

1996 LINCOLN CONTINENTAL



AN AUTOMOBILE THAT  
*Responds*  
TO YOUR NEEDS

*You expect the finest, and Continental responds with an extraordinarily high degree of craftsmanship and exquisite selection of materials. You value comfort, and Continental answers with an abundance of amenities to satiate your demands. Above all, however, you require a car with superb ride and responsive handling characteristics. Continental accommodates you with the 4.6L 32-valve 260-hp DOHC V-8, part of the InTech™ System, and the Road Calibrated Suspension System. By all accounts, this is the most technologically advanced and, perhaps, captivating vehicle in Lincoln history.*





CONTINENTAL  
3.0 V6  
CONTINENTAL  
LINCOLN

Continental shown in Black Clearcoat.





PREMIUM UNLEADED FUEL ONLY

FILL ON RIGHT >

MPH

TRIP A  
302.5  
MILES  
000302.5

E/M  
SYSTEM ✓  
MENU SELECT  
RIDE • STEER  
TRIP DISPLAY  
RESET DTE • ECON

12:10

SRS

VOL PUSH ON

AM 101.1 FM1 FM2

BASS TREB BAL FADE

SEEK

SCAN AUTOSET

REW 1 FF 2 EJECT 3 SIDE 1-2 4 DISC COMP 5 SHUFFLE 6

JBL

TAPE CD

OUTSIDE TEMP 75°F AUTO

OFF AUTOMATIC

MAX A/C VENT PNL • FLR FLOOR FLR • DEF DEF

OFF BOTH

Interior shown in Light Graphite with leather seating surfaces.

# FINE TUNING THE PERFECT *R i d e*

*Not all roads were created equal. Nor all drivers. This led our engineers to the conclusion that you should have the option of choosing the way your Continental manages the road. Continental features a unique system which allows you to select from three levels of steering effort and suspension firmness. No matter what setting is chosen, Continental's Road Calibrated Suspension automatically adjusts to the road, giving you the smooth, confident ride that has become a Lincoln trademark. Now you can fine*



- 1** Low steering effort/plush suspension:  
Traditional driver luxury.
- 2** Low steering effort/normal suspension:  
Traditional luxury steering ease with contemporary ride.
- 3** Normal steering effort/plush suspension:  
Ideal steering with a ride that smooths out rough pavement.
- 4** Normal steering effort/normal suspension:  
The optimum combination.  
Best balance of chassis systems.
- 5** Normal steering effort/firm suspension:  
Contemporary ride with responsive steering feel.
- 6** High steering effort/firm suspension:  
Responsive handling on winding roads.
- 7** High steering effort/normal suspension:  
Contemporary ride with precise steering.
- 8** High steering effort/plush suspension:  
Soft, luxury ride with responsive steering.



A C A R  
THAT PUTS THE  
*Control*

SAFELY IN YOUR  
H A N D S  
A N D F E E T

*Continental's four-wheel disc Anti-lock Brake System*

*helps you maintain steering control during hard*

*braking, even on slick roads. Its available All-Speed*

*Traction Control system aids the car in obtaining*

*maximum wheel grip for smooth standing starts under*

*slippery conditions. This impressive system also*

*delivers increased control and stability at highway*

*speeds when road conditions are less than ideal.*





**Four-wheel disc Anti-lock Brake System.** Ample stopping power is augmented by ABS to give the driver greater steering control while braking, particularly on slippery road surfaces.



**Electrochromic rearview mirrors.** Available rearview and driver-side exterior mirrors automatically alter their reflectivity to shield your eyes from the glare of other cars' headlamps.



**Cornering lamps.** Activate with turn signals to increase visibility when completing a turn at night.



**Dual air bags.** Expect nothing less from the first luxury car manufacturer to offer dual air bags as standard equipment on all models. (Always wear your safety belt.)



**Interior padding.** Key interior areas are padded and virtually every surface is rounded to help avoid injury in the event of a collision.



**Reinforced roof pillars.** The roof and front pillars are engineered to meet a static force test equal to 5,000 pounds.



**Side door beams.** They're part of a system which meets Federal Dynamic Side Impact Standards targeted for 1997.



**High strength door latches.** Doors are designed to remain closed in the event of a front or rear collision.



**Safety belts.** Three-point safety belts are provided for all outboard seated passengers and center rear seat passengers. Front outboard belts feature height adjusters for improved shoulder belt fit and comfort.



