



A standard by which luxury cars are judged...



Introducing the 1977 Lincoln Continental.







You've got your standards . . . and everything you do has to meet them. You won't compromise. For 1977, the Lincoln Continental hasn't compromised either.

Here's the big car ride you've come to know. All the room you need. And the distinctiveness you expect. In handsome lines and a new redesigned grille.

Here too, is the quality you seek. Consider the character of the Lincoln Continental Town Coupé. Leather seating surfaces with the "loose pillow" look are standard. As are a full vinyl roof and carpeted luggage compartment with spare tire cover. The commitment to quality is even evident in the optional heated remote control left-hand outside mirror.

Options shown here are cinnamon gold moon dust paint, cinnamon coach roof, custom paint stripes, premium bodyside moldings, dual wide-band whitewall tires, remote control right-hand mirror, illuminated entry system, defroster group, chamois leather/vinyl Twin Comfort Lounge Seats, forged aluminum wheels. Black car with cinnamon gold coach roof on previous pages has same features, except wheels are turbine-styled cast aluminum.





This is your year. And now that you're ready to enjoy the comfort of a big car, you'll find the Lincoln Continental Town Car is everything you'd expect from a luxury car.

It's full-size. Full luxury. For full driving pleasure. You'll also find the Town Car offers a full measure of the comforts you've come to rely on. Thoughtful features such as a six-way power assist seat. There's an AM/FM radio with four speakers and power antenna to keep you company. Plus an Automatic Temperature Control system for your comfort all year long.

The Lincoln Continental Town Car also features a full vinyl roof complete with coach lamps.

Optional Twin Comfort Lounge Seats in cordovan velvet include six-way power assists plus passenger recliner. At left, the dark cordovan Lincoln Continental Town Car options include opera windows, forged aluminum wheels, premium bodyside moldings, custom paint stripes, remote control right-hand mirror, and defroster group.



Lincoln-Mercury is pleased to offer you a striking new Lincoln Continental Town Car for '77. The Williamsburg four-door sedan.

It's a classic in every meaning of the word. In room. In ride. In its handsome styling and approach to comfort. You can sense the Williamsburg's fine character in its smartly coordinated body colors and vinyl roofs of silver/grey or dark/midnight cordovan. And you can see it in such accessories as standard power vent windows. And in the richness of our Twin Comfort Lounge Seats. This luxurious interior provides both you and your front passenger with the convenience of illuminated visor vanity mirrors and six-way power seats. There's a recliner on the passenger side for extra comfort on long trips. And you have your choice of selecting lavish leather with vinyl or soft Media velour fabric.



The silver Williamsburg shown with optional remote control right-hand mirror.





Unmistakably Continental. Behind the wheel, you have the assurance of knowing that a Lincoln Continental is an individualist's car. Boldly styled. Luxuriously upholstered. And perhaps most of all, a luxury automobile to be driven.

Long runs on the open road . . . or short trips in urban traffic. You and your Lincoln Continental move with confidence. Confidence derived from the quiet, even ride. Responsive handling. And firm control. Inside, you appreciate the traditional Continental comfort and luxury. There's room to stretch . . . and feel right at home. Wide, deeply padded seats. Ample headroom. Accommodatingly wide doors. An AM/FM radio with four speakers and power antenna.

The 1977 Lincoln Continental. You'll drive one because you've got your standards.



The midnight blue Lincoln Continental sedan is shown with optional coach roof, premium bodyside moldings, custom paint stripes, defroster group, luxury wheel covers, illuminated entry system, and remote control right-hand mirror.





The Lincoln Continental traditionally sets high standards in design and workmanship. 1977 is no exception. Operating refinements include a modified carburetor for greater driveability. And improved throttle linkage for instantaneous response.

Again this year, the Lincoln evokes luxury in every detail. Its dimensions are impressive. The passenger and trunk compartments are as roomy as ever. Quality is evident wherever you look. In standard features such as a Cartier-signed digital clock. And in your personalized initials on the door.

Experience the 1977 Lincoln Continental for yourself. It's a car of uncompromising character.



Dark red interior shown with optional leather seating surfaces.





