

LINCOLN CONTINENTAL

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 **LINCOLN**

What A Luxury Car Should Be



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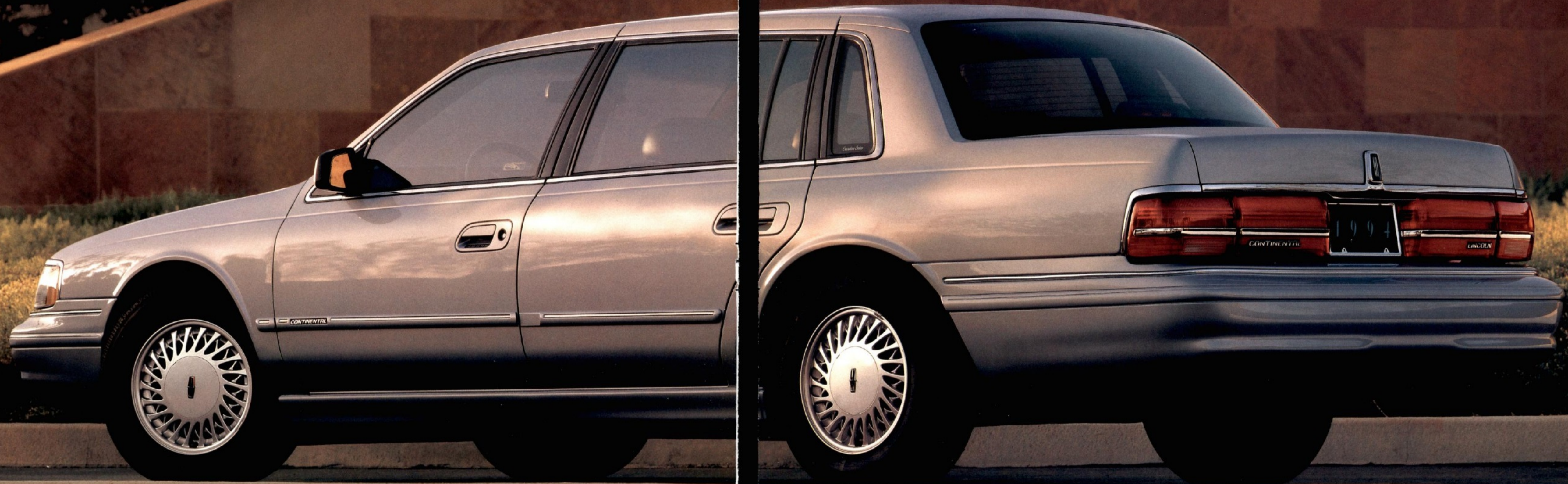
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A DEPARTURE THAT BEGAN OVER 50 YEARS AGO TAKES YET ANOTHER INTELLIGENT TURN.



CONTINENTAL INTRODUCTION Lincoln was already a much heralded name in the automotive business when Edsel Ford returned from an extended trip through pre-war Europe. Perhaps the trip served as a muse, for soon thereafter he commissioned some of the finest engineers and coachbuilders of the era to

create a new breed of luxury automobile. This vision became the very first Lincoln Continental. An automobile of unquestioned style and grace, that 1940 Continental combined European flair with such distinctive Lincoln attributes as spaciousness, uncompromising



comfort and a passion for precision engineering. Attributes proudly carried forth by the 1994 Lincoln Continental. For today's Continental continues to move the benchmark forward while maintaining the character that has distinguished this marque for decades. With continuous



improvements that make it even more comfortable. More powerful. Smoother. Safer. And more durable since the latest generation of Continental debuted in 1988. Few cars are engineered with more lavish care

than Continental. With sophisticated steering and suspension systems. A host of advanced safety features. A spacious, intelligently appointed interior. And an elegant, even more distinctive exterior. The story behind this latest departure continues when you turn the page.



LINCOLN'S DEDICATION TO SAFETY
ISN'T A ONE-SIDED ISSUE.



Continental's unibody structure is designed with front and rear sections, called "crumple zones," that progressively absorb much of the kinetic energy of a severe impact before it reaches the passenger compartment.

CONTINENTAL SAFETY Rest assured that the protection of you and your passengers has been given utmost consideration in the design and engineering of Lincoln automobiles. There is no greater example of this commitment than the inclusion of an air bag Supplemental Restraint System (SRS) for both the driver and right front

passenger as standard equipment in every new Lincoln automobile. In fact, Continental was the first U.S.-built automobile to be equipped with both standard driver- and passenger-side air bags. In the event of certain moderate to severe frontal impacts, Continental's air bags will inflate in approximately 1/20 of a second to help reduce the risk of head and chest injuries. Remember that air bags are designed to supplement the protection provided by your safety belts, which is why Continental provides lap/shoulder safety belts for both front and rear outboard seating positions. Continental's extensive list of passive safety features extends well beyond air bags and safety

belts. For example, its very structure is designed to sacrifice itself in a front or rear collision to protect its occupants. Also noteworthy are heavy-gauge steel side door beams which help guard against intrusion into the passenger compartment during side impacts, as well as reinforcements in the roof and front pillars that meet a static force test equal to 5,000 pounds. Obviously, accident avoidance is also an important consideration. Thus every Continental features four-wheel disc anti-lock brakes, as well as speed-sensitive power steering and an agile suspension system—features that are engineered to deliver a ready response to a driver's demands.





