



Lincoln Continental



Continental Mark IV





1973 Lincoln Continentals and Continental Mark IV

The story of the 1973 Continentals begins with the 1972 Continentals.

In the California desert and on Pikes Peak, components were tested for last year's models long before production began. We knew it would help us build better cars . . . cars we would be eager to compare to the other American luxury car.

And we did just that. In tests conducted by Nationwide Consumer Testing Institute for smoothness, steadiness, and quietness, 60 out of 100 owners of that other American luxury car said the Continentals had a more comfortable ride.

Exceptional cars, we thought, and America confirmed it by acquiring them in record numbers. Demand was often greater than supply.

Now we have the 1973 Continentals. The best cars we've ever built. Luxurious near the point of perfection. Designed to be even quieter than the 1972 models.

Still standard equipped with features optional at extra cost on most other cars. Automatic Temperature Control and steel-belted radial ply tires are two.

The 1973 Continentals. Designed and built to provide riding comfort and handling characteristics among the best in the world. After all, total performance on the road is the measure of a luxury car's worth.

The 1973 Continentals. Anticipating the most demanding test of all . . . an evaluation by you, from behind the wheel.



The 1973 Lincoln Continental Sedan. Designed to be even quieter and more comfortable than the 1972 Lincoln Continental—one of the cars that dominated the other well-known luxury car in a test of riding comfort.

This is a sedan sized for comfort. Yet its ample dimensions are visually trimmed and balanced by body lines subtly styled in the Continental tradition.

Powered by a responsive 460-4V V-8, the Lincoln Continental is equipped with Select-Shift automatic transmission, power steering, power front disc brakes, and power windows.

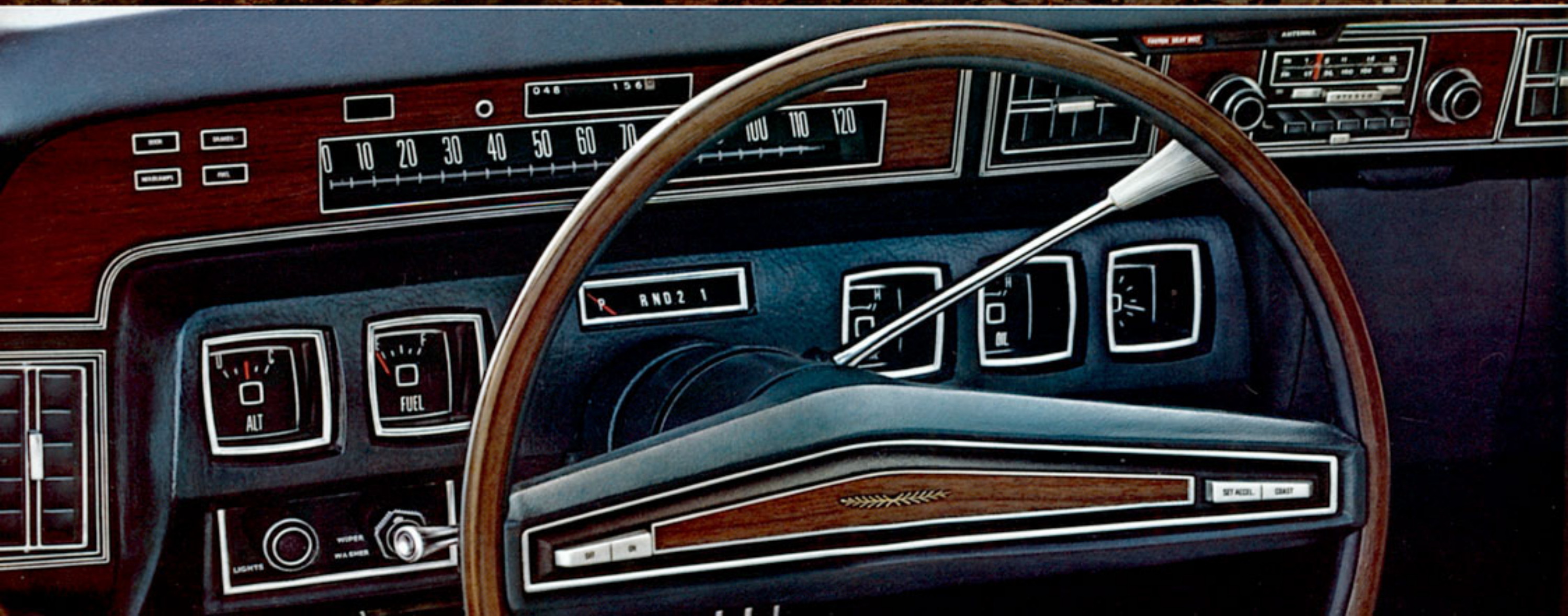
There's an anti-theft spare tire lock. And an inside hood latch release.

