
LINCOLN '89
CONTINENTAL
LINCOLN.



LINCOLN CONTINENTAL. QUITE SIMPLY, ONE OF THE WORLD'S MOST ADVANCED LUXURY AUTOMOBILES.

IT IS AN UNQUESTIONABLY BOLD STATEMENT. YET, WHILE WE TAKE GREAT PRIDE IN CONTINENTAL, IT IS NOT OUR INTENTION TO BE BOASTFUL. WE ARE SIMPLY STATING A FACT. A FACT BASED SOUNDLY ON CONTINENTAL'S CONSIDERABLE TECHNICAL INNOVATIONS. ■

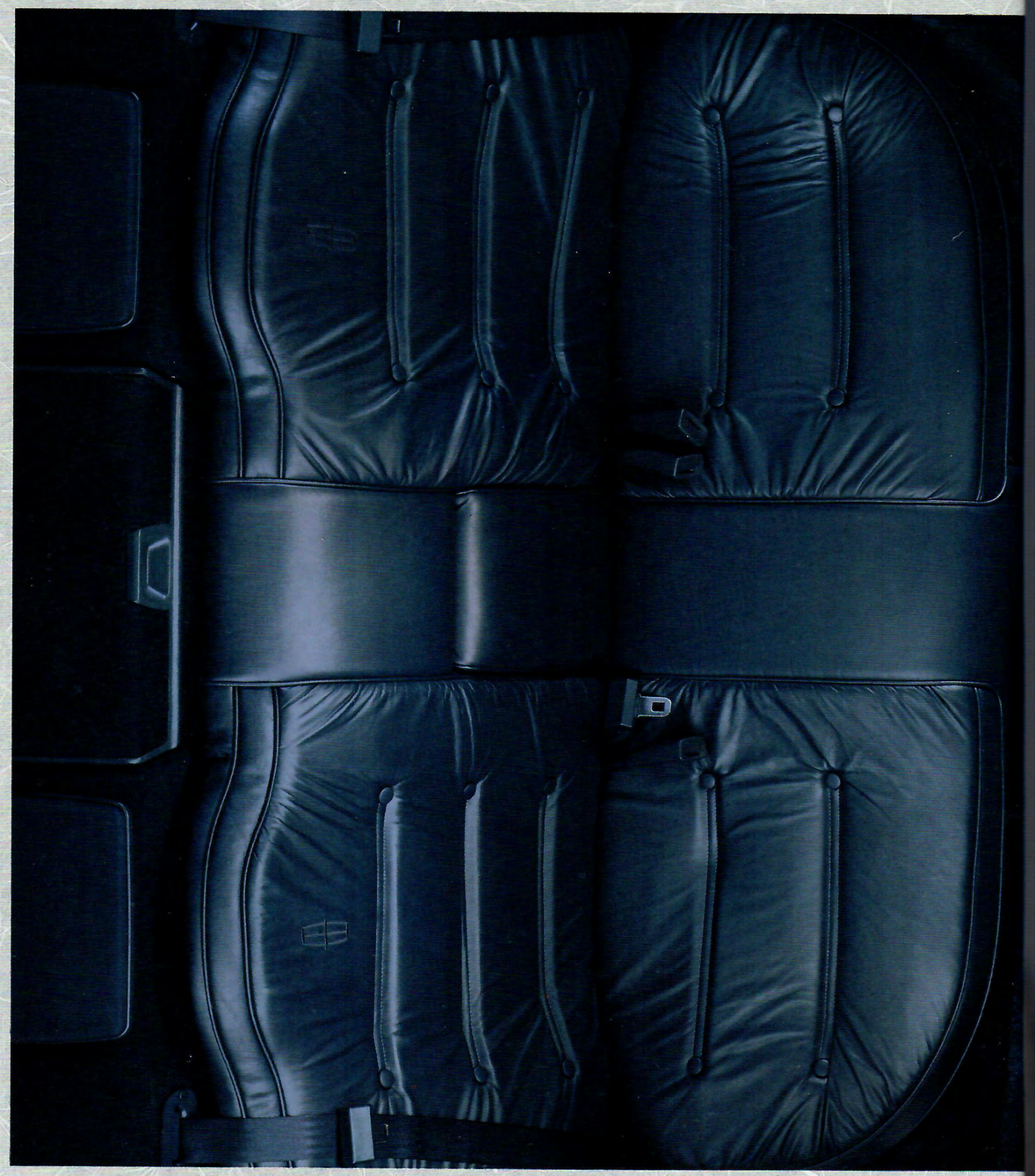
THE DESIGN AND ENGINEERING OF CONTINENTAL WAS GUIDED BY A PHILOSOPHY THAT STRIVES TO SATISFY THOSE WHO DEMAND NOTHING LESS THAN THE HIGHEST STANDARDS. THE AIM IS TO SURPASS ALL OTHERS IN QUALITY, TECHNOLOGY AND CUSTOMER SATISFACTION. ■

IN THE FOLLOWING PAGES, WE WILL TAKE YOU THROUGH THE MANY FEATURES AND TECHNICAL ACHIEVEMENTS WHICH MAKE CONTINENTAL UNIQUE. AND AFTER YOU'VE LEARNED THE FINER DETAILS OF CONTINENTAL AND ACTUALLY EXPERIENCED IT FIRSTHAND AT YOUR LINCOLN DEALER, WE TRUST YOU WILL UNDERSTAND OUR ENTHUSIASM FOR THIS REMARKABLE AUTOMOBILE. ■

LINCOLN CONTINENTAL. WHAT A LUXURY CAR SHOULD BE. ■



Lincoln Continental Signature Series
in Twilight Blue Clearcoat Metallic.





Lincoln Continental Signature Series interior in Shadow Blue leather.

Lincoln Continental Signature Series in
Midnight Red Clearcoat Metallic.

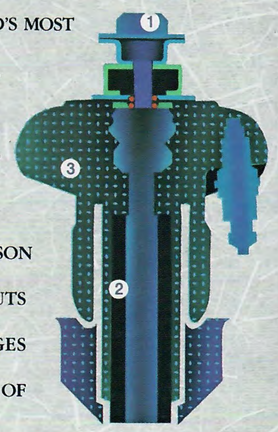
THE WORLD'S MOST ADVANCED LUXURY CAR SUSPENSION SYSTEM DOES FOR YOU WHAT NO CONVENTIONAL LUXURY CAR SUSPENSION CAN.

