

THE 1980 CONTINENTAL MARK VI

Continental Mark VI. A car befitting its illustrious heritage.

In the 41-year tradition of distinctive styling dating back to the original Continental of 1939, the Mark II of 1956 and the Marks III, IV and V, we present for 1980—and the years beyond—Continental Mark VI.

It is, simply stated, everything you would expect a Mark to be.

Like each of its predecessors, it is unique in styling. Mark VI will never be mistaken for any other automobile.

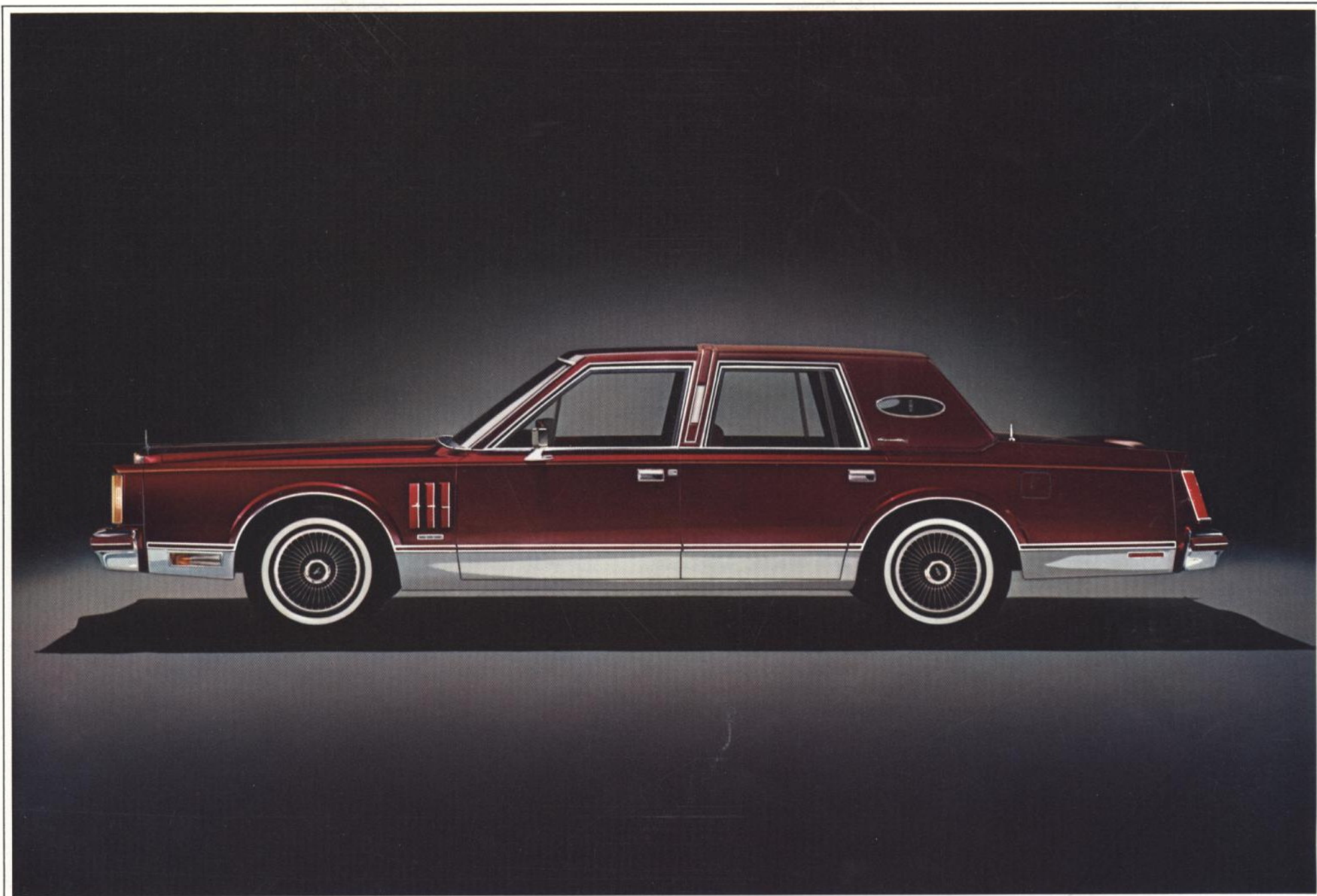
Advanced in engineering, Mark VI features an Electronic Instrument Panel with Message Center (see page 5)...Electronic Engine Control System that incorporates an on-board computer and seven sensors to monitor engine operations... Electronic Fuel Injection with electric fuel pump, designed for a more precise control and measurement of fuel, compared to conventional carburetion. There is even the option of a Keyless Entry System which uses five pushbuttons and your own private code to open doors and decklid. And never before offered in a domestic automobile, an automatic overdrive transmission to maximize operational efficiency.

Perhaps most significantly, Mark VI is available in a four-door model. It is the only automobile to combine a Mark's high-style with a sedan's versatility.

Mark VI. It is truly a Mark among Marks, with more front and rear head room, hip room and shoulder room than any previous Continental Mark. There's more rear seat leg room and knee room than in last year's Mark. And, compared to the 1979 Cadillac deVille, the new Continental Mark two-door and four-door models offer more interior space.

Important, too, is the luggage capacity in the new Continental Marks. New, deep-well trunks offer substantially increased capacity over last year. Actually, the new Mark VI two-door models provide an important 6.1 cubic feet more luggage space than do 1979 Cadillac Eldorados ... 2.8 cubic feet more trunk space than does the 1979 Cadillac deVille.

Continental Mark VI. Built in the tradition of the original Continental to be America's unique automobile for the 1980s.



The 1980 Continental Mark VI Signature Series Four-Door in Dark Maroon

The Continental Mark VI Signature Series.

For luxury, it surpasses even the legendary Marks of the past.

Never before, in its long history as one of the world's most prestigious luxury cars, has Continental Mark offered so fine, so luxurious, so handsomely equipped an automobile as the new Signature Series.

You will find that few cars will be perceived to be as distinctive as the Signature Series Mark VI two-door or four-door body style in Silver Metallic or Dark Maroon exterior color.

Inside, your Signature Mark surrounds you with an atmosphere of sheer luxury.

Six-way power Twin Comfort Lounge seats, in your choice of Dark Red Signature Body Cloth or leather seating surfaces, have both driver and passenger recliners. Color-keyed Allure carpeting imparts a luxurious look to floors, doors, even front and rear floor mats, and luggage compartment.