Cornering lights are standard, as is the full complement of Ford Motor Company Lifeguard Design Safety Features.

Continental luxury is also the luxury of personalization. You can order the optional vinyl roof, available in black, as shown, and six other choices. An AM/FM multiplex radio with stereo tape system. And Twin Comfort Lounge Seats, a remote control right-hand rearview mirror, and luxury wheel covers, all illustrated.

Personal styling . . . all the luxury you'd expect . . . and a ride that's smooth and sure. The Lincoln Continental Sedan for 1973.

Lincoln Continental Sedan shown with optional Twin Comfort Lounge Seats, vinyl roof, luxury wheel covers, and remote control right-hand rearview mirror.



Everything about the interior of the 1973 Lincoln Continental has been designed with maximum comfort in mind. The sedan, for example, actually gives rear seat passengers as much legroom as the driver.

Automatic Temperature Control is standard. So you can hold the interior temperature within the comfort range you select without any further manual adjustment.

Front and rear, the steel-frame, energy-absorbing seats are covered with polyurethane foam. And you can choose power bench seats or the optional individually adjustable Twin Comfort Lounge Seats, shown upper right.

There are two upholstery cloths available, trimmed with matching vinyls. You may also choose, at extra cost, the leather seating surfaces shown at the lower right. Matching extra-soft cowhides are sewn in a distinctive narrow pleat style.

Interior colors include white, dark blue, black, dark red, medium ginger, dark green, dark tobacco, gold, beige, and silver blue.

The Lincoln Continental instrument panel, in rosewood applique, is designed for maximum visibility and convenience.

Controls for Automatic Speed Control and the AM/FM multiplex stereo radio, both options at extra cost, both illustrated, typify the careful positioning of controls, gauges, and signal lights.

Lincoln Continental Sedan shown with optional Twin Comfort Lounge Seats, vinyl roof, luxury wheel covers, and remote control right-hand rearview mirror.





The 1973 Lincoln Continental Coupé. Also designed to be quieter and more comfortable than last year.

It has, in common with the sedan, one of the widest stances of any car in the world. And front suspension consisting of independent dual ball joints with spring loaded upper joints, helical coil springs, and double-acting shock absorbers.

The rear suspension is a three-link design with deep coil springs, shock absorbers, and a transverse track bar.

Tires are steel-belted radial ply for comfort, durability, and excellent road-holding characteristics.

These features give Lincoln Continental its extraordinarily comfortable ride and impressive handling characteristics.

As is the sedan, the coupé is a spacious car. Its carpeted luggage compartment is a very accommodating 18.1 cubic feet.

Luxuries such as two-way power seats and power windows are standard. Extra-cost options include the six-way power seats, vinyl roof, luxury wheel covers, and leather seating surfaces.

The Sure-Track Brake System is a very important option for you to consider.

Graceful good looks and outstanding performance mark the Lincoln Continental Coupé for 1973. A very distinctive car.

Lincoln Continental Coupé shown with optional vinyl roof, luxury wheel covers, and leather seating surfaces.



The 1973 Lincoln Continental Town Cars.
Our most formal cars.

Luxury in many forms has been provided in both the sedan and brand-new coupé.

Front seat backs with assist straps and carpeted inserts. A Cavalry twill vinyl roof. Reading lamps in the rear roof pillars. Sedan lamp illustrated on facing page.

There are special keys . . . and the owner's initials on the doors. Even the luggage compartment

