





Continental Mark IV illustrated with optional Blue Diamond Luxury Group.



The 1975 Continentals. A Pre-Introduction Portfolio.

(CONFIDENTIAL)

The cars illustrated herein are advance prototype models and may not reflect production vehicles.  
Standard and optional equipment listed are subject to change.

Continental Mark IV illustrated with optional Blue Diamond Luxury Group.





Continental Mark IV illustrated with optional Lip II and White Luxury Group, Landau vinyl roof, forged aluminum wheels and premium bodyside molding.





## 1975 Continental Mark IV

The Continental Mark IV continues as one of the finest personal luxury cars in the world.

A motorcar for those who appreciate excellence. For those who recognize that its blend of classic styling, comfort and performance is legend. Those for whom a motorcar is far more than a means of transportation.

The Continental Mark IV represents uncompromised engineering, almost unparalleled perfection.

For 1975, it maintains that established excellence, while offering new improvements, studied refinements.

Four-wheel power disc brakes and a newly developed Hydro-Boost braking system are standard,

complementing the solid directional stability of precision Sure-Track braking. Tilt steering wheel, power door locks, power deck lid release and speed control also are now standard. Individually adjustable six-way power Twin Comfort Lounge Seats are upholstered in rich, velvety soft Luxury cloth. A new specially designed optional Power Lumbar Seat provides movable back support for relaxing driving comfort.

For 1975, Continental Mark IV introduces two new impressive Luxury Groups to provide a distinctive choice for discriminating owners.

The Blue Diamond Luxury Group, displayed on the front page, is a refined gem of aqua blue radiance. The Lipstick and White Luxury Group, featured here, is brilliant white, from the supple leather surfaces of the specially designed seating to the elegant Normande grain vinyl roof. Throughout, the inviting white decor is splashed with touches of vivid lipstick red.

The color-coordinated Saddle and White Luxury Group continues to offer a distinctive definition of personal luxury and taste, as do the renowned Gold and Silver Luxury Groups. Each is a unique expression of individuality, complementing the time-proven beauty of the classic Mark IV.

The scope of Mark IV luxury options is extensive, ranging from a power glass Moonroof and natural grain leather seating surfaces, to a new stylish Landau vinyl roof featuring an innovative frenched rear window and sculptured chrome moldings. The optional Quick Defrost System has a gold film inlay that helps defrost the windshield up to five times faster and the rear window up to three times faster than conventional systems.

1975 Continental Mark IV. Judge your car by our car.



Continental Mark IV optional Lipstick and White Luxury Group Twin Comfort Lounge Seats in standard leather-with-vinyl trim.





1975 Lincoln Continental Town Coupé

The Town Car and Town Coupé are distinctive, formal editions of Lincoln Continental. Exhibiting eloquence of style, and an impressive level of luxury, the Town Cars are prestigious motorcars in every sense. And for 1975 they feature a totally new look, with extensive styling refinements and design improvements.

The spacious interiors are completely revitalized for 1975, and feature soft pillow comfort with plush, deep-padded seating surfaces of pliant natural grain leather. Thick shag carpeting complements these lush

interiors. Luggage compartment carpeting, glove box vanity mirror and power vent windows are additional Town Car and Town Coupé features. New coach lamps, also standard on the Town Cars, offer a contemporary flair to the dignity of Continental.

Standard Lincoln Continental equipment includes Normande grain vinyl roof, AM/FM/Multiplex stereo radio, tilt steering wheel, Cartier-signed digital time-piece, expansive sound insulation, power door locks, extensive interior lighting, six-way power adjustable

seats and steel-belted radials. New Continental options for 1975 include four-wheel power disc brakes, power glass Moonroof, Security Lock Group, fuel economy reminder light and new wide-band white sidewall tires.

Established options include radiant Diamond Fire and Moondust paints, Sure-Track braking, power sun-roof, anti-theft alarm system, speed control, luxury wheel covers, interval windshield wipers, AM/FM/MPX radio with stereo tape, and more. A list that allows you to design your own level of luxury.



Lincoln Continental Town Car standard bench seat in standard leather-with-vinyl trim.



Lincoln Continental Town Car optional Twin Comfort Lounge Seats in optional Media velour cloth-with-vinyl trim.



Lincoln Continental 4-Door Sedan illustrated with optional coach lamps.



