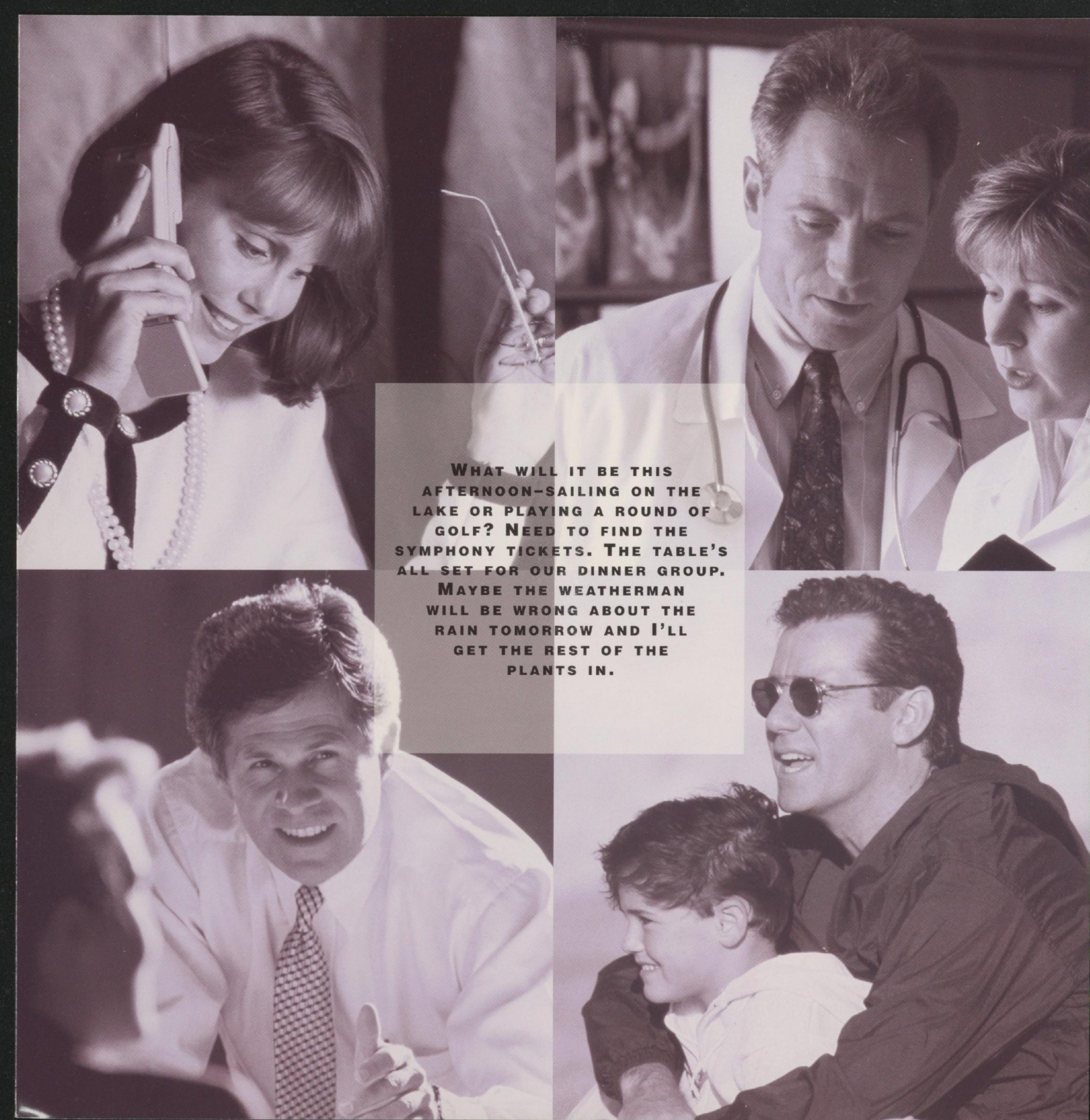




1998  
LINCOLN  
CONTINENTAL



WHAT WILL IT BE THIS AFTERNOON—SAILING ON THE LAKE OR PLAYING A ROUND OF GOLF? NEED TO FIND THE SYMPHONY TICKETS. THE TABLE'S ALL SET FOR OUR DINNER GROUP. MAYBE THE WEATHERMAN WILL BE WRONG ABOUT THE RAIN TOMORROW AND I'LL GET THE REST OF THE PLANTS IN.


LUXURY NEEDN'T BE OSTENTATIOUS. WITNESS THE 1998 FRONT-WHEEL-DRIVE LINCOLN CONTINENTAL. A VEHICLE THAT TRULY EXEMPLIFIES WHAT A CONTEMPORARY LUXURY CAR SHOULD BE. IT FEATURES OVER 400 ENGINEERING IMPROVEMENTS. YOU'LL APPRECIATE THE SMOOTHER, QUIETER RIDE. AND THE IMPRESSIVE HANDLING AND STEERING DYNAMICS. YOU'LL ALSO BE TREATED TO A LEVEL OF COMFORT THAT IS UNMISTAKABLY LINCOLN.





