



THE 1969 LINCOLN *Continental*

The finest designed motorcar on the American road today combines classic styling with the finest expression of engineering skill and manufacturing craftsmanship available in the industry.



CONTINENTAL

“A Matter of Design!”

Yes—grace and power are a matter of design—in the trim lines of an ocean-going yacht or the perfection of the Continental, America's Most Distinguished Motorcar.

A great deal of time and effort has been put in by experienced designers in developing Continental's *perfect dimensions*. Then, having found the proper formula, the designers refined it again and again—adding to an already flawless design the luxury features that make driving so enjoyable for those who demand the very best.

There has been no compromise with excellence. Every part and each component has been made as nearly perfect as humanly possible. Also part of Continental's pursuit of excellence is the careful selection of luxurious appointments.

The 1969 Continental is truly elegance in motion and now more than ever “America's Most Distinguished Motorcar.”





CONTINENTAL

The Hallmark of America's Finest Motorcar



The magnificent Continental four-door Sedan, with exclusive center-opening doors, is the most luxuri-

ous sedan on the American road and the most popular model in the Continental line.



The exciting Continental Coupé—the luxury car with the unsurpassed style, luxury and elegant

dimensions of the Continental Sedan, combined with crisp hardtop styling.



The Continental Mark III, the personal mark of success, with years-ahead styling, advanced features and luxurious appointments gracefully blended

with classic proportions, provides the elegance long associated with the name—Continental.



CONTINENTAL'S Distinctive Styling

A new, beautifully proportioned, die-cast grille has a subtle Mark III styling flair, accented by the Continental block letters below. The massive front wrap-around bumper is smartly designed to include a functional, engine-cooling slot.

Blended into the grille, the wraparound parking lights also act as turn signals and contain the safety side marker lights.



The formal roofline of the Sedan features a thin center pillar to combine smart hardtop styling with the quiet ride and extra-strength of sedan construction.

Another refinement is the new full-width taillight assembly—wide and impressive—which combines the traditional Continental look with a sparkling new touch.

Again Continental offers a wide selection of exterior colors—22 in all. New paints for 1969 are available in the following colors: Light Green . . . plus Metallic . . . Dark Ivy Green . . . Dark Orchid . . . Medium Orchid . . . Medium Gold . . . Light Gold . . . Burnt Orange . . . Light Copper.

The long, low silhouette of the Lincoln Continental is emphasized by wheel opening and curb moldings, plus fender peak moldings which extend the full length of the car.

New wraparound back-up lamps are integral with side marker lights and styled into the Continental rear fenders. The wraparound lights, front and rear, clearly define the car at night and accent the classic proportions of the Continental body.



Center-opening doors on the Sedan make it easier to enter or exit from either seat. Keyless door locking on all four doors makes it easy and convenient to secure the car from inside or out.

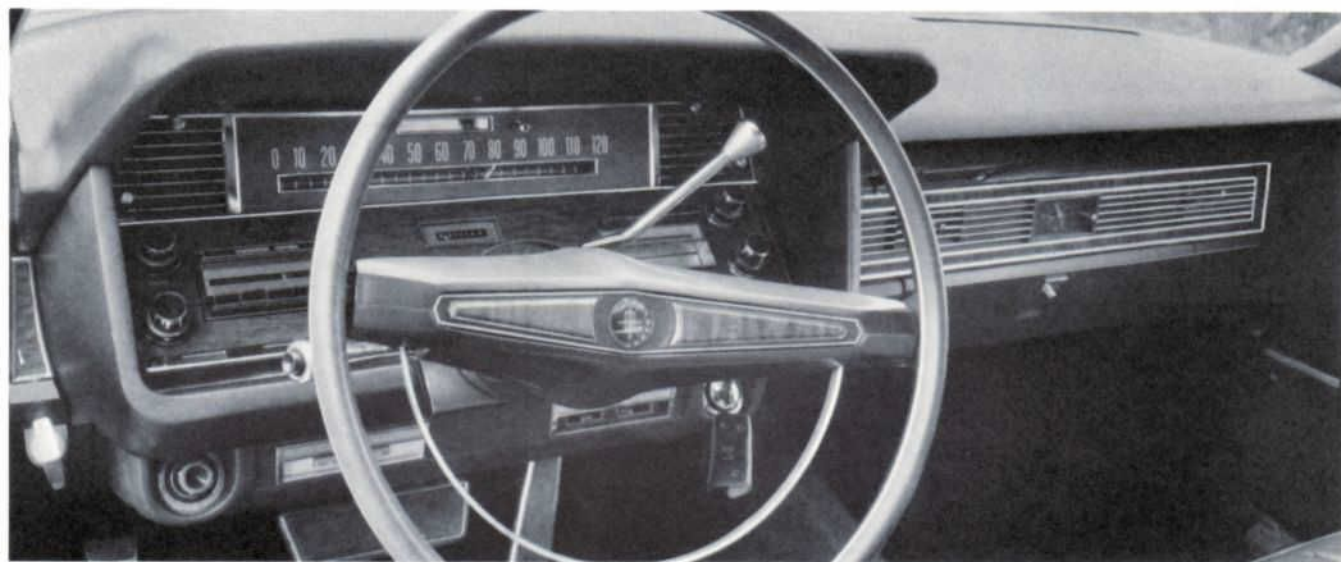
The Lincoln Continental is America's only luxury car that does not share its body with a lower-priced model, providing owners with a distinction not available from other manufacturers.



