









# Styled with an impressive blend of the traditional and contemporary.

From the beginning, Continental has been regarded by many as a style leader, an automobile that anticipated the design trends of the day. The new Continental is no different.

Yet like all the automobiles that have proudly carried this marque, the 1988 Continental also retains traditional values that make a luxury car special.

Among these traditional values is

the grand scale you have come to expect in a luxury automobile.

In direct opposition to recent downsizing trends, the new Continental is actually longer than its predecessor

and offers six-passenger seating with more interior headroom, more front and rear hiproom, more rear legroom and an impressive 19 cubic foot trunk.

However, hundreds of hours in the wind tunnel have resulted in a contemporary design that achieves a drag coefficient of 0.35, so the new Continental is as functional as it is stylish.





Continental's superb airflow management benefits from flush-mounted impact-resistant polycarbonate headlamps, flush-mounted glass and cornering lamps, integral 5-mph bumpers, outside mirrors sized and shaped for better airflow and aircraft-style doors. Your benefits are improved handling, fuel efficiency\* and lower wind noise levels. The aerodynamic

grille openings minimize drag and front end lift, while the aerodynamic rear deck is raised to provide a clean exit as air flows over the vehicle. You'll even notice that the steeply raked wind-screen remains cleaner as a result of Continental's aerodynamic shape.

Ultimately, the biggest benefit comes in enjoying an automobile that, once again, gives you the distinction of

style without compromise.

You'll discover in your next look at the all-new Lincoln Continental that it is an automobile offering you technology without compromise as well.

\* 1988 EPA mileage estimates were not available at the time of publication. However, the Continental is expected to post good mileage ratings. As soon as EPA mileage figures are released, your Lincoln-Mercury dealer will be among the first to receive this information and will be happy to pass it along to you.











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CLBR02

1988  
Lincoln  
Continental



Comfort  
Measured by  
World-Class Standards











# A luxury automobile with more than enough room for traditional values and advanced technology

Some makers of technologically advanced automobiles would have you believe that spartan, dull and uninviting interiors are logical extensions of their functional design philosophy.

Lincoln has a decidedly different philosophy. It is based on the premise that technological innovation should be integrated to enhance your



Optional illuminated keyless entry system

comfort and convenience, without sacrificing the more traditional values of luxury.

So you'll be the beneficiary of a luxurious interior as well as state-of-the-art computers and electronics that deliver the power to move quickly and stop effectively, to ride smoothly, and steer precisely. You'll enjoy advanced technology that provides a controlled interior environment, an infinitely adjustable driving position, useful information and much more.

But you won't have to sacrifice visual and tactile richness in the process. In fact, you can expect to find as standard your choice of soft leather or rich cloth upholstery, thick carpeting and tasteful woodtone accents.

Perhaps most surprising of all, you'll discover that contrary to recent downsizing trends, design engineers have actually fashioned a luxury car that is longer than its predecessor and offers more headroom, more front and rear seat hiproom and more rear seat legroom to benefit every passenger.

Signature Series instrument panel with standard leather-wrapped steering wheel.



downward to improve rear-seat foot room.

You'll also appreciate the aircraft-style doors that make entering and exiting easier and the remarkable rear doors that open wide to facilitate rear seat access.

Enter by any door and you'll immediately realize that this is a full six-passenger automobile. Enter by the driver's door and you'll be sitting in a six-way power adjustable seat that conforms precisely to you. It features, as do all Continental seats, a special internal spring suspension that will comfortably support you through miles and

hours of enjoyable driving.

Separate fold-down armrests and four-way articulated headrests add to your comfort, while rear seat passengers are treated to their own folding center armrest, three-point safety belts—even their own heating ducts.

Generous 24-ounce carpeting covers the floor in boardroom-style luxury. And the thick foam padding under the carpet adds to that luxury while helping to reduce interior sound levels.

