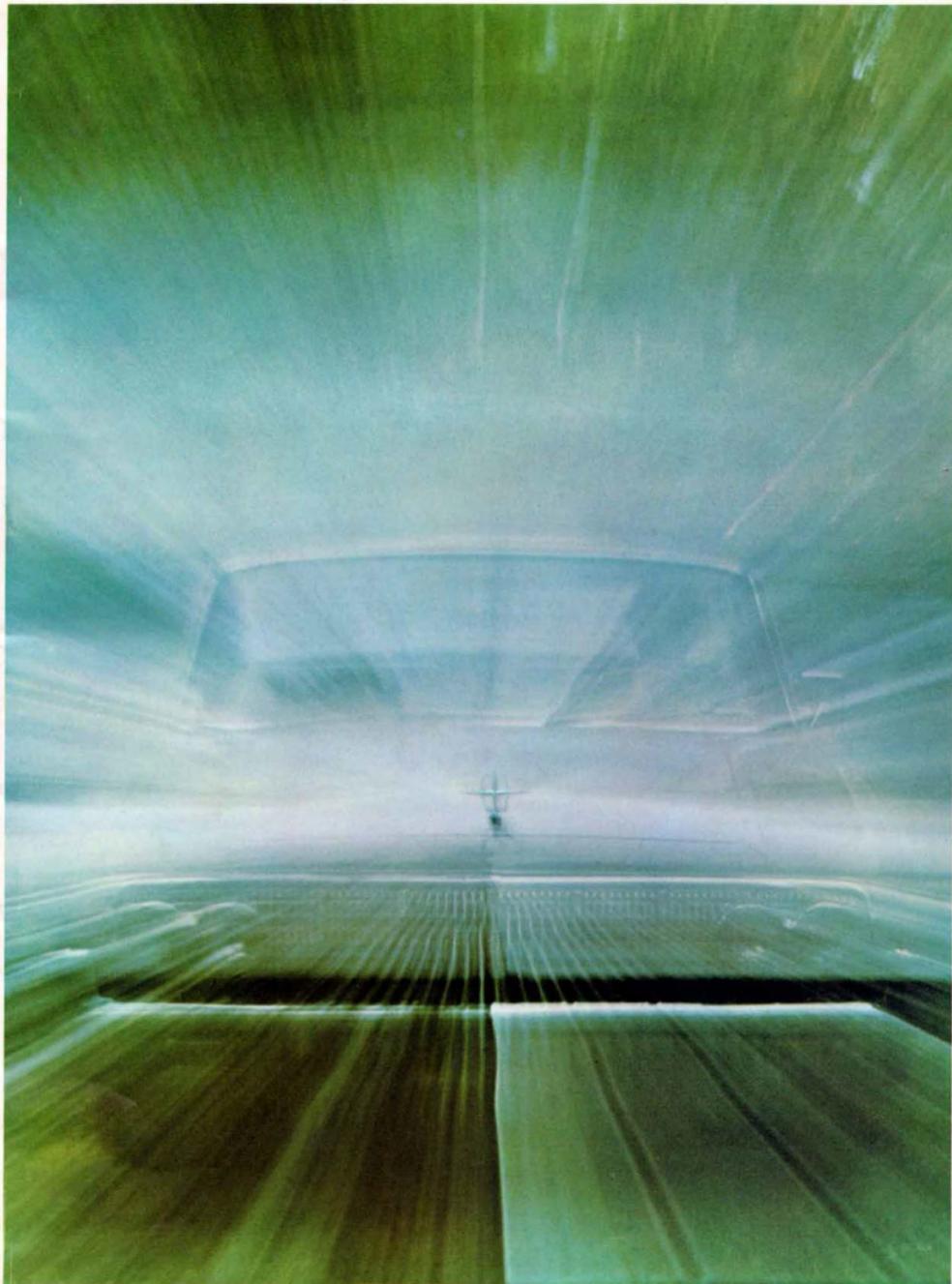