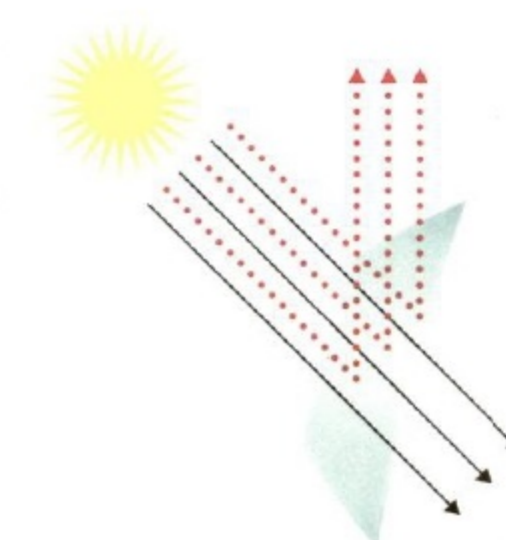
CONTINENTAL COMFORT Inside Continental, you'll find ample evidence of a philosophy that driving should be a uniquely gratifying experience—even for those who are simply along for the ride. Over 100 cubic feet of interior room is expertly crafted to help keep a driver relaxed and passengers comfortable as the miles

and hours pass by. Beyond hushed quiet, beyond broad expanses of finely detailed leather and deep-pile carpeting are such hallmark Continental particulars as front seats on Signature Series models that power adjust six ways for superb comfort, and may even be programmed to

“remember” at your command any of three positions that you preset. A six-passenger seating configuration is standard, or in Executive Series models you may opt for the more personal five-passenger seating arrangement pictured above. Continental's designers also consider rear passen-

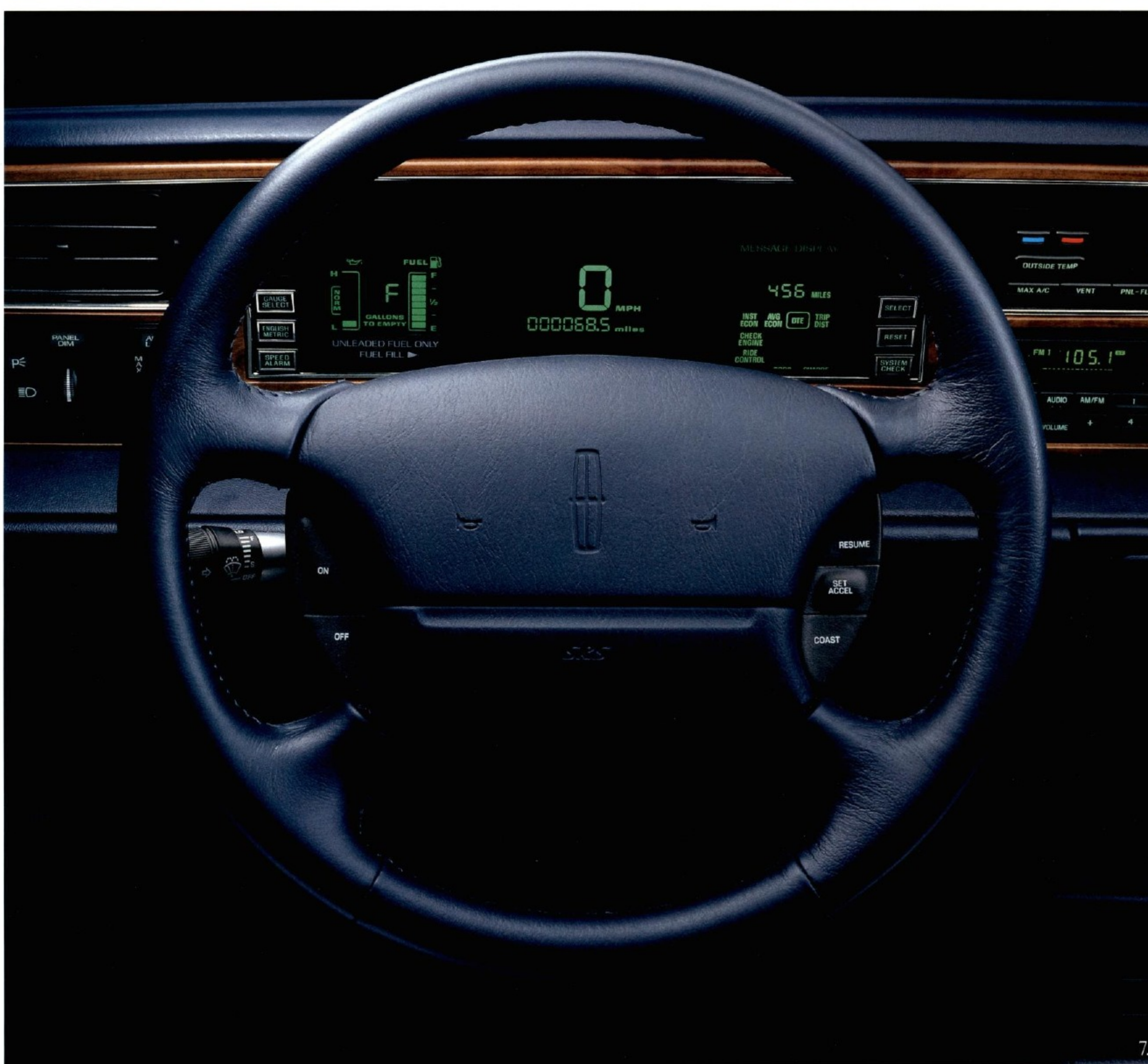
gers of primary importance. Which is why large, wide-opening rear doors provide gracious entry, even for adults dressed for an evening on the town. Once inside, rear passengers can stretch out with

over 39 inches of legroom and nearly 57 inches of hiproom. Attentive touches include rear courtesy/reading lights and rear heat ducts that provide passengers in back with a direct flow of warmth. All to make each trip a luxurious journey for both driver and passengers.