THE ROAD IS EVER CHANGING. YET, CONVENTIONAL LUXURY CAR SUSPENSIONS ARE WITHOUT THE CAPACITY TO CHANGE. TO THEM, THE BUMP, THE 65-MPH STRETCH OF INTERSTATE AND THE 30-MPH OFF-RAMP ALL LOOK THE SAME. ■

TO THE CONTINENTAL, HOWEVER, THEY ALL LOOK DECIDEDLY DIFFERENT. AND AS SUCH, CONTINENTAL'S SUSPENSION REACTS TO EACH IN AN APPROPRIATELY DIFFERENT MANNER. ■

CONTINENTAL IS ABLE TO DO THIS BECAUSE IT RIDES ON THE WORLD'S MOST ADVANCED LUXURY CAR SUSPENSION–A FOUR-WHEEL-INDEPENDENT, SELF-LEVELING, COMPUTER-MANAGED SYSTEM WITH THE ABILITY TO ACTUALLY MODIFY CONTINENTAL'S OVER-THE-ROAD BEHAVIOR. THE RESULT IS A LUXURY CAR THAT EXCELS IN BOTH RIDE AND HANDLING. ■

THE SUSPENSION FEATURES NITROGEN GAS-PRESSURIZED MacPHERSON STRUTS WITH INTEGRAL VARIABLE-RATE AIR SPRINGS AT EACH WHEEL. THE STRUTS INCORPORATE AN INNOVATIVE DUAL-DAMPING MECHANISM THAT CHANGES CONTINENTAL'S RIDE FROM SOFT TO FIRM (OR BACK AGAIN) WITHIN MILLISECONDS OF RECEIVING COMMANDS FROM A POWERFUL MICROPROCESSOR. ■



Continental's MacPherson struts use an innovative dual-damping mechanism (1). When actuated by computer command, they provide a dramatic increase in damping force, allowing Continental's ride to truly change from soft to firm. The struts are pressurized with harmless nitrogen gas (2) to help prevent deterioration of damping ability over rough surfaces. Each strut also has an integral air spring (3) that is automatically inflated or deflated to maintain constant ride height and stance.

A SUSPENSION SO SOPHISTICATED IT REACTS TO MORE THAN JUST THE ROAD

THE DECISION TO ADJUST THE SUSPENSION DAMPING FROM FIRM TO SOFT, OR VICE VERSA, IS BASED ON MORE THAN SIMPLY INPUT FROM THE ROAD. SOPHISTICATED SENSORS IN CONTINENTAL'S STEERING, BRAKES, ENGINE AND SUSPENSION FEED INFORMATION TO A COMPUTER WHICH CONSTANTLY MONITORS ROAD AND VEHICLE ATTITUDE. ■

FOR INSTANCE, AS CONTINENTAL ENTERS A SHARP TURN, ITS OPTICAL STEERING SENSOR READS THE AMOUNT OF STEERING-WHEEL TURN, THEN CONVERTS IT TO LATERAL ACCELERATION OR G-FORCE. WHEN THIS FORCE REACHES A CERTAIN LEVEL, SHOCK DAMPING SWITCHES TO FIRM TO PROVIDE YOU WITH FLATTER CORNERING. THIS SAME SENSOR ALSO TRACKS THE RATE OF TURN.



1. CORNERING 2. BRAKING 3. ACCELERATION 4. SEVERE BUMP

Simplified "planes" illustrate how the ability to switch suspension damping from soft to firm helps Continental in varied driving conditions. The lower plane represents road input, while the middle plane shows Continental's suspension (upper plane). A firmer suspension provides flatter cornering (1) through a turn, eliminates dive and squat (2 and 3) during hard braking and acceleration, and helps prevent bottoming of the suspension (4) over

AN ABRUPT MOVEMENT OF THE WHEEL–AS WOULD OCCUR IN AN AVOIDANCE MANEUVER–INITIATES A FIRM SUSPENSION SETTING TO GIVE YOU BETTER RESPONSE AND IMPROVED CONTROL. ■

THE SUSPENSION SENSORS MEASURE VERTICAL MOVEMENT OF THE WHEELS AS CONTINENTAL NEGOTIATES ROAD IMPERFECTIONS. WHEN THE RATE OF TRAVEL EXCEEDS A GIVEN LIMIT–WHILE CROSSING RAILROAD TRACKS, FOR EXAMPLE–THE SHOCK DAMPING IS AGAIN SWITCHED TO FIRM. THIS HELPS MINIMIZE SUSPENSION "BOTTOMING" AND EXCESSIVE BOUNCING AFTER A SERIES OF SEVERE BUMPS. ■

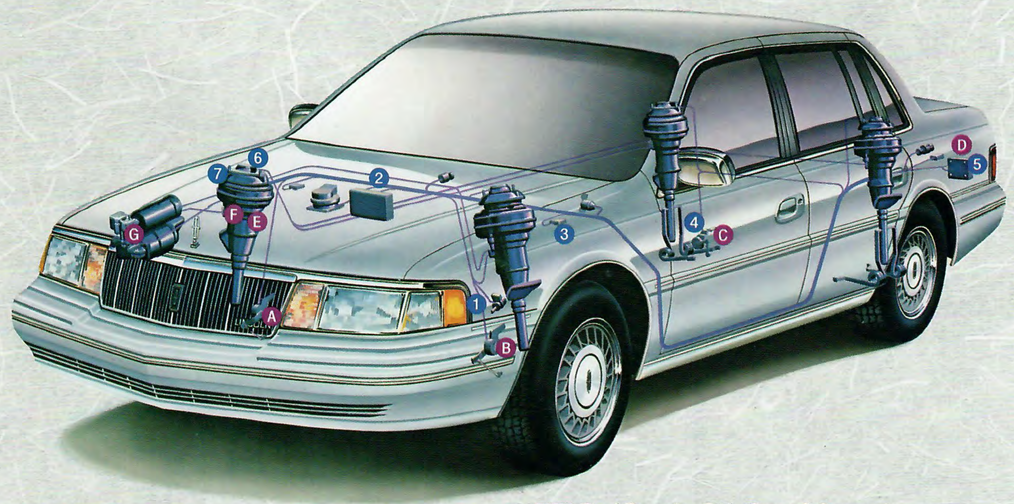
DURING RAPID ACCELERATION OR HARD BRAKING, SENSORS WILL CALL FOR A FIRM SETTING TO COMPENSATE FOR SQUAT OR DIVE. THAT MEANS A MORE COMFORTABLE RIDE FOR YOU AND YOUR PASSENGERS. ■

A SUSPENSION THAT REFUSES TO COMPROMISE

FOR A CAR TO FUNCTION AT ITS FULL POTENTIAL, IT MUST RIDE AT ITS OPTIMUM DESIGN HEIGHT–BOTH FRONT AND REAR. FOR EXAMPLE, A HEAVY LOAD IN THE TRUNK CAN COMPROMISE THE EFFECTIVENESS OF THE SUSPENSION, THE EFFICIENCY OF THE AERODYNAMICS, EVEN THE AIM OF THE HEADLAMPS. ■

