

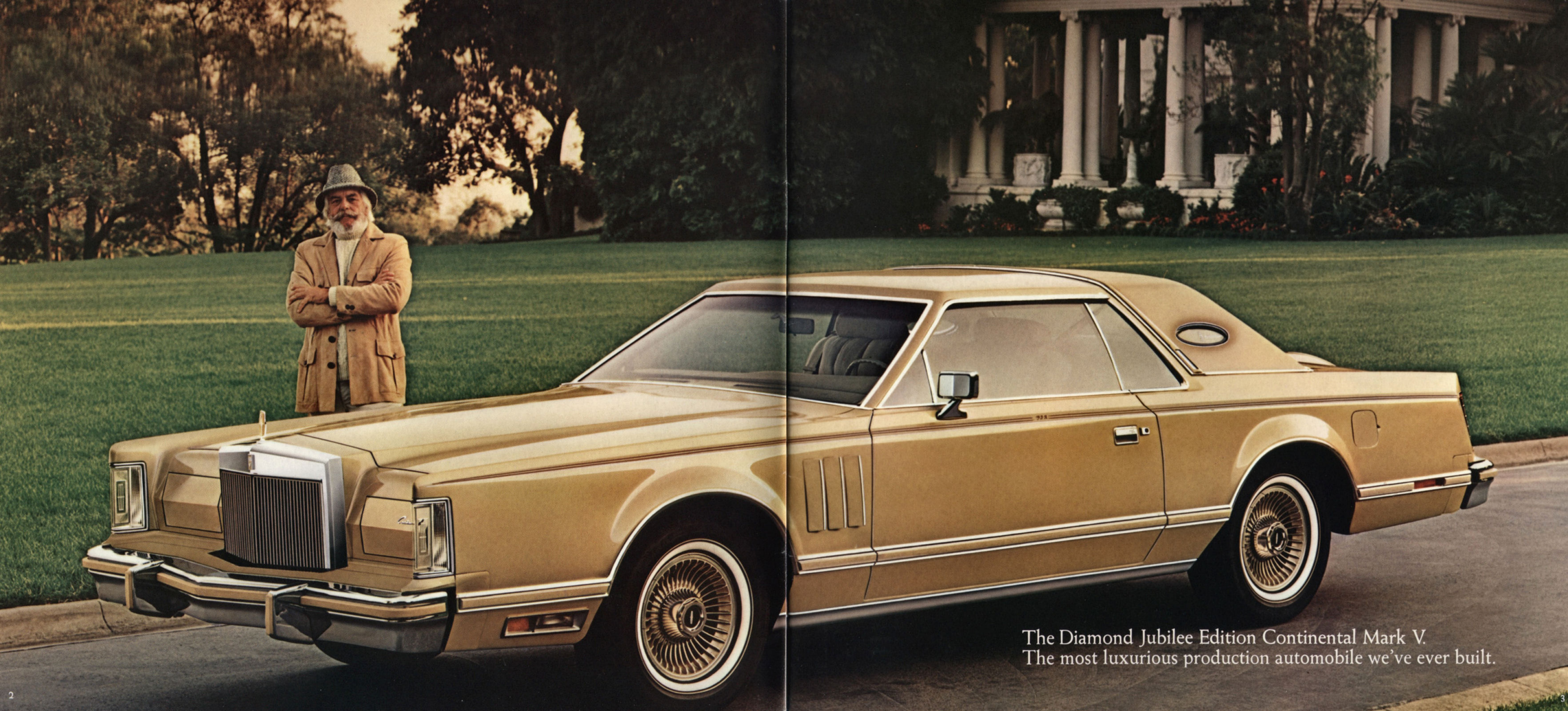
Continental **MARK V**

Presenting the very special, 75th Anniversary, Diamond Jubilee Edition Continental Mark V.

This is a very special medallion of a very special automobile, an automobile that is, frankly, an indulgence in every best sense of the word. This is the grille

ornament of the Diamond Jubilee Edition Mark V. It is unique to this model and it represents the most luxurious production automobile we've ever built.





The Diamond Jubilee Edition Continental Mark V.
The most luxurious production automobile we've ever built.



Diamond Jubilee Edition interior in Wedgewood Blue luxury cloth and unique broadlace insert.

1. Custom designed console with umbrella.
2. Leather-bound owner's manual and leather-wrapped tool kit.
3. Vinyl padded deck-lid kickup with matching vinyl insert lock cover.
4. Coach Lamps.
5. Console is padded and leather covered with ample storage room.
6. Seat side shields are padded and leather covered. Seats also feature assist straps and map pockets.
7. Individualized customer monogram interrupts bodyside stripes on door.
8. Unique opera windows with "cut glass" look, Diamond Jubilee Edition script and simulated diamond chip laminated between glass.



Continental Mark V
Diamond Jubilee Edition
in Diamond Blue.

Destined to become a classic.

The Diamond Jubilee Edition Continental Mark V: a regular production automobile, but in a decidedly limited edition.

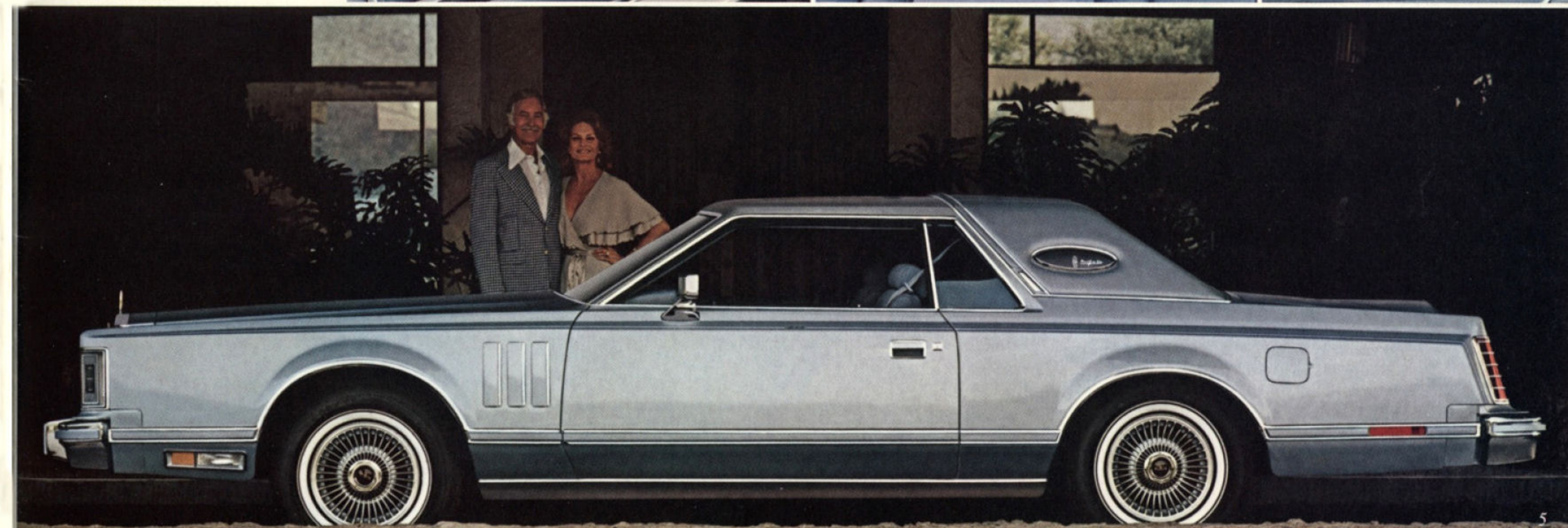
The Diamond Jubilee Edition Continental Mark V: color is coordinated through the car. For instance, just on the outside, the vertical bars on the grille, the bumper guards and rub strips, the turbine-style cast aluminum wheels, and the grille ornament are coordinated to the special shimmering Diamond Blue or Jubilee Gold, the colors of the car itself. These special paints are protected by Clearcoat, a glossier, more lustrous finish than previously available on Continental Mark V.