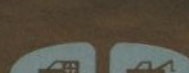
**Child-proof rear door locks.** A standard Continental feature, they guard against accidental opening of the rear doors from the inside.



**Child seat restraint tether anchor.** In the rear seat area it adds increased safety and peace of mind when transporting small children in child seats equipped with top tether straps.



**Crumple zones.** They're engineered into the front and rear of the car to help absorb some of the energy of a collision before it reaches the passenger compartment.



**Personal Security Package.** This available system features Securities, Pressure Alert and Programmable Garage Door Opener. It can be upgraded to include Lincoln RESCU (requires cellular phone service).

# THE ADVANCED LEVEL OF Safety YOU EXPECT FROM LINCOLN

*Like all Lincolns, the Continental is equipped with an abundance of safety features which instill a feeling of confidence and security. Included are a dual front air bag Supplemental Restraint System and anti-lock brakes, along with side door beams and reinforced roof pillars. New for this year is a Personal Security Package consisting of Securities and many other safety-related features. The Personal Security Package can also be equipped with Lincoln RESCU.*



H I D D E N

# *Pleasures*

WAITING TO BE

DISCOVERED



*You are about to enter an exciting era of discovery.*

*For ownership of a Continental is your passport to a place filled with many surprises and delights.*

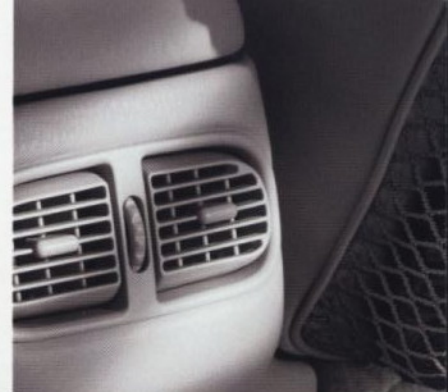
*Wherever you look, you'll happen upon a lavish appointment, comfortable design element or innovative feature which contributes to your overall pleasure. It's a period of revelation that's seemingly endless. Welcome to the captivating world of Lincoln Continental.*



▲ **OVERHEAD STORAGE.** It allows you to access your garage door opener and keep it secured and out of the way. Also provides a convenient space for your sunglasses.

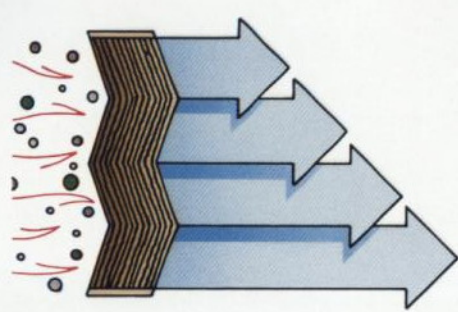
◀ **BACKLIT SWITCHES.** They're included for all windows, door locks and speed controls and are another example of Continental's emphasis on personal luxury.

► **REAR SEAT AIR-CONDITIONING DUCTS.** Five-passenger models feature air-conditioning ducts which channel Automatic Temperature Control System air directly into the rear compartment for rear-passenger comfort. Now, everyone has the "best seat."



► **PARTICULATE AIR FILTRATION SYSTEM.**

It is a product of technology found in no other American luxury car and is designed to improve the air you breathe in the Continental. By utilizing layers of electrostatically charged microfibers, it filters out particles as small as three microns in diameter before they can reach the interior through Continental's Automatic Temperature Control System.



▲ **ANTI-THEFT SYSTEM.** It protects your Continental by sounding the horn and flashing headlamps and taillamps when an intrusion is detected.

► **CONTINENTAL'S DYNAMIC DOOR SEALING SYSTEM.**

It's one of the industry's most advanced and provides triple seals around all door openings to help exclude outside sound and diminish wind noise. It also channels water away from passengers when doors are opened.

◀ **BATTERY SAVER.** Another feature you'll appreciate, it automatically shuts off interior lamps and headlamps if they are accidentally left on. Most similar systems turn off only exterior lamps.



◀ **CORNERING AND SIDE MARKER LAMPS.**

They're attractively combined in one gem-like unit. Like the headlamps, they flow flawlessly into the Continental's smoothly sculpted front end for enhanced appearance and aerodynamics.