IN CONTINENTAL, THREE ELECTRONIC SENSORS KEEP WATCH OVER ROAD HEIGHT AND STANCE. WHEN WEIGHT IS ADDED TO CONTINENTAL, ADJUSTMENTS ARE MADE IN THE INFLATION OF EACH WHEEL'S VARIABLE-RATE AIR SPRINGS TO KEEP CONTINENTAL LEVEL (FRONT TO REAR AND SIDE TO SIDE) AND AT THE OPTIMUM RIDE HEIGHT. ■

A TRULY ADVANCED LUXURY CAR SHOULD BE ABLE TO COMPENSATE FOR VARYING LOADS. AND CONTINENTAL'S INGENIOUS SUSPENSION DOES EXACTLY THAT FOR YOU. ■



■ Automatic Leveling System. Sensors in front (A and B) and rear (C) monitor vehicle height. Deviation from optimum height at any wheel prompts the suspension control computer (D) to initiate small inflation/deflation adjustments in Continental's air springs (E) where appropriate. Adjustments are made by an air spring solenoid valve (F) with air supplied by

■ Dual-Damping Ride Control. Sensors in Continental's steering (1), engine (2), brakes (3) and suspension (4) monitor lateral acceleration forces, rate of steering-wheel turn, rate of acceleration/deceleration and vertical movement of the road wheel. Sensor input to a suspension control computer (5) can initiate a damping change–from soft to firm or back again. A mechanical actuator (6) on each of Continental's dual-damping

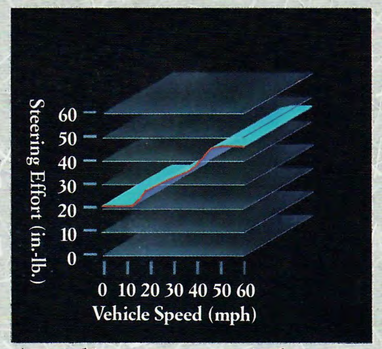
CONTINENTAL REWARDS YOU WITH THE WORLD'S MOST ADVANCED LUXURY CAR STEERING AND BRAKING SYSTEMS.

THE QUESTION WITH POWER STEERING HAS ALWAYS BEEN ONE OF HOW MUCH IS ENOUGH? HOW MUCH IS TOO MUCH? IDEALLY, A STEERING SYSTEM WOULD PROVIDE A DIFFERENT DEGREE OF ASSIST AT 55 MPH THAN IT WOULD DURING LOW SPEED PARKING MANEUVERS. ■

CONTINENTAL'S SOLUTION TO THIS QUESTION IS CALLED ELECTROHYDRAULIC, SPEED-SENSITIVE, VARIABLE-ASSIST POWER RACK-AND-PINION STEERING. IT IS THE WORLD'S MOST ADVANCED LUXURY-CAR STEERING SYSTEM. ■

STEERING THAT DELIVERS EXACTLY WHAT YOU NEED

AS SPEED INCREASES, POWER ASSIST DECREASES (STEERING BECOMES TAUT) IN SUBTLE, INCREMENTAL STEPS. IN FACT, BETWEEN 10 AND 50 MPH, THERE ARE OVER 80 INDIVIDUAL LEVELS OF POWER ASSIST. IT IS DESIGNED TO PROVIDE YOU WITH THE OPTIMUM LEVEL OF ASSIST. THERE'S FULL ASSIST AT SLOW SPEEDS FOR EASE OF PARKING AND MINIMUM ASSIST AT HIGHWAY SPEEDS FOR PROPER ROAD "FEEL." AND GRADUATED LEVELS IN BETWEEN. ■



As speed increases, power assist decreases–resulting in a gradual rise in the amount of effort required to turn Continental's steering wheel. The driver receives maximum assist for low-speed maneuvers like parking, minimum assist for good road "feel" at higher speeds.

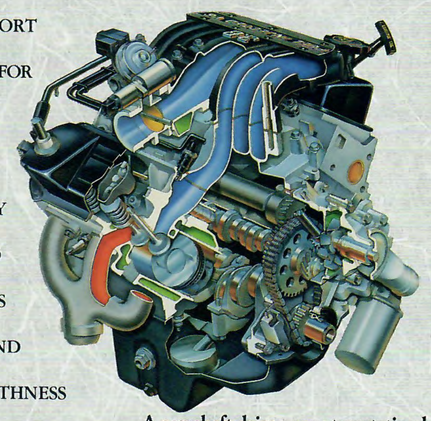
ABS GIVES YOU GREATER CONTROL AND SHORTER STOPS

CONTINENTAL'S FOUR-WHEEL-DISC ANTI-LOCK BRAKE SYSTEM (ABS)–THE WORLD'S MOST ADVANCED BRAKE SYSTEM–HELPS YOU MAINTAIN STEERING CONTROL DURING HARD BRAKING. AND ON SLICK SURFACES, ABS CAN HELP REDUCE STOPPING DISTANCES BY UP TO 25 PERCENT. ■

CONTINENTAL'S ABS DOES THIS BY NOT ALLOWING THE WHEELS TO LOCK. SENSORS AT EACH WHEEL MONITOR ROTATION. A MICROPROCESSOR THEN CONTROLS BRAKE PRESSURE TO KEEP EACH WHEEL ON THE THRESHOLD OF LOCK-UP. IT IS THERE THAT MAXIMUM BRAKING EFFICIENCY IS ACHIEVED. IT IS BRAKING EFFICIENCY THAT EVEN THE WORLD'S BEST PROFESSIONAL DRIVERS CANNOT DUPLICATE. ■

CONTINENTAL MOVES YOU QUICKLY, CONFIDENTLY AND EFFICIENTLY.

CONTINENTAL DELIVERS POWER WITH A SMOOTH 3.8-LITER V-6. THIS 140-HORSEPOWER (SAE NET) ENGINE IS EQUIPPED WITH SEQUENTIAL MULTI-PORT ELECTRONIC FUEL INJECTION FOR CRISP THROTTLE RESPONSE AND EFFICIENT USE OF FUEL.* ■



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

VITAL ENGINE FUNCTIONS SUCH AS FUEL AND AIR DELIVERY ARE MONITORED AND CONTROLLED BY EEC-IV. WITH THE ABILITY TO PROCESS 250,000 OPERATIONS PER SECOND, EEC-IV IS ONE OF THE WORLD'S MOST ADVANCED ENGINE COMPUTERS. IT CONTINUOUSLY MONITORS AND FINE-TUNES THE ENGINE TO MAXIMIZE RESPONSIVENESS, DRIVING SMOOTHNESS AND FUEL ECONOMY.* IT EVEN ADJUSTS FOR ALTITUDE AND THE AGE AND WEAR OF THE ENGINE. ■