Virtually every major comfort and convenience feature is standard. Speed Control, tilt steering wheel, Keyless Entry System, Garage Door Opener Control, illuminated visor vanity mirrors, defroster group, and a six-speaker Premium Sound System. Of course, you may wish to add optional features.



Interior, Signature Series Mark Two-Door in Dark Red Signature Body Cloth



The 1980 Continental Mark VI Signature Series Two-Door in Silver Metallic

Styling that surpasses even the legendary Marks.

Down through the years, the mandate to the Continental Mark designers has been to make the car a styling tour de force. Elegant. Expressive. With a look of action, even when the car is standing still.

We believe our designers outdid themselves in creating the Signature Series Continental Mark VI.

Marks have always been known for their impressive roof treatments, and in this tradition the Signature Series models are crowned with a smart Landau roof, standard, covered in Valino grain vinyl. The padded simulated spare tire area of the rear deck, a time-honored styling trademark, is also in Valino grain vinyl.

Color-keyed turbine spoke aluminum wheels are standard. And, if you wish, your Signature Series Mark VI will be personalized with your initials on the front door and Signature nameplate on instrument panel.

The Signature Series Marks. The most luxurious, most highly-styled Marks of all.



The most technologically advanced Mark in history, with electronics for the eighties.

For your driving pleasure and convenience, the electronic features shown on page 5 are offered as standard equipment in Continental Mark VI models.

Shown, top right, the Electronic Instrument Panel with Message Center. Three instrument panel display pods replace conventional gauges and lights. Left pod: Electronic Bar Graph Fuel Display. Center pod: Digital Speedometer (mph/kph). Right pod: Trip Log/Message Center.

Soft blue/green backlighting in the fuel display provides a graphic representation of the amount of fuel remaining. Speedometer numerals, at the touch of a button, display changes from MPH to kilometers per hour.

The trip log buttons allow you to determine, through the Message Center's digital readout, elapsed trip time, estimated time of arrival, plus the following information in miles or kilometers: distance traveled, average speed, distance to destination, and average distance per gallon.

The control buttons are conveniently arrayed on the instrument panel at the right of the steering column. Backlighting reveals their functions, in easy-to-understand abbreviations (such as DIST for distance traveled since starting). The flexibility of the Message Center allows the driver to selectively reset functions. Pushing both the RESET and E/TIME buttons, for example, will reset the elapsed time display to zero while the other functions remain unchanged. Shown below the Electronic Instrument Panel is an illustration showing the Trip Log/Message Center buttons.

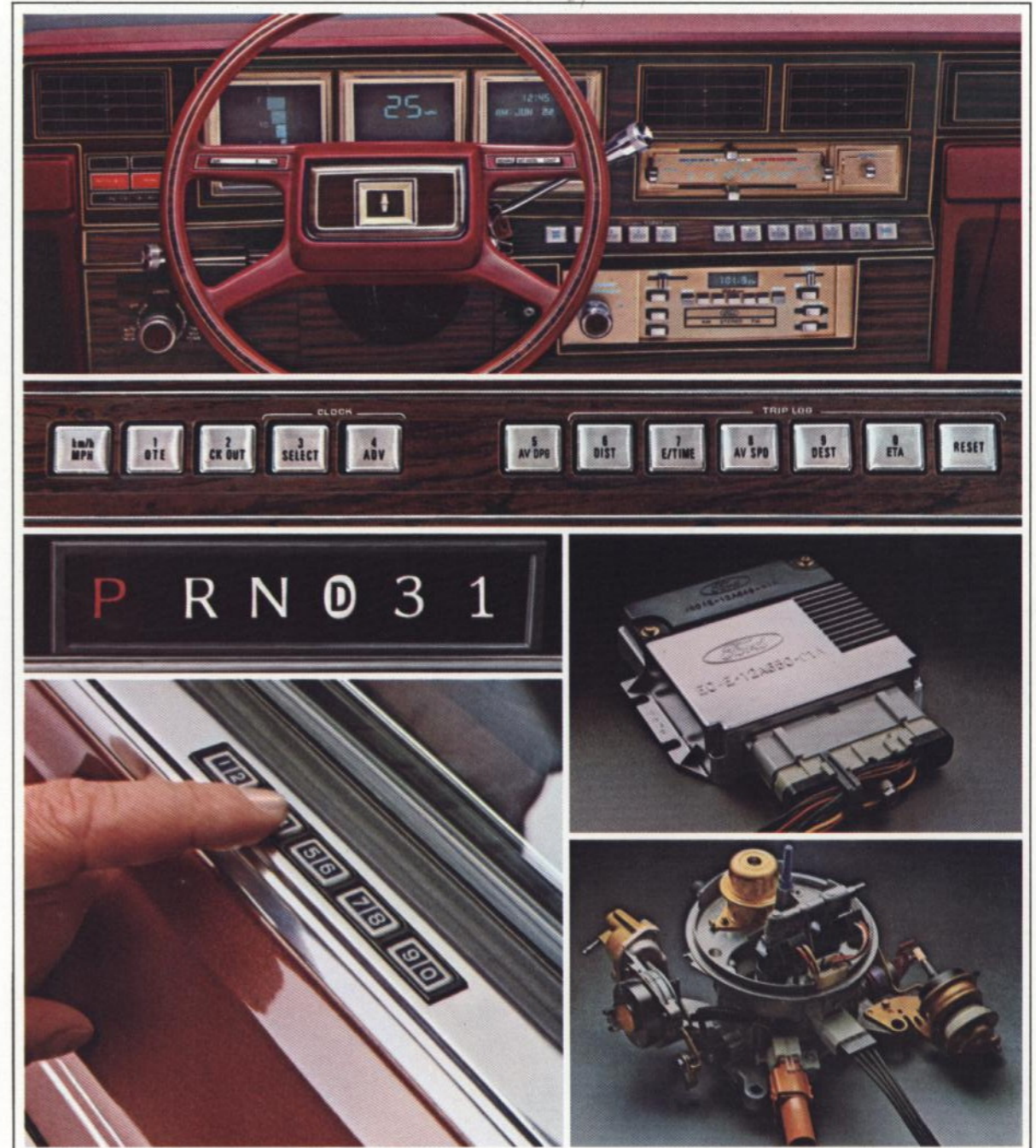
The Electronic Digital Clock normally displays time, day, date and month, unless overridden by a warning message or another function you select.

The Systems Monitor alerts you, by flashing readout and warning tone, to 11 vehicle functions: brake pressure, washer fluid level, trunk ajar, door ajar, headlamp out, taillamp out, brakelamp out, alternator condition, oil pressure, engine temperature, and low fuel.

