



1979
CONTINENTAL MARK V



The Collector's Series Continental Mark V



Collector's Series

Suppose you could step back through time to 1939, when the original Lincoln Continental was a new car. Wouldn't you eagerly purchase one . . . and keep it through the years, if only as an investment?

Introducing the new Collector's Series Continental Mark V. It represents the highest expression of luxury among cars that trace their lineage to the original Lincoln Continental.

This unique limited edition Mark V embodies exterior design features and interior sumptuousness surpassed by no other Continental Mark, past or present. And it includes, *standard*, many important comfort and convenience features that are options in other 1979 Continental Mark V's.

The Collector's Series is aptly named, especially when you consider that the resale value of five consecutive years of Continental Marks has exceeded that of any comparable American personal luxury car. This fact is contained in the June, '78 used car retention reports on luxury cars, based on average prices published in the nine regional NADA Used Car Guides.

Collector's Series Continental Mark V, shown in Midnight Blue Metallic, is also available in White. Valino grain Landau roof and Gold color grille bars are among the many design features unique to the Collector's Series. Coach lamps are integral with the Landau roof molding.







Offered together only in the Collector's Series Mark V: Midnight Blue Kasman II luxury cloth bucket seats with six-way power feature, passenger recliner and driver lumbar support. Floor carpeting is ultra-deep 36 ounce.

An elegant alternative: choose Twin Comfort Lounge seats with either White or Midnight Blue leather seating surfaces, in Luxury Group sew style. Front console and rear center armrests will be deleted.

The combination of standard features found exclusively in the Collector's Series includes:

1. Padded vinyl decklid accent with matching vinyl insert lock cover.
2. Leather-bound owner's manual and leather-wrapped tool kit.
3. Glistening ebony woodtone applique and brushed chrome finish make the command center unique.
4. Rear seat passengers will appreciate the center fold-down armrest.
5. Padded, leather-covered console has ample storage space for telephone, cassette tapes, umbrella, etc.
6. Door panels are trimmed in luxury cloth and ebony woodtone applique.
7. Front seat backs have assist straps, map pockets.
8. An umbrella is provided.

Many additional appearance, comfort/convenience, protection and entertainment features are offered standard in the Collector's Series. Please see Page 19.



The Designer Editions of Continental Mark V



The Cartier Edition Continental Mark V

Cartier

In Paris on rue de la Paix, in London on New Bond Street, in New York on Fifth Avenue, and in 91 other countries of the world, Cartier is truly the international jeweler *par excellence*. From its beginnings in 1847 to its global pre-eminence today, its designs have become legendary in the world of luxury and good taste. Shown, right, is Cartier Tank® "Must" Watch.



Cartier Edition shown in Light Champagne with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

Distinctive matching Landau vinyl roof and bodyside molding are highlighted by fine Dark Red paint stripes. Color-keyed turbine-style cast aluminum wheels are standard.

This Designer Edition was conceived for the urban life. It has a uniquely sophisticated look, like so many things with the Cartier name.

1. Cartier's President, Ralph Destino.
2. Shown is the Cartier Edition interior in Champagne leather seating surfaces with Dark Red accent on seat and door pull strap. Champagne Media velour cloth with Dark Red accents is also offered. Six-way power passenger seat and interior light group are yours in all Designer Editions, in addition to the many standard features provided in all Continental Mark V models. The instrument panel of every Designer Edition Mark V will bear the owner's nameplate in 22-karat Gold finish.
3. The Cartier monogram appears on the rear decklid; Cartier signature in opera windows.