Padded leather and punctuations of the look of ebony wood abound throughout this special car; even the owner's manual is bound in leather and the keys have

woodtone inserts. The floor carpet is an extra thick 36 oz. Tiffany cut-pile.

The car carries the look of cut glass as the instrument panel lenses and the outside edge on the opera windows are beveled. Many special Continental Mark V options are standard on this car. Mention will be made here only of the new "Miles-To-Empty" fuel gauge (shown on page 18): an on-board solid-state computer converts the amount of fuel in the tank, the driving speed, and the fuel consumption rate into a digital read-out telling the driver approximately how far he can drive on the fuel remaining in the tank.

The Diamond Jubilee Edition Continental Mark V is simply the most luxurious Continental ever produced.



The Continental Mark V.

You have only to look at this car to appreciate its elegance. The styling and standard conveniences and comforts are obvious statements of the Mark V's eminence. They include such things as 18 oz. pile carpeting, a Cartier-signed day/date timepiece, and generous and deep padded Twin Comfort Lounge seats with the driver's being six-way power operated. Other power features include power steering, power windows, power brakes and power radio antenna. And there are lights on the dome and in the ashtray,

glove box, luggage compartment, inside the rear pillars, under the instrument panel, and in the door panels.

However, the Continental Mark V is a personal luxury car whose styling, elegance, and convenience were introduced to it only after a superbly engineered car was created.

Functional improvements this year include a wider radiator, a maintenance free battery, a new electronic voltage regulator that improves the electrical power supply

and component reliability, an instrument panel that produces even more information in the form of a windshield washer fluid level indicator, and variable speed fan control that allows precision, efficiency, and comfort in the use of the Automatic Temperature Control system.

All this, of course, is only a small part of the Continental Mark V. First and last there is the exquisite styling, the roominess, and the ride that is all Continental.

Continental Mark V in White shown with optional Landau vinyl roof, illuminated entry system, power vent windows, right-hand remote control mirror, dual paint stripes and forged aluminum wheels.



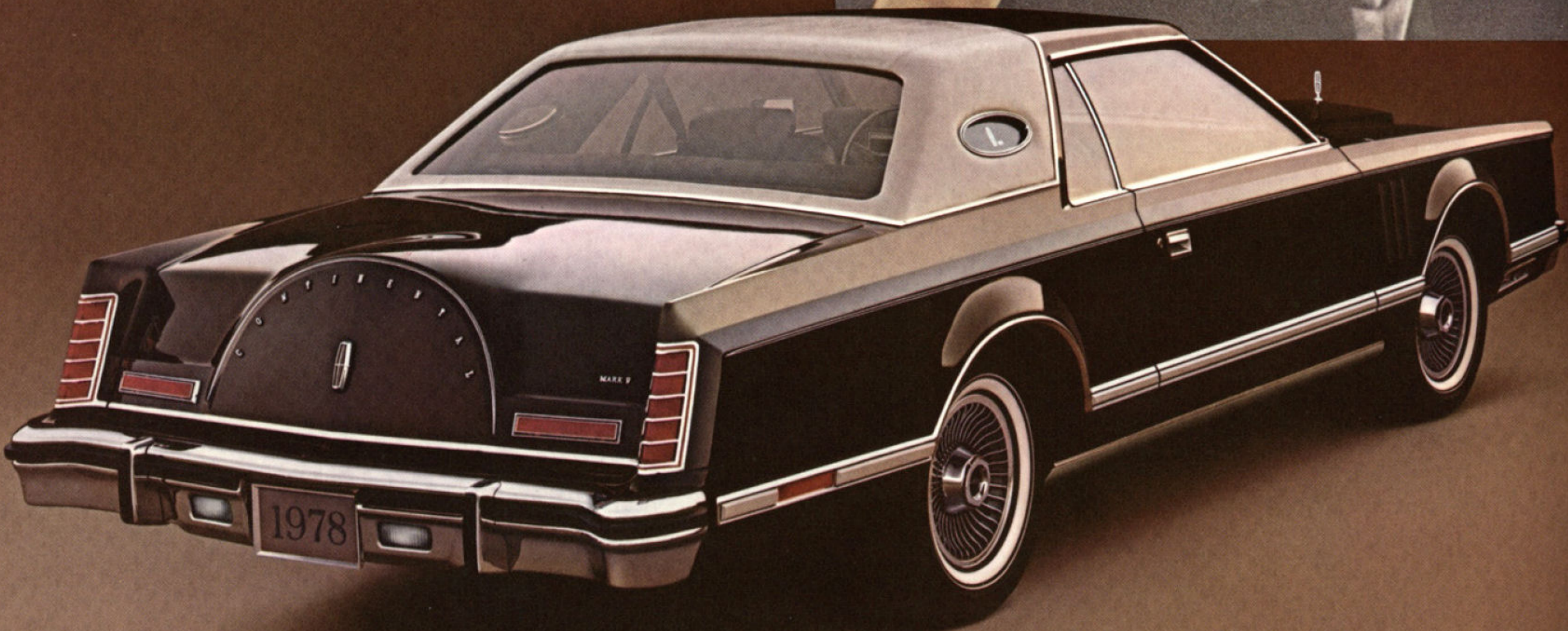
Pleated style Twin Comfort Lounge seats in optional White leather seating surfaces.



BILL BLASS

Bill Blass, the New York designer, has won the Coty American Fashion Critics Award three times, for which he was nominated to the Fashion Hall of Fame. He has also received the American Fashion Award, the I. Magnin Award, the Nieman-Marcus Award, and the Coty Award for Men's Fashions. The Rhode Island School of Design has awarded him an honorary doctorate.

Mr. Blass' favorite painter is Henri Matisse; favorite sculptor, Henry Moore.



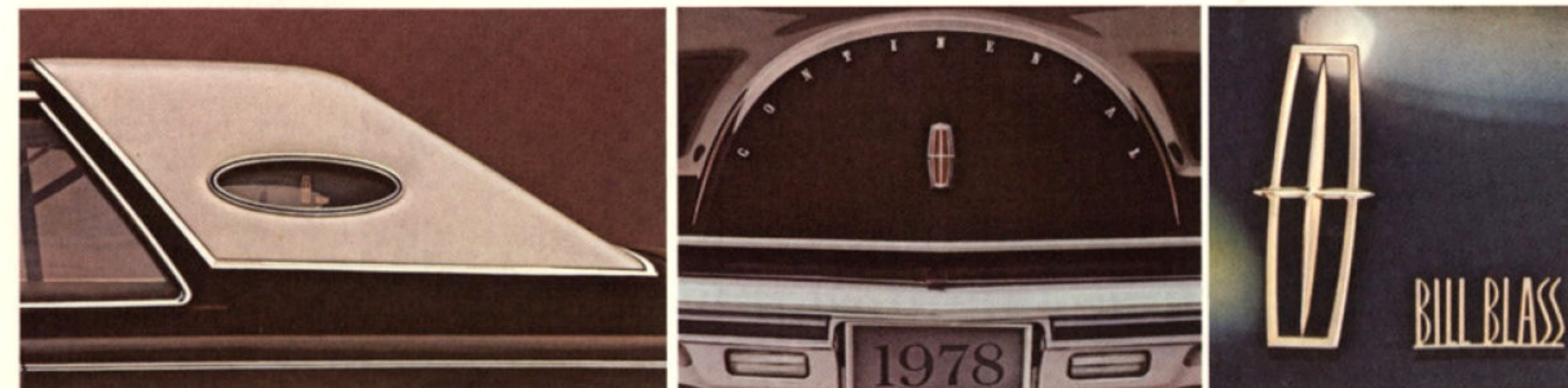
The 1978 Continental Mark V Mr. Blass specified is Midnight Cordovan with a Valino grain deep padded Landau roof of Light Champagne. The Blass Edition Mark V is also available with a full vinyl roof. The Light Champagne is carried along the bodyside in the protective moldings and in dual pin stripes. The Cordovan is carried inside onto the upholstery—in the ultravelour or leather with vinyl, whichever is selected.

