

1984 CONTINENTAL





CONTINENTAL, A SMARTER CHOICE THAN EVER BEFORE.

The 1984 Continental is much more than a smartly styled luxury sedan. Not only does it represent the many traditional values inherent in the Continental name, it offers the most advanced levels of technology in its history.

A new air-cushioned ride

Nowhere is Continental's advanced technology more apparent than in its sophisticated new Electronic Air Suspension system. This technologically advanced system literally provides a cushion of air between passengers and pavement. An onboard microcomputer constantly monitors varying load conditions and compensates for side-to-side or front-to-rear changes, by fill or vent commands to the four specially compounded air springs. The result is a remarkably smooth, level ride.

This, in combination with nitrogen gas-pressurized MacPherson front struts and rear shock absorbers and front and rear stabilizer bars, gives the driver a rewarding sense of vehicle control over virtually all road surfaces, including potholes.

Electronically enhanced performance

Continental's standard 5.0 litre V-8 engine is enhanced by the precision of Electronic Fuel Injection. EFI eliminates the conventional carburetor and meters fuel in proportion to the engine's needs. It is controlled by an Electronic Engine Control system (EEC-IV), which constantly monitors the engine to maintain an optimum balance of performance and fuel economy.

In situations when a car needs maximum power—as in highway passing—EEC-IV automatically shuts off the air conditioning compressor, so power is not diverted.

During the first two minutes of operation, EEC-IV checks all of its own sensors and actuators to ensure proper functioning. And the system is equipped with a limited operating mode, so it will continue to function without the assistance of the computer.

In addition, the sculptured profile of this year's Continental has a more aerodynamic appearance. It has been reshaped and rounded, not just for beauty's sake—though beautiful it is—but to enhance performance and fuel economy as well.

Introducing the fashionable new Valentino Continental

Considering Continental's rare blending of sophisticated styling and advanced technology, the selection of Valentino as designer proves to be a perfect match.

To distinguish his Continental's exterior, Valentino chooses Cabernet Wine over Medium Charcoal Glamour Clearcoat Metallic. And to complement this exclusive colour combination, he calls for classic coach lamps, four colour accent striping in Medium Charcoal, Black, Light Charcoal and Medium Gold, as well as wire spoke aluminum wheels.

Then, to validate his Continental's high-fashion image, Valentino places his insignia on the decklid and rear-quarter pillar and signature on the rear-quarter window.

From every point of view, the 1984 Valentino Continental is a remarkable achievement of design daring and engineering excellence that invites a closer look.

The Valentino Continental in Cabernet Wine over Medium Charcoal Glamour Clearcoat Metallic. Options shown are listed on page 13.



CONTINENTAL, A MORE THOUGHTFUL APPROACH TO LUXURY.

Continental's stylish interior addresses itself to every aspect of driver and passenger comfort.

This year, Continental adds a new dimension to driving pleasure with the overhead console, shown below, that is smoothly integrated into its padded, moulded headlining. A beautiful example of how advanced technology can help enhance the flow of data to the driver, this innovative electronics module features two dual-intensity courtesy/reading lamps and warning lights that monitor air suspension, as well as headlamp, taillamp, and brakelamp malfunctions.

The overhead console may be ordered with an optional digital readout of the outside temperature in Fahrenheit and Celsius; and a compass to point the way. If the outside temperature should drop below 38°F (3°C), the word "ICE" will flash alternately with the temperature reading for 60 seconds to warn of potential road icing conditions.

There is the lavish use of thirty-eight-ounce ultra-plush, cabled nylon carpeting throughout Continental's roomy passenger compartment. The significance of the cabling process is that it ensures that the carpeting will literally stand up (as opposed to flattening out) for many years of enjoyment and it is fitted with the careful attention so characteristic of Continental.

Electronic sophistication

Continental's electronic instrument panel with Message Centre and systems monitor is a significant achievement in advanced technology. Restyled to become a more integral part of Continental's interior design, it now features genuine walnut wood veneer accents—a most becoming aesthetic refinement.

Functional refinements of the redesigned electronic instrument cluster include a digital fuel gauge and an electronic digital odometer with multicolour graphics. The Message Centre is a trip log information system which delivers a wealth of relevant data to the driver at the touch of one of its twelve buttons.

New comfort for rear-seat passengers

For 1984, Continental introduces a new realm of all-weather riding comfort for rear-seat passengers: a special heat duct directed to the rear-seat compartment. And the new, fully electronic automatic climate control air conditioning system helps maintain the programmed temperature for consistent comfort throughout the passenger compartment.

Interior comforts, Valentino style

Valentino extends his influence through the use of Charcoal colouring to create an interior atmosphere of understated elegance. And he chooses rich, velvety, pleated cloth with leather trim for Continental's handsome, contoured Twin Comfort Lounge seats. They, like the seats in all 1984 Continentals, feature dual fold-down armrests, individual recliners, and dual six-way power controls that allow each front seat to be adjusted to a virtually limitless range of comfortable seating positions.

Also, as one might expect, Valentino wraps Continental's new A-frame tilt steering wheel in leather. The contemporary design of this new wheel enables the driver to scan the electronic instrument panel and Message Centre virtually without obstruction. And something else which makes this redesigned steering wheel extra convenient for drivers is that its centre hub now houses the horn control.

Clearly, the engineering genius of Continental and the design flair of Valentino combine to create an automobile of extraordinary technology, artistry and comfort.



The Valentino Continental interior in Charcoal leather and cloth. Options shown are listed on page 13.

Continental's new stylish and functional electronic overhead console.



CONTINENTAL, BEAUTIFULLY BALANCED FROM EVERY ANGLE.

For 1984, Continental weds contemporary styling to new levels of technological sophistication. What results is a beautiful balance of graceful form and superb functional capabilities.

Under its aerodynamically fashioned hood is Continental's standard fuel injected, electronically controlled 5.0 litre V-8 engine. It is teamed with the smooth-shifting automatic overdrive transmission that incorporates a fourth (overdrive) gear which automatically engages at speeds above 72 kilometres per hour (45 mph). The advantage of this overdrive feature is that it lowers engine speed, which helps reduce engine wear and improve fuel efficiency.

Later this year, Continental will be available with a new 2.4 litre six-cylinder turbo-charged diesel engine—a completely new engine designed to improve cold starting, reduce exhaust smoking, and avoid fuel-filtration problems. This pure diesel will be combined with a specially designed ZF four-speed automatic overdrive transmission with lock-up torque converter.

Givenchy's Continental

It is no wonder that an automobile of Continental's substance and style should attract Givenchy—celebrated for his classic designs and richly textured fabrics.