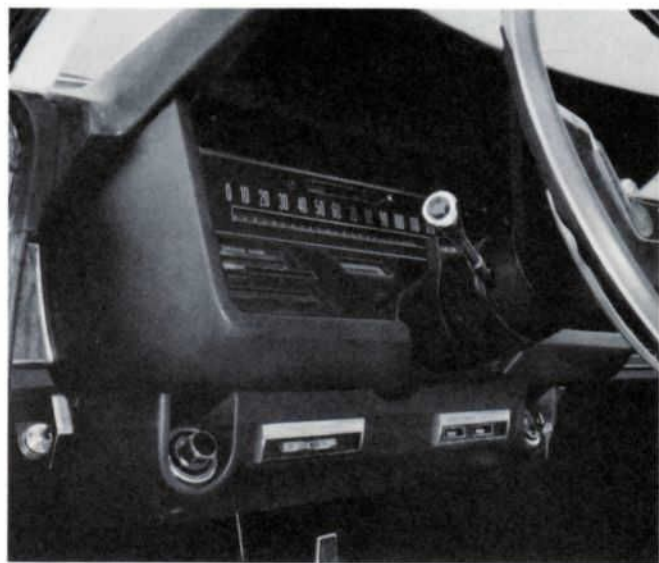
CONTINENTAL

Luxury • Elegance • Distinction

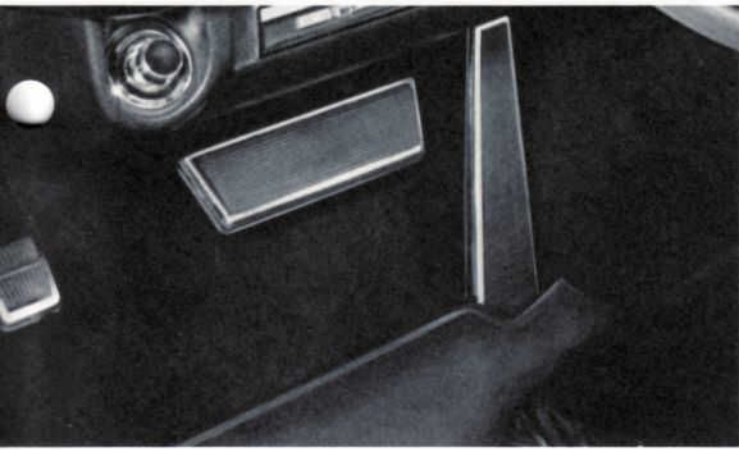
Nowhere is Continental's extra value more beautifully reflected than in its interior appointments



