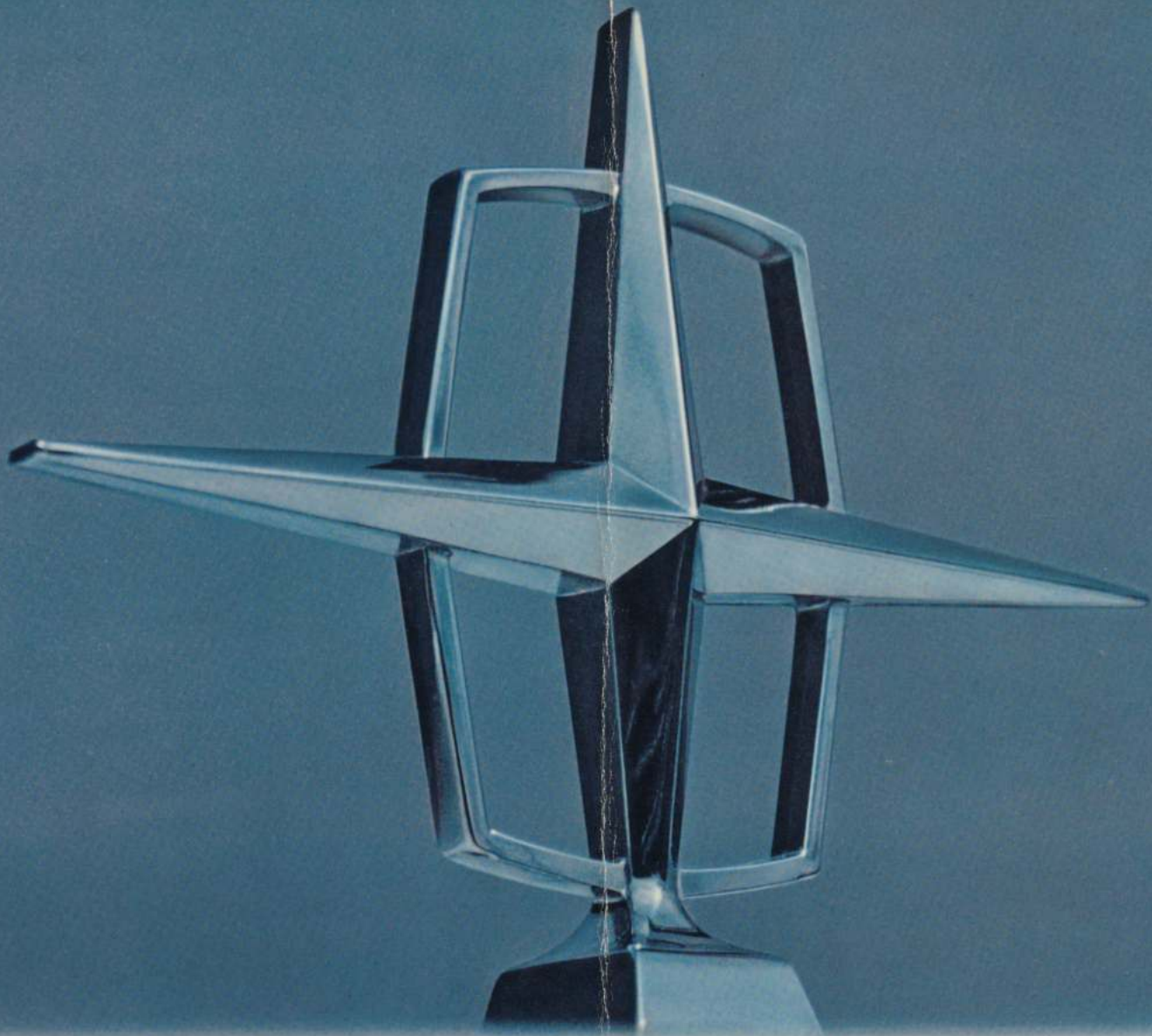




Lincoln Continental for 1966:
unmistakably new, yet unmistakably Continental.

One look tells you Continental styling is new, totally new from the dynamic front design to the graceful contours of the rear design. And yet you know that this new styling is a contemporary expression of the continuing Continental look.

Inside Continental, you will find increased spaciousness; more head room, more shoulder room, more trunk room.