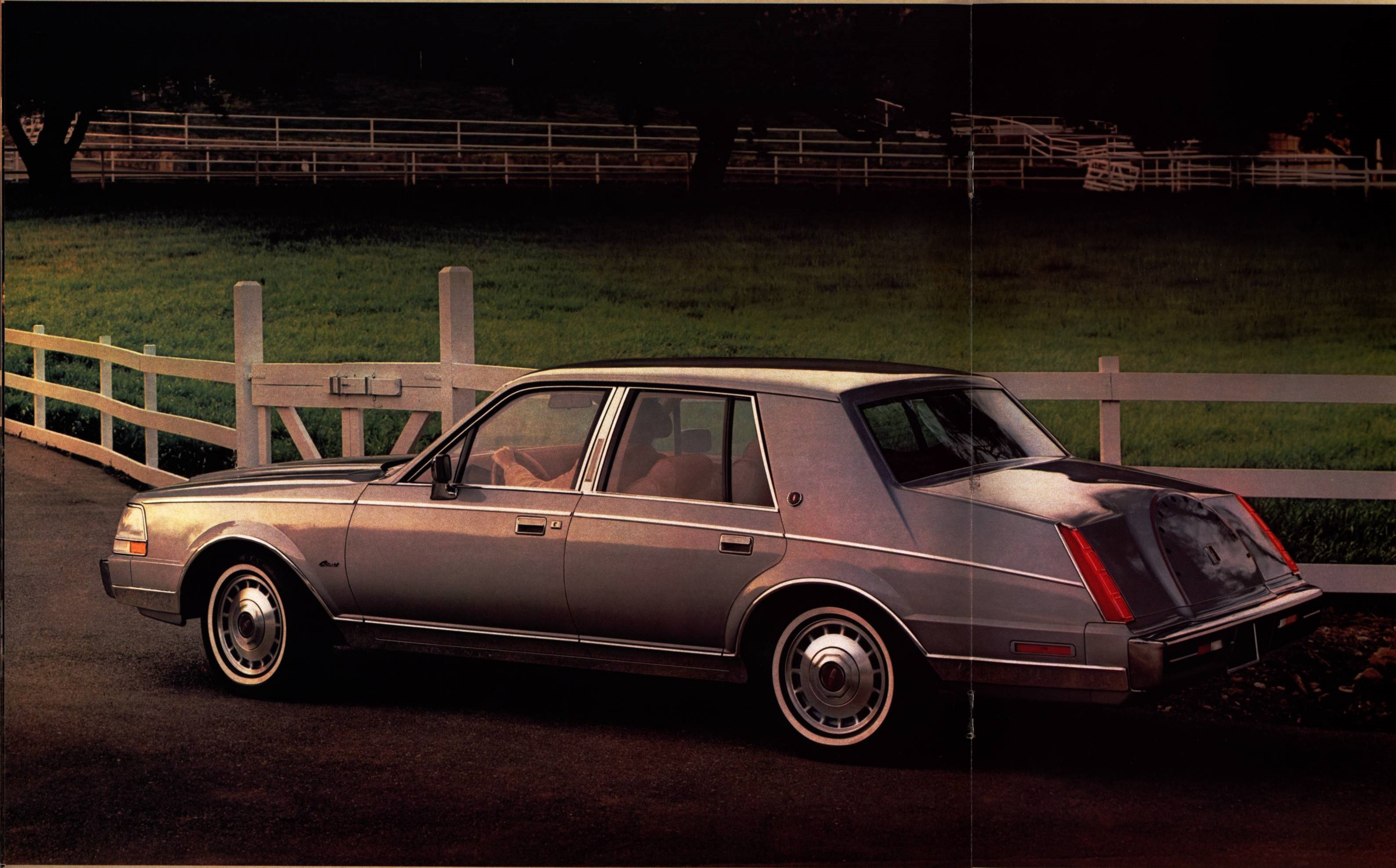
This year, Givenchy, specifies an exterior of Slate Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic—a splendid colour combination made even more dramatic by its wrapover roof design. And he enriches this theme with coach lamps and distinctive tri-band accent striping in Dark Academy Blue, Medium Gray and Red Orange, in addition to wire spoke aluminum wheels. Then he polishes the effect with his famous insignia on the decklid and rear-quarter pillar and his signature in the rear-quarter window.

Inside, Givenchy uses Admiral Blue to bring out the elegance of his special Continental. Admiral Blue for the Twin Comfort Lounge seats, shown here covered in plush velour which is standard (leather seating surfaces are optional at no extra cost); for the leather-wrapped tilt steering wheel and the thirty-eight-ounce ultra-plush cabled nylon carpeting. As a symbol of his Continental's exclusivity, Givenchy positions his designer logo on the instrument panel.

Givenchy. For those who seek the rewards of distinctive styling and advanced technology in one and the same automobile.

The Givenchy Continental in Slate Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic. Givenchy's interior in Admiral Blue. Options shown are listed on page 13.





CONTINENTAL THE COMPLETE LUXURY CAR.

Consider the matter of room. There is ample space in the footwells, both front and rear. And the front seats have a generous 177.8 mm (7") travel, which not only means more adjustment possibilities for driver and front-seat passenger, but allows generous room for the comfort of rear-seat passengers. There is ample headroom and legroom throughout.

Then there is the new heat duct directed to the rear compartment—a prime example of Continental's complete attention to detail, because now rear-seat passengers can enjoy the same comfort as those in the front seat.

Continental also offers the convenience of lighted storage bins concealed in front door armrests and front-seat consolettes. In addition to housing power seat controls, the consolettes provide storage space for tape cassettes and other small articles. Other such features include convenient door pull straps and roof rail assist handles; map pockets and robe cords on the front seatbacks; a rear-seat fold-down centre armrest; and integral rear-seat headrests.

Power to please

For 1984, Continental offers a full complement of standard power assists: door locks including power decklid release; seat controls; steering; brakes; the new, fully automatic antenna; windows—including the newly designed mini-vent windows; and the outside rearview mirrors.

In addition, this year's Continental incorporates a wide array of courtesy lighting for the convenience of everyone: front and rear compartment reading lamps; front and rear floor wells; doors; ashtrays; glove box; under the instrument panel; rear-quarter; overhead console; and engine and luggage compartment. Indeed, Continental comes fully equipped with over seventy standard features (see pages 12-13 for a more complete listing). There is, however, always the possibility of further personalization by choosing from among select options.

One such choice might be the Keyless Entry System. For another, the automatic dimming electronic day/night inside rearview mirror that automatically adjusts to lights approaching from the rear.

Twin Comfort Lounge seats can be ordered with special optional power reclining seatbacks and heated driver and front passenger seats that, at the touch of a button, can provide welcomed warmth on cold days.

This year, Continental offers a new power decklid pulldown which automatically engages to close the decklid when it is manually lowered to within 24.4 mm (1") of the closed position. Also available is a new Premium Sound System with higher wattage amplifier, improved frequency response and coaxial rear speakers to rival the quality sound reproduction of many home units.

The ultimate test

As with any automobile, however thoughtful the many luxurious features may be, the ultimate test of whether or not it will be satisfying most often rests with its driveability. For this reason, the 1984 Continental offers its smooth, level, air-cushioned ride; its precise steering and crisp handling; its four-speed automatic overdrive transmission, and its efficient 5.0 litre V-8.

And, regardless of how one chooses to look at it, these outstanding characteristics add up to make this year's Continental an automobile that is a sheer pleasure to drive and a great comfort to ride in.

The 1984 Continental—a beautiful example of stylish luxury and technological sophistication.

TRADITION AND ADVANCED TECHNOLOGY SHAPE THE 1984 CONTINENTAL.

Computers, electronics and advanced manufacturing techniques all played a part in shaping the 1984 Continental. New owners can both see and feel the difference.

Style as a function

This year's Continental has a rounded, sleeker, more youthful look. It is not by chance. Years of aerodynamic research proved it is possible to make style functional, resulting in benefits to the owner.

Improvements in aerodynamics can result in improved fuel economy, greater feel of the road, command, responsiveness and a quieter ride.

Continental's approach to this concept is reflected in the sloping grille, the headlamps, parking and cornering lamps, the fenders and the hood. Protrusions that could offer wind resistance have been smoothed or eliminated wherever possible.

Also contributing to the new look is a new production technique using larger body stampings. It's more economical to stamp smaller panels, but the larger panels look sleeker, are easier to paint and provide a better fit.