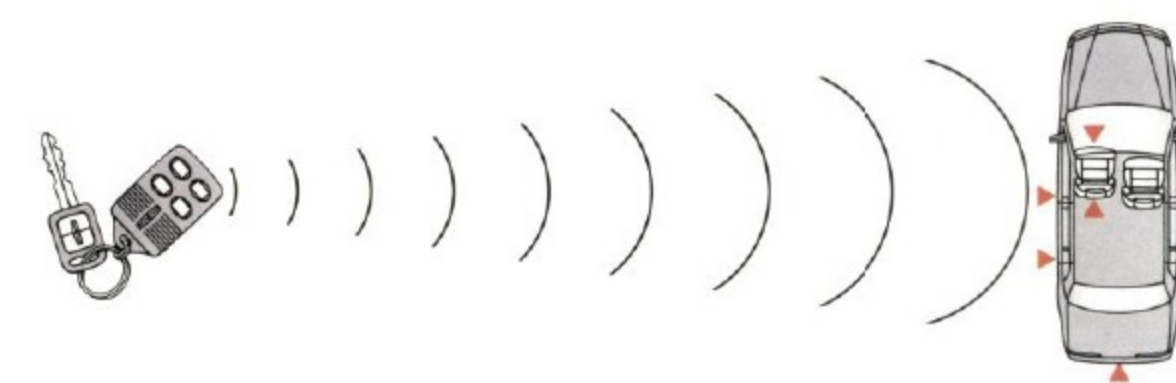


Continental utilizes a special solar tint glass* that helps filter out the sun's rays, reducing interior temperatures and air conditioning cool-down times on sunny summer days as well as offering added protection for interior surfaces against sun fading.





A LUXURY CAR WITH A HIGH INTELLIGENCE QUOTIENT.



Continental's remote keyless entry system, standard on Signature Series, permits you to unlock and lock all doors and release the trunk lid from up to 33 feet away. It includes a remote alarm system as well as a memory feature that automatically returns the driver's seat to your desired position while unlocking.

CONTINENTAL AMENITIES As in fine architecture, the genius of fine automobiles is often found in the details. Continental is certainly no exception, as demonstrated by the impressive array of conveniences presented here. The following are some, but by no means all, of Continental's many intelligent amenities:

1. Voice-activated cellular phone. The ultimate in hands-free phone conversations. Once this optional system is turned on, you can dial any of 20 stored numbers simply by speaking the name of the person you wish to call. A handset is also included which stores an additional 10 numbers.
2. Cargo storage tray. This optional system transforms open trunk space into organized storage space, holding up to five grocery bags or other items securely in place.* A handle latch locks the tray into any of three desired positions, including sliding to the back of the trunk to create room for larger items.
3. Power adjustable seats. Front seats on Signature Series Continentals adjust in six directions, with controls conveniently mounted in the door panel. The remote keyless entry system includes a memory feature which can be programmed to recall as many as three preferred seat settings at the push of a button.
4. Electrochromic rearview mirror. Unlike conventional rearview mirrors that must be manually flipped up to banish glare, this optional