You'll find a great deal of attention has been paid to isolating intrusive sounds. Continental is wrapped in sound insulation, with a steel/fiberglass/steel sandwich between you and the engine compartment. And Continental's very shape has been aerodynamically fine-tuned to minimize wind noise.

Even the engine goes about its task with a minimum of fuss, thanks to a special internal counter-rotating balance shaft and special

hydraulic engine mounts both designed to reduce vibration.

And the four-speed automatic transaxle features overdrive, for reduced engine rpm and noise at highway speeds, and hydraulic controls redesigned to help provide the smoothest shifting possible.



Signature Series standard leather seating.

## Special touches abound in the new Continental.

Continental is much more than comfortable seating, rich upholstery and thick carpeting. Extremely well thought out details designed to enhance both comfort and convenience surround you at every turn.

There are front/side double visors, plus a center visor for extended coverage. Door armrests are full-length. An overhead console contains dual reading lights. The electronic climate control system features a sunload sensor and automatically adjusts to the comfort level you desire.

The glass is tinted all around to reduce glare. Power window, seat, lock and mirror controls are all positioned on the door for easy use. The steering wheel tilts and features integrated fingertip speed controls.

The electronic instrument cluster provides you with precise, easy-to-read information, while the standard AM/FM stereo cassette radio features an

80-watt amplifier, six premium speakers, Dolby® AM stereo reception and 18-station memory settings for outstanding sound reproduction and convenient operation.

If you desire the ultimate in stereo sound, consider Continental's optional Ford JBL Audio System. It incorporates all of the advanced features of Continental's standard sound system, plus a 140-watt amplifier and 10 premium speakers that are specifically designed and located for the acoustics of Continental's interior. To it, you can even add an optional compact disc player for a true concert-hall listening experience.

All this should make it rather apparent



Optional compact disc player.

to you that the new Continental continues to set the standard for traditional luxury while providing world-class advancements in automotive technology. To fully appreciate how well these two seemingly opposed philosophies mesh into one truly remarkable automobile, you must experience the all-new Lincoln Continental for yourself...in person and on the road. At your Lincoln-Mercury dealer.





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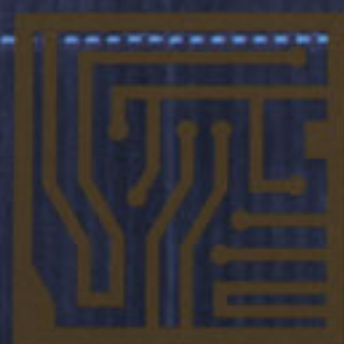
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# The Lincoln Vision

The all-new Lincoln Continental is but the latest expression of a design and engineering philosophy we call the Lincoln Vision. It is a philosophy based on inquiry. We continually seek to know what luxury car owners want their present and future luxury cars to be.

Just as important, we continue to ask our engineers, designers, product planners—even our dealers and their salespeople—“What should a luxury car be?” What they and luxury car owners tell us has a direct bearing on the kind of luxury car we build to carry the Lincoln name.

The new Lincoln Continental, like the other Lincoln models it joins, is an excellent example of the Lincoln Vision in action.

Here is an automobile that incorporates

the very latest technology to achieve new levels of comfort and control. Levels which bring new meaning to the traditional concept of luxury.

The body is handsome. The interior is rich. The seats comfortable. The many conveniences impressive. All is as it should be in any luxury car.

And yet something is different. To drive the new Continental is to appreciate that difference in the fullest sense. You may be surprised to find that an automobile which rides so smoothly should corner so crisply. Or that a vehicle which steers so precisely and stops the way it does, should surround

you in such comfort—and yes—luxury.

But Continental does all this. And more. Most important of all, perhaps, is that Continental does it with grace and ease.

You can thank technology for that. More than anything, it is the computer that has brought about this revolution in luxury... this blending of the traditional and the contemporary.

It's apparent in the way Continental looks and the way in which it responds to a variety of seemingly different needs and desires.