An improved ride

Automatic leveling of an automobile is not new, but the manner in which Continental's new Electronic Air Suspension adjusts the car level, both front-to-rear and side-to-side, is a dramatic improvement.

At the heart of this technologically advanced system is a small onboard computer. The body is cushioned on four specially developed air springs

and, by adjusting the air pressure, the computer maintains the correct ride height regardless of how heavily, or unevenly, Continental is loaded with passengers or luggage.

This enables the car's ride height to remain constant, keeping headlights aimed properly on the road. Severe shocks from ruts and bumps are dampened before they can reach the passenger compartment.

Improved handling

Handling is the communication felt

between the driver and the road. It can be soft and timid, or taut and confident.

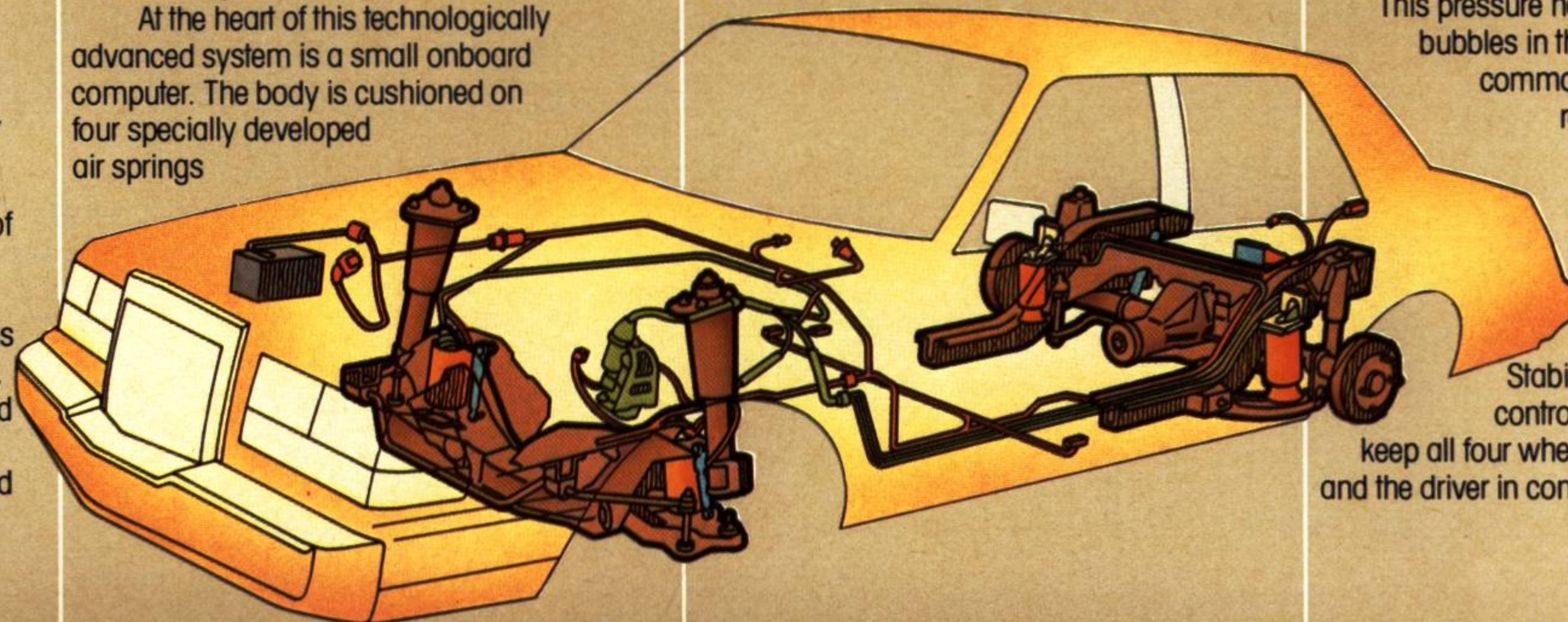
Among the ingredients that determine handling are the suspension, aerodynamics, vehicle load, and parts specially designed to keep the car under control.

One example is the nitrogen gas-pressurized front struts and rear shock absorbers, introduced to the auto industry on the 1982 Continental. They contain inert nitrogen gas, which keeps pressure on the hydraulic fluid in the shocks and struts.

This pressure helps prevent aeration (or bubbles in the oil) under hard use, a common cause of fading and reduction in bump dampening.

They, together with the Electronic Air Suspension, provide owners with one of the finest handling Continental's ever.

Stabilizer bars, front and rear, control lean in turns to help keep all four wheels firmly on the ground and the driver in control.



Control is also a feeling of the road. Thus, Continental uses power-assisted rack-and-pinion steering. It is a proven simple system that offers quick manoeuvrability with very little effort.

Another important feature of handling is stopping power. So Continental offers power disc brakes at all four wheels. They have vented disc rotors for fast cooling and resistance to fading. Disc brakes also recover quickly when drenched with water.

Engineers by no means reinvented the wheel, but they did improve on it. Standard are cast aluminum alloy wheels. While more expensive to produce, they are truer and lighter for their strength than stamped and welded wheels.

Continental comes equipped with all-season steel-belted radial tires. The tread is specially designed to provide traction on all surfaces.

An engine that thinks

This year a new "think for itself" breed of engine is standard on Continental.

The engine brain is actually the Electronic Engine Control system (EEC-IV). It has the ability to monitor and control a great number of different engine functions simultaneously to maintain peak performance from moment to moment.

Probes and sensors monitor engine speed, ambient air temperature, coolant temperature, spark timing, fuel/air ratio, throttle position and exhaust gases. EEC-IV also controls the electronic fuel injectors that take the place of the carburetor.

In practical terms, this means improved cold weather starting, better performance, better efficiency regardless of the fuel octane rating, improved emission control and improved performance or economy, depending on driving conditions.

If the engine malfunctions, the computer remembers and reports it to a service technician, even though the condition may not be obvious at the time.

