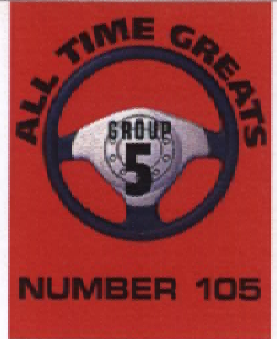




USA 1977-1979



Lincoln CONTINENTAL MK V

Looking almost exactly like its Mastodon predecessor, the Mark V was in reality a much lighter car. It was still huge, however, but proved that even in the energy-conscious 1970s, some buyers still wanted big, luxury coupes.

Produced by Ford Motor Co., Dearborn, Michigan



VITAL STATISTICS

Top speed:	118 mph
0-60 mph:	9.8 sec.
Engine type:	V8
Displacement:	460 c.i.
Max power:	210 bhp at 4,200 rpm
Max torque:	357 lb-ft at 2,200 rpm
Weight:	4,567 lbs.
Gas mileage:	9 mpg
Price:	\$12,099



"...glitz on four wheels."

"An appropriate description of the Mark V is perhaps 'glitz on four wheels.' Smooth velour upholstery and woodgrain trim take you back to the late-1970s disco era. Softly sprung, the Mark V pitches and wallows over bumpy roads and leans through corners. Although a smog-controlled engine lies under the hood, this Lincoln is still effortless to drive and never runs out of breath. It is big on the outside but feels intimate once you are inside."

The 1978 Diamond Jubilee edition has real ebony woodgrain and unique upholstery.



Lincoln CONTINENTAL MK V



In an era where disco music and three-piece leisure suits were all the rage, the Continental Mk V with its designer trim and luxury gadgets was the perfect set of wheels for the upper-middle class.

Mammoth V8

As one of the largest engines ever built, the 460-cubic inch V8 may have only had 210 bhp, but with 357 lb-ft of torque it was ideal for comfortable cruisers like the Mk V. Tough emissions regulations meant that this engine was not available on Mk Vs sold in California.



Steel-belted tires

By the mid-1970s, radial tires were a virtual industry standard. All Lincoln Mk Vs rode on Michelin BSW 225/230x15 steel-belted radials. Finned aluminum wheels were standard on the 1978 Diamond Jubilee edition.

Sure Track brakes

Sure Track four-wheel disc brakes were available as a \$296 option in 1978. It was a smart add-on, especially in view of the Mk V's torquy engine and massive 2-ton curb weight.

Anniversary celebration

The Diamond Jubilee edition, offered exclusively for 1978, was distinguished by special Diamond Blue or Jubilee Gold metallic paint, body colored bumper strips, special opera windows and a lavish Valino vinyl covering on the trunk lid cove.



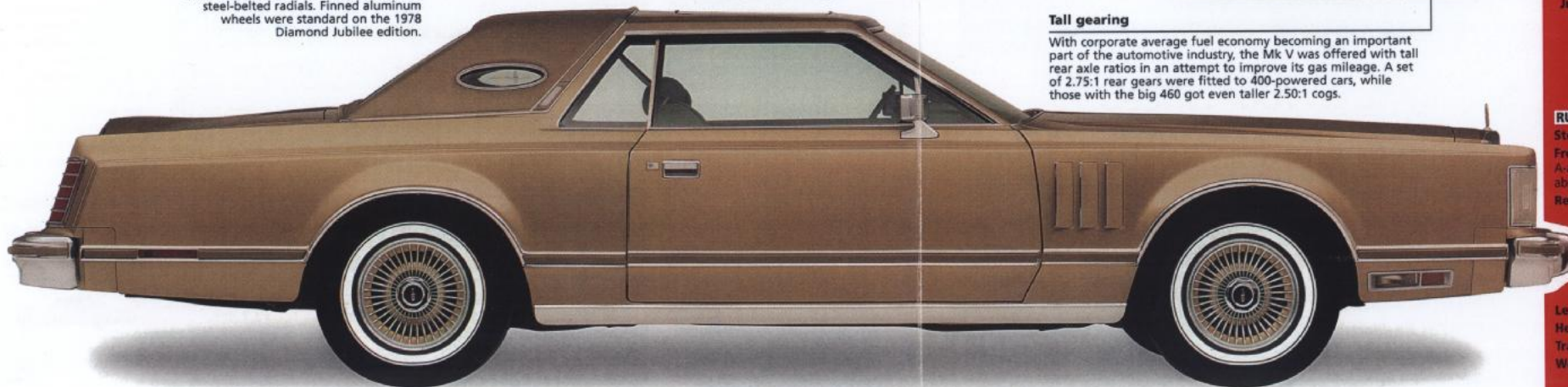
Five-mph bumpers

From 1974, all cars were required to be able to withstand 5-mph shunts without sustaining damage. The Mk V has hefty steel bumpers mounted on hydraulic rams. They are pushed inward upon impact and bounce back to their original position.



Tall gearing

With corporate average fuel economy becoming an important part of the automotive industry, the Mk V was offered with tall rear axle ratios in an attempt to improve its gas mileage. A set of 2.75:1 rear gears were fitted to 400-powered cars, while those with the big 460 got even taller 2.50:1 cogs.



