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1968 Lincoln Continental

America's most distinguished motorcar.





Only a Continental owner knows the complete assurance that comes with owning America's most distinguished motorcar.

The way it feels to take the wheel, turn the key, and leave the

ordinary world behind.

The pride of driving the car engineered and designed to be the best America has to offer.

The secret satisfaction that not everyone in the neighborhood owns one.

But there are more obvious rewards.

The Continental look for one. Tasteful. Understated. A classic among American cars.

Inside, it is a perfectionist's delight. Consider the front seat alone. It is padded a full 5½ inches for unsurpassed riding comfort. Fabrics are treated and tested to resist soil and snags. Leathers are dyed all the way through, so a scratch on the surface won't show. Even the power control has to prove it can move the seat up or down in just a few seconds.

The same meticulous attention is paid to details you'll never see. From a rubber-insulated drive shaft to an altimeter in the transmission. (It makes your Continental shift as smoothly in the mountains as it does on the plains.) From over 2000 manufacturing checks to the 12-mile road test.

You are invited to experience the 1968 Continental. Drive it. Satisfy yourself that it fulfills the most demanding motoring requirements.

And when you do, imagine how it feels to own the automobile that earns the right to be called America's most distinguished motorcar.

That is the real reward.





The 1968 Continental sedan.
No change has been made for
the sake of change. The classic
Continental look continues.

But there are significant
styling refinements for 1968. The
front grille has been redesigned.
The wraparound parking lights are
new. And there are new taillight
and rear grille designs.

Take a closer look on the
following page.



Open moldings form the new front grille and give a bolder thrust to the look of this year's Continental. The wraparound parking lights incorporate integral side marker lights. So your signals can be seen from the side as well as from the front.

This Continental sedan interior reflects the careful attention to detail that earns the admiration and respect of the most discerning luxury car buyer. From the deep cut pile carpeting to reading lamps with individual switches, you can see the craftsman's touch.

The upholstery is new woven nylon Limoges fabric with the look of rich brocade. It is executed in the diamond pattern seat design with color-keyed vinyl facings. Inside, the cushion is even deeper padded this year for the most comfortable Continental ride ever.

In the rear view you can get a better look at the new taillight design. These, too, incorporate integral side marker lights. Beneath, mounted in the upper bumper, are the backup lights and reflectors. Inside the fully lined luggage compartment there is ample space for packing.







The 1968 Continental coupé.

In addition to the '68 styling refinements already noted, the Continental coupé presents some singular news this year: an all new roof line. It has been carefully redrawn to lend a more formal air. And to provide greater privacy for back seat passengers.

From its distinctive appearance to the demanding standards it must meet, this coupé is every inch a Continental. The choice of those who prefer their luxury in a two-door hardtop model.

Here is a closer view of the new coupé roof line in profile. Notice how the sweeping lines of the rear-quarter panel give this luxury car a look all its own.

Virtually everything you see in the instrument panel of the 1968 Continental is new this year. Starting with the rich look of walnut-tone appliqué used throughout. Then, instrument clusters have been redesigned. There is a new wide-view mirror. Warning lights. The windshield washer system has been refined with a new high-speed electric pump. There is deeper padding covering the entire panel.

The steering wheel is an exclusive Continental design being introduced this year. The deep-padded spokes and hub are vinyl-covered, while the upper half of the wheel echoes the walnut tone of the panel.

The individually adjustable contour front seats are available at optional cost for both the sedan and coupé. With six-way power controls for the driver and two-way power controls plus a power-operated headrest and recliner for the passenger's side, you simply adjust this seat to suit yourself. You may select leather with vinyl trim in black, dark blue, parchment, dark ivy gold, or Chalfonte fabric in black.





For 1968, Continental offers your choice of a distinctive selection of luxury options.

For instance, this sound is new. The combination of AM/FM radio and stereo multiplex adapter. With this sound system, an indicator light automatically signals the reception of an FM stereo broadcast and switches the control unit to stereo operation. Then, with dual speakers front and rear, controls for both left-to-right and front-to-rear balance, you enjoy the full, true sound of stereo.

The automatic temperature control system will maintain the temperature you select regardless of changes in the weather outside your Continental. It heats, cools, dehumidifies, defogs, de-ices.

This front passenger seat with six-way power controls is as near a custom-made lounge as you will find in an automobile. With a touch of the control, you can move it front or back, up or down. The seat back reclines, and the headrest can be adjusted to your height.