As with the other Designer Marks, the Blass Edition Mark V comes with a six-way power passenger and driver seat, a dual beam map/dome lamp, illuminated visor vanity mirrors for both driver and passenger, carpeting throughout the luggage compartment, and turbine-style cast aluminum wheels.

Three names appear on the car: Continental Mark V, Bill Blass, and the owner's—on a 22-carat gold finish nameplate affixed to the instrument panel.



Cordovan interior in ultravelour cloth.



Light Champagne Landau vinyl roof.

Dual Light Champagne paint stripes on deck-lid and bodyside.

Bill Blass identification laminated in opera window.

Bill Blass Edition Mark V shown with optional dual wide band white sidewall tires and rocker panel molding.

GIVENCHY

Hubert de Givenchy works out of his studio on Paris' exclusive Avenue Georges V, off the Champs-Elysee.

He has twice won the Nieman-Marcus Award for contribution to men's and women's fashion.

Manifesting his internationalism and modernism, this French designer names as his favorite artist the Russian-born, American painter, Marc Rothko, and the Swiss, Alberto Giacometti as his favorite sculptor.

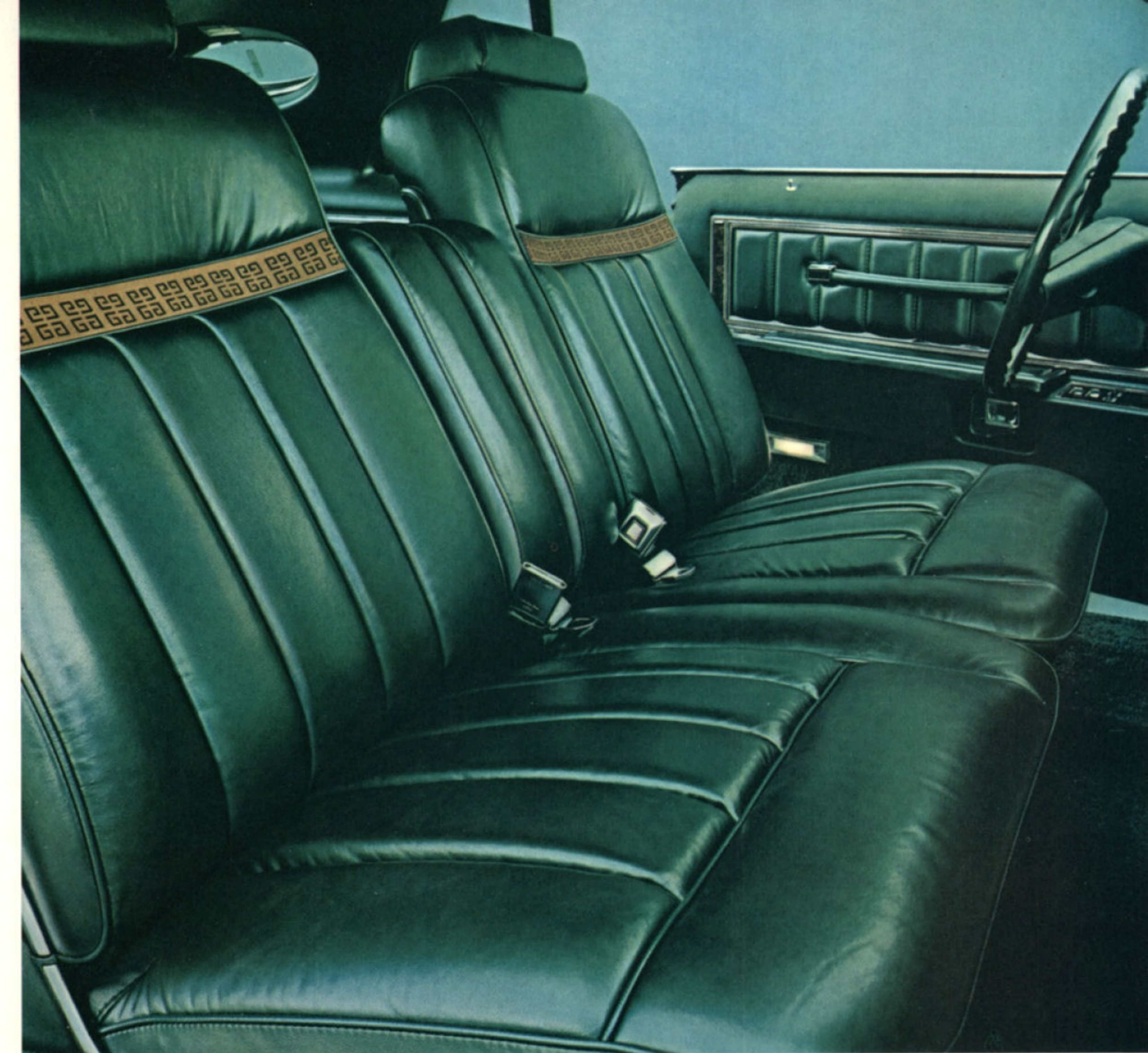


The 1978 Givenchy Edition Continental Mark V is Midnight Jade. The front half of the roof is a Lugano grain, Chamois-colored, padded vinyl. The interior is executed in Jade leather with vinyl and M. de Givenchy's hallmark "G's" are embroidered into the seat backs in broadlace.

M. de Givenchy designated Light Chamois bodyside moldings and bodyside, hood, and deck-lid stripes—the latter two terminating in his double-G signature.

Again, as is the case with each of the Designer's Marks, the Givenchy Edition Mark comes with the already noted Interior Light Group, six-way power seats, turbine-style cast aluminum wheels, fully carpeted luggage compartment, the designer's identification in the opera windows, and the owner's name on the instrument panel plaque.

... Plus, of course, all the conveniences and power-operated features that are standard in the Continental Mark V.



Dark Green leather with vinyl interior with unique broadlace insert embroidered in Givenchy "G's", visible options include power lock convenience group.



Givenchy Edition Mark V shown with optional right-band remote control mirror and illuminated entry system.



Distinctive stripes terminate in logo ... front

... and rear.

Opera window carries Givenchy's signature.

Julio Pucci

Emilio Pucci, of Florence, studied political and social science and received a masters degree from Reed College in Oregon, and then went on to earn a Ph.D. from the University of Florence. Nevertheless, his ambition was to be a pilot and he trained for that . . . a most unlikely route to his present day position as one of the world's leading fashion designers.

Among his fashion awards are those from Nieman-Marcus, Sports Illustrated, and Burdine's.

As something of a renaissance man himself, it is not surprising that Signor Pucci's favorite painter and favorite sculptor are from the country of his birth, Italy, and of the Renaissance era: Sandro Botticelli and Donatello.



