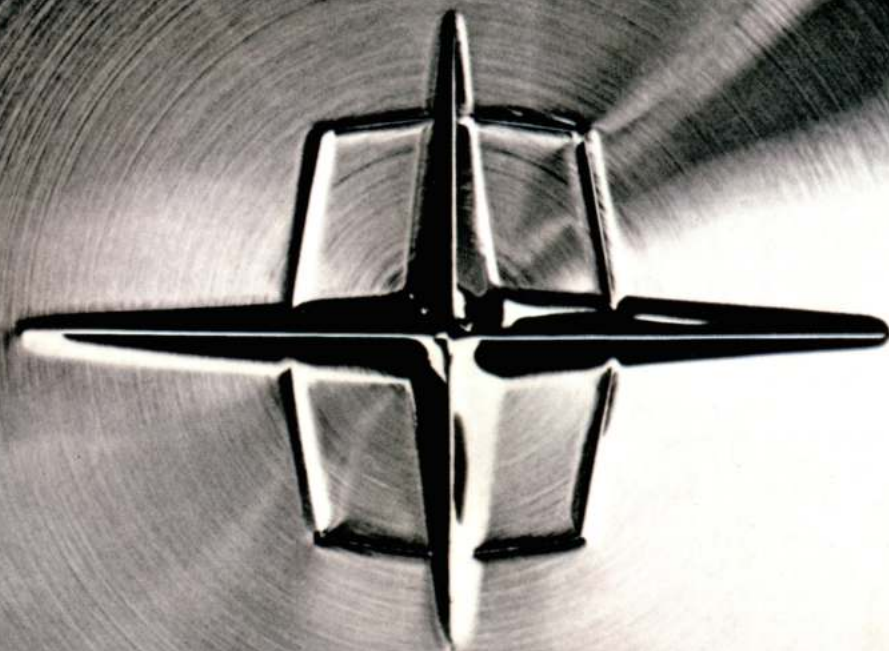


Lincoln Continental. Continental Mark III.



1969

Continental



Mark III



The most authoritatively styled, decisively



individual motor car of this generation.





Mark III Standard Equipment

365 horsepower, 460 CID V-8 engine —the most advanced V-8 in the industry, featuring the latest precision-engineered, lightweight, deep-breathing design ☐ Select-Shift automatic transmission ☐ Power brakes ☐ Front disc brakes ☐ Power steering ☐ Power windows ☐ Power seat ☐ Concealed dual headlamps ☐ Dual exhausts ☐ Individually adjustable front seats ☐ Flow-Thru ventilation system ☐ Nylon carpeting ☐ Center folding armrests, front and rear ☐ Rear lamp monitoring system (tells you if your tail-lights, braking lights or turn signals are working) ☐ Plus, a host of other standard luxury items befitting a motor car of Mark III's stature, and all of the Ford Motor Company Lifeguard Design Safety Features such as dual brake system with warning light and 4-way emergency flasher.

Interior Choices

Simulated East Indian Rosewood/English Oak woodgrain appliques on instrument panel, steering wheel and door panels, to blend with these upholstery schemes: In nylon fabric-and-vinyl—black, gray, blue, aqua, dark ivy or nugget gold. In optional leather-with-vinyl—black, red, gray, blue, aqua, white, saddle, dark ivy or nugget gold.