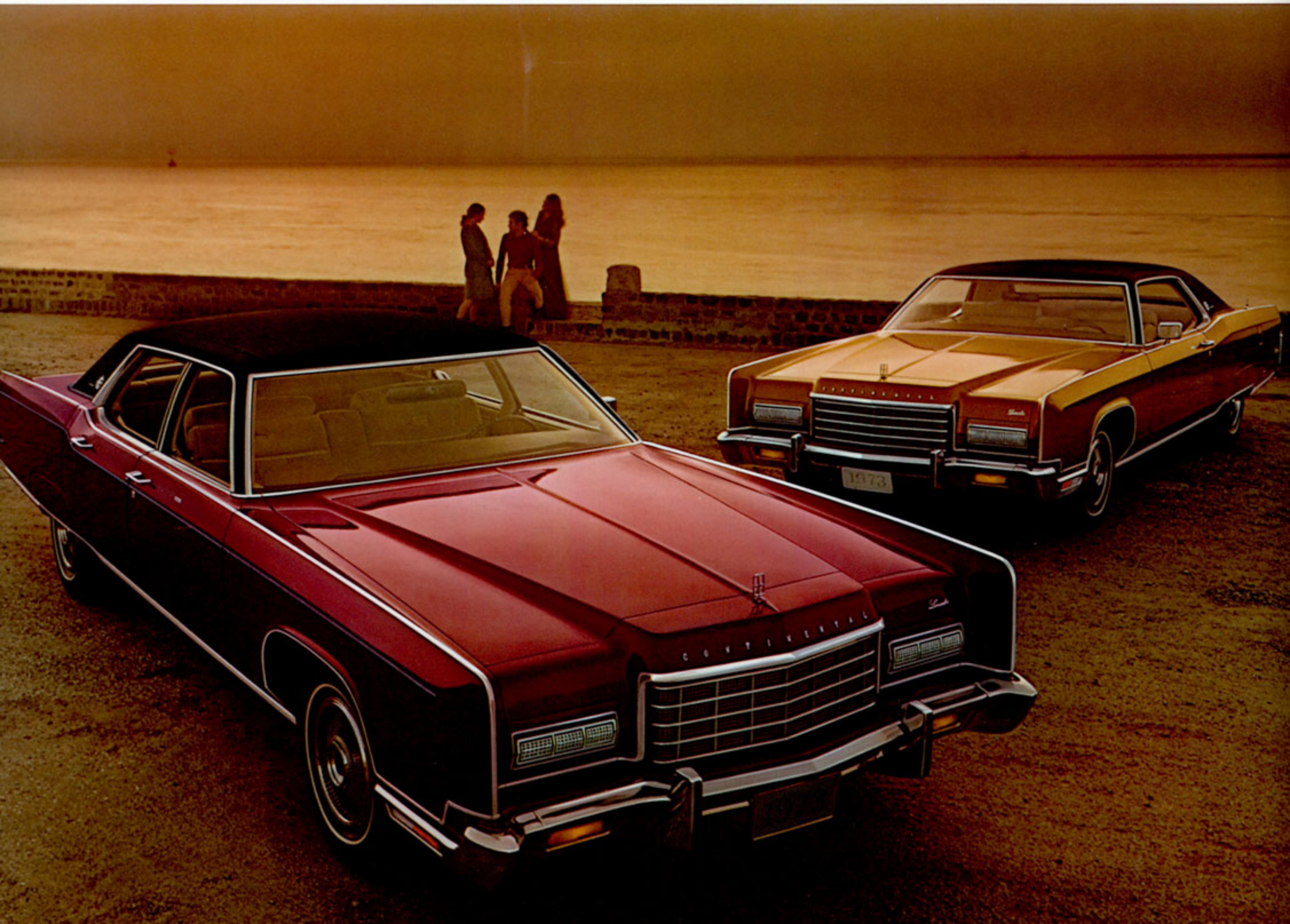
and spare tire cover are fully carpeted.

The sedan has the convenience and luxury of standard power vent windows that operate vertically to assist air circulation.

Upholstery is of precisely tailored Victoria velour, or optional leather seating surfaces with vinyl trim.

The Town Cars. Unprecedented luxury . . . and, of course, Continental superiority in riding comfort and handling.