Ultimately, it becomes quite apparent to anyone who experiences it that the new Continental is the world's most advanced luxury car.





# An inside look at the world's most advanced luxury car

## ■ Computer-Controlled Suspension

**DUAL-DAMPING RIDE CONTROL.** Steering, engine, brakes and suspension sensors monitor lateral acceleration forces, rates of steering-wheel turn, acceleration and deceleration and vertical movement of road wheel. Sensor input to suspension control computer can initiate a damping change—from soft to firm or back again. Mechanical actuator on each dual-damping strut makes change in milliseconds. When actuated, struts provide up to nine-fold increase in damping force. Struts are pressurized with nitrogen gas to help prevent deterioration of damping ability over rough surfaces.

**AUTOMATIC LEVELING SYSTEM.** Sensors monitor vehicle height. Deviation from optimal height at any wheel prompts suspension control computer to initiate small inflation/deflation adjustments in air springs which are integrated into each MacPherson strut. Adjustments are made, when and where appropriate, by an air spring solenoid valve with air supplied by compressor.

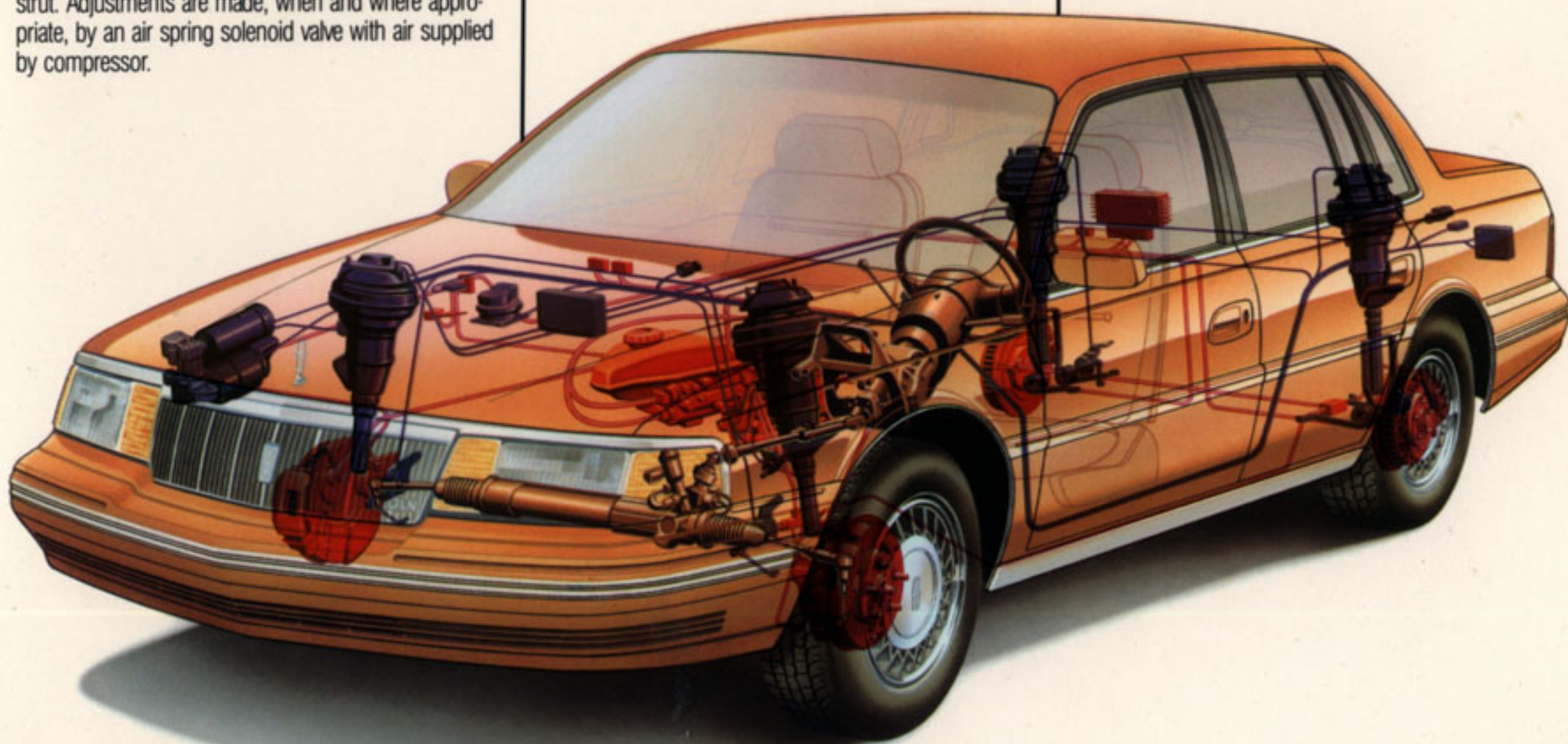
## ■ Speed-sensitive power steering

This advanced steering system continuously adjusts power assist to match driver's needs. As speed increases, power assist decreases—resulting in a gradual rise in the amount of effort required to turn steering wheel. Continental's driver receives maximum assist for low-speed maneuvers like parking, minimum assist for good road "feel" at higher speeds, plus an infinite number of levels in between.