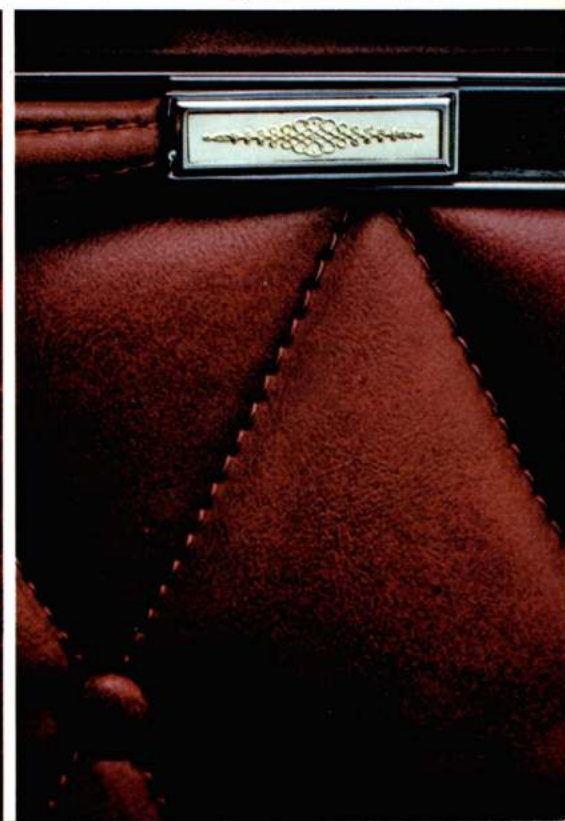
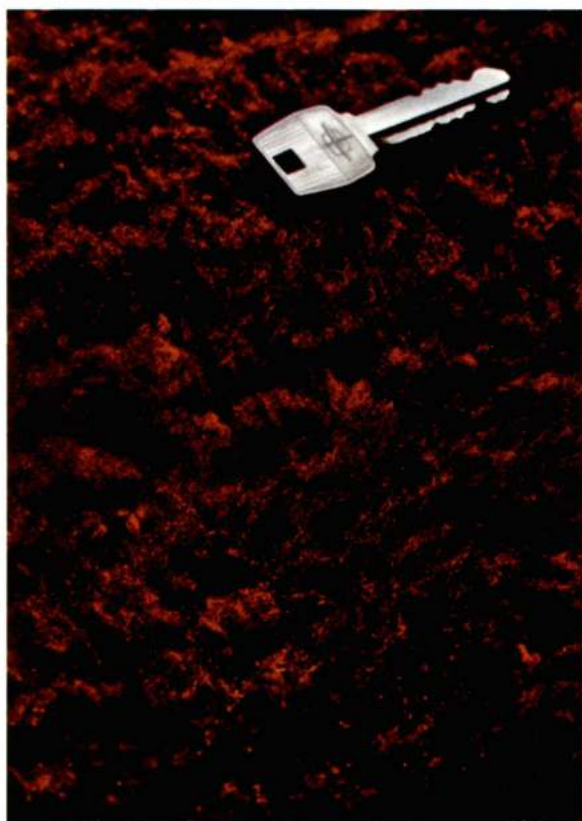
Exterior Choices

Black, White, Dark Gray Metallic, Light Gray Metallic, Dark Orchid Metallic, Medium Orchid Metallic, Dark Blue Metallic, Medium Blue Metallic, Platinum, Dark Aqua Metallic, Medium Aqua Metallic, Dark Ivy Green Metallic, Light Green Metallic, Medium Lime Metallic, Medium Gold Metallic, Light Green, Light Gold, Yellow, Burnt Orange Metallic, Light Copper Metallic, Maroon.

Additional Equipment

Automatic temperature control, tilt steering wheel, speed control, AM/FM radio with stereophonic sound, AM radio/Stereo-Sonic Tape System, vinyl roof, six-way power seat with reclining passenger seat, electric rear window defroster, as well as many other optional conveniences.