New reserves of power are yours to command in the 1966



Lincoln Continental. There is a new high-performance 462 cubic inch engine and an all-new transmission. They are precisely engineered to provide an even smoother flow of power.

Of course, even from the driver's seat there is a part of Lincoln Continental you cannot see. Demanding tests that every component must pass before it is accepted for assembly; further inspections these elements must pass as they are combined. And finally,

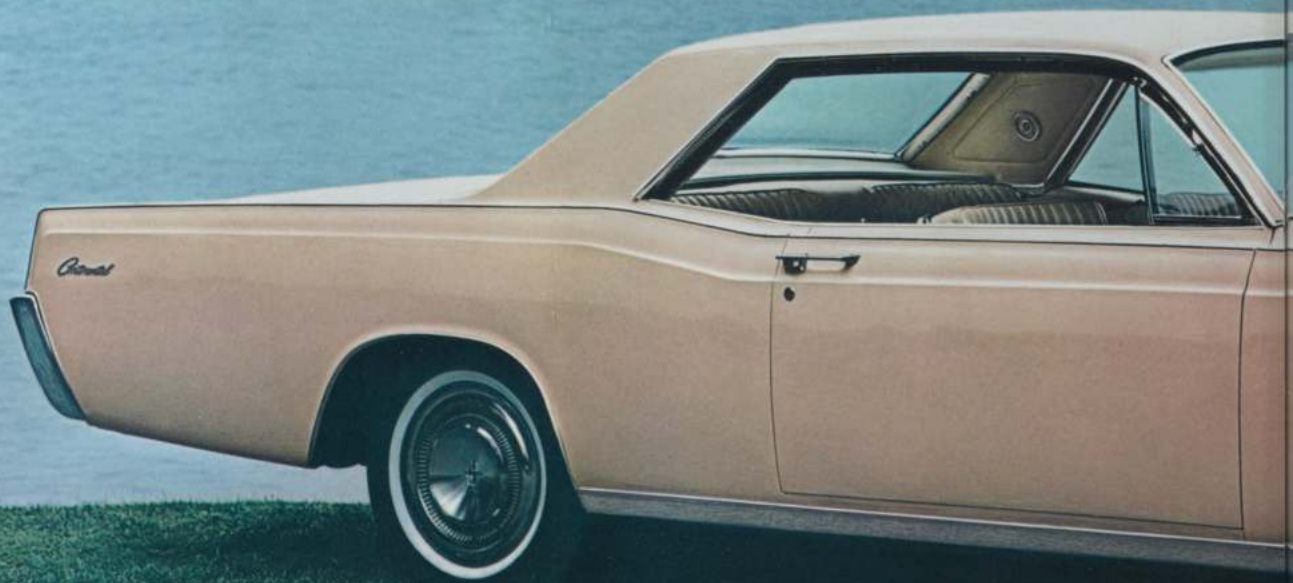
the unique 12-mile road test that every Continental must pass on 189 counts before it is approved for delivery.

There is still other news for 1966. For this year, in addition to the new sedan you see here and the new four-door convertible, there is a third Continental.



This is the new Continental coupé; making America's most distinguished motorcar available to more fine car buyers than ever before. Its two-door hardtop design is the newest interpretation of the continuing Continental concept in automotive styling. Like all three models for 1966, it is distinctively Continental; in styling, in engineering refinements, in new luxury and comfort.

You will find that, like every Continental made, its impressive list of standard equipment includes power windows, power



brakes, power steering, a power seat. In addition, a list of safety features is standard on every Continental. This list includes emergency flasher, padded instrument panel and sun visors, back-up lights, sideview mirror, front and rear seat belts, power front disc brakes, foot-operated parking brake with automatic release.

You will discover that, like every Continental for 1966, the Continental coupé offers you innovations in luxury optional equipment. There is a new Stereo-Sonic Tape System/AM radio

that plays stereo tape cartridges in four-speaker sound. And there is the advanced new temperature control system that automatically maintains the temperature you select regardless of changes in the weather outside.

Perhaps the most significant news you will discover about the new Continental coupé is this: it broadens your invitation to Continental ownership. See it and find out how easy it can be to enjoy owning America's most distinguished motorcar.