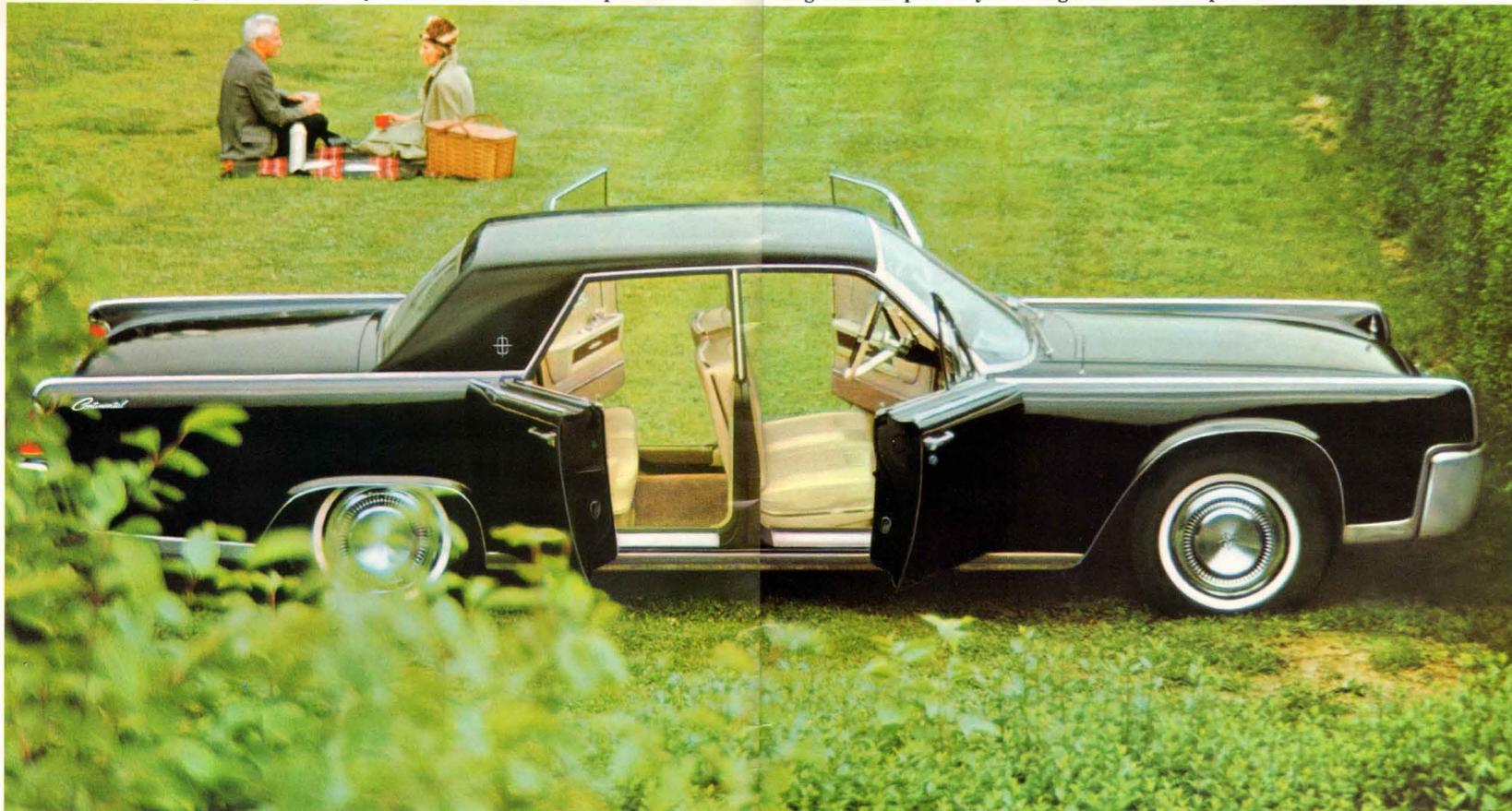


