



CONTINENTAL

MARK VI

FOR EIGHTY ONE



CONTINENTAL MARK VI FOR 1981

... a remarkable merging
of esthetics and engineering.

Since the very beginning of the Continental Mark lineage, there has been that strong styling statement. Today, in the new Mark VI, that statement still prevails, now in the most contemporary of terms.

Design originality is but part of the legend of Mark. For through the years, this automobile has achieved high, sophisticated levels of electronic technology, as well.

Standard on every 1981 Mark VI, for example, is the marvel of electronic instrumentation — an instrument panel and message center. This communications system provides instant answers to driver inquiries and creates a new rapport between man and machine. And Mark's sophisticated electronic engine controls and Automatic Overdrive Transmission contribute to its remarkable fuel economy.*

Discover the new Mark VI for 1981 — from the elegance of the Signature Series to the high fashion of the Marks of the designers.

16* EPA EST. MPG, 24 HWY. EST.

Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

Some of the equipment shown may be available only at extra cost, and only on specific models. Please see pages 23 and 25 for specific information regarding standard and optional equipment.



The 1981 Continental Mark VI Signature Series four-door in Dark Red Metallic.

The Continental Mark VI Signature Series. The ultimate expression of Mark luxury.

Available in both four-door and two-door, the Signature Series represents the most generous offering of standard features among the Marks. Beyond the standard features common to the other Marks, the Signature Series provides such conveniences as Keyless Entry System, illuminated visor vanity mirrors, garage door opener control, six-speaker Premium Sound System, power remote-control mirrors, and wire-spoke aluminum-rim wheels.

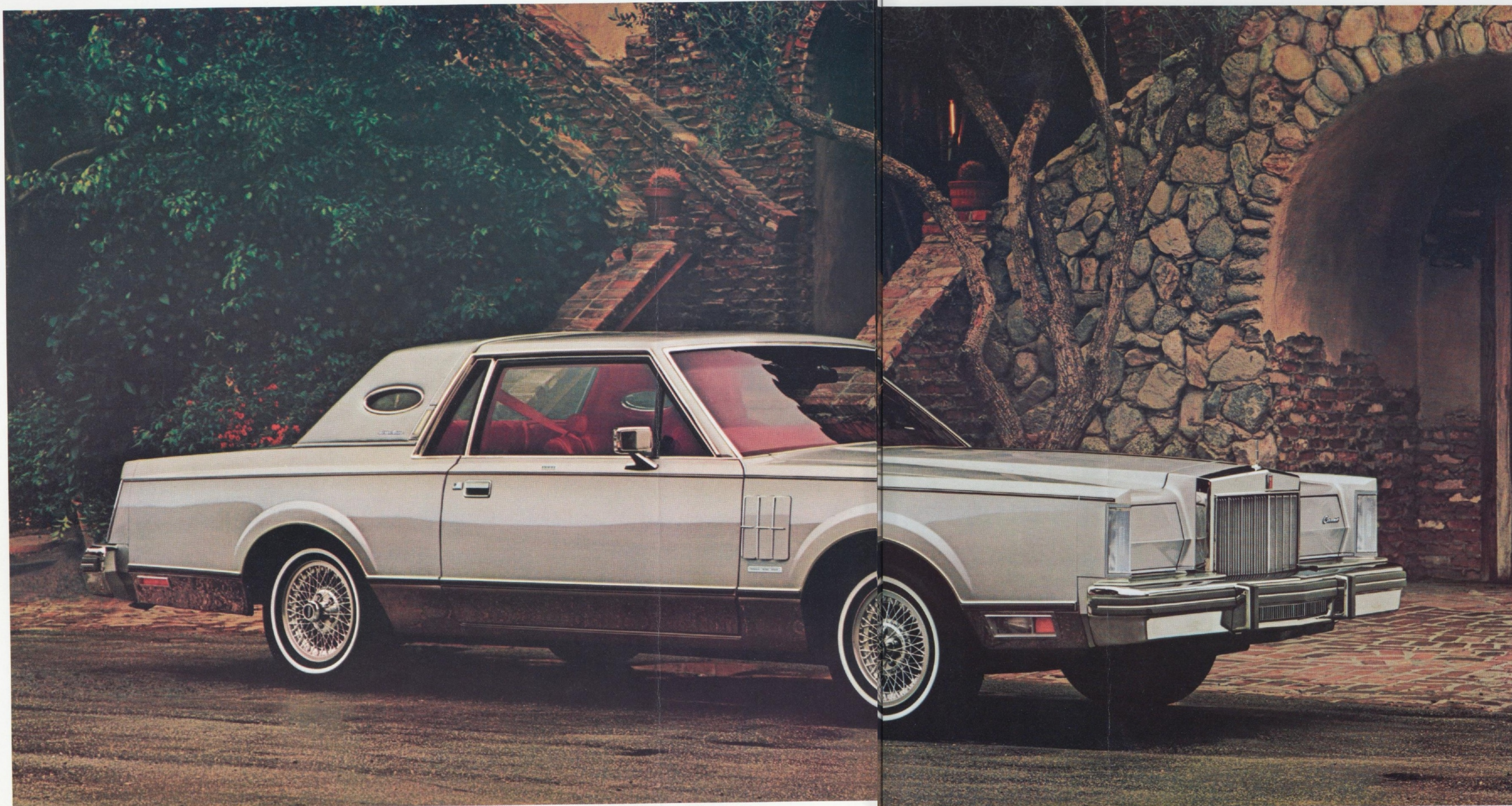
The Signature Series comes in either Dark Red Metallic or Silver Metallic with color-keyed coach roof.



Choose the pleasure of leather.



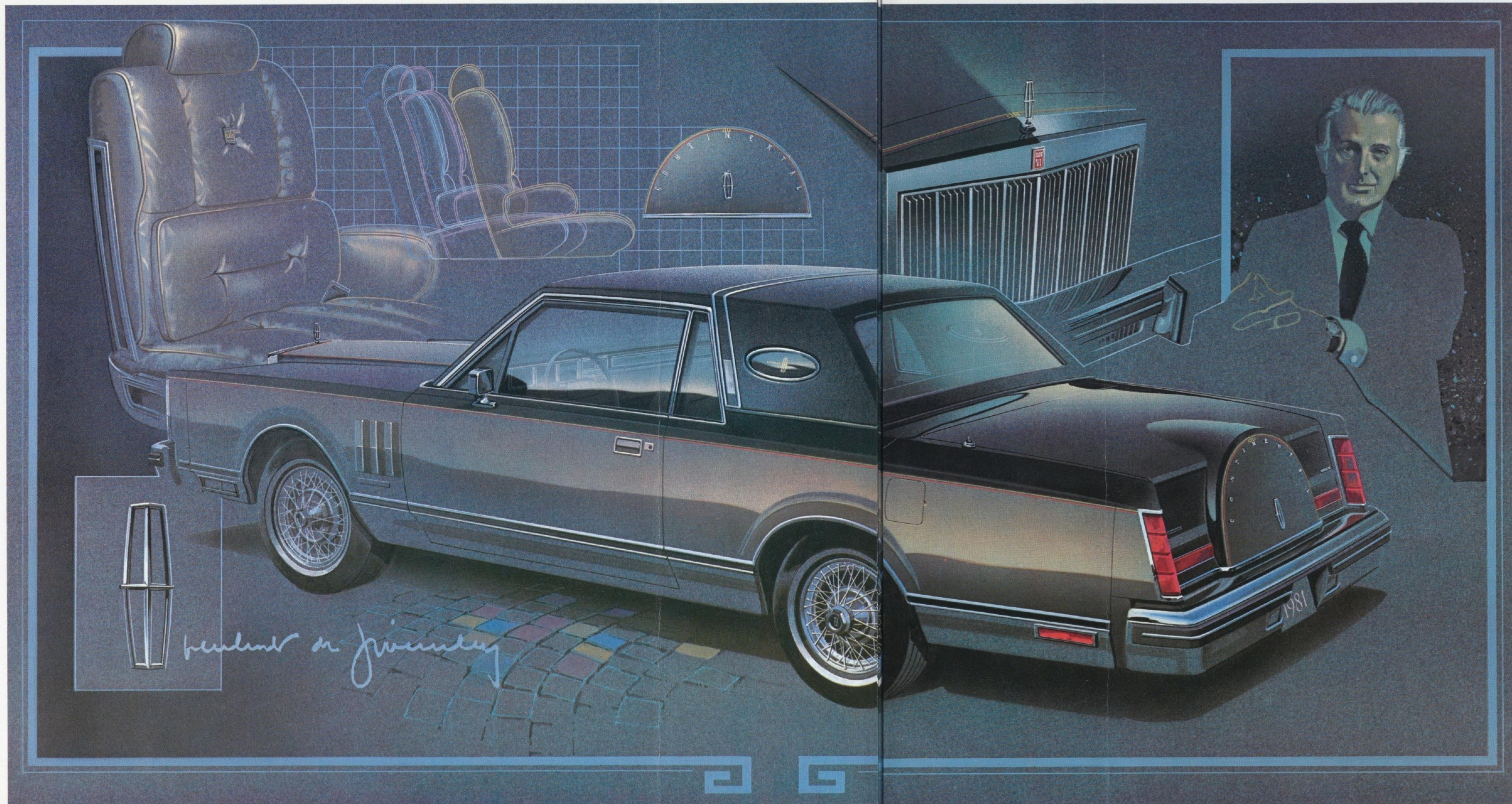
or sumptuous velour. Select either leather seating or rich velour for your Signature Series interior. Each comes in rich Dark Red. Standard Twin Comfort Lounge seats have six-way/six-way power adjustments, as well as driver and passenger recliners. Other fine appointments, like Allure carpeting, dual floor well lamps, door and quarter trim appliques, abound.