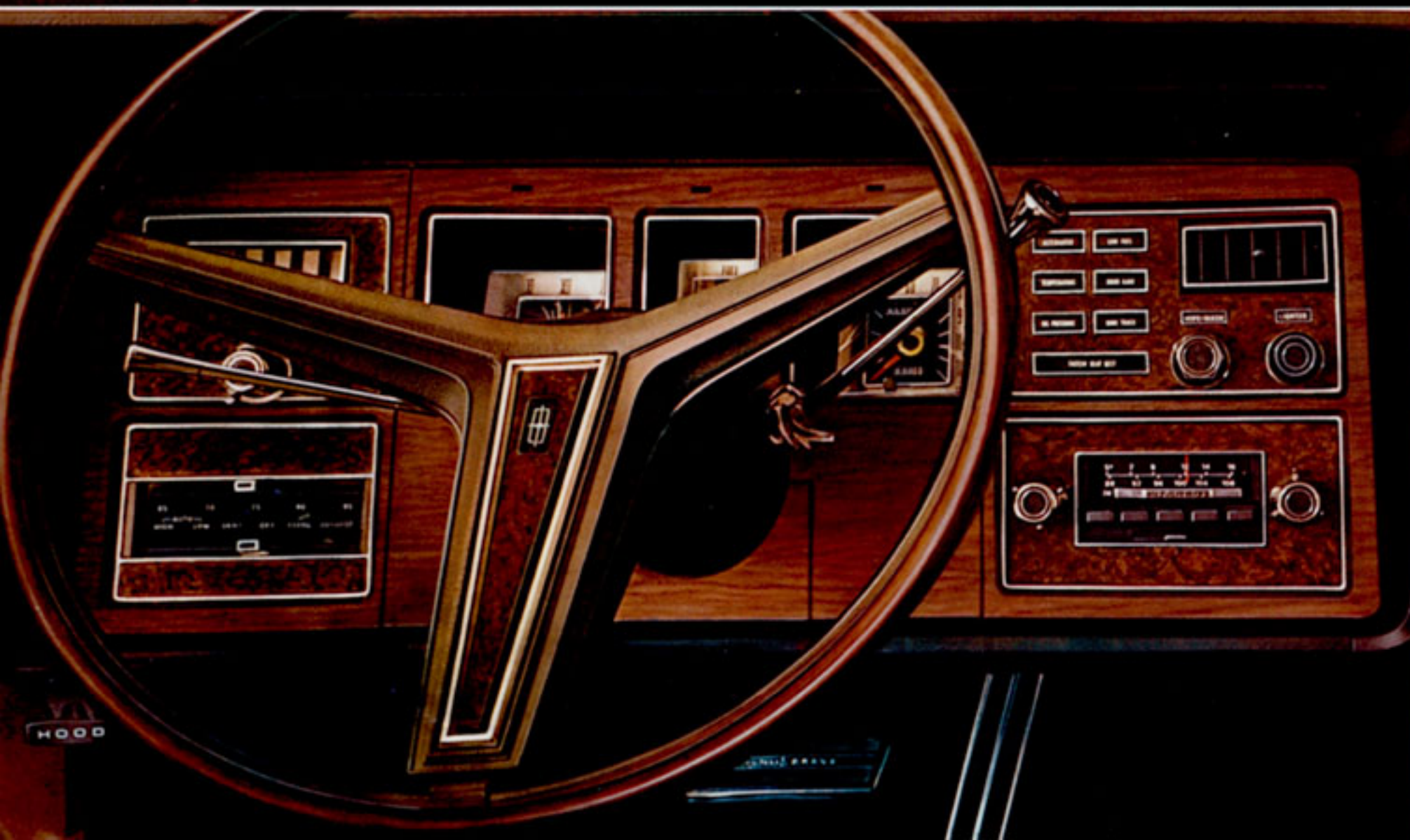
Lincoln Continental Town Cars shown with optional luxury wheel covers.







Continental Mark IV shown with optional leather seating surfaces, electric rear window defroster, and remote control right-hand rearview mirror.





The 1973 Continental Mark IV. Quite simply, the most beautiful automobile in America. Perhaps because it is the only one that successfully blends both classic and contemporary styling.

And the interiors of the Continental Mark IV are every bit as beautiful as the exterior.

Twin Comfort Lounge Seats, covered in soft-textured Westminster cloth, are standard equipment. The glove-soft leather seating surfaces shown here are available at extra cost.

The instrument panel is Kashmir walnut woodgrain matina and baby burl walnut woodgrain applique. All the most important gauges are located directly within the driver's line of sight. Warning lights tell you if the door is ajar, remind you to fasten seat belts, and monitor the alternator, engine temperature, oil pressure, fuel level, and brake system.

The Cartier timepiece, signed by the famous Fifth Avenue jeweler, is standard equipment, as is an AM radio with power antenna. The AM/FM multiplex stereo radio illustrated is optional.

From the bold grille to the graceful sweep of the roofline, to the traditional rear deck spare tire design, there is no mistaking a Continental Mark IV. This is the unique personal luxury car.



Continental Mark IV shown with optional leather seating surfaces, electric rear window defroster, and remote control right-hand rearview mirror.



Every Mark IV comes with Automatic Temperature Control...to hold the interior temperature within a selected comfort range, and to reduce dust, pollen, and humidity in the air.

Individualized seating comfort comes with six-way powered movement of Twin Comfort Lounge Seats. The power controls for driver and passenger are switches conveniently mounted in the door armrest.

On the road, Mark IV is predictably smooth, steady, and quiet. Riding comfort is extraordinary. The Sure-Track Brake System is standard

equipment, providing safe, even stops.

Other standard features include Cavalry twill vinyl roof, opera window with an imbedded handground Continental star, steel-belted radial ply tires, and cornering lights.

Mark IV option choices range, appropriately, from the adventure of a power sunroof to the practical convenience of a tilt steering wheel and electric rear window defroster.

The Mark IV shown above has the Silver Luxury Group Option. Rich cranberry trim inside, special silver exterior.

Continental Mark IV shown with Silver Luxury Group Option, tilt steering wheel, and automatic speed control.

Optional Features for Your 1973 Lincoln Continental or Continental Mark IV

APPEARANCE PROTECTION GROUP—For the Lincoln Continental, option includes spare tire cover, door edge guards, front and rear floor mats with carpet inserts, and license plate frames (2). Continental Mark IV option includes door edge guards, front and rear floor mats with carpet inserts, and horizontal rear bumper protection strip.

