lever with warning buzzer  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  Turn indicators with lane-changing signal feature  Inside yield-away rearview mirror  Energy-absorbing instrument panel with padding  Padded sun visor  Two-speed or variable speed windshield wipers  Windshield washers  High strength laminate safety glass windshield  Double-yoke safety door latches and safety hinges  Emergency flasher  Backup 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  Safety-designed radio control knobs and push buttons  Outside rearview 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

### Autolite Standard Parts

Your new 1971 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 resistor 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.

Select Your Interior Color and Material		Black	Dark Blue	Dark Red	Med. Ginger	Light Aqua	Medium Gray	Dark Green	White	Lt. Gray Gold	Dark Tobacco
		<b>Lincoln Continental</b>	Woven Cloth/Vinyl	●			●	●	●		
Bench Seats	Knit Cloth/Vinyl	●	●	●				●			●
	Leather/Vinyl*	●	●	●	●	●	●	●	●	●	●
Twin Comfort Lounge Seats*	Knit Cloth/Vinyl	●									
	Leather/Vinyl*	●	●	●				●	●		
Town Car* Bench Seats	Leather/Vinyl	●	●	●	●			●	●	●	●
<b>Mark III</b>	Knit Cloth/Vinyl	●	●	●			●	●		●	
	Leather/Vinyl*	●	●	●	●	●	●	●	●	●	●

Select Your Exterior Color	Black	Dark Blue	Dark Red	Med. Ginger	Light Aqua	Medium Gray	Dark Green	White	Lt. Gray Gold	Dark Tobacco
● Black ● White	●	●	●	●	●	●	●	●	●	●
● Maroon ● Red ● Red Moondust Metallic*	●		●			●		●		
● Deep Blue Metallic	●							●		
● Dark Blue Met. ● Medium Blue Met. ● Bright Blue Metallic ● Blue Moondust Metallic*	●	●						●		
● Pastel Blue	●	●				●		●		
● Bright Aqua Met. ● Dark Gray Met.	●				●	●		●		
● Light Gray Metallic	●		●		●	●		●		
● Light Pewter Metallic	●		●	●			●	●		●
● Dark Green ● Gray Gold Met.	●			●			●	●	●	
● Medium Green Met. ● Light Green ● Ivy Moondust Metallic*	●						●	●	●	
● Light Yellow Gold	●			●				●	●	
● Yellow	●			●			●	●	●	●
● Dark Brown Metallic ● Tan ● Medium Brown Metallic ● Ginger Moondust Metallic*	●			●				●		●

(a) Coupé 54.5" (b) Dimensions with optional 6-way power seat in rearmost position.

### 1971 Lincoln Continental and Continental Mark III Engine, Chassis Feature Facts

**Engine** — 90° OHV V-8, 460 cu. in. Bore 4.36". Stroke 3.85". 4-bbl. carburetor. 10.5:1 compression. Rated 365 hp at 4600 rpm. 500 lb-ft torque at 2800 rpm.

**Transmission** — Select-Shift automatic torque converter. 6-position selector.

**Suspension** — Cushion-link front suspension with spring-loaded ball joints, deep-coil springs, link-type stabilizer bar. Coil-link rear suspension. Double-acting hydraulic shock absorbers.

**Rear Axle** — Hypoid type with 2.80:1 gear ratio; 3.00:1 ratio optional.

**Tires** — Michelin 225-15 steel-belted radial ply. All-weather tread.

**Power Steering** — Integral hydraulic power unit. 17.1 ratio. 3-spoke steering wheel.

**Power Brakes** — Dual hydraulic brake system. Front 11.7" ventilated disc. Rear 11" self-adjusting drum brakes. Sure-Track standard for Mark III, optional for Lincoln Continental.

#### Michelin Tire Guarantee

Every Michelin "X" 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, upon presentation of the guarantee card and 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.)

**MANUFACTURING:** Every Michelin "X" Radial Tire is guaranteed to be free from manufacturing defects in workmanship and materials. If an examination by Michelin shows that the tire has become unserviceable due to a manufacturing defect during its original tread life, Michelin will, upon presentation of the guarantee card, either repair the tire without cost to the purchaser, allow a credit against the purchase of a new tire, or give a refund, at Michelin's option.

**ROAD HAZARD COVERAGE:** Every Michelin "X" Radial Tire is designed to withstand normal road hazards during the life of the original tread of the tire. If an examination by Michelin shows that a tire has become unserviceable as the result of a normal road hazard during its original tread life, the same procedure of repair, credit or refund shall apply as described in paragraph 2 under the title "Michelin Tire Guarantee." The term "normal road hazards," for this purpose, shall include blowouts, fabric breaks and cuts encountered under normal driving conditions which render the tire unserviceable, with the exception of normal repairable punctures; but the term does not include such causes of loss or damage as fire, theft, wreck or collision, tire injury caused by running flat or underinflated, by wheel misalignment, or by any willful abuse.

None of the guarantees set forth extend in any way to consequential damage resulting from either a defect or a road hazard.

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

# THE CONTINENTALS

LINCOLN-MERCURY DIVISION



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\*Optional at extra cost.