SO ADVANCED, EVEN CONTINENTAL'S SHAPE IS A POSITIVE FACTOR IN PERFORMANCE

MONTHS OF ANALYSIS, TESTING, TWEAKING AND RETESTING REWARDED CONTINENTAL WITH A SHAPE THAT IS A SUPERB EXAMPLE OF AIRFLOW MANAGEMENT. CONTINENTAL GREETS THE ONCOMING AIR WITH FLUSH-MOUNTED HALOGEN HEADLAMPS, A WINDSHIELD THAT IS RAKED AT 58.6 DEGREES, AIRCRAFT-STYLE DOORS THAT MERGE WITH THE ROOFLINE AND FLUSH-MOUNTED SIDE GLASS. THESE AND OTHER EXTERIOR FEATURES BLEND TOGETHER TO ACHIEVE AN IMPRESSIVE DRAG COEFFICIENT OF JUST 0.34. IN SIMPLE TERMS, MANAGEMENT OF THE AIRFLOW AROUND CONTINENTAL PROVIDES IMPORTANT BENEFITS SUCH AS IMPROVED HANDLING AND FUEL EFFICIENCY,* AND BETTER ENGINE AND BRAKE COOLING. ■

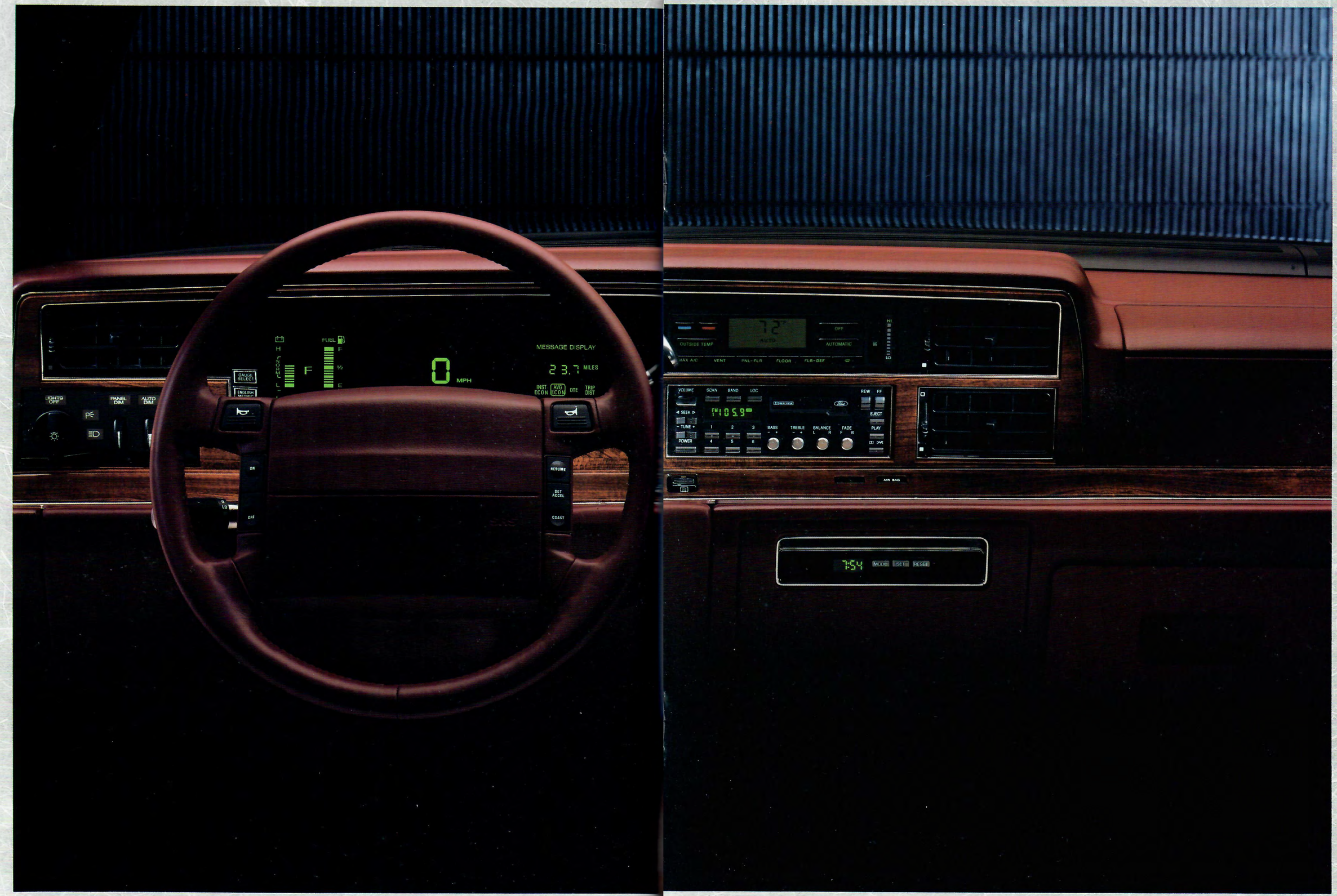
ENGINEERED TO KEEP NOISE AT A WHISPER

WHEN YOU WANT PEACE AND QUIET, CONTINENTAL'S AERODYNAMIC SHAPE HELPS KEEP WIND NOISE TO A MINIMUM, WHILE THE ENGINE'S ACOUSTICALLY TUNED INTAKE MANIFOLD HELPS SUPPRESS POWERTRAIN NOISE. ADDITIONALLY, TWO STEEL PANELS WITH AN INNER SOUND-ABSORPTION MATERIAL SEPARATE PASSENGERS FROM THE ENGINE COMPARTMENT. ■



Continental's fluid aerodynamic shape encourages the smooth flow of air over the body. It helps improve fuel economy, reduce wind noise and improve handling at highway speeds.

*See EPA statement on inside back cover.


MESSAGE DISPLAY
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MPH
23.7
MILES
INST
ECON
AVG
ECON
DTE
TRIP
DIST
FUEL
F
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E
GAUGE SELECT
ENGLISH METRIC
LIGHTS OFF
PANEL DIM
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OUTSIDE TEMP
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BASS
TREBLE
BALANCE
FADE
AIR BAG
7:54
MODE
SET
RESET

INSIDE CONTINENTAL THERE'S ROOM FOR EVERYTHING EXCEPT, PERHAPS, IMPROVEMENT.