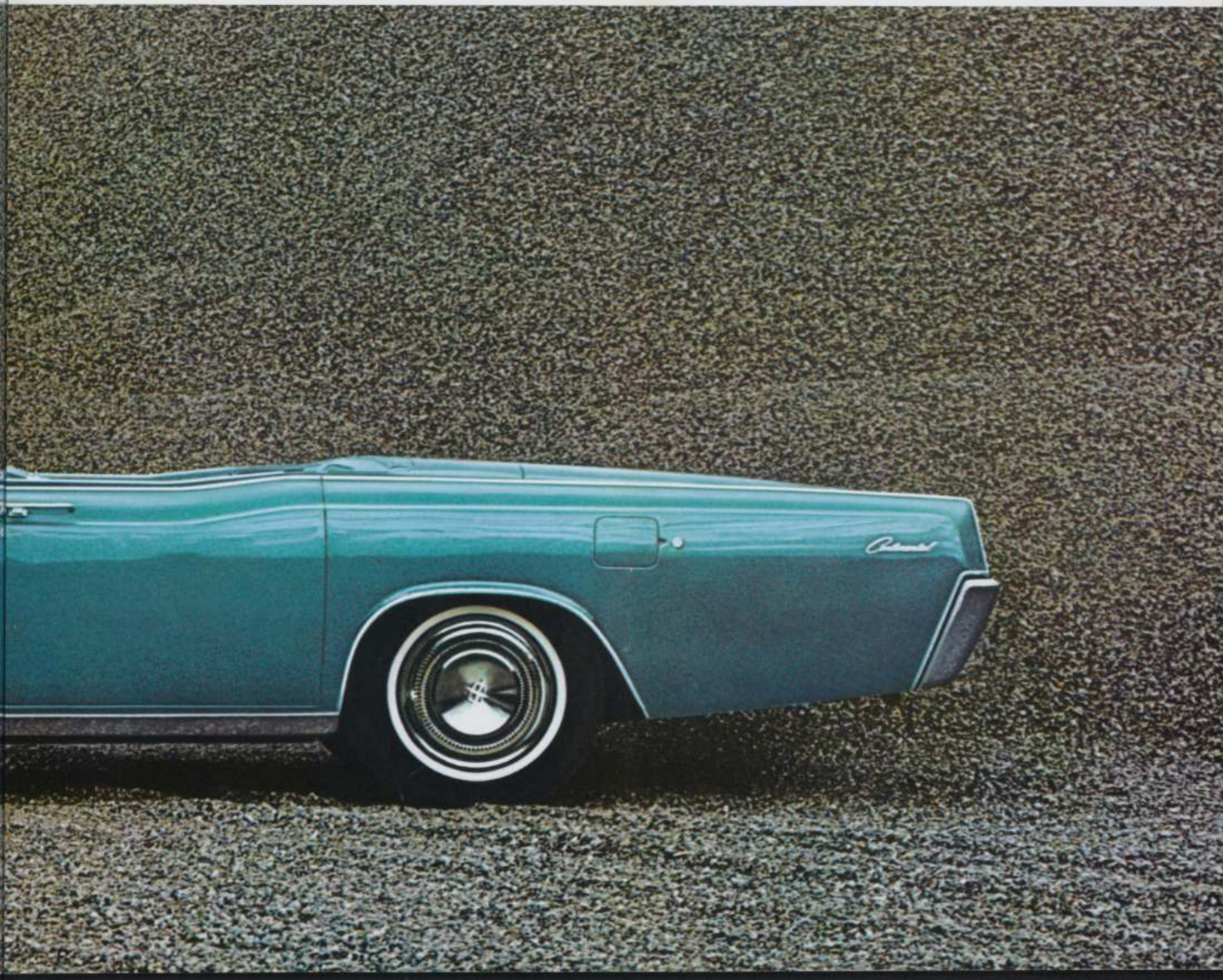


You will agree that unique is the word for the 1966 Continental convertible. It is, of course, the only four-door convertible made in America. It provides the largest rear passenger compartment of any convertible made. It is totally automatic; all you do is touch a control to raise or lower the top. When down, the self-storing top is completely concealed beneath the rear deck.

