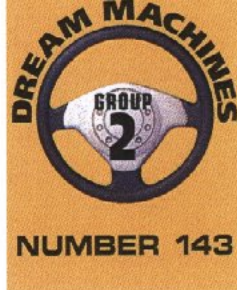




USA 1968-1971



Lincoln CONTINENTAL MKIII

The personal stamp of Henry Ford II sealed the place of Lincoln's new luxury coupe. It assumed the MKIII badge to mark it out as the spiritual successor to the great MKII of 1956-57. It's an honor the distinctive car deserved.

Produced by Ford Motor Company, Detroit, Michigan.



VITAL STATISTICS

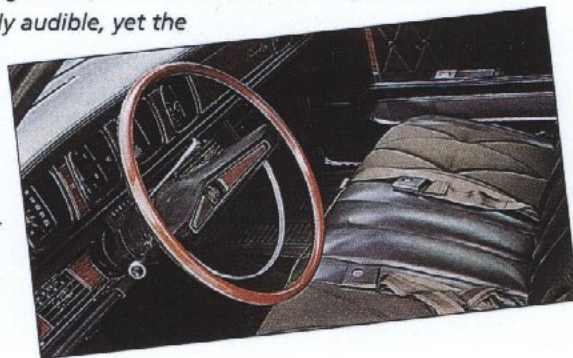
Top speed:	123 mph
0-60 mph:	10.3 sec.
Engine type:	V8
Displacement:	460 c.i.
Max power:	365 bhp at 4,600 rpm
Max torque:	500 lb-ft at 2,800 rpm
Weight:	4,475 lbs.
Gas mileage:	13 mpg
Price:	\$6,741



"...plenty of performance."

"There is a feeling of something special when you climb into the MKIII and stare down America's longest hood. One-hundred and fifty pounds of sound deadener makes the engine barely audible, yet the big V8 packs plenty of performance. The super-smooth Turbo-Drive auto transmission perfectly complements its unruffled persona. In the MKIII leisure is everything, as illustrated by the soft suspension, which allows it to float over the bumpiest of surfaces."

Leather and wood combined to produce a cabin that exudes comfort and luxury.



Lincoln CONTINENTAL MKIII



Rivalling Cadillac's new Eldorado luxury coupe, the Lincoln Continental MKIII brought a touch of the baroque to the genre. Based on the Ford Thunderbird platform, it was the Blue Oval's most prestigious model.

Standard slushbox C6

Select-Shift Turbo-Drive three-speed automatic transmission was standard. As an option, you could select a different axle ratio and order a limited-slip differential.

Power brakes

Power-assisted brakes were standard, with 11.7-inch front discs and big rear drums. They are needed to stop this portly car, which weighs well over two tons.



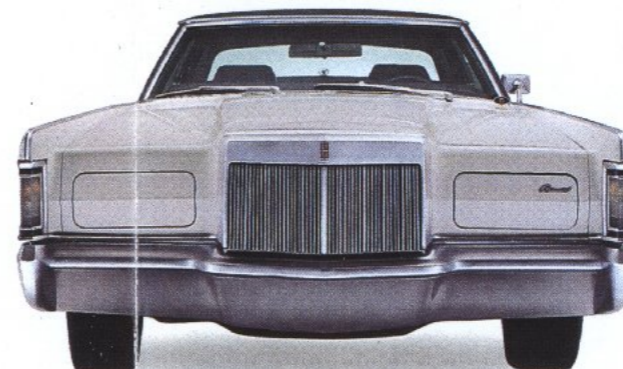
Thunderbird chassis

Unlike the Continental Sedan, the MKIII has a separate steel chassis. This was stretched to 124 inches for the MKIII's successor, the giant Continental MKIV.