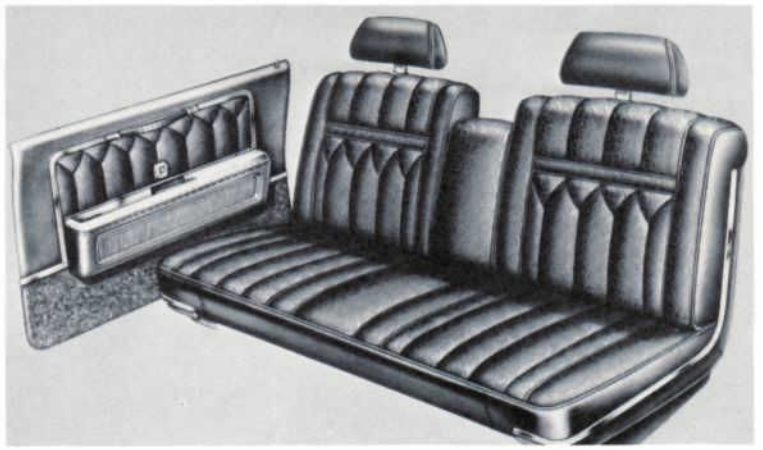
A new handsome, two-spoke, safety-type *steering wheel* graces the Continental command center. Wood-toned above and color-keyed below, it features a stylish, tapered, heavily-padded, steering wheel hub. Mounted to an energy-absorbing *steering column*, it can telescope as much as eight inches, and deflects downward away from the driver in case of impact. The wood-toned instrument panel has complete instrumentation, including such quality features as a set of seven warning lights, a trip odometer, and hydraulically operated, variable-speed windshield wipers with a new *dual-stream washer* for improved vision during inclement weather.



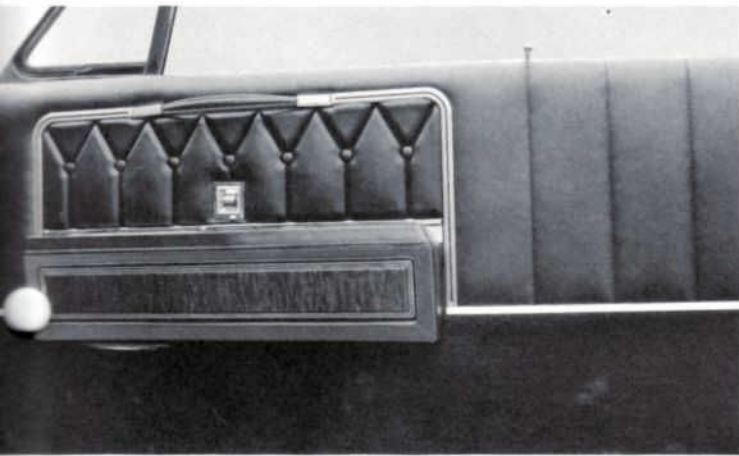
All controls are conveniently located and easy to operate. The standard push-button fresh-air ventilation and heating system and the inside hood release are examples of Continental extra-convenience features.



Bright pedal trim, automatic parking brake release, and cut-pile carpeting are all standard.



Superior craftsmanship and taste are reflected in the new standard trim upholstery styles in a choice of two beautiful fabrics—*woven brocade* or *knit tricot* combined with vinyl accents.



The handsome door panel complements the interior trim—and the Coupé door-locking button has been moved six inches forward for more convenient operation.



Regardless of the trim selected, front and rear fold-down center armrests are standard.



Every Continental driver has power assistance at his hands and feet—power side windows, seats, brakes and steering are all standard.



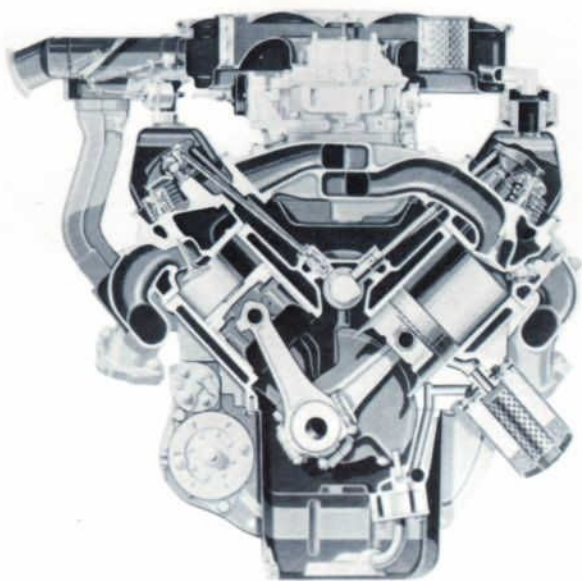
Lincoln Continental offers the most comfortable seats ever designed for an automobile. There are five-and-a-half inches of foam padding in the front seat.