The attention to detail you find in this unique convertible is apparent in every Lincoln Continental. In the new instrument

panel that places all main controls at the driver's fingertips; in the 1966 collection of new fabrics and leathers; in the care and craftsmanship that make Lincoln Continental America's most distinguished motorcar, built to the highest standards in the world and tested more thoroughly than any other car.

Come take a look at Continental for 1966. Accept your dealer's invitation to drive it, experience it, and to discover how close you may be to owning a Lincoln Continental.





Sleek lines of the front fenders carry the Lincoln Continental emblem.



All rear lights are redesigned this year for even greater visibility. The red lens mounted in the rear bumper sweeps to a full width of almost two feet.



This new front-end design gives a bold forward thrust to the look of the 1966 Lincoln Continental. Integral elements of this look are the new hood styling and the new horizontal bar grille. Note, too, the new parking and turn signal lights mounted in the bumper.



There is an even more graceful flow to the lines of the convertible roof this year. And its totally automatic roof mechanism is redesigned for even easier, more reliable operation. To raise or lower the top, all you do is touch the control; your Continental does everything else, automatically. And when down, the convertible roof is completely concealed beneath the rear deck, leaving no unsightly boot. The glass rear window is new this year. And for 1966, you may select your convertible top in black, white or blue, each custom-trimmed by hand.



Notice the clean contours of the new rear design. Taillights, back-up lights and turn signals are all incorporated into the rear bumper. Another distinctive touch this year is the Continental emblem hinged to conceal the trunk compartment lock.



For 1966 there is a new high-performance 462 cubic inch engine rated at 340 hp and a completely new Twin-Range Turbo-Drive automatic transmission. Together, they provide quicker acceleration, an even smoother flow of power. Front disc power brakes provide quiet, fade-free stopping.



You will enjoy increased luggage space in the 1966 Lincoln Continental. For example, usable trunk space in the sedan is expanded to a full 18 cubic feet.





The Continental instrument panel is completely new. Its functional design places all main controls where they belong: at the driver's fingertips. This efficient console even gives the driver

push-button control of the radio and heater. And with the driver's console at the wheel, the panel on the passenger's side sweeps away for maximum spaciousness and comfort.

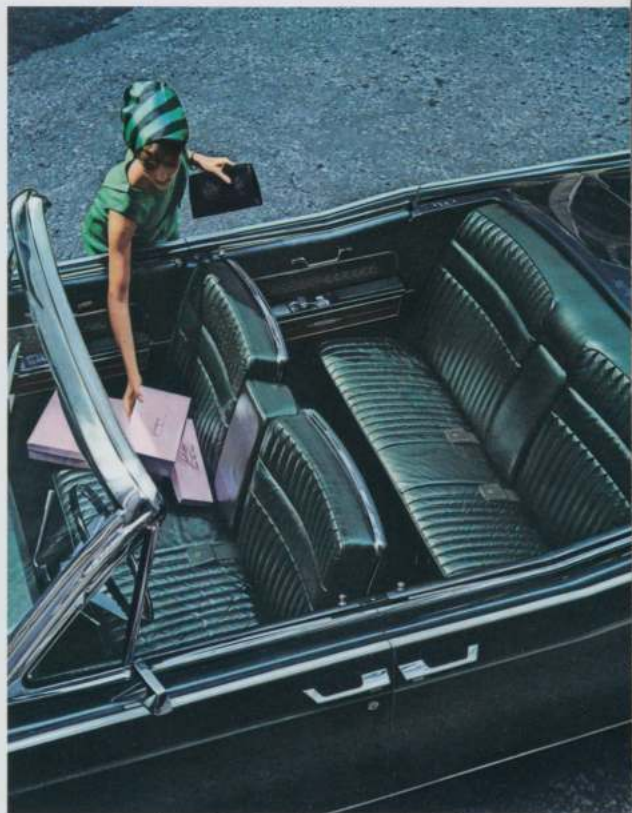


This inviting sedan rear compartment illustrates the Biscuit Design seat style upholstered here in leather and Madrigal Cloth, a new weave that creates a bright tapestry effect. Like all Continental upholstery materials, it is treated and tested to be soil-and-snag-resistant. It is available in combination with leather and vinyl in your choice of eight colors in both the sedan and the new coupé. (For the sedan, you may also choose finest wool broadcloth at optional cost.)