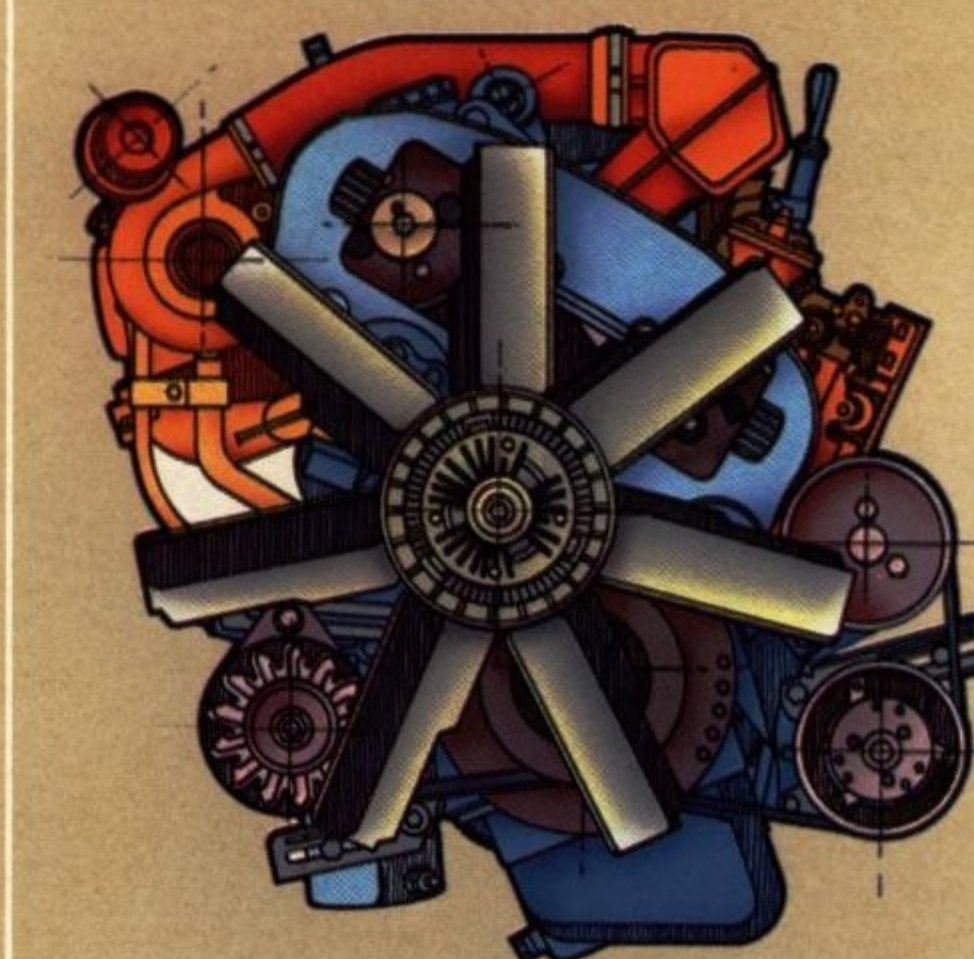
A more efficient transmission

The smooth shifting of gears by an automatic is inherently less efficient than a manual transmission because of normal fluid slippage. This means the engine works harder and burns more fuel.

This problem was solved in Continental by adding a fourth gear with a 100% mechanical lock-up that eliminates slippage. And because it has a fourth gear overdrive ratio, which engages at approximately 72 kilometres per hour (45 mph), it helps save on fuel. For every two revolutions of the engine the driveshaft turns three times. So there is less engine wear and noise.

A new diesel engine

Later in the model year, Continental will be



available with a completely new, advanced turbo diesel engine jointly designed by BMW Motoren and Ford Motor Company. Because the diesel is a completely new engine—built specifically for passenger car use—a number of features contributing to good performance were designed in.

For example, to ensure quick starting, a special "glow plug" fast starting system was developed. This new feature not only reduces starting time, it also results in less cold engine exhaust smoke.

In addition, to avoid problems from water-contaminated fuel, a special fuel conditioning system is incorporated. It features a water separator, a water level warning light and a fuel heater to help prevent waxing.

This new engine will be combined with a specially designed ZF four-speed automatic overdrive transmission with lock-up torque converter specifically matched to the 2.4 litre diesel.

Comfort and control

There are two major considerations in the design of a luxury car interior—comfort and control. Both contribute to the secure "in-command" feeling of driving a Continental.

Because drivers come in assorted sizes, it's important that the seat be easily adjusted to each one's comfort. A longer seat track (178 mm (7") vs. 140 mm (5½") last year) better accommodates both tall and short drivers. Seat controls for the six-way power seat are conveniently mounted on the seat console.

Improved driver control is made up of a number of things, including Continental's new overhead console and the electronic instrument panel with Message Centre, one of the most advanced and informative in the industry. A new instrument added this year checks the oil every time the car is started. When the car is at rest, a sensor measures the depth of the oil in the oil pan. If oil needs to be added, a warning light goes on. This is different from the oil pressure warning light, signals from which may or may not mean the oil level is low.

Vehicle protection

Continental retains its 8 kph (5 mph) bumpers front and rear. This helps protect lamps, cooling system and exhaust components and helps reduce the repair cost of slow-speed impacts.

Operating safety and occupant protection

Engineers tend to look at safety in two ways. Occupant protection, which is protection that

can be built into the car, and operating safety, which depends on the driver taking an active part in accident prevention.

Quick and precise power-assisted rack-and-pinion steering offers excellent manoeuvrability, particularly in combination with the handling features previously mentioned.

Visibility is enhanced by careful placement of front roof pillars, the addition of power operated outside rearview mirrors—including a convex right-hand mirror which provides a wider field of view—and tinted glass to soften glare. Halogen headlamps provide a whiter light than conventional tungsten headlamps.

For occupant protection, Continental meets all applicable federal regulations and goes beyond.

The front end is designed to crush in a predictable manner to absorb some of the impact energy.