Many people prefer the added touch of a vinyl-covered roof for their Continental. This year, the new Heritage Roof features a high-gloss, large-textured vinyl. It is available in black, ivory, or dark ivy gold.



STANDARD EQUIPMENT:

Power steering • Power brakes, self-adjusting—front disc brakes • Dual hydraulic brake system and warning light • Power side windows (except vents) • Select-Shift Turbo-Drive automatic transmission • Power seat—two-way • Fresh-Flow Ventilation and Heating System • Dual, aluminum and stainless steel, exhaust system • Windshield washers • Variable-speed windshield wipers • Automatic parking brake release • Exhaust and crankcase emission control systems

Interior lights:

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

Warning and Reminder lights:

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

Folding center armrests—front and rear • Cut-pile carpeting • Trip odometer • Fully lined luggage compartment • Factory-applied undercoating • 55-ampere alternator • Remote-control side view mirror • Vanity mirror • Electric clock • Triple horns • Wheel covers • Door panel and instrument cluster walnut-toned appliques • Reversible key and keyless door locking system • Deluxe, seat and front shoulder, belts • Power booster fan

LUXURY OPTIONS:

Tilt steering wheel • Automatic temperature control system • Manual control air conditioner • Combination AM Radio/Stereo-Sonic Tape System • AM/FM signal-seeking radio with power antenna • AM radio with power antenna • Stereo-Sonic Tape System, independent • Power door locks • Automatic headlamp dimmer • Directed power differential • Speed control • Six-way power seat

Individually adjustable contour front seats with reclining passenger's seat and console, six-way power driver's seat, two-way power passenger's seat.

Reclining passenger's seat for bench seat. (Available with six-way power seat only.)

Power vent windows • Tinted glass • Vinyl-covered Heritage Roof • White sidewall tires • Deluxe, rear seat, shoulder belts • Rear window defogger with environmental control • Manually adjustable headrests • Flared wheel plates • Stereo multiplex adapter for AM/FM radio (dealer installed) • Remote-control deck-lid release • Dual-Chamber White Sidewall Tires • Leather with Vinyl Trim (choice of two styles) • Automatic Ride Leveler • In addition, your Lincoln Continental dealer has a detailed list of accessories to help make your Continental more personalized.

SPECIFICATIONS:

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

TRANSMISSION: Power, smoother, Select-Shift Turbo-drive 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-Hotchick 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:

Black Satin Daulton Blue Antique Beige*
Arctic White Mediterranean Champagne*
Platinum Admiralty Blue* Cameo Green
Huron Blue* Royal Burgundy Aspen Green*
Teal* Ascot Gray Belmont Green*
Chancery Gold* Foxcroft Silver* Grenoble Green*
Cranberry Mikado Yellow
Eton Gray* Desert Sand

*Metallic finishes

HERITAGE VINYL-COVERED ROOF COLORS:

Black—Ivory—Dark Ivy Gold

EXTERIOR DIMENSIONS:

	COUPÉ	SEDAN
Wheelbase	126"	126"
Overall length	221"	221"
Overall width	79.7"	79.7"
Overall height	54.2"	54.9"
Tread—front	62.1"	62.1"
Tread—rear	61.0"	61.0"
Curb weight	5,085 lbs.	5,180 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.

1968 FORD MOTOR COMPANY LIFEGUARD

DESIGN SAFETY FEATURES

• Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars • Energy-absorbing steering column and steering wheel • Energy-absorbing armrests and safety-designed door handles • Front and rear seat belts with front outboard retractors • Turn indicators with lane-changing signal feature • Inside day/night, yield-away, windshield-mounted rearview mirror • Energy-absorbing instrument panel with padding • Padded safety sun visors • Padded windshield pillars • Two-speed or variable-speed windshield wipers • Windshield washers • Double-thick laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Positive door-lock buttons • 4-way emergency flasher • Back-up lights • Side marker lights or reflectors • Energy-absorbing front seat backs with padding • Self-locking folding seats • Shoulder belts for outboard front seat passengers (except convertibles) • Vehicle structure designed to limit steering column displacement • Safety-designed coat hooks • Safety-designed window regulator knobs • Safety-designed radio control push buttons • Padding on back of second seat in station wagons • Outside rearview mirror, driver's side • Safety rim wheels and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant

Your 1968 Lincoln Continental is protected by Ford Motor Company's 5-year/50,000-mile Warranty covering power train, steering and suspension — plus 2-year/24,000-mile protection on the entire car (except tires).

