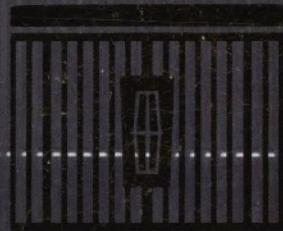


1988
Lincoln
Continental



Style
Measured by
World-Class Standards

Styled with an impressive blend of the traditional and contemporary.

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

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

Among these traditional values is

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

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

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

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

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

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

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

style without compromise.

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

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







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LINCOLN-MERCURY DIVISION



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