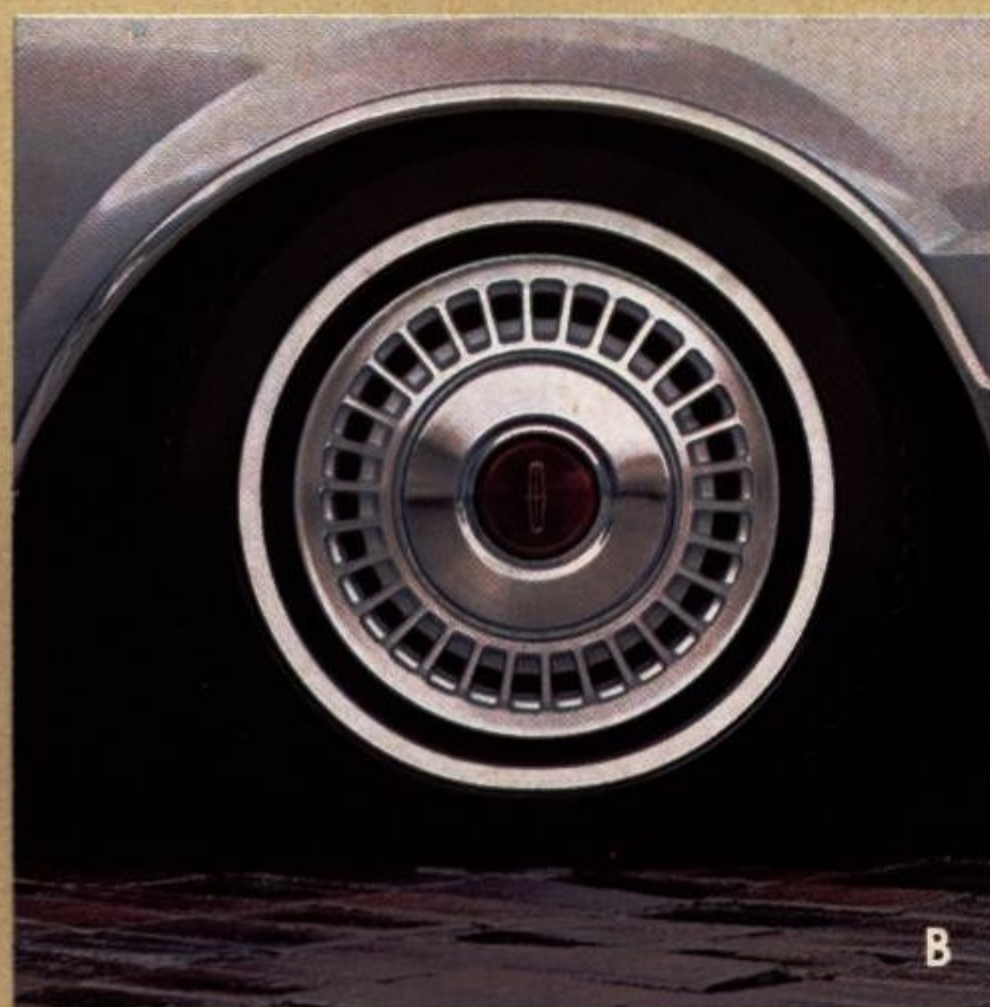
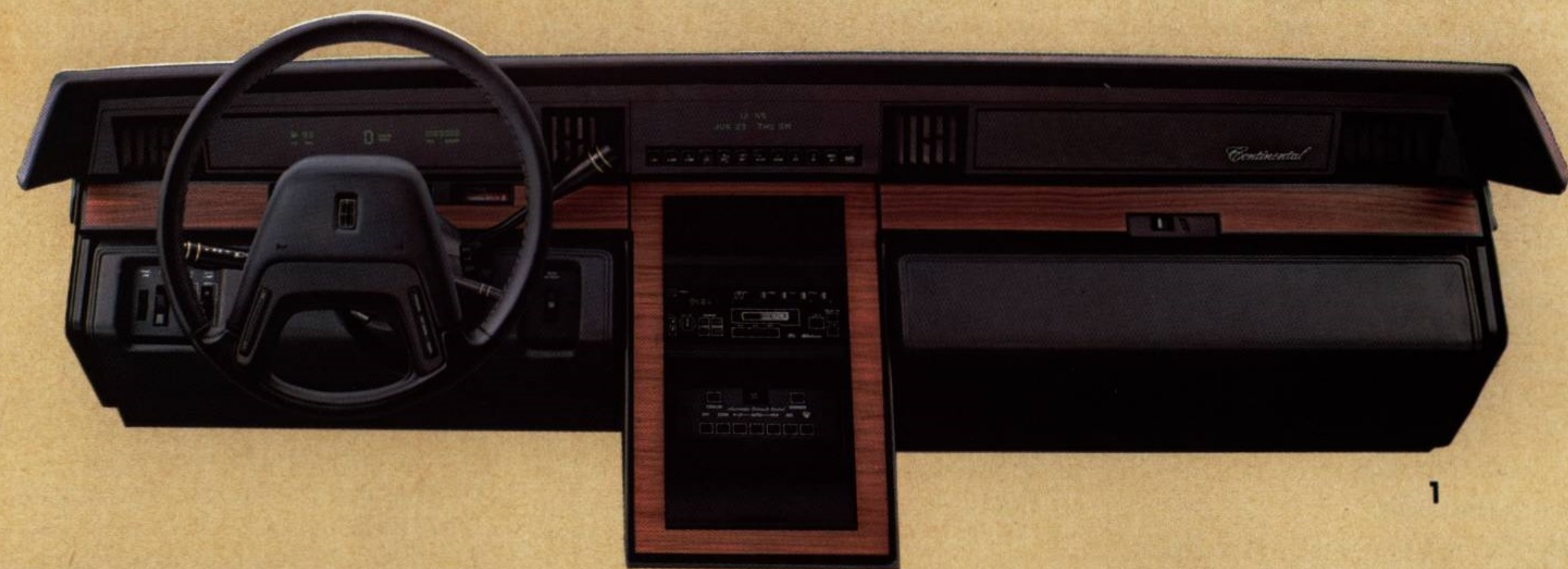
The area from the rear window back is also intended to serve as a crush area to absorb some of the impact energy. This can result in reducing the force that otherwise would be transmitted to occupants. All of the doors are constructed with steel guard beams designed to withstand a 2833 kilogram (7,000-pound) push test. Even the roof and front pillar must pass a test in which they are subjected to 2024 kilograms (5,000 pounds) of crushing force.

Padding to help protect passengers is located wherever possible—in the instrument panel, armrests, door panels and even the sun visor. Naturally, seat belts are installed for the use of each vehicle occupant—integral lap and shoulder belts with automatic retractors and tension relievers in the front and lap belts in the rear.

The new Continental

For 1984, Continental's traditional values are retained and its appeal has been broadened by breakthroughs in engine control, handling and ride. To its luxury-car appeal Continental has added sophisticated engineering and design.





CONTINENTAL STANDARD AND OPTIONAL FEATURES.

1. Electronic instrument panel and message centre.

This handsome standard feature is easy to read and easy to use. The electronic instrument panel features a digital speedometer, electronic digital odometer and a digital fuel gauge with multicolour graphics. The Message Centre is a trip log information system with a 12-button keyboard that puts a wealth of important data at the driver's fingertips.

2. Wheels. For a decidedly elegant touch: A) Wire spoke aluminum wheels (standard on Valentino and Givenchy), B) Forged aluminum road wheels (optional on all models except with Trailer Towing Package), and C) Cast aluminum wheels with locking lug nuts (standard on Continental).

3. Electronic overhead console. This technologically advanced standard features two dual-intensity courtesy/reading lamps and warning lights. It also includes mounting locations for the optional power moonroof control and for the optional compass/thermometer, which gives digital readout of vehicle direction and outside temperature.

4. Electronic AM/FM stereo search radio with cassette tape player. This exceptional option combines qualities usually found only in separate components. It features auto-reverse, acoustics equalizer and Dolby® noise reduction for added sound clarity.

5. Illuminated entry system. This is a fine standard feature for added convenience and security. When the door handle is lifted for entry, a ring of light appears around the keyhole. At the same time, the courtesy lights go on inside the car.

6. Power glass moonroof. Here is a beautiful way to bring in a fresh, open-air feeling. This option is power-operated to slide backward at the press of a button and includes an integral sun/shade/privacy panel.

Dolby® is a registered trademark of Dolby Laboratories, Inc.

Selected standard functional features

- 5.0 litre V-8 engine with Electronic Fuel Injection (EFI) and Electronic Engine Controls (EEC-IV)
- Four-speed automatic overdrive transmission
- Electronic Air Suspension with automatic level control
- Nitrogen gas-pressurized front struts and rear shock absorbers
- Front and rear stabilizer bars
- Power rack-and-pinion steering
- Power four-wheel disc brakes
- 71-amp-hr maintenance-free battery
- 84.4 litres (18.5 imp. gal.) fuel tank
- White sidewall all-season Michelin steel-belted radial tires (P215/70R15)
- Remote fuel filler door release
- Corrosion protection using precoated steel panels, special sealers, primers and waxes for selected body parts

Selected standard interior features

- Twin Comfort Lounge seats with six-way power, dual manual recliners, front-seat armrests, seatback robe cords and map pockets
- Rear-seat centre armrest and integral headrests
- Special rear compartment heat duct
- Door trim panels with genuine walnut veneer appliques, illuminated stowage bins and carpeted lower portions
- Power side and vent windows
- Power door locks including power decklid release
- Door pull straps
- Roof rail assist straps
- Blackout instrument panel appearance with genuine walnut veneer appliques
- Electronic instrument panel with Message Centre
- Electronic Automatic Climate Control system
- Tinted glass all-around
- Low oil warning feature
- A-frame tilt steering wheel with fingertip speed control and centre horn control
- Courtesy lights – front and rear floor wells; under the instrument panel; front and rear doors; front and rear ashtrays; glove box; engine and luggage compartments
- Headlamp Convenience Group – includes automatic headlamp dimmer and Auto Lamp on/off delay system
- Front and rear high-intensity reading lamps
- 38-ounce ultra-plush floor carpet
- Dual illuminated visor vanity mirrors. Right- and left-hand vanity mirrors in sun visors that include dual intensity lights.

