

THE 1980 LINCOLN CONTINENTAL

Everything a Lincoln has always meant. And more.

Since 1921, the name Lincoln has stood for the epitome in prestigious, luxurious, comfortable automobiles. Painstakingly crafted. Elegantly appointed.

To usher in the eighties, we are proud to present a Lincoln Continental that is designed and built to honor this heritage. In styling and riding comfort, in interior spaciousness and luxury, it is every inch a Lincoln and every inch contemporary.

To meet the demands of today's driving, Lincoln's advanced standard features include EEC, newly refined Electronic Engine Control that incorporates an on-board computer and seven sensors to monitor engine operations. Electronic Fuel Injection for more precise control of fuel usage. And, never before offered in a domestic automobile, an automatic overdrive transmission to maximize operational efficiency.

For 1980, an abundance of electronic options

is available. Among these: a remarkable Electronic Instrument Panel with Message Center. Illuminated Entry System. And the Keyless Entry System that lets you open all the doors and the decklid by means of pushbuttons, programmed to respond to your personal five-digit code.

As always, Lincoln Continental caters to occupant comfort and driving ease.

Through the efficient utilization of interior space, traditional Lincoln Continental passenger room has been retained. However, new for 1980 is an advanced steering and suspension system that you owe it to yourself to experience.

These are but a few of the many new features, designs, options and amenities that you will see and read about in the following pages.

We believe you will agree that the 1980 Lincoln Continental has not compromised its standards.



The 1980 Lincoln Continental Town Car

The Lincoln Continental Town Car

Shown at the left, the Town Car, the most prestigious Lincoln Continental for 1980.

Note such standard exterior features as coach lamps and special Town Car script in rear quarter windows.

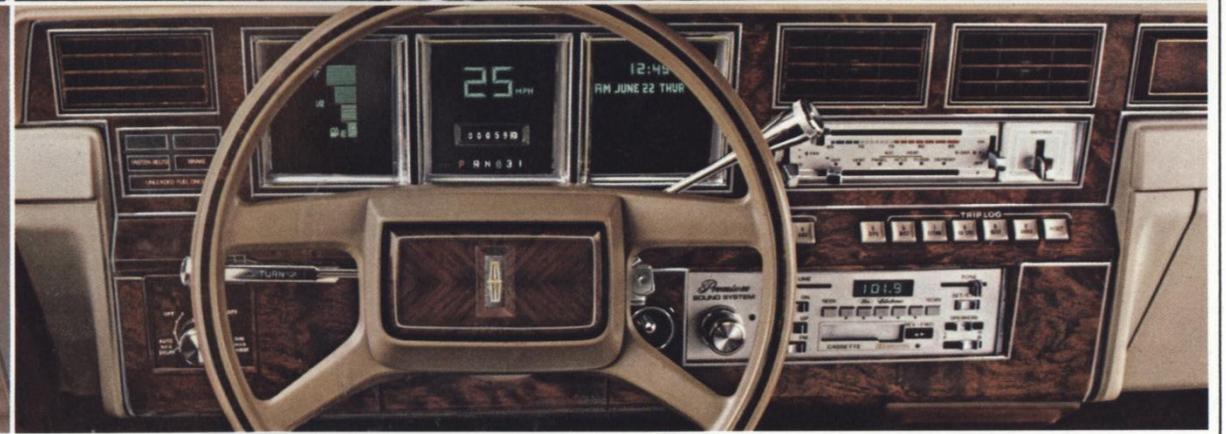
The complete list of Town Car standard interior and functional features can be found on page 9.

Options shown on the pictured Town Car are: turbine spoke aluminum wheels, remote control right-hand mirror, premium bodyside moldings, and Illuminated Entry System.

As with all Lincoln Continentals, the Town Car provides more overall interior room and more usable luggage space than either the 1979 Cadillac Fleetwood Brougham or Sedan deVille.

Lincoln Continental has become a standard by which luxury cars are judged. Its interior will show you why. To name but a few of the standard interior features in the Lincoln Continental Town Car: six-way power Twin Comfort Lounge seats in special Town Car Body Cloth with passenger recliner; rear seat robe cords; dual floor well lamps, and seat-back map pockets. As an option, you may choose Twin Comfort Lounge seats with seating surfaces upholstered in fine leather, shown, upper right.