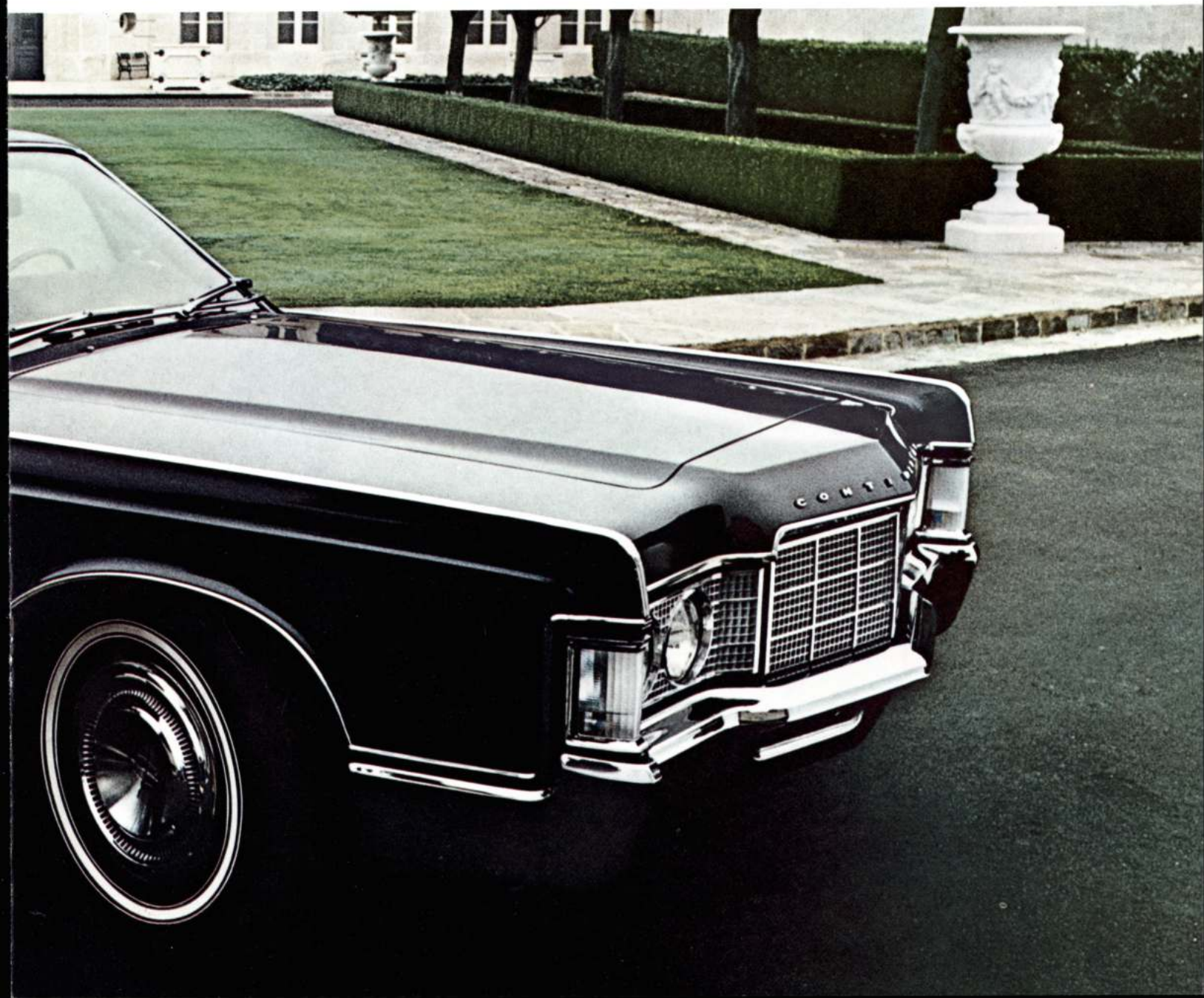
In order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost. See your Lincoln Continental dealer for the latest product information concerning Mark III.



Lincoln Continental: America's



Most Distinguished Coupé





The interior (left) shows the sumptuousness of Continental's new Town Car ultra-luxury interior option. In addition to unique leather-and-vinyl seats and door panels the option includes special napped-nylon headlining, extra plush carpeting, and color-keyed instrument panel trim. Available in black, dark blue, dark ivy gold, light ivy gold and white.

A new simulated walnut-grain steering wheel with deep-padded, vinyl-covered spokes and hub graces the 1969 Continental interior (shown right). Windshield washers are of advanced design with dual stream outlets. Wipers feature an infinitely adjustable speed control.

The Continental luggage compartment (lower right), the largest in the luxury-car field, has 18 cubic feet of usable storage space and measures 67 inches across the trunk opening. Full carpeting for the luggage compartment is standard. A remote-control deck-lid release is available as an option. Also optional is a twelve-piece, Marvelon luggage set created by Guild Masters exclusively for Continental.



Lincoln Continental: America's



Most Distinguished Sedan





Individually adjustable front seats (shown left) with power controls are available for driver and passenger at optional cost. The passenger seat, with reclining back, is as near to a custom lounge as you will find in any automobile. With a touch of the controls, you move forward or back, up or down.