Selected exterior features

- Bright grille, bumpers and windshield, side window, wheelip and rocker panel mouldings
- Interval windshield wipers with speed indicator

- Halogen headlamps
- Cornering lamps
- Left-hand/right-hand heated power remote-control foldaway mirrors (right-hand convex)
- Cast aluminum wheels

Valentino Designer Series standard features

Includes all Continental standard equipment, plus the following selected additions and/or differences:

- Leather and patterned cloth seat trim with designer's sew style in Charcoal
- Leather-wrapped steering wheel
- Dual illuminated visor vanity mirrors
- A Dual-Shade combination all its own: Cabernet Wine over Medium Charcoal Glamour Clearcoat Metallic
- Special decklid accent striping and four-colour bodyside accent striping in Medium Charcoal, Black, Light Charcoal and Medium Gold
- Coach lamps
- Special Valentino logo on instrument panel and decklid and badge on rear pillar
- Wire spoke aluminum wheels

Givenchy Designer Series standard features

Includes all Continental standard equipment, plus the following selected additions and/or differences:

- Seats in Admiral Blue cloth with designer's sew style (leather seating also available at no extra cost)
- Leather-wrapped steering wheel
- Dual illuminated visor vanity mirrors
- Distinctive Dual-Shade combination all its own: Slate Blue Clearcoat Metallic over Midnight Blue Glamour Clearcoat Metallic with wrapover roof design
- Tri-colour bodyside accent striping in Dark Academy Blue, Medium Gray and Red Orange
- Coach lamps
- Decklid accent striping with double "G" logo
- Wire spoke aluminum wheels

Selected optional features

- Twin Comfort Lounge seats with dual power reclining seatbacks. This control provides a variety of comfortable positions for driver and front-seat passenger.
- Heated driver and front passenger seats. A network of wiring, placed between pieces of fabric, and housed beneath the seating surfaces, allows the seats to warm up at the touch of a button on each console.
- Keyless Entry System. The doors and decklid can be opened by use of buttons in the driver's door belt moulding.
- Automatic dimming day/night mirror. Automatically adjusts intensity of light from vehicles approaching from the rear to minimize glare.
- Power decklid pulldown. Automatically

- engages to close the decklid when it is lowered manually.
- Leather-wrapped steering wheel. A luxurious inclusion. Standard on Valentino and Givenchy.
- Leather seating surfaces (available at no extra cost on Givenchy). A distinctively elegant touch. Leather with cloth is standard on the Valentino.
- Premium Sound System. Includes coaxial rear speakers, higher wattage amplifier and better frequency response to enhance the sound quality.
- Coach lamps. Add a touch of elegance to Continental's centre pillar. Standard on Valentino and Givenchy.
- 2.4 litre six-cylinder turbocharged diesel engine with a specially designed ZF four-speed automatic transmission with overdrive and lock-up torque converter. Includes dual exhausts, external oil cooler, upgraded sound package, retuned suspension, high-discharge battery and 100-amp alternator. (To be introduced later in the model year.)
- Traction-Lok differential axle. Particularly advantageous for traction in sandy, muddy and snowy conditions.
- White sidewall puncture-sealant tires. Capable of self-sealing a puncture, they offer the advantages of a wrap-around tread pattern, low rolling resistance and extended tread life.
- Electronic stereo search AM/FM radio with 8-track tape player. Limited supply available.
- Anti-Theft Alarm System. A fine security feature. When vehicle is entered without key or keyless entry code, the vehicle is automatically disabled, lights flash and the horn blows.
- 40-channel Citizen's Band portable radio. Includes tri-band automatic power antenna. Can be stored in driver's door stowage bin or the glove box.
- Colour-Keyed vinyl bodyside protection mouldings. Both practical and good looking. Provides added protection from nicks, scrapes, and "dings".
- Front license plate bracket. Automatically installed where front license plates are required.
- Trailer Towing Package (Class II). Enables Continental to accommodate a 1588 kilogram (3500 pound) gross trailer weight. Includes special wiring harness, 152.4 mm x 381 mm (6" x 15") wheels, upgraded cooling system, external oil coolers for transmission and power steering and heavy-duty turn signals and flashers (not available with 2.4 litre turbocharged diesel engine or forged aluminum wheels).
- Dual Shade and Glamour exterior finish (see page 51 for colour choices).

COLOUR CHOICES

A broad spectrum of exterior colours is offered to personalize the 1984 Continental. These colours are designed to coordinate with a wide selection of available trims and roof treatments. Lincoln-Mercury Dealers have further details and colour samples.

CONTINENTAL

Standard exterior colours

Midnight Black Clearcoat, Arctic White, Claret Red, Light Desert Tan, Pastel Desert Tan, Cream, Platinum Clearcoat Metallic, Dark Charcoal Clearcoat Metallic, Scarlet Clearcoat Metallic, Blue Flannel Clearcoat Metallic, Evergreen Clearcoat Metallic, and Harvest Wheat Clearcoat Metallic.

Optional glamour colours

Walnut Glamour Clearcoat Metallic, Medium Charcoal Glamour Clearcoat Metallic, Academy Blue Glamour Clearcoat Metallic, Midnight Blue Glamour Clearcoat Metallic, and Sage Green Glamour Clearcoat Metallic.

Dual-shade paint options (upper/lower)

Midnight Black/Medium Charcoal Glamour Clearcoat Metallic, Platinum Clearcoat Metallic/Medium Charcoal Glamour Clearcoat Metallic, Light Desert Tan/Pastel Desert Tan, Walnut Glamour Clearcoat Metallic/Light Desert Tan, Academy Blue Glamour Clearcoat Metallic/Blue Flannel Clearcoat Metallic, Sage Green Glamour Clearcoat Metallic/Evergreen Clearcoat Metallic, Harvest Wheat Clearcoat Metallic/Goldenrod Glamour Clearcoat Metallic

Givenchy Designer Series

Slate Blue Clearcoat Metallic/Midnight Blue Glamour Clearcoat Metallic

Valentino Designer Series

Cabernet Wine/Medium Charcoal Clearcoat Metallic

Interior trim

Twin Comfort Lounge seats are standard with cloth-and-vinyl, and optional with leather seating surfaces on the 1984 Continental in Dove Gray, Oxford White/Dove Gray (leather only), Terra Cotta Red, Admiral Blue, Desert Tan, Flaxen Gold, Sage Green, and Charcoal. Givenchy Designer Series offers cloth seats in Admiral Blue (leather option at no extra cost). Valentino Designer Series offers leather and minipleated cloth seat trim in Charcoal.



QUALITY—EVERY STEP OF THE WAY.

14,000 owners across the country were recently asked to evaluate the quality of their cars. Everything from engine performance, electrical systems, paint quality and fit to squeaks, rattles, even wind noise.

This study of new-vehicle quality established that Ford Motor Company is building the highest quality luxury cars built in North America.

The results only confirmed what Lincoln designers, engineers, production and assembly employees already knew. They foresaw the improvement in quality through a dramatic drop in warranty claims and from monthly quality audits of the cars they produce.

Three years of complete dedication to quality produced these results and, rather than become complacent, the goal for 1984 is to become even better.

To see how these improvements are being achieved, it is necessary to follow the construction of Lincoln luxury vehicles from concept to completion.

Driving a Computer

With one of the most sophisticated computer networks of any automaker in the world at their command, Lincoln designers and engineers are able to mathematically reproduce components on a viewing screen before a single part is built. This allows them to simulate driving of the new cars for thousands of kilometres before production begins.

Computers also are put to work laying out and designing production facilities. Engineers can even predict the effects of a proposed manufacturing process on the men and women who actually assemble the automobile. For example, there are certain welding operations, such as the one shown

above, where the human touch is irreplaceable. And where it is not, as discussed later on, robots are called upon to do the work.