Shown, lower right, is the newest Lincoln Continental option: the Electronic Instrument Panel with Message Center. Left pod: Electronic Bar Graph Fuel Display. Center: Digital Speedometer, registering in your choice of miles-per-hour or kilometers-per-hour. Right pod: The Electronic Trip Log/Message Center that houses Electronic Digital Clock, monitor/alerts for eleven vehicle functions, and a Trip Log Computer that allows you to determine average distance per gallon, elapsed trip time, distance to destination, estimated time of arrival and much more. Illustrated at right are the power seat and window controls and the optional power door lock controls in the armrest, standard power vent window and, standard in the Town Car models, seat-back map pockets.





The 1980 Lincoln Continental Town Coupé

The Lincoln Continental Town Coupé

For 1980, perhaps more than ever before, Lincoln Continental is a "driver's" car. The Town Coupé, like all Lincoln Continentals, is designed with a new four-bar link rear suspension, a newly engineered front suspension, and low-friction ball joints.

If you would appreciate commanding a car that all but anticipates your actions, then a test drive in a new Lincoln Continental is very much in order.

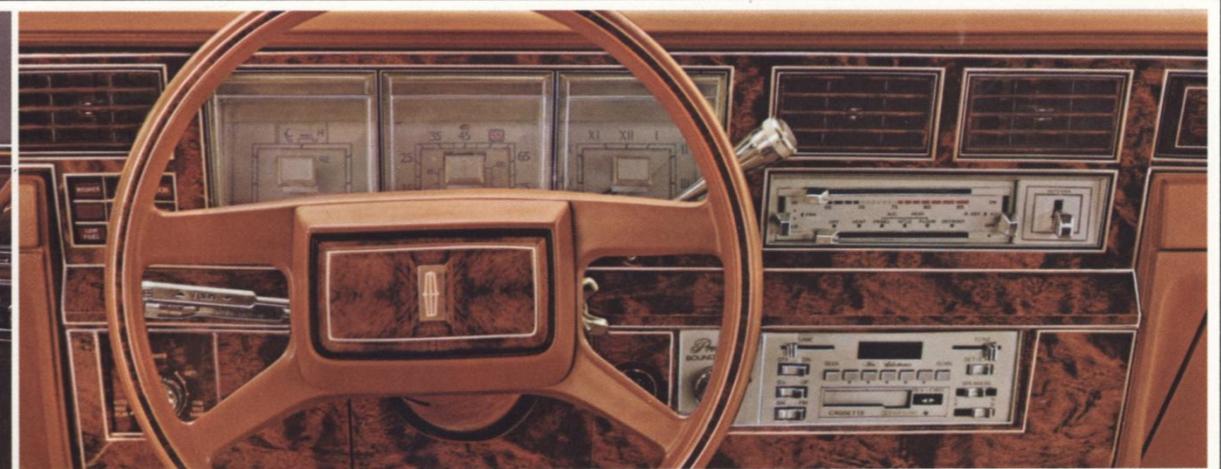
Standard features in the Town Coupé are the same as those in the Town Car. Optional features shown on the pictured Town Coupé are: Coach roof, premium bodyside moldings, lacy spoke aluminum wheels, and Illuminated Entry System.

About 800 pounds were eliminated through new designs and advanced engineering, including computer technology. Yet, be assured that legendary Lincoln Continental luxury and comfort have been retained.

Near right: the Town Coupé interior with Twin Comfort Lounge seats in optional Caramel color leather seating surfaces.

Shown below: standard stowage bins in Town Car and Town Coupé front door armrests, with mahogany woodtone door armrest applique. Top right: the Lincoln Continental instrument panel with optional Electronic AM/FM Stereo Search Radio with cassette tape and Dolby® noise reduction feature. New for 1980: steering column-mounted stalk controls for headlamp dimmer, horn, turn signals and windshield washer/wiper.

As noted earlier, Lincoln interior spaciousness has been retained for 1980. Which means that the 1980 Continentals exceed the 1979 Cadillac deVille in seven out of ten measurements of passenger room. Shown, below right: Lincoln Continental Town Coupé with optional right-hand remote control mirror, Coach roof, lacy spoke aluminum wheels, premium bodyside moldings, and Illuminated Entry System.