**AN UNCOMMON BLEND OF  
CLASSIC AND CONTEMPORARY DESIGN.**



A close-up, low-angle shot of the front of a 1998 Lincoln Continental. The image focuses on the chrome grille with its horizontal slats, the Lincoln logo on the hood, and a portion of the headlight assembly. The car is set against a dark, gradient background, possibly a night sky. The lighting highlights the metallic textures and the sleek design of the vehicle's front end.

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**AN UNCOMMON BLEND OF  
CLASSIC AND CONTEMPORARY DESIGN.**

Lincoln Continental. The very name evokes images

of luxury. This year it has been carefully restyled

**AND AN UNCOMMON  
LEVEL OF LUXURY.**

inside and out. The numerous changes range from

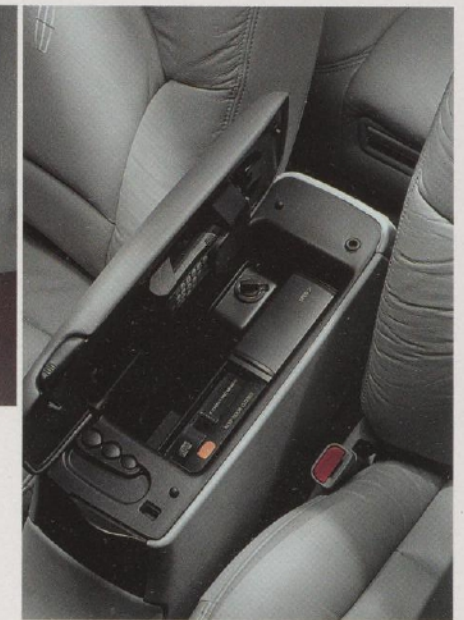
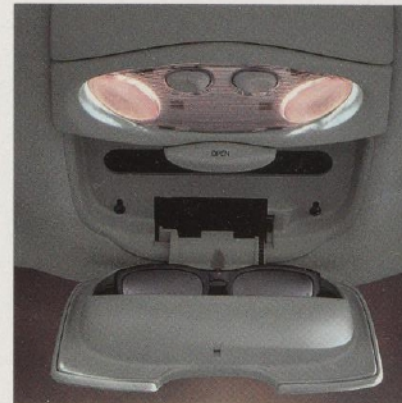
distinctive new trim with additional chrome accents

to a new hood and grille. All without losing sight of

its storied heritage. While it still features a classic

design, it has simply incorporated some

contemporary new thinking.



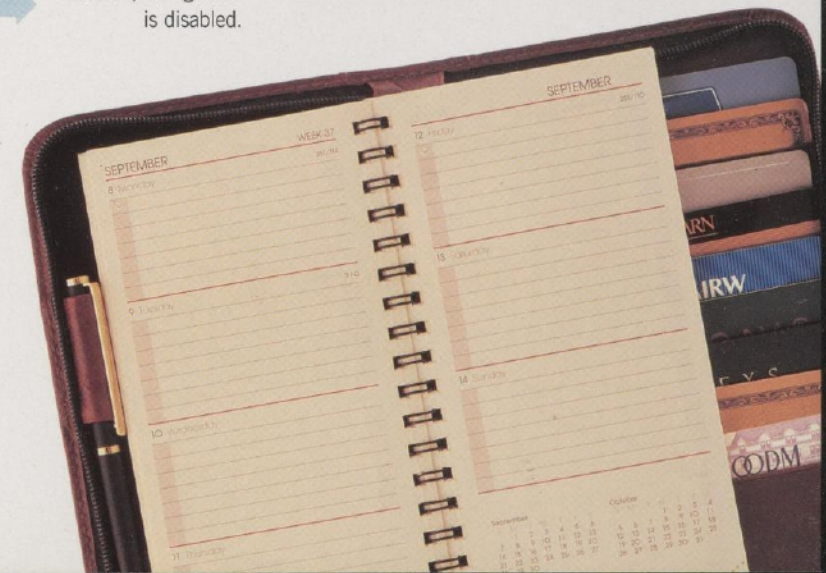
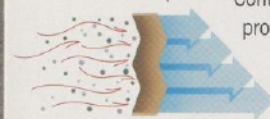
Continental's overhead console features map lights and provides storage to hold a small pack of tissues and sunglasses.

A 6-disc CD changer is available for your Continental. On 5-passenger models it's located in the centre console between the front seats. On 6-passenger models it's mounted under the dash. An optional voice-activated, portable/convertible cellular phone is located at your side.