CONTINENTAL'S INTERIOR IS A VIVID EXAMPLE OF HOW AN INTERIOR CAN BE FUNCTIONAL AND COMFORTABLE. ■

DESIGNED TO KEEP YOU WELL INFORMED

CONTINENTAL'S ELECTRONIC INSTRUMENT CLUSTER (SHOWN ON PAGES 14-15) WAS ENGINEERED TO BE A SYSTEM WITH A HIGH DEGREE OF HUMAN COMPATIBILITY. ■

ITS SPECIAL FEATURES INCLUDE A MULTI-GAUGE BAR GRAPH THAT AT THE PUSH OF A BUTTON WILL SELECTIVELY MONITOR OIL PRESSURE, ENGINE TEMPERATURE OR BATTERY VOLTAGE/CHARGING. IF A CRITICAL LEVEL IS REACHED IN ANY AREA, ITS GRAPHIC READOUT WILL IMMEDIATELY PREEMPT THE SELECTED DISPLAY. ■

A MESSAGE DISPLAY SHOWS INSTANT OR AVERAGE FUEL ECONOMY, DISTANCE TO EMPTY, ELAPSED DISTANCE, AVERAGE SPEED AND ESTIMATED TIME OF ARRIVAL. BENEATH THE MESSAGE DISPLAY IS A BANK OF LIGHTS THAT ALERTS CONTINENTAL'S DRIVER TO EVERYTHING FROM AN OPEN DOOR OR LAMP OUTAGE TO LOW OIL LEVEL OR THE NEED FOR ROUTINE SERVICE. ■

APPOINTMENTS WORTHY OF AN ADVANCED LUXURY CAR

CONTINENTAL'S DRIVER'S SEAT HAS SIX-WAY POWER ADJUSTMENTS AS WELL AS A POWER RECLINER. BOTH FRONT SEATS HAVE ADJUSTABLE SEATBACKS, FOUR-WAY ARTICULATED HEADRESTS AND SEPARATE FOLD-DOWN ARMRESTS. POWER LUMBAR (LOWER BACK) ADJUSTMENTS AND A TWO-POSITION DRIVER'S SEAT MEMORY FEATURE ARE AVAILABLE ON SIGNATURE SERIES. ■

PROPER LUMBAR SUPPORT CAN HELP REDUCE BACK FATIGUE DURING LONG TRIPS. THE MEMORY FUNCTION CAN "REMEMBER" THREE DIFFERENT SETTINGS OF THE DRIVER'S SEAT. A SIMPLE PUSH OF A BUTTON AUTOMATICALLY RETURNS THE SEAT TO YOUR PREFERRED POSITION. A SIX-WAY POWER PASSENGER SEAT IS ALSO INCLUDED WITH SIGNATURE SERIES. ■

LEATHER IS, OF COURSE, STANDARD. LUXURIOUS CLOTH UPHOLSTERY IS AVAILABLE AS A NO-COST ALTERNATIVE. ■

COMFORT AND CONVENIENCE AT YOUR FINGERTIPS

A LONG LIST OF COMFORT AND CONVENIENCE FEATURES INCLUDES POWER WINDOWS AND DOOR LOCKS, POWER ADJUSTABLE HEATED OUTSIDE MIRRORS, TILT STEERING WHEEL, INTERVAL WIPERS AND SPEED CONTROL. CONTINENTAL IS SO WELL EQUIPPED THAT THERE IS ONLY A HANDFUL OF OPTIONS YOU MAY WISH TO ADD. ■

NOWHERE IS CONTINENTAL'S DEDICATION TO SIX-PASSENGER ROOM AND COMFORT MORE APPARENT THAN IN THE REAR SEAT. THERE, YOUR PASSENGERS WILL ENJOY MORE THAN THREE FEET OF LEGROOM–MINIMUM–AND A GENEROUS AMOUNT OF KNEE ROOM. ■

THE REAR DOORS ARE REMARKABLY LARGE FOR EASY ENTRY AND EXIT. AND, OF COURSE, A FOLD-DOWN CENTER ARMREST, INTEGRAL HEADRESTS AND INDIVIDUAL READING LIGHTS ARE PROVIDED FOR REAR-SEAT COMFORT AND CONVENIENCE. ■



Continental's large trunk features low liftover height for ease of loading and unloading.



Lincoln Continental Signature Series interior in Currant Red cloth upholstery. Some features shown may be optional. See feature pages at back of catalog.





Continental's rear doors are remarkably large for easy entry and exit.



Lincoln Continental Signature Series in
Rose Quartz Clearcoat Metallic.

YOU'LL FIND THOSE EXTRA TOUCHES THAT TAKE CONTINENTAL INTO THE REALM OF THE EXTRAORDINARY.

CONTINENTAL'S AUTOMATIC CLIMATE CONTROL SYSTEM IS A GOOD EXAMPLE OF HOW THIS AUTOMOBILE TAKES THAT EXTRA STEP TO DELIVER MORE THAN YOU EXPECT. SO ADVANCED IS THIS DIGITAL ELECTRONIC SYSTEM, IT EVEN COMPENSATES AUTOMATICALLY FOR A SUNNY DAY. A SUNLOAD SENSOR DETECTS ADDITIONAL HEAT CAUSED BY BRIGHT SUNLIGHT, THEN REDUCES THE INSIDE TEMPERATURE BY AS MUCH AS FIVE DEGREES BELOW THE PANEL SETTING TO KEEP DRIVER AND PASSENGERS COMFORTABLE. TINTED GLASS IS, OF COURSE, STANDARD. ■



Continental's automatic climate control system is s advanced it even compensates for additional heat caused by bright sunlight.

DOORS THAT OPEN TO YOUR TOUCH

FOR ADDED LUXURY AND CONVENIENCE, CONTINENTAL IS AVAILABLE WITH THE OPTIONAL KEYLESS ENTRY SYSTEM. IT IS OPERATED THROUGH FIVE CALCULATOR-STYLE BUTTONS LOCATED JUST BELOW THE DRIVER'S DOOR HANDLE. ALL PASSENGER DOORS AND THE TRUNK CAN BE OPENED WITHOUT USING A KEY. DEPRESSING ANY OF THE FIVE BUTTONS WILL AUTOMATICALLY ILLUMINATE ALL OF THEM AND TRIGGER THE INTERIOR LIGHTS TO FACILITATE NIGHTTIME OPERATION AND ENTRY. ■

FOR SECURITY REASONS, THE SYSTEM OPERATES ON A SECRET FIVE-DIGIT CODE. ONE IS SUPPLIED BY THE FACTORY, BUT YOU CAN PROGRAM AN ADDITIONAL FIVE-DIGIT CODE FOR YOUR CONVENIENCE. IT COULD BE BIRTHDAY OR ANNIVERSARY DATES SO YOU NEVER HAVE TO WORRY ABOUT FORGETTING THE CODE. OF COURSE, EVEN WITH THIS SYSTEM, THE DOORS AND TRUNK CAN STILL BE OPERATED WITH A KEY. ■

A SOUND SYSTEM WORTHY OF YOUR HOME...