The 1980 Lincoln Continental 4-Door Sedan

The Lincoln Continental 4-Door Sedan

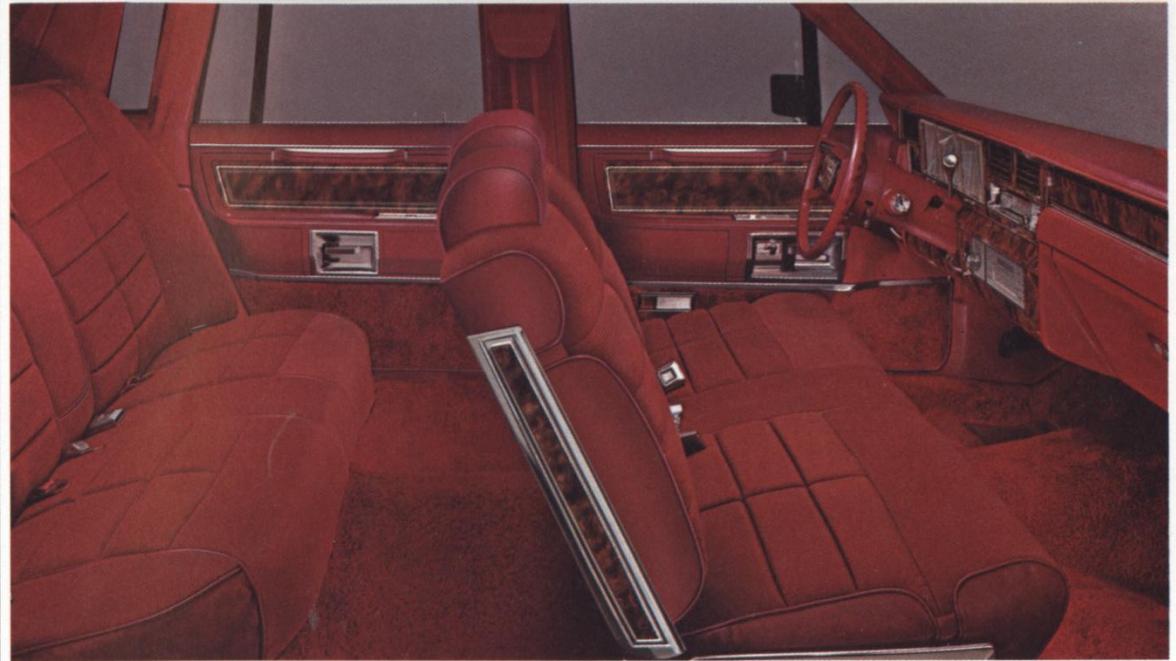
Lincoln Continental styling continues in its classic configuration, subtly refined for the 1980s.

To highlight its crisp, formal lines, Lincoln Continental offers a new Dual-Shade paint option for all 1980 models. Shown at the left is the Lincoln Continental 4-door Sedan in Dark Champagne Metallic and Medium Fawn Metallic, one of five color combinations available.

Options shown on the pictured 4-door Sedan on the left are: Dual-Shade paint option, turbine spoke aluminum wheels, remote control right-hand mirror, Coach roof, and premium bodyside moldings.

Shown, lower right: the Flight Bench seat and the rear seat of the Lincoln Continental 4-door Sedan. The color is Medium Vaquero; the material, standard Lincoln Continental Body Cloth; the craftsmanship, superb. And the comfort is singularly Lincoln.

Among the many standard features: fold-down front and rear armrests, door pull straps, roof rail assist handles, Chalet cloth molded headliner, retractable coat hooks, and 18-ounce cut-pile floor carpeting.





The 1980 Lincoln Continental Coupé

The Lincoln Continental Coupé

Exterior options shown on the Lincoln Continental Coupé at the left: premium bodyside moldings, defroster group, Coach roof, and Illuminated Entry System. Additional options' listing begins on page 10.

Upper right: the new, larger luggage compartment of the 1980 Lincoln Continentals. This deep-well compartment is, in fact, 22.4 cubic feet. Bigger than that of last year's Lincoln Continental. And 2.8 cubic feet bigger than that of the 1979 Cadillac deVille.

Near right: Lincoln Continental Coupé interior in Pewter color standard Lincoln Continental Body Cloth.

Far right: new Electronic Fuel Injection with electric fuel pump for precise fuel flow. Standard in all Lincoln Continentals with 5.0 liter V-8 engine, Electronic Fuel Injection offers improved fuel distribution to each cylinder, and more easily controls fuel loss through evaporation.

Lower right: Electronic Engine Control, standard in all Lincoln Continentals. As you drive, it monitors and controls spark, air and fuel mixture, and exhaust gas recirculation.