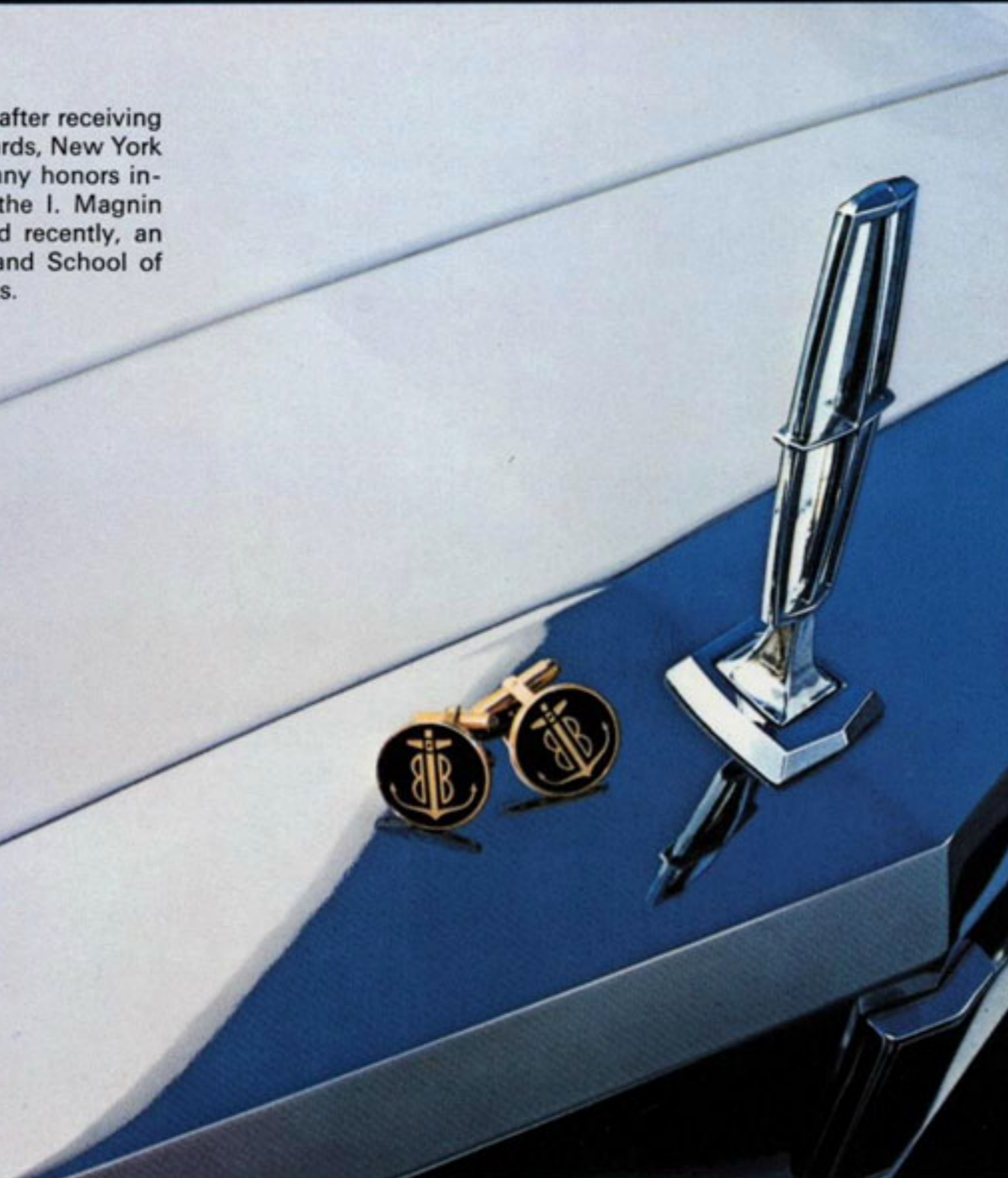


The Bill Blass Edition Continental Mark V



Bill Blass

Nominated to the Fashion Hall of Fame after receiving three Coty American Fashion Critics Awards, New York designer Bill Blass is the recipient of many honors including the American Fashion Award, the I. Magnin Award, the Neiman-Marcus Award, and recently, an honorary doctorate from the Rhode Island School of Design. Shown, right: Bill Blass cufflinks.



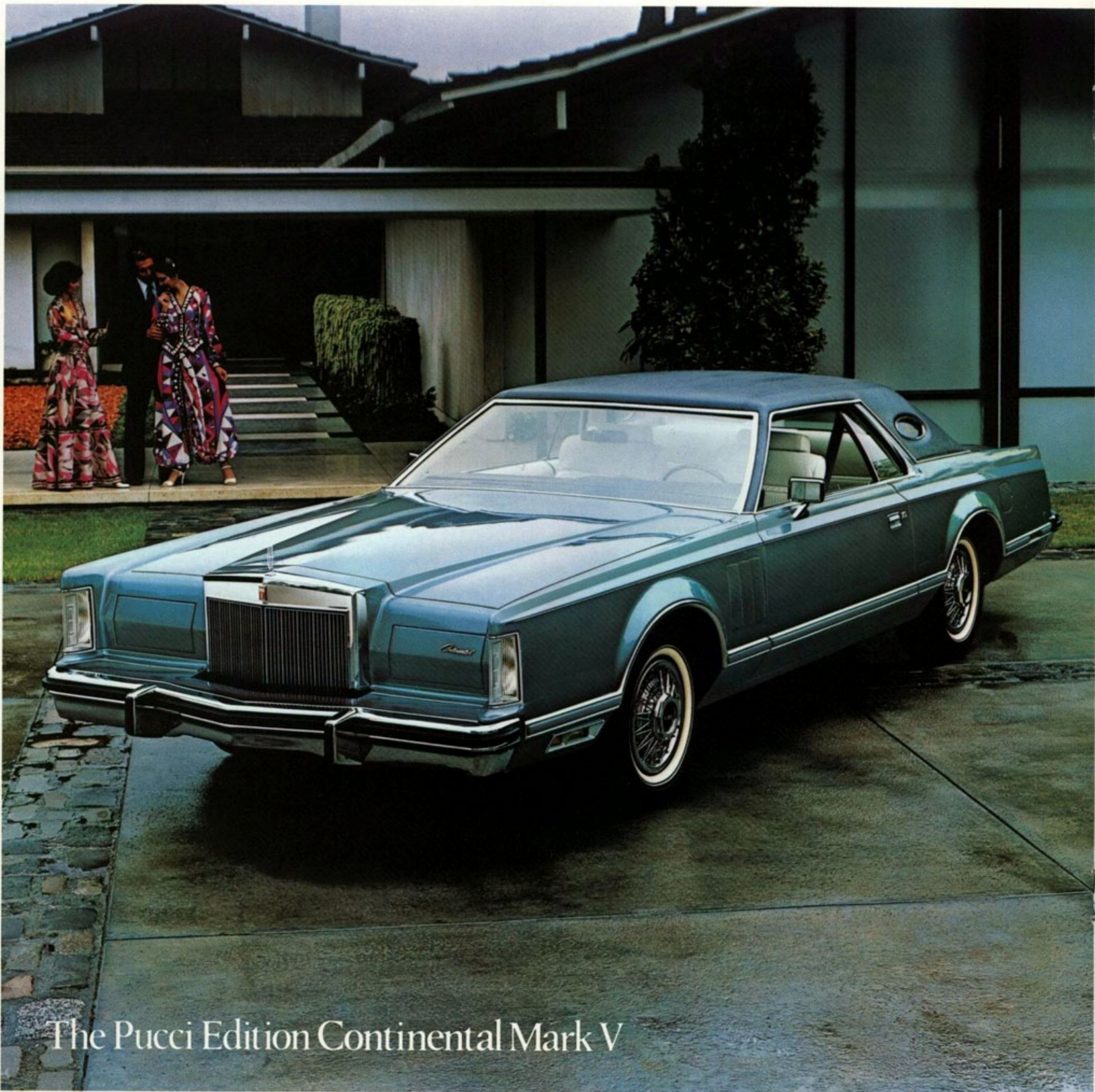
Bill Blass Edition shown in Tu-Tone Midnight Blue Metallic and White with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

This Edition is further distinguished by Dark Blue bodyside molding and dual Gold paint stripes on bodyside and rear decklid. White Carriage Roof is standard; conventional full vinyl roof in White with opera windows is also available.

The Bill Blass Edition is the embodiment of the outdoor life. It has the All-American look of a yachting party on the Fourth of July.

1. *The Bill Blass interior: White leather seating surfaces with Midnight Blue accents and matching buttons with famous Bill Blass monogram. Or, choose Midnight Blue leather seating surfaces with White accents and Gold buttons.*
2. *Bill Blass monogram on rear decklid.*