Center left: the shift quadrant for the Mark VI's new automatic overdrive transmission. Below this illustration is a close-up of the optional Keyless Entry System. Use your personal five-digit code to unlock the door. Or you can bypass the System with a conventional key.

Shown, center right: The Electronic Engine Control System. This advanced system incorporates an on-board computer and eight sensors to provide control of spark, air and fuel ratios, and exhaust gas recirculation.

Lower right: The Electronic Fuel Injection System. (5.0 liter 302 V-8 only.) Total electronic control, combined with an electric fuel pump, allows the Continental Mark VI fuel system to be automatically adjusted to specific operating requirements and environmental conditions, including altitude and temperature variations. Compared to conventional carburetion systems, fuel distribution to each cylinder is improved; fuel losses due to evaporation are more easily controlled, and engine "dieseling" or "run-on" is eliminated when recommended fuel is used.





1980 Pucci Designer Series Mark VI

Pucci Designer Series Continental Mark VI.

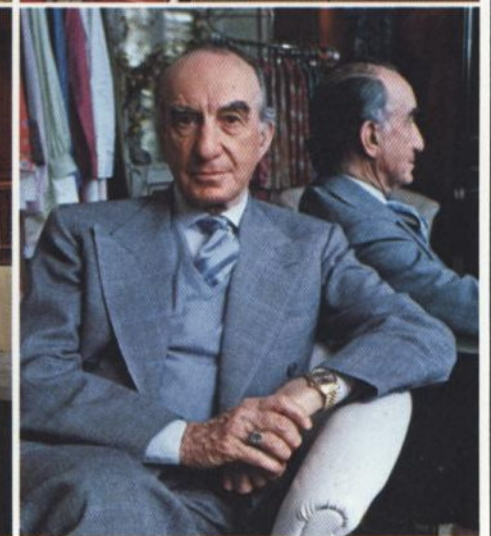
Italy's Emilio Pucci, pictured lower right, has created a resort fashion in his Mark VI. Light and Medium Fawn Metallic are combined in a tone-on-tone look, with tri-band pinstriping as an added Pucci touch. Light Fawn is his choice for the Landau vinyl roof. Color-keyed lacy spoke aluminum wheels are standard.

Top left: leather seating surfaces have Light Champagne bolsters with Medium Champagne inserts in Luxury Group sew-style.

Far right: Pucci logo on front fender louvers and decklid.

Your Pucci Designer Series Mark is also personalized with an engraved nameplate on the instrument panel.

Below: Pucci Designer Series shown with optional Illuminated Entry System, right-hand remote control mirror, and rocker panel molding delete option.



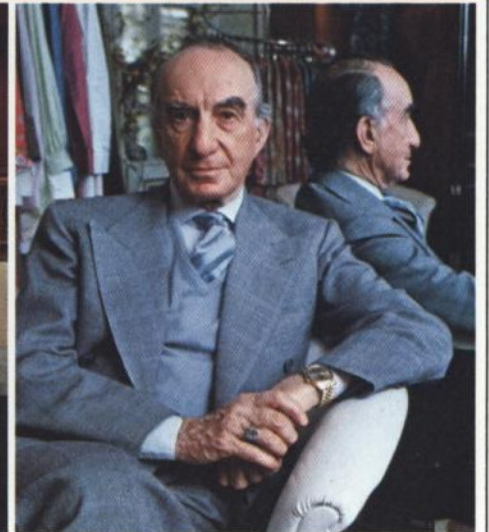
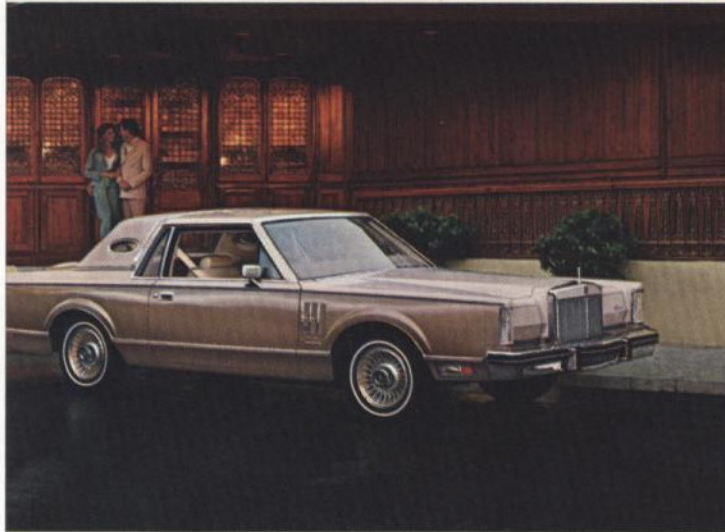
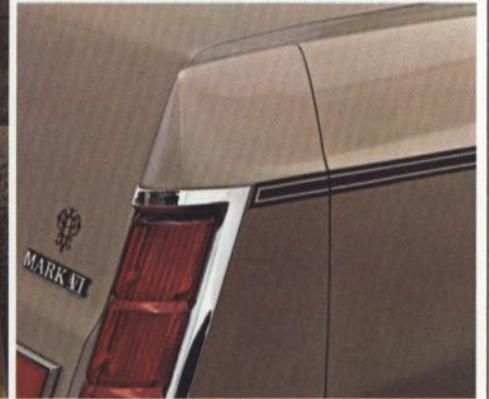
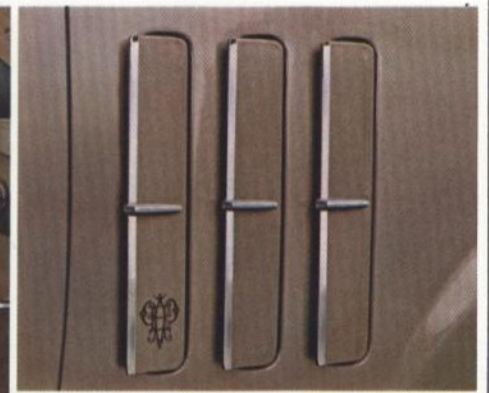
The Designer Series Marks.

A couture collection of Mark VI automobiles.

In keeping with Marks of the past, Continental Mark VI again offers a collection of special models, uniquely styled to the specifications of the world's foremost fashion authorities.

These are the Designer Series Marks. Each bears the unmistakable stamp of its renowned creator. The colorist's sensitivity of Pucci; the sporty flair of Bill Blass; the high-fashion glamour of Givenchy; the elegance and restraint of Cartier.

Illustrious names. Singular talents. Yours in the Continental Mark Designer Series.