1980 Lincoln Continental Standard Features and Equipment

Lincoln Continental Town Car and Town Coupé

Exterior

Integrated coach lamps • Identification script
• Luxury wheel covers (4)

Interior

Distinctive seat sew-style • Seat-back robe cords
and map pockets • 18-ounce carpeted door and
quarter panel trim • Stowage bins in front door arm-
rests • Instrument panel identification script • Dual
floor well lamps • Simulated woodgrain armrest
inserts • 9-ounce carpeting in luggage compart-
ment • Padded center pillar with 18-ounce lower
carpeting

(Note: Lincoln Continental Town Cars and Town
Coupés include all Lincoln Continental standard
equipment unless otherwise specified.)

Lincoln Continental 4-Door Sedan and Coupé Standard Equipment

Exterior

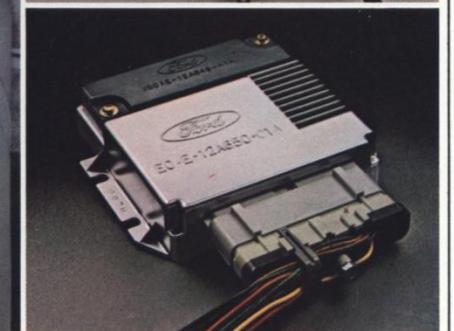
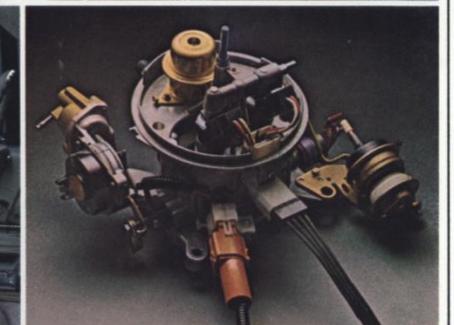
Clearcoat paint (see chart) • Accent stripes (body-
side/hood) • Valino grain full vinyl roof • Rear quarter
windows with laminated Continental star (Coupé
only) • Stand-up hood ornament • Quad rectangular
halogen headlamps • Cornering lamps • Left-hand
remote control mirror • Deluxe wheel covers (4) •
Decklid lock cover • Bumper rub strips and front
bumper guards • Bright rocker panel and wheelip
moldings • Full-width decklid reflex molding • "Elec-
tronic Fuel Injection" plaque with standard 5.0
liter V-8 engine

Interior

Lincoln Continental Body Cloth Flight Bench seats with
front and rear fold-down center armrests • Deluxe color-
keyed seat and shoulder belts • 18-ounce cut-pile
carpeting in passenger compartment • Lower center
pillar carpeting in four-door sedans • Door closing assist
straps • Full-length door armrests • Luxury steering wheel
• Steering column-mounted stalk controls • Electronic
AM/FM Stereo Search radio with four speakers and
power antenna • Electronic quartz analog clock
• Glove box light, luggage compartment light, ashtray
lights, door courtesy lights and rear pillar lights • Dual
beam dome/map lamp • Retractable coat hooks
• Roof rail assist handles • 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 trans-
mission • 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 • Engine temperature gauge
• 12" day/night rear view mirror • Fluidic windshield
washer system





Optional features to further personalize your Lincoln Continental.

Shown left, are **A.** Electronic Instrument Panel with Message Center, described on page 3. **B.** Message Center keyboard. Lets you summon digital read-out of vital trip/vehicle data. **C.** Leather-wrapped Luxury steering wheel, and Speed Control, with a Resume feature that lets you automatically accelerate to the same speed set prior to braking. **D.** Keyless Entry System. A private five-digit code lets you open doors and decklid by using buttons on the driver's door. **E.** Driver's reclining seat. **F.** The Integral Garage Door Opener Control, integrated in driver's side sun visor with illuminated visor vanity mirrors. **G.** Power glass moonroof. **H.** Shown left to right, optional wire wheel cover, lacy spoke aluminum wheel, turbine spoke aluminum wheel, standard Town Car and Town Coupé Luxury wheel cover, and standard Lincoln Continental Deluxe wheel cover. A complete listing of optional features follows.

Optional Features, Lincoln Continental Sedan and Coupé.