## ■ Anti-lock Brake System (ABS)

Anti-lock brakes provide greater control and faster stops under almost all road conditions. Sensors monitor rotation of each wheel's velocity ring. When lock-up is imminent, a computer signals proportioning valve to regulate brake-line pressure, thus keeping the wheel at threshold of lock-up.

ABS works on the principle of "cadence braking"—the on/off pumping of the brakes professional drivers use to limit skids and maintain control while stopping on slippery surfaces. With ABS, however, pumping of the brakes is automatic and occurs at a rate far faster than humanly possible—up to 10 times per second. ABS can reduce stopping distances on slick surfaces by up to 40%.

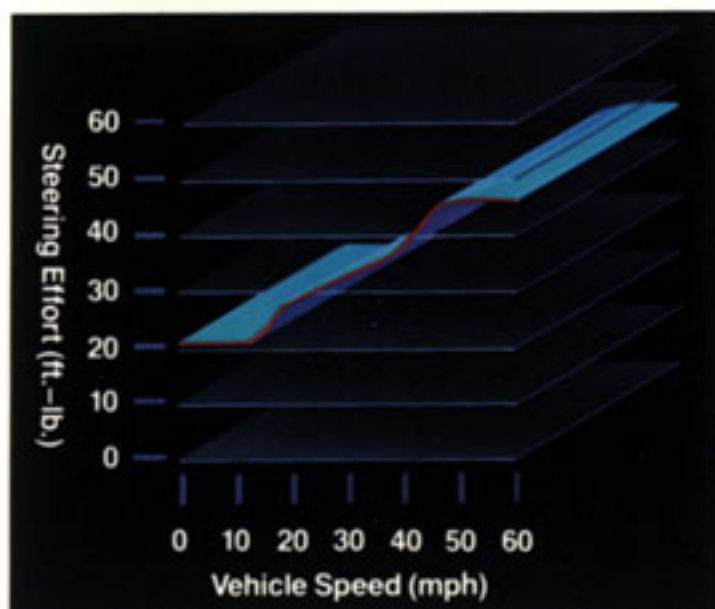




# What others call "The Leading Edge" Lincoln considers merely the starting point

Unlike some automotive manufacturers who point to front-wheel drive and electronic instrumentation as proof of their technological advancement, the new Continental's design team considered these as mere starting points in their formulation of a new technological equation.

So with the superior traction and space efficiencies of front-wheel drive and the informational completeness and precision of an electronic instrument cluster with message



Continental's advanced steering system continuously adjusts power assists to match the driver's needs. As speed increases, power assist decreases—resulting in a gradual rise in the amount of effort required to turn the steering wheel.

center as "givens," Continental's creators concentrated on other features like advanced aerodynamics.