1980 Bill Blass Designer Series Mark VI

Bill Blass Designer Series Continental Mark VI.

America's Bill Blass has styled a Mark that is as fresh and distinctive as a sea breeze, in Dark Blue Metallic with white upper accents.

A white Carriage roof with the look of a classic convertible completes the yachting statement of the Bill Blass Mark VI.

Bodyside molding is in Dark Blue, with dual gold accent stripes on bodyside and decklid. Color-keyed lacy spoke aluminum wheels, standard.

The leather seating surfaces are in White with Midnight Blue accents, as shown, lower right, or choose Midnight Blue leather seating surfaces in Luxury Group sew-style. And an engraved instrument panel nameplate further personalizes this Designer Series.

Above: the Bill Blass Designer Series Mark VI, shown with optional Illuminated Entry System.





1980 Givenchy Designer Series Mark VI

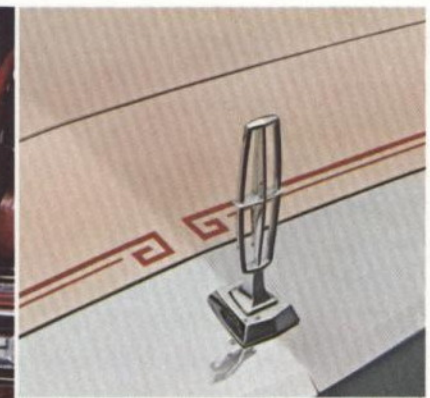
Givenchy Designer Series Continental Mark VI.

The authority of the French couture is embodied in the Givenchy Mark VI. Its exciting two-tone exterior is in Light Fawn Metallic and Bittersweet Metallic, with a full vinyl roof in Light Fawn. Wire wheel covers are standard in this Designer Series Mark.

Upper left: six-way power Twin Comfort Lounge seats have Bittersweet leather seating surfaces crafted in distinctive Luxury Group sew-style. The instrument panel is personalized with your nameplate.

Upper right: Givenchy monogram on hood and rear decklid.

The Givenchy Designer Series, shown left and below, includes optional Illuminated Entry System, remote control right-hand mirror, and rocker panel molding delete option. Additionally, for greater design selection in 1980, the Givenchy Designer Series is available with the following exterior appearance features, optional at extra cost: Landau vinyl roof, turbine spoke aluminum wheels, and lacy spoke aluminum wheels.



The Continental Mark VI Two-Door

At your left, the Mark VI two-door with optional lacy spoke aluminum wheels, right-hand remote control mirror, Landau roof, accent stripes, and Illuminated Entry System. Obviously, it was styled to elicit admiring glances. Yet, some of its most important advances for 1980 are things people won't see, but you can feel as you drive.

Every Mark VI has a new steering system, a new suspension system with front stabilizer bar, and all-new full frame construction.

Why not test drive a Continental Mark VI and experience these advanced engineering features.

Shown, top right: the larger deep-well trunk of the Continental Mark VI. Two-door and four-door models provide 22.4 cubic feet. Substantially more than last year's Marks; more than the 1979 Cadillac Eldorado or DeVille.

Near left: Mark VI two-door interior with Champagne leather seating surfaces. Far right: power vent windows, front driver and passenger side, and stalk-mounted controls, standard. The illustration below shows the stalk controls with optional intermittent windshield wiper controls.





1980 Cartier Designer Series Mark VI

Cartier Designer Series Continental Mark VI.

The Cartier Mark VI, in Medium and Light Pewter Metallic, continues the understated elegance which every Cartier Mark has possessed.

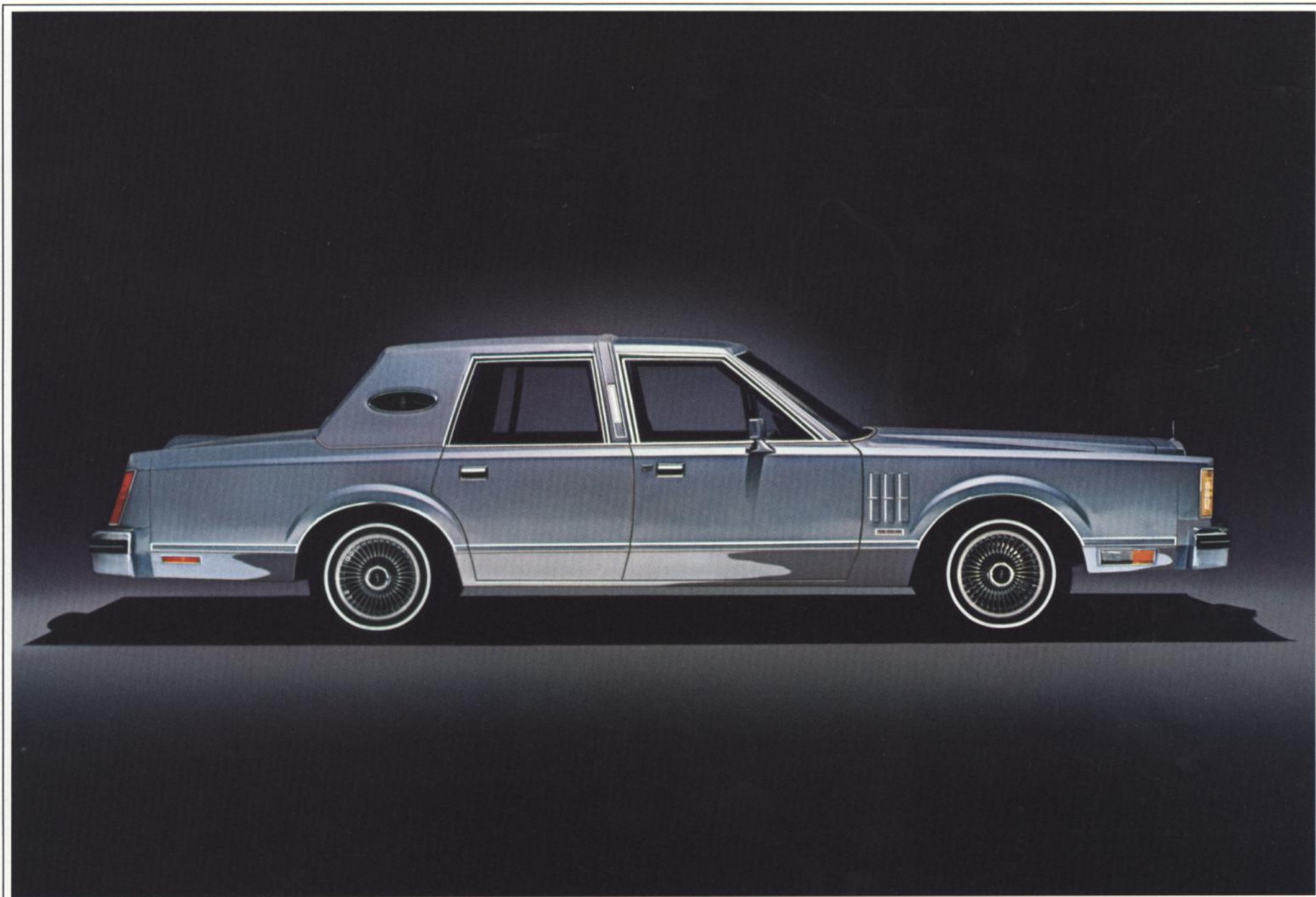
Its Landau vinyl roof is in Medium Pewter. Light Pewter bodyside molding and single dark red accent stripes add glamour to body and decklid. Note the color-keyed turbine spoke aluminum wheels, standard on the Cartier Series. Shown is optional Illuminated Entry System and right-hand remote control mirror.