CONTINENTAL'S STANDARD AM/FM STEREO CASSETTE RADIO HAS AN 80-WATT AMPLIFIER AND SIX PREMIUM SPEAKERS. THERE ARE 18 STATION MEMORY SETTINGS–12 FM AND SIX AM. POP-OUT CONTROLS RETRACT OUT OF THE WAY AFTER THEY'RE SET. SEEK AND SCAN FEATURES WORK NOT JUST WITH THE RADIO BUT ALSO WITH THE CASSETTE PLAYER. DYNAMIC AND DOLBY® B NOISE REDUCTION SYSTEMS, AUTO REVERSE CASSETTE–EVEN AM STEREO RECEPTION–ARE ALL INCLUDED. ■

... ONE WORTHY OF THE CONCERT HALL

THERE IS A WAY TO SURPASS CONTINENTAL'S STANDARD SOUND SYSTEM. THAT'S BY ORDERING THE OPTIONAL FORD JBL AUDIO SYSTEM. IT INCORPORATES ALL THE ADVANCED FEATURES OF THE STANDARD SOUND SYSTEM PLUS A 140-WATT AMPLIFIER AND 10 PREMIUM SPEAKERS. THE SPEAKERS HAVE BEEN SPECIALLY DESIGNED AND LOCATED FOR THE ACOUSTICS OF CONTINENTAL'S INTERIOR. THE RESULT IS A LISTENING EXPERIENCE OF CONCERT-HALL QUALITY. ■



Spectacular sound is yours with the optional Ford JBL Audio System.

THE ADVANCED SOUND ENGINEERING OF A COMPACT DISC PLAYER

TO THAT AMAZING FORD JBL AUDIO SYSTEM YOU CAN ALSO ADD AN OPTIONAL COMPACT DISC PLAYER. IT'S A FULLY INTEGRATED SYSTEM WITH AUTOMATIC MUSIC SEARCH, SCAN AND DUAL REPEAT FEATURES. ■



An optional disc player can be added to the Ford JBL Audio System for your listening pleasure.

DESIGNED TO PROVIDE A CLEAR VIEW OF WHERE YOU'RE GOING

EXCELLENT DRIVER VISIBILITY WAS A TOP PRIORITY IN CONTINENTAL'S DEVELOPMENT. NIGHT DRIVING IS MADE EASIER THROUGH THE USE OF STANDARD HALOGEN HEADLAMPS. THEY THROW A SUBSTANTIALLY WHITER BRIGHT LIGHT THAN CONVENTIONAL LAMPS. CONTINENTAL EVEN HAS STANDARD CORNERING LAMPS TO HELP LIGHT THE WAY THROUGH TURNS. ■

KEEPING A CLEAR VIEW OF THE ROAD IS ESPECIALLY IMPORTANT IN INCLEMENT WEATHER. THAT'S WHY CONTINENTAL IS EQUIPPED WITH A STANDARD REAR DEFROSTER, SIDE-WINDOW DEMISTERS, HEATED OUTSIDE MIRRORS (TO REMOVE ICE AND MIST) AND INTERVAL WIPERS. THE WIPERS THEMSELVES HAVE LARGE 20-INCH BLADES TO CLEAR AN EXPANDED PORTION OF THE WINDSHIELD. ADDITIONALLY, YOU CAN EQUIP CONTINENTAL WITH THE OPTIONAL INSTA-CLEAR® WINDSHIELD WHICH CAN REMOVE A TENTH OF AN INCH OF HEAVY WINDSHIELD FROST AT 0°F WITHIN THREE MINUTES. ■

ADVANCED COMPUTER DIAGNOSIS TO SERVICE YOU PROMPTLY

CONTINENTAL EMPLOYS SOME OF THE WORLD'S MOST ADVANCED COMPUTER TECHNOLOGY TO CONTROL ITS VARIOUS SYSTEMS. TO ENSURE PROMPT SERVICE IN THE UNLIKELY EVENT OF A MALFUNCTION, LINCOLN DEALERSHIPS ARE EQUIPPED WITH SOPHISTICATED DIAGNOSTIC EQUIPMENT. ■

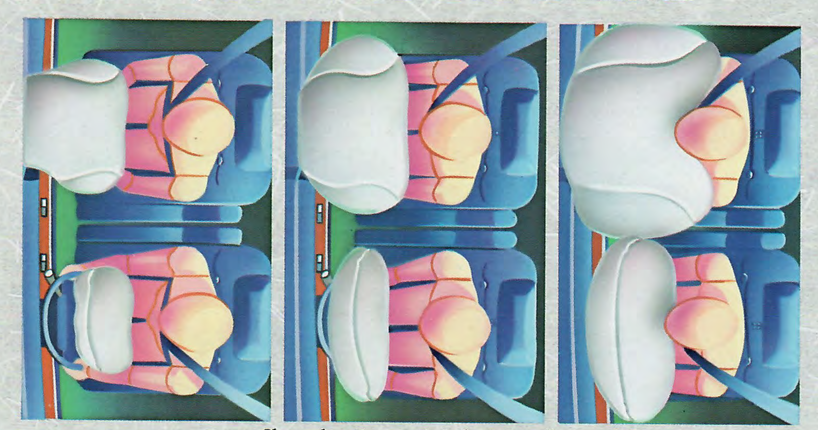
A DATA COMMUNICATIONS LINK (DCL) ABOARD CONTINENTAL ALLOWS SHARED COMMUNICATION BETWEEN THREE MAJOR ELECTRONIC MODULES–THE EEC-IV ENGINE COMPUTER, THE INSTRUMENT CLUSTER AND THE ELECTRONIC MESSAGE CENTER. ■

CONTINENTAL APPLIES ADVANCED TECHNOLOGY TO OCCUPANT SAFETY.

CONTINENTAL IS AN AUTOMOBLE OF SPECIAL DETAILS. THOSE YOU SEE AND THOSE YOU DON'T. THOSE YOU USE EVERY TIME YOU DRIVE AND THOSE YOU USE ONLY ON OCCASION. EVEN THOSE THAT, HOPEFULLY, YOU'LL NEVER HAVE TO USE. ■

ADDED PROTECTION IS A STANDARD FEATURE YOU CAN TAKE COMFORT IN

ALL 1989 CONTINENTALS ARE EQUIPPED WITH A DRIVER AND RIGHT FRONT PASSENGER AIR BAG SUPPLEMENTAL RESTRAINT SYSTEM. THIS SYSTEM, ALONG WITH PROPER SAFETY BELT USAGE, CAN HELP PROVIDE EXTRA PROTECTION AGAINST INJURIES THAT MIGHT OCCUR IN CERTAIN FRONTAL IMPACTS. ■



Shown here is an artist's depiction of a test of Continental's standard Driver and Right Front Passenger Airbag Supplemental Restraint System. This system is not designed to protect the occupant of the center front seating position, who should wear the lap belt provided.

