



**LINCOLN CONTINENTAL
SETS THE CHALLENGE
FOR 1977 WITH A
WINNING THEME:**

**"THIS CAR BOLDLY
STATES A STANDARD
BY WHICH
LUXURY CARS
ARE JUDGED ..."**

- Lincoln's "lead play" for 1977: It continues to offer traditional full-size six-passenger luxury ...
- While Cadillac DeVille takes to the field with a smaller downsized car.

**LINCOLN CONTINENTAL TOWN
CAR VS. CADILLAC SEDAN
DEVILLE WITH D'ELEGANCE
OPTION ...**

1. THE QUIETNESS COMPETITION

- Ford Vehicle Development Engineers ran a cycle of 15 passenger compartment sound level tests on the two contenders. Tests were made at varying speeds over three types of surfaces: a smooth concrete road with expansion joints, a smooth asphalt road, and a rugged Belgian block road.
- **The Results:** Lincoln had quieter readings in 12 out of the 15 tests conducted.

2. THE ROOMINESS COMPETITION

- **The Challenge:** Ford Motor Company Packaging Engineers made a comparative evaluation of the passenger compartments of the two contenders using industry-accepted standards.
- **The Results:**
 - Lincoln has a wider door entrance than Cadillac.
 - In the Lincoln, the windshield is farther away from front seat passengers ... giving a feeling of greater spaciousness compared to Cadillac.
 - Lincoln's front compartment leg room provides more knee clearance under the steering wheel than Cadillac.
 - Lincoln has more **effective** shoulder room — front and rear — because its armrests don't displace passengers as far inboard as the Cadillac's.
 - In the rear compartment, Lincoln offers 1.1" more head and leg room ... and 5.2" more hip room over Cadillac.
 - Deep Well Trunk Design: a two-suitier fits easily through the Lincoln trunk opening and can be stored upright. The same luggage has to be tilted to go through the Cadillac opening — and must be stored on its side.
 - **THE BOTTOM LINE: THE LINCOLN HAS 4 CUBIC FEET MORE SPACE IN THE PASSENGER COMPARTMENT THAN CADILLAC!** (Based on official 1977 Federal Energy Administration Internal Volume Index).

3. THE STANDARD FEATURE COMPETITION

Lincoln Continental Town Car standard features not available on the Cadillac Sedan DeVille with d'Elegance Option include ...

- Classic vertical grille
- Concealed headlamps

- Bright full-length fender peak moldings
- Power mini-vent windows
- Valino grain full-vinyl roof
- Leather seating surfaces
- Coach lamps
- Michelin steel-belted radial ply tires
- Rear fender skirts
- Rear quarter extension moldings

4. THE EXCLUSIVE OPTION COMPETITION

Lincoln Continental Town Car options not available on the Cadillac Sedan DeVille with d'Elegance Option include ...

- 4-wheel power disc brakes with Sure-Track brake system feature
- Premium wide bodyside molding in Corinthian grain
- New heated left-hand remote control mirror (part of Defroster Group)
- Illuminated driver visor vanity mirror (part of Interior Light Group)
- AM/FM Multiplex radio with Quadrasonic 8-track tape player

5. THE PRICE COMPETITION

Lincoln, with all its built-in value and advantages, is priced **less** than DeVille! (Based on Manufacturers' Suggested Retail Prices for comparably equipped models of the Lincoln Continental Town Car and Cadillac Sedan DeVille with d'Elegance Option.)

LINCOLN CONTINENTAL HAS THE EXTRA COMPETITIVE EDGE ... ONE DEMONSTRATION DRIVE WILL CONVINCE YOUR PROSPECTS WHY IT MUST BE LINCOLN CONTINENTAL IN 1977.

All comparisons are based on manufacturers' suggested retail prices and do not include gasoline and antifreeze charges on Lincoln-Mercury models, and destination charges on all cars, which may affect comparisons in some cases. Prices include manufacturers' suggested preparation and conditioning charges, where applicable. Title and taxes extra.



At the time of this release, specifications and prices contained herein are believed to be correct. Lincoln-Mercury Division of Ford Motor Company and other automotive manufacturers reserve the right to discontinue models at any time, or change specifications, designs or prices without incurring obligation.

LINCOLN-MERCURY DIVISION MERCHANDISING DEPARTMENT
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THE SPIRIT OF COMPETITION

**MARK V
VS.
ELDORADO**

**LINCOLN CONTINENTAL
VS.
CADILLAC DEVILLE**



STANDARD FEATURES!

SOME REAL ADVANTAGES!

Mark V offers some significant **standard** features that are either optional or not available on Cadillac Eldorado. These include:

- ☐ **Concealed headlamps** (not available on Eldorado)
- ☐ **Wiper blade-mounted washer jets** (Eldorado offers conventional "squirters")
- ☐ **Cartier Day/Date timepiece**
- ☐ **Ultravelour cloth seat trim** in a new pleated sew style
- ☐ **Twin Comfort Lounge seats** with two armrests (Eldorado offers a bench seat with a single armrest)

**MARK V ALSO PROVIDES
MORE FRONT SEAT LEG ROOM,
MORE REAR SEAT HEAD ROOM
AND MORE TRUNK SPACE
THAN ELDORADO!**

OPTION AVAILABILITY!

UNIQUE OPPORTUNITIES FOR TRUE PERSONAL LUXURY!

The Mark V buyer has numerous opportunities to achieve **true** personal luxury by selecting exciting options that are not offered on Eldorado! These include:

- ☐ **4 Designer Series Editions**
- ☐ **6 Luxury Groups**
- ☐ **Quadrasonic 8-track tape player**
- ☐ **Power Mini-Vent windows**
- ☐ **Heated outside mirror** (part of defroster group)
- ☐ **Power Lumbar Seats**
- ☐ **Wide band white sidewall tires**
- ☐ **Forged aluminum wheels**
- ☐ **Traction-Lok rear axle**
- ☐ **Sure-Track braking system**
- ☐ **Illuminated driver visor vanity mirror** (part of Interior Light Group)

**LET YOUR PERSONAL
LUXURY CAR PROSPECTS
KNOW THAT MARK V OFFERS
MORE OPPORTUNITIES FOR
PERSONAL EXPRESSION!**

DON'T OVERLOOK THESE TWO OPPORTUNITIES

- **LET YOUR CUSTOMERS COM-
PARE MARK V AND ELDORADO
FIRSTHAND — SHOW THE COM-
PARISON VIDEO TAPE!**
- **LET LET YOUR PROSPECTS EX-
PERIENCE MARK V'S LUXURY
AND COMFORT — CONDUCT
DEMONSTRATION DRIVES!**