Signor Pucci chose Light Silver metallic with a Black Cayman grain Landau vinyl roof (also available in full vinyl) for his edition of the Continental Mark V this year.

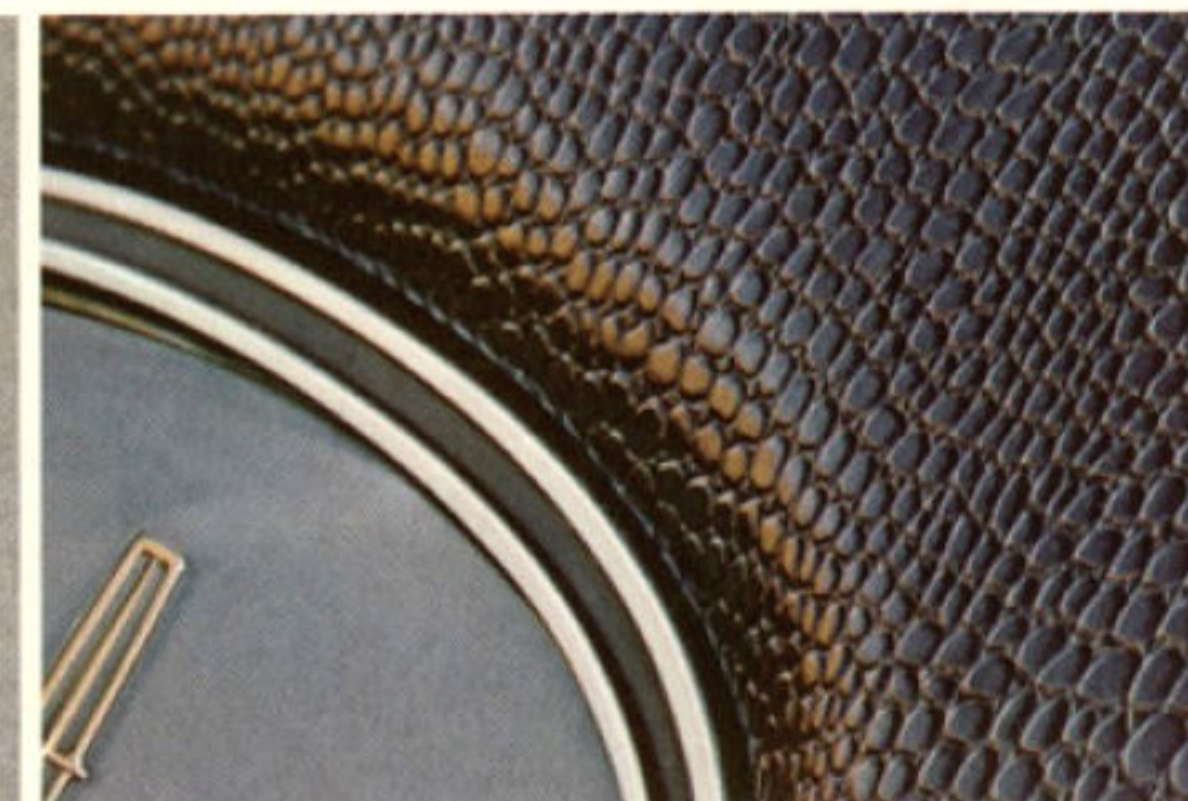
Tri-tone stripes, the well-known Pucci logo, black bodyside moldings, and turbine-style cast aluminum wheels complete this rich outside. Inside, one of Signor Pucci's own materials cover the padded inserts on the illuminated visor vanity mirrors and he uses Dark Red and Dove Grey for his interior. The grey carpet in the luggage compartment flows from his color scheme for his 1978 Continental Mark V.



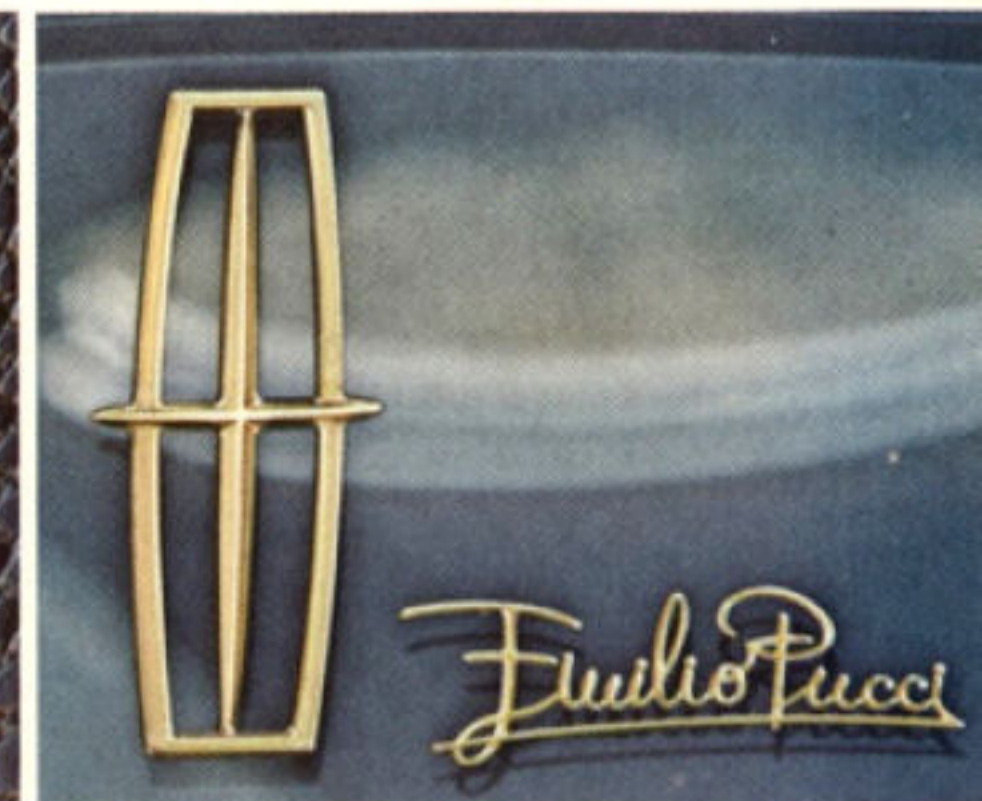
Dark Red and Dove Grey leather with vinyl interior.



Pucci logo on rear deck.



Black Cayman grain Landau vinyl roof.