They added it to the list of required design elements...not simply for aesthetic considerations, but because an aerodynamically efficient automobile is quieter and more stable at highway speeds than an aerodynamically inefficient one.

Their commitment to advanced technology is apparent under the hood as well. The Continental's 3.8-liter V-6 engine features a sophisticated fuel injection system and one of the world's most advanced engine computers (EEC-IV) to optimize performance. A counter-rotating balance shaft in the engine reduces vibration, as do a separate subframe

and hydraulic engine mounts, so all you experience is smooth, quiet power when you press the accelerator.

But the real tour de force which lies at the heart of the new Continental's impeccable road manners is a trio of technologically advanced subsystems that are unmatched by any luxury car in the world today.

Lincoln engineers have given Continental the world's most advanced luxury car suspension, steering and brake systems. Each utilizes a microprocessor to sort through information gathered by a variety of sensors and to respond to this input by directing precise electromechanical adjustments.

How do these systems work? Take the suspension system for starters. It is technically called a "four-wheel independent dual-damping air suspension."

This means that all four wheels act independently of one another to better respond to road surface irregularities. At each wheel is a nitrogen-pressurized MacPherson strut which supplies dual-damping ride control, plus an integral air spring assembly.

Both the air suspension and the dual damping functions are controlled by a microprocessor which gathers road and vehicle dynamics information, assesses it, then automatically adjusts the air pressure in each air spring assembly to help keep Continental flat, stable and smooth over

virtually any road surface. The time it takes for all this to

happen? About 40 to 45 *milliseconds*.

Which means that adjustments are being made so quickly that the driver and passengers are virtually unaware of the rapid responses to road surface variations.

What's apparent is the result. Continental takes potholes, dips and even railroad crossings in stride. Even the "squat and dive" characteristics associated with rapid acceleration and deceleration are significantly reduced.

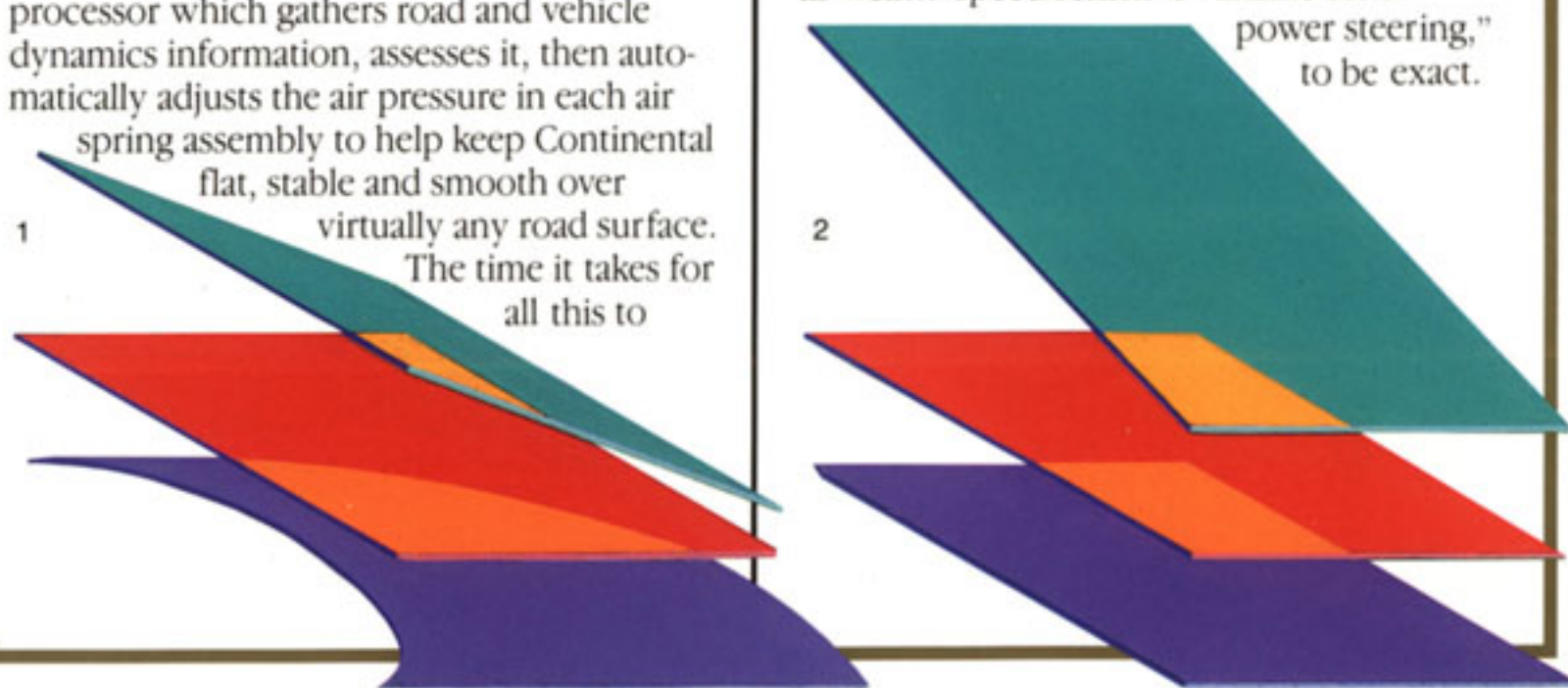
Well and good, some might say, but what about tight turns, quick corners and twisting back roads? Continental continues to furnish good news here, too. Because where traditional luxury cars might be expected to float, wallow and otherwise exhibit the inadequacies of their suspension, Continental shines. No dramatics. No white knuckles. No loss of composure.