1975 Lincoln Continental





Lincoln Continental instrument panel illustrated with optional AM/FM/MPX radio with stereo tape system and Headlamp Convenience Group.

Dramatically restyled, redesigned for beauty as well as function, the 1975 Lincoln Continental, more than ever, offers the luxury car owner outstanding automotive value.

There's a completely new styling outlook with a new sweeping pillared roofline, boldly redesigned grille and restyled rear end. A premium bodyside molding is protective as well as attractive, and stylish new opera windows grace the four-door sedan. The sleek new profile is uniquely contemporary, yet retains

traditional Continental elegance.

The inside story is also new for 1975. New luxurious interiors trimmed with the velvety touch of Luxury cloth. The delicate look of baby burled walnut highlights the redesigned instrument panel.

The popular AM/FM/Multiplex stereo radio and Cartier-signed digital time-piece are now standard, as are power door locks, power trunk release, vinyl roof and tilt steering wheel. New comprehensive sound insulation throughout provides an even quieter ride.



Lincoln Continental standard bench seat in standard luxury cloth-with-vinyl trim.



Lincoln Continental standard bench seat in optional leather-with-vinyl trim.



# Lincoln Continental and Continental Mark IV

## 1975 Exterior Paint Colors



## 1975 Color and Trim Availability

Exterior Color Code	Vinyl Roof Color	Available Interior Colors
1C	Black	Black, Dark Red, Tan, Gold, White
	Dark Red	Dark Red
	White	Black, Dark Red, White
	Gold	Gold
	Tan	Tan
1J**	Silver**	Black, Blue, Dark Red, Silver§§
2G*, 2M	Black, Dark Red, White	Black, Dark Red, White
	2P§	Black, Taupe
3G	Taupe§, White	Black, Taupe, White
	3F*	Blue, White
3Q	Blue, White	Blue, White
	Blue, Silver Blue, White	Blue, White
3R*	Black	Black
	Blue	Blue, White
	Silver Blue, White	Blue, Black, White
4V	Black	Black, Green
	Green	Black, Green, Tan, White
	White	Green, Tan, White
4Z	Black	Black, Green
	Green	Black, Green, White
	White	Green, White
4I*	Black	Black, Green
	Green, White	Black, Green, White
45§§	Aqua Blue§§	Aqua Blue§§
	47	Black
5Q	Green	Black, Green, White
	White	Green, White
	5J*	Black
54**	Black	Black, Green, White
	Green	Black, Green, White
	White	Green, White
6C*	Black	Black, Gold
	Green	Green
	White	Black, Green, Gold, White
6Q	Black	Black
	White, Gold	Black, Gold, White
	9D	Black, White
9D	Black	Black, White
	Blue, Silver Blue	Blue, White
	Dark Red	Dark Red, White
	Green	Green, White
	Taupe§	Taupe, White
9D	Tan	Tan, White
	White	All
	Gold	Gold, White
Saddle	Saddle, Tan, White	

\*Extra cost.

\*\*Available on Lincoln Continental. On Continental Mark IV, available only as a component of a Luxury Group.

§Available on Lincoln Continental only.

§§Available only as a component of a Continental Mark IV Luxury Group.



# 1975 Standard and Optional Equipment

## 1975 Lincoln Continental

Models: 4-Door Sedan/Coupe

**Standard Equipment** • 460 CID 4V V-8 Engine • Select-Shift Automatic Transmission • Power Steering • Power Front Disc Brakes • Hydro-Boost Braking • Solid-State Ignition • Automatic Temperature Control • WSW Steel-Belted Radial Ply Tires • Power Windows • AM/FM Multiplex Stereo Radio with Power Antenna • Opera Windows on 4-Dr. Sedan • Premium Bodyside, Rocker Panel and Fender Peak Moldings • Super Quiet Sound Package • Carrier-Signed Digital Timepiece • Normande Grain Vinyl Roof • Power Door Locks • Power Deck Lid Release • Tilt Steering Wheel • Trip Odometer • Deluxe Wheel Covers • Door Edge Guards • Concealed Dual Headlamps • Cornering Lights • Dual Custom Pin Stripes • Bumper Guards • Concealed Windshield Wipers • Full-Width Head Restraints • Floor Mats with Carpeted Inserts • Standup Hood Ornament • 6-Way Power Seat with Luxury Cloth-with-Vinyl Upholstery • Color-Keyed Cut-Pile Carpeting • Door Closing Assist Straps • Interior Lighting: Ashtray, Under Instrument Panel, Courtesy Glove Box, Luggage Compartment, Map and Rear Reading Lights • Luxury Steering Wheel • Folding Center Armrests • Mirrors: Visor-Mounted Vanity, 12" Rearview • Tinted Glass • Left-Hand Remote Control Mirror • Automatic Parking Brake Release • Spare Tire Cover and Lock • Automatic Seat Back Release on Coupe • Deluxe Seat and Shoulder Belts • Personalized Initials • License Plate Frames • Wiper-Mounted Windshield Washers