Your choice of leather or cloth seating surfaces are in the handsome Luxury Group sew-style. The instrument panel is personalized with your nameplate.

Lower left: leather seating surfaces in Light Pewter and Dark Pewter.

Far right: Cartier signature appears in the opera window, and Cartier's monogram adorns the rear decklid.





1980 Continental Mark VI with Luxury Group Option in Diamond Blue Metallic, one of 11 Groups available

Make your Mark in 1980.

You can design your own very personal Mark VI by choosing the Luxury Group Option. First, select an interior design and material from any one of eleven Luxury Groups: White, Pewter, Champagne, Light Gold, Caramel, Medium Vaquero, Medium Pine, Midnight Blue, Bittersweet, Dark Red, and Black.

Then, from the many offerings within each Luxury Group, choose the color of your exterior paint and bodyside molding.

Next, select your roof color and type: full vinyl or Landau. Even the simulated-convertible Carriage roof is available in two-door models.

As a final touch, add the options you like best and you have created a Mark VI that is your personal masterpiece.

Options shown on the Luxury Group Mark on the left: Landau vinyl roof, Illuminated Entry System, turbine spoke aluminum wheels, and right-hand remote control mirror.

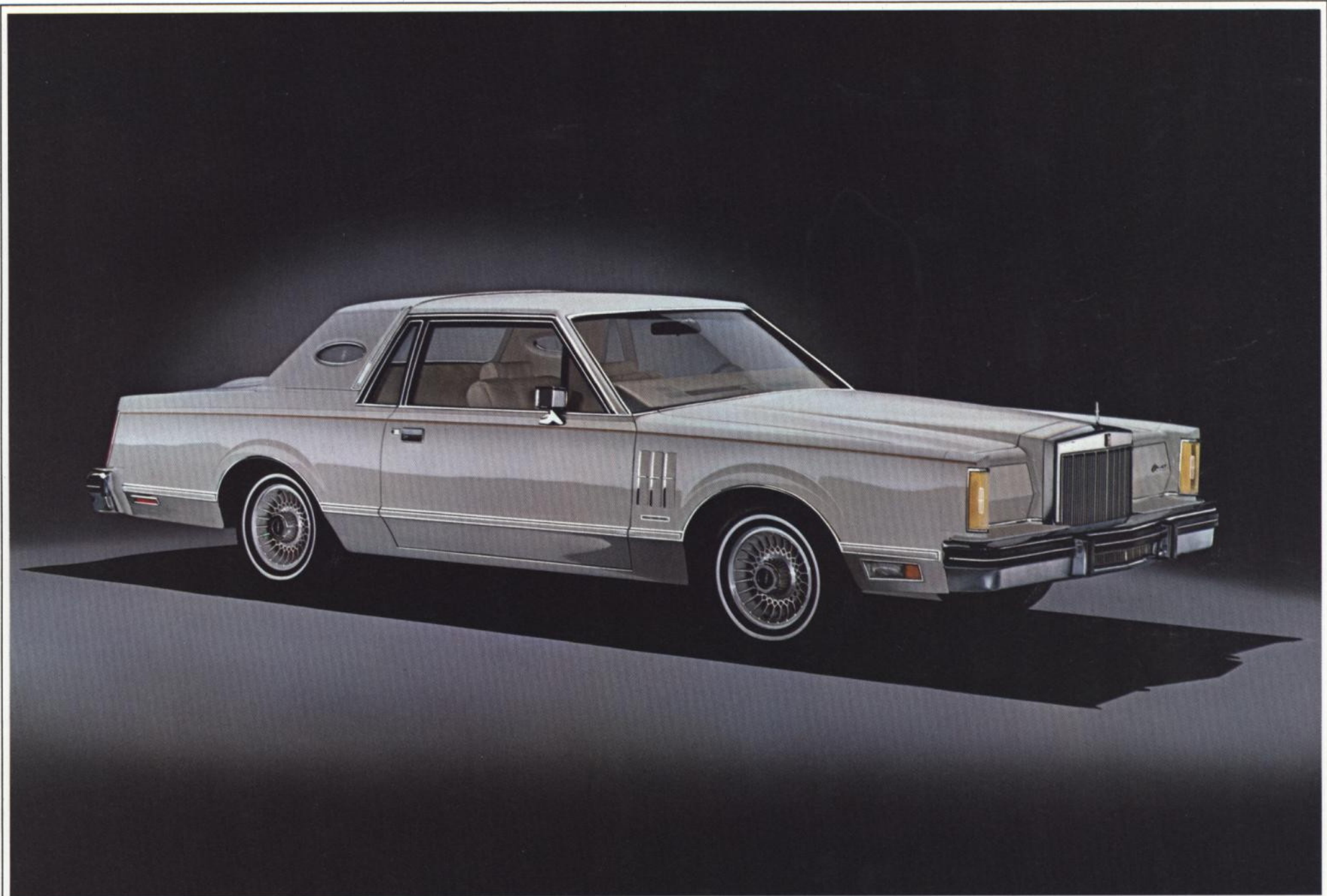


A few Luxury Group ideas to get you started.

Below right: a Luxury Group interior choice in Midnight Blue leather. Each of the eleven Luxury Group interiors include six-way powered Twin Comfort Lounge seats with elegant seat trim, stowage bins in front door armrests, seat-back robe cords and map pockets, dual floor well lamps, 18-ounce cut-pile carpeting on doors and quarter trim panels, and upgraded luggage compartment trim.