CONTINENTAL

Power, Quality and Ride

for smooth, quiet, responsive driving pleasure



SUPERIOR ENGINE DESIGN

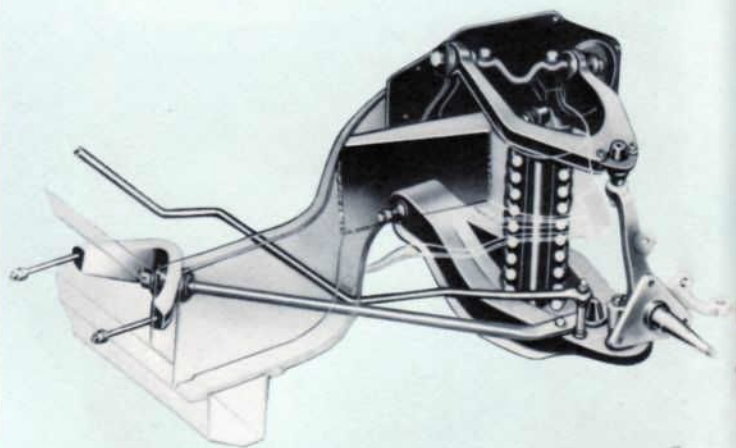
The industry's most sophisticated engine—the famous four-barrel 460-cubic-inch V-8—developing 365 horsepower is standard on every Continental. This engine, incorporating the latest advancements in engine technology, has reserve power for the most demanding highway cruising or passing requirements—yet is ultra-smooth and quiet for around-town motoring.

Precision-cast, thin-wall construction of the engine provides an improved horsepower-to-weight ratio and is just one of the many modern features responsible for Continental's superb performance.