The 1981 Continental Mark VI Signature Series two-door in Silver Metallic with color-keyed coach roof.

**The Signature Series two-door.
High style, highly personal.**

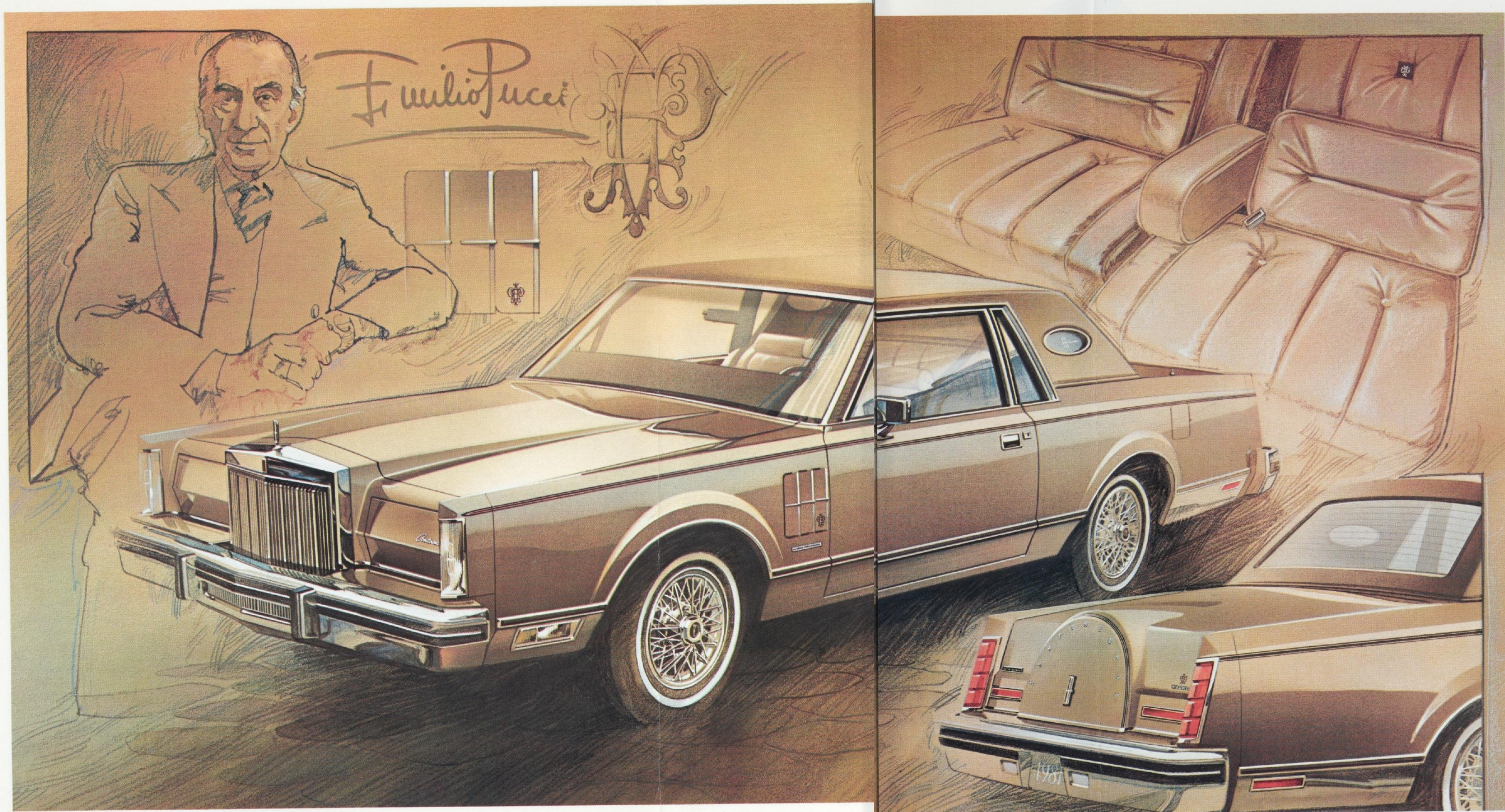
Here are all the standard comforts and conveniences of the Signature Series personalized into a two-door. Your private space is enhanced by such detail as color-keyed Allure carpeting applied to floors, doors and even front and rear floor mats. And, of course, you can surround yourself with sound from your standard Electronic AM/FM Stereo Search radio with six-speaker Premium Sound System.



**The Givenchy Designer Series
Continental Mark VI.**

French designer Hubert Givenchy brings a mood of elegance to his Mark VI through the use of Black and Dark Pewter Tu-Tone. Above, he chooses a Black coach vinyl roof and, below, wire spoke aluminum wheels to complete his nocturnal theme.

The interior awaits your selection of either cloth or leather with vinyl trim in Pewter.



**The Pucci Designer Series
Continental Mark VI.**

Italy's Emilio Pucci brings to his Mark VI the tonal subtlety of Fawn. The exterior is treated in Medium Fawn Metallic with Light Fawn bodyside molding insert and a full vinyl roof of Fawn.

This motif continues inside with Light Fawn Twin Comfort Lounge seats of soft leather and a Tu-Tone Light and Medium Fawn leather-wrapped steering wheel.

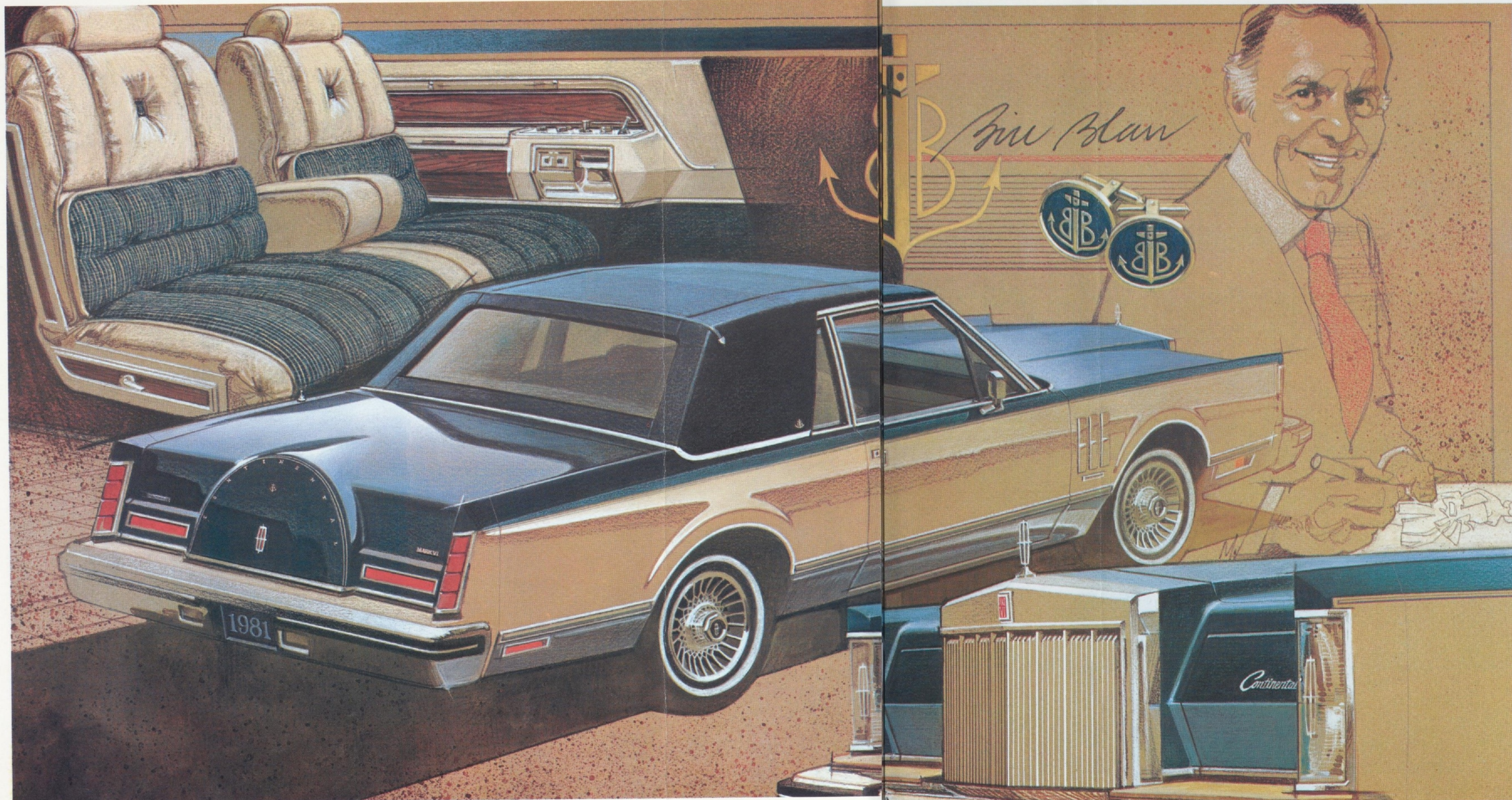
Pucci has successfully created a feeling of great gentility in his Mark VI.



