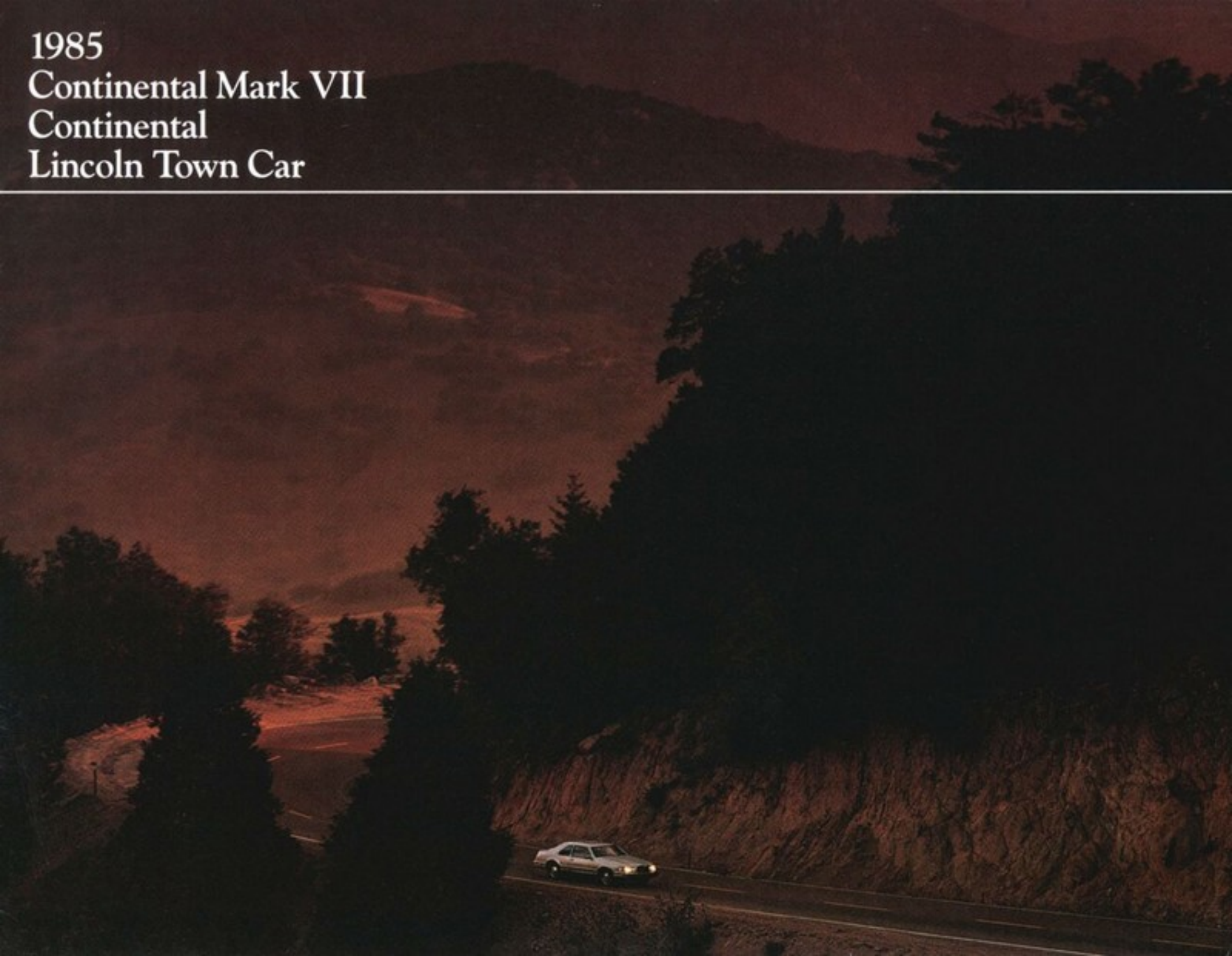


1985
Continental Mark VII
Continental
Lincoln Town Car



Continental Mark VII. For those with a driving passion.

The incomparable union of performance,
driver-oriented interior, and luxury.