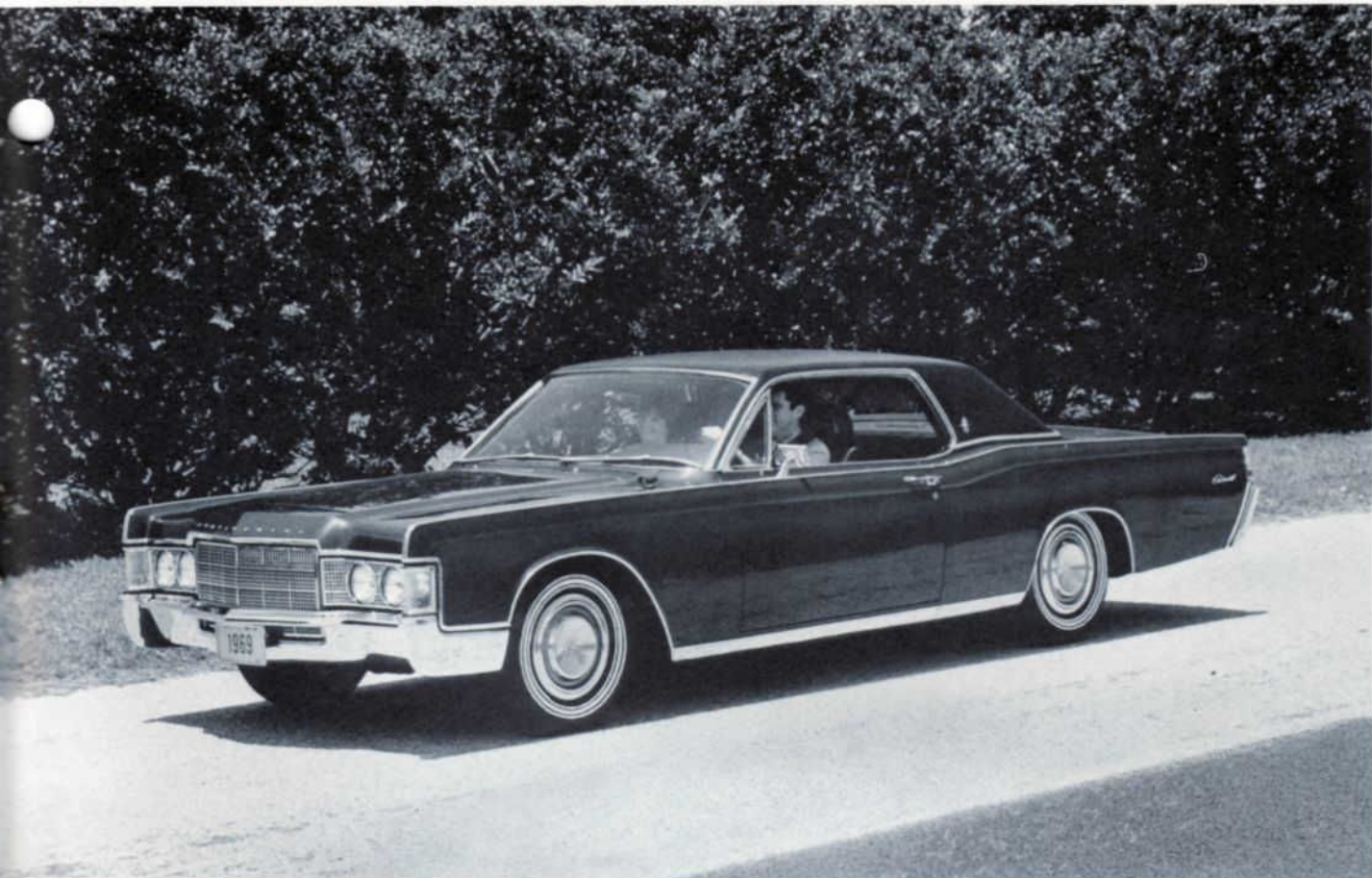
SELECT-SHIFT TRANSMISSION

Specially designed, precision-built—exclusively for Continental. Smooth — rugged — responsive — this transmission allows the driver to choose the convenience of fully automatic shifting—or the extra-precise control of a manual transmission.



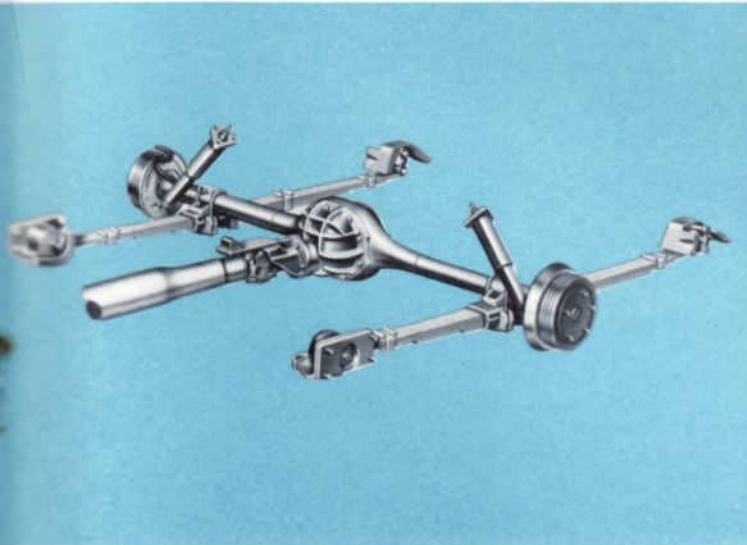
SILENT STRUT SUSPENSION

The Coil Spring and Ball-Joint Silent-Strut front suspension provides a smooth, super-quiet ride and easy handling. The front suspension has rubber insulation at 26 points to isolate road noise and vibrations from the body of the car.



UNEXCELLED CRAFTSMANSHIP

The Continental body and frame are welded into a *solid unit* for greater strength and long, quiet life. The body is protected by an exclusive Electro-Coating process. Continental has traditionally weighed more than competitors because it has over 150 pounds of extra insulation to protect against heat, cold and noise—plus over 200 pounds of rust-resistant galvanized steel for extra strength.



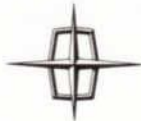
THE FAMOUS CONTINENTAL RIDE

The long, 64-inch rear leaf springs are the longest in the industry. The springs are mounted with patented butyl-rubber-cushioned Iso-clamps and spring shackles, eliminating metal-to-metal contact. Further smoothing the ride, wax-impregnated spring tips provide low-friction rear spring action. 9.15 x 15 fiber-glass belted tires are now standard to provide long wear and optimum riding characteristics.



EXCLUSIVE 12-MILE FACTORY ROAD TEST

After assembly, every Continental undergoes a thorough 12-mile road test and inspection in which every part of the car is checked for proper assembly and operation. No other competitive American-made car undergoes a comparable quality check.