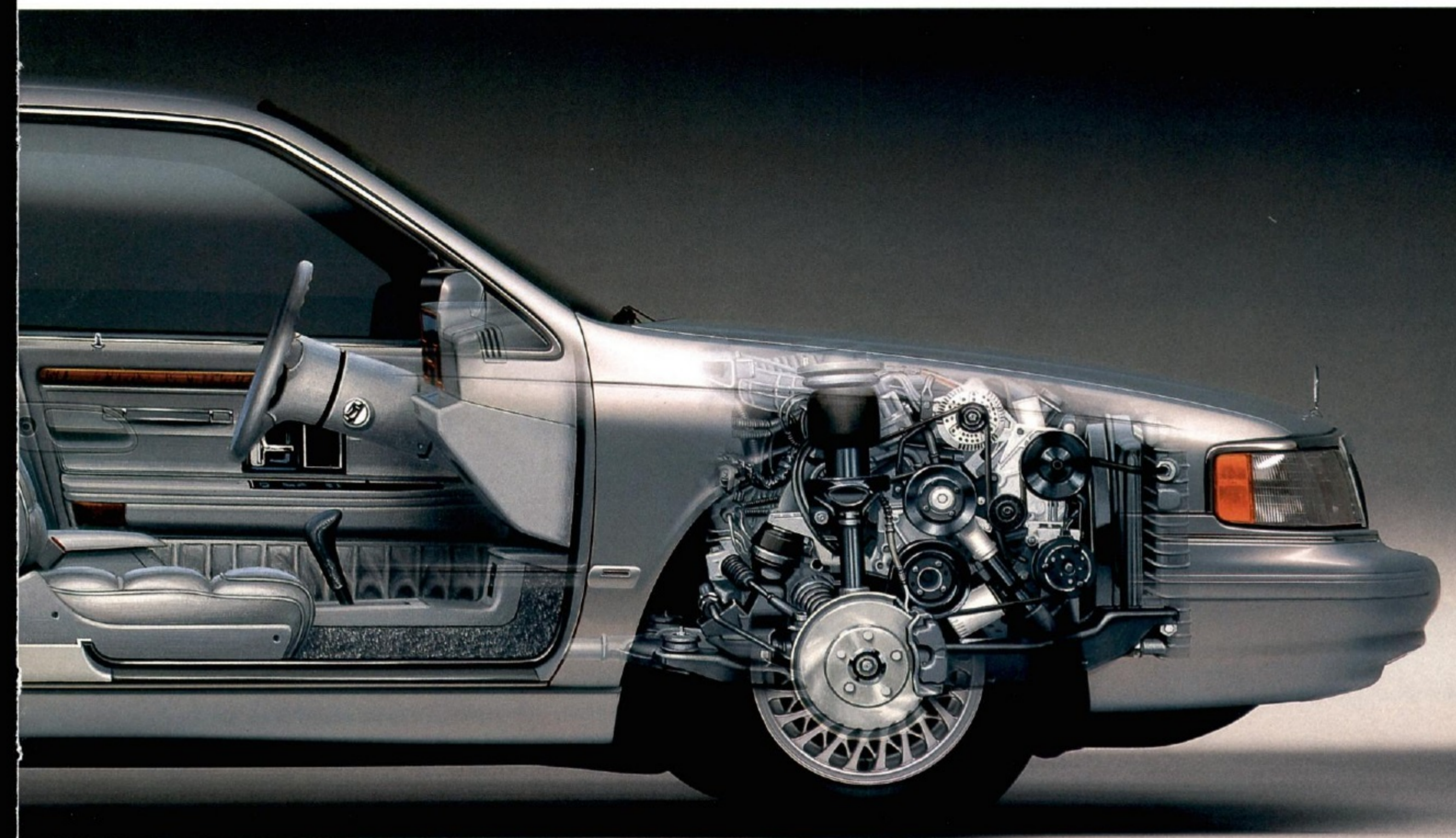
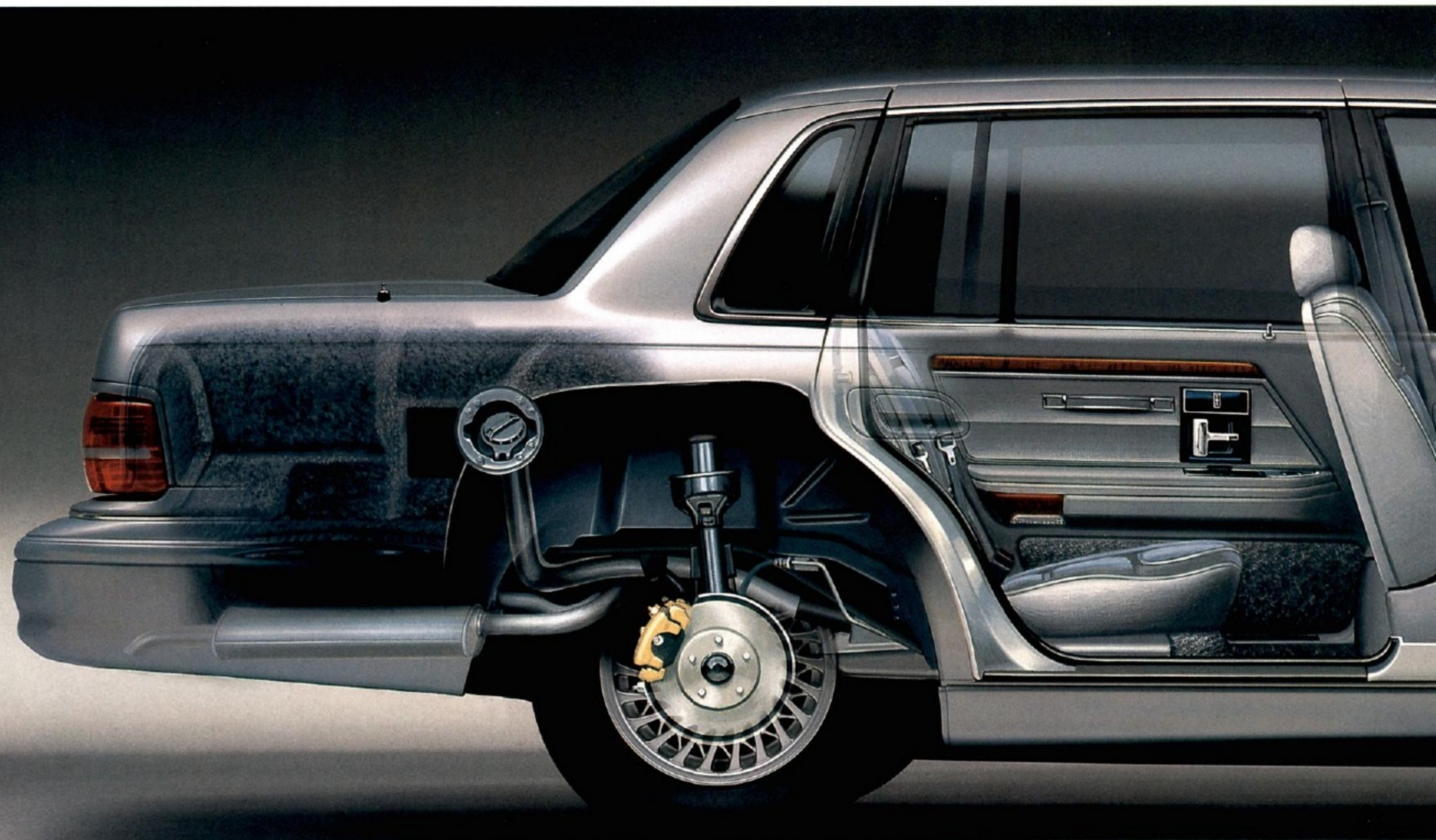
- mirror automatically senses glaring light and adjusts its reflectivity to shield the driver's eyes.
5. Automatic climate control system. Set your preferred temperature and relax in automatic comfort. This system is so advanced, it will even sense and compensate for heat caused by sunlight coming through the windshield.
6. JBL audio system. This 145-watt system, standard on Signature Series, is precisely engineered and tuned to meet the specific acoustic requirements of the Continental cabin. You may also opt for the brilliant clarity of a digital compact disc player.
7. Instrumentation and controls. Continental's controls are designed for easy reach and operation: Witness fingertip speed controls positioned within the steering wheel, precisely where they're the most convenient. Electronic instrumentation presents a wealth of easily readable information. Also included is an electronic message display which indicates at a touch instant or average fuel economy, distance to empty and elapsed distance.

*Available Fall 1993.

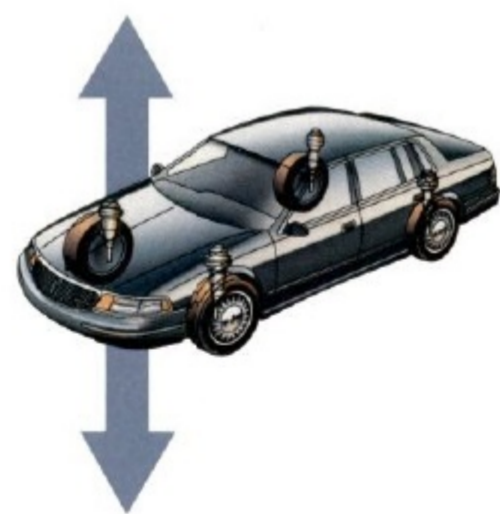


A SUSPENSION SO WELL MANNERED, IT KNOWS

WHEN TO BE FIRM AND WHEN TO GO EASY.