This Continental coupé features the pleated seat design. The upholstery is Rivard Fabric, a new fabric embossed with a delicate fern pattern. Used with color-matched leather and vinyl, it is available in eight colors in the coupé and the sedan.

Carpets are seamless cut-pile nylon. There are redesigned rear seat reading lights with individual switches.



Luxurious leathers featured in the pleated seat design are standard in the Continental convertible. Available in twelve coordinated color schemes in addition to black and white for your personal selection.

You will find a complete listing of interior decors for all models on the last page of this catalogue.



The Lincoln Continental Executive Limousine for 1966 is, perhaps, the ultimate luxury car. Custom converted by Lehmann-Peterson, coach builders, it is available on special order from your Continental dealer. You may order your Limousine in any one of the twenty Lincoln Continental colors offered this year. In addition to the luxury optional equipment available on every

Continental, exclusive options for the Executive Limousine include a chauffeur divider window, telephone and beverage compartments, a built-in television set and dictating machine.

Ford Motor Company warrants the Limousine conversion equipment with the same warranty every Continental receives.



In the passenger compartment an intimate conversation area is created by the permanently positioned rear-facing companion seats. Privacy is provided for by the distinctive opera rear window. The carpet is of elegant mouton; upholstery of finest wool broadcloth or rich leathers. The AM-FM radio is built into a hand-rubbed walnut cabinet.

For 1966, Lincoln Continental offers innovations in luxury optional equipment.



The new tilt steering wheel adjusts to your choice of seven positions.



The new speed control is redesigned for easier operation. While it automatically maintains the cruising speed you select, a warning light reminds you that the unit is in operation.



To satisfy your individual taste in music, there is the new four-speaker Stereo-Sonic tape system/AM radio. Two speakers left front and rear, two speakers right front and rear, provide true stereo sound. And all you do is put in a stereo tape cartridge.



Individually adjustable front contour seats featuring luxurious soft-luster leather are available for the sedan, coupé and convertible. A distinctive combination of black Rivard Fabric and black leather is also available for the sedan and coupé.



For 1966, you may wish to order the all-new, completely automatic temperature control system for your Continental. It turns on, heats, cools, adjusts blower speeds, automatically maintains the temperature you select, regardless of changes in the weather outside. Just set it and forget it.



You may select from a distinctive collection of vinyl covered roofs this year. In addition to the traditional black you see here on this sedan, you may choose either white or ivy gold.

1966 Lincoln Continental vital statistics:

STANDARD EQUIPMENT:

Power Steering
Power Brakes, self-adjusting—front disc brakes
Power Side Windows (except vents)
Twin-Range Turbo-Drive Automatic Transmission
Power Seat—Two-way
Heater-Defroster System
Dual Aluminized and Stainless Steel Mufflers
Windshield Washers
Variable-speed Windshield Wipers
Automatic Parking Brake Release
Interior Lights:
Courtesy Lights
Map Light
Glove-box Light
Ashtray Lights
Reading Lights for Sedan and Coupé
Trunk Light
Low-fuel Light
Rear Door Ajar Light (Front Door for Coupé)
Trunk Open Light on Convertible
Engine Temperature Light
Oil Pressure Light
Alternator Output Light
Folding Center Armrests—Front and Rear
Cut-pile Carpeting
Trip Odometer
Fully Lined Trunk Compartment
Factory-applied Undercoating
Remote Control Side View Mirror
Vanity Mirror—Right Visor
Electrically Wound Clock
Totally Automatic, Fully Retractable,
Self-storing Convertible Top
Wheel Covers
55-Ampere Alternator
Door Panel Wood-toned Vinyl Appliqués
Glass Rear Window in Convertible
Keyless Door Locking System
Leather Trim Features for Convertible
Remote Control Deck-lid Release for Convertible

STANDARD SAFETY FEATURES:

Every 1966 Lincoln Continental was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts, padded instrument panel and sun visors, deep-dish steering wheel, safety-yoke door latches, turn signals, backup lights, emergency flasher, windshield washers and many more are Lincoln Continental standard equipment—designed into the car for greater safety. Safety authorities agree, safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the alert, defensive driving habits that are the motorists' best protection against unsafe conditions on the road.