The Cartier Designer Series Continental Mark VI.

The Cartier tradition of crisp elegance is expressed most clearly for 1981. Working only with hues of Pewter Metallic, both inside and out, Ralph Destino has devised a pure, uncluttered Cartier Mark VI.

The coach vinyl roof is Medium Pewter, while the body is Medium Pewter Metallic. A thin Dark Red accent stripe on the bodyside and decklid serves as simple, but effective, punctuation.



The Bill Blass Designer Series Continental Mark VI.

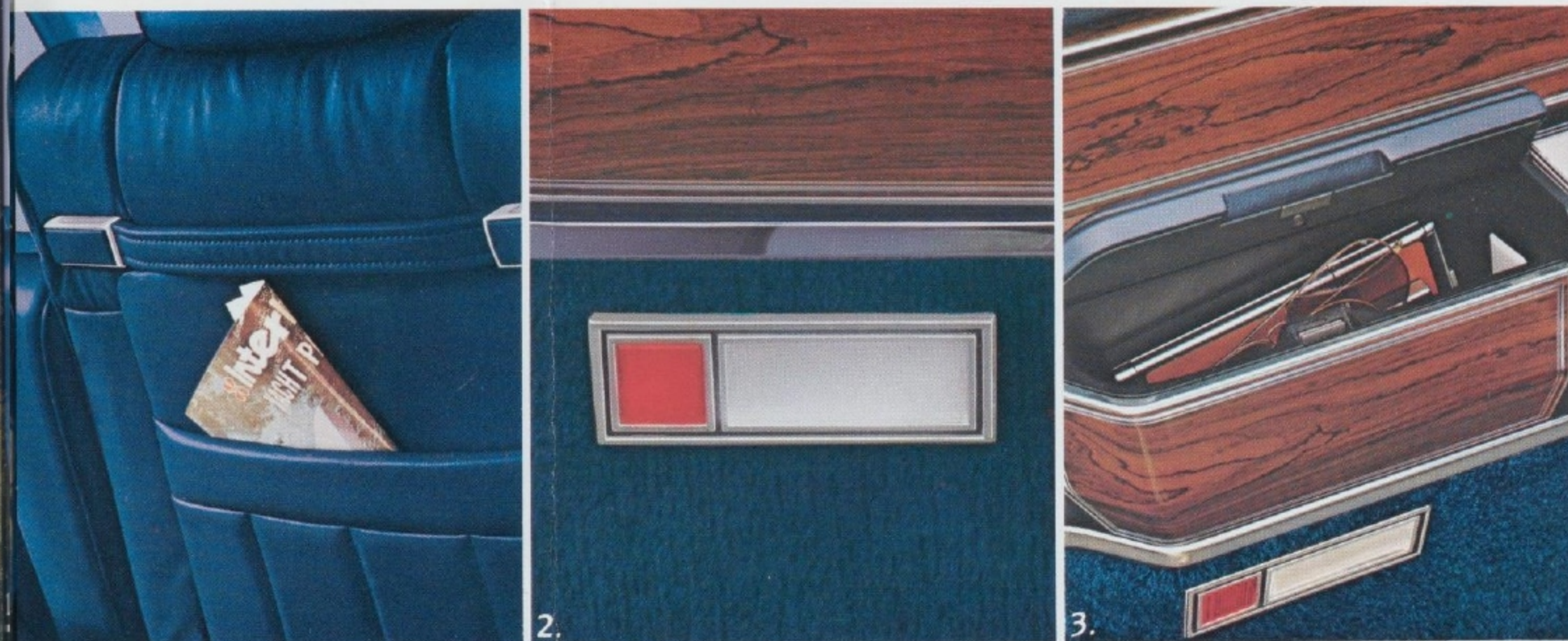
The boldness of Dark Blue Metallic over Light Fawn Metallic, and a sporty Dark Blue Vinyl Carriage roof — this is the basic design statement of America's Bill Blass. This duet of Blue and Fawn prevails inside, too, in the treatment of the Twin Comfort Lounge seats (available in either cloth or leather with vinyl trim). It carries through even to the Tu-Tone leather-wrapped steering wheel.

Other standard features include color-keyed, lacy spoke cast aluminum wheels, illuminated visor vanity mirrors, and your personalized instrument panel nameplate.

Continental Mark VI Luxury Group four-door in Diamond Blue Metallic with Diamond Blue coach roof.



Continental Mark VI Luxury Group two-door in White with Midnight Blue Carriage roof.



The Luxury Group. How to fashion your own Mark VI.

When you choose the Luxury Group option, exciting possibilities open up to you. You can virtually make your own Mark.

There are eleven interior Luxury Group colors: Pewter, Dark Red, Midnight Blue, Medium Pine, Nutmeg, Medium Fawn, Light Fawn, Gold (two-door only), Vaquero, Black, and White. Make your choice; then, from the many contrasting and complementary colors offered, select the color of your exterior paint and bodyside molding.

Next, choose your roof color and type: full vinyl or coach. (The simulated-convertible Carriage roof is available in two-door models.)

Select the material and trim for your Twin Comfort Lounge seats, either leather or cloth, and there you have it, a Mark VI designed by you.

Among the standard features of the Mark VI Luxury Group are: (1.) seatback robe cords and map pockets, (2.) dual floor well lamps, (3.) lighted stowage bins in front door armrests, (4.) six-way/six-way power Twin Comfort Lounge seats in leather (or luxury cloth), cut-pile carpeting on doors and quarter trim panels, and needled luggage compartment carpeting.

To give you an idea of the possibilities, here's an example of some of the color combinations within the Midnight Blue Luxury Group.

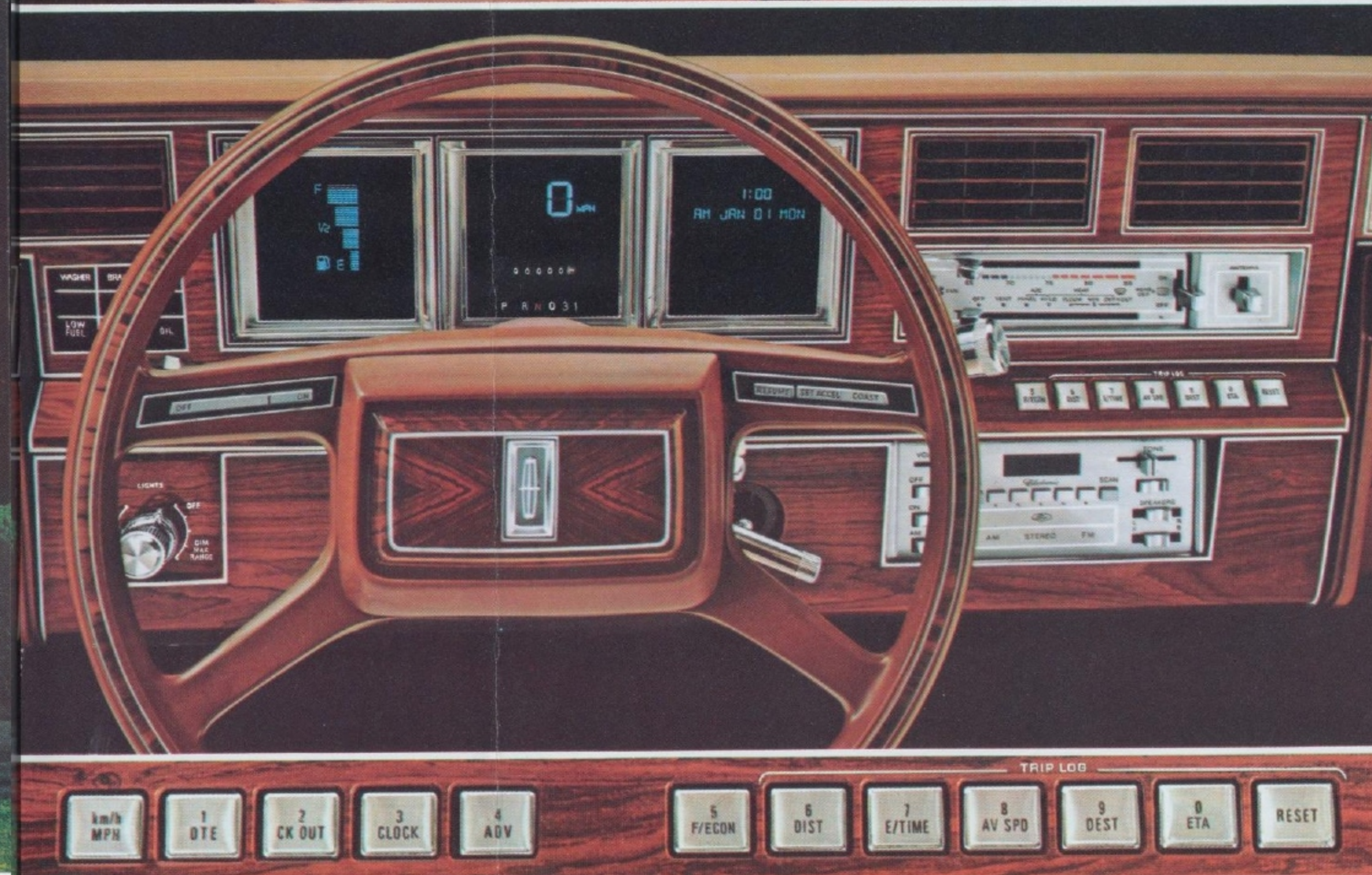
ROOF	PAINT	BODYSIDE MLDG.
White	White	White
Midnight Blue	Dark Blue Met.	Midnight Blue
White	Dark Blue Met.	Midnight Blue
Diamond Blue	Diamond Blue Met.	Diamond Blue
White	Diamond Blue Met.	Diamond Blue