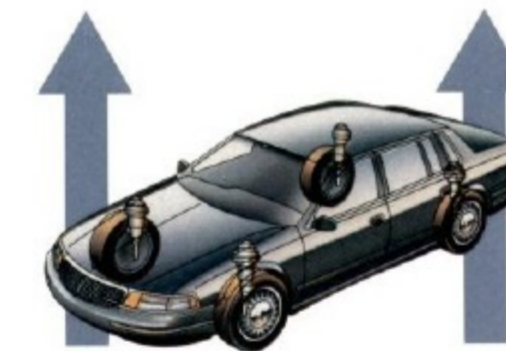
On smooth, straight roads, Continental's computer-managed suspension automatically calibrates for a plush ride.



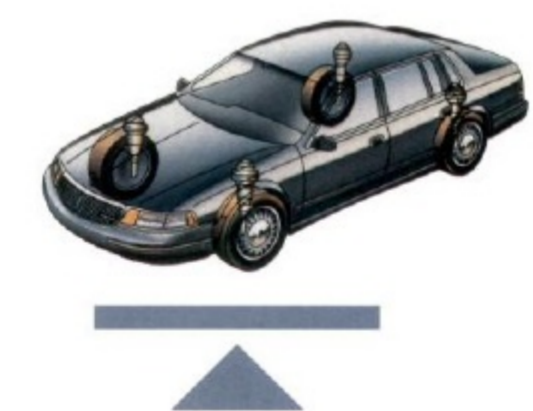
Should the road turn rough, sensors note the change and within milliseconds the suspension firms up for a tauter, more responsive ride.



The suspension computer monitors the rate of steering wheel turn when rounding a corner and stiffens the damping rate for flatter cornering.



Continental's suspension has been recalibrated to offer greater resistance to lift in the rear when braking or lift in front when accelerating.



Sensors monitor changing loads in the rear seat or trunk and adjust to maintain a level stance and optimum ride height.

CONTINENTAL STABILITY Imagine an automobile so sophisticated that its suspension could actually change its behavior to meet a situation. Possessing luxurious calm on straightaway highway cruises, yet instantaneously transforming for responsive driver control when circumstances dictate. Delivering an uncanny blend of

superb ride and surefooted handling. This is the character of Continental's remarkable computer-managed suspension system. It includes sophisticated sensors which read inputs provided by the steering, brakes, suspension and engine. This information is monitored by a

microprocessor. When circumstances call for firmer control, it commands the nitrogen gas-pressurized struts at each wheel to change ride attitude from soft to firm through a remarkable dual damping mechanism. The system can change the suspension's damping rate within

milliseconds, providing the driver with an immediate feel of comfortable control in any situation. Further stability is provided by new suspension refinements that help resist acceleration lift in the front of the vehicle as well as lift in the rear while braking. In addition, Continental's suspension

includes an automatic leveling system which keeps constant watch over ride height and stance. When weight is added to the trunk or cabin, adjustments are made to each wheel's variable-rate air springs. The result is a consistently level attitude and optimal ride height.



HOW CONTINENTAL HANDLES A LONG-DISTANCE DRIVE
OR A DRIVING RAIN WITH EQUAL CONFIDENCE.



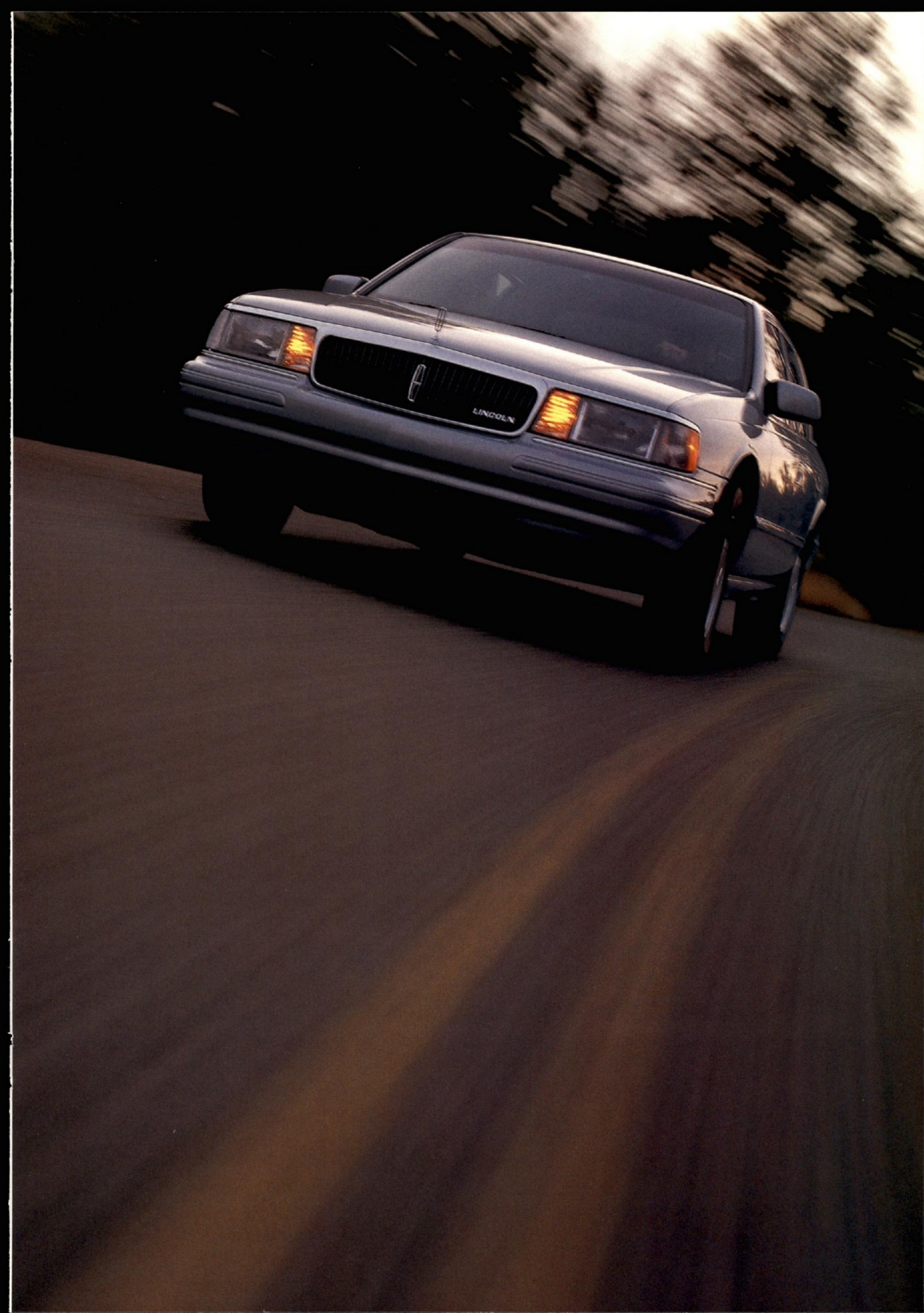
CONTINENTAL HANDLING Of the many virtues a luxury car can deliver, perhaps the most valuable is a sense of confident control that a driver feels behind the wheel. And it is here that Continental delivers some of its more advanced engineering attributes. For example, Continental's precise rack-and-pinion