**Optional Equipment** • Sure-Track Brake System • Four-Wheel Disc Brakes • Extended Range Fuel Tank • Fuel Economy Reminder Light • Power Sunroof or Moonroof • AM/FM Multiplex Radio with Stereo Tape System • Traction-Lok Differential • Higher Ratio Rear Axle • Automatic Speed Control • Electric Rear Window Defroster • Twin Comfort Lounge Seats • Leather-with-Vinyl Seat Upholstery • Reclining Passenger Seat • Intermittent Windshield Wipers • Power Vent Windows • Luxury Wheel Covers • Coach Lamps • Moon dust and Diamond Fire Exterior Paint • Wide-Band White Sidewall Tires • Security Lock Group • Illuminated Visor Vanity Mirrors • Right-Hand Remote Control Mirror • Anti-Theft Alarm System • Headlamp Convenience Group • Luggage Compartment Trim

## 1975 Lincoln Continental Town Cars

Models: Town Car/Town Coupé

**Standard Equipment** • Power Vent Windows • Town Car/Town Coupé Exterior Nomenclature • Coach Lamps • 6-Way Power Bench Seat with Leather Seating Surfaces • Unique Seat Trim and Door Panels • Extra-Thick Cut-Pile Carpeting • Glove Box Vanity Mirror • Luggage Compartment Carpeting • Town Car/Town Coupé Interior Nameplate with Gold Accent • All the Standard Equipment Available on Lincoln Continental

**Optional Equipment** • Sure-Track Brake System • Four-Wheel Disc Brakes • Extended Range Fuel Tank • Fuel Economy Reminder Light • Power Sunroof or Moonroof • AM/FM Multiplex Radio with Stereo Tape System • Traction-Lok Differential • Higher Ratio Rear Axle • Automatic Speed Control • Electric Rear Window Defroster • Twin Comfort Lounge Seats • Velour Cloth-with-Vinyl Upholstery • Reclining Passenger Seat • Intermittent Windshield Wipers • Luxury Wheel Covers • Moon dust and Diamond Fire Exterior Paint • Wide-Band White Sidewall Tires • Security Lock Group • Illuminated Visor Vanity Mirror • Right-Hand Remote Control Mirror • Anti-Theft Alarm System • Headlamp Convenience Group

## 1975 Continental Mark IV

**Standard Equipment** • 460 CID 4V V-8 Engine • Select-Shift Automatic Transmission • Sure-Track Brake System • Four-Wheel Disc Brakes • Hydro-Boost Braking • Solid-State Ignition • Automatic Temperature Control • WSW Steel-Belted Radial Ply Tires • Power Windows • AM/FM Multiplex Stereo Radio with Power Antenna • Opera Windows • Super Quiet Sound Package • Cartier-Signed Timepiece • Normande Grain Vinyl Roof • Power Door Locks • Power Deck Lid Release • Tilt Steering Wheel • Trip Odometer • Luxury Wheel Covers • Wheel Opening and Curb Moldings • Door Edge Guards • Concealed Dual Headlamps • Cornering Lights • Dual Custom Pin Stripes • Bumper Guards • Concealed Windshield Wipers • Wiper-Mounted Windshield Washers • Floor Mats with Carpeted Inserts • Standup Hood Ornament • Automatic Speed Control • Twin Comfort Lounge Seats with 6-Way/6 Way Power and Cloth Upholstery • Color-Keyed Cut-Pile Carpeting • Door Closing Assist Straps • Interior Lighting: Ashtray, Under Instrument Panel, Courtesy, Glove Box, Luggage Compartment, Engine Compartment, Map and Rear Reading Lights • Luxury Steering Wheel • Folding Center Armrests • Fully Carpeted Luggage Compartment • Carpeted Spare Tire Cover and Lock • Mirrors: Visor-Mounted Vanity, 12" Rearview • Tinted Glass • Left-Hand Remote Control Mirror • Automatic Parking Brake Release • Deluxe Seat and Shoulder Belts • Personalized Initials • License Plate Frames

