

Some important fine points for the fine car buyer

Quick Inside Facts about LINCOLN FOR 1957



The facts about LINCOLN'S Trend-Setting New Design

— Modern styling that's designed to stay new longer to protect your fine car investment. Functional styling that contributes to your comfort and safety every mile you drive.

In every distinctive line, Lincoln for 1957 says unmistakably: "Here is the newest and finest of fine cars."

You see this unerringly even at night—in the four lights of Lincoln's uniquely advanced Quadra-Lite grille. You see it in the massive turn and parking lights, integrated in both front and rear grilles. You see it, most excitingly, perhaps, in the clean, youthful sweep and flair of Lincoln's horizontal lines—ending in the dramatically canted rear blades.

Even your first glance tells you: "This is the longest, lowest, most powerful Lincoln ever built."

As you will discover in the following pages, Lincoln has much more than beauty to offer the fine car buyer. For there's a new standard of effortless performance here that no other fine car on any road can approach.



Trend-setting Quadra-Lite Grille. Lincoln is the first fine car to have this distinctive arrangement of lights . . . they throw more light, to give you a clearer view of the road up close and of the road shoulder.



Unmistakable canted blades and rear grille. The poised-for-action flare of the rear blades and tail-lights marks this instantly as Lincoln for 1957. Note, too, the massive, double-width back-up lights.



1957 Lincoln Premiere Landau 4-dr. hardtop sedan.

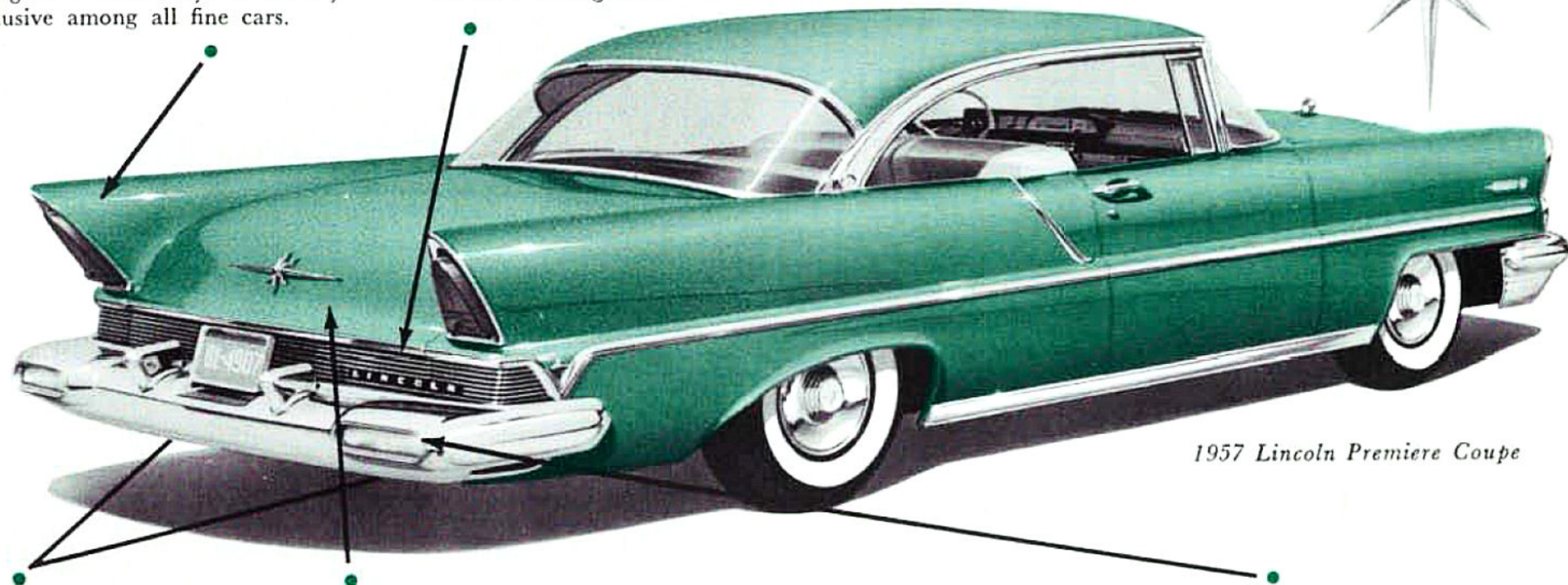
CLEAN-LINED LENGTH AND DRAMATIC LOWNESS—WITH ACTION IN EVERY LINE!