Right: the Mark VI four-door in Diamond Blue Metallic, with the following options: lacy spoke aluminum wheels, Illuminated Entry System, and accent stripes.





The 1980 Continental Mark VI Two-Door in White

1980 Continental Mark VI Standard Equipment

Signature Series Standard Equipment

Exterior

Dark Maroon or Silver Metallic paint • Two-tone accent stripes (bodyside/hood) • Valino grain vinyl Landau roof • Integrated coach lamps • Valino grain vinyl decklid accent with bright edged molding • Identification script • Owner's monogram • Right-hand remote control mirror • Color-keyed bumper rub strips and license plate frames • Color-keyed turbine spoke cast aluminum wheels (4)

Interior (Dark Red only)

Six-way power Twin Comfort Lounge seats with front driver and passenger seat recliners • Leather or Signature Body Cloth seating surfaces • Allure floor carpeting in passenger compartment, on cowl side trim panels, lower doors, and lower rear quarter trim areas • Personalized Signature instrument panel nameplate • Speed Control (includes Resume feature) • Illuminated visor vanity mirrors • Tilt steering wheel with woodtone insert and ornament • Instrument panel appliques • Woodtone key inserts, control knobs and door switch plates • Woodtone door and quarter trim • Six-speaker Premium Sound System with power amplifier • Automatic Garage Door Opener Control • Rechargeable glove box light/flashlight • Cloth glove box liner • Front and rear floor mats with color-keyed Allure carpeting • Carpeted decklid liner • Dual luggage compartment lights • Leather-bound courtesy kit. Includes pliers, 4-way screw driver, 12-volt trouble light, fuses, first aid kit, jumper cable, tire gauge, disposable coveralls, Swiss army knife, safety light tubes and holders

Functional

Keyless Entry System • Power door locks • Illuminated Entry System • Remote control decklid release • Intermittent windshield wipers • Defroster group • Headlamp convenience group

(Note: Signature Series also includes all Continental Mark VI standard equipment unless otherwise specified.)

Continental Mark VI Standard Equipment

Exterior

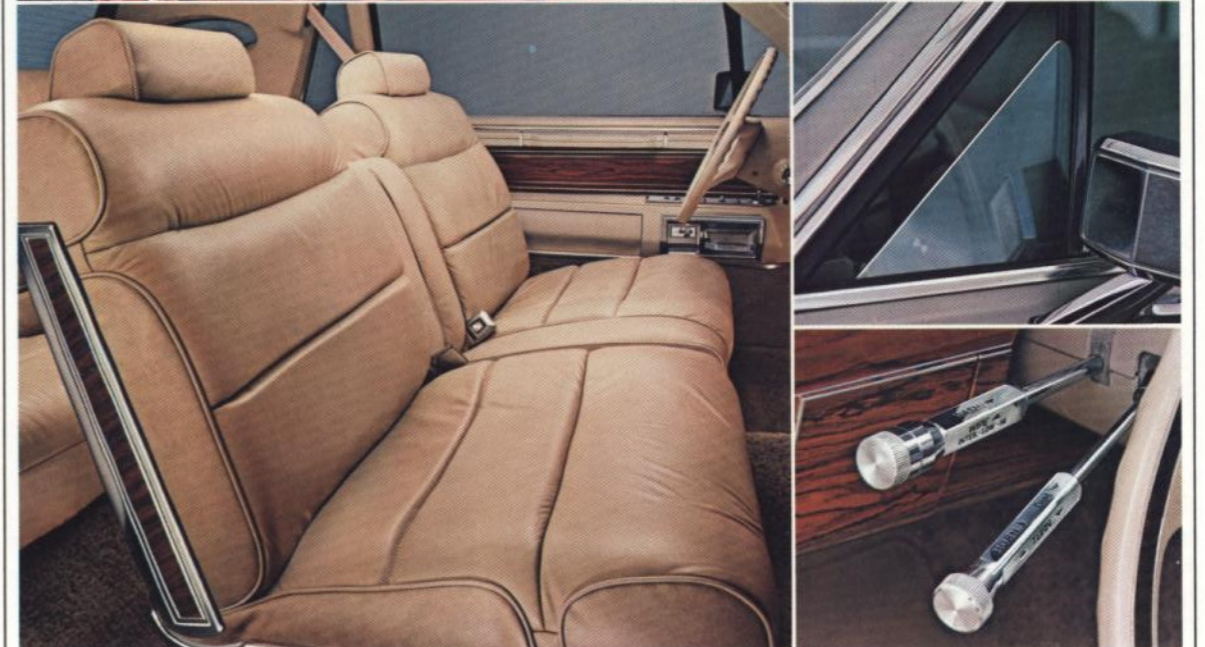
Clearcoat paint (see color chart for details) • Valino grain full vinyl padded roof with frenched backlite • Opera windows with laminated Continental star • Stand-up hood ornament • Concealed halogen quad headlamps • Cornering lamps • Left-hand remote control mirror • Premium bodyside moldings • Luxury wheel covers (4) • Fender louvers with bright edges and simulated adjusters • Decklid lock cover • Decklid accent stripe • Bumper rub strips and front bumper guards • Wide bright rocker panel and wheelip moldings • Bright windshield, decklid, door and drip moldings • "Electronic Fuel Injection" plaque with standard 5.0 liter V-8 engine

Interior

Electronic Instrument Panel with Message Center • Twin Comfort Lounge seats • Power seat, six-way (driver's side only) • Visor vanity mirrors • Continental Mark Body Cloth seat upholstery • Front and rear seat fold-down center armrests • Deluxe color-keyed seat and shoulder belts • 18-ounce cut-pile carpeting in passenger compartment • 14-ounce door and lower center pillar carpeting (four-door) • Door closing assist straps • Full-length door armrests • Roof rail assist handles • Simulated rosewood applique on instrument panel, steering wheel and other interior components • Luxury four-spoke steering wheel • Steering column-mounted stalk controls for headlamp dimmer, horn, turn signals and windshield washer/wiper • Electronic AM/FM Stereo Search radio with four speakers and power antenna • Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray lights, dual beam dome/map lamp, door panel courtesy lights, and rear pillar lights • Chalet cloth molded headlining • Retractable coat hooks • Scuff plate inserts • Fully lined deep-well luggage compartment with spare tire cover