Continental Mark VII reconciles a long-standing automotive paradox — the question of choosing luxury over performance, or performance over luxury. Mark VII was designed to deliver both.

From its aerodynamically styled body to its sophisticated air suspension system, Mark VII was built to challenge the world's best touring coupes.

The LSC version, shown at right in Midnight Black, is the ultimate expression of Mark VII's performance side.

Standard Mark VII and Bill Blass and Versace Designer Series cars have a standard 5.0-liter V-8 engine. LSC has an even more powerful version of this engine. An optional turbocharged six-cylinder

diesel engine also is available.

LSC's performance credentials include special low-profile radial tires mounted on cast-aluminum wheels and an interior, shown below in Charcoal, that is functional yet comfortable. Leather-covered, multi-adjustable sport seats are new for 1985.

LSC and Designer Series Mark VII's have, as standard equipment, Lincoln's new Anti-Lock Brake System (ABS) which provides quicker stops on wet or dry pavement while minimizing the chances of skidding.

Mark VII — a technologically advanced car that doesn't make you choose between performance and luxury.

*See page 8 for availability.

Some features shown may be optional. See your Lincoln Dealer for details.





**1985 Continental:
a stylish blend of
luxury, technology.**

**The personal sedan
with alluring comfort.**

It's apparent in the aerodynamic styling. It shows in the generous concern for your well-being. Even the elegant and stylish appearance hints of the advanced technology that is inherent in the 1985 Continental.

Nowhere is this technology more obvious than in Continental's comfortable ride and civilized road manners. They are the result of a sophisticated air suspension system that uses cushions of air, instead of conventional springs, to provide a level and plush ride.

Smooth acceleration is provided by a standard electronically

fuel-injected 5.0-liter V-8 engine. A European-designed turbocharged six-cylinder diesel engine is offered as an option.

Another example of Continental's advanced technology: Valentine and Givenchy Designer Series Continentals have, as standard equipment, Lincoln's remarkable new Anti-Lock Brake System (ABS). ABS stops Continental faster on wet or dry pavement and minimizes the possibility of skidding during emergency braking situations.

Continental, shown at left in Dark Charcoal Clearcoat Metallic, continues its tradition of plush interiors with stylish flair. Twin Comfort Lounge seats are standard in cloth, optional with leather seating surfaces, as shown above in Charcoal.

Continental for 1985. Sophisticated technology has never been packaged so beautifully. Or luxuriously.

See page 8 for availability.

Some features shown may be optional. See your Lincoln Dealer for details.

**Lincoln Town Car for 1985.
No other luxury car measures up to it.**

Spacious accommodations and a gracious and quiet ride are the hallmark of this traditional six-passenger sedan.

For 63 years, the Lincoln name has been identified with distinctive styling, smooth power, comfortable interiors, and, above all, a plush and whisper-quiet ride.

This heritage has never been more apparent than in the 1985 Lincoln Town Car, offered this year in standard, Carlex and Signature (shown in Navy Clearcoat Metallic with optional Dark Blue carriage roof) models.

Town Car is one of the few remaining traditional six-passenger cars available today. Town Car, in fact, is the most spacious luxury sedan in America, according to EPA interior measurements.

For 1985, Town Car's stately dimensions are wrapped in updated styling.

Town Car provides satisfying acceleration because of its standard 5.0-liter V-8 engine.

Town Car's occupants have ample stretch-out room — whether in the front or the rear seat (shown below in a Signature model in Admiral Blue).

Town Car's spaciousness, plus a long list of standard Lincoln amenities, makes either a trip to the theater or a long vacation drive as pleasant for passengers as it is for the driver.

Some features shown may be optional. See your Lincoln Dealer for details.



The Lincoln Commitment

When buying or leasing a new Continental Mark VII, Continental, or Lincoln Town Car, assurance of its quality design, construction, and dealer service is the Lincoln Commitment . . . one of the most ambitious owner satisfaction programs ever offered.

Upon delivery of a Lincoln luxury car, the owner will begin to discover many important features of the Lincoln Commitment. Among them is the Lincoln Commitment representative. There is one in every Lincoln-Mercury dealership, fully qualified to serve the particular needs of owners.