(NOTE: Colors shown here are a printed representation. For accurate color selection, see your Dealer.)

Continental Mark VI four-door with full vinyl roof.



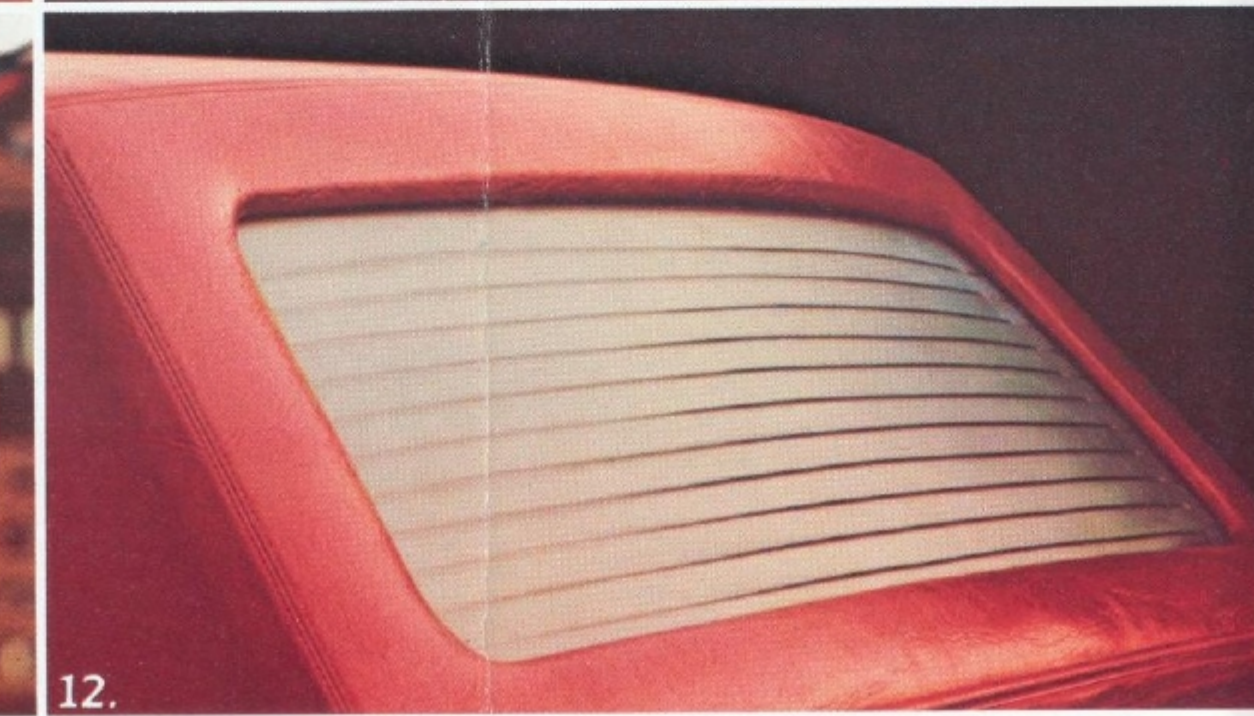
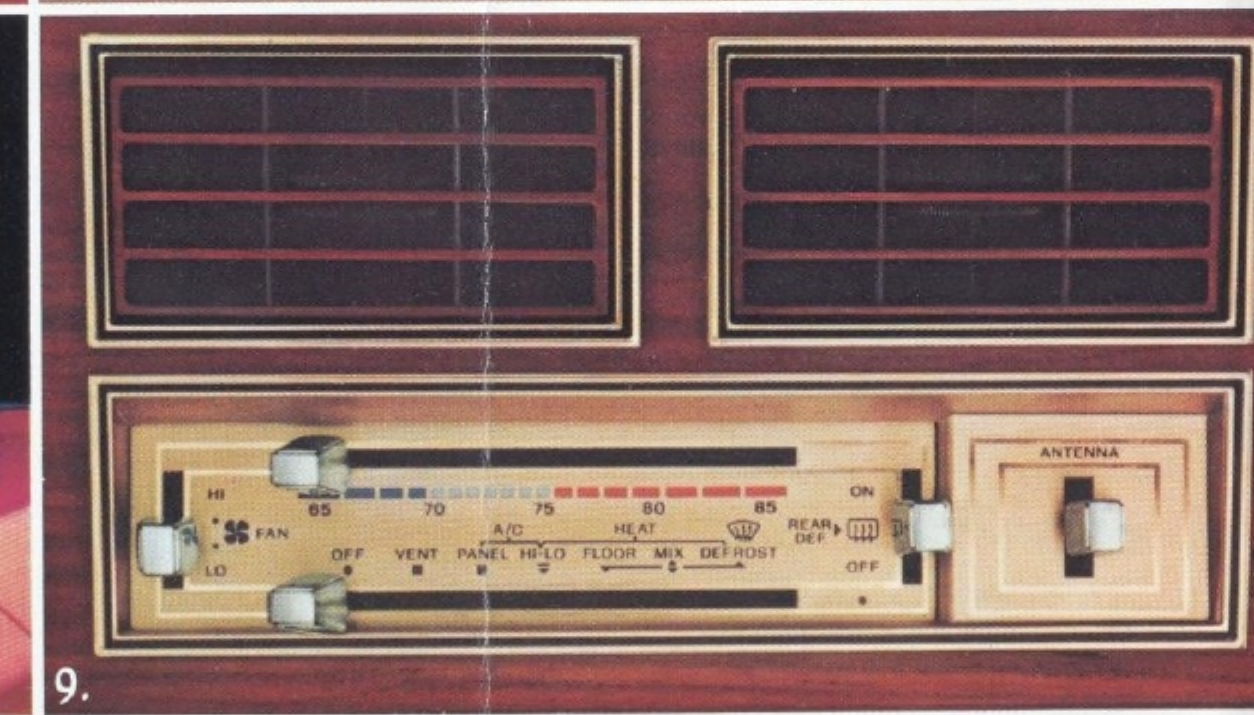
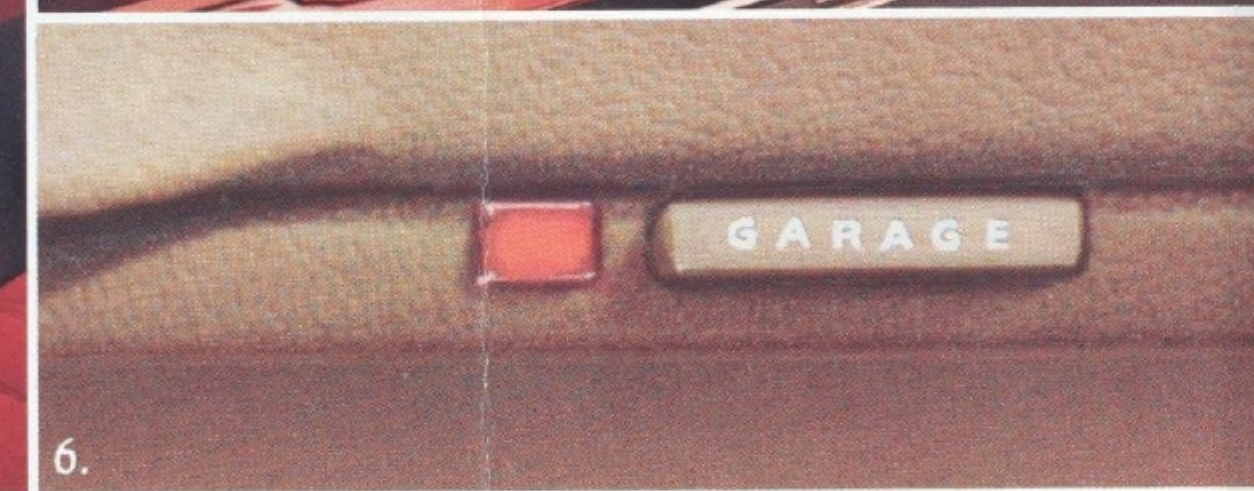
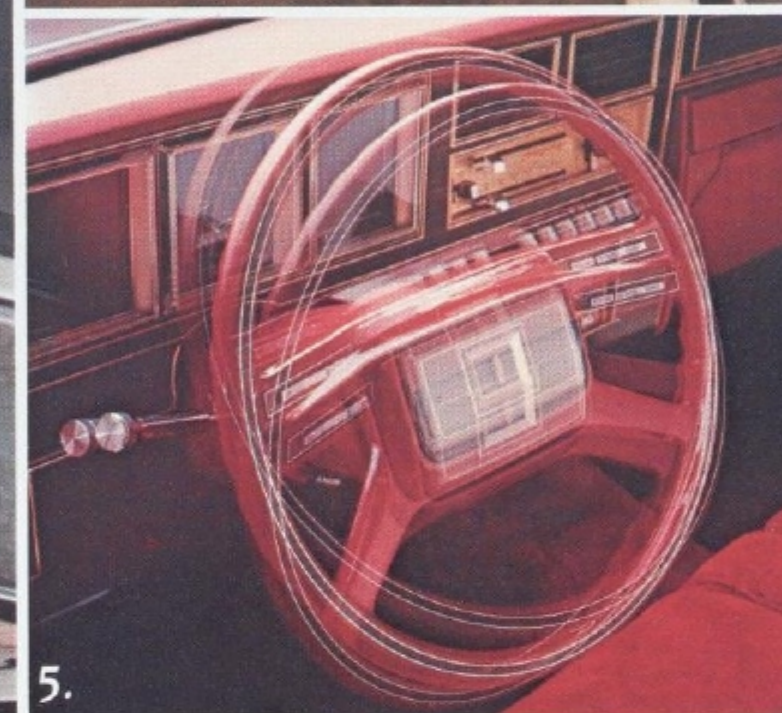
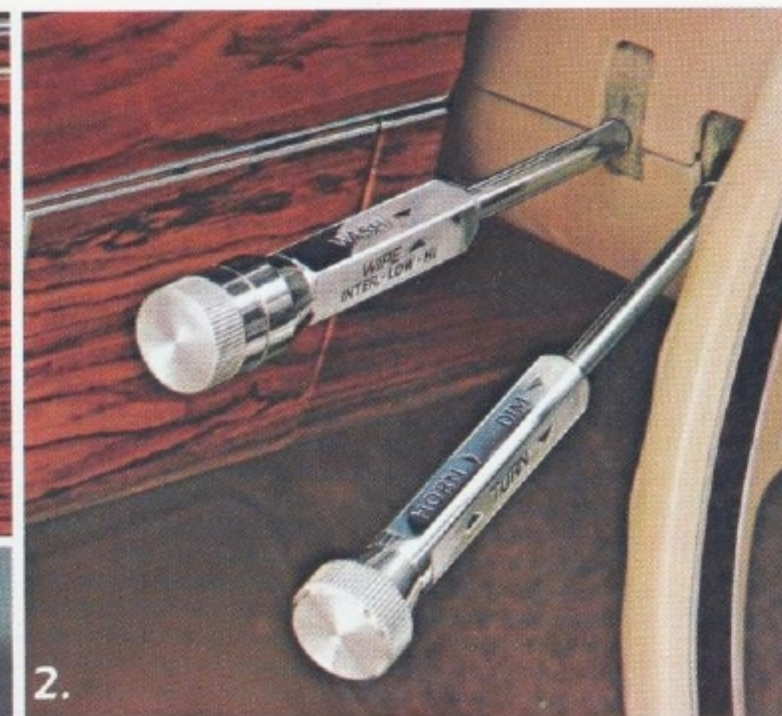
Continental Mark VI two-door with full vinyl roof.