► **HIGH-LEVEL AUDIO AND ELECTRONIC AUTOMATIC TEMPERATURE CONTROL SYSTEMS.**

Continental's audio system features "distributed audio" technology which delivers sound of exceptional clarity and realism. The Temperature Control System lets you set your preferred temperature and then relax. Also,





# THE LINCOLN *Commitment*<sup>SM</sup>

*It is more than the prestige of owning a superior luxury automobile. The Lincoln Commitment is a comprehensive owner benefits package designed to provide you with services to support your every driving need. Benefits include a service loaner if your automobile requires overnight warranty service. Also, 24-hour Roadside Service Assistance is provided for four years should you need towing, jump-starting, lock-out service or gas delivery. A call to our hotline will bring you help. Custom computerized maps and trip routing are available. Other benefits include Emergency Travel Expense Reimbursement, membership in Quest<sup>®</sup> International for travel-related discounts on meals and rooms, Destination Assistance, a Customer Assistance Center to answer your questions and a 4-year/50,000-mile limited warranty. See your dealer for details.*

# CONTINENTAL LEAVES YOU WITH VERY FEW *Options* AND THAT'S A GOOD THING

▶ **HEATED LEATHER SEATING.**

It's available for the seat cushion and seatback with five settings. Driver seat and passenger seats are, of course, individually controlled.



◀ **VOICE-ACTIVATED CELLULAR TELEPHONE.**

It lets you dial a number simply by saying aloud the previously stored name of the person or firm. It also includes a handset which lifts out of the center console (or the armrest on six-passenger models). Its memory holds 30 phone numbers and 20 which can be accessed via voice-activation.



◀ **CARGO STORAGE SYSTEM.** This trunk-mounted system gives you a helping hand with luggage when you travel in your Continental.



◀ **PERSONAL SECURITY PACKAGE.** It includes Securitires, Pressure Alert and Programmable Garage Door Opener. It can be upgraded to include Lincoln RESCU, which promotes safety by utilizing satellite technology. (Late availability.)



◀ **JBL AUDIO SYSTEM WITH DIGITAL SIGNAL PROCESSING (DSP).** A state-of-the-art, 145-watt, bi-amplified system that includes a powerful 85-watt subwoofer and six speakers. DSP allows you to change the sound of the music by simulating a jazz club, cathedral, stadium or concert hall environment. It also enhances radio talk sound durability.

◀ **PASSENGER COMPARTMENT SIX-DISC CD CHANGER.**

Enjoy hours of musical pleasure with the clarity of CD sound (available with the JBL Audio System). It holds six discs – and it's located in the passenger compartment.



▶ **POWER MOONROOF.** It opens at a touch of a switch to provide a skylight view or tilts up for fresh air ventilation.



▶ **ELECTROCHROMIC MIRRORS WITH COMPASS.** A highly useful automatically dimming inside mirror is available in combination with the electrochromic driver-side rearview mirror.



## 1996 CONTINENTAL EXTERIOR COLORS



- 1** Cypress Gold Frost  
Clearcoat Metallic
- 2** Light Saddle  
Clearcoat Metallic
- 3** Cordovan  
Clearcoat Metallic\*
- 4** Ivory Pearlescent  
Clearcoat Metallic  
(Extra-Cost Tri-Coat)
- 5** Bright Toreador Red  
Tinted Clearcoat Metallic
- 6** Desert Violet  
Clearcoat Metallic
- 7** Dark Baltic Blue  
Clearcoat Metallic
- 8** Medium Wedgewood Blue  
Clearcoat Metallic
- 9** Willow Green Frost  
Clearcoat Metallic
- 10** Medium Willow Green  
Clearcoat Metallic
- 11** Charcoal Grey  
Clearcoat Metallic
- 12** Silver Frost  
Clearcoat Metallic
- 13** Black Clearcoat
- 14** Opal Opalescent  
Clearcoat Metallic  
(Extra-Cost Tri-Coat)
- 15** Vibrant White  
Clearcoat

## INTERIOR COLORS

- Cypress
- Light Graphite
- Ivory
- Portofino Blue
- Saddle
- Light Graphite with Cordovan accents\*

\*75<sup>th</sup> Anniversary only.  
75<sup>th</sup> Anniversary model  
available only in Cordovan  
or Silver Frost.