Specifications

1978 Lincoln Continental Mk V

ENGINE

Type: V8

Construction: Cast-iron block and heads

Valve gear: Two valves per cylinder operated by a single block-mounted camshaft with pushrods and rocker arms

Bore and stroke: 4.36 in. x 3.85 in.

Displacement: 460 c.i.

Compression ratio: 8.0:1

Induction system: Motorcraft 4350 four-barrel carburetor

Maximum power: 210 bhp at 4,200 rpm

Maximum torque: 357 lb-ft at 2,200 rpm

TRANSMISSION

Select-Shift Cruise-O-Matic automatic

BODY/CHASSIS

Separate steel chassis with two-door coupe body

SPECIAL FEATURES



These non-functional fender air extractors are unique to the Mk V.

Even the hood ornament is color-coded on the Diamond Jubilee edition.



RUNNING GEAR

Steering: Recirculating ball

Front suspension: Unequal length A-arms with coil springs, telescopic shock absorbers and anti-roll bar

Rear suspension: Live axle, leaf springs and telescopic shock absorbers

Brakes: Discs (front), drums (rear)

Wheels: Cast-aluminum, 15-in. dia.

Tires: Michelin BSW 225/230 x 15

DIMENSIONS

Length: 230.3 in. Width: 79.7 in.

Height: 54.7 in. Wheelbase: 122.4 in.

Track: 63.2 in. (front), 62.6 in. (rear)

Weight: 4,567 lbs.

Milestones

1977 Although it looks almost the same as the Mk IV, the Continental Mk V is much lighter and has more trunk space. The standard engine is downsized to a 400-cubic inch unit, although the big 460 remains an option. Sales of the new coupe total 80,321, much better than the old Mk IV.



The first and most prestigious of all Continental coupes was the 1956-1957 Mark IIs.

1978 Celebrating Ford's 50th Anniversary, Lincoln rolls out a special Diamond Jubilee edition Mk V with unique paint and commemorative exterior and interior trim.



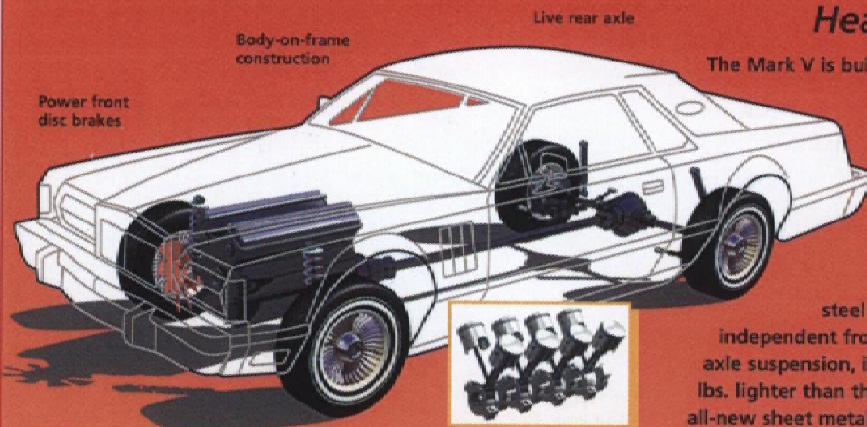
The crisp, clean 1968-71 Mk III was the first personal luxury Continental since the 1956 Mk II.

1979 The 460-cubic inch engine option is dropped and a Collector's Edition replaces the Diamond Jubilee model. In its final season, 75,939 Continental Mk Vs are built.

VALUE GUIDE

ORIGINAL PRICE	
1978	\$12,099
CURRENT VALUE	\$3,000-58,000
PRODUCTION TOTAL	
1978	72,602

UNDER THE SKIN



THE POWER PACK

Massive V8 power

By the mid-1970s the automotive landscape was changing. Even so, the Continental Mk V was still powered by large-displacement engines: a standard 400-cubic inch V8 with 166 bhp or Lincoln's monster 460-cubic inch engine. This huge engine, an outgrowth of the 1950s vintage 430, was rated at just 210 bhp, due in part to a restrictive intake manifold, a single catalytic converter and exhaust, plus a low 8.0:1 compression ratio. It was not available in 1979 models.

Live rear axle

Health plan

The Mark V is built on a 124-inch wheelbase and shares styling cues with its predecessor—the Mark IV. Although it retained the huge separate steel chassis with an independent front and live rear axle suspension, it was some 500 lbs. lighter than the Mark IV, with all-new sheet metal. All Mk Vs had steel-belted radial tires, power front disc/rear drum brakes and a three-speed automatic transmission.



Mk Vs were only built for three model years but they sold respectably.

A lot for little

A popular car in the late 1970s, the Continental Mk V is not a favored collector's car, which means reasonably priced examples can be easily found. Its blocky styling may not win you over initially, but it has a special character that modern cars cannot match.

NOSE TO NOSE

TOP SPEED	0-60 mph	POWER	S/S ¼ MILE	RIVAL CARS
148 mph	8.3 sec.	285 bhp	16.1 sec.	JAGUAR XJ5.3C 
120 mph	9.6 sec.	200 bhp	17.2 sec.	PONTIAC CAN AM 
118 mph	9.8 sec.	210 bhp	18.2 sec.	LINCOLN CONTINENTAL MK V 

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