Discover the significant changes in the timeless Lincoln Continental for 1964.



New size, new styling, but unmistakably Continental: the classic profile has been

lengthened to provide you with greater interior space and comfort.



The timeless silhouette of the new Lincoln Continental is now just three inches longer, yet this change accomplishes a remarkable gain in the spaciousness of the passenger compartment.

You will appreciate greater leg room, knee room and head room. In the rear compartment, leg room has been increased 4 inches over the 1963 model; and there is a gain of 2.5 inches in knee room, more than double that of the 1961 and 1962 Continental. You will also enjoy broader window visibility and easier entrance through the widened rear doors. The luggage compartment is appreciably larger, with 15% more usable space than in 1963, a total increase of 33% over the 1961-2 models.

These and other significant improvements are detailed in the following pages. Even with these changes, the classic Continental retains all those distinctions that have set it apart among luxury automobiles: timeless styling in an automobile constructed to the world's highest standards

and available in only two models, an automobile with practically every luxury and power assist as standard equipment, an automobile so precisely built and tested that maintenance is reduced to a minimum. These are the unique superiorities of the Continental:

1. The famous profile has not been modified for the sake of change, but only to incorporate functional improvements. This timeless look is one of many reasons the Continental retains so high a value for so long.
2. The Continental is available in the four door sedan and the only four door convertible made in America. Each is built to the highest engineering standards. We do not compromise these standards to offer lesser versions. There are no lower priced models of the Lincoln Continental.
3. Only the Continental has rear doors opening from the center, for your more graceful entrance.
4. The unusual strength and rigidity of integral construction in the

Lincoln Continental contribute to an unsurpassed ride.

5. Within, you will find every luxury you might expect. Down-soft leather, rich damask. Walnut-grained vinyl paneling. Foam cushioned seats. Cut-pile nylon carpeting underfoot. Lighted cigarette trays. Even a vanity mirror.

6. The Continental includes, as standard equipment, full power auxiliaries: steering, brakes, windows, side vent windows, antenna. Automatic transmission. The six-way power seat. Transistor radio and rear speaker. Windshield washers. Remote control rearview mirror. Fully automatic convertible top. The complete list is even longer. When you consider all that the Continental offers, it is truly a wise investment.

7. All Lincoln Continentals are built at Wixom, Michigan, in a unique plant that sets the world's highest automotive engineering standards.

8. No other car is so thoroughly tested. Every Continental must pass

189 performance tests on the road in addition to thousands of exacting inspections and examinations during manufacture.

9. Because its precision standards of construction are the world's highest, Continental is the leader in freedom from maintenance, repair and replacement. It is constructed to last and to retain its value. It is designed and built to be beautiful for a long and happy life.

When you see the Continental, look carefully. You will discover why, among luxury cars, the Lincoln Continental stands apart as the world's finest automobile.

Whenever you see a Continental, look again, and notice the kind of person who drives it.

And before you decide upon your next automobile, drive the Continental yourself. If you will call your Lincoln Continental dealer, he will arrange a demonstration at your convenience.

The newest Continentals retain the classic look.



Continuity of design concept is the hallmark of the Continental. Notice how the famous profile has been carefully preserved in the Continental for 1964. The Continental continues to be offered in one exclusive series and just two models: the four door sedan and the only four door convertible made



in the United States. Each is built to the world's highest standards. There is no compromise of these standards. There are no lower priced models of the Lincoln Continental. Each is available in eighteen exterior colors. Your dealer has the complete catalogue of exterior and interior decor choices.

You will notice the many refinements in styling.



The Continental is redesigned from the roof to the road. Not to change for the sake of change, but to incorporate significant functional improvements. Its increased length gives a larger, more substantial look to the 1964 Lincoln Continental. Here are some highlights you will observe in its styling:



The classic fender guard and unadorned fender line. Modification in the sculpture of the front grille. The horizontal setting of its twin headlamps.



The broader roof, affording considerably more head room. The windshield, broader and higher. You enter more easily through the widened rear doors.



The rear window, too, is higher and wider. And the rear grille is new. Notice also the more elegant new corner angle of the widened rear side windows.

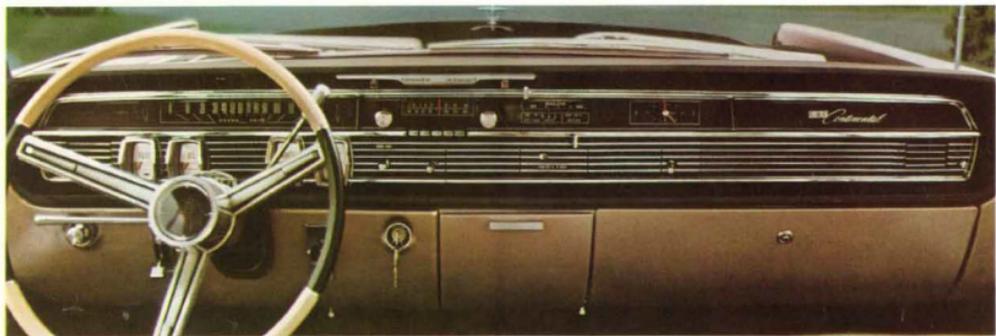


New from fender to fender: but with all these modifications, the classic profile remains, your evidence that the Continental look has been continued.