Continental Mark VI. It includes as standard all the luxury you may need.

So much is standard on Continental Mark VI for 1981. Certainly there are the expected features like power windows, Electronic AM/FM Stereo Search radio with four speakers, automatic temperature control air conditioning, white sidewall Michelin steel-belted radial-ply tires, and full vinyl roof.

Then, there are the unexpected standard features, like an Electronic Instrument Panel with Message Center. You can request up to twenty items of information ("What is my current fuel economy?" for example) with the touch of a button. Your answer appears instantly on the Message Center.



Continental Mark VI Standard Equipment

Interior

- Soft-feel interior garnish moldings
- Cloth seat trim
- Rear seat folding center armrest
- Twin Comfort Lounge seat; 6-way power, driver only
- Full-length door armrests
- Door courtesy lamps and integral reflectors (front doors)
- High gloss rosewood trim panel and armrest side inserts
- Door pull straps
- Lower door carpeting (front and rear doors)
- Lower "B" pillar carpeting on 4-door sedans
- 18-ounce cut-pile carpeting
- Full-length door scuff plates with Surlyn inserts
- Deluxe color-keyed seat belts
- "C" pillar lamps
- Retractable coat hooks
- Four-spoke color-keyed luxury tilt steering wheel with woodtone insert
- Full luggage compartment trim
- Dual beam dome/map lamp
- Roof rail assist handles
- Bright seat cushion side shields with woodtone inserts
- 12" day/night inside rearview mirror
- Bright seatback side shields with woodtone inserts (2-door only)

Exterior

- Wide bimetal bright rocker panel moldings
- Remote-control rearview mirrors
- Mark VI hood ornament
- Concealed round halogen headlamps
- Front bumper guards and rub strips and rear bumper rub strips: Black with White highlights
- Full padded vinyl roof: Valino grain with frenched backlite
- Bumper slot grille

- Wide bodyside protection moldings
- "Electronic Fuel Injection" ornament on front fenders with 5.0L V-8 engine
- Decklid accent stripe

Functional

- Electronic Instrument Panel (may be deleted for credit)
- Speed Control (Includes resume feature)
- Power door locks
- Power decklid release
- Internal windshield wipers
- 5.0L (302 CID) V-8 engine
- Electronic fuel injection
- Electronic Engine Controls
- Automatic Overdrive Transmission
- Power steering
- Power brakes: front disc/rear drum
- Power windows and vent windows
- Radio — Electronic AM/FM Stereo Search with four speakers
- Power antenna
- WSW Michelin steel-belted radial tires
- Air conditioning — automatic temperature control
- Tinted glass
- Electronic warning chimes
- Coolant Recovery System
- Mini-spare tire
- Sedan door frames for luxury car quietness
- Cornering lamps
- Steering-column-mounted stalk controls
- Automatic parking brake release
- 18-gallon fuel tank

Signature Series Standard Equipment

Includes all Continental Mark VI standard equipment *plus* these additions and/or differences.

Interior (Dark Red only)

- Six-way power Twin Comfort Lounge seats with driver and passenger seat recliners
- Leather or Signature Body Cloth seating surfaces
- Lighted storage bin in front door armrest

- Tilt steering wheel
- Allure floor carpeting in passenger compartment, on cowl side trim panel, lower doors, and lower rear quarter trim areas
- Personalized signature instrument panel nameplate
- Illuminated visor vanity mirrors
- Unique instrument panel appliques
- Woodtone key inserts, control knobs, and door switch plates
- Woodtone door and quarter trim
- Six-speaker Premium Sound System with power amplifier
- Automatic garage door opener control
- Rechargeable glove box light/flashlight
- Front and rear floor mats with color-keyed Allure carpeting
- Carpeted decklid liner
- Dual luggage compartment lights

Exterior

- Dark Red Metallic or Silver Metallic paint
- Color-keyed Valino grain coach roof
- Color-keyed bumper rub strips and license plate frames
- Integrated Coach Lamps
- Valino grain vinyl decklid accent with bright-edged molding
- Two-tone accent stripes (bodyside/hood)
- Owner's monogram
- Power remote-control mirrors
- Wire spoke aluminum wheels

Functional

- Keyless Entry System
- Illuminated Entry System
- Defroster group
- Headlamp convenience group
- Leather-bound courtesy kit — includes pliers, 4-way screwdriver, 12-volt trouble light, fuses, first-aid kit, jumper cable, tire gauge, disposable coveralls, Swiss army knife, safety light tubes and holders

Some standard features, featured at left.

1. Electronic AM/FM Stereo Search radio. Brings you electronic precision tuning. Touch-button seek feature locates and tunes to the next listenable station. Scan feature allows you to audition each program before radio automatically tunes to next station.
2. Stalk-mounted controls. Interval windshield wiper feature is standard on Continental Mark VI.
3. Deep-well trunk offers 22.4 cubic feet of usable space, the same for both two-door and four-door models.
4. Another thoughtful detail. Power vent windows.
5. Tilt steering wheel. Standard on Mark VI.
6. Garage door opener control. Includes

integral visor-mounted transmitter and separate receiver that must be wired in parallel with an existing automatic door opener system. Requires illuminated visor vanity mirrors. Optional on Continental Mark VI, standard on Signature Series.