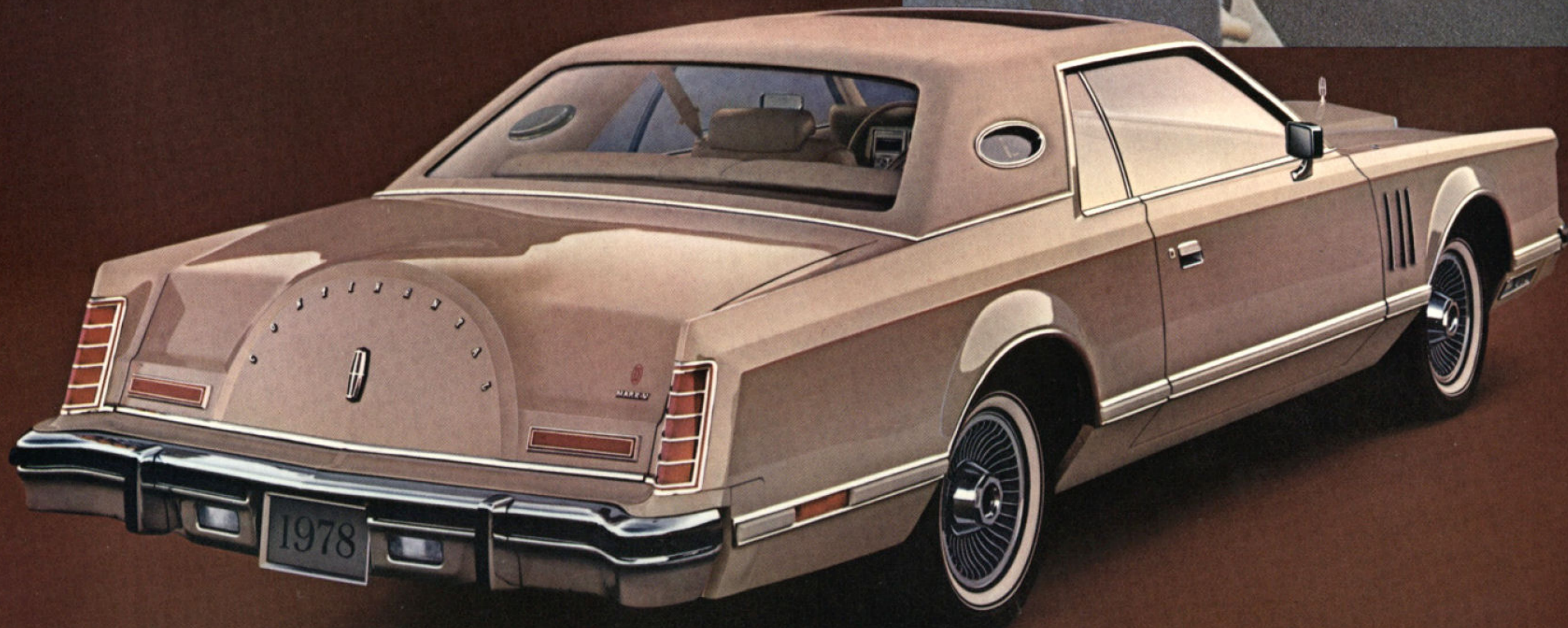
Emilio Pucci's signature in opera window.

Pucci Edition Mark V shown with optional power vent windows, right-hand remote control mirror, illuminated entry system and dual wide band white sidewall tires.

Cartier

Cartier, the internationally famous jewelers and jewelry designer, is located on New Bond Street along the edge of London's fashionable Mayfair District and on New York's Fifth Avenue, and is headquartered on Paris' rue de la Paix, surrounded by the chic shops of rue St. Honore and Place de la Concorde.

Cartier has three times won the Caswell-Massey Jewelry Design Award. Cartier's president is Ralph Destino. He studied creative writing at Dartmouth. His favorite painter is Andrew Wyeth and, along with Bill Blass, his favorite sculptor is Henry Moore.



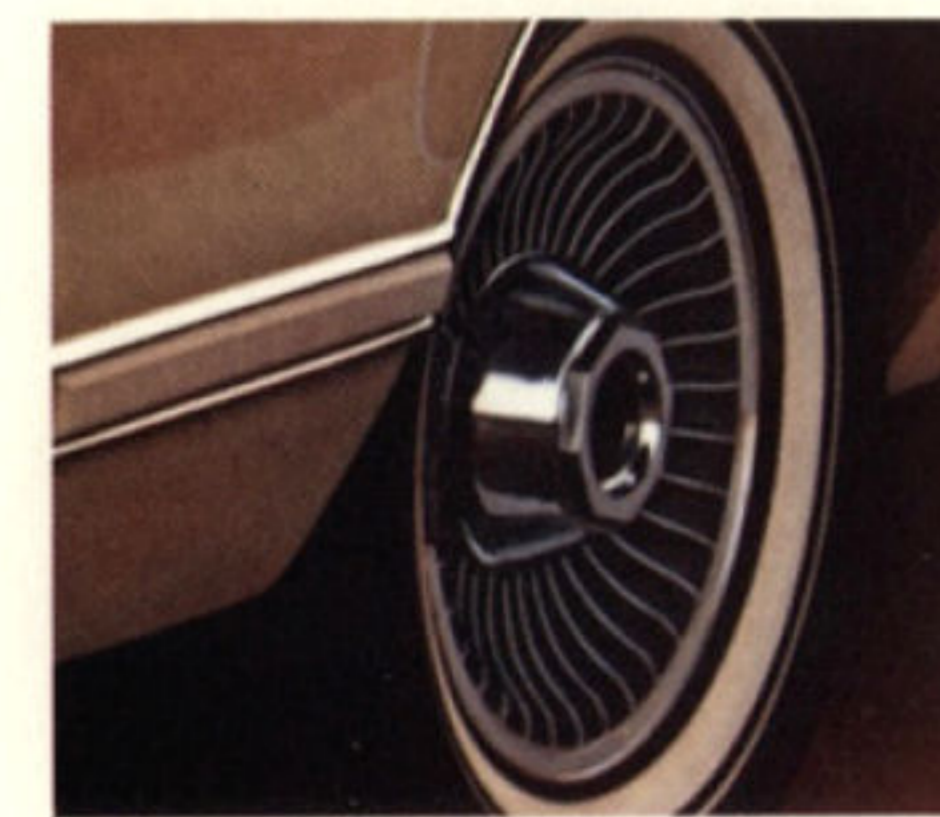
The Cartier Edition Continental Mark V this year is Light Champagne. The Media velour or leather with vinyl interior is Champagne highlighted by dashes of Dark Red. The Cartier signature appears in the opera windows and on the instrument panel nameplate (where engraved below it is the name of the car's owner). The Cartier crest is on the rear deck.

All the standard features of the Continental Mark V are here and, as with each of the Designer Series Marks, you can add to it a range of optional features which will be found at the back of this book, including the new "Miles-To-Empty" fuel gauge, the Integral Mounted Garage Door Opener control, a power moonroof, and any of several audio instruments, including a 40-channel CB unit with detachable microphone.



Champagne leather seating surfaces with Dark Red accent on seat and door pull strap.

Cartier Edition Mark V shown with optional full vinyl roof, power glass moonroof, dual wide band white sidewall tires, right-band remote control mirror and illuminated entry system.



Turbine-styled cast aluminum wheels (standard on all Designer Series).