Speed control



Wide fixed glass moonroof



Citizens band radio



Illuminated entry system



Power glass moonroof

LINCOLN CONTINENTAL OPTIONAL EQUIPMENT

Speed control—helps reduce fatigue on long trips. You can activate the system, select the desired speed, accelerate, slow down, or disengage the system with just finger tip pressure.

Illuminated entry system—provides convenience and security. When either exterior front door button is pushed, interior lights and exterior door lock cylinder light are illuminated for approximately 20 seconds.

Power glass moonroof—lets you see out and the sun shine in. Even when closed. Includes an adjustable sun screen. Available in silver, gold, light jade, brown, or rosé tint.

Wide fixed glass moonroof—provides a reflective surface for almost the entire forward portion of the roof. Includes interior sliding sun screen.

Citizens band radio—keeps you in touch with home base or any CB'er along your trip. Ideal for businessmen or travelers, it comes complete with a power antenna. (License required to operate)

Tilt steering wheel—(not illustrated) adjusts to five positions for ease of entry, exit, and driving comfort.

Sure-Track brake system with 4-wheel disc brakes—(not illustrated) provides maximum braking modulation and fade resistance at each wheel, and helps prevent sustained rear wheel lock-up on ice, snow, or wet pavement (N/A Calif.).



AM/FM stereo with Quadrasonic 8-track tape system

- Full vinyl roof (std. on Town models and Williamsburg) • Coach roof • Opera windows for sedans • Coach lamps (std. on Town models) • 6-way power bench seat • 6-way power bench seat with passenger recliner • Twin Comfort Lounge Seats with 6-way power passenger seat and passenger recliner (std. on Williamsburg) • Dual wide-band white sidewalls (U.S. brand)
- Luxury wheel covers (std. on Williamsburg) • Forged aluminum wheels • Turbine-styled cast aluminum wheels • Premium bodyside moldings • Narrow black vinyl protective bodyside moldings • Custom paint stripes • Power vent windows (std. on Town models and Williamsburg)
- Diamond Fire paint • Moondust paint • Traction-Lok differential (N/A with Sure-Track with four-wheel disc brakes) • Interval select windshield wipers • Remote control right-hand mirror • Leather and vinyl interior (std. on Town models and Williamsburg) • AM/FM/MPX radio • AM/FM/MPX radio with "Search" feature • AM/FM/MPX radio with Quadrasonic 8-track tape system • Power lock convenience group—power door locks and remote deck-lid release
- Engine block heater • Appearance protection group • Defroster group—electric defroster on rear window and heated outside remote control left-hand mirror • Interior light group—dome lamp with dual map lamps and illuminated visor vanity mirrors for driver and passenger (std. on Williamsburg) • Front license plate bracket • Headlamp convenience group—automatic headlamp dimmer and Autolamp on/off delay system.



Forged aluminum wheels



Luxury wheel covers



Turbine-styled cast aluminum wheels



Instrument panel



Power vent windows

LINCOLN CONTINENTAL. STANDARD EQUIPMENT

Instrument panel—conveniently organizes all vital controls and monitors to be easily read and reached by the driver. Includes temperature and ammeter gauges.

Power vent windows—permit you to let in just the right amount of fresh air. (std. on Town Car, Town Coupé, and Williamsburg; opt. on sedan and coupé.)

Cornering lamps—help provide increased safety with profile lighting and added illumination at the side of the roadway.

Cartier-signed digital timepiece—reflects the high degree of quality built into every Lincoln Continental.

Personalized owner's initials—are available at no charge to every Lincoln Continental owner. Simply mail in the request form you'll find in the owner's manual.

LINCOLN CONTINENTAL COUPÉ & SEDAN

FUNCTIONAL

- 460-4V • 400-2V (Calif. only) • Select-Shift automatic transmission • Power steering • Power brakes, front disc/rear drum • Power windows • Automatic temperature control air conditioning
- WSW Michelin steel-belted radial ply tires • Tinted glass • Dual note horn • Solid-state ignition
- Coolant recovery system.

INTERIOR

- AM/FM radio with four speakers and power antenna • Luxury 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 • Ash tray, front door, rear pillar, glove box, trunk, and under instrument panel courtesy lights • Headlamps-on warning buzzer • Automatic seat back release (coupé).