AUTOMATIC HEADLAMP DIMMER — Electronic sensor concealed behind driver's side headlamp door actuates automatic headlamp switching.

MOONDUST METALLIC PAINTS—Special high-metallic acrylic enamel finish with deep, lustrous polished appearance. Available in 9 colors.

INTERVAL WINDSHIELD WIPERS—Electronic controls afford time-delay of up to 12 seconds between wipes and two constant wiper speeds.

REMOTE CONTROL RIGHT-HAND MIRROR—Matching right-hand rearview mirror with control conveniently located on instrument panel.

ELECTRIC REAR WINDOW DEFROSTER — Heating elements applied on inside of glass at 1¼" intervals provide heat to defog or defrost rear window. Comes with high-output alternator.

POWER SUNROOF—Sliding steel panel moves back to provide an opening about 36" wide, 20" deep. Controlled by roof switch which provides a positive roof lock. (Reduces front head room by about 1".)

POWER VENT WINDOWS—Power retracting front door vent windows optional for Lincoln Continental Sedan. Standard on the Lincoln Continental Town Car.

LOCK CONVENIENCE GROUP—Includes electric power door locks and electric power remote trunk lid release for all models. Automatic seat back release included for Lincoln Continental Coupé and Town Coupé.

AM/FM MULTIPLEX RADIO—Optional in place of standard AM Radio. Includes stereo receiver, push buttons for 5 AM and 5 FM stations, four speakers and side-to-side and front-to-rear balance controls. (Power antenna standard.)

AM/FM MULTIPLEX RADIO WITH STEREO TAPE PLAYER—This new 3-way entertainment center is optional in place of the standard AM Radio. Includes 8-track stereo tape player, AM and FM stereo radio with five push-button control and four speakers. (Power antenna standard.)

AUTOMATIC SPEED CONTROL — Automatically controls vehicle speed on open road, up hills and down grades. Switches conveniently located for fingertip control on special 2-spoke Rim-Blow steering wheel.

TILT STEERING WHEEL—Adjusts to five positions through a 30-degree arc so driver can select most restful driving angle. Also permits easier exit and entrance.

LUXURY WHEEL COVERS—Feature bright radials, black background. Lincoln Continental only.

TRACTION-LOK REAR AXLE—The optional torque-sensitive differential provides maximum rear wheel drive at all times by directing torque to either or both wheels, depending on road conditions.

POWER SEAT CHOICES	Lincoln Continental
2-Way Power Bench Seat	STD
6-Way Power Bench Seat (a)	OPT
6-Way/6-Way Twin Comfort (a)	OPT (b)
Continental Mark IV	
6-Way/6-Way Twin Comfort (a)	STD

(a) Passenger side recliner available at extra cost.
(b) Not available on Town Car or Town Coupé.

SURE-TRACK BRAKE SYSTEM—The computer-controlled Sure-Track electronic braking system is standard on Mark IV and optional at extra cost on Lincoln Continentals. This computer-controlled system improves braking stability by helping prevent sustained rear-wheel lockup on ice, snow or wet pavements. If driver brakes hard, Sure-Track's electronic monitors take over, automatically actuating and releasing the brakes (at 4 cycles per second) until car slows to 4 mph, or until brake is released by the driver.

Standard and Optional Exterior Color Choices and Vinyl Roofs

15 STANDARD COLORS—Black, White, Maroon, Light Gray Metallic, Dark Blue Metallic, Med. Blue Metallic, Pastel Blue, Dark Green Metallic, Med. Green Metallic, Light Green, Light Yellow Gold, Yellow, Med. Gold Met., Dark Brown Metallic, Tan.

9 OPTIONAL MOONDUST METALLICS—Red, Silver Blue, Ivy, Lime Gold, Ginger Gold, Light Ginger, Gold, Dark Copper. (Silver on Continental Mark IV Silver Luxury Group Option only.)

VINYL ROOF COLORS—Cavalry Twill vinyl standard on Continental Mark IV and on Lincoln Continental Town Car and Town Coupé. Optional on Lincoln Continental Sedan and Coupé in seven colors: Black, Dark Blue, Dark Green, Dark Brown, Beige, White, Gold Metallic. Also, Light Blue Metallic for Continental Mark IV only.

For Continental Mark IV Silver Luxury Group Option only: Silver Levant Grain Vinyl Roof.