Of course, there are some problems the dealer may not be able to resolve. To assist the customer in resolving these difficulties, the dealer can contact one of 29 Luxury Car Owner Relations Managers, one for each Ford Parts and Service Division District Office. There is also a national Lincoln Commitment coordinator to ensure priority handling of any and all Lincoln-related inquiries at the request of the district managers.

Additionally, a toll-free hotline to the Lincoln Commitment Program coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan, is in operation during regular business hours — 9:00 a.m. to 5:00 p.m. EST, Monday through Friday, except holidays.

All these things and more make up the Lincoln Commitment: the promise that owning a new Continental Mark VII, Continental, or Lincoln Town Car is going to be truly a unique and satisfying experience.

Ford-paid repair programs after the warranty period

— Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask

Ford Motor Company or your Lincoln Dealer about such programs relating to your Lincoln automobile.

To get copies of any adjustment program for a Lincoln automobile, call Ford toll-free at 1-800-241-3673.

In Alaska and Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959, or write Ford at:

Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model, and vehicle identification number, as well as engine size.

Extended Service Plan

— Ford Motor Company's optional Extended Service Plan covers certain selected components on new Lincoln cars for longer than the vehicle's basic warranty. The cost is so moderate for the protection offered that it could pay for itself the first time it is needed. Ask your Lincoln Dealer for complete details of the plan, which is available on cars sold and normally operated in the 50 United States and Canada.

Lifetime Service Guarantee

— Participating Lincoln Dealers are now offering the Lifetime Service Guarantee, which guarantees their work on your Lincoln cars for as long as you own them. This means that you pay for a covered repair once and never again. If it ever has to be fixed again, the repairing dealer will fix it free. Free parts. Free labor. Even if the car is kept a lifetime. It doesn't matter where the car was purchased or whether it's new or used, the work is still covered by the repairing dealer. This limited warranty covers vehicles in normal use. Items not covered are routine maintenance parts, belts, hoses, sheet metal, and upholstery. See your participating Lincoln Dealer for details.

Technical Service Bulletins

— All automobiles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln Dealer for any such TSBs and explanations relating to your Lincoln automobile.

To get copies of these Technical Service Bulletins and explanations for your Lincoln, call Ford toll-free at 1-800-241-3673.

In Alaska and Hawaii, call 1-800-243-3711.

In Georgia, call 1-800-282-0959 or write Ford at: Ford Customer Information System, P.O. Box 95427, Atlanta, GA 30347.

Please include your name and address, year, make, model, and vehicle identification number, as well as engine size.

Leasing

— There may be considerable advantages in leasing a new Continental Mark VII, Continental, or Lincoln Town Car, depending on individual needs. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used in business, tax records may be simplified.

Your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can help you with a lease program that is right for you.

Continental Mark VII

Continental Mark VII
Continental Mark VII Bill Blass
Designer Series
Continental Mark VII Versace Designer
Series
Continental Mark VII LSC
Continental Mark VII Turbo Diesel
(available in combination with all
Mark VII models)

Continental

Continental
Continental Givenchy
Designer Series
Continental Valentino
Designer Series
Continental Turbo Diesel (available in
combination with all Continental
models)

Lincoln Town Car

Lincoln Town Car
Lincoln Town Car Signature Series
Lincoln Town Car Cartier
Designer Series

Get it together — buckle up.

*ABS is standard in V-8-equipped Designer Series Continental and Mark VII, and Mark VII LSC. It also is standard in all V-8 Mark VII and Continental models sold in California, Washington, Oregon, Alaska, and Hawaii. It is not available in Turbo Diesel models.

1985 EPA mileage estimates were unavailable at the time this publication was printed. The 1985 Lincoln cars, however, should post good mileage ratings in the new EPA mileage guide. See your Lincoln Dealer for the latest information.

Specifications and descriptions used were in effect when this publication was approved for printing.

Lincoln reserves the right to discontinue options at any time, or change specifications, equipment, or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some features may be subject to a slight delay.

Refer to the Lincoln owner's manual for specific service requirements and added operations related to diesel engines and severe service applications.