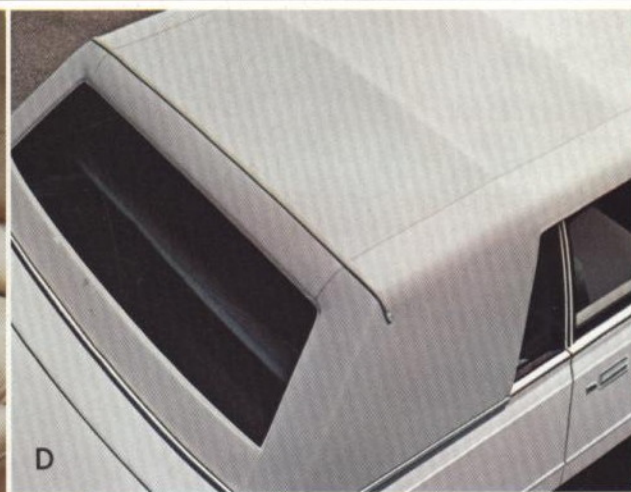
Functional

5.0 L (302 CID) V-8 engine • Electronic Fuel Injection • Electronic Engine Control • Automatic overdrive transmission • White sidewall steel-belted radial tires (Michelin) • Automatic Temperature Control air conditioner/heater • Tinted glass • Power steering • Power brakes (front disc/rear drum) • Power windows • Power vent windows • Dual-note horn • Electronic warning chimes • Mini-spare tire • Coolant Recovery System • 12" day/night rear view mirror • Fluidic Windshield Washer System





A



D



C



H



B



E



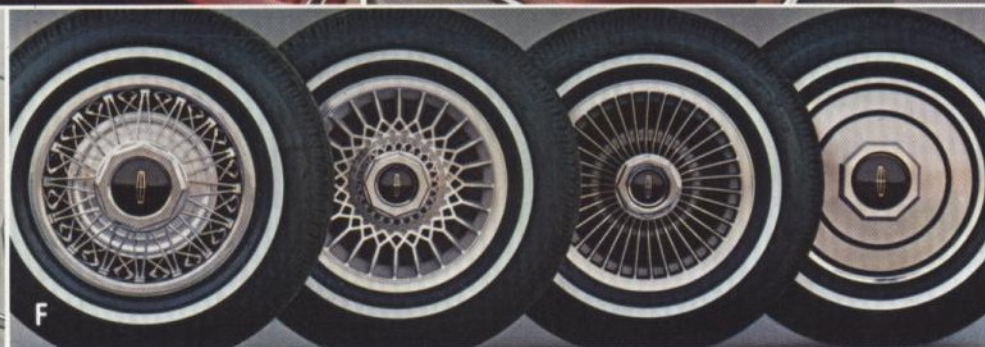
I



J



C



F



K

1980 Continental Mark VI Options

Left: **A.** Six-way power Twin Comfort Lounge seats with front driver and passenger seat recliners (shown with optional leather and vinyl trim.) **B.** Speed Control. With the addition of a Resume feature that lets you automatically accelerate to the same speed set prior to braking. **C.** Touring lamps. Lights that operate concurrently with parking lights. **D.** Carriage roof. Standard on Bill Blass Designer Series. Not available on four-door models or with moonroof. **E.** Power Glass Moonroof. Provides refreshing open-air feel on the road. (Not available with Landau roof in four-door models or with Carriage roof in two-door models.) **F.** Shown left to right, are the following that are standard or optional, depending on model: wire wheel cover, lacy spoke aluminum wheel, turbine spoke aluminum wheel, and standard Mark VI Luxury wheel cover. **G.** Electronic AM/FM Stereo Search radio. Standard in all Continental Mark VI models. Brings you electronic precision tuning features found in fine home entertainment systems; touchbutton AM/FM tuning. Seek feature locates and tunes to the next listenable station; Scan feature allows you to audition each program before the radio automatically tunes to the next station. **H.** Electronic AM/FM Stereo Search Radio with 8-Track Tape Player. Optional. **I.** Electronic AM/FM Stereo Search Radio with Cassette Tape Player. Also optional. Has Dolby® noise reduction system for improved reproduction of encoded cassette tape music and FM stereo broadcasts. Tape controls include locking fast forward and reverse, automatic and manual tape ejection. **J.** 40-Channel Remote Control CB Transceiver. Includes these new features: favorite station memory/scan; instant emergency Channel Nine access button, and automatic last-channel memory. Also has detachable microphone, automatic 40-channel scan, and remote CB chassis to discourage theft. **K.** Automatic Garage Door Opener Control. Powered by the vehicle's electrical system. Transmitter in left side vanity mirror; requires illuminated visor vanity mirrors.

Other Continental Mark VI Optional Features

Luxury Group

Includes: six-way power Twin Comfort Lounge seats (front), Luxury Group seat trim, 18-ounce door and quarter panel carpeting, seat-back robe cords and map pockets, dual floor well lamps, deluxe luggage compartment trim and stowage bins in front door armrests.

Exterior Options

Moon dust paint • Accent stripes (bodyside/hood) • Carriage roof (standard on Bill Blass Designer Series, not available on four-door models or with power moonroof) • Valino grain vinyl Landau roof with frenched backlite (standard on Cartier and Pucci Designer Series and Signature Series, not available with power moonroof on four-door models) • Full vinyl roof (delete option in Bill Blass Designer Series) • Power glass moonroof (not available with Landau roof on four-door models or with Carriage roof on two-door models) • Valino grain vinyl decklid accent (a delete option in Signature Series) • Right-hand remote control mirror • Owner's monogram • Turbine spoke aluminum wheels (4) (standard in Signature Series and Cartier Designer Series) • Lacy spoke aluminum wheels (4) (standard in Bill Blass and Pucci Designer Series) • Wire wheel covers (4) (standard in Givenchy Designer Series) • Door edge guards • Lower bodyside protection • Rocker panel moldings (delete option) • Front license plate bracket (standard in all states where required) • License plate frames • Touring lamps

Interior Options

Six-way power Twin Comfort Lounge seats with driver and front passenger seat recliners (standard in Signature Series) • Six-way power Twin Comfort Lounge seats with front passenger seat recliners • Six-way power Twin Comfort seats • Leather seating surfaces • Tilt steering wheel • Leather-wrapped steering wheel • Speed Control (includes new Resume feature) • Remote control decklid release (included with Keyless Entry System) • Power door locks (included with Keyless Entry System) • Automatic Garage Door Opener Control (transmitter in left-side vanity mirror; requires illuminated visor vanity mirrors. Installation of receiver not included) • Illuminated

visor vanity mirrors • Electronic AM/FM Stereo Search radio with 8-track tape player • Electronic AM/FM Stereo Search radio with cassette tape player and Dolby® noise reduction system • Citizen's Band, 40-channel transceiver with multi-band antenna • Six-speaker Premium Sound System with power amplifier • Electronic Instrument Panel with Message Center (delete option replaced by standard instrumentation) • Front floor mats • Rear floor mats