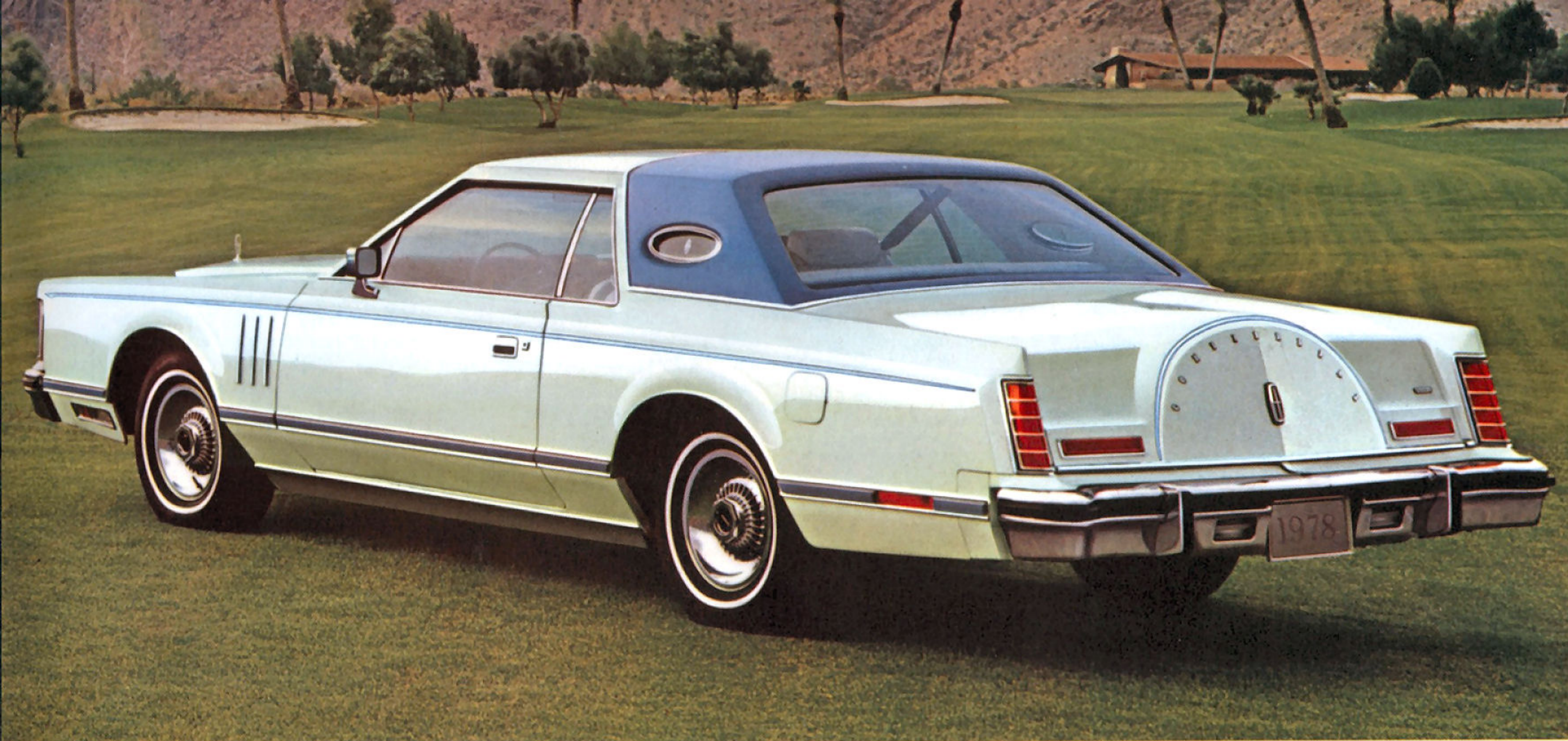
Cartier logo on rear deck-lid.



Opera windows carry Cartier's signature.



Continental Mark V Luxury Group Option in Wedgewood Blue shown with optional Landau vinyl roof, dual paint stripes, rocker panel molding, power vent windows, right-hand remote control mirror, illuminated entry system and forged aluminum wheels.



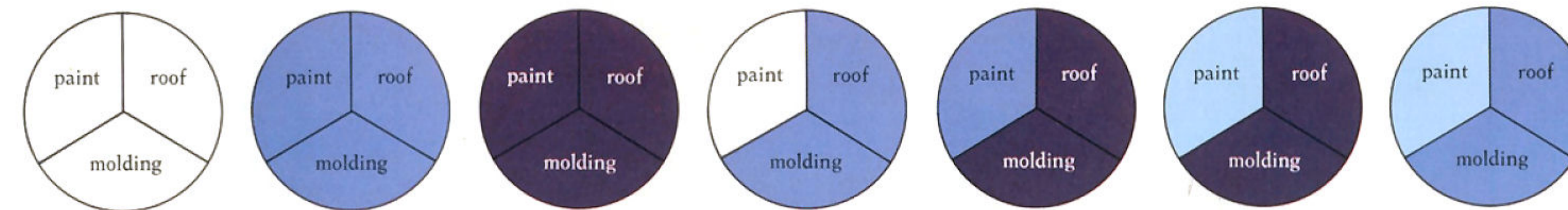
Continental Mark V Luxury Group Option in White with Wedgewood Blue accents. Options include Landau vinyl roof, power vent windows, dual paint stripes, rocker panel molding, illuminated entry system, and forged aluminum wheels.

You, the designer.

You can design your own Continental Mark V. Select your colors from within any one of eight Luxury Groups: Chamois, Cordovan, Wedgewood Blue, Champagne, Dove Grey, Red/Rosé, Jade/Light Jade, or Gold/Cream. Choose your body paint color from among up to four offered within a group. Choose the color of your bodyside molding. Choose your roof type, either Carriage roof, full vinyl, Landau, or all metal. Choose your vinyl roof color from among up to three offered in a group. Choose your interior material, either Media velour or leather and vinyl. Choose your interior color. The combinations are numerous. By the time you've added any appearance and protection, audio, comfort and convenience, power assists, tires/wheels/wheel cover options . . . what you've done is designed your own Mark V.



Wedgewood Blue leather with vinyl interior in Luxury Group dual vertical strap sew style.



Suggested color combinations within the Wedgewood Blue Luxury Group*

- Choice of White, Midnight Blue, Medium Blue, or Ice Blue metallic paint
- Choice of White, Midnight Blue or Wedgewood Blue vinyl roof (optional)
- Wedgewood Blue leather and vinyl interior or Wedgewood Blue Media velour cloth upholstery
- Choice of White, Midnight Blue or Wedgewood Blue bodyside molding
- Six-way power passenger seat
- Grey cut-pile carpeting in luggage compartment

Meet with your dealer to design your Mark V using the Wedgewood Blue Luxury Group or any of the other seven groups available.

*Colors shown here are a printed representation. For accurate color selection see your Lincoln-Mercury dealer.

CONTINENTAL MARK V STANDARD EQUIPMENT

FUNCTIONAL

• 6.6 Litre (400 CID) engine • Select-Shift automatic transmission • Four-wheel power disc brakes • Automatic Temperature Control • Power windows • Power steering • Six-way power driver's seat • AM/FM monaural radio with 4 speakers • Power antenna • W/SW steel-belted radial tires • Cartier-signed clock with day/date feature • Dual-note horn • Tinted glass • Solid-state ignition • Stay-full radiator system • Inflatable spare tire

EXTERIOR

• Clearcoat paint finish (available on metallic colors only) • Functional fender louvers • Premium bodyside moldings • Standard wheel covers • Remote control left-hand mirror • Cornering lamps • Owner's initials (ordered from Owner's Manual) • Chrome plated grille • Concealed dual headlamps • Stand-up grille ornament • Opera windows • Rub strips and bumper guards

INTERIOR

• Twin Comfort Lounge seats • Ultravelour cloth seat upholstery • Cut-pile carpeting • Front seat center armrests • Automatic parking brake release • Walnut woodgrain applique on instrument panel, steering wheel, and other interior components • Fully lined luggage compartment • Visor-mounted vanity mirror • Instrument panel warning lights for alternator, engine temperature/oil pressure, low fuel, door ajar, brake system, and

seat belts • Trip odometer • Lights for dome, ashtrays, glove box, luggage and engine compartments and inside rear pillars • Courtesy lights on door panels and under instrument panel • Door closing assist straps • Headlamps-on warning buzzer • Washer fluid level indicator

CONTINENTAL MARK V OPTIONAL EQUIPMENT

PERFORMANCE

• 7.5 Litre (460 CID) (Not available in California or high altitude) • Dual exhausts (Not available in California) • Traction-Lok differential • Sure-Track braking system • Speed control • Engine block heater • High altitude emission equipment option (Mandatory in areas over 4000' except in California. Includes 3.00 rear axle ratio. Requires 6.6 Litre (400 CID) and Traction-Lok differential) • California emissions system (Mandatory in California) • Interval windshield wipers