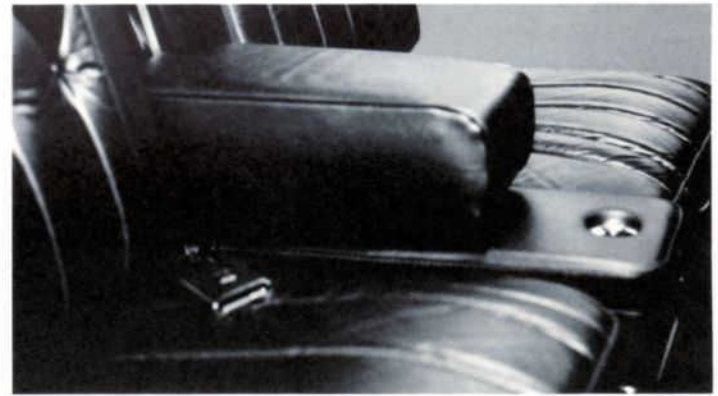
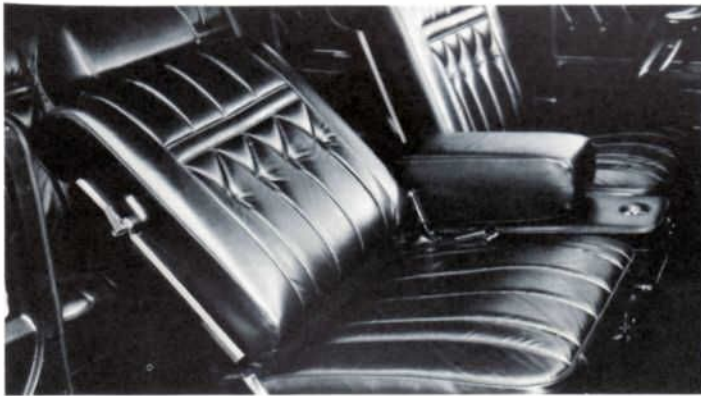
CONTINENTAL Optional Features

specially designed to make a fine car even finer



TOWN CAR INTERIOR OPTION For those who want the ultimate in interior luxury, there's the new Town Car Interior Option which features uniquely styled, glove-soft leather and vinyl seats. The door panels are richly appointed. There is also extra beauty underfoot with the deep cut-pile carpeting. The instrument panel is distinguished with a luxuriously padded vinyl insert on the cluster.

Completing the regal appearance are the special nylon headlining and wood-toned seat back accents. The Town Car Interior is available in Black, White, Dark Blue, Dark and Light Ivy Gold.



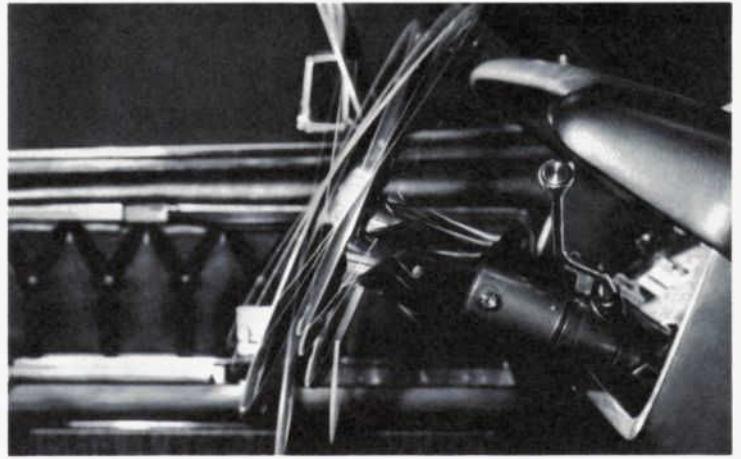
INDIVIDUALLY ADJUSTABLE FRONT SEATS For the ultimate in personalized traveling comfort, the Individually Adjustable Front Seats have a fold-down center armrest, six-way power adjustment for the driver's side, and two-way adjustment for the reclining passenger seat, as well as a lockable console. Available in either a cloth and vinyl or leather and vinyl trim in a wide selection of colors.