The Pucci Edition Continental Mark V

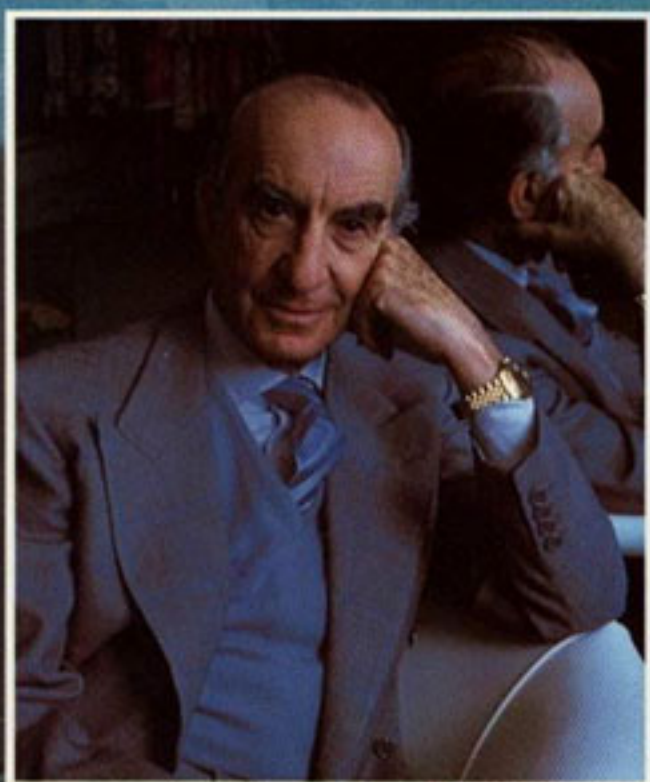


Pucci

One of the world's leading fashion designers, Emilio Pucci of Florence is a man of diverse talents, interests and background. He trained as a pilot; earned a master's degree in political and social science from Reed College in Oregon, and a Ph.D. from the University of Florence.

Signor Pucci's numerous fashion awards include those from Neiman-Marcus and Burdine's, as well as Sports Illustrated. Shown, right, is a Pucci scarf in silk.

Continental



Pucci Edition shown in Medium Turquoise Metallic, with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

Dramatic exterior design elements of this Edition include full vinyl roof in Midnight Blue, tri-tone paint stripes, wire wheel covers, and Pucci identification on rear deck.

The Pucci Edition has the vivid resort look invented by Emilio Pucci. It bespeaks elegance and good times.

1. Pucci Edition interior: White leather seating surfaces with Midnight Blue accents in Luxury Group sew style. Interior light group in all Designer Editions includes illuminated vanity visor mirrors. In this Edition, Pucci material covers the padded insert.

2. Pucci monogram on rear decklid accent.



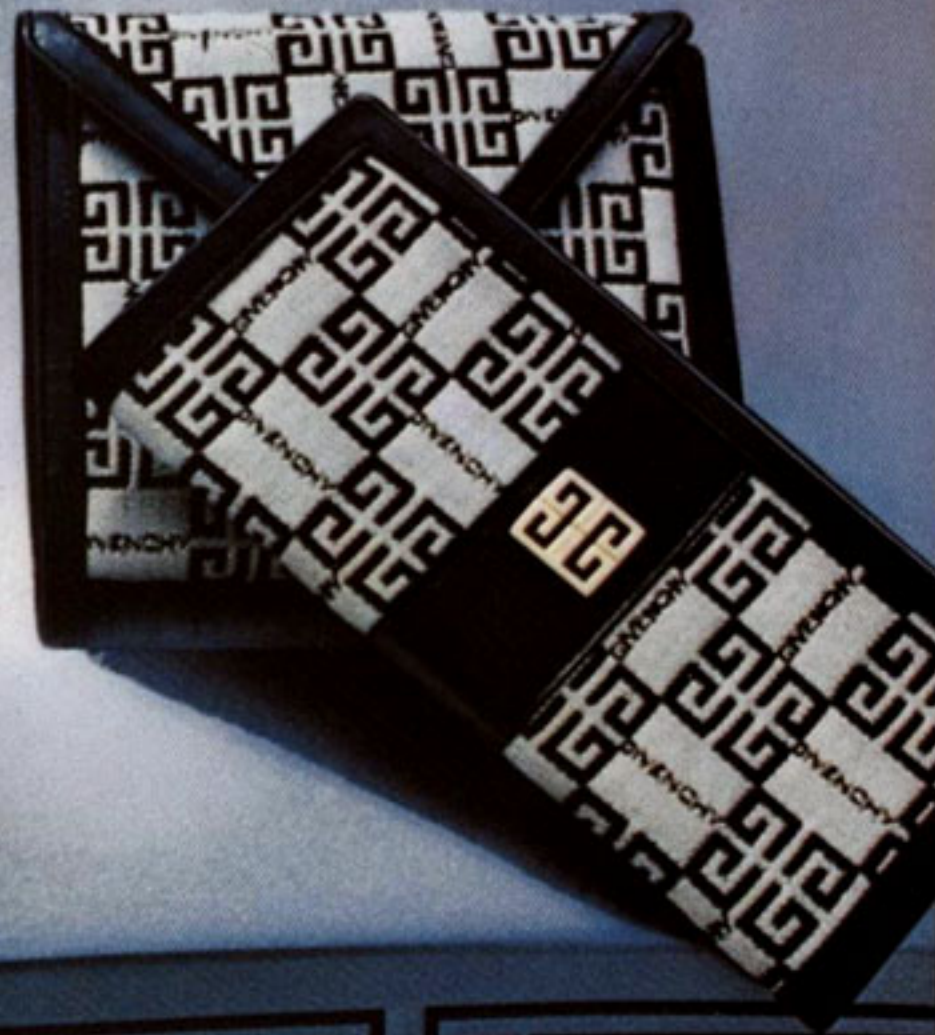
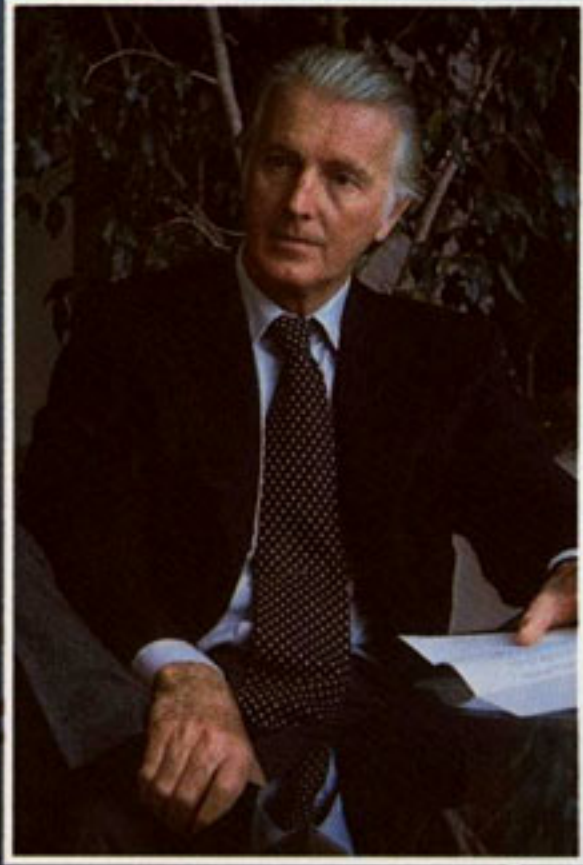


The Givenchy Edition Continental Mark V

Givenchy

Haute couture and Hubert de Givenchy are synonymous. Happily, Givenchy has also lent his design genius to utilitarian apparel for men and women.