The particulate air filtration system is designed to filter out over 90% of particles larger than three microns in diameter before they can reach the interior.

Five-passenger models feature air-conditioning ducts which channel air directly into the rear compartment.

The SecuriLock™ system uses an encoded key which makes your Continental practically theft-proof. If a non-encoded key is used or hot-wiring is detected, the ignition is disabled.





WITNESS A REMARKABLE  
PERFORMANCE.

WITNESS A REMARKABLE PERFORMANCE.

**FROM THE BEST SEATS  
IN THE HOUSE.**

Continental's performance. Its powerful, InTech™

V-8 engine, All-Speed Traction Control and sophisticated

suspension system will satisfy the driver in you.

Continental's thoughtfully restyled interior will more

than satisfy your craving for luxury. Recent additions

include new colours, a new instrument panel and a

generous amount of genuine birdseye maple trim.



AUTOLAMP  
DELAY  
1:20  
000304.6

Continental features a new instrument panel which contributes to the interior's more spacious feel. (Metric instrumentation is standard in Canada.)

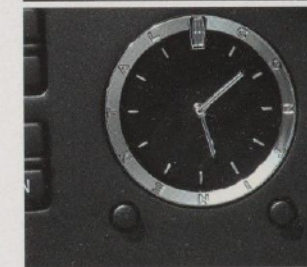
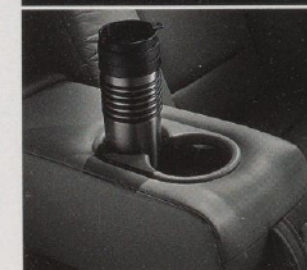
The autolamp delay feature allows the headlamps to remain on for any interval you select from 10 seconds to 3 minutes.

For the comfort of your rear seat passengers, Continental comes with a new armrest with cup holders.

In a return to classic design, Continental's instrument panel now includes a distinctive analog clock.

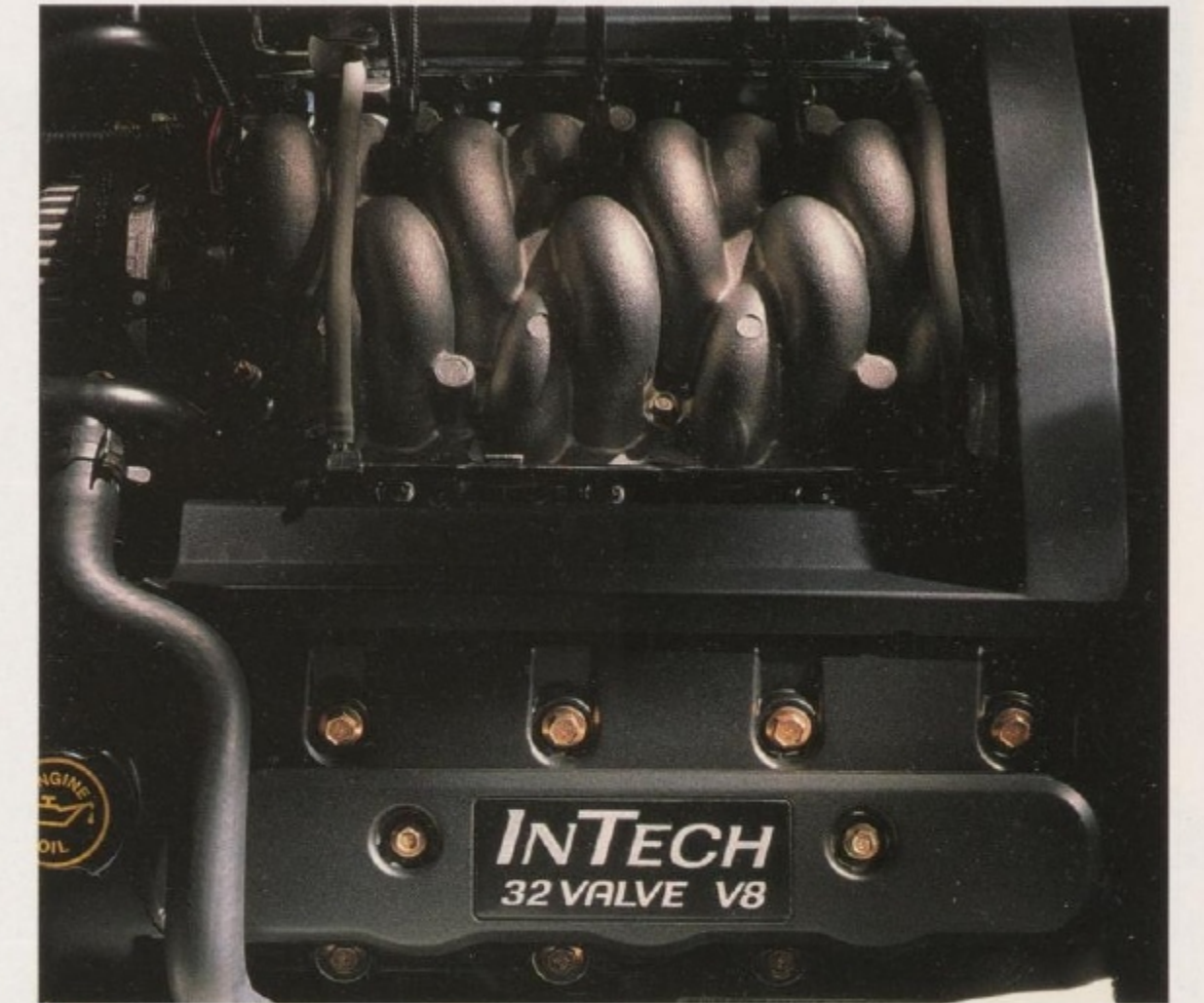
6-way power driver and front passenger seats with recliners and 2-way power lumbar support are standard.