steering is reinforced by computer-regulated, speed-sensitive variable power assist. A steering system that actually decreases power assist in subtle, incremental steps as speed increases to provide an assured feel of the road at highway speeds, but still allows a high level of assist for relaxed low-speed and parking maneuvers. A steering system with over 60 individual levels of assist between 10 and 65 mph. A steering system so advanced, it's patented.

For greater control in slippery road conditions and inclement weather, Continental is one of few luxury cars designed with front-wheel drive. And to further enhance driving control, Continental's four-wheel disc brakes are augmented by an advanced Anti-lock Brake

System (ABS). ABS helps prevent wheel lockup when the brakes are applied to help the driver maintain steering control while braking, even on rain, snow or ice-slick roads. Sensors at each wheel measure rotational speed. A microprocessor continually monitors the sensors, watching for a decrease in rotational speed that indicates impending lockup. If lockup is imminent, the microprocessor modulates braking pressure to that wheel by changing brake pressure up to 10 times per second. Thus lockup is averted, helping the driver keep control of the vehicle.

All of which helps lend a driver the unmistakable feel of authority expected of one of the world's fine automobiles.



TO CREATE A CAR THAT WILL HOLD TOGETHER

LONGER, FIRST WE TRY TO TEAR IT APART.



CONTINENTAL DURABILITY So that your Continental may better resist the rigors of uncertain roads, unending miles and unforgiving parking lots, prototype Continentals were first subjected to much, much worse. Lincoln engineers and quality control experts put Continentals through hour after jarring hour of shaking and

torsional twisting upon the elaborate hydraulic device pictured above. In addition, literally millions of test miles were logged in extremes ranging from blistering desert heat to bitter cold. Engines and other drivetrain components were stressed far beyond normal limits.



A closer look reveals how Continental is engineered to endure this punishment. Its unibody structure is formed of various materials, including HSLA high-strength steel, and is precision welded at more than 2,500 points for rigidity. All steel exterior body panels except the roof are

galvanized with zinc on both surfaces to guard against rust and corrosion. Continental's meticulous paint and finishing procedure involves up to 23 stages, including

a resilient urethane coating applied to chip-prone areas that acts as a shock absorber against damage commonly caused by road debris. Further protection is provided by front and rear bumpers that are successfully tested at twice the speed federal standards require.



Extensive use of two-sided galvanized steel and special chip-resistant coatings applied during an advanced multi-step finishing process combats corrosion to help your Continental endure beautifully.

A CAR SO ADVANCED, EVEN ITS POWERTRAIN HAS A MIND OF ITS OWN.



CONTINENTAL POWER Lincoln's engineering philosophy extends well beyond generating sheer horsepower. It includes a passion for the finer details of powertrain design such as efficiency, smoothness and endurance. To achieve a harmonious balance of these lofty pursuits, Continental's 160 horsepower is managed

by a highly intelligent brain: EEC-IV, one of the industry's most advanced computer control systems.

EEC-IV monitors virtually every powertrain function, from fuel injection to ignition timing to vehicle speed, with the capacity to process

over 312,000 operations each second. It will adjust for changes in outside temperature, altitude, even the age and wear of the engine to maintain peak performance and efficiency.* At the heart of Continental's advanced powertrain is a 3.8-liter V-6 engine with sequential

multi-port electronic fuel injection for optimal fuel efficiency and performance. To generate power in the smoothest possible fashion, the engine includes an ingenious camshaft-driven, counter-rotating balance shaft.

Coupled to this V-6 engine is an equally

advanced electronic automatic overdrive transaxle that smoothly transfers power to the front driving wheels. With the help of EEC-IV, this superbly efficient transaxle electronically selects the best gear ratio for every driving situation, rendering quiet, smooth gear changes.



THE LINCOLN COMMITMENT. WHAT IT MEANS.

CONTINENTAL OWNERSHIP As a Lincoln owner, you can expect to be treated with special care. That's the Lincoln Commitment. The Lincoln Commitment, which you receive with the purchase of your new Lincoln, is focused on providing you with a highly satisfying ownership experience. It includes: AN INTRODUCTION TO YOUR LINCOLN—AND THE PEOPLE BEHIND IT.

We will take you through a thorough delivery process to familiarize you with your new automobile and dealership personnel. This is the ideal time to schedule your Complimentary 1,000 Miles After Delivery inspection visit.

THE PEACE OF MIND OF A ROADSIDE SERVICE ASSISTANCE PROGRAM. You will enjoy the assurance of a Roadside Service Assistance program provided by Ford Auto Club, Inc. that includes roadside service and towing anywhere in the United States and up to \$1,000 emergency travel expense reimbursement (for up to three days if your vehicle is disabled more than 100 miles from home).