Working out of his studio on Paris' exclusive Avenue Georges V, off the Champs-Elysee, Givenchy has twice won the Neiman-Marcus Award for his fashion contributions. His fragrances for men and women are world renowned. Shown, right: Givenchy checkbook cover and wallet.

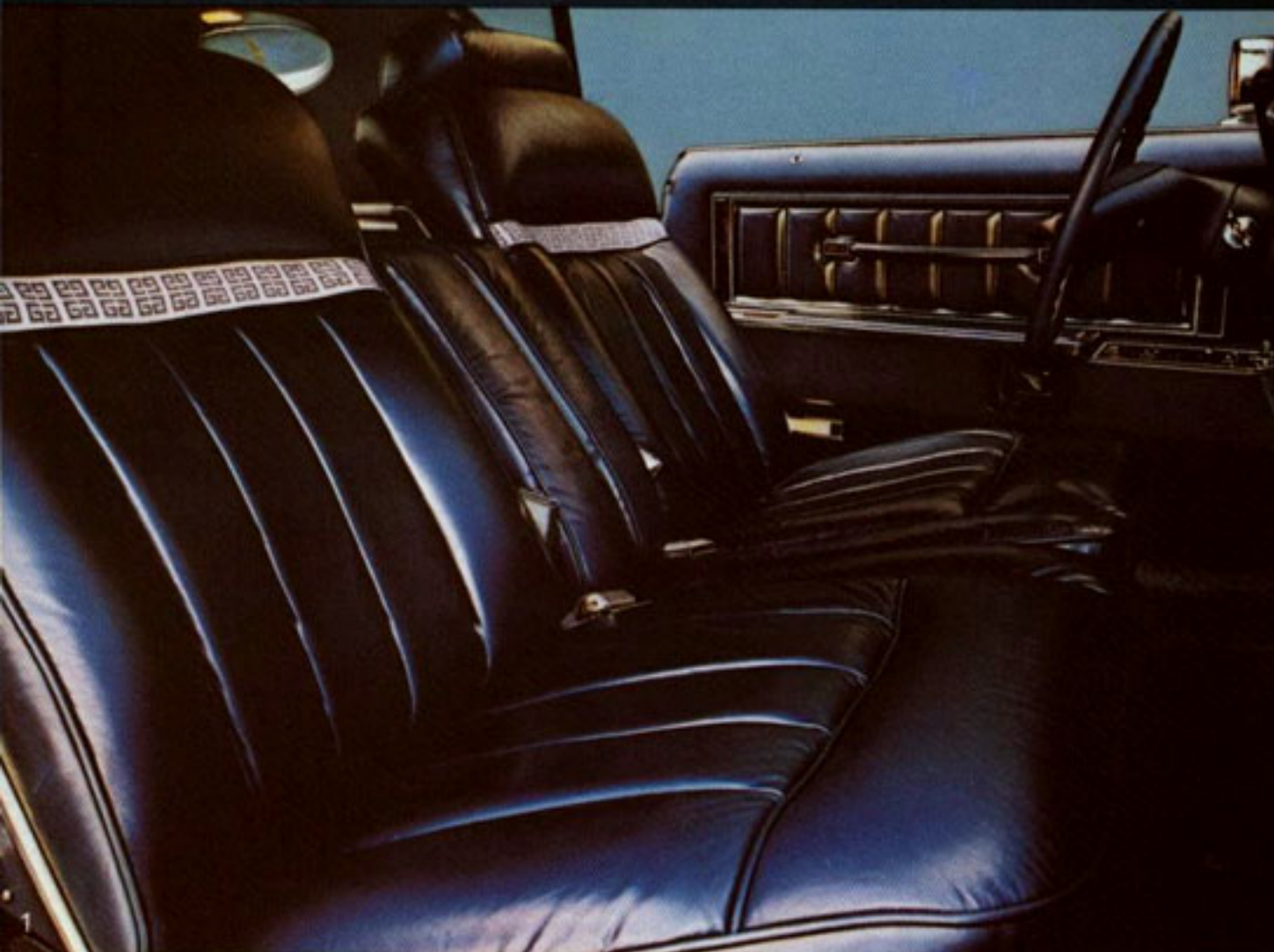


Givenchy Edition shown in Crystal Blue, with optional dual wide band white sidewall tires, right-hand remote control mirror, and Illuminated Entry System.

Chic front-half vinyl roof is in Valino grain. Dark Crystal Blue tape stripes on hood and deck sweep rearward to the Givenchy logo. It is the most formal Mark, as elegant as a Givenchy couture collection. Aristocratic and cosmopolitan in its design approach.

1. Givenchy interior in Dark Crystal Blue leather seating surfaces. Seat backs have a unique broadlace insert embroidered in Givenchy "G's."
2. The distinctive Givenchy signature appears in opera windows.

The Designer Editions of Continental Mark V include many other important features, standard. Please see Page 19.





Continental Mark V Luxury Group Option



How to design your own Mark V: The satisfaction of owning a distinctively *personalized* Mark V can be yours. Select your colors from within any one of nine Luxury Groups: White, Crystal Blue, Wedgewood Blue, Dove Grey, Champagne, Gold/Cream, Turquoise, Red/Rosé, and Cordovan. Then, from the many offerings within a Group, choose: your exterior paint and body-side molding color, your roof type (metal, Carriage, full vinyl or Landau), your vinyl roof color, your interior color, and your interior material, either Media velour or leather and vinyl. The combinations are fascinating. Add to your selection your choice of available options, and you have a Mark V that is decidedly *you*.

Meet with your dealer to design your Mark V using any of the nine Groups available.



1. Luxury Group interior in Turquoise cloth.

2. Front passenger recliner seat.

Luxury Group Option in Medium Turquoise Metallic, shown with optional forged aluminum wheels, full vinyl roof, right-hand remote control mirror, premium bodyside moldings, custom paint stripes and rocker panel moldings.

Foreground, Luxury Group Option in Dark Turquoise Metallic with White Landau roof, shown with optional forged aluminum wheels, premium bodyside moldings, right-hand remote control mirror, and custom paint stripes.



Perhaps it's something you owe yourself. You've earned the success you now enjoy. So now may be the time to receive the rich rewards of Continental Mark V ownership. A time to command a well-engineered machine whose styling is unmistakable, whose interior comfort and luxury leave nothing to be desired, whose standard convenience features include a full complement to heighten your driving pleasure. Continental Mark V. Haven't you wanted and waited long enough?