7. Keyless Entry System. Your own personal five-digit code opens doors and decklid by using buttons on driver's door. May be bypassed for key use. Includes Illuminated Entry System. Optional on Continental Mark VI, standard on Signature Series.
8. Right-hand remote-control convex mirror provides expanded field of vision.

9. Automatic temperature control air conditioning system includes a new "mix" mode for heated air to flow equally to windshield and passengers.
10. Front door armrest with convenient power controls.
11. Leather-wrapped luxury steering wheel with required speed control and "resume" feature. Optional on Continental Mark VI, standard on Signature Series and Designer Series.
12. Electric rear window defroster is included in the Defroster Group, along with a heated, outside, left-hand remote-control mirror. Defroster Group is optional on Continental Mark VI, standard on Signature Series.

CONTINENTAL MARK VI DIMENSIONS

	2-Door	4-Door	2-Door	4-Door
Wheelbase	114.3"	117.3"	REAR	
Overall Length	216.0"	219.1"	Headroom	37.8" 38.0"
Overall Height	55.4"	56.3"	Shoulder Room	60.9" 60.7"
Overall Width	78.1"	78.1"	Hiproom	57.0" 57.8"
Wheel Tread			Legroom	36.7" 42.1"
Front	62.2"	62.2"	Luggage Capacity	
Rear	62.0"	62.0"	(Cu. Ft.)	22.4 22.4
FRONT			Fuel Capacity	
Headroom	37.8"	38.9"	(Gals.)	18.0 18.0
Shoulder Room	60.7"	60.7"	Curb Weight	
Hiproom	56.5"	56.5"	(Lbs.)	4051 4142
Legroom	43.5"	43.5"		



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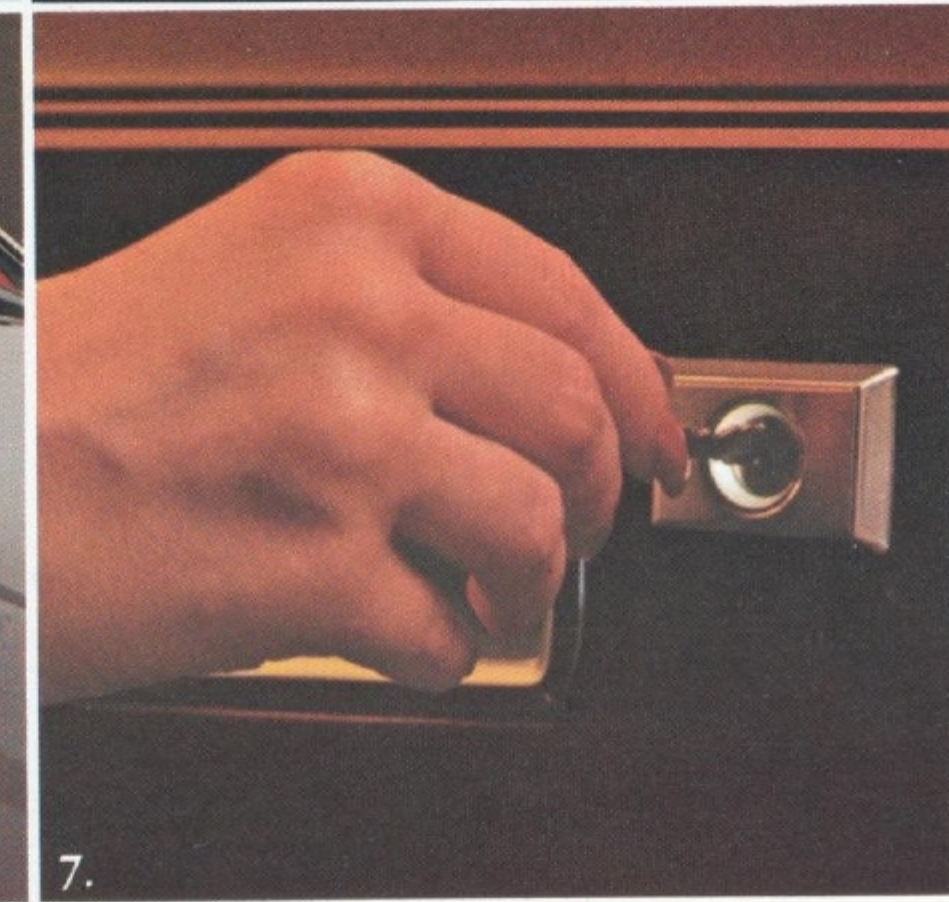
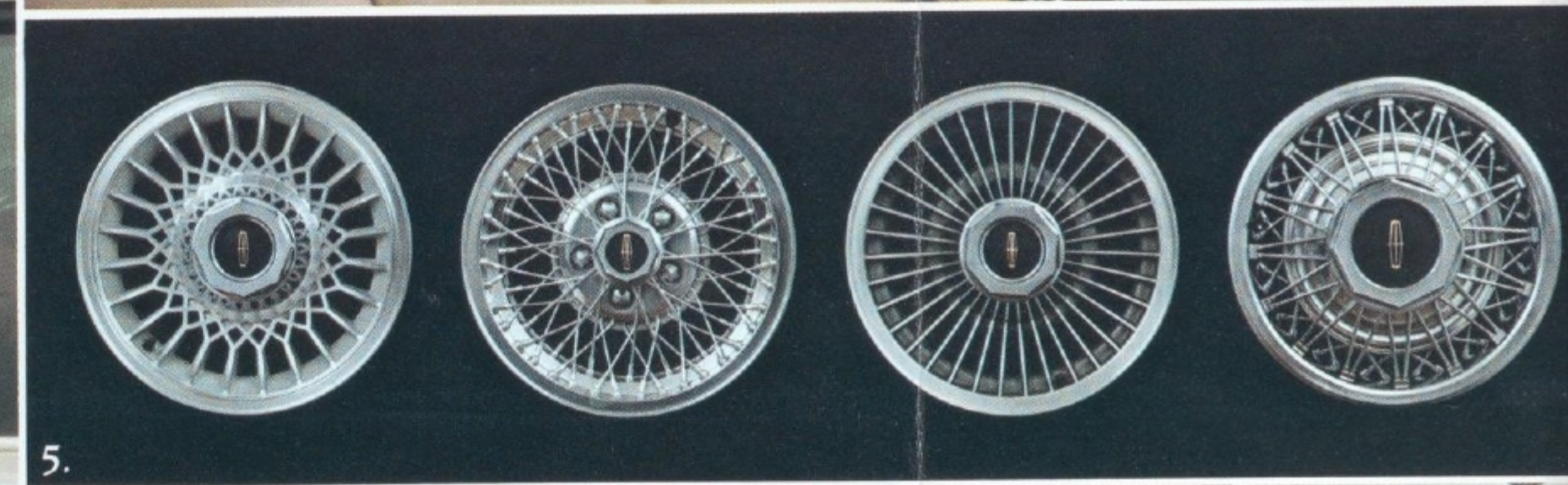
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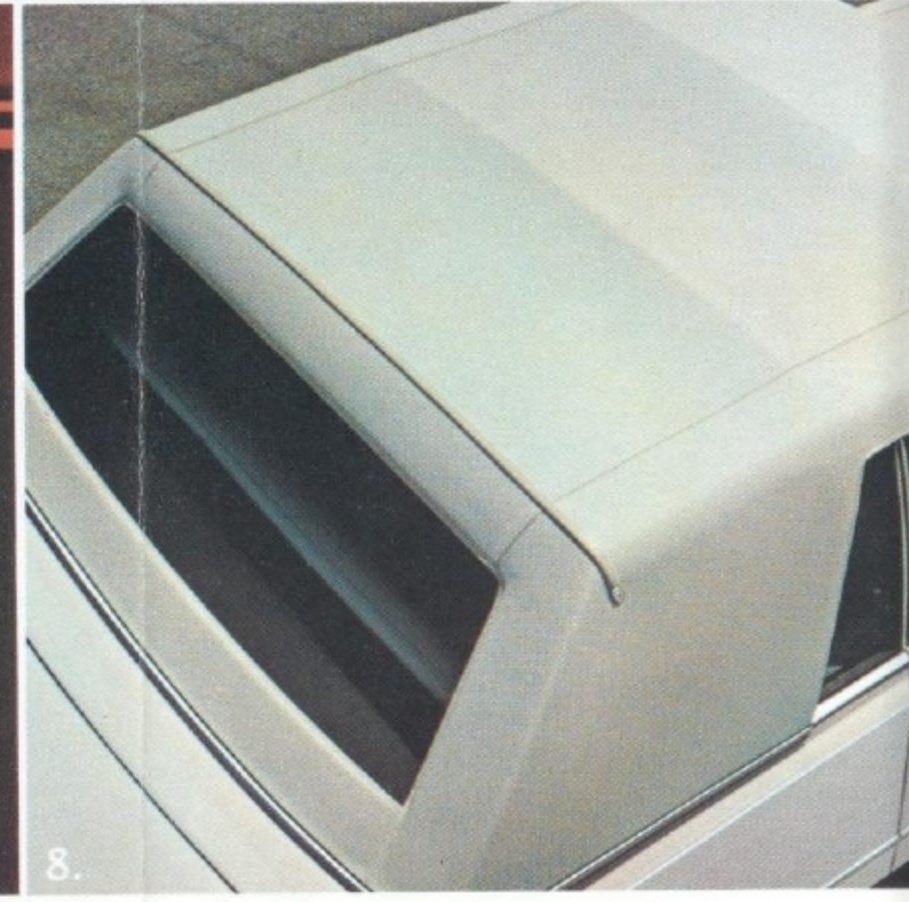
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Continental Mark VI Optional Features