Instead of offering too soft or too hard a suspension or a half-hearted compromise between the two extremes, Continental's computer-controlled adaptive ride suspension system automatically presents you with the optimal ride you can experience over a wide variety of road surfaces.

## The end of steering by committee

It takes more than a computer-controlled adaptive suspension system to bring a whole new sense of control to the driving experience in a luxury automobile. In Continental's case, it takes a computerized steering system as well... "speed-sensitive variable-assist

power steering," to be exact.





This advanced system has been designed to provide just the right level of power assist to the steering at all vehicle speeds. As the vehicle's speed increases, the amount of power assist decreases.

That means the new Continental—unlike traditional luxury cars which are easy to park, but numb and insensitive to steering input on the highway—provides all the power assist needed to easily steer into a tight parking space and just enough to provide a remarkable feeling of control at highway speeds.

This reduction in power assist is progressive and precise, so the driver is assured the degree of enhanced road feel and steering sensitivity appropriate to the speed at which the vehicle is moving.

The result is that the new Continental is a luxury car that is truly a joy to drive at a wide variety of speeds, in a wide variety of situations and on a wide variety of roads.

Driving at 5:00 p.m. in the heart of the city may never be as much fun as driving at 6:00 a.m. in the heart of the country, but with the Continental's new speed-sensitive variable-assist power steering system, it certainly will be less taxing.

### Stopping that's more than the shortest distance between two points

It stands to reason that an automobile which provides you with the world's most advanced suspension system and the world's most advanced steering system would also have a sophisticated braking system.



Continental's Anti-lock Brake System (ABS) features sensors that monitor the rotation of each wheel's velocity ring.

Continental's four-wheel, Anti-lock Brake System—ABS for short—is generally regarded as the world's most advanced braking system. It's easy to see why, too.