Quality assurance

Prototypes of the cars and individual components undergo strenuous laboratory and proving ground tests to back up the computers' predictions.

The purpose is to artificially speed up the wear process so that the cars and components can be designed and built to live up to customer needs and expectations throughout the life of the product.

As just one example, consider the punishment an instrument panel goes through.

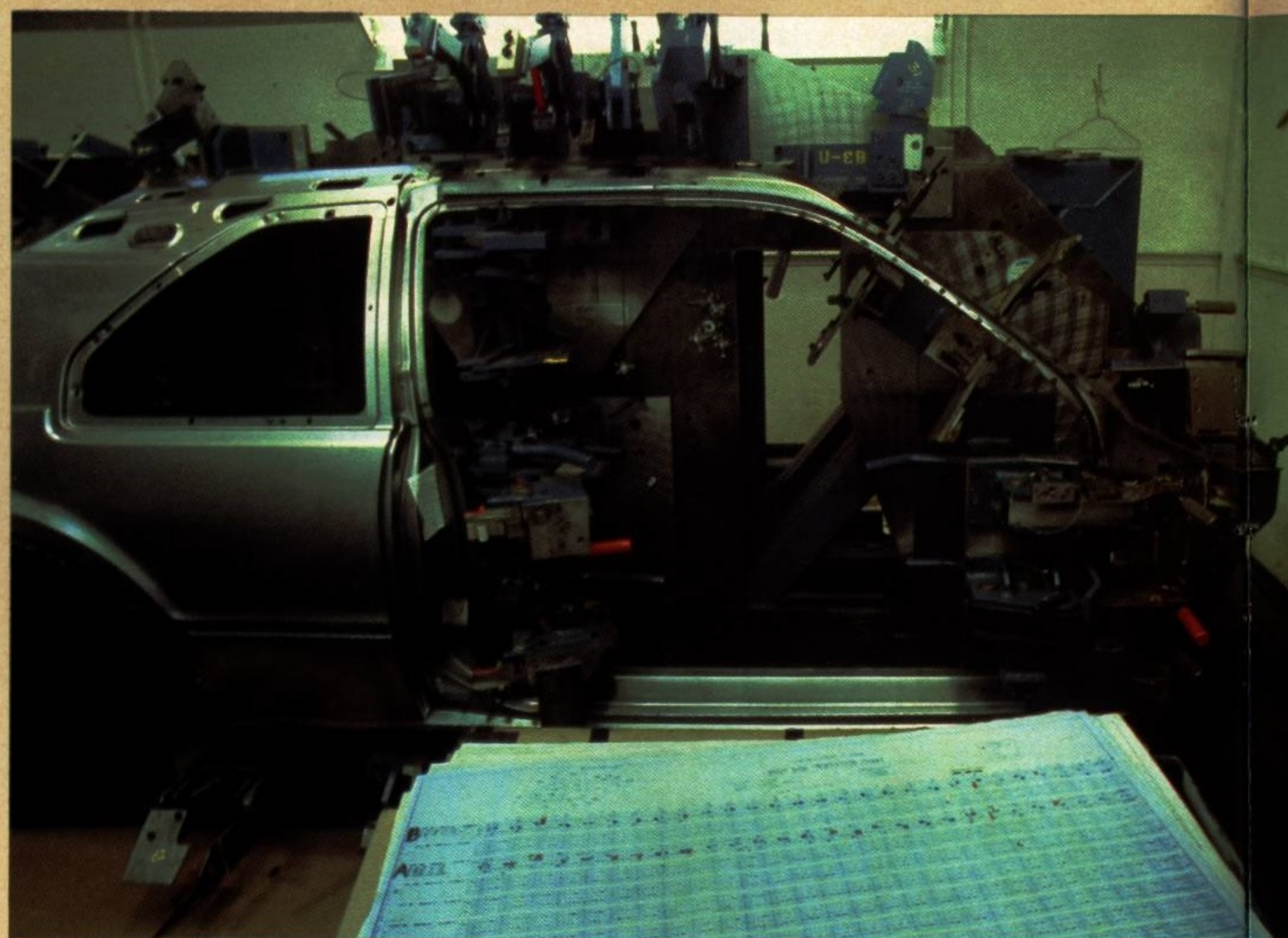
To simulate rough-road driving conditions, the entire instrument panel assembly—including all optional components—is subjected to 3 million horizontal and vertical vibration cycles. This is far in excess of actual exposure to vibration normally expected during the life of the vehicle.

The point: to seek out defects before the cars are manufactured.

Reliability teams

A major step in achieving quality came about by rethinking the ways in which cars are built. In the past, engineers would design a car, then pass it on to manufacturing to build prototypes, then pass it over to the assembly division for production—frequently not calling in the people responsible for servicing the car until almost the end of the process.

Today's Lincolns, however, have had all the various departments involved from day one. Representatives from Engineering, Manufacturing, Assembly, Service, and even independent suppliers were organized into Reliability Teams to study the 1984 designs long before production ever began.



With the advent of these Reliability Teams, it was no longer necessary to wait until the car was built, then scramble to fix the problems. The quality was built in.

Using numbers as a tool

There are thousands of parts that make up a Continental, each of which has to meet critical design standards. The issue: how to insure and measure consistent production standards. The solution is based on defect prevention rather than defect detection.

Using a method called statistical process control, for instance, a machine operator is able to monitor his or her own production.

If the line on the chart approaches the limits of acceptability, production is shut down and adjustments are made at once.

The statistical process control technique is even used on large body panels. This allows designers and engineers to call for precise tolerances. Once established, the norm for body dimensions and fit is set by a measured and marked up master, such as the one shown above. Lincoln's goal is \pm one millimetre variance in parts.

Employee involvement

To be sure, computers, new tools and statistical process controls are making important contributions to the quality of the 1984 cars. But talk to plant management and they say the key ingredient to building the finest quality cars is the minds, attitudes and morale of all employees.

This is obvious at the Wixom Plant, northwest of Detroit, where the Continental is built.

Typical of the efforts to improve quality is the Employee Involvement program. Volunteer teams of six to ten employees from specific plant areas are brought together to think constructively about their specialties.

A second program is a hot-line communication system. Any employee, at any time, can call in a suggestion or complaint. The call is transcribed and top management, including the plant manager, gets a copy. Within 24 hours, the employee is notified that his or her message has been received and, within 48 hours, action is taken or a person is assigned to study the problem.

With the establishment of the hot-line system, red tape went out the window, employee morale was improved and communication was opened where it had never occurred before.

Before-the-job training

Shortly before production on 1984 models began, 1,000 additional employees were hired for a second shift at the Wixom plant.

In the past, typically, an employee was taken to a work station, given a few hours of instruction and put to work.

But this time, each employee underwent 40 hours of classroom training, with the emphasis on quality, before taking his or her place in the factory. Full days, not hours, were spent on the job with experienced instructors. Workers requiring special skills, such as paint sprayers, were videotaped doing their jobs and the tapes critiqued by experts.



On Wixom's assembly lines there are specially trained trouble-shooters known as Quality Upgrade Operators. They are the extra hands assigned to assist production supervisors in monitoring and maintaining assembly line quality.

In the past, efficiency dictated letting the car go through the assembly process before making any repairs. The trouble was, almost invisible or hidden faults slipped through. Now the attitude is—when it leaves each work station it's right, or it doesn't move on to the next one.

If a serious problem appears, a flashing blue light at a Quality Inspection Point alerts area management and these Quality Upgrade Operators are called in to take corrective action on the spot. If necessary, the assembly line is shut down while the problem is fixed. This represents a new era in car assembly—when quotas take a back seat to quality.