Exterior

Moondust paint • Dual-Shade paint (five combinations) • Coach roof with frenched backlite (not available with power moonroof in four-door models) • Power glass moonroof • Right-hand remote control mirror • Owner's monograms • Coach lamps • Turbine spoke aluminum wheels (4) • Lacy spoke aluminum wheels (4) • Wire wheel covers (4) • Door edge guards • Premium bodyside moldings • Front license plate bracket (standard in all states where required) • License plate frames (rear only unless front license plate bracket is ordered) • Wide band white sidewall tires

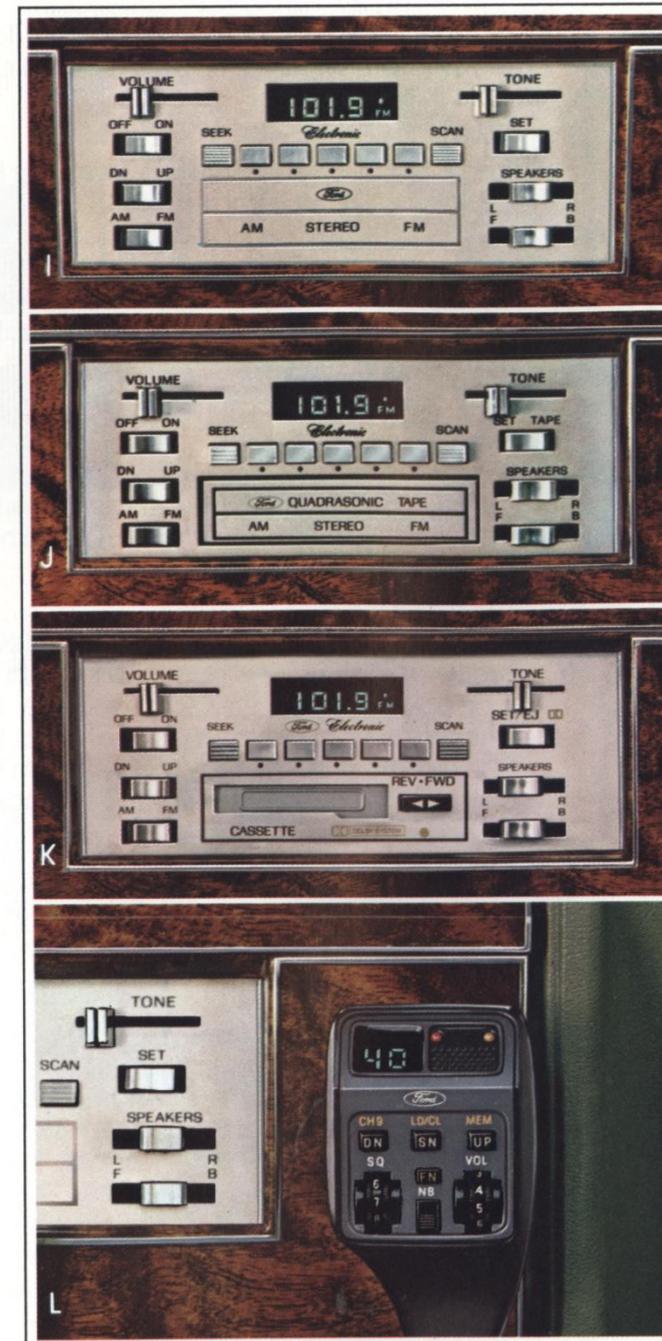
Interior

Electronic Instrument Panel with Message Center • Six-way power Twin Comfort Lounge seats with driver and front passenger seat recliner • Six-way power Twin Comfort Lounge seats with front passenger seat recliner • Six-way power Flight Bench seats with driver and front passenger seat recliner • Six-way power Flight Bench seats • Leather seating surfaces • Tilt steering wheel • Leather-wrapped steering wheel (requires Speed Control) • Speed Control (includes Resume feature) • Remote control decklid release • Power door locks • Integral Garage Door Opener Control (transmitter in left side vanity mirror; requires illuminated visor vanity mirrors. Installation of receiver not included.) • Illuminated visor vanity mirrors • Radio—Electronic AM/FM Stereo Search with 8-track tape player • Radio—Electronic AM/FM Stereo Search with Cassette tape player and Dolby® noise reduction system • Radio—Citizen's Band 40-channel with tri-band antenna • Six-speaker Premium Sound System with power amplifier • Front floor mats • Rear floor mats

Functional

5.8L (351 CID) V-8 engine (includes Electronic Engine Control) • Keyless Entry System (includes power door locks, remote control decklid release, Illuminated Entry System; can be bypassed with key) • Illuminated Entry System • 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 • High-ratio axle • 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 and wheel (requires 5.8L 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 • Engine block heater • Luggage compartment rubber mat

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on 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.