1. Pleated style Twin Comfort Lounge seats in optional White leather seating surfaces.
2. Continental Mark V in White shown with optional Landau vinyl roof, Illuminated Entry System, power vent windows, right-hand remote control mirror, dual paint stripes and forged aluminum wheels.
3. Continental Mark V instrument panel with optional Speed Control, headlamp convenience group and defroster group.

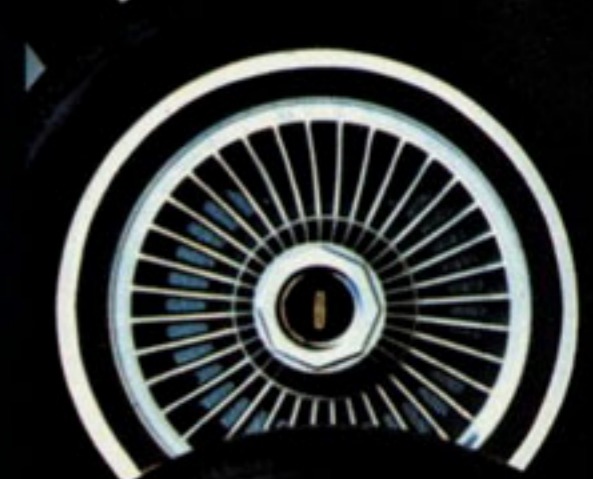
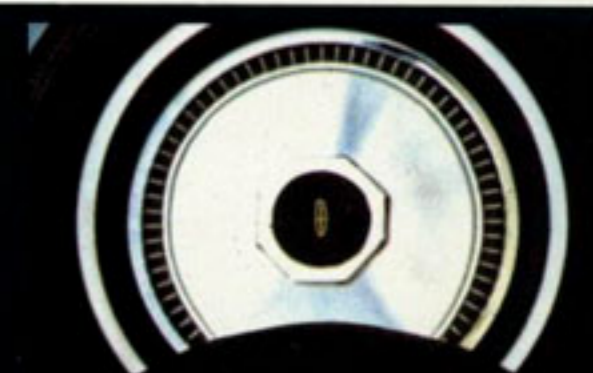
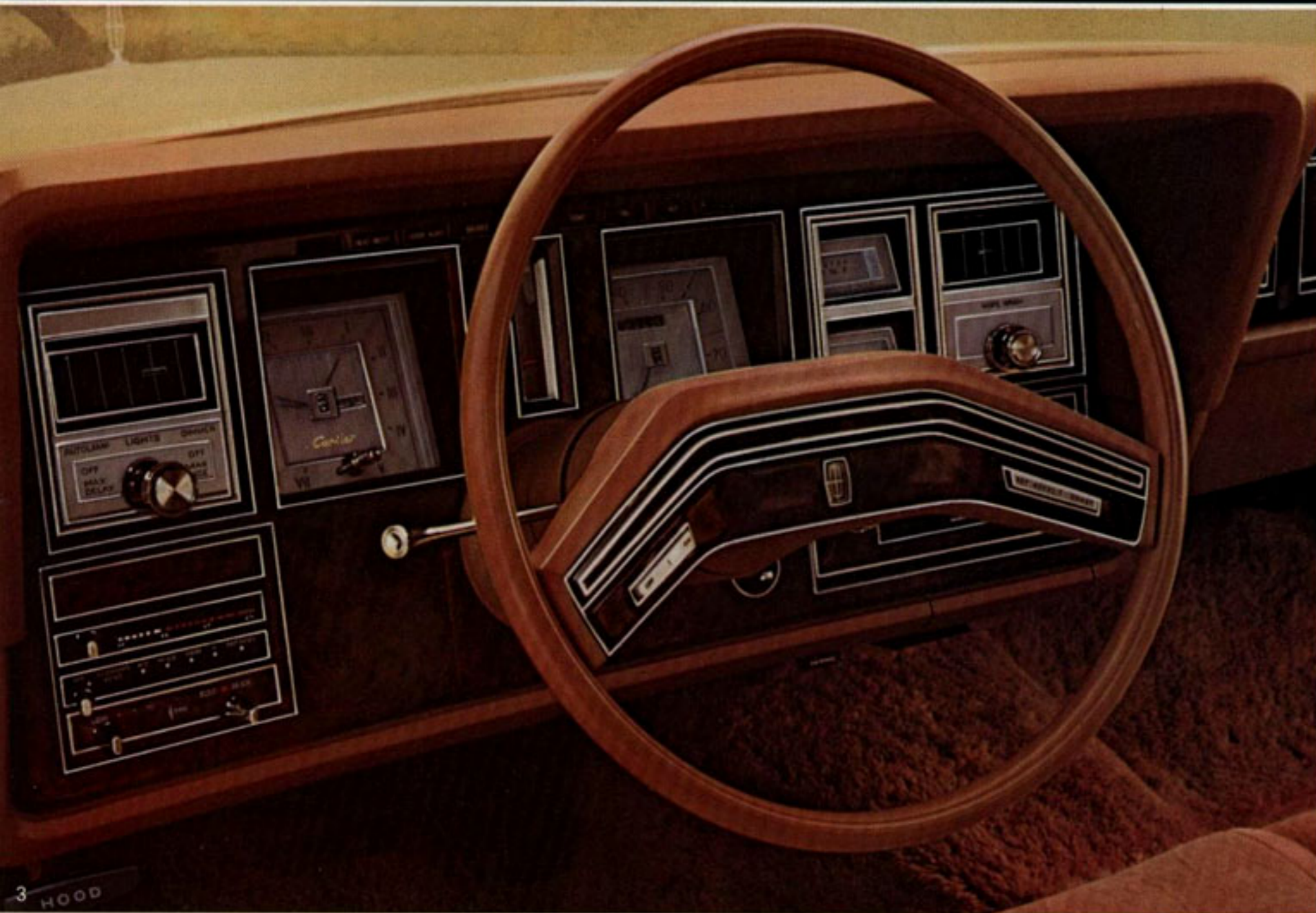
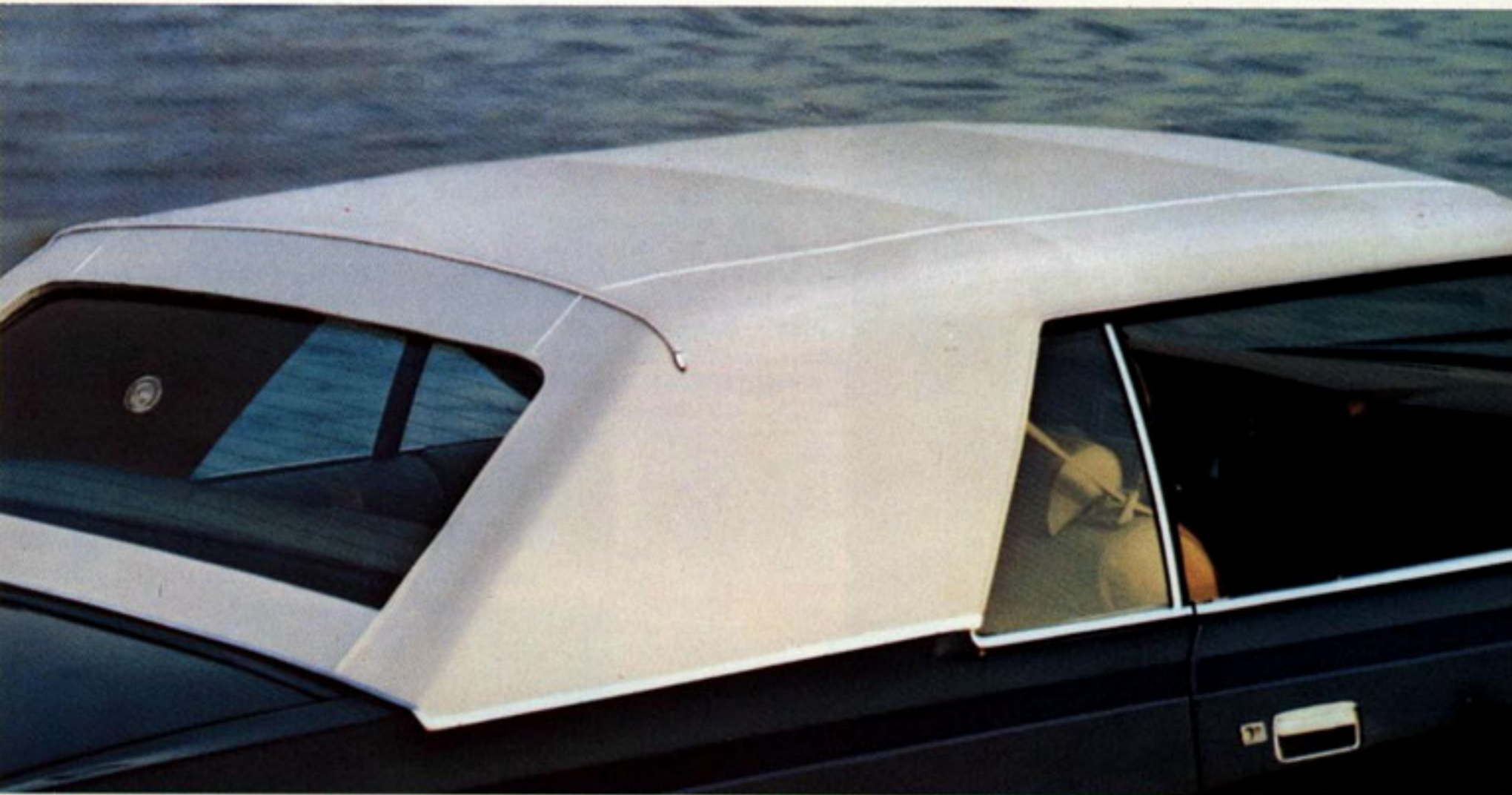