LUXURY OPTIONS:

Automatic Temperature Control System
Manual Control Air Conditioner
Stereosonic Tape System/AM Radio

The Continental Total-Car Warranty: Ford Motor Company warrants to the owner each part of this Lincoln Continental vehicle to be free under normal use and service from defects in material and workmanship for a period of 24 months from the date of delivery to the original retail purchaser or until it has been driven for 34,000 miles, whichever comes first. ■ This warranty shall be fulfilled by the dealer (or if the owner of the vehicle is traveling or has become a resident of a different locality, by any authorized Lincoln Continental Dealer) replacing or repairing at his place of business, free of charge including related labor, any such defective part. ■ This warranty shall not apply to (f) tires or tubes (appropriate adjustments for them being provided by their manufacturers), or (II) to normal maintenance services (such as engine tune-up, fuel system cleaning and wheel, and brake adjustments), or (III) to normal replacement of service items (such as filters, spark plugs, ignition points, wiper blades and brake linings), or (IV) to deterioration of soft trim and appearance items due to normal use or exposure. ■ This warranty is expressly in lieu of any other express or implied warranty, including any implied warranty of MERCHANTABILITY OF FITNESS, and of any other obligation on the part of the Company or the selling Dealer. ■ Lincoln-Mercury Division, Products of FORD MOTOR COMPANY, 3000 Schaefer Road, Dearborn, Michigan. Ford Motor Company has a continuing program of product improvement and development. While the information shown herein was in effect when approved for printing, Lincoln-Mercury Division reserves the right to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost. The warranty referred to herein is applicable only to products sold in the U.S.A., and in certain neighboring areas.

Form No. LC66-115 Printed U.S.A. 8/65

AM/FM Signal-seeking Radio with Power Antenna
AM Radio with Power Antenna
Tilt Steering Wheel
Automatic Headlight Dimmer
Directed Power Differential
Automatic Speed Control
Exhaust and Crankcase Emission Control System
Individually Adjustable Contour Seats and Console
Power Door Locks
Six-way Power Seat
Power Vent Windows
Tinted Glass
Transistorized Ignition System
Vinyl Covered Embassy Roof
White Sidewall Tires

In addition, your Lincoln Continental dealer has a detailed list of accessories to help you make your Continental more personalized than ever before.

SPECIFICATIONS:

ENGINE: New 90° OHV V-8, 462 cubic inch displacement, bore and stroke 4.38" and 3.83". Advertised horsepower, 340 at 4600 r.p.m. Advertised torque, 485 lb.-ft. at 2800 r.p.m. Four-barrel carburetor. Premium fuel.

TRANSMISSION: New, smoother, Twin-range Turbo-drive automatic torque converter, with 3-speed planetary gear set, 6-position selector dial.

SUSPENSION: Silent-strut front suspension with sealed, prelubricated ball joints and helical-coil springs; hydraulic shock absorbers with rebound control. Rear Suspension—Hotchkiss drive; new 64" long leaf-type springs; rubber-cushioned rear axle mounting.

STEERING: 16" steering wheel with integral hydraulic power assist; crankshaft-mounted hydraulic pump.

BRAKES: Self-adjusting power brakes with front wheel ventilated-disc brakes.

REAR AXLE: Semi-floating hypoid type with 2.80:1 gear ratio. A 3.00:1 ratio is available as an option.

EXTERIOR COLORS:

Black Satin	Florentine Gold*
Arctic White	Spanish Moss*
Madison Gray*	Teakwood
Charcoal Frost*	Chesterfield Beige*
Platinum	Sandalwood*
Powder Blue	Venetian Yellow
Huron Blue*	Cranberry
Pitcairn Blue*	Royal Maroon*
Teal*	Russet*
Empress Turquoise*	Rose Mist*

*Metallic finishes

CONVERTIBLE TOP COLORS:

Black—White—Blue

VINYL COVERED ROOF COLORS:

Black—White—Ivy Gold

DIMENSIONS:

	Coupé	Sedan	4-Door Convertible
Wheelbase	126"	126"	126"
Over-all length	220.9"	220.9"	220.9"
Tilt Steering Wheel	79.7"	79.7"	79.7"
Over-all width	54.3"	55.0"	54.5"
Over-all height	62.1"	62.1"	62.1"
Tread-front	61.0"	61.0"	61.0"
Tread-rear	61.0"	61.0"	61.0"
Curb weight	5,185 lb.	5,285 lb.	5,680 lb.