For people who prefer the subtle beauty of vinyl, this year's Continental offers an optional vinyl roof (shown right). Available in black, white or dark ivy gold.

Continental's computer-designed 460-cubic inch, 365 horsepower V-8 (lower right) is a completely new luxury-car engine incorporating the latest advancements in thin-wall V-8 design, precision manufacturing and space-age technology. The first engine to be designed from the drawing board up with exhaust emission control as an element of the original design.



Lincoln Continental: America's

The 1969 Lincoln Continental Executive Limousine is hand crafted by coachbuilders Lehmann-Peterson, and is available through your Continental dealer. It may be ordered in any one of 22 Continental colors. Notice the Continental-starred side panel to the rear of the

driver's door; it has been added to provide greater privacy for the rear compartment, particularly for those riding in the companion seats. Should you look inside the passenger compartment, the first thing you would notice is what's not there . . . jump seats. In their places are



Most Distinguished Limousine

permanently positioned rear-facing deep-padded companion seats, designed so that the seat cushions fold up out of the way, a la theatre seats. You can see how much extra room this makes when these seats are not in use. The built-in walnut cabinet is another unique

touch in this limousine. It is equipped with your choice of an AM radio/Stereo-Sonic Tape System combination or AM/FM radio. In addition to Continental options, you may order exclusive options ranging from a beverage service to a built-in television set.





Lincoln Continental luxury options
Select the temperature you wish and Continental's automatic temperature control will hold it within one or two degrees regardless of outside weather changes. In addition, the system dehumidifies, defogs, and deices.

Enjoy the full resonance of Continental's new AM/FM signal-seeking stereo radio featuring a tunnel-mounted stereo reception adapter. Complete with dual speakers front and rear as well as a power-operated antenna.

Adjusting to nine different positions, Continental's tilt steering wheel lets each person who drives the car pick the most comfortable steering wheel position for himself.

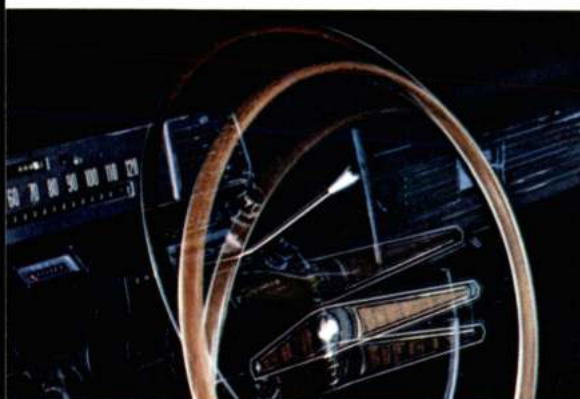
Continental's speed control lessens driving strain on extended turnpike trips. Extremely easy to operate, the system disengages automatically when the brake pedal is touched.

The combination AM radio/Stereo-Sonic Tape System is a powerful sound reproduction unit with complete stereo separation through four speakers distributed front and rear. Sound control is considerable, including volume, tone, stereo balance, and front to rear balance. Complete with power-operated antenna.

Power windows and power door locks all can be operated from a master control panel on the driver's door. For added safety, each window can be locked in position from the master panel. Power door locks latch automatically from one central switch.

A combination rear window defogger and air extractor is included in Continental's option lineup for 1969. As a defogger, the unit spreads recirculated air over the rear window. As an air extractor, the unit vents passenger compartment air through the luggage compartment.

Stainless steel, turbine-textured, flared wheel covers add an extra note of distinction to your already noteworthy Continental.