The seat position for two drivers can be saved and recalled with the touch of a button. And the driver's seat slides back to make it easy to exit your Continental.





EVERYTHING SEEMS  
TO GO SMOOTHLY  
WHEN YOU'RE IN CONTROL.



SERVICE  
ENGINE  
SOON

STEERING  
EFFORT  
[HIGH]  
000304.7



Continental's sophisticated 4.6-litre 32-valve DOHC InTech™ V-8 engine delivers an impressively responsive 260 horsepower. It features an aluminum block and heads and rollerfingert cam followers to help create a lightweight yet powerful performer.

Continental's silken smooth electronic, four-speed automatic transaxle features a home-safe mode and a dash warning light that alerts you when the system is activated.

Speed-sensitive steering is an essential component of the InTech System. It can be adjusted to deliver your preferred level of steering effort and includes a digital readout.

The short- and long-arm rear suspension enables each rear wheel to react independently over rough surfaces, ensuring a smooth ride.

Intelligent monitors constantly check engine and transaxle functions.

It's reassuring to know your safety can be

so well looked after. Your Continental offers

## WE BEG TO DIFFER.

one of the most impressive and technically

advanced lists of standard and available

safety features imaginable. As you can see,

our engineers will go to any length to

bring you the ultimate luxury and

peace of mind.



Continental's Personal Security Package features the SecuriTire System which warns you of tire-pressure loss and allows you to drive dozens of kilometres even after a puncture\*. Another convenient feature is a programmable garage door opener which is located on the visor.

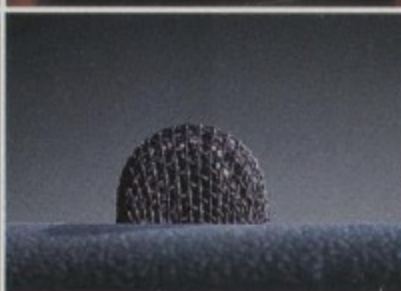
A four-wheel disc Anti-lock Brake System gives the driver greater steering control while braking, particularly on slippery road surfaces.

Electronic All-Speed Traction Control comes standard and helps Continental obtain maximum wheel grip for smooth standing starts under slippery conditions. It also delivers increased control and drivability at highway speeds when road conditions are less than ideal.

\* Driving distance dependent on load, speed and driving conditions.



## OPTIONS



The available Driver Select System includes an auto-dimming electrochromic driver's-side mirror along with a semi-active suspension and adjustable ride, a Memory Profile System and audio and climate controls on the steering wheel.

A state-of-the-art JBL Audio System includes a powerful subwoofer and six speakers. Digital Signal Processing (DSP) allows you to change the sound of the music by simulating a jazz club, cathedral, stadium or concert hall environment. Heated front leather seating is available for seat cushions and seat-backs and includes five settings.

Voice-activated portable/convertible cellular phone lets you dial a number simply by saying out loud the previously stored name of the person or firm. It also includes a handset which lifts out of the centre console (or the armrest on six-passenger models).

Enjoy hours of musical pleasure with the clarity of CD sound. The 6-disc CD changer is conveniently located in the passenger compartment. A power moonroof opens with a touch of a switch to provide a skylight view or tilts up for fresh air ventilation.

SOME PEOPLE THINK  
MAKING A CAR SAFE  
ISN'T ROCKET SCIENCE.