INTERIOR:

	front	rear	front	rear	front	rear
Effective head room	38.4"	38.0"	39.0"	38.0"	39.3"	38.0"
Effective leg room	41.1"	41.1"	41.1"	41.1"	41.1"	41.1"
Hip room	37.5"	37.5"	41.0"	41.0"	41.0"	41.0"
Shoulder room	61.8"	61.8"	61.8"	61.8"	61.8"	61.8"
Usable trunk capacity	59.8"	59.8"	59.8"	59.8"	59.8"	59.8"
	18.0 cu. ft.	18.0 cu. ft.	18.0 cu. ft.	18.0 cu. ft.	12.0 cu. ft.	12.0 cu. ft.

INTERIOR DECORS:

Decor Availability					
Coupé		Sedan		Convertible	
Bench Seat	Contour Seat	Bench Seat	Contour Seat	Bench Seat	Contour Seat

All Cloth—Pleated Design

Silver Blue Broadcloth (opt. at extra cost) X

Leather, Vinyl & Cloth—Biscuit Design

Burgundy Lea., Vinyl & Madrigal Cloth	X	X
Silver Blue Lea., Vinyl & Madrigal Cloth	X	X
Blue Lea., Vinyl & Madrigal Cloth	X	X
Black Lea., Vinyl & Madrigal Cloth	X	X
Aqua Lea., Vinyl & Madrigal Cloth	X	X
Ivy Gold Lea., Vinyl & Madrigal Cloth	X	X
Palomino Lea., Vinyl & Madrigal Cloth	X	X
Parchment Lea., Vinyl & Madrigal Cloth	X	X

Leather, Vinyl & Cloth—Roll-over Pleat Design

Burgundy Lea., Vinyl & Rivard Fabric	X	X
Silver Blue Lea., Vinyl & Rivard Fabric	X	X
Blue Lea., Vinyl & Rivard Fabric	X	X
White Lea., & Black Rivard Fabric and Vinyl	X	X
Aqua Lea., Vinyl & Rivard Fabric	X	X
Ivy Gold Lea., Vinyl & Rivard Fabric	X	X
Palomino Lea., Vinyl & Rivard Fabric	X	X
Green Lea., Vinyl & Rivard Fabric	X	X

Leather, Vinyl & Cloth—Pleated Design (a)

Black Lea., Vinyl & Rivard Fabric X X

Leather and Vinyl—Pleated Design (b)

Blue Lea., Vinyl & Blue Lea.	X	X	X
Black Lea., Vinyl & Black Lea.	X	X	X
Ivy Gold Lea., Vinyl & Ivy Gold Lea.	X	X	X
Parchment Lea., Vinyl & Parchment Lea.	X	X	X
All White Lea. with Vinyl and Black Appointments	X	X	X

Leather and Vinyl—Pleated Design (c)

Burgundy Lea., Vinyl & Burgundy Lea.	X	X	X
Silver Blue Lea., Vinyl & Silver Blue Lea.	X	X	X
Blue Lea., Vinyl & Blue Lea.	X	X	X
White Lea., Vinyl & Black Lea.	X	X	X
Emberglo Lea., Vinyl & Emberglo Lea.	X	X	X
Red Lea., Vinyl & Red Lea.	X	X	X
Black Lea., Vinyl & Black Lea.	X	X	X
Aqua Lea., Vinyl & Aqua Lea.	X	X	X
Ivy Gold Lea., Vinyl & Ivy Gold Lea.	X	X	X
Palomino Lea., Vinyl & Palomino Lea.	X	X	X
Parchment Lea., Vinyl & Parchment Lea.	X	X	X
Green Lea., Vinyl & Green Lea.	X	X	X
All White Lea. with Vinyl and Black Appointments	X	X	X

(a) Extra Cost Individual Seats—Optional Coupé and Sedan.

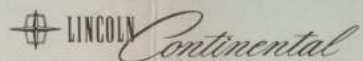
(b) Extra Cost Individual Seats—Optional Coupé, Sedan and Convertible.

(c) Extra Cost Leather and Vinyl—Optional Coupé and Sedan, standard on Convertible.

LINCOLN-MERCURY DIVISION OF







America's most distinguished motorcar.