STANDARD AND OPTIONAL INTERIOR SELECTIONS

	Black	Dark Blue	Dark Red	Med. Ginger	Dark Green	White	Gold	Dark Tobacco	Beige	Silver Blue	Cranberry
LINCOLN CONTINENTAL											
TOWN CAR/COUPE BENCH SEATS											
Victoria Velour All Cloth	•								•	•	
Leather with Vinyl (a)	•								•	•	
LINCOLN CONTINENTAL											
SEDAN & COUPE BENCH SEATS											
Brocade Cloth/Vinyl				•			•			•	
Westminster Knit Cloth/Vinyl	•	•			•			(b)			
Leather with Vinyl (a)	•	•	(b)	•	•	•	•	(b)	•	•	
SEDAN & COUPE TWIN COMFORT SEATS											
Brocade Cloth/Vinyl (a)				•			•			•	
Westminster Knit Cloth/Vinyl (a)	•	•			•			(b)			
Leather with Vinyl (a)	•	•	(b)	•	•	•	•	(b)	•	•	
CONTINENTAL MARK IV											
TWIN COMFORT LOUNGE SEATS											
Westminster Cloth/Vinyl	•	•	•		•		•	•		•	
Leather with Vinyl (a)	•	•	•	•	•	•	•	•	•	•	
Victoria Velour All Cloth (c)											•

(a) Optional at extra cost. (b) On sedan only. (c) Available in Silver Luxury Group Option only.

Ford Motor Company's Commitment for Cleaner Air and an Improved Environment

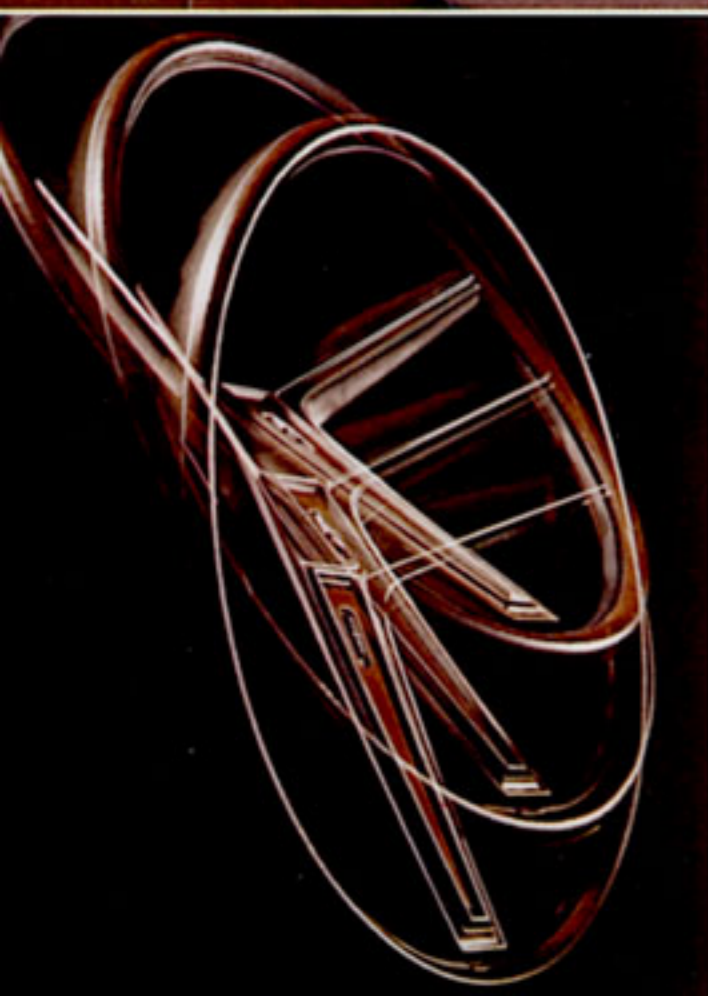
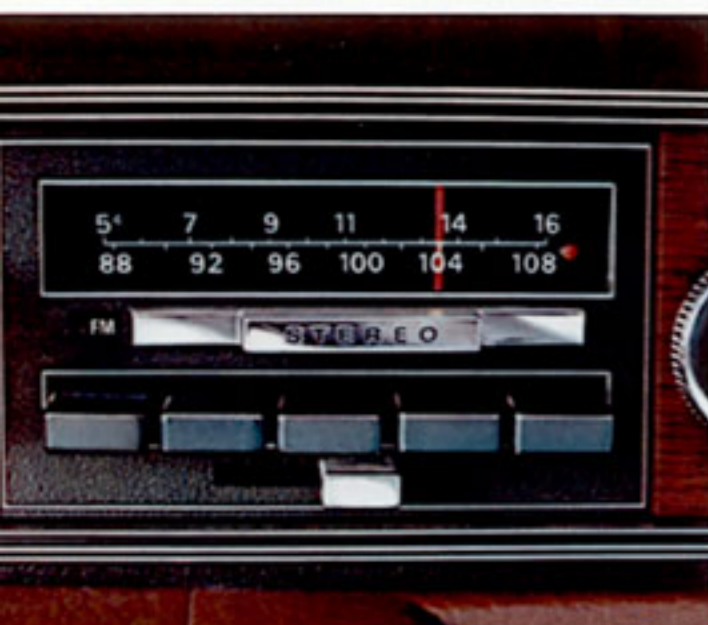
Ford Motor Company continues to be committed to an intensive effort to reduce pollution from its products and manufacturing plants at the earliest possible time. Major elements of the program are:

- Continue to develop engines which will further reduce emissions.
- Strengthen quality control procedures for anti-pollution devices for vehicles.
- Conduct research on fuel composition effects on new control systems.
- Develop new equipment to aid emission inspection.
- Run accelerated road durability tests on the most promising 1975 emission control systems.
- Continue investigation of alternate power sources.
- Accelerate programs to reduce air pollution from manufacturing plants.
- Expand water recycling systems for manufacturing plants to reduce water pollution.
- Develop new techniques for disposing of plant waste with minimum pollution.
- Accelerate dissemination of pollution control information to Ford facilities worldwide.

Anti-pollution systems installed on Ford-made vehicles reduce smog-producing components within the engine itself. Devices installed on 1973 Lincoln Continental and Mark IV vehicles are designed to reduce hydrocarbon emissions by 85%, carbon monoxide emissions by 69% and nitrogen oxides by 48% from pre-control levels on the average based on Federal test procedure.

Motorcraft Quality Parts

Your 1973 Lincoln Continental or Continental Mark IV comes equipped with factory engineered Motorcraft shock absorbers, battery, long life oil filter and electrical parts, and Autolite Power Tip resistor spark plugs. For continued top performance, be sure to specify genuine Motorcraft parts and Autolite spark plugs whenever replacement is necessary.



Illustrated—AM/FM Multiplex Radio, Tilt Steering Wheel, Power-Operated Sunroof.

1973 LINCOLN CONTINENTAL • CONTINENTAL MARK IV STANDARD FEATURES

The 1973 Models

- Lincoln Continental Sedan
- Lincoln Continental Coupé
- Lincoln Continental Town Car
- Lincoln Continental Town Coupé
- Continental Mark IV Coupé

Major Specifications

	Lincoln Continental	Continental Mark IV
Wheelbase.....	127.0"	120.4"
Overall Length.....	229.9"	223.3"
Overall Height.....	55.5" (a)	53.4"
Overall Width.....	79.6"	79.8"
Wheel Tread—Front.....	64.3"	63.0"
—Rear.....	64.3"	63.1"
Luggage Cap.—cu. ft.....	18.1	13.9
Fuel Capacity—gals.....	22.0	22.5
FRONT*		
Head Room (b)....	Sedan 38.8"	Coupé 37.7"
Leg Room.....	41.7"	42.0"
Shoulder Room....	61.8"	60.4"
Hip Room.....	62.3"	60.6"
REAR*		
Head Room.....	38.1"	37.5"
Leg Room.....	41.7"	36.4"
Shoulder Room....	61.6"	59.6"
Hip Room.....	62.3"	54.3"
Curb Wt.—lbs.(c) ..	5231	5192
		5064

(a) Coupé 54.5". (b) Front head room 1" less with opt. Sunroof. *Interior dimensions with 6-way power seat in rearmost position. Opt. on Lincoln Continentals. (c) Town Car—5260 lbs.; Town Coupé—5221 lbs.

1973 Standard Features—Lincoln Continentals and Continental Mark IV

ENGINE—90° OHV V-8 with 460 cu. in. displacement. 4-bbl. carburetor. The engine is designed to operate on regular grade gasoline (with a research octane rating of at least 91) when engine is adjusted to factory specifications.

TRANSMISSION—Select-Shift automatic with 12" hydraulic torque converter and 3-speed planetary gears for smooth response at all speeds.

REAR AXLE—Lincoln Continental: 2.75:1 std.; 3.00:1 opt. Continental Mark IV: 2.75:1 std.; 3.25:1 opt. Traction-Lok option available in same ratios.

TIRES—Premium quality WSW steel-belted radial ply tires.

FRONT SUSPENSION—Independent dual ball joint suspension with spring loaded upper joints, helical coil springs and double-acting hydraulic shock absorbers.

REAR SUSPENSION—On the Lincoln Continental: 3-link design with deep coil springs, double-acting hydraulic shock absorbers and transverse track bar. On Mark IV: 4-link design with deep coil springs, double-acting hydraulic shock absorbers and rear stabilizer bar.

POWER BRAKES—Dual hydraulic brake system with vacuum power assist is designed for smooth, straight stops. Disc type in front; drum in rear. Self-adjusting mechanically for life of linings. Dual hydraulic master cylinder provides for independent integrity of front and rear brakes. Sure-Track Brake System standard for Mark IV, optional for Lincoln Continental.