## 1998 LINCOLN CONTINENTAL SPECIFICATIONS

### ENGINE

Layout: front engine, front-wheel drive  
 Type: DOHC 32-valve InTech™ V-8  
 Displacement (litres/cu. in.): 4.6/281  
 Bore & stroke (mm/in.): 90.2 x 90.0/3.6 x 3.6  
 Compression ratio: 9.85:1  
 Horsepower @ rpm (SAE net): 260 @ 5500  
 Torque @ rpm (lbs.-ft. SAE net): 270 @ 4500  
 Fuel delivery: sequential multi-port electronic fuel injection  
 Fuel requirement: 91 octane premium recommended

### DRIVETRAIN

Transaxle type: four-speed electronic automatic overdrive with overdrive lockout and Electronic All-Speed Traction Control  
 Axle ratio: 3.56:1

### CHASSIS

Body: unitized construction with separate front subframe  
 Suspension: front: independent MacPherson struts with road-calibrated steel coil springs, 19.0 mm stabilizer bar, tension struts and lower control arms  
 rear: SLA independent with air springs, 19.5 mm stabilizer bar, tension struts, upper control arms, lower control arms, cast spindle with forged stem and integrated ball joints  
 Shock absorbers: twin tube gas-pressurized hydraulic passive with internal rebound spring  
 Leveling system: microcomputer-controlled 2-wheel air springs with automatic front-to-rear and side-to-side leveling  
 Steering type: speed-sensitive, variable-assist power rack-and-pinion with 3 driver selections for steering effort: high, normal, low  
 Overall ratio (on centre): 16.95:1  
 Turns, lock to lock: 2.86  
 Turning circle, curb to curb (ft.): 41.1  
 Brakes: front: 11.57-inch power-assisted disc, anti-lock  
 rear: 10.1-inch power-assisted disc, anti-lock  
 Wheels: 16 x 7-inch aluminum  
 Tires: P225/60R16 97H all-season black sidewall radials

## STANDARD FEATURES

### THE EXCLUSIVE LINCOLN INTECH™ SYSTEM

A precise integration of powertrain and chassis technology designed to deliver power, control, reliability, and efficiency.  
**POWERTRAIN:**  
 • 4.6-litre 32-valve, DOHC InTech V-8 engine  
 • 4-speed electronic automatic overdrive transaxle  
 • Electronic powertrain control module with "home-safe" mode

**SUSPENSION:**  
 • Automatic load-leveling suspension  
**CHASSIS:**  
 • 4-wheel disc anti-lock brakes  
 • Speed-sensitive, variable-assist power rack-and-pinion steering

### SAFETY AND SECURITY

Depowered, Second Generation dual airbag Supplemental Restraint System (SRS)\*  
 4-wheel Anti-lock Brake System (ABS)  
 All-Speed Traction Control  
 3-point safety belts for front outboard and rear passengers including rear centre seat occupant  
 Dual power heated outside mirrors with reverse tilt-down feature  
 Remote illuminated keyless entry system with panic button  
 Electrochromic (auto-dimming) inside rearview mirror with compass  
 Engine block heater

SecuriLock™ encoded key  
 Rear seat childproof door locks  
 Front centre lap belt (6-passenger only)  
 Front and rear crumple zones  
 Heavy-gauge steel side door intrusion beams  
 Home-safe transaxle  
 Brake/shift interlock  
 4-way adjustable front seat head restraints  
 Anti-theft alarm system  
 Unique complex reflector headlamps  
 Child safety seat tether anchor  
 Daytime running lamps

\*Always wear your safety belt and secure children in the rear seat.

### EXTERIOR

Dual bright exhaust tips  
 16" painted aluminum wheels  
 Flexible chrome grille/8-kph (5-mph) bumpers  
 Bodyside protection moulding

Extensive corrosion protection  
 Single key entry/ignition  
 Cornering lamps

### INTERIOR/CONVENIENCE

Memory driver's seat and mirrors  
 Leather seating surfaces/leather-wrapped steering wheel with centre horn  
 6-way power driver and front passenger recliners with memory driver seat and 2-way power lumbar  
 CFC-free air conditioner  
 Electronic automatic temperature control with sunload sensor  
 5-passenger seating with centre console  
 Easy entry/exit driver's seat  
 Virtual image instrument cluster with message centre  
 Autolamp on/off delay lighting system  
 Interior theatre dimming lighting  
 Particulate air filtration system  
 Solar-tinted glass  
 High-level audio system with AM/FM stereo/cassette with speed-sensitive volume and RDS capability  
 Rear seat centre folding armrest with cup holders

Rear seat heat ducts  
 Rear seat air-conditioning ducts (5-passenger only)  
 Power windows with driver-side express-down feature  
 Power door locks with "smart lock" feature and keyless entry  
 Fingertip speed control (tap-up/tap-down feature)  
 Tilt steering wheel  
 Analog clock  
 Front and rear carpeted floor mats  
 Rear window defroster  
 Genuine bird's-eye maple wood trim  
 Concealed radio antenna  
 Delayed accessory power  
 Overhead console with map lights, storage for sunglasses and tissue holder  
 Battery saver  
 Centre console power point (5-passenger only)