You will appreciate greater interior spaciousness and new appointments.



Within, the Continental is much more spacious and luxuriously new. It is to provide this added spaciousness that most of the exterior changes were made. There are new dimensions in head room, leg room, knee room. New elegance and comfort—every luxury you expect to find in a Continental.



The control panel is redesigned for greater convenience, into a single gleaming sweep. It incorporates the four ducts for the optional air conditioner. These ducts are spaced along the control panel and are individually adjustable so that air flow can be distributed evenly and gently through the car.



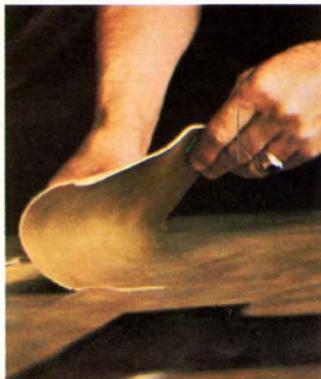
Door panels are beautifully appointed and finished to complement the interior decor. Walnut-grained vinyl paneling is optional at no extra cost. The rear view mirror is bonded to the windshield, ideally located for improved visibility and easy adjustment. Its shorter bracket arm minimizes vibration.



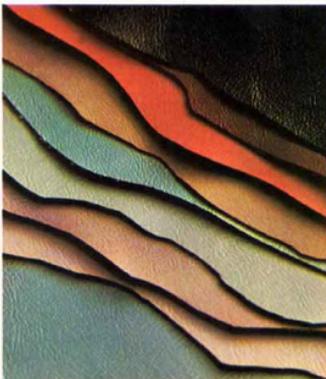
You may also choose as optional equipment adjustable contour front seats with a center console and armrest. Each seat is individually adjustable with six-way power control. For 1964, you will notice that the trunk compartment is appreciably larger to accommodate extra luggage when you travel.

Continental craftsmanship, expressed in new fabrics, softer leathers, richer carpeting.

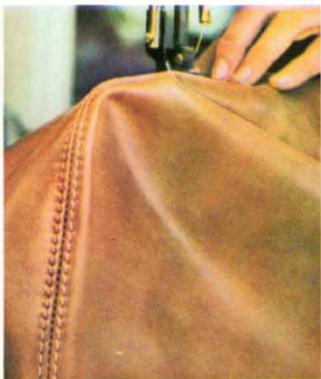




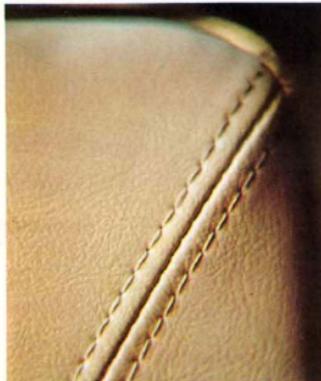
A new leather of almost unbelievable softness is characteristic of the latest Continental's broad range of choice in luxury appointments.



These seat leathers are available in a choice of Black, Burgundy, Red, Palomino, Turquoise, Silver Blue, Rose Beige, Beige, Blue and White.



When each Continental is upholstered, extraordinary care is exercised to achieve perfect workmanship with every meticulous stitch.



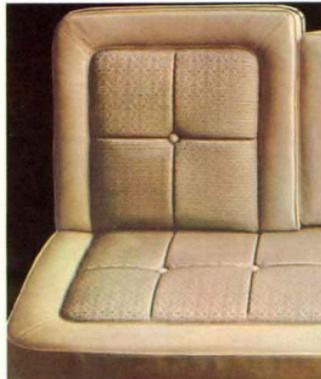
Notice the fine detail in this leather seam. All Continental interiors, except broadcloth, feature these new leathers in the seat upholstery.



This seat shows the pleated design in Red. Continental interiors are color coordinated to your choice of color in seat upholstery fabric.



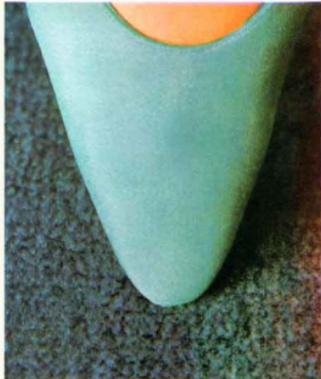
The Continental symbol is the motif for a new fabric. Your color choices are Black, Rose Beige, Blue, Turquoise, Silver Blue, Beige.