BASIC VEHICLE WARRANTY: Ford Motor Company in the case of a vehicle purchased by the owner in the United States, or Ford Motor Company of Canada, Limited in the case of a vehicle purchased by the owner in Canada each hereinafter called "the Company," warrants to the first and second owners, purchasing this vehicle for use rather than resale each part of this 1968 model Ford-built 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 original retail delivery or first use, or until it has been driven for 24,000 miles, or until sold by such second owner, whichever comes first.

POWER TRAIN WARRANTY: In addition, the Company further warrants to such owners each part of the engine block, head, and all

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internal engine parts, water pump, intake manifold, transmission case and all internal transmission parts, torque converter (if so equipped), drive shaft, universal joints, rear axle and differential, and rear wheel bearings of this vehicle to be free under normal use and service from defects in material and workmanship for a period of five (5) years from the date of original retail delivery or first use, or until it has been driven for fifty thousand (50,000) miles, or until sold by such second owner, whichever comes first.

STEERING, SUSPENSION AND WHEEL WARRANTY: In addition, the Company further warrants to such owners each part of the suspension system, steering gear and linkage, power steering pump, road wheels, and front wheel bearings and seals of this vehicle if it is registered as a passenger car to be free under normal use and service from defects in material and workmanship for a period of five (5) years from the date of original retail delivery or first use, or until it has been driven for fifty thousand (50,000) miles, or until sold by such second owner, whichever comes first.

The Power Train, Steering, Suspension and Wheel Warranties do not include or apply to related items such as ignition, electrical, fuel, cooling, or brake systems, engine or transmission controls or linkages, steering column, clutch assembly, shock absorbers, or load leveling system, which are covered by the Basic Vehicle Warranty.

GENERAL WARRANTY PROVISIONS: As conditions of the Power Train, Steering, Suspension and Wheel Warranties, the owners to whom this vehicle is warranted must maintain this vehicle according to the required maintenance schedule for warranty purposes set forth in the Owner's Manual for this vehicle, and every twelve months furnish an authorized Ford, Ford of Canada or, Lincoln-Mercury dealer with evidence that these maintenance services have been performed and obtain the dealer's written certification that he has received such evidence.

All the warranties shall be fulfilled by the Selling Dealer (or if the eligible owner of the vehicle is traveling or has become a resident of a different locality, by any authorized Ford, Ford of Canada or Lincoln-Mercury dealer) replacing with a genuine new Ford, or Ford Authorized Reconditioned part, or repairing at his place of business, free of charge including related labor, any such defective part.

None of the warranties shall apply to (i) tires or tubes (adjustments for them being provided by their manufacturers), or (ii) normal maintenance services (such as engine tune-up, fuel system cleaning and wheel, brake and clutch adjustments), or (iii) normal replacement of service items (such as filters, spark-plugs, ignition points, wiper blades and brake or clutch linings), or (iv) deterioration, due to normal use or exposure, of soft trim, appearance items, hoses, belts or molded rubber or rubber-like items.

None of the warranties shall apply to any part of this vehicle which has been subject to misuse, negligence, alteration or accident, or which shall have been repaired outside of an authorized Ford, Ford of Canada or Lincoln-Mercury dealer's place of business in any way so as, in the reasonable judgment of the Company, to affect adversely its performance and reliability. Also, none of the warranties shall apply if this vehicle participates in any competitive event. (Competitive events shall be defined as formal or informal time trials, competition with another vehicle, or any abnormal application of stress to the vehicle or the components thereof.) Further, none of the warranties shall apply if the odometer on this vehicle has been altered to indicate an untrue mileage.

The warranties herein shall not apply to any vehicle normally operated outside the United States, Puerto Rico, or Canada, except a vehicle ordered through an Exchange or Ship's Store of the U.S. or Canadian Armed Services. A Ford-built vehicle normally operated in a country other than the United States, Puerto Rico, or Canada will be provided the dealer's warranty authorized for that country. If an owner is temporarily traveling in other countries, his U.S., Puerto Rican, or Canadian license plates or Certificate of Registration will identify him as a visiting owner entitled to the privileges of the U.S., Puerto Rican or Canadian warranty.

The warranties herein are expressly IN LIEU of any other express or implied warranty on this vehicle or any part thereof, including any implied WARRANTY OF MERCHANTABILITY or FITNESS, and of any other obligation on the part of the Company or the Selling Dealer.



LINCOLN-MERCURY DIVISION