Functional Options

5.8 L (351 CID) V-8 engine (Electronic Engine Control System) • Keyless Entry System. Pushbuttons on driver's door open and lock doors and unlock rear decklid. (Includes power door locks, remote control decklid release and Illuminated Entry System.) • Illuminated Entry System (activates interior lights and door lock lights when either front door handle is raised) • Headlamp convenience group. Includes: automatic headlamp dimmer and "autolamp" on/off delay system • Intermittent windshield wipers • Conventional spare tire (white sidewall steel-belted radial with wheel) • Traction-Lok Differential (includes conventional spare tire) • High-ratio axle (5.8 L engine only) • Trailer towing package. Includes: heavy-duty suspension, trailer towing wiring harness, extra capacity radiator, external mounted transmission oil cooler, maintenance-free 54 amp. battery and conventional spare tire (requires 5.8 L engine) • Maintenance-free 54 amp. battery • Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror • Rear window defroster (available only in New York state; mandatory in New York state unless defroster group is ordered) • California emissions system • Wide white sidewall tires • Luggage compartment rubber mat

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire in your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered or, if there are changes, that they are acceptable to you.



Continental Mark VI Two-Door



Continental Mark VI Four-Door

1980 Continental Mark VI Dimensions

	2-door	4-door
Wheelbase	114.3"	117.3"
Overall Length	216.0"	219.2"
Overall Width	78.1"	78.1"
Overall Height	55.4"	56.3"
Wheel Tread—Front	62.2"	62.2"
—Rear	62.0"	62.0"
Luggage Capacity (cu. ft.)	22.4	22.4
Fuel Capacity (gals.) 5.0L V-8	18.0	18.0
5.8L V-8	20.0	20.0
Curb Weight (lbs.)	4034	4130
FRONT*		
Head Room**	38.0"	39.0"
Leg Room	42.0"	42.1"
Shoulder Room	60.7"	60.7"
Hip Room	56.6"	56.6"
REAR*		
Head Room**	37.8"	38.1"
Leg Room	38.0"	43.3"
Shoulder Room	60.9"	60.7"
Hip Room	57.0"	57.8"

*Interior dimensions with six-way seat in rearmost position.

**Front head room 1" less with optional moonroof.

NOTE: Some items are optional. See notable standard features, measurements, and color reference listed throughout this catalog.

Luxury Groups

The Luxury Group Option is offered in the following eleven Groups: White, Pewter, Champagne, Light Gold, Caramel, Medium Vaquero, Medium Pine, Midnight Blue, Bittersweet, Dark Red, and Black. A selection of

compatible exterior paint colors and body-side molding colors is offered within each Group.

Each Luxury Group includes six-way power passenger seat, choice of interior color, carpeting in luggage compartment, stowage bins in front door armrests, and dual floor well lighting.

Interior Trim

Twin Comfort Lounge seats are offered in three fabrics: Continental Mark Body Cloth (Continental Mark VI); Luxury Body Cloth (Luxury Groups and Cartier Designer Series), and Signature Body Cloth (Signature Series). The following colors are available except in Signature Series: Pewter, Champagne, Medium Vaquero, Medium Pine, Midnight Blue, Dark Red, and Black. Signature Series: Dark Red only.

Optional leather seating surfaces (standard in Signature Series, as is Signature Body Cloth; standard in Luxury Groups and standard in Designer Series) are available in the above colors, in combination with your choice of compatible trim colors.

Corrosion Perforation Warranty

Ford Motor Company offers a three year, unlimited mileage corrosion perforation warranty on all new cars placed in service or delivered at retail on or after July 11, 1979. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative.

Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

Lincoln-Mercury Leasing

Many people who could well afford to buy a new Continental Mark VI are likely to lease a new Mark VI. Because leasing lets you drive the new model of your choice and enjoy the many advantages offered by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member.

You pay a fixed monthly rate for leasing. So, if you use your Continental Mark VI in business, your tax records may be simplified. And, with an optional coupon book, you are provided with a broad range of prepaid maintenance services at any Lincoln-Mercury dealership. These features can help you predetermine monthly automobile expenses more accurately.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1,300 LMDLA members to serve you.

Ask your Lincoln-Mercury dealer about leasing. A special plan may fit your needs.



**EXTENDED
SERVICE
PLAN**

Ford Extended Service Plan

When you're considering the options for your new Continental Mark VI, give a thought to ordering Ford Motor Company's Extended Service Plan. Offered to help protect you against rising service costs, it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

Standard Exterior Colors



Black



White



Dark Blue Metallic*



Bright Red
(two-door only)



Medium Pewter Metallic*
(Cartier Series only)



Pastel Rattan
(two-door only)



Light Fawn



Dark Champagne
Metallic*



Dark Chamois Metallic*



Dark Cordovan Metallic*



Dark Pine Metallic*



Dark Maroon
(Mark VI Signature
Series only)

Optional Exterior Colors



Light Pewter Metallic*



Dark Red Metallic*



Diamond Blue Metallic*



Light Fawn Metallic*



Medium Fawn Metallic*



Pine Opalescent*



Chamois Metallic*



Bittersweet Metallic*



Silver Metallic*
(Mark VI Signature
Series only)

Unless otherwise noted, color is available for all
except Signature Mark VI and Designer Series.

*Denotes Clearcoat color.

Exterior Colors

The broad range of exterior colors for Continental Mark VI, shown left in printed representation, coordinates harmoniously with a wide choice of available external trims and roof treatments. This extensive selection permits a personalization in exterior appearance to reflect your individual taste. See your dealer's color and upholstery book for a full and more accurate presentation of color and trim choices.

Vinyl Roof Colors

Fourteen Valino grain vinyl roof colors come in: White, Light Pewter, Diamond Blue, Medium Pewter, Silver (Signature Series only), Pastel Rattan, Light Fawn, Dark Champagne, Dark Pine, Dark Blue, Dark Red, Maroon (Signature Series only), Cordovan, and Black. A pigskin grain vinyl roof is offered in Caramel.

Accent Stripes

Accent stripes are offered in the following thirteen colors, and are coordinated with vinyl roof colors: White, Light Champagne, Light Chamois, Medium Champagne, Dark Rattan, Light Pine, Medium Pine, Medium Blue, Gold, Dark Pewter, Bright Bittersweet, Bright Red, and Black.

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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CONTINENTAL MARK VI

LINCOLN-MERCURY DIVISION
MERCHANDISING DEPARTMENT