This is new Versailles cloth executed in the Biscuit design. Beneath the fabric are soft foam rubber cushions up to 5½ inches thick.



New Versailles damask offers the choice of Beige, Black, or Silver Blue seats. Traditional Silver Blue broadcloth is popular in the sedan.



For 1964, cut-pile nylon carpeting is another Continental luxury. It is a single seamless piece, molded to floor contours from door to door.

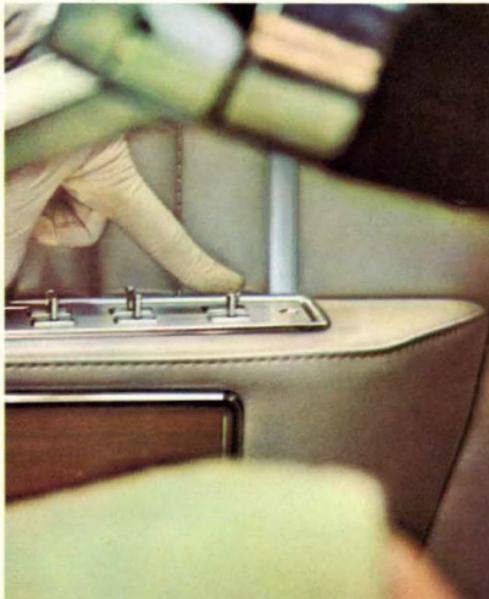
The Continental is an almost completely automatic automobile.



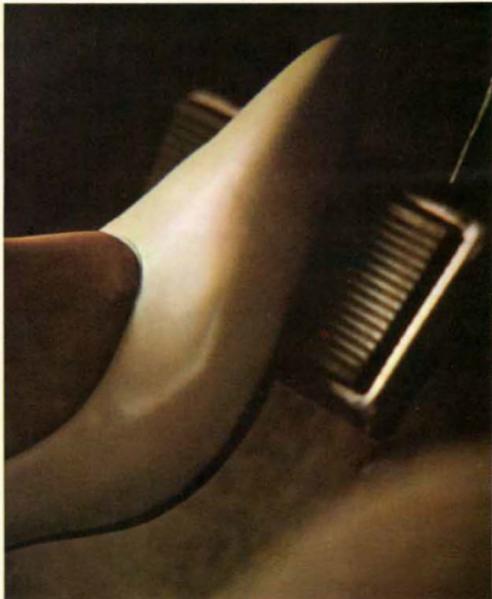
You merely turn the key. And the corners. Your Continental does the rest. For it contains full power assists as standard equipment: power steering, power brakes, and the power door locks, to name only a few.



Another Continental convenience is the six-way power seat. A touch of your finger adjusts the front seat closer to the wheel, or farther away, higher or lower, and also angles the seat to the position you desire.



From a master control on his armrest, the driver can adjust the windows and side vents. A switch on the instrument panel locks every door, and his touch raises and lowers the antenna or shifts the sideview mirror.



The slightest pressure stops your Continental. Its power brakes are self adjusting. The fact that the Continental includes virtually every power auxiliary as standard equipment makes its price truly a wise investment.



The experience of driving a Continental is indescribable: at your fingertips are over 5,000 pounds of pure silk, responding to the largest and most precisely built engine of any automobile on the road today. It provides power in reserve for any driving condition, every moment you are at the wheel.

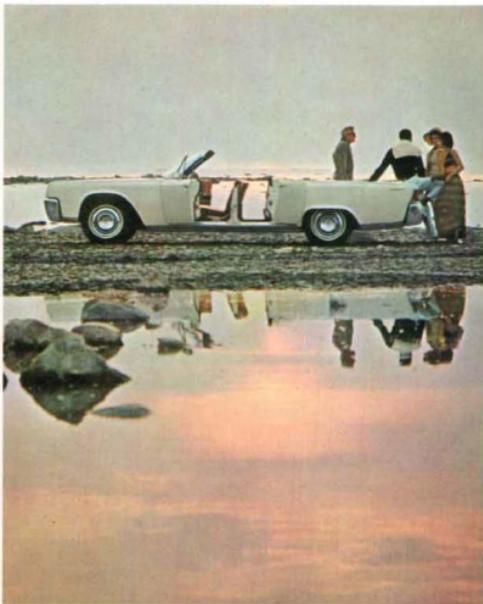
The Continental is built to be strong and beautiful for a long and happy life.