BUCKLE UP–TOGETHER WE CAN SAVE LIVES

CONTINENTAL'S DRIVER AND FRONT AND REAR OUTBOARD PASSENGERS ARE PROVIDED WITH THREE-POINT SAFETY BELTS, WHILE THE CENTER PASSENGERS ARE PROVIDED WITH LAP BELTS. TETHER ANCHORS FOR CHILD SAFETY SEATS ARE ALSO PROVIDED IN THE REAR SEAT. ■

PROTECTION FROM THE BUMP AND GRIND OF DAILY DRIVING

AN AUTOMOBILE LIVES IN A HARSH WORLD. THERE ARE A LOT OF FORCES OUT THERE CONSPIRING TO RUIN ITS APPEARANCE. CONTINENTAL HAS STANDARD BODYSIDE PROTECTION MOLDINGS TO GUARD AGAINST DOOR DINGS AND SCRATCHES, PLUS AN ABRASION-RESISTANT COATING ALONG THE LOWER BODY PANELS TO WARD OFF STONE CHIPS. AND CONTINENTAL IS EQUIPPED WITH FIVE-MPH BUMPERS FRONT AND REAR. ■

THE ADDED CONFIDENCE OF A FULLY INTEGRATED ALARM SYSTEM

CONTINENTAL OFFERS THE ADDED PEACE OF MIND THAT COMES WITH AN OPTIONAL FACTORY-INSTALLED, FULLY INTEGRATED ALARM SYSTEM. WHEN SOMEONE TRIES TO ENTER THE CAR WITHOUT THE KEY OR KEYLESS ENTRY CODE (KEYLESS ENTRY SYSTEM IS A REQUIRED OPTION WITH THE ALARM SYSTEM), THE STARTER IS AUTOMATICALLY DISABLED. THE HEADLIGHTS AND TAILLIGHTS ALSO FLASH AND THE HORN BLASTS FOR TWO TO FOUR MINUTES. THE STARTER WILL REMAIN INOPERABLE UNTIL THE PROPER KEY IS WORKED IN THE DOOR LOCK OR THE PROPER KEYLESS ENTRY CODE IS PUNCHED IN. ■

1989 LINCOLN CONTINENTAL SPECIFICATIONS

Vehicle type: six-passenger, four-door sedan

DIMENSIONS:	Wheelbase (in.)		109.0
	Track (in.)	front 62.3	rear 61.1
	Length (in.)		205.1
	Width (in.)		72.7
	Height (in.)		55.6
	Curb weight (lb.)		3626
	Fuel capacity (gal.)		18.6
	Luggage space (cu. ft.)		19.0
ACCOMMODATIONS:	Headroom (in.)	front 38.7	rear 38.4
	Legroom (in.)	front 41.7	rear 39.2
	Hiproom (in.)	front 56.0	rear 56.5
	Shoulder room (in.)	front 57.5	rear 57.5
ENGINE:	Layout	front engine, front-wheel drive	
	Type	90-degree V-6 with EEC-IV computer and counter-rotating balance shaft	
	Displacement (liters/cu. in.):	3.8/232	
	Bore & stroke (mm/in.)	96.8x86.0/3.8x3.4	
	Compression ratio	9.0:1	
	Horsepower @ rpm (SAE net)	140 @ 3800	
	Torque @ rpm (lb.-ft. SAE net)	215 @ 2200	
	Fuel delivery	sequential multi-port electronic fuel injection	
	Fuel requirement	87 octane (minimum) unleaded (anti-knock index)	
DRIVETRAIN:	Transaxle type	4-speed automatic overdrive with lock-up converter	
	Gear ratios: I	2.77:1	
	II	1.54:1	
	III	1.00:1	
	IV	0.69:1	
	axle ratio	3.37:1	
CHASSIS:	Body	unitized construction with separate front subframe	
	Suspension front	independent MacPherson struts with strut-mounted air springs, 20.5mm stabilizer bar, tension struts and lower control arms	
	rear	independent MacPherson struts with strut-mounted air springs, 18mm stabilizer bar, tension struts and parallel control arms	
	shock absorbers	dual-damping, nitrogen gas-pressurized	
	leveling system	microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling	
	Steering type	speed-sensitive, variable-assist power rack and pinion	
	Overall ratio	15.2:1	
	Turns, lock to lock	2.52	
	Turning circle, curb to curb (ft.)	38.0	
	Brakes front	10.1-inch power-assisted disc, anti-lock	
	rear	10.0-inch power-assisted disc, anti-lock	
	Wheels	15x6.5-inch steel*	
	Tires	P205/70R15 BSW steel-belted radials	

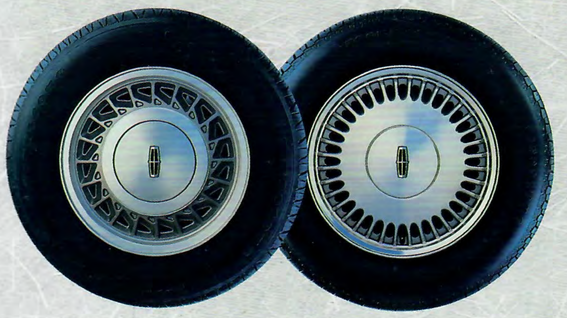
Information based on MVMA specifications.

*15 x 6.5-inch aluminum on Signature Series.



S Standard features O Optional features N/A Not available

	CONTINENTAL	SIGNATURE
FUNCTIONAL FEATURES		
Driver and right front passenger air bag Supplemental Restraint System	S	S
Front-wheel drive	S	S
3.8-liter V-6 engine with balance shaft, sequential multi-port electronic fuel injection and electronic engine control (EEC-IV)	S	S
Four-speed automatic overdrive transmission	S	S
Four-wheel disc Anti-lock Brake System	S	S
Speed-sensitive variable-assist power rack-and-pinion steering	S	S
Computer-controlled adaptive air suspension with load leveling and dual damping ride control	S	S
Four-wheel independent suspension	S	S
Nitrogen gas-pressurized front and rear struts	S	S
Front and rear stabilizer bars	S	S
Gas-cylinder hood-lift assists	S	S
Instrument panel service/interval reminders	S	S
Anti-theft alarm	O	O
INTERIOR/CONVENIENCE FEATURES		
Comfort/Convenience Group Six-way power front passenger seat and recliner, power decklid pulldown, dual illuminated visor vanity mirrors, rear floor mats and headlamp convenience system (includes automatic headlamp dimmer and autolamp on/off/delay system)	O	S
Electronic automatic climate control system with sunload sensor	S	S
Tilt steering wheel	S	S
50/50 twin comfort lounge seats with leather trim	S	S
Cloth seat trim (no-cost option)	O	O
Unique seat trim	N/A	S
Seatback robe cords	N/A	S
Driver's seat with memory control and power adjustable front-seat lumbar supports	N/A	O
Manual front passenger seatback recliner	S	N/A
Power front passenger seatback recliner	O	S
Dual front-seat folding armrests	S	S
Full-length door armrests	S	S
Electronic AM/FM stereo with cassette and six-speaker Premium Sound	S	S
Ford JBL Audio System with 140-watt amplifier and 10 speakers	O	O
Compact digital disc player (requires Ford JBL Audio System)	O	O
Power antenna	S	S
Remote decklid release	S	S
Tinted glass	S	S
Power windows	S	S
Power door locks	S	S
Dual power and heated outside mirrors	S	S
Interval wipers	S	S
Side window demisters	S	S
Rear window defroster	S	S
Fingertip speed control	S	S



Styled aluminum wheel Full deluxe wheel cover



Continental's optional keyless entry system, illuminated for ease of operation.