## AVAILABLE FEATURES

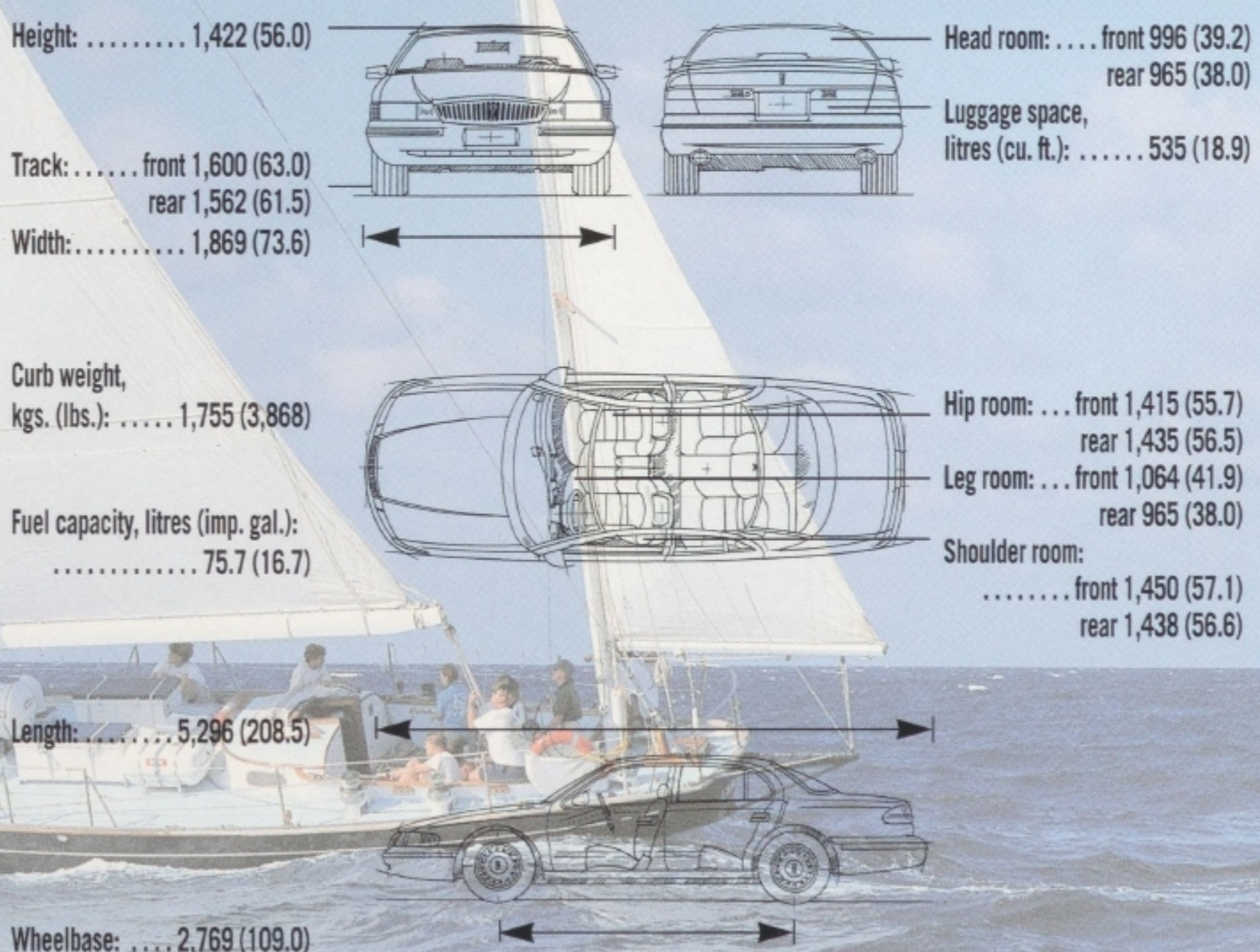
Personal Security Package includes

- SecuriTire System
  - SecuriTires Runflat tires
  - Pressure Alert Warning System
- Programmable garage door opener
- Driver Select System
- Semi-active suspension
- Steering wheel audio/climate controls
- Driver's side outside auto-dimming electrochromic mirror
- Selectable ride control
- Memory Profile System: steering effort, adjustable ride control, driver's seat position, mirror position, autolamp delay setting, panel lighting setting, easy entry/exit driver's seat, express-down driver's window, auto door lock, door lock chirp, tilt-down outside mirrors

Luxury Group

- Compact disc changer
  - JBL Audio System
  - Power moonroof
  - Heated seats
- Heated front seats with 5 temperature settings  
 Power moonroof  
 Integrated voice-activated portable/convertible cellular phone  
 6-passenger seating with mini-console (no charge)  
 JBL Audio System with Digital Signal Processing (DSP)  
 6-disc CD changer in passenger compartment  
 Programmable garage door opener  
 16" chrome double-window aluminum wheels

### DIMENSIONS, MM (IN.)



## THE LINCOLN EXPERIENCE

Seventy-seven years ago, Lincoln's commitment to excellence defined what a luxury car should be. That commitment to excellence - to the art and science of building fine automobiles - continues today.