This is the strongest automobile body made. In its integral construction, the underbody structural members are welded directly to the floor and the body sides. The side rails are structural steel. More stainless and galvanized steel than any other car contains protect against rust and corrosion.



The structural solidity and rigid strength of the integral body contribute to the Continental's unsurpassed ride. You enjoy unique possession of the road whether you drive down a pebbled beach or a satin thruway.



The Continental is built to withstand the weather, and protected more thoroughly than any other automobile. Even the chrome with which the body is trimmed is the finest available for resisting salt and moisture.



There is a lifetime of gleaming beauty in this lustrous enamel finish. The Continental body is protected by three coats of acrylic enamel, baked onto it over two protective primer coats. The color lasts with the car.



And inside the Continental, thanks to its superior insulation and weatherstripping against heat, cold, moisture and noise, almost the only outside sound that enters is the program you choose on the all-transistor radio.

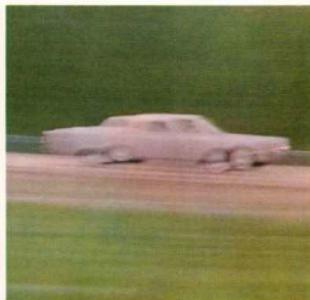
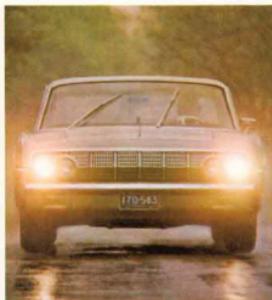
The Continental is the world's most thoroughly tested car.



Down this road pass the most beautiful automobiles in the world: every one of the new Lincoln Continentals, undergoing its final examination. Each must pass more than 2,000 manufacturing inspections before it is completed, then 189 performance tests on roads like this before *you* drive it.



Every one of the sixteen Continental test drivers is an expert. He knows this automobile intimately, inside and out, down to the most minute detail.



He drives it over the test track's washboard. Checks the lights and indicators. Tests the windshield washers and wipers. Accelerates to turnpike speeds.



Drives slowly down country lanes. During twelve miles of stopping, starting, stopping again, he hears and sees, feels, measures, records its performance.



Even to testing the lighters. Then when *your* Continental passes every test and examination with straight A's, he "buys" it. And proceeds to the next one.

The Continental includes virtually every luxury as standard equipment.



Full power assists make driving a total pleasure

Power steering with hydraulic power assistance. Vacuum assisted power brakes, self-adjusting. Power side and vent window regulators and six-way power seat. Vacuum powered inside door locks. Electrically powered radio antenna. Vacuum powered heater and defroster controls. Hydraulic powered windshield wipers with variable speed control. Electric powered windshield washer. Fully automatic electric powered convertible top.

More driving aids than ever before

Automatic parking brake release. Fully instrumented panel with battery charge and oil pressure gauges. Fuel gauge warning light indicates three-gallon level.

New trip odometer. Map light above instrument panel connected to courtesy light circuits. New 20" windshield wiper blades clear a 14% greater forward area. Glove compartment, 50% larger.

Low-reflectance vinyl cover for instrument panel padding. Sedan courtesy lights increased to four-light circuits, including dual 15-candlepower rear roof pillar lights.

Some additional Continental conveniences and features

High-efficiency heater and defroster vent system. Dual aluminized and stainless steel mufflers. 16-inch safety steering wheel. Warning lights indicating rear door is not closed. Back-up and courtesy lights. AM radio with rear seat speaker.

Foam latex front and rear seat cushions. Center armrests, front and rear. Remote control sideview mirror. Vanity mirror on front visor. Windshield-mounted rearview mirror. Seamless, cut-pile nylon carpeting. Turn signals. Lights for the glove compartment, ash trays and trunk compartment.

Rocker panel, fender and rear quarter moldings. Windshield, rear window and wheel cutout moldings. Dual headlamps. Electric clock. Five white sidewall tires and new wheel covers with the Continental star. Full-flow oil filter.