	CONTINENTAL	SIGNATURE
Rear-seat folding center armrest	S	S
Rear-seat heat ducts	S	S
3-point safety belts for front- and rear-seat outboard occupants	S	S
Electronic warning chimes	S	S
Interior lamps (ashtrays, glovebox, courtesy, front and rear reading, door armrests, floorwell, and engine bay and luggage compartment)	S	S
Electronic instrument cluster with digital speedometer, analog/digital fuel gauge, and multi-function gauge (oil pressure, temperature and battery charge)	S	S
Electronic Tripminder/message center (shows trip distance, average fuel economy, instant fuel economy, average speed, distance to empty and systems check)	S	S
Digital clock	S	S
Leather-wrapped steering wheel	O	S
24-oz. floor carpet	S	S
Front floor mats	S	S
Seatback map pockets	S	S
Front/side visor	S	S
Center visor (extended coverage)	S	S
Front overhead console with dual reading lights	S	S
Overhead console group (digital compass and automatic dimming rearview mirror) (N/A with power moonroof)	O	O
19 cubic ft. carpeted trunk with low liftover design, luggage compartment lamp and storage compartment	S	S
Automatic parking brake release	S	S
Insta-Clear® windshield	O	O
Power moonroof (N/A with overhead console)	O	O
EXTERIOR FEATURES		
Aerodynamically designed body with flush halogen headlamps, flush glass, aircraft-style doors and concealed wipers	S	S
Cornering lamps	S	S
Bodyside protection molding with bright insert	S	S
Bright rocker panel molding	S	S
Exterior abrasion coating	S	S
Signature Series script on rear quarter window	N/A	S
Bodyside accent stripes	N/A	S
Keyless illuminated entry system	O	S
TIRES/WHEELS		
P205/70R15 steel-belted black sidewall tires	S	S
Styled aluminum wheels	O	S
Full deluxe wheel covers	S	N/A
INTERIOR COLORS		
Titanium	S	S
Shadow Blue	S	S
Currant Red	S	S
Cinnabar	S	S
Sandalwood	S	S



The sun, moon and stars are yours with Continental's optional power moonroof. Shown here open, partially closed and with sliding sun/shade panel extended.

EXTERIOR COLORS

Silver Frost Clearcoat Metallic

Sandstone Clearcoat Metallic

Midnight Black Clearcoat

Twilight Blue Clearcoat Metallic

Bright Currant Red Clearcoat Metallic

Rose Quartz Clearcoat Metallic

Light Crystal Blue Clearcoat Metallic

Pastel Adobe Clearcoat Metallic

Dark Titanium Clearcoat Metallic

Midnight Red Clearcoat Metallic

Cinnabar Clearcoat Metallic

Arctic White

Medium Driftwood Clearcoat Metallic

Regarding this catalog...
Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue options at any time, or change specifications, equipment or designs without notice and without incurring obligation. ■ Standard and optional features 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 features may be subject to a slight delay. ■ Refer to the Continental owner's manual for specific service requirements and added operations related to severe service applications. ■ 1989 EPA estimates were not available at publishing time. Continental, however, should earn good mileage figures in the new EPA Gas Mileage Guide. See your dealer for the latest figures.

OUR COMMITMENT BEGINS BEFORE YOU'VE DRIVEN MILE ONE. AND LASTS CONSIDERABLY LONGER.

A DEDICATION TO QUALITY. All Lincoln cars are built at one plant – the Wixom Assembly Plant near Detroit, Michigan. Producing Lincolns is this plant's sole job. Here, Quality is Job 1. ■ **QUALITY PROTECTION.** All Lincolns are covered by a limited major component warranty for 6 years or 60,000 miles. A deductible and some restrictions apply. Ask to see a copy of this warranty at your Lincoln-Mercury dealer. You're further protected by a limited corrosion perforation warranty for 6 years or 100,000 miles. There is no deductible. Some restrictions apply. ■ **THE LINCOLN COMMITMENT.** More than a promise, this is a program with one solid objective: to ensure *customer satisfaction.* ■ A program coordinator has been appointed in every Lincoln-Mercury dealership to make sure Lincoln owners receive special treatment. ■ In addition, there are 29 Lincoln Owner Relations Managers, one in each Ford Parts and Service Division Office. Should an individual dealer be unable to resolve your concern, help can be obtained at that level. ■ The National Lincoln Commitment Coordinator ensures priority handling of Lincoln-related owner inquiries. ■ **A TOLL-FREE NUMBER TO CALL.** Should the need ever arise, you can be in direct communication with the Lincoln Program Coordinator at Ford Parts and Service Division Headquarters in Dearborn, Michigan. When you take delivery of your new Continental, we provide you with a special hot line number that ensures prompt attention. It's in operation from 9 a.m. to 5 p.m. EST, Monday through Friday, except holidays. ■ Additional coverage on certain selected components of your new Continental is available at a cost so low it could pay for itself the first time it is needed. Ask your dealer for complete details on the *Ford Extended Service Plan.* ■ Participating Lincoln-Mercury dealers offer to guarantee their service work on your Continental for as long as you own it. This Lifetime Service Guarantee means that *you pay for a covered repair only once.* If it ever has to be fixed again, the repair is free at a Lincoln-Mercury dealer. Free parts. Free labor. And it doesn't matter where the car was purchased. Ask your dealer to show you a copy of this limited warranty. ■ **FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD.** Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. ■ **TECHNICAL SERVICE BULLETINS.** All vehicles need repairs during their lifetime. Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs. They also describe the recommended repairs and give new repair procedures. Often a repair now can prevent a more serious repair later. ■ Ask Ford Motor Company or your Lincoln-Mercury dealer about Ford-paid repair programs and TSBs relating to your Continental. ■ To get copies of materials for your Lincoln or the vehicle of interest to you, call Ford toll-free at 1-800-241-3673. ■ In Alaska or Hawaii, call 1-800-241-3711. ■ In Georgia, call 1-800-282-0959. ■ You can also write to Ford Customer Information Service, Post Office Box 95427, Atlanta, GA 30347. Please include your name, address, vehicle make, model and year, engine and transmission type. ■ **IS LEASING FOR YOU?** There may be considerable advantages in leasing a new Continental. Leasing can free up your capital and may reduce your monthly cash outlay. If the car is used for business, record-keeping may be simplified. Your Lincoln-Mercury Dealer Leasing Association member can help design a lease program that is exactly right for you. ■ Buckle up–together we can save lives.

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