Wheelbase 126.0"
 Over-all length 224.6"
 Over-all width 80.3"
 Over-all height (loaded) 60.2"
 Minimum road clearance 6.8"
 Wheel-tread—front 58.5"
 Wheel-tread—rear 60.0"

Tire size 8.00 x 15
 Front door opening width 34.1"
 Rear door opening width 24.1"
 Total glass or vision area 3913.5"
 Windshield area 1223.4"
 Curb weight 4768 lb.
 Fuel tank capacity 20 gal.

Canted blades give the driver a better view of rear fenders when parking . . . massive taillights provide a greater light area for safety at night. A Lincoln style-and-safety exclusive among all fine cars.

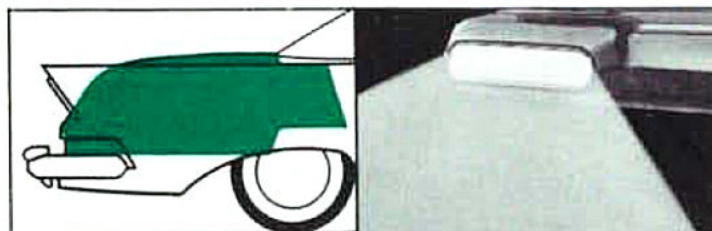
Distinctive rear grille treatment integrates bumper, lights and grille into a clean-lined unity that says "Lincoln" at a glance.



1957 Lincoln Premiere Coupe

Concealed dual exhausts are completely out of sight beneath Lincoln's massive, full-wrap bumper . . . contribute to the clean, uncluttered Lincoln look.

More than five feet of trunk depth gives you luggage space to spare . . . helps make Lincoln for 1957 an excellent car for long trips. (Trunk dimensions—depth, 64.1"; height, 21.1"; width, 73.0")



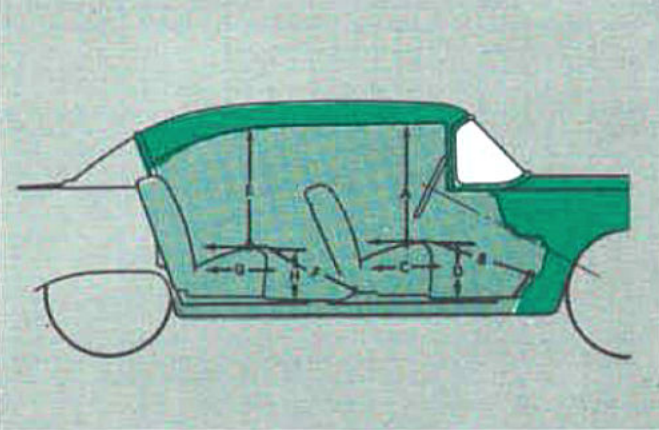
Widest, safest back-up lights of any car throw more light over a wider area . . . help you see and be seen far better when backing at night. Another of Lincoln's safety-distinctions.



"Roll-Over Pleats"—fashioned in unique new genuine leather and brentwood cord combinations—is one of many exclusive new choices available in all Premiere models.



"Biscuits-and-Buttons" is still another choice in Premieres—tailored in a superlative selection of materials. Here is a soft-spoken yet durable richness you find only in Lincoln.