Fully lined trunk compartment with tire and jack covers. Factory-installed undercoating. Dry-type carburetor air filter. Crankcase emission reduction system. Padded instrument panel and padded sun visors. Dual rear seat ash trays with cigarette lighters.

Mechanically, there is no finer construction

Front suspension: silent strut front suspension with prelubricated ball joints and helical-coil springs, hydraulic shock absorbers with rebound control.

Rear suspension: hotchkiss drive. Five foot parallel mounted leaf-type springs, rubber cushioned rear axle mounting.

Steering: 16" steering wheel. Integral hydraulic power assist. Crank-shaft-mounted hydraulic pump.

Brakes: self-adjusting power brakes with aluminum front wheel drums. Total brake lining area of 259 square inches.

The power train is precisely balanced

Engine: 90° V-8, 430 cubic inch displacement, bore and stroke 4.30" and 3.70". Advertised horsepower, 320 at 4,600 r.p.m. Advertised torque, 465 lb.-ft. at 2,600 r.p.m. Four-barrel carburetor. Premium fuel is recommended.

Transmission: twin-range Turbo-Drive automatic torque converter 6-position selector dial with 3 speed planetary gear set.

Rear Axle: semi-floating hypoid type with 2.89:1 gear ratio. A 3.11:1 ratio is optionally available.

Wheels and tires: true center 15" wheels with precision-machined hubs. New high-efficiency, high-performance tires, 9.15x15". Full wheel covers.

The most maneuverable of luxury automobiles

Major dimensions (sedan):

Wheelbase	126"
Over-all length	216.3"
Over-all width	78.6"
Over-all height	54.2"

Interior dimensions:

Effective head room	front: 39"—rear: 38.4"
Maximum effective accelerator leg room	41.1"
Rear seat leg room	40.5"
(Leg room has been increased 4" over the 1963 model. Knee room gains 2.5", more than double that of the 1961 model.)	
Shoulder room	front: 59.3"—rear: 59.4"
Hip room	front: 62.3"—rear: 62.4"

Trunk compartment:

Usable trunk capacity	15.5 cubic feet
(An increase of 15% over the 1963 model; a total gain of 33% more usable space over the 1961 model.)	
Sill height for loading	24.0"

There are very few "extras"

Your Continental dealer will be happy to show you the options and accessories book, illustrating the additional equipment you may wish to order with your Continental.

These options comprise: air conditioner with integral registers, individually adjustable contour front seats, AM-FM push-button radio, tinted glass, automatic headlamp dimmer, vacuum powered rear-deck release for the sedan, automatic speed control, directed-power differential, heavy-duty springs and shock absorbers, 3.11:1 rear axle ratio for mountainous areas, safety seat belts, locking gas tank cap, license frames, door-edge guards, engine coolant heater and floor mats.

This is the spectrum of Continental colors

Your Continental dealer will also be pleased to show you the colors and upholstery book, for your choice of exterior and interior appointments and shadings.

Eighteen solid colors are available in exterior enamel finishes: Black Satin, Arctic White, Fiesta Red, Princeton Gray, Silver Blue, Platinum, Nocturn Blue, Huron Blue, Powder Blue, Regal Turquoise, Highlander Green, Silver Green, Silver Sand, Desert Sand, Royal Maroon, Rose, Encino Yellow and Buckskin.

Interior color choices comprise 37 combinations of leather and vinyl, broadcloth, or fabric with leather and vinyl.

Color choices, fabric designs and seat styles are illustrated on page 11. They are also shown in your dealer's color and upholstery book.

The Continental total-car warranty

Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to their Lincoln Continental customers as follows: That for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers, of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal service and routine replacement of maintenance items such as filters, spark plugs, ignition points, brake linings, wiper blades.

LINCOLN-MERCURY DIVISION, Products of  Motor Company, 3000 Schaefer Road, Dearborn, Michigan. Specifications shown herein were in effect at the time this catalogue was approved for printing. Lincoln-Mercury Division of Ford Motor Company, Dearborn, Michigan, reserves the right, however, to discontinue or change at any time, specifications, designs, or prices without notice and without incurring any obligations. Accessories and other equipment that are not standard equipment are optional at extra cost. The warranty referred to herein is applicable only to products sold in the U.S.A. and in certain neighboring areas.

Discover how it feels to drive the world's most imitated car, the 1964 Continental.