The Continental Mark V

The convertible look reborn!

The Carriage Roof option is standard on the Bill Blass Designer Edition and is available as an option on all

Mark V's except Cartier, Pucci and Givenchy Editions, Collector's Series or those with power moonroof.

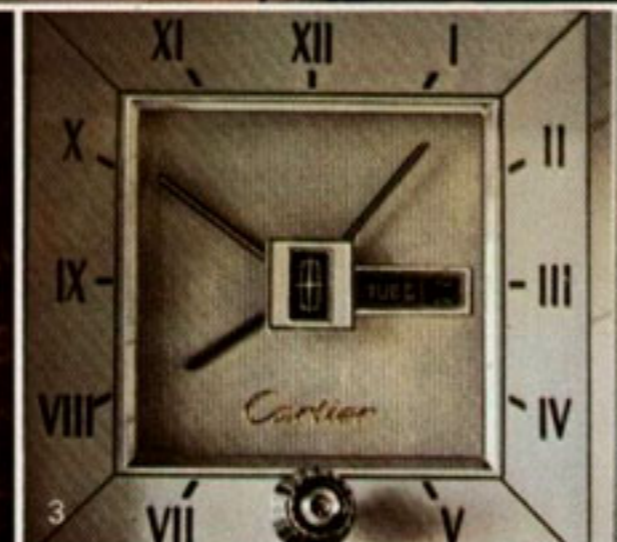


Shown, top to bottom, are standard wheel cover and these options: forged aluminum wheel, turbine-style cast aluminum wheel and wire wheel cover.



1. The integral Automatic Garage Door Opener Control, standard on Collector's Series and optional in Mark V, combines traditional advantages with many plus features. The compact transmitter is factory-installed, and powered by the vehicle's electrical system, not batteries. It works with conventional garage door openers; is built into the sunvisor's illuminated vanity mirror on the driver's side.
2. Digital Miles-To-Empty Indicator tells the driver how far he can drive with the fuel remaining in the tank. Standard in Collector's Series, optional in other

- Mark V models.
3. Cartier day/date clock, standard.
4. Illuminated outside thermometer option.
5. Automatic Temperature Control air conditioning, standard.
6. Power vent windows, standard in Collector's Series, optional in other Mark V models.
7. Speed Control, standard in Collector's Series, optional in other Mark V models.
8. Illuminated Entry System activates interior light when door handle is raised. Standard in Collector's Series, optional in other Mark V models.



STANDARD EXTERIOR COLORS*

Choose from ten colors:

White	Cordovan Metallic
Cream	Dark Red
Light Champagne	Dark Champagne Metallic
Dove Grey	Dark Turquoise Metallic
Wedgewood Blue	Black

OPTIONAL EXTERIOR COLORS*

Choose from ten Moondust colors:

Light Champagne Metallic	Midnight Blue Metallic
Light Silver Metallic	Light Red Metallic
Jubilee Gold Metallic	Crystal Apricot Metallic
Diamond Blue Metallic	Dark Red Metallic
Crystal Blue Metallic	Medium Turquoise Metallic

*Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.