CONTINENTAL KEY OPTIONS AND ACCESSORIES

- Automatic Temperature Control
- Air-Conditioning with Manual Control
- Rear Window Defogger with Environmental Control
- 6-Way Power Bench Seat
- 6-Way Power Bench Seat with Recliner
- Town Car Interior
- Individually Adjustable Front Seats
- Leather with Vinyl Interior
- Power Door Locks
- Power Vent Windows
- Appearance Protection Group
- Vinyl Roof
- Flared Wheel Covers
- Spare Tire Cover
- Front and Rear Floor Mats
- Automatic Headlamp Dimmer
- Tinted Glass
- Vanity Mirror
- Automatic Ride Control
- Remote-Control Trunk Release
- Tilt Steering Wheel
- AM Radio
- AM/FM Signal-Seeking Radio (Non-Stereo Model)
- AM/FM Signal-Seeking Stereo Radio
- Combination AM Radio/Stereo-Sonic Tape System
- High Torque Axle (3.00:1)
- Directed Power Differential
- Speed Control
- 9.15 x 15 Dual Chamber Fiber-glass Belted Tires with Triple-Band White Sidewall
- 9.15 x 15 Single-Chamber Fiber-glass Belted Tires with Triple-Band White Sidewall



For 1969, the vinyl roof has been changed to a low-gloss Levant grain available in Black, White or Dark Ivy Gold.



The Optional Tilt Steering Wheel, which adjusts up or down to any of nine positions, permits the driver to position the wheel at the angle most comfortable for him.



For the finest, mobile listening entertainment, Continental has a new AM/FM signal-seeking stereo radio with the stereo reception adaptor tunnel-mounted—a power antenna—and two front and two rear speakers.



A Speed Control automatically maintains the desired speed, while permitting free movement of the feet for greater comfort on the highway. Stepping on the brake—or pressing the OFF button—shuts off the Speed Control device.



Continental's superior Air Conditioning is a big comfort option that's considered more of a necessity than a luxury these days. Available in either a manual control or Automatic Temperature Control system, the Continental air-conditioner cools, dehumidifies and filters air.



Owners may choose either single or dual chamber, fiber-glass belted, triple-band, white sidewall tires. The dual chamber retains air even in the event of a blowout.



CONTINENTAL MARK III

The Contemporary Mark of Success

For the person who wants the most authoritatively styled, individually decisive motorcar of this generation, there's the third Continental model—the Mark III.

Since this car was introduced last Spring in a series of VIP salons around the country—and at the HemisFair Exhibition—it has been the most talked-about car of this decade and one of the most desired automobiles of this century. Production has not been able to keep up with the demand. The Mark III's "Who's Who" list continues to grow and includes the President of the United States, heads of state around the world, and men of accomplishment in the business and professional fields.

Why has the Mark III attracted so much attention—so many distinguished owners? Some say it's the years-ahead styling and the sporting car proportions. Others claim it is the luxurious interior appointments and the host of advanced features. But, whatever it was that captured prestigious America's fancy, it was the famous Continental ride and engineering excellence that sold them on the Mark III.







THE 1969 CONTINENTALS

DIMENSIONS AND SPECIFICATIONS	EXTERIOR	SEDAN	COUPÉ	MARK III
		Length	224.2	224.2
Width	79.7	79.7	79.4	
Height (Loaded)	54.9	54.2	52.9	
Wheelbase	126.0	126.0	117.2	
Front Tread	62.4	62.4	62.0	
Rear Tread	61.0	61.0	62.0	
Tire Size	9.15 x 15	9.15 x 15	8.55 x 15	
Luggage Capacity (cu. ft.)	18.0	18.0	13.5	
Fuel Tank Capacity (gals.)	25.5	25.5	24.0	
	INTERIOR			
	<i>Front Compartment</i>			
	Effective Head Room	38.4	37.9	37.1
	Effective Leg Room	41.2	41.2	42.1
	Shoulder Room	59.8	59.8	58.0
	Hip Room	61.8	61.8	58.3
	<i>Rear Compartment</i>			
	Effective Head Room	38.6	37.8	36.5
	Effective Leg Room	41.0	37.8	34.7
	Shoulder Room	59.8	59.3	57.3
	Hip Room	61.8	61.5	60.4

All dimensions in inches unless otherwise indicated.