PARKING BRAKE—Operates rear wheel service brakes. Automatic parking brake release actuated when transmission is placed in gear with engine running.

POWER STEERING—Integral hydraulic power unit in steering gear box. 17:1 ratio.

POWER WINDOWS—Electric power provides extra comfort and convenience. Full set of switches and "lock" control installed on driver's armrest.

POWER SEATS—2-way power bench seat standard for Lincoln Continental. Twin Comfort Lounge Seats with 6-way power adjustment, both sides, for Continental Mark IV. Power seat controls mounted on armrests for added convenience.

AUTOMATIC AIR CONDITIONING—Heating and refrigeration systems with automatic temperature control maintain passenger compartment at pre-selected temperature range. Air is dried as it cools. Power vent feature, tinted glass included. Rear floor heat ducts on Lincoln Continental.

CONCEALED BODY VENTS—Molded rubber pressure relief valves installed out of sight on rear quarter latch pillar for interior ventilation.

CONCEALED DUAL HEADLAMPS—60-watt lo-beams with 20% more lo-beam wattage. Total of 120 watts on lo-beams and 150 watts for hi-beam driving.

CORNERING LIGHTS—50-candlepower lights actuated by turn signal lever.

AM RADIO—AM push-button radio, dual front and rear speakers, and electric power antenna standard on all models.

REARVIEW MIRRORS—Inside: Windshield-mounted 12" wide day/night mirror. Driver Side: Remote control mirror with control on armrest.

CUT-PILE CARPET—Color-keyed 100% nylon cut-pile carpeting. (Long-shear for Mark IV and Lincoln Continental Town Car and Town Coupé.)

SEAT AND SHOULDER BELTS—Deluxe lap belts with color-keyed webbing provided for each seating position. In front, 3-point restraint system with single buckle for driver and outboard passenger. Both light and buzzer warning signals. In rear, automatic retractors for outboard belts.

LUGGAGE COMPARTMENT CARPET—Black cut-pile carpet molded to floor contours and spare tire cover in Mark IV. For Lincoln Continental, full gray carpet on floor. Color-keyed long-shear carpeting and spare tire cover in Lincoln Continental Town Car, Town Coupé and Mark IV Silver Luxury Group Option.

ACRYLIC ENAMEL—Premium acrylic finish over electrocoated body sheetmetal.

OPERA WINDOW—Laminated glass with handground star on Continental Mark IV.

BUMPERS—All 1973 Lincoln Continentals and Mark IV's have substantially improved impact resistant front and rear bumpers. Specifically, the bumpers meet 1973 Federal standards for up to 5 mph frontal impact protection and up to 2.5 mph rear impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the car's latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems. Tests show that, with bumper guards, no substantial damage to sheet metal should result from such a barrier impact at or below these speeds.

Other Standard Features:

- Electric windshield wipers/washer
- 3-spoke Rim-Blow steering wheel
- Folding center armrests—front and rear
- Front bumper guards with rubber inserts
- Inside hood latch release
- Stand-up Continental star ornament
- Reversible key; keyless door locking
- Rear fender skirts, Lincoln Continental
- Electric clock (Cartier timepiece on Continental Mark IV)
- Automatic seat back release on Mark IV
- Visor vanity mirror
- Triple-note horns
- Door assist straps
- Trip odometer
- Curb moldings
- Spare tire lock

You'll Find These Ford Motor Company Lifeguard Design Safety Features In Every Model

- Dual hydraulic brake system with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars
- Energy-absorbing steering column and steering wheel
- Energy-absorbing armrests and safety-designed door handles
- Front and rear lap belts for all seating positions and retractors for front and rear outboard occupants
- Shoulder belts for front outboard occupants
- Positive reminder warning light and buzzer for front outboard seat belts
- Turn indicators with lane-changing signal feature
- Inside yield-away rearview mirror
- Energy-absorbing instrument panel with padding for center and outboard passenger
- Padded sun visors
- Locking steering column with warning buzzer
- Two-speed or variable speed windshield wipers
- Windshield washers
- Improved impact absorbing laminated safety glass windshield
- Double-yoke safety door latches and safety hinges
- Steel guard rails in side doors
- Hazard warning flasher
- Backup lights
- Side marker lights
- Energy-absorbing front seat back tops with padding
- Self-locking front seat backs on two-door vehicles
- Safety-designed coat hooks
- Safety-designed radio control knobs and push buttons
- Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant
- Parking lamps coupled with headlamps
- Non-reversing odometer
- Safety-design front end structure
- Improved front and rear bumpers
- Head restraints for front outboard occupants
- Safety glove box latch.

LINCOLN CONTINENTAL CONTINENTAL MARK IV

LINCOLN-MERCURY DIVISION



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