It begins with superbly designed and engineered vehicles. It continues with a remarkable array of warranties, services and programs. And it culminates in a driving and ownership experience that is second to none.

### LINCOLN COMMITMENT

You can count on Lincoln Quality now and down the road. That's because of the assurance of an emergency no-cost Roadside Assistance Program during the 4-year/80,000 km warranty period.

Help is always just a toll-free phone call away - simply call The Lincoln Centre at 1-800-387-9333, your 24 hours-a-day, toll-free, one-call Lincoln resource from anywhere in Canada or the continental United States - should you ever need trip planning, towing assistance, fuel delivery, a tire change, a jump start, emergency travel reimbursement or even help when you're locked out of your vehicle.

Ask your Lincoln Dealer for complete details regarding Lincoln Quality Services.

### FORD AMIGO CELLULAR PHONE PROGRAM

Ford of Canada, along with Rogers Cantel, is offering the Ford Amigo cellular phone system to eligible customers. Whether you buy or lease your new Ford of Canada vehicle, you'll now enjoy added peace-of-mind. And you'll drive more securely, knowing that assistance is only a no-charge phone call away. See your local Ford of Canada Dealer for complete details.

### \$750-GRADUATE PROGRAM

Recent graduates of recognized post-secondary programs may qualify for \$750 cash back, over and above most other consumer retail offers advertised at the time of purchase or lease. Get all the details about Canada's most established Graduate Rebate Program from your local Ford or Mercury dealer, by visiting our web site at [www.ford.ca/grad](http://www.ford.ca/grad) or by calling our toll-free hotline at 1-800-387-5535.

### FORD & THE ENVIRONMENT

Ford of Canada is dedicated to sound environmental practices and is an industry leader in supporting a cleaner environment.

- Only CFC-free air conditioning systems are used in all 1998 Ford of Canada vehicles.
- Ford is continuing to develop alternative fuel and battery-powered vehicles.
- This catalogue is printed on recycled paper containing 10% de-inked post-consumer materials and uses vegetable inks.

Rediscover Canada with Ford!  
 CALL 1-888-237-4111 for your free vacation guide or CD-ROM

### THE PLAN

The 24-month PLAN is our popular vehicle leasing alternative.

The PLAN gives you the flexibility to enjoy a new vehicle every two years, and then gives you the option of keeping it, trading it or walking away at the end of the lease term.

Find out more about The Plan at your nearest Ford of Canada Dealer.

Ford of Canada Proudly Supports The

CBC RUN for the CURE

Let's All Go The Distance For The Cure!

Organized by THE CANADIAN BREAST CANCER FOUNDATION for breast cancer research, education, diagnosis and treatment

For more information call 1-800-387-9816

### QUALITY CARE MAINTENANCE

Regular maintenance is essential to the proper operation, safety and performance of your Ford of Canada vehicle. No one is better equipped to do it than the Ford-trained technicians at your Ford of Canada Dealership who use only genuine Ford and Motorcraft parts.

You can rely on Motorcraft Quality Replacement Parts to help ensure the long-term quality of your Ford of Canada vehicle. These parts meet the same high standards as those installed in production.

### 48-MONTH WARRANTY

The 48-month/80,000 km Lincoln warranty covers the complete vehicle (except tires, and other items listed in the Warranty Guide) against defects in factory-supplied materials or workmanship.

Ford of Canada's corrosion warranty covers against corrosion perforation on body sheet metal panels for 5 years/unlimited distance. Each vehicle is protected with the corrosion protection DuraGuard system. This system is built in at the factory to provide superior corrosion protection.

For complete warranty coverage information, see your Ford of Canada Dealer.

### FORD CREDIT

Ford Credit is a full service company that makes a wide variety of financing and leasing programs available to every qualified buyer. Offices are located across Canada. Ask your Ford of Canada Dealer for details.

### CUSTOMER INFORMATION HOTLINE

1-800-561-3673

Should you require any additional general information, call our toll-free Customer Information Hotline for prompt, courteous assistance.

For more information, visit our Web site at [www.ford.ca](http://www.ford.ca)

### ASK YOUR DEALER

Following the publication of this catalogue, certain changes in standard equipment, options, prices or product delays may have occurred which would not be included in these pages.

Ford Motor Company of Canada, Limited, reserves the right to make these changes without incurring obligations of any kind. Your Dealer is your best source for up-to-date information.