Luxury Group

Includes:

- Six-way power Twin Comfort Lounge seats (front)
- Luxury Group seat trim
- Door and quarter panel carpeting
- Seatback robe cords and map pockets
- Dual floor well lamps
- Deluxe luggage compartment trim and lighted stowage bins in front door armrests

Interior Options

- Six-way power Twin Comfort Lounge seats with driver and front passenger seat recliners*
- Six-way power Twin Comfort Lounge seats with front passenger recliner
- Six-way power Twin Comfort Lounge seats
- Leather seating surfaces
- Leather-wrapped steering wheel
- Automatic garage door opener control* (transmitter in left-side vanity mirror; requires illuminated visor vanity mirrors. Installation of receiver not included.)
- Illuminated visor vanity mirrors
- Electronic AM/FM Stereo Search radio with 8-track tape player
- Electronic AM/FM Stereo Search radio with cassette tape player and Dolby® noise reduction system
- Citizen's Band, 40-channel transceiver with detachable microphone with built-in controls and power tri-band antenna
- Six-speaker Premium Sound System with power amplifier*
- Front floor mats/rear floor mats (each mat includes carpet insert with rubber backing)

*Dolby is a trademark of Dolby Laboratories, Inc.

Exterior Options

- Moondust paint
- Accent stripes (bodyside/hood)
- Carriage roof (standard on Bill Blass Designer Series, not available on four-door models or with power moonroof)
- Valino grain vinyl coach roof with frenched backlite (standard on Cartier and Givenchy Designer Series and Signature Series)
- Power glass moonroof (not available with Carriage roof on two-door models)
- Power remote-control convex mirror
- Owner's monogram*
- Turbine spoke aluminum wheels (4)
- Lacy spoke aluminum wheels (4) (standard in Bill Blass and Cartier Designer Series)
- Wire spoke aluminum wheels (standard in Signature Series, Givenchy and Pucci Designer Series; available on all other models)
- Door-edge guards
- Lower bodyside protection
- Rocker panel moldings (delete option)
- Front license plate bracket (standard in all states where required)
- License plate frames
- Touring lamps
- Dual shade paint (4-door only)

Functional Options

- Electronic Instrument Panel, delete option (replaced by conventional instrumentation)
- Keyless Entry System*; push-buttons on driver's door open and lock doors and unlock rear decklid (includes power door locks, remote-control decklid release, and Illuminated Entry System)

- Illuminated Entry System (activates interior lights and door lock lights when either front door handle is raised, included in Keyless Entry System and Signature Series)
- Headlamp convenience group* (includes automatic headlamp dimmer and "autolamp" on/off delay system)
- Conventional spare tire (white sidewall steel-belted radial with wheel)
- Traction-Lok differential (includes conventional spare tire)
- Maintenance-free 71-amp battery
- Defroster group* (includes electric rear window defroster and heated left-hand remote-control mirror)
- California emissions system
- Wide white sidewall tires (puncture-resistant)
- Luggage compartment rubber mat

*Standard on Signature Series

On display at left, some optional features.

1. Electronic AM/FM Stereo Search radio with cassette tape player. Features Dolby® noise reduction system for improved reproduction of cassette tape music and FM stereo broadcasts. Tape controls include locking fast forward and reverse, automatic and manual tape ejection.

2. Electronic AM/FM Stereo Search radio with 8-track tape player, includes electronic touch-button AM/FM tuning and seek feature that locates and tunes to next listenable station.

3. Six-way power Twin Comfort Lounge

seats with driver and passenger seat recliners (shown with optional leather and vinyl trim).

4. Vinyl Coach Roof. Includes Coach lamps, opera window with Continental star, and special rear-window treatment. Standard on Signature Series, Cartier and Givenchy models.

5. Left to right: lacy spoke aluminum wheels, wire spoke aluminum wheels, turbine spoke aluminum wheels, wire wheel covers. (Refer to Optional Feature listing for standard/optional status for various models.)

6. Power glass moonroof. Provides an open-air feel on the open road. (Not available with Carriage roof on two-door models.)

7. Illuminated Entry System. All interior lights go on and a ring around the door lock is illuminated when either front door handle is pulled. Included in Keyless Entry System. Both are optional on Continental Mark VI, standard on Signature Series.

8. Carriage roof. Simulated convertible top. Standard on Bill Blass Designer Series. Not available on four-door models or with moonroof.

STANDARD EXTERIOR COLORS

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. Please see your Lincoln-Mercury Dealer for accurate color chips.



OPTIONAL EXTERIOR COLORS



DUAL SHADE PAINT OPTIONS (upper/lower) Dark Champagne/Light Fawn Metallic, Dark Red Metallic/Silver Metallic, and Dark Blue Metallic/Diamond Blue Metallic.

*Denotes Clearcoat color, a finish that provides a brilliant, deep surface because the pigment lies beneath a clear, protective baked enamel coating. **Signature Series only.

EXTERIOR COLORS

The variety of exterior colors for Continental Mark VI, shown above in printed representation, is designed to coordinate with the many available external trim and roof colors. Working with such a wide choice of possibilities, you are able to express your individual taste most effectively. See your Dealer's color and upholstery book for a full and more accurate presentation of color and trim choices.

LUXURY GROUPS

The Luxury Group Option is offered in the following trim colors: White, Pewter, Dark Red, Midnight Blue, Medium Pine, Nutmeg, Medium Fawn, Light Fawn, Gold, Vaquero, and Black.

VINYL ROOF COLORS

Valino grain vinyl roof colors come in: Black, Diamond Blue, Medium Red, Dark Nutmeg, Dark Pine, Light Pewter, Medium Pewter, Midnight Blue, Light Fawn, Light Gold, White, Dark Champagne, Bittersweet, Cream, Silver (Signature Series only), Fawn (Pucci Designer Series only), and Dark Red (Signature Series and Dual Shade only).

CARRIAGE ROOF COLORS

Carriage roofs are available in White Diamond Grain Vinyl, Light Fawn Diamond Grain Vinyl, Midnight Blue Diamond Grain Vinyl, Dark Brown Fabric, and Black Fabric.

ACCENT STRIPES

Accent stripes are offered in the following colors: Black, White, Dark Pewter, Bright Red, Medium Blue, Light Pine, Dark Pine, Bright Bittersweet, Bright Nutmeg, Light Champagne, Dark Champagne, and Dark Rattan.

INTERIOR TRIM

Twin Comfort Lounge seats are offered in both cloth and leather. Cloth colors are: Black, Dark Red, Midnight Blue, Medium Pine, Nutmeg, Medium Fawn, Vaquero (Luxury Group only), and Pewter. In leather, available colors are: Black, Pewter, Dark Red, Midnight Blue, Medium Pine, Nutmeg, Light Fawn, and Vaquero (Luxury Group only). Gold is available on Luxury Group two-door only.



Now your 1981 Continental Mark VI comes with the regular limited warranty of 12 months/12,000 miles, plus Extended Service Plan coverage on major power train and other components of 24 months/24,000 miles.

This supplemental limited warranty includes specified repairs on engine, transmission, drive shaft and axles, steering, front suspension, brakes, air-conditioning and electrical components.*

During the period from 12 months/12,000 miles to 36 months/36,000 miles, you pay just \$25 per repair visit at your selling dealership. Coverage also includes reimbursements for towing and a rental vehicle** when your Mark VI must be kept overnight.

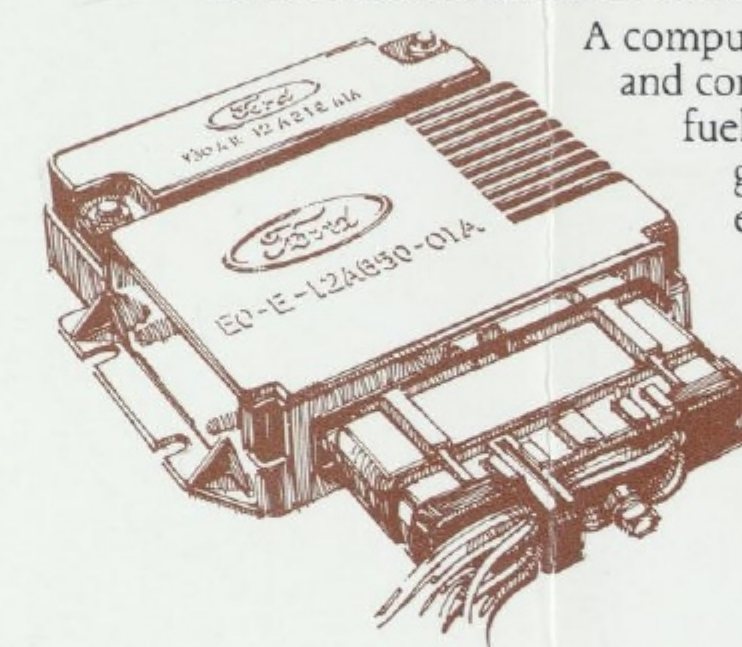
*Warranty does not cover recommended maintenance services or normal wear parts.
**\$15 per day (excluding mileage) up to a maximum of five days.