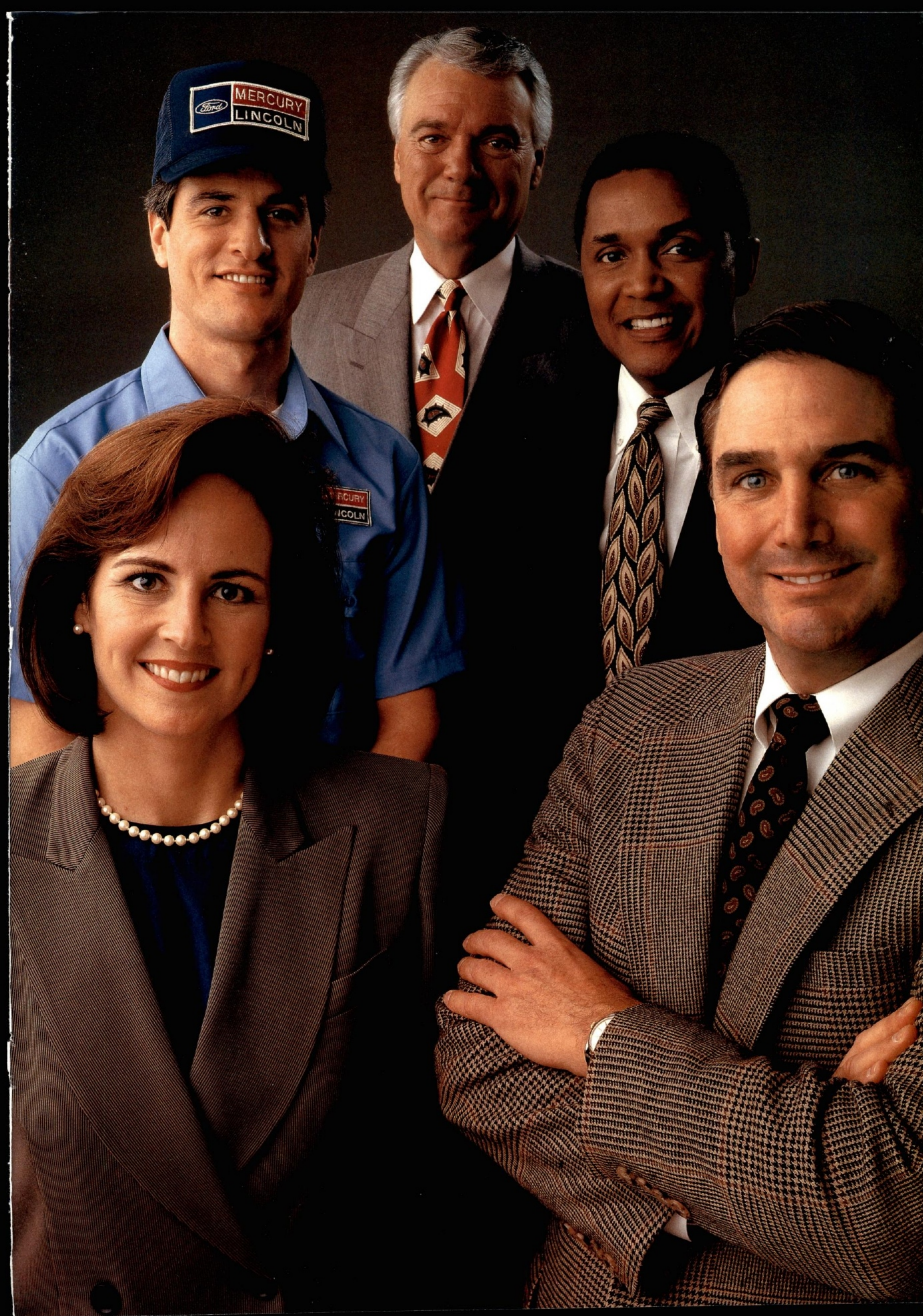
This complimentary service is extended to all new Lincoln owners for four years from original date of purchase as part of the Lincoln Commitment. Roadside service can be obtained by calling toll-free 1-800-521-4140, 24 hours a day, seven days a week. A Lincoln authorized service vehicle will be dispatched immediately and, in most instances, will arrive within 45 minutes of your call.

A CAR WHEN YOU NEED IT DURING WARRANTY SERVICE. Should your Lincoln require overnight warranty service, you will receive a service loaner car when available or a base rental allowance of up to \$30 per day for up to five days. Ask your dealer for complete information.

THE LINCOLN LIMITED WARRANTY. The Lincoln bumper-to-bumper limited warranty covers four years or 50,000 miles with no deductible. Ask to see a copy of this limited warranty at your Lincoln-Mercury dealer.

WE'LL BE HAPPY TO TALK TO YOU. If you need help beyond your dealer, you can call the Lincoln Commitment Hotline toll-free 1-800-521-4140. Business hours are from 8:30 a.m. to 5:00 p.m., Eastern Time, Monday through Friday, except holidays. In addition, you may call after normal business hours and speak to a customer service representative. A member of the Lincoln Commitment team will contact you the next business day.

Buckle up—together we can save lives.