Electronic radios for the eighties.

Shown left, are I. The Electronic AM/FM Stereo Search radio, standard in all Lincoln Continentals. Brings you electronic precision tuning features found in fine home entertainment systems plus superb sound reproduction. Touch-button tuning summons any of five AM and five FM stations. 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.

J. Electronic AM/FM Stereo Search radio with 8-Track Tape Player. Optional. K. Electronic AM/FM Stereo Search radio with Cassette Tape Player. Has Dolby® noise reduction system for improved reproduction of encoded cassette tape music, FM stereo broadcasts. Tape controls include locking fast forward and reverse, automatic and manual ejection. Optional.

L. 40-Channel Remote Control CB Transceiver. Includes these new features: favorite station memory that allows you to pre-select, recall and scan your five favorite stations; an instant access button that brings in emergency Channel Nine immediately, and automatic last-channel memory. Other features of this option: detachable microphone with vacuum fluorescent channel readout; automatic 40-channel scan; AM/FM/CB power antenna and a remote CB chassis to discourage theft.



Lincoln Continental 2-Door



Lincoln Continental 4-Door

1980 Lincoln Continental Dimensions

	2-door	4-door
Wheelbase	117.3"	117.3"
Overall Length	219.1"	219.2"
Overall Width	78.1"	78.1"
Overall Height	55.4"	56.1"
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.)	3985	4061
FRONT*		
Head Room**	39.0"	39.0"
Leg Room	42.1"	42.1"
Shoulder Room	60.7"	60.7"
Hip Room	56.6"	56.6"
REAR*		
Head Room	38.0"	38.1"
Leg Room	43.3"	43.3"
Shoulder Room	60.7"	60.7"
Hip Room	57.0"	57.8"

*Interior dimensions with six-way power 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.

Interior Trim, Sedan and Coupé

Flight Bench seats in standard Lincoln Continental Body Cloth come in eight colors: Pewter, Champagne, Caramel, Medium Vaquero, Medium Pine, Dark Red, Midnight Blue, and Black.

Optional leather with vinyl Flight Bench or Twin Comfort Lounge seats are also available in those colors.

Town Car/Coupé

Twin Comfort Lounge seats in Town Car Body Cloth come in the eight colors above.

Twin Comfort Lounge seats in leather with vinyl come in the above colors and in White, in combination with your choice of five trim colors: Pewter, Champagne, Dark Red, Midnight Blue, and Black.

Vinyl Roof Colors

Thirteen vinyl roof colors come in: White, Light Pewter, Medium Pewter, Light Fawn, Caramel, Dark Champagne, Diamond Blue, Dark Blue, Dark Pine, Dark Red, Maroon (Dual-Shade only), Cordovan, and Black.

Accent Stripes

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

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 Lincoln Continental are likely to lease a new Lincoln Continental. 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 Lincoln Continental 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 Lincoln Continental, 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.

Choose from seventeen single-shade colors or five dual-shade combinations.

Standard Exterior Colors



White



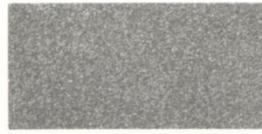
Light Fawn



Dark Chamois Metallic*



Dark Champagne Metallic*



Medium Pewter Metallic*



Dark Blue Metallic*



Dark Pine Metallic*



Dark Cordovan Metallic*



Black

Optional Exterior Colors

Select from eight Moondust colors:



Light Pewter Metallic*



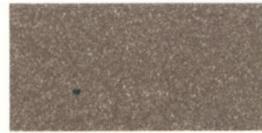
Diamond Blue Metallic*



Light Fawn Metallic*



Chamois Metallic*



Medium Fawn Metallic*



Pine Opalescent*



Bittersweet Metallic*



Dark Red Metallic*

Dual-Shade combinations: Black/Light Pewter Metallic · Dark Maroon/Silver Metallic · Dark Cordovan Metallic/Bittersweet Metallic · Dark Blue Metallic/Light Pewter Metallic · Dark Champagne Metallic/Medium Fawn Metallic

*Denotes Clearcoat color

Exterior Colors

The broad range of exterior colors for Lincoln Continental, 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.

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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LINCOLN CONTINENTAL

LINCOLN-MERCURY DIVISION
MERCHANDISING DEPARTMENT