LIGHTS/MIRRORS

• Interior light group (Includes dual beam map/dome lamp and illuminated visor vanity mirrors) • Illuminated entry systems (Activates interior lights and door lock lights when either door handle is raised) • Remote control right-hand mirror • Headlamp convenience group (automatic headlamp dimmer and Autolamp on/off delay system)

COMFORT/CONVENIENCE

• Power moonroof (glass) in silver, gold, brown, light jade, or rosé (Includes dual beam map/dome lamp) • Tilt steering wheel • Power vent windows • Power lumbar seat (Power operated lower back support is built into driver's seat) • Six-way power passenger seat • Reclining passenger seat • "Miles-To-Empty" gauge • Defroster group (Includes electric rear window defroster and heated left-hand remote control mirror) • AM/FM stereo radio • AM/FM stereo "Search" radio • AM/FM stereo 8-track system • AM/FM stereo radio with Quadrasonic 8-track tape system • 40-channel display Citizens band radio with multi-band antenna, hidden chassis and detachable power microphone • Garage door opener control with in garage receiver (installation of receiver not included)

APPEARANCE

• Carriage Roof • Full vinyl roof • Landau vinyl roof • Moondust paint • Leather and vinyl interior • Dual wide-band white sidewall tires (U.S. brand) • Rocker panel moldings • Custom paint stripes (Includes deck-lid stripes) • Wire wheel covers • Four forged aluminum wheels • Four turbine-styled cast aluminum wheels (Standard steel spare wheel)

PROTECTION

• Power lock convenience group (Includes power door locks and remote deck-lid release) • Appearance protection group (Includes door edge guards, front and rear floor mats, and license plate frame) • Lower bodyside protection

LUXURY GROUPS

Cordovan: choice of Cordovan and White leather with vinyl or Cordovan Media velour interior.

Wedgewood Blue: choice of Wedgewood Blue leather with vinyl interior or Wedgewood Blue Media velour interior.

Champagne: choice of Champagne leather with vinyl or Champagne Media velour interior.

Chamois: Chamois leather with vinyl interior.

Dove Grey: choice of Dove Grey leather with vinyl or Dove Grey Media velour interior.

Cream/Gold: Cream leather with vinyl interior.

Red/Rosé: choice of Dark Red and Rosé leather with vinyl interior or Red Media velour interior.

Light Jade/Dark Jade: choice of Light and Dark Jade leather with vinyl or Jade Media velour interior.

Each luxury group has six-way power passenger seat, grey cut-pile carpeting in luggage compartment, plus choice of exterior color finish, premium bodyside molding and optional vinyl roof.



"Miles-To-Empty" Gauge. Standard on Diamond Jubilee Editions, optional on all other Continental Mark V's.



Owner's initials.



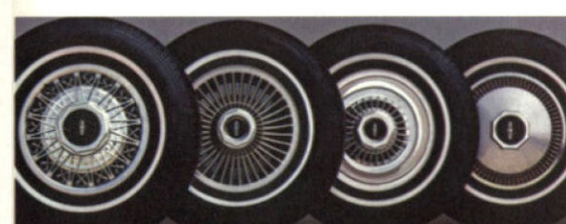
Opera window.



Cartier day/date clock.



AM/FM stereo radio (optional).



Illustrated left to right optional wire wheel cover, turbine-style cast aluminum wheel, forged aluminum wheel and standard wheel cover.



Optional owner's initials.



Power vent window option.



Glass Panel Power Moonroof option.



Optional 40-Channel CB radio with all controls in power microphone.



Optional AM/FM stereo/Quadrasonic 8-track Tape.



Optional AM/FM stereo "Search" radio.



Illuminated vanity mirror.



Dual beam map/dome lamp option.



Automatic Temperature Control air conditioning with driver controlled fan speed.



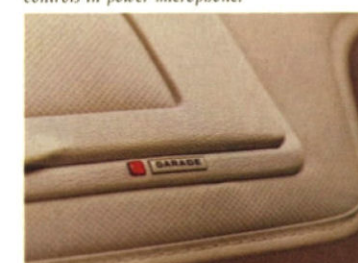
Optional six-way power driver's seat.



Tilt steering wheel option.



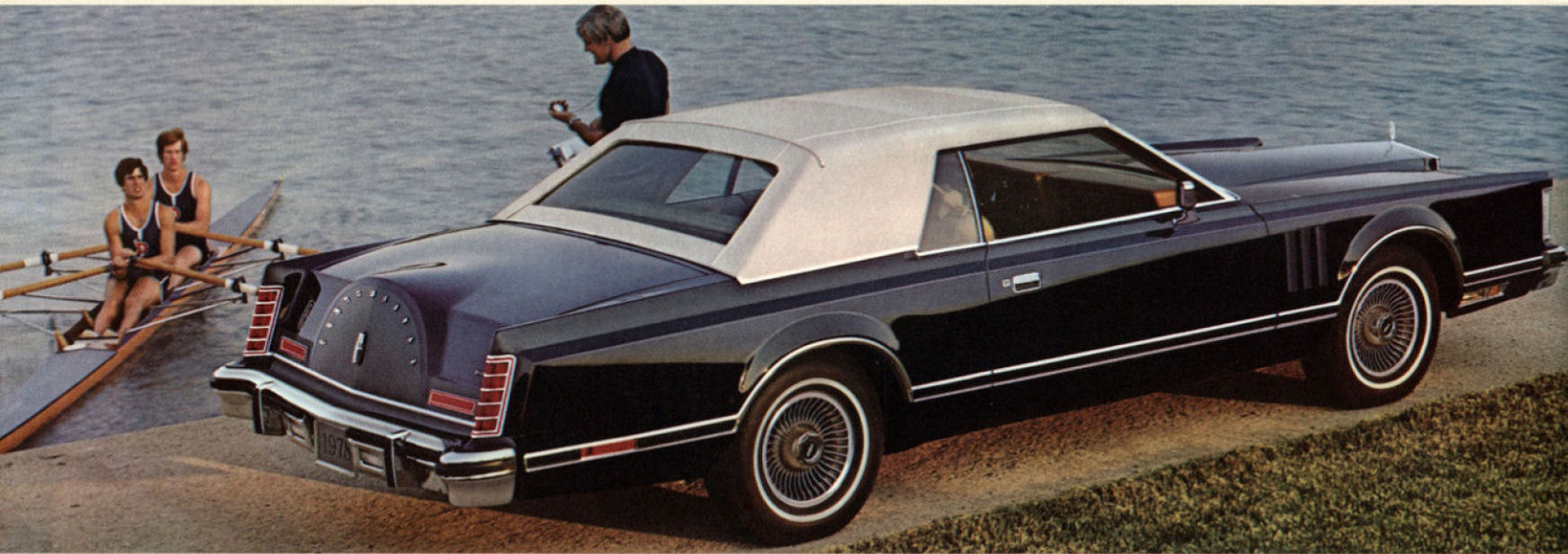
Fingertip Speed Control option.



Optional garage door opener control.



Illuminated Entry System option.