Reliable robots

At Wixom, 25 robots take on the dangerous and repetitive chore of welding side and floor panels. They are so accurate that a deviation of less than 1/100 of an inch is rare. Yet to insure strong, secure welds, one body is completely torn apart every week just to determine that the welds are secure and within specifications.

Finish as a gauge of quality

One very obvious measure of an automobile's quality is the attention given to its finish. It's one of the rare cases where you can judge a book by its cover.

The process starts before the sheet metal is formed. Selected critical underbody parts are designed to protect against corrosion by using galvanized steel or by applying a corrosion-inhibiting layer of zinc-rich epoxy paint.

The body itself is first cleaned in a six-step phosphate spray treatment that coats the metal for its first application of primer.

The whole body is immersed in a huge tank. The body and primer are given opposite electrical charges, which bonds the paint to the metal, similar to a plating process.

After the electrocoat process, body sealer is applied to any area where leaks could develop or where matching metal-to-metal joints could cause noise.

A visitor to the plant would note that, although most of the finish operation is done by machine, one critical step is performed by hand. After the second coat of primer, hand-sanders, as seen above, go over the body inch-by-inch to make sure the surface is smooth for the colour coat; a prerequisite that is especially critical for the metallic finishes.

And, while aluminum chips, suspended in a polyester enamel, give the finish its sparkle, not all metallic finishes are alike. Research shows that smaller aluminum flakes provide a better finish—smaller flakes don't appear above the surface and they cover more completely. Smaller particles also allow application of a thinner colour coat. The advantage is that a thin coat sets up quickly and when dry, doesn't mix with the two subsequent coats of acrylic Clearcoat enamel.

The two Clearcoats, which give the paint its depth and lustre, also contain ultraviolet filters to keep the base coat from fading.

As shown above right, the finish is inspected after each coat of paint. Then, as a final check, selected units are locked in a humidity booth. And other selected units are locked in the salt booth, which duplicates years of driving on northern winter streets.



Inspecting the inspectors

There are four key programs important to maintaining the quality a Continental Car buyer expects.

The first is the Audit Program. Randomly selected cars are removed every day from the plant's pre-delivery system and subjected to an inch-by-inch inspection by experts.

Auditors evaluate the fit and finish from the customer's viewpoint. They also test the operational ease of components, even how much strength it takes to close a door. A comprehensive road test over a variety of surfaces determines the design integrity of the entire vehicle.

Then comes the report card. Each flaw discovered is assigned a concern value. In other words, how obvious the blemish would appear to a customer.

Because some blemishes are almost too small or hidden to be noticed, stick-on arrows, colour coded to reflect the seriousness of the flaw, are applied to the car.

Inspected cars are then displayed in special in-plant evaluation areas next to the workers, in a setting similar to a dealer's showroom.

Charts indicate recurring problems and subsequent improvements.

Each night, department managers drive home a different new car to search for the hidden or less obvious flaws. They are given an inspection checklist to fill out, and the results are discussed daily.

The third of the quality improvement programs is the WRAP (Warranty Reduction Audit Program). Four inspectors are stationed in the rail and convoy shipping areas. The idea: away from the hustle and bustle of the factory, on randomly selected vehicles, inspectors can take a more relaxed view of the total car—just as a customer would see it. If a concern is found, the car is driven to a specific location where the plant and department managers, the Quality Upgrade Operator and, perhaps, the employee responsible for the concern, are brought to view the car.



Finally, inspectors such as the one shown above right, evaluate the fit between one body part and the next—around hood, trunk and door openings—utilizing a computerized measuring device. Used on finished vehicles within the plant, this equipment checks margins and alignment of sheet metal components to assure parts are built to specifications.

These measures may seem extravagant, particularly when there is so much dedication to building the car right in the first place, but it is this dedication to quality that has made Lincoln the highest quality collection of luxury cars in North America.

THE LINCOLN CARD. OUR CONFIRMATION OF QUALITY. FOR THREE YEARS, VIRTUALLY ALL YOU'LL PAY FOR IS GASOLINE.

The Lincoln Card provides you with one of the most comprehensive owner protection programs provided by any luxury vehicle manufacturer in North America or abroad.

A three year unlimited mileage plan that covers all scheduled maintenance services as listed in the owner guide, replacement of items necessitated by wear and all repairs that may be



necessary due to defects in materials. The Lincoln Card also includes towing and transportation assistance. Damage caused by accidents and abuse, or fluids required between scheduled maintenance intervals, tires, vehicles in daily rental, taxi or limousine service are not included in the program.

Your Lincoln dealer would be more than pleased to review with you all of the information regarding this preferential plan, to make your Lincoln driving years as pleasurable as possible. Under the program, the Lincoln Card is also transferable at no charge to those subsequent purchasers who own the vehicle within the 3 year period.

BASE PRICE : \$ 29,822

Continental specifications

EXTERIOR

Wheelbase	2756 mm (108.5")
Overall Length	5098 mm (200.7")
Overall Width	1869 mm (73.6")
Overall Height	1410 mm (55.5")
Tread	
— Front	1483 mm (58.4")
— Rear	1499 mm (59.0")

INTERIOR

Front Compartment	
Headroom	978 mm (38.5")
Legroom	1067 mm (42.0")(a)
Shoulder Room	1463 mm (57.6")
Hiproom	1334 mm (52.5")
Rear Compartment	
Headroom	958 mm (37.7")
Legroom	973 mm (38.3")
Shoulder Room	1468 mm (57.8")
Hiproom	1323 mm (52.1")
Luggage Capacity	
Litres (cu. ft.)	416 (14.7)
Fuel Tank Capacity	
Litres (imp. gal.)	84.4 (18.5)
Curb Weight	
Kilograms (lbs.)	1701 (3750)

(a) 1118 mm (44.0") with front seat in rear-most position.

Motorcraft EXCEEDS THE NEED

Continental comes equipped with factory engineered and approved parts, including a dependable Motorcraft battery, spark plugs, shock absorbers, ignition parts and long life oil filter. For continued performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Corrosion protection

All Continental cars are protected with the DURAGUARD System, which includes 7 processes built in at the factory as standard equipment, to provide corrosion protection as follows:

- precoated steel on doors, quarter panels and other selected areas;
- galvanized steel on rocker panels, selected cowl tops and underbody parts;
- vinyl sealer on the underside of rear wheelhouses;

- phosphate coating on the entire car body after a super cleaning process;
- electrocoat process to apply corrosion resistant primer paint, also on the entire body;
- aluminized wax sprayed into hard-to-reach lower body areas, the inside surfaces of doors and quarter panels;
- protective vinyl coating on the lower bodyside for resistance to stone chipping and road abrasion.

The DURAGUARD System is backed by a no-extra charge 36-month unlimited distance manufacturer's warranty against corrosion perforation. This warranty, transferable to succeeding owners during this warranty period, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system components are excluded. The basic 12-month/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

This brochure has been prepared only as a general guide to the customer and every effort has been made to ensure that all information is correct at the time of printing. However, some errors may have been included and some of the information or specifications may have been changed since the time of printing. Your dealer will have full details of any changes and/or corrections and you should ask him to bring you up to date at the time of your purchase. Ford Motor Company of Canada, Limited reserves the right to change prices, colours, materials, specifications and models and to discontinue models without notice and without incurring obligations of any kind. Some features described or shown may be optional at extra cost. Some options are required in combination with other options.

Get it together — buckle up.

CONTINENTAL