Lincoln Continental Standard Equipment:

Computer-designed 460-cubic inch, 365 horsepower V-8 ☐ Power steering ☐ Power brakes, self-adjusting—front disc brakes ☐ Dual hydraulic brake system and warning light ☐ Power side windows (except vents) ☐ Select-Shift automatic transmission ☐ Power seat—two way ☐ Fresh-air ventilation and heating system ☐ Dual, aluminized and stainless steel, exhaust system ☐ Dual system windshield washers ☐ Variable-speed windshield wipers ☐ Vanity mirror ☐ Automatic parking brake release

Interior lights:

Courtesy lights	Map light
Glove box light	Ashtray lights
Trunk light	Reading lights

Warning and reminder lights:

Seat belt lights
Dual brake system light
Low-fuel light
Engine temperature light
Rear door-ajar light (front door for coupé)
Oil pressure light
Alternator output light

Luxury Options:

Town car interior including leather-and-vinyl seats and door panels, extra plush carpeting and special napped-nylon headlining. ☐ Tilt steering wheel ☐ Automatic temperature control ☐ Manual control air conditioner ☐ AM/FM signal seeking radio with tunnel mounted stereo receiver ☐ Combination AM radio/Stereo-Sonic Tape System ☐ Power door locks ☐ Automatic headlamp dimmer ☐ Directed power differential ☐ Speed control ☐ Six-way power seat ☐ Tinted glass ☐ Vinyl roof ☐ Remote-control trunk release ☐ Automatic ride control ☐ White sidewall dual chamber tires ☐ Rear window defogger with environmental control ☐ Spare tire cover ☐ Leather-with-vinyl interior

To further serve your needs, your Continental dealer has a detailed list of additional accessories with which you may personalize your Continental.

Specifications:

Engine: New 90° OVH V-8, 460-cubic inch displacement, bore and stroke 4.36" and 3.85". Advertised horsepower, 365 at 4600 rpm. Advertised torque, 500 lb.-ft. at 2800 rpm. Four-barrel carburetor. Premium fuel.

Transmission: Select-Shift automatic torque converter has 3-speed planetary gear set. 6-position selector dial.

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

Steering: 16" steering wheel with integral hydraulic power assist, crankshaft-mounted hydraulic pump.

Brakes: Dual hydraulic brake system. 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:

Light Copper*	Platinum
Burnt Orange*	Dark Aqua*
Yellow	Medium Blue*
Light Gold	Dark Blue*
Medium Gold*	Light Gray*
Medium Orchid*	Dark Gray*
Dark Orchid*	Maroon
Light Green*	Red
Light Green	White
Medium Lime*	Black
Dark Ivy Green*	
Medium Aqua*	*Metallic finishes

Vinyl Roof Colors:

Black—White—Dark Ivy Gold

Interior Upholstery Choices:

Your choice of two luxurious fabrics-with-vinyl or optional leather-with-vinyl.

Exterior Dimensions:

	<i>Coupé</i>	<i>Sedan</i>
Wheelbase	126"	126"
Overall length	224.2"	224.2"
Overall width	79.7"	79.7"
Overall height	54.2"	54.2"
Tread—front	62.1"	62.1"
Tread—rear	61.0"	61.0"
Curb weight	5,085 lbs.	5,085 lbs.

Interior Dimensions:

Effective headroom—front . .	38.8"	39.4"
—rear . .	38.0"	38.6"
Effective legroom—front . .	41.0"	41.0"
—rear . .	37.1"	40.5"
Hiproom—front	61.8"	61.8"
—rear	61.5"	61.8"
Shoulder room—front . . .	59.8"	59.8"
—rear	59.3"	59.8"
Usable trunk capacity	18.0 cu. ft.	18.0 cu. ft.

Your new Lincoln Continental or Continental Mark III comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6,000 Mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

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 or designs without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost.

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

Dual Hydraulic Brake System with warning light ☐ Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, 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 with front outboard retractors ☐ Turn indicators with lane-changing signal feature ☐ Inside

day/night, yield-away rearview mirror ☐ Energy-absorbing instrument panel with padding ☐ Padded sun visors ☐ Two-speed or variable-speed windshield wipers ☐ Windshield washers ☐ Double-thick laminate safety glass windshield ☐ Double-yoke safety door latches and safety hinges ☐ 4-way emergency flasher ☐ Back-up lights ☐ Side marker lights or reflectors ☐ Energy-absorbing front seat back tops with padding ☐ Self-locking folding front

seat backs ☐ Shoulder belts for outboard front seat passengers (except convertibles) ☐ Safety-designed coat hooks ☐ Safety-designed window regulator knobs ☐ 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.

LINCOLN·MERCURY