STANDARD FEATURES

SAFETY

Driver and right front passenger air bag Supplemental Restraint System (SRS)
 Three-point safety belts for front and rear outboard passengers
 Front and rear center lap belts*
 Front and rear crumple zones
 Heavy-gauge steel side door intrusion beams
 Four-wheel vented disc brakes
 Four-wheel Anti-lock Brake System (ABS)
 Brake/shift interlock
 Four-way adjustable front seat head restraints
 Interval windshield wipers
 Dual power remote heated outside mirrors

FUNCTIONAL

Sequential multi-port electronic fuel injection
 Electronic engine control (EEC-IV)
 Electronically controlled four-speed automatic overdrive transmission
 Speed-sensitive, variable-assist power rack-and-pinion steering
 Computer-controlled adaptive air suspension, load leveling and dual damping ride control
 Four-wheel independent suspension
 Nitrogen gas-pressurized/hydraulic front and rear struts
 Front and rear stabilizer bars

INTERIOR / CONVENIENCE

Leather trim/leather-wrapped steering wheel
 Electronic automatic climate control
 CFC-free climate control system†
 Tilt steering column
 50/50 twin comfort seating with power driver's seat
 High-Level audio system with electronic AM/FM stereo and cassette (Executive Series only)
 Automatic power antenna
 Solar tinted glass†
 Power windows and door locks
 Fingertip speed control
 Rear seat heat ducts
 Electronic instrument cluster with message center
 Front overhead console with dual reading lights

EPA statement: 1994 EPA mileage estimates were unavailable when this publication was printed. The 1994 Lincoln Continental, however, should post good mileage figures. Ask your Lincoln-Mercury dealer for the latest information. Options availability: Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

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LINCOLN-MERCURY DIVISION 

EXTERIOR

5-mph bumpers
 Bodyside protection molding
 Lower exterior abrasion coating
 Extensive corrosion protection
 Single key entry/ignition
 Geometric spoke aluminum wheels
 Cornering lamps

ADDITIONAL SIGNATURE SERIES STANDARD FEATURES

Driver's seat with power lumbar, 3-position memory control and remote recall
 Comfort/Convenience Group including power front passenger seat with power lumbar and recliner, power decklid pulldown, dual illuminated visor mirrors, rear floor mats and automatic headlamp system**
 JBL audio system**
 Remote keyless/illuminated entry system with panic button**
 Unique seat trim
 Signature Series script on rear quarter window
 Bodyside accent stripe

AVAILABLE OPTIONS

5-passenger seating configuration***
 Anti-theft alarm
 CD player
 Voice-activated cellular telephone
 Trunk-mounted cargo storage system†
 Overhead console group (digital compass, electrochromic automatic dimming rearview mirror and driver-side electrochromic exterior mirror)
 Power moonroof

*Front center lap belt with six-passenger seating configuration

**Optional on Executive Series

***Not available on Signature Series

†Late availability

Product Changes

Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Lincoln-Mercury dealer is your best source for up-to-date information. Lincoln-Mercury Division reserves the right to change product specifications at any time without incurring obligations.

COLORS

Leather Interior:

Opal Grey
 Mocha‡
 Cranberry‡
 Ebony‡
 Aquamarine
 Shadow Blue‡
 Oxford White/Opal Grey

Available Fall 1993:

Currant Red
 Portofino Blue
 Evergreen
 Saddle

Exterior Clearcoat Metallic Colors:

Bronze Nightmist‡
 Light Mocha Pearlescent‡
 Nordic Blue‡
 China Blue
 Burgundy‡
 Cranberry‡
 Crystal Blue Pearlescent‡
 Twilight Blue‡
 Deep Jewel Green
 Opal Grey Pearlescent
 White Opalescent
 Midnight Opal
 Arctic White (Clearcoat)‡
 Midnight Black (Clearcoat)

Available Fall 1993:

Dark Portofino Blue
 Portofino Blue
 Amethyst
 Santa Fe
 Red Nightmist
 Desert Coral
 Garnet Red Glaze
 Performance White (Clearcoat)

‡Discontinued Fall 1993

SPECIFICATIONS

DIMENSIONS

Vehicle type: six-passenger, four-door sedan

Wheelbase (in.):.....109.0
 Track (in.):.....front 62.3..... rear 61.1
 Length (in.):.....205.6
 Width (in.):.....72.3
 Height (in.):.....55.4
 Curb weight:.....(Signature) 3,613.....(Executive) 3,576
 Fuel capacity (gal.):.....18.4
 Luggage space (cu. ft.):.....19.1

ACCOMMODATIONS

Headroom (in.):.....front 38.7..... rear 38.4
 Legroom (in.):.....front 41.7..... rear 39.2
 Hiproom (in.):.....front 56.5..... rear 56.5
 Shoulder room (in.):.....front 57.5..... rear 57.4

DRIVETRAIN

Transmission type:.....electronically controlled 4-speed automatic overdrive
 Gear ratios:.....I-2.77:1 II-1.54:1 III-1.00:1 IV-0.69:1
 Axle ratio:.....3.37:1

CHASSIS

Body:.....unitized construction with separate front subframe
 Suspension: front: independent MacPherson struts with strut-mounted air springs, 19.0mm stabilizer bar, tension struts and lower control arms
rear: independent MacPherson struts with strut-mounted air springs, 18mm stabilizer bar, tension struts and parallel control arms
shock absorbers: dual-damping, nitrogen gas-pressurized hydraulic with internal rebound spring
leveling system: microcomputer-controlled front and rear air springs with automatic front-to-rear and side-to-side leveling
 Steering type:.....speed-sensitive, variable-assist power rack-and-pinion
 Overall ratio (on center):.....16.0:1
 Turns, lock to lock:.....2.8
 Turning circle, curb to curb (ft.):.....38.4
 Brakes: front: 10.1-inch power-assisted disc, anti-lock
rear: 10.1-inch power-assisted disc, anti-lock
 Wheels:.....15 x 6.5-inch aluminum
 Tires:.....P205/70R15 steel-belted black sidewall radials

ENGINE

Layout:.....front engine, front-wheel drive
 Type:.....90-degree V-6 with counter-rotating balance shaft and EEC-IV electronic engine control
 Displacement (liters/cu.in.):.....3.8/232
 Bore & stroke (mm/in.):.....96.8 x 86.0/3.8x3.4
 Compression ratio:.....9.0:1
 Horsepower @ rpm (SAE):.....160 @ 4400
 Torque @ rpm (lbs.-ft. SAE net):.....225 @ 3000
 Fuel delivery:.....sequential multi-port electronic fuel injection
 Fuel requirement:.....87 octane (minimum) unleaded

INFORMATION BASED ON MVMA SPECIFICATIONS.