Collector's Series Mark V Standard Equipment

EXTERIOR

- Midnight Blue Metallic or White paint
- Unique paint stripes (bodyside/hood)
- Valino grain vinyl Landau roof
- Color-keyed Landau roof insert
- Landau roof molding
- Integrated coach lamps
- Special hood ornament
- Gold color grille bars
- Bright edged fender louvers
- Wheel-lip/rocker panel moldings
- Right-hand remote control mirror
- Padded contoured decklid accent with matching vinyl insert lock cover
- Color-keyed bumper guards and bumper rub strips
- Color-keyed turbine-style spoke cast aluminum wheels (4)
- Appearance protection group. Includes: front and rear floor mats, door edge guards and license plate frames

INTERIOR

- 18 ounce carpeting in luggage compartment and on inner decklid
- 36 ounce floor carpeting in passenger compartment
- Midnight Blue bucket seats in Kasman II luxury cloth with six-way power seat and passenger recliner or Twin Comfort Lounge seats with leather seating surfaces
- Power Lumbar driver's seat
- Padded leather seat-side shield and back shell

Continental Mark V Standard Equipment

EXTERIOR

- Clearcoat paint (Metallics only)
- Opera windows with laminated Continental star (not available with Carriage Roof)
- Chrome-plated grille
- Stand-up grille ornament
- Concealed dual headlamps
- Rub strips and bumper guards
- Cornering lamps
- Functional fender louvers
- Premium bodyside moldings
- Luxury wheel covers (4)
- Remote control left-hand mirror
- Owner's initials (ordered from owner's manual)

INTERIOR

- Fully lined luggage compartment with spare tire cover
- 18 ounce cut-pile carpeting in passenger compartment
- Door closing assist straps
- Twin Comfort Lounge seats
- Pleated Ultravelour cloth seat upholstery
- Front seat center armrests
- Power seat, six-way (driver's side only)
- Walnut woodtone applique on instrument panel, steering wheel, and other interior

Continental Mark V Optional Features

EXTERIOR

- Valino grain full vinyl roof (standard in Pucci Edition, optional in Bill Blass Edition, not available in other Designer Editions or Collector's Series)
- Valino grain Landau vinyl roof (not available in Designer Editions)
- Carriage roof (standard in the Bill Blass Edition, not available in other Designer Editions, Collector's Series, or with power moonroof. Does not include opera windows)
- Power glass moonroof. Includes: dual beam map/dome light (available only with full vinyl or Landau vinyl roof)
- Moondust paint
- Custom paint stripes (not available in Collector's Series or Designers Editions)
- Lower bodyside protection
- Wheel-lip/rocker panel moldings
- Front license plate bracket (standard in all states where required)
- Forged aluminum wheels (4) (not available in Collector's Series)
- Turbine-style spoke cast aluminum wheels (4) (standard in all Designer Editions except Pucci; not available in Collector's Series)
- Wire wheel covers (standard in Pucci Edition, not available in other Designer Editions or Collector's Series)
- Appearance protection group. Includes: front and rear floor mats, door edge guards and license plate frames
- Right-hand remote control mirror

INTERIOR

- Leather and vinyl seat trim (standard in Designer Editions and luxury groups)
- Reclining front passenger seat
- Six-way power front passenger seat (standard in all Designer Editions and Luxury Groups, not available in Collector's Series)
- Power lumbar seat, driver's seat only
- Tilt steering wheel
- Speed Control (required with Miles-To-Empty fuel indicator)
- Interior light group. Includes: dual beam map/dome light (standard with moonroof) and left and right-hand illuminated visor vanity mirrors (standard in Designer Editions and Collector's Series; required with integral Automatic Garage Door Opener Control)
- Dual beam map/dome light (standard in Designer Editions,

- Seat-back assist straps
- Map pockets on seat backs
- Wood-tone applique seat-back trim
- Padded leather-covered console and rear seat fold-down center armrest (included with standard bucket seats)
- Umbrella
- Tilt steering wheel with unique woodtone insert and ornament
- Leather-wrapped dash pad
- Owner's plaque
- Unique instrument panel applique
- Speed Control
- Power lock convenience group
- Electronic AM/FM Stereo Search radio with Quad-8 tape
- Automatic Garage Door Opener Control
- Digital Miles-To-Empty fuel indicator
- Seat belt reminder chimes
- Interior light group
- Unique door and quarter trim
- Bright trim on foot controls
- Cloth-wrapped package tray and garnish moldings
- Leather-bound owner's manual
- Leather-wrapped tool kit

FUNCTIONAL

- Headlamp convenience group. Includes: automatic headlamp dimmer and "autolamp" on/off delay system
- Interval-select wipers
- Power vent windows
- Illuminated Entry System
- Michelin radial tires

(Note: Collector's Series also include all Continental Mark V Standard equipment unless otherwise specified.)

- components
- Cartier day/date clock
- AM/FM Monaural radio with four speakers and power antenna
- Trip odometer
- Headlamps-on warning buzzer
- Washer fluid level warning light
- Instrument panel warning lights for alternator, engine temperature, oil pressure, low fuel, door ajar, brake system, and seat belts
- Visor-mounted vanity mirror
- Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray lights, dome light, door panel courtesy lights, and rear pillar lights

FUNCTIONAL

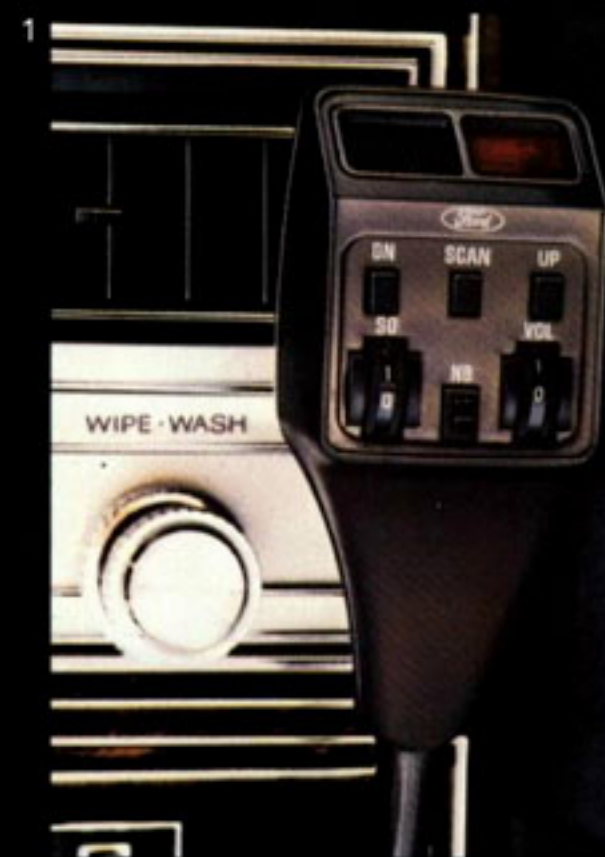
- 6.6 L (400 CID) engine
- Select-Shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power windows
- Automatic Temperature Control; air-conditioning/heater
- Tinted glass
- Solid-state ignition
- Dual-note horn
- White sidewall steel-belted radial tires (Michelin)
- Inflatable spare tire
- Coolant Recovery System