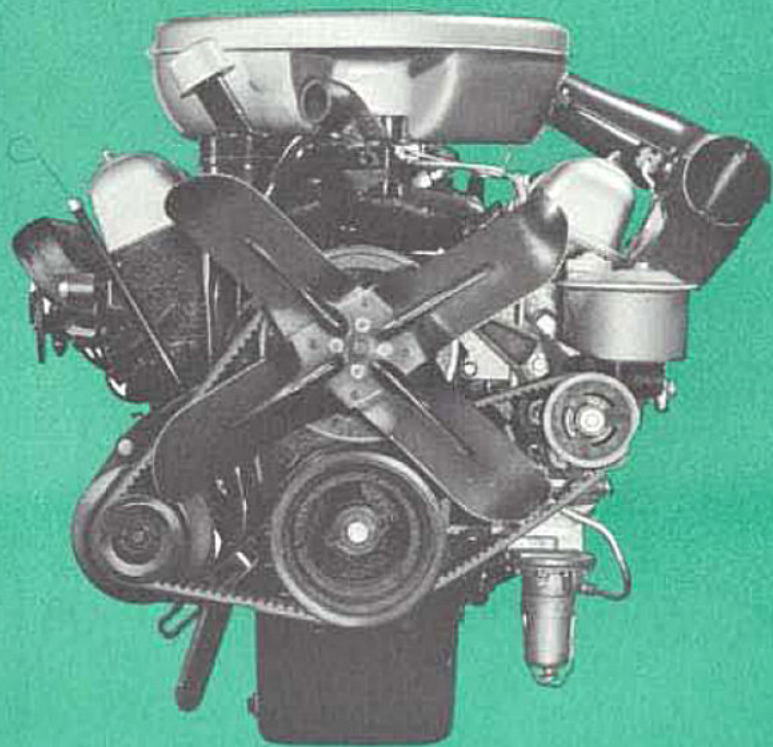
LINCOLN'S all-new interior styles

Inside, Lincoln achieves a new high in luxurious appointments . . . designed as much for complete riding comfort as for tasteful beauty. Now, more than ever, your Lincoln can be totally personalized to suit your needs and taste.

Trim schemes in the '57 Lincoln are completely new and different. In all Lincoln models, you choose from the richest, most durable decorator fabrics in the world . . . and the very softest and finest of rich, genuine leathers. Together with jewel-rich finish of Lincoln's appointments, they compose interiors of timeless good taste.

LINCOLN INTERIOR DIMENSIONS (4-door sedans)

A.	Head room—front	35.4"
B.	Leg room—front	44.8"
C.	Seat depth—front	18.3"
D.	Seat height—front	12.1"
E.	Head room—rear	34.2"
F.	Leg room—rear	44.8"
G.	Seat depth—rear	18.5"
H.	Seat height—rear	12.2"
	Hip room—front (not shown)	61.7"
	Shoulder room—front (not shown)	59.4"
	Hip room—rear (not shown)	63.8"
	Shoulder room—rear (not shown)	58.4"



LINCOLN'S new high-efficiency engine for '57

Piston displacement 368 cu. in.
 Cylinder bore 4.00 in.
 Stroke 3.66 in.
 Compression ratio 10 to 1
 Horsepower 300 at 4800 rpm
 Horsepower per cu. in.815 HP/cu. in.
 Horsepower per 1000 lbs. of car weight 64.08 HP
 11% greater response in first 4 seconds of acceleration from standing start.

In performance, too, there are

LINCOLN'S new kind of safety-minded power

- 10 to 1 compression ratio
- 300 horsepower
- 415 pound-feet of torque

The one word that best characterizes the performance of Lincoln for 1957 is "effortless".

There is, to be sure, more power in the new Lincoln engine than ever before. And this power is even more efficiently delivered to the rear wheels by an all-new Turbo-Drive automatic transmission—for faster acceleration . . . greater responsiveness in traffic . . . more safety in highway passing.

But it is not simply the *fact* of Lincoln power that's important to the fine car driver. It's the *manner* in which this power goes to work . . . puts itself instantly at your command.

significant facts behind . . .

You sense this unmistakable Lincoln manner best from behind the wheel. Accelerate from a standstill . . . and all you feel is a smooth, steady surge of power with no jerk or "kicking in" of the transmission.

Even on the steepest grade, your Lincoln moves *serenely*—as quietly and effortlessly as though it had already passed the crest. Through the heaviest city traffic, you ease along with a feather-light touch. The instant response of Turbo-Drive power . . . plus power steering and power braking . . . give you the ultimate in relaxed, sure handling.

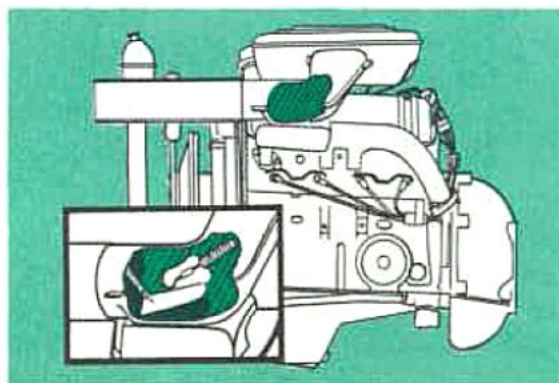
This is performance such as only Lincoln could offer the fine car buyer. There's power, yes, but quiet power that never makes you conscious of moving parts—a vast *reserve* of power that's forever instantly ready when emergencies come your way. Yet, Lincoln's is a power you never feel you have to prove.