**Optional Equipment** • Custom Landau Vinyl Roof • Premium Bodyside Molding • Power Sunroof or Moonroof • Forged Aluminum Wheels • Power Lumbar Seat • AM/FM Multiplex Radio with Stereo Tape System • Fuel Economy Reminder Light • Quick Defrost Windshield/Rear Window • Traction-Lok Differential • Higher Ratio Rear Axle • Trailer Towing Package • Protective Bodyside Molding • Dual Exhaust • Electric Rear Window Defroster • Leather-with-Vinyl Seat Upholstery • Reclining Passenger Seat • Intermittent Windshield Wipers • Power Vent Windows • Moon dust and Diamond Fire Exterior Paint • Space-Saver Spare Tire • Wide-Band White Sidewall Tires • Security Lock Group • Illuminated Visor Vanity Mirrors • Right-Hand Remote Control Mirror • Anti-Theft Alarm System • Headlamp Convenience Group

## Continental Mark IV

Optional Luxury Groups

### Blue Diamond Luxury Group

Unique Aqua Blue Interior Upholstery of Crushed Media Velour or Leather-with-Vinyl • Thick Aqua Blue Cut-Pile Interior Carpeting • Light Maple Woodgrain Vinyl Interior Accents • Aqua Blue Normande Grain Vinyl Roof • Aqua Blue Diamond Fire Exterior Paint • Aqua Blue Cut-Pile Luggage Compartment Carpeting • Recommended Aqua Custom Pin Stripe

### Lipstick and White Luxury Group

Twin Comfort Lounge Seats in Unique Cushion Sew Style • White Leather Seating Surfaces with Lipstick Red Accents • Thick Lipstick Red Cut-Pile Interior Carpeting • White Normande Grain Vinyl Roof • White Exterior Paint • Red Cut-Pile Luggage Compartment Carpeting • Recommended Red Custom Pin Stripe

### Saddle and White Luxury Group

Twin Comfort Lounge Seats in Unique Cushion Sew Style • White Leather Seating Surfaces with Saddle Accents • Thick Saddle Cut-Pile Interior Carpeting • Saddle Normande Grain Vinyl Roof • White Exterior Paint • Saddle Cut-Pile Luggage Compartment Carpeting • Recommended Brown Custom Pin Stripe

### Gold Luxury Group

Twin Comfort Lounge Seats in Unique Cushion Sew Style • Tan Leather Seating Surfaces with Saddle Accents • Thick Saddle Cut-Pile Interior Carpeting • Gold Flare Normande Grain Vinyl Roof • Bronze Gold Diamond Fire Exterior Paint • Saddle Cut-Pile Luggage Compartment Carpeting • Recommended Yellow Custom Pin Stripe

### Silver Luxury Group

Twin Comfort Lounge Seats with Dark Red Leather Seating Surfaces, Dark Red Crushed Media Velour or Unique Silver Leather-with-Vinyl Upholstery • Thick Red or Silver Cut-Pile Interior Carpeting • Silver Normande Grain Vinyl Roof • Silver Diamond Fire Exterior Paint • Red or Silver Cut-Pile Luggage Compartment Carpeting • Recommended Red Custom Pin Stripe

## 1975 Specifications and Dimensions

### Lincoln Continental and Lincoln Continental Town Cars

Wheelbase .....	127.2"	Tire Size .....	230-15
Overall Length .....	232.9"	Luggage Capacity .....	19.3 cu. ft.
Overall Height (Coupe) .....	55.3"	Fuel Tank Capacity .....	24.2 gals.
Overall Height (Sedan) .....	55.6"	Curb Weight (Coupe) .....	5,384 lbs.
Tread, Front .....	64.3"	Curb Weight (Sedan) .....	5,379 lbs.
Tread, Rear .....	64.3"		

### Continental Mark IV

Wheelbase .....	120.4"	Tread, Rear .....	62.8"
Overall Length .....	228.1"	Tire Size .....	230-15
Overall Height .....	53.5"	Luggage Capacity .....	14.4 cu. ft.
Overall Width .....	79.8"	Fuel Tank Capacity .....	26.5 gals.
Tread, Front .....	62.9"	Curb Weight .....	5,353 lbs.