## CHOICES

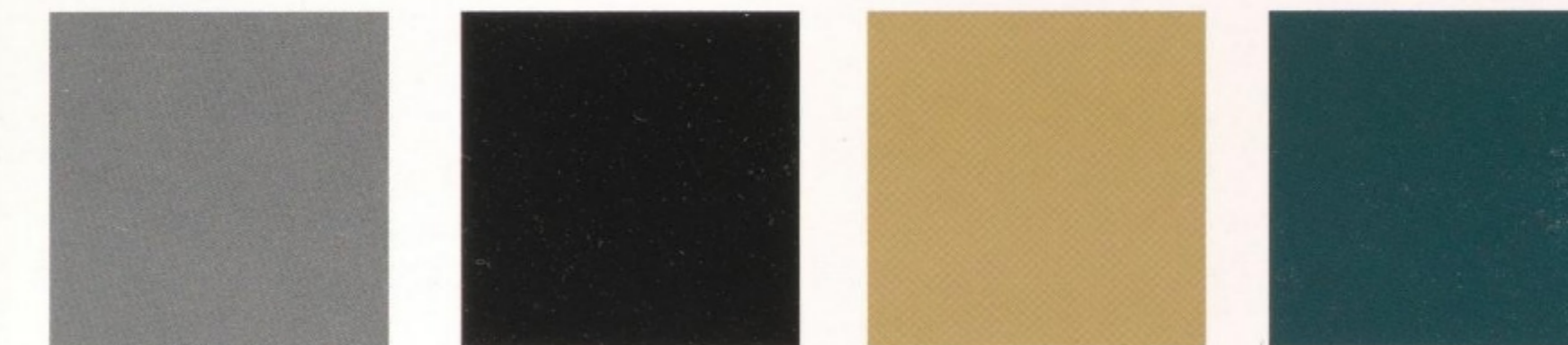


Light Prairie Tan Clearcoat Metallic

Light Blue Clearcoat Metallic (Late Availability)

Medium Charcoal Green Clearcoat Metallic

Midnight Grey Clearcoat Metallic (Late Availability)



Silver Frost Clearcoat Metallic

Black Clearcoat

Medium Gold Clearcoat Metallic (Late Availability)

Medium Charcoal Blue Clearcoat Metallic



White Pearlescent Clearcoat Metallic (Extra-Cost Tri-Coat)

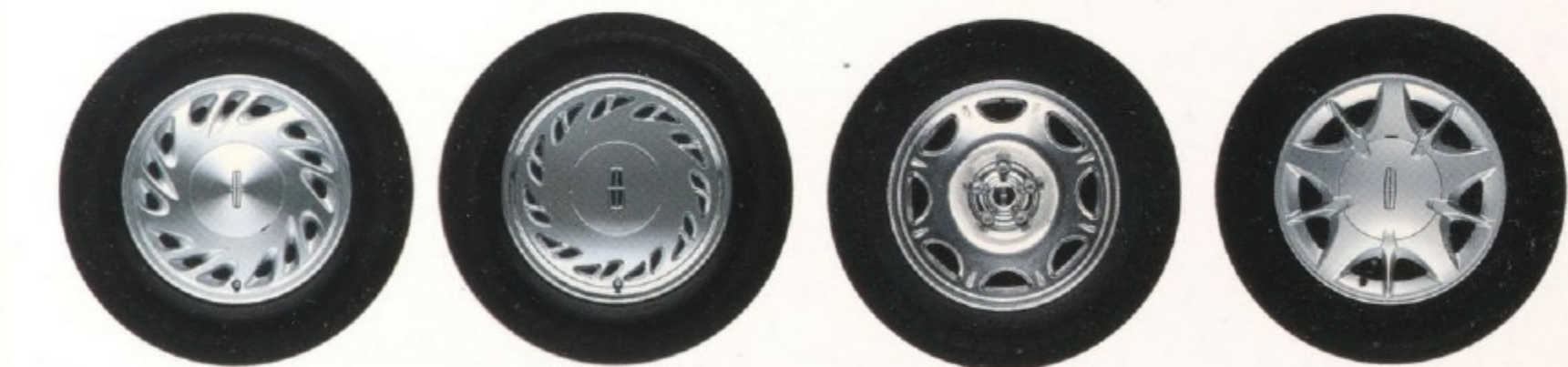
Ivory Pearlescent Clearcoat (Late Availability)

Bright Toreador Red Tinted Clearcoat Metallic

Vibrant White Clearcoat Metallic

## INTERIOR COLOUR CHOICES

Light Graphite Ivory  
 Light Prairie Tan  
 Midnight Black



From left to right:  
 Standard Painted Aluminum Directional Wheel;  
 Optional Chrome Double Window Aluminum Wheel;  
 Optional Polished Aluminum Wheel;  
 Optional Painted Aluminum Wheel

LINCOLN

Litho in Canada 9/97



LINCOLN

What A Luxury Vehicle Should Be