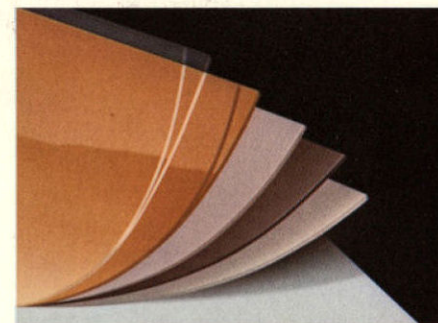
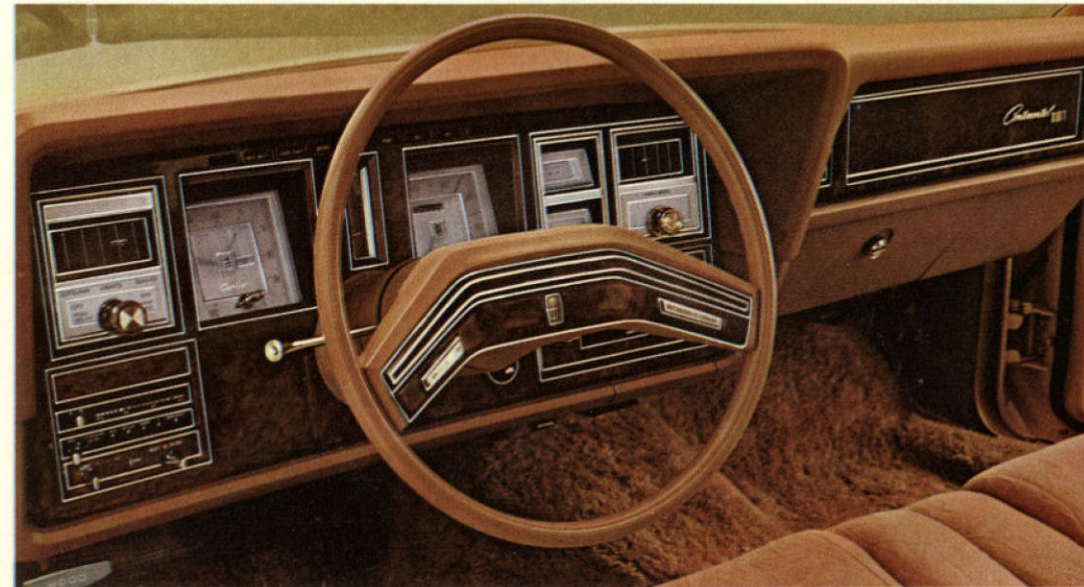
Continental Mark V with Carriage Roof option, shown with optional remote control right-hand mirror, defroster group, illuminated entry system, and turbine-style cast aluminum wheels.

Two new coverings.

The Carriage Roof, Continental Mark V's newest option, brings back the look of the convertible. The top is white vinyl embossed with a canvas weave. Where other Mark V's have opera windows, the carriage has personal mirrors inside.

The look is rich, elegant, high style. In short, it's everything that the Continental Mark V is.

Continental Mark V Instrument Panel.



Clear enamel top coat gives a mirror-like finish.

The Continental Mark V is coated with a protective zinc rich primer. An additional electrostatically sprayed primer coat is followed by a multiple stage electrostatically applied base coat. This process results in a uniform adhesion between enamel color and surface.

Clearcoat is applied over the final coat of enamel color, on all metallics. It is a paint finish process first used on an American car on the 1977 Lincoln Versailles. Clearcoat is a protective, clear acrylic enamel coat that overlays the acrylic enamel base coat. It shields the color from the deteriorating effects of airborne pollution and spray stains, and provides a glossy and long-lasting finish.

1978 CONTINENTAL MARK V DIAMOND JUBILEE EDITION

FEATURES EXCLUSIVE TO THE DIAMOND JUBILEE EDITION

EXTERIOR • Diamond Blue or Jubilee Gold • Landau vinyl roof molding • Coach lamps • Opera windows • Custom paint stripes • Unique color-keyed hood ornament • Color-keyed vertical grille bars • Bright edged fender louvers • Padded vinyl decklid kickup and retention molding • Unique decklid lock cover • Color-keyed bumper guards and bumper rub strips • Color-keyed turbine spoke aluminum wheels • Chrome-plated trunk striker plate

INTERIOR • Wedgewood Blue or Jubilee Gold bucket seats with six-way power passenger recliner and driver lumbar support • Luxury body cloth and unique broad-

lace inserts • Padded leather seat side shields and back shell • Front seat assist straps • Map pockets • Simulated woodgrain • Unique rear seat pads and center armrest • Unique instrument panel applique • Leather wrapped crash pad • Owner's plaque • Simulated woodgrain control knobs • Unique steering wheel with woodgrain insert and ornament • Padded leather console • Umbrella • 36 ounce Tiffany floor carpeting • Fully lined decklid and luggage compartment • Leather bound owner's manual • Leather wrapped tool kit • Unique door and quarter trim • Unique keys with wood-grained insert • Cloth wrapped moldings • Seat-belt reminder chimes

ADDITIONAL FEATURES MADE STANDARD ON THE DIAMOND JUBILEE EDITION (Optional on all other Continental Mark V's.)

• "Miles to Empty" fuel gauge • Defroster Group • Garage Door Opener • Headlamp Convenience Group • Interior Light Group • Interval-Select Windshield Wipers • Power Lock Convenience Group • Power Lumbar Seat • Power Vent Windows • Right-hand Remote Control Mirror • Speed Control • Tilt Steering Wheel • Appearance Protection Group • Illuminated Entry System • Rocker Panel Moldings • AM/FM Stereo with Quadrasonic 8-Track Tape • Dual Wide Band White Sidewall Tires

1978 CONTINENTAL MARK V MAJOR SPECIFICATIONS

MAJOR SPECIFICATIONS

Wheelbase	120.4"
Overall Length	230.3"
Overall Height	52.9"
Wheel Tread—Front	63.2"
—Rear	62.6"
Luggage Capacity (cu. ft.)†	18.1
Fuel Capacity (gals.)	25.0
FRONT*	
Head Room**	37.5"
Leg Room	42.3"
Shoulder Room	60.5"
Hip Room	55.4"
REAR*	
Head Room	37.1"
Leg Room	34.0"
Shoulder Room	59.0"
Hip Room	54.3"
Curb Weight (lb.)	
49 States	4808
California	4812

*Interior dimensions with 6-way seat in rearmost position.
 **Front head room 1" less with optional sunroof.
 †With standard inflatable spare tire.

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 incur-

Lincoln-Mercury Leasing

Ask your Lincoln-Mercury dealer about leasing . . . and how a special plan can be tailored to your requirements.

Many people are likely to lease their new Mark V. And for good reason. Leasing can provide the benefits of ownership while eliminating many of the disadvantages. You can operate the new vehicle of your choice for a specified time at a fixed monthly rate.

The convenience of leasing from your Lincoln-Mercury Dealer Leasing Association (LMDLA) member can be considerable. Tax records are simplified. In fact, with the many optional features available, you can predetermine monthly automobile expenses almost completely. LMDLA leasing can also help minimize maintenance problems through an optional coupon book which provides a broad range of pre-paid services, including tune-ups, lubrication, and major mechanical repairs at any Lincoln-Mercury dealership.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1200 LMDLA members to serve you.

ring 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.

Corrosion Protection

In 1978, all Continentals will feature the use of pre-coated steel to provide corrosion protection in several major areas. They also will feature the use of a sealer on the underside of the rear wheelhouses and the continued use of sealers for protection in the lower areas most susceptible to corrosion. These corrosion protection processes are in addition to a continued use of electrocoat first primer inside and outside of the body during the painting process.

Quality Replacement Parts from Ford

Your new Continental Mark V comes equipped with factory engineered and approved parts including a maintenance free Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

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 Form No. 78-202

CONTINENTAL MARK V

LINCOLN-MERCURY DIVISION