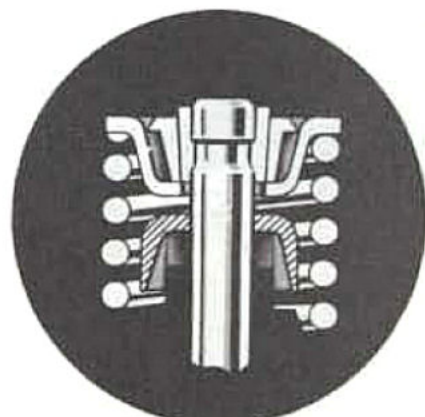
New carburetor and distributor—A new, higher air capacity carburetor air cleaner improves engine breathing—makes starting easier—idling smoother. Precise spark advance of new centrifugal-vacuum distributor increases smoothness.



New air cleaner—Nearly 100% efficient in keeping dust and dirt from the engine, Lincoln's new "Paper-Pak" air cleaner means new-car performance and economy for many more miles. Also, a new "throw-away" oil filter may be changed in seconds.



Lincoln's exclusive air-induction system automatically draws air of the right temperature into the carburetor, regardless of season—for faster warm-up in winter, no carburetor icing.



Rotating valves—Lincoln valve retainers are designed to permit the valves to rotate at much lower engine speeds. This equalizes temperature—guards against burning.



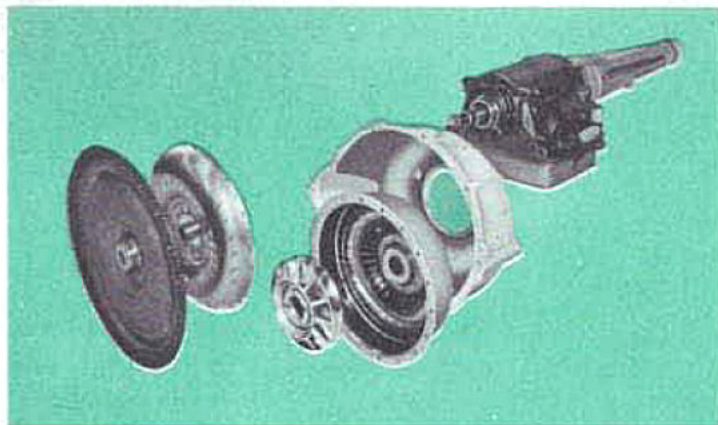
1957 LINCOLN PREMIERE 4-DR. SEDAN—Photographed during performance trials at Lincoln's Dearborn test track

Torque—or true available power—is even greater in Lincoln for 1957. This increased torque (to 415 lb.-ft.)—combined with higher horsepower *and* advancements in Turbo-Drive—means greater acceleration plus quicker response in traffic.

Acceleration—In the all-important *first 4 seconds of acceleration*, Lincoln for 1957 can accelerate more than *11% faster* than its pace-setting predecessor of 1956. This alert power reserve makes the new Lincoln safer and easier to drive.

Fuel economy—Compression ratio in the 1957 Lincoln engine is up to a new high of 10 to 1, for improved efficiency. And in combination with a new carburetor and distributor, this means *better economy*.

Uphill climbing power—Find the steepest grade—and put Lincoln's new high-torque powerplant to its ultimate test. There's no sense of laboring—scarcely a sound. Lincoln takes you to the top in one smooth, effortless surge of power.



Lincoln Turbo-Drive is rated by many experts the world's finest transmission. Engine power becomes power-at-the-wheels in one smooth, responsive flow. New 12" torque converter combines with gears to give one of the highest torque multiplications of any car.



1956

1957



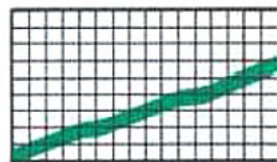
Acceleration in first four seconds: With new Lincoln Turbo-Drive combined with greater torque, Lincoln for 1957 gives you more than 11% faster acceleration than last year's pace-setting Lincoln.