LEASING

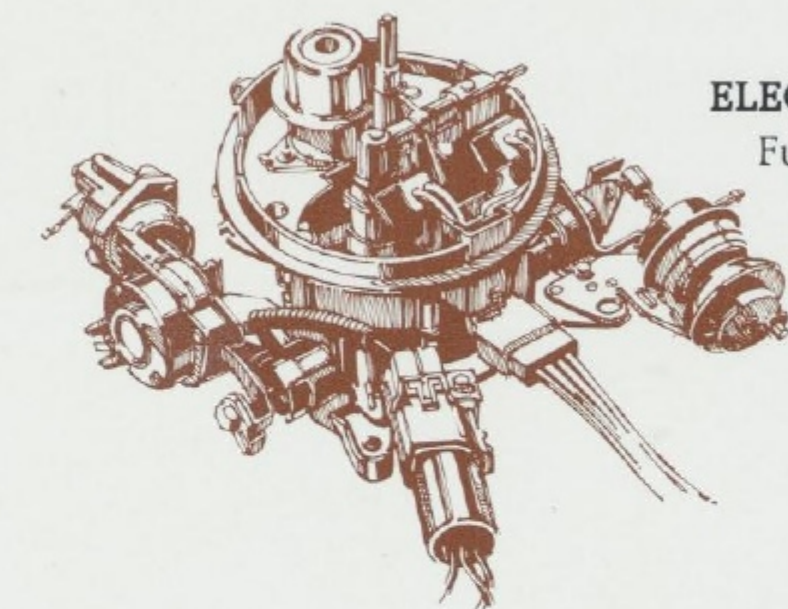
There may be considerable advantages in leasing a new Continental Mark VI, depending on your needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If you use your Continental Mark VI in business, your tax records may be simplified. Further, with an optional coupon book, you get a comprehensive range of maintenance services at any Lincoln-Mercury dealership. This helps you predetermine your monthly automobile expenses.

There are other conveniences provided by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member, such as handling tire replacement, licensing, taxes, and insurance.

ELECTRONIC ENGINE CONTROLS



A computer brain monitors and controls spark, air, and fuel mixture, and exhaust gas recirculation for effective use of fuel.

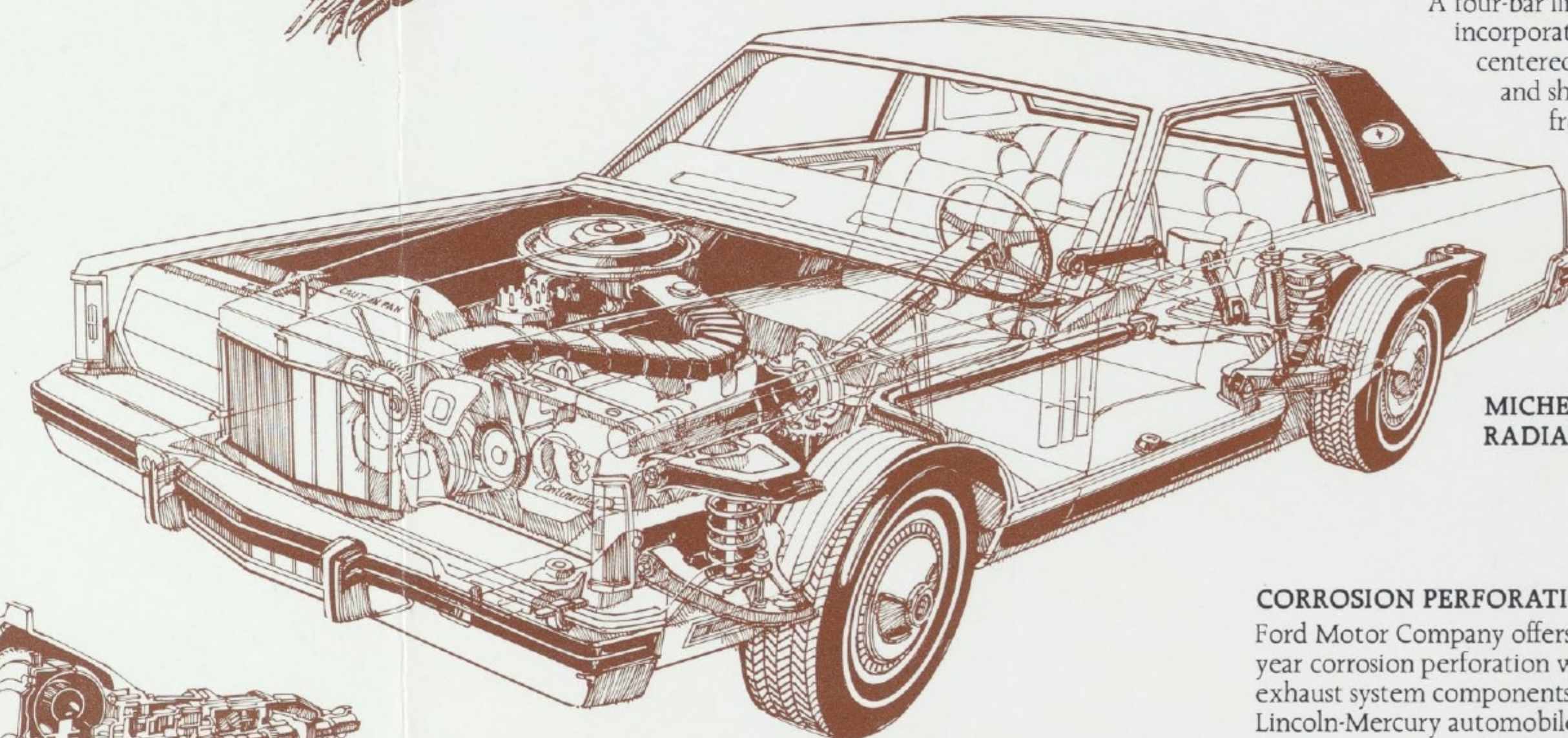


ELECTRONIC FUEL INJECTION

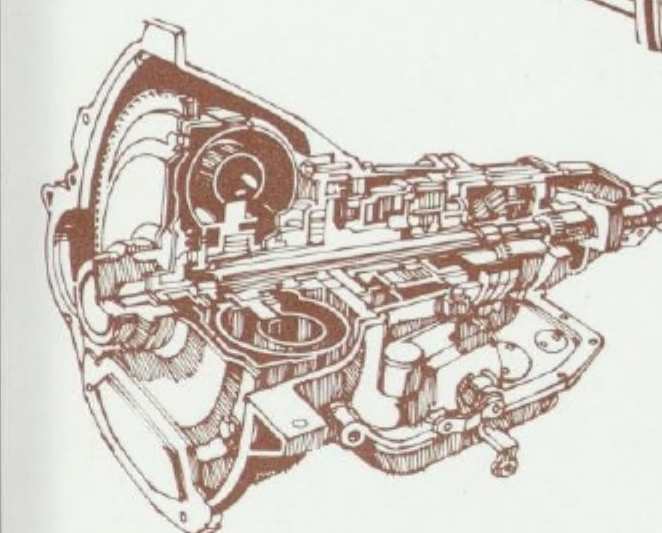
Fuel flow and distribution to cylinders are more precise than with conventional carburetors, plus excess fuel not needed by the engine is returned to the fuel tank.

REAR SUSPENSION.

A four-bar link design incorporates coil springs centered over the axle, and shock absorbers in front of the axle contribute to its sumptuous ride.



MICHELIN STEEL-BELTED RADIAL-PLY TIRES



AUTOMATIC OVERDRIVE TRANSMISSION

At highway speeds, engine revolutions are automatically reduced, resulting in excellent highway mileage.

FUEL ECONOMY

Mark VI boasts remarkable mileage figures:

16* EPA EST. MPG **24** HWY. EST.

FRONT SUSPENSION

A long- and short-arm coil spring design with front stabilizer bar is an important contribution to the plush Mark VI ride.

CORROSION PERFORATION WARRANTY

Ford Motor Company offers a limited three-year corrosion perforation warranty excluding exhaust system components on all new 1981 Lincoln-Mercury automobiles. And it's free.

The warranty states that any part which, in normal use, develops perforation from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling Dealer after inspection by a Ford representative. Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

This warranty valid only in the 50 United States.

* Compare this estimate to the estimated MPG of other cars. You may get different mileage depending on how fast you drive, weather conditions and trip length. Actual highway mileage will probably be less than the estimated highway fuel economy.

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.

CONTINENTAL MARK VI

LINCOLN-MERCURY DIVISION