EXTERIOR

- Bright rocker panel moldings with rear quarter extensions • Deluxe 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 lights • Front and rear bumper guards with pads and rub strips.

LINCOLN CONTINENTAL TOWN COUPÉ & TOWN CAR

(Preceding standard features plus): • Power vent windows • Six-way power seat • Leather with vinyl bench seat with "loose pillow" appearance • Carpeted luggage compartment with spare tire curtain • Unique upper door and quarter trim panels • Full vinyl roof • Coach lamps • Town Coupé/Town Car script identification.



Deluxe wheel covers



Cornering lamps



Cartier-signed digital timepiece



Personalized owner's initials

MAJOR SPECIFICATIONS

Wheelbase	127.2"	
Overall Length	233.0"	
Overall Height (a)	55.2"	
Wheel Tread—Front	64.3"	
—Rear	64.3"	
Luggage Capacity (cu. ft.)	20.2	
Fuel Capacity (gals.)	24.2	
FRONT*		
	Sedan	Coupe
Head Room (b)	38.1"	38.0"
Leg Room	42.0"	42.0"
Shoulder Room	61.2"	61.2"
Hip Room	56.5"	56.5"
REAR*		
Head Room	38.6"	38.1"
Leg Room	42.0"	41.4"
Shoulder Room	61.1"	59.9"
Hip Room	60.6"	60.3"
Curb Weight (lb.)		
49 States	5077	5033
California	4928	4884

*Interior dimensions with 6-way power seat in rearmost position.
(a) Coupe: 55.0" (b) Front head room 1" less with optional moonroof.

EXTERIOR COLOR AVAILABILITY

Standard Colors:
Black • White • Midnight Blue • Dove Grey • Dark Jade
Metallic • Cream • Dark Cordovan Metallic • Light
Cordovan.

Optional Colors:
(In Moondust) Dark Red • Ice Blue • Cinnamon Gold
• Ember.

(In Diamond Fire) Black • Light Jade • Silver • Yellow
Gold.

Vinyl Roof Colors:
Black • Midnight Blue • Ember • Red • Dove Grey
• Cordovan • Light Jade • Silver • Dark Jade • Ice Blue
• Cinnamon Gold • Cream • White • Gold.

Quality Replacement Parts from Ford

Your new Lincoln Continental comes equipped with factory engineered and approved parts including a dependable 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.

LINCOLN-MERCURY'S SNARL-FREE LEASING

For those who already consider leasing the modern way to drive. And for those who've never leased a car before . . .

More and more people are choosing 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 Snarl-Free from your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can be considerable. Tax records are simplified. Cash is freed for investments or other purposes since there is usually no large down payment. In fact, with the many optional features available, you can predetermine monthly automobile expenses almost completely. Snarl-Free 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.

Inquire about Snarl-Free leasing . . . and how a special plan can be tailored to your requirements.

Corrosion Protection

In 1977, all Continentals will feature expanded use of precoated steel to provide additional corrosion protection in several major areas. They also will feature additional 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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OPTIONAL & STANDARD INTERIOR AVAILABILITY

	Black	Blue	Red	Jade	Cordovan	Chamois	Gold	Dove Grey	White w/Black	White w/Blue	White w/Red	White w/Jade	White w/Cordovan	White w/Chamois	White w/Gold	Cordovan w/White
Sedan & Coupé Bench Seat																
Luxury Cloth	•†	•	•	•	•	•	•									
Leather with vinyl*	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•
Sedan & Coupé Twin Comfort Lounge Seats*																
Luxury Cloth	•†	•	•	•	•	•	•									
Leather with vinyl*	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•
Town Car/Coupé Bench Seat																
Leather with vinyl	•	•	•	•	•	•	•									•†
Town Car/Coupé Twin Comfort Lounge Seats*																
Media velour cloth	•	•	•	•	•	•	•									
Leather with vinyl	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•†

*Optional at extra cost †Two-door only ‡Four-door only

LINCOLN CONTINENTAL

LINCOLN-MERCURY DIVISION