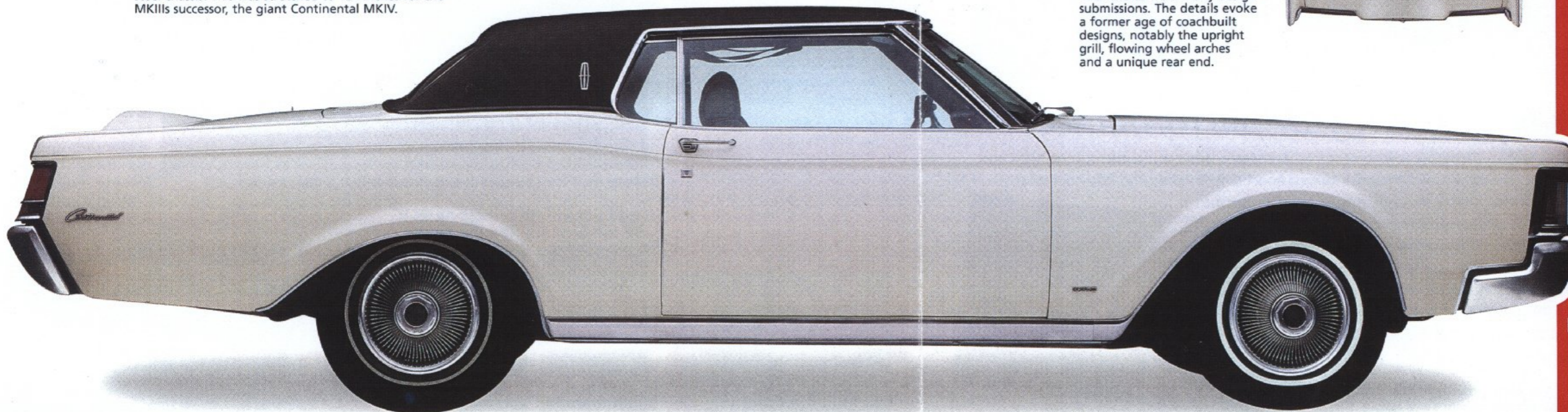
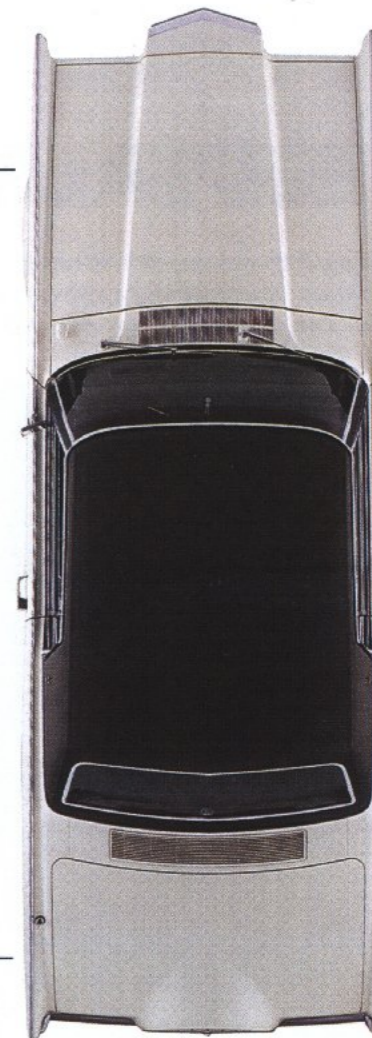
Continental-style trunklid

The trunk hump used the spare wheel mounting of the very first Lincoln Continental. It reestablished the idea for future models.



Flamboyant styling

Henry Ford II selected the final choice from many design submissions. The details evoke a former age of coachbuilt designs, notably the upright grill, flowing wheel arches and a unique rear end.



Specifications

1969 Lincoln Continental MKIII

ENGINE

Type: V8

Construction: Cast-iron cylinder block and headgear

Valve gear: Two valves per cylinder operated by single camshaft with pushrods and rockers

Bore and stroke: 4.36 in. x 3.85 in.

Displacement: 460 c.i.

Compression ratio: 10.5:1

Induction system: C8UF-9510J

Maximum power: 365 bhp at 4,600 rpm

Maximum torque: 500 lb-ft at 2,800 rpm

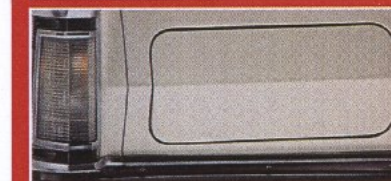
TRANSMISSION

Three-speed automatic

BODY/CHASSIS

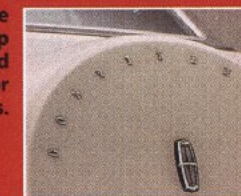
Integral chassis with two-door coupe body in steel

SPECIAL FEATURES



The headlights are hidden behind retractable panels.

Faux spare tire hump recalled earlier Continentals.



RUNNING GEAR

Steering: Recirculating-ball

Front suspension: A-arms with anti-roll bar, coil springs and telescopic shock absorbers

Rear suspension: Live axle with semi-elliptic leaf springs and telescopic shock absorbers

Brakes: Discs (front), drums (rear)

Wheels: Steel 15-in. dia.