- included with interior light group and power moonroof)
- Power lock group: power door locks and electric decklid release
- Power vent windows
- Radio—AM/FM Stereo (not available in Collector's Series)
- Radio—AM/FM Stereo with cassette tape player
- Radio—AM/FM Stereo with 8-track tape player
- Radio—Electronic AM/FM Stereo Search with Quad-8 tape
- Radio—Citizens' Band, 40-channel with multi-band power antenna
- Miles-To-Empty Indicator (requires Speed Control)
- Integral Automatic Garage Door Opener Control (transmitter in left-side visor vanity mirror; requires interior light group)

FUNCTIONAL

- Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror.
- Rear window defroster (available only in New York state; mandatory in New York state unless defroster group is ordered)
- Interval-select wipers
- Illuminated outside thermometer
- Headlamp convenience group. Includes: automatic headlamp dimmer and "autolamp" on/off delay system
- Illuminated Entry System
- Dual wide band white sidewall tires
- Conventional spare tire. Includes: choice of inflated white sidewall steel-belted radial tire (Michelin) or dual wide band white sidewall tire mounted on a steel wheel (replaces standard inflatable spare tire)
- Sure-Track braking system
- Traction-Lok differential
- Engine block heater
- Trailer towing package. Includes: heavy-duty suspension, trailer towing wiring harness, extra capacity cooling system, external mounted transmission oil cooler, and 68 amp. maintenance-free battery
- California emissions system

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.



1. Citizens' Band 40-Channel radio option includes multi-band power antenna.

2. AM/FM Monaural radio standard.

3. AM/FM Stereo radio option.

4. Electronic AM/FM Stereo Search radio with Quad-8 tape. Standard only in Collector's Series.

5. AM/FM Stereo radio with 8-track tape player, optional.

6. AM/FM Stereo with cassette tape player, optional.



SPECIFICATIONS

Wheelbase	120.3"	
Overall Length	230.3"	
Overall Width	79.7"	
Overall Height	53.1"	
Wheel Tread—Front	63.2"	
—Rear	62.6"	
Luggage Capacity (cu. ft.)†	18.1	
Fuel Capacity (gals.)	25	
Curb Weight (lb.)		
49 states	4787	
FRONT*	REAR*	
Head Room**	37.5" Head Room	37.1"
Leg Room	42.3" Leg Room	34.0"
Shoulder Room	60.5" Shoulder Room	59.0"
Hip Room	55.4" Hip Room	54.3"

*Interior dimensions with six-way seat in rearmost position.
**Front head room 1" less with optional Moonroof.
†With standard inflatable spare tire.

LUXURY GROUPS—Interior Trim/Exterior Paint Choices:

- Crystal Blue: White exterior finish
- Champagne: Choice of White, Light Champagne Metallic or Dark Champagne Metallic finish
- Cordovan: Choice of White, Crystal Apricot Metallic or Cordovan Metallic finish
- Gold/Cream: Choice of White, Cream or Jubilee Gold Metallic finish
- Wedgewood Blue: Choice of White, Wedgewood Blue or Diamond Blue Metallic finish
- Dove Grey: Choice of Dove Grey or Light Silver Metallic finish
- Red/Rosé: Choice of White, Dove Grey, Light Red Metallic or Dark Red Metallic finish
- Turquoise: Choice of White, Medium Turquoise Metallic or Dark Turquoise Metallic finish
- White: Choice of White, Cream, Light Champagne Metallic, Dark Champagne Metallic, Jubilee Gold Metallic, Crystal Apricot Metallic, Light Red Metallic, Dark Red, Dark Red Metallic, Cordovan Metallic, Diamond Blue Metallic, Wedgewood Blue, Medium Turquoise Metallic, Dark Turquoise Metallic or Black finish

Each luxury group includes six-way power passenger seat, choice of interior color, plus grey cut-pile carpeting in luggage compartment.

VINYL ROOF COLORS

Fifteen vinyl roof colors come in Valino grain: White, Cream, Silver, Dove Grey, Light Champagne, Jubilee Gold, Diamond Blue, Crystal Blue, Wedgewood Blue, Midnight Blue, Medium Turquoise, Dark Red, Light Cordovan, Dark Cordovan and Black.

INTERIOR TRIM

Twin Comfort Lounge seats in pleated Ultravelour cloth come in six colors: Cream, Champagne, Wedgewood Blue, Dark Red, Cordovan and Black.

Optional leather seating surfaces (standard in Designer Editions and Luxury Groups) are available in the above colors and in White, in combination with your choice of eight trim colors: Champagne, Jubilee Gold, Crystal Blue, Wedgewood Blue, Turquoise, Dark Red, Cordovan and Black.

PAINT STRIPES

Paint stripes are offered in the following twelve colors and are coordinated with vinyl roof colors: White, Silver, Light Turquoise, Crystal Blue, Medium Blue, Medium Champagne, Dark Gold, Bright Red, Dark Red, Light Cordovan, Dark Cordovan and Black.

CORROSION PROTECTION

All Continental Mark V cars use precoated steel in selected major areas to provide corrosion protection, and a sealer on the wheelside of the rear wheelhouses. These corrosion protection processes are in addition to the use of electrocoat first primer inside and outside of the body during the painting process.

LINCOLN-MERCURY LEASING

Many people are likely to lease their new Continental Mark V. And for good reason. With leasing, you can drive a new Continental Mark V and enjoy the many advantages offered by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member.

You pay a fixed monthly rate for leasing. So, if you use your Continental Mark V in business, your tax records may be simplified. And, with an optional coupon book, you are provided with a broad range of prepaid maintenance services at any Lincoln-Mercury dealership. These features allow you to predetermine monthly automobile expenses almost completely.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1,300 LMDLA members to serve you.

Ask your Lincoln-Mercury dealer about leasing . . . and how a special plan can be tailored to your needs.

CONSIDER THE FORD EXTENDED SERVICE PLAN



When you're considering the options for your Continental Mark V, give a thought to ordering Ford Motor Company's Extended Service Plan. Offered to help protect you against rising service costs, it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

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CONTINENTAL MARK V

LINCOLN-MERCURY DIVISION

