



e look of luxury... inside and out.

Lincoln Continental... a standard by which luxury cars are judged.

Last year, many Cadillac owners switched to Lincoln Continental. Designed for the owner accustomed to formal elegance, the Lincoln Continental provides the quality features that traditional luxury car buyers expect.

Lincoln's attention to detail.

The Lincoln Town Car provides the superb comfort and full six-passenger roominess associated with the traditional size luxury car. This is a classic touring automobile with significant exterior and interior dimensional advantages over the downsized Cadillac Sedan deVille d'Elegance. Lincoln Continental Town Car for 1978 offers these features not available on the Cadillac deVille d'Elegance:

- A brilliant Clearcoat paint finish with metallic colors
- The choice of leather and vinyl or media velour seat trim
- Stylish and practical power vent windows
- Michelin tires
- Four forged aluminum wheels (optional)
- AM/FM stereo radio with Quadrasonic 8-track Tape (optional)

The bigger Lincoln Continental Town Car has the same EPA mileage rating as the downsized Cadillac Sedan deVille d'Elegance... so why buy the smaller car?

(Lincoln Continental Town Car with 400 CID engine, E.P.A. gasoline mileage rated at 13 m.p.g. CITY, 20 m.p.g. HIGHWAY, 15 m.p.g. COMBINED.)

*Your mileage may vary depending on your car's condition, optional equipment and how and where you drive. California estimates lower.



Compare the front end design of the Lincoln Continental Town Car and the Sedan deVille d'Elegance. In the area usually considered the most distinguished part of an automobile, Lincoln Continental offers a vertical grille and concealed headlamps in the Mark tradition versus the deVille's grille treatment that is common to all full-size G.M. car lines.



Lincoln Town Car's interior spaciousness and appointments clearly surpass those of the Cadillac Sedan deVille d'Elegance. With more interior room in nearly every significant measure, the Lincoln Continental Town Car is EPA rated with five more cubic feet of passenger compartment space—a sizeable advantage in view of the added comfort and convenience enjoyed. Continental's seating arrangement offers a six-way power adjustment for each front seat (as standard equipment), while deVille offers this feature on the driver's seat only (optional on passenger seat).



Continental has greater luggage capacity. Lincoln Continental's spacious, deep-well, fully-carpeted luggage compartment provides almost two more cubic feet of carrying capacity than Cadillac deVille's, according to EPA estimates. Why compromise on roominess—even luggage compartment space—if you don't have to?