LINCOLN CONTINENTAL STANDARD EQUIPMENT

- 460 4V V-8 Engine
- Select-Shift Automatic Transmission
- BSW 9.15 x 15 Fiber-glass Belted Tires
- Power Side Windows
- Power Seat (2-Way)
- Power Steering
- Power Brakes (Front Disc and Rear Drum)
- Variable-Speed Windshield Wipers
- Dual Exhaust System
- Battery—85 Amp. Hours
- Automatic Parking Brake Release
- Alternator—55-Amp.
- Fresh Air Ventilation
- 2.80:1 Rear Axle
- Simulated Walnut Wood-Grain Appliques on Instrument Panel, Steering Wheel, Door and Quarter Panels
- Deluxe Seat and Front Shoulder Belts
- Padded Windshield Pillars
- Door Closing Assist Straps with Vinyl Covers
- Center Pillar Assist Straps for Sedan
- Cloth with Vinyl Seat Trim
- Carpeting—Cut-Pile
- Instrument Panel Warning Lights include: Low Fuel, Door Ajar, and Seat Belt Reminder Light
- Interior Lighting includes Ash Tray Lights, Door-Mounted Courtesy Lights, Glove Box Light, Luggage Compartment Light, Map Light and Rear Roof Pillar Lights.
- Luggage Compartment—Fully Carpeted with Burlwood Material
- Wheel Covers
- Wheel Opening Moldings
- Curb Molding
- Factory-Applied Undercoating
- Triple-Horn
- Remote-Control Sideview Mirror
- Electric Clock
- Front and Rear Seat Center Armrests

QUIZ

Test your knowledge of the 1969 Continentals. Answer the questions below, then check your answers against those on the back cover.

- The Town Car Interior Option is available in:
(a) Black, Ivory or Beige
(b) Black or White
(c) Black, White, Dark Blue, Dark and Light Ivy Gold
(d) Dark Blue, Black or Parchment
- Rear leaf springs on the Continental are _____ inches long.
(a) 72 (b) 68 (c) 48 (d) 64
- The Select-Shift automatic transmission enables the driver to:
(a) Automatic shift only
(b) Automatic or manual shift
(c) Manual shift only
- The energy-absorbing steering column can telescope as much as:
(a) nine inches (b) eight inches
(c) seven inches (d) six inches
- The door locking button on the Coupé has been moved forward for more convenient operation:
(a) twelve inches (b) eight inches
(c) six inches (d) ten inches
- Lincoln Continental offers the most comfortable seats ever designed for an automobile with _____ inches of foam padding in the front seats.
(a) $6\frac{1}{2}$ (b) $5\frac{1}{2}$ (c) 8 (d) 9
- How many pounds of extra body insulation are in the 1969 Lincoln Continental?
(a) 190 (b) 150 (c) 250 (d) 175
- Horsepower on the famous four-barrel 460 cu.-in. V-8 in the Continental is _____.
(a) 465 (b) 365 (c) 323 (d) 385
- Rubber insulation at _____ points in the Continental front suspension helps isolate road noise and vibrations from the body of the car.
(a) 24 (b) 32 (c) 26 (d) 28
- For 1969, the vinyl roof has been changed to a _____-gloss Levant grain available in either Black, White or Dark Ivy Gold.
(a) High (b) Low (c) Non

The optional Tilt Steering Wheel adjusts up or down to any of _____ positions for more personalized driving comfort.
(a) seven (b) nine (c) eight (d) six
- Effective luggage capacity on the 1969 Lincoln Continental is _____ cubic feet.
(a) 21 (b) 18 (c) 25.5 (d) 28
- All the equipment items in this group are Standard on the 1969 Continental:
(a) Power Steering, Power Brakes and AM Radio
(b) Electric Clock, Cut-Pile Carpeting and Vinyl Roof
(c) Power Side Windows, Power Seats, Power Brakes, and Power Steering
(d) None of the above
- A wheelbase of _____ inches provides Continental's famous ride.
(a) 126 (b) 221 (c) 132 (d) 121
- A subtle Mark III styling flair is found in the 1969 Lincoln Continental _____.
(a) Grille (b) Deck Lid
(c) Roofline (d) Bumper
- Which one of the following items is NOT standard equipment on the 1969 Lincoln Continental?
(a) Triple Horn
(b) Carpeting—Cut-Pile
(c) Dual-Stream Windshield Washer
(d) Spare Tire Cover
(e) Automatic Parking Brake Release

ANSWERS TO PRODUCT QUIZ:

1. (c), 2. (d), 3. (b), 4. (b), 5. (c), 6. (b), 7. (b), 8. (b),
9. (c), 10. (b), 11. (b), 12. (b) 13. (c), 14. (a), 15. (a),
16. (d)



Specifications and information herein were in effect when this brochure was approved for printing and are subject to change without notice.



MERCHANDISING DEPARTMENT