Tires: 8.55 x 15

DIMENSIONS

Length: 216.0 in. Width: 79.4 in.

Height: 53.7 in. Wheelbase: 117.2 in.

Track: 62.0 in. (front and rear)

Weight: 4,475 lbs.

Milestones

1968 Although it was listed as a 1969 model, Lincoln's new MKIII is launched early in 1968.



The follow up MKIV of 1972 is bigger and heavier with less interior room.

1970 Changes to the lights, wheels and windshield wipers mark the first model-year update.

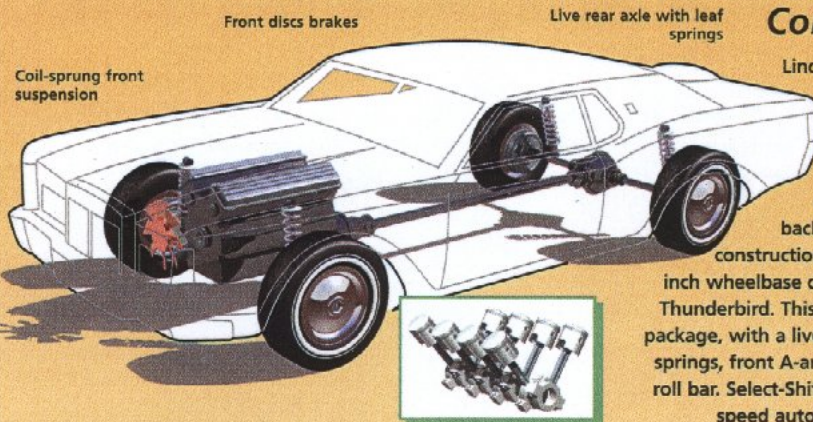


Last of the personal luxury MK Lincolns was the 1993-1998 MKVIII.

1971 In the MKIII's final year, it continued virtually unchanged.

1972 A larger MKIV is launched with the same basic structure as its Ford Thunderbird contemporary. Despite being larger, less agile and thirstier than its predecessor, sales virtually double.

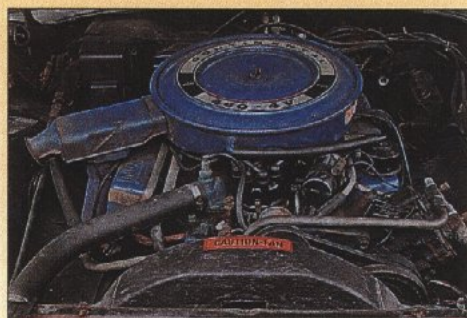
UNDER THE SKIN



THE POWER PACK

Full-size power

The MKIII arrived at the peak of Detroit's engine displacement curve and the 460-cubic inch V8 motor under its hood was right up there with the biggest of them, though fractionally smaller than the 462-cubic inch engine in the Continental. The 460 was a new engine for 1968, fitted exclusively to the MKIII model that year, but going into other Lincolns in subsequent years. It is a standard design of a cast-iron block and head and two valves per cylinder. With a four-barrel carburetor and 10.5:1 compression ratio, the power output is 365 bhp at 4,600 rpm. Even more impressive is the 500 lb-ft.



Conventional

Lincoln's thinking about construction changed from the innovative integral construction of the existing Continental back to separate-chassis construction. It shares its 117.2-inch wheelbase chassis with the Ford Thunderbird. This was a conventional package, with a live axle sitting on leaf springs, front A-arms and a front anti-rbar. Select-Shift Turbo-Drive three-speed automatic was standard, as was power steering.



MKIIIs were little changed during their four-year production run.

Magical mark

There is something special about the MKIII that no other Lincoln can boast—the interest that Henry Ford II took in the car. Plus, with its coachbuilder-designed trim and hood, the MKIII will always be more desirable than Lincoln's follow-up, the MKIV.

NOSE TO NOSE

Cadillac Eldorado • Oldsmobile Toronado • Lincoln Continental MKIII

TOP SPEED	0-60 mph	POWER	WEIGHT	RIVAL CARS
120 mph	9.9 sec.	375 bhp	4,580 lbs.	 CADILLAC ELDORADO
127 mph	8.7 sec.	385 bhp	4,570 lbs.	 OLDSMOBILE TORONADO
123 mph	10.3 sec.	365 bhp	4,475 lbs.	 LINCOLN CONTINENTAL MKIII

VALUE GUIDE

ORIGINAL PRICE	
1969	\$6,471
CURRENT VALUE	\$1,800-\$9,000
PRODUCTION TOTAL	79,381

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