This system is designed to provide stable braking—so that the driver can maintain

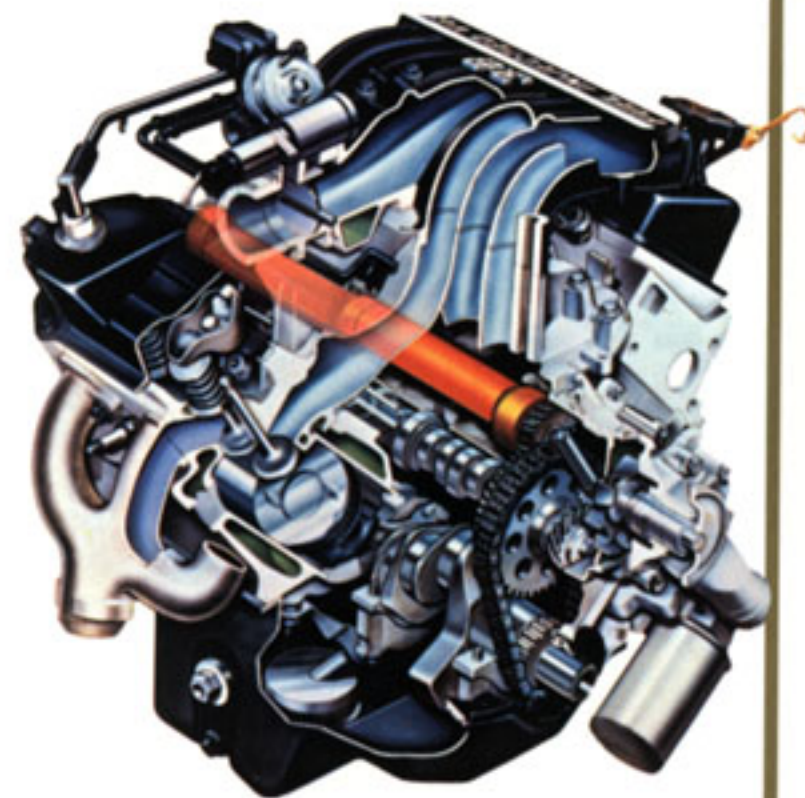
steering control—even under the heaviest braking, even on icy and rain-slick surfaces.

Here's how ABS works. There are four speed sensors, one in each of Continental's wheel hubs. Each sensor constantly sends signals to a central microprocessor which compares the rotational speeds of all four wheels. If at any time this microprocessor detects one wheel slowing down more rapidly than the others during braking, it sends a rapid series of up to ten pulses per second (via valves in the hydraulic braking circuit) in order to reduce and modulate brake-line pressure. This prevents the wheel in question from locking up and possibly putting the vehicle into a skid.

With ABS, the new Continental can be driven confidently in almost any kind of weather without wheel lock-up...even in panic braking situations. And with wheel lock-up eliminated, the driver is given positive steering control to help avoid accidents and achieve the shortest stopping distance possible (up to 40% shorter on slick surfaces).

When we say that this is the world's most advanced luxury car, we have some of the world's

most advanced technology to back it up. Technology that extends right to your Lincoln-Mercury dealer's service department. Thanks to a special electronic communications system that links Continental's on-board computers with a newly developed Service Bay Diagnostic Computer, possible problem areas can be pinpointed quickly for your added convenience and peace of mind.



A camshaft-driven counter-rotating balance shaft offsets the normal power pulses of Continental's 3.8-liter V-6 engine to deliver smooth performance.

### Beyond Technology

It won't take you long to discover that there's more to the new Continental than elegant aerodynamic styling and world-class technology. Your next look will be inside Continental, where you'll experience the outstanding levels of comfort and convenience you would expect to find in a luxury automobile from Lincoln.

Simplified "planes" show how Continental's computer-controlled suspension adapts to various driving situations by switching suspension damping from soft to firm. Lower plane—road input. Middle plane—Continental's road attitude. Upper plane—road attitude of car with conventional suspension. A firmer suspension provides flatter cornering (1) through a turn, eliminates dive and squat (2 and 3) during hard braking and acceleration, and prevents bottoming of the suspension (4) over severe bumps.

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