A brand-new automatic TURBO-DRIVE TRANSMISSION

The constant goal of automotive engineers has been to convert horsepower efficiently into smoother, more responsive *driving* power at the rear wheels—in the speed ranges you use most frequently.

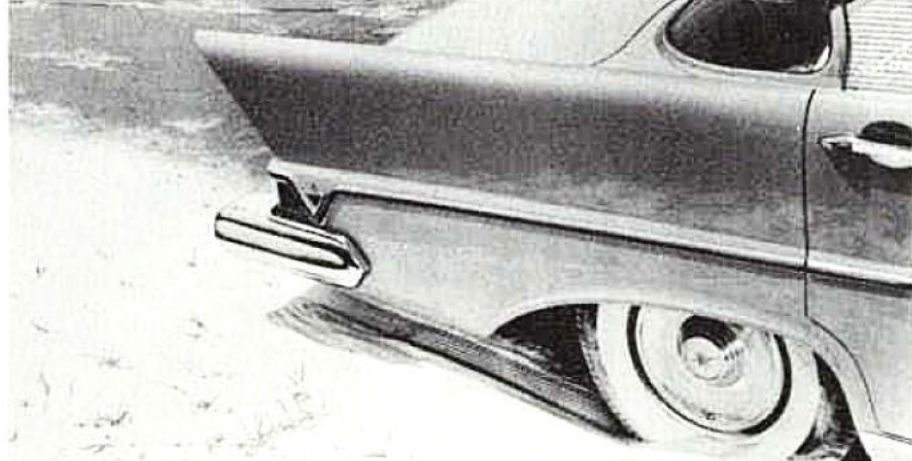
New fast-action Turbo-Drive and the powerful new Lincoln engine form *the most advanced power team on any road*. They provide you with faster acceleration than you've ever felt before in a big luxury car—plus quicker response in traffic, and a smoother surge of power from standing start to highway speeds.

Smooth, "no-lag" acceleration—Turbo-Drive smoothness (the result of combining a three-speed gear set with a torque converter) shows up on a chart. There's no series of sharp steps as with gears alone—or the slow-starting, curving arc of ordinary torque converters. Turbo-Drive transmits Lincoln's power to the rear wheels in a smooth, continuous flow.

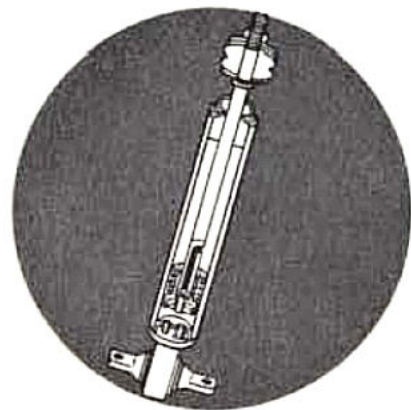


Lincoln's safety quadrant—Unless the driving lever is at neutral, you can't start your Lincoln. *And there's no crossing through forward gears to put your Lincoln into reverse.*

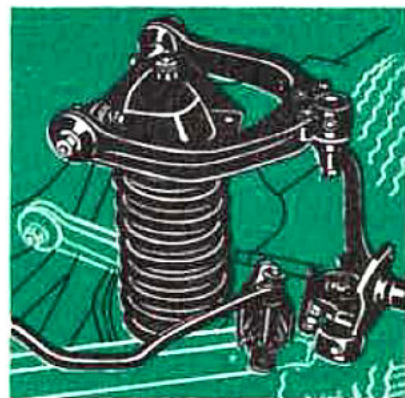




New directed-power differential* channels power where it will do the most good. Greater driving force automatically goes to the wheel getting the best grip on the road (or ground surface), and you get safe, sure traction even when only one rear wheel can catch hold.



New Hydro-Cushion Shock Absorbers minimize shocks—have “rebound cut-off” that cushions wheel travel instead of allowing the wheel to drop all the way down on impact with chuckholes.



Ball-Joint Front Suspension, a Lincoln first in the fine car field, “rolls with the punch” of road shocks—absorbs fatiguing wheel movements. You get positive, fast-acting steering at all times.

LINCOLN'S new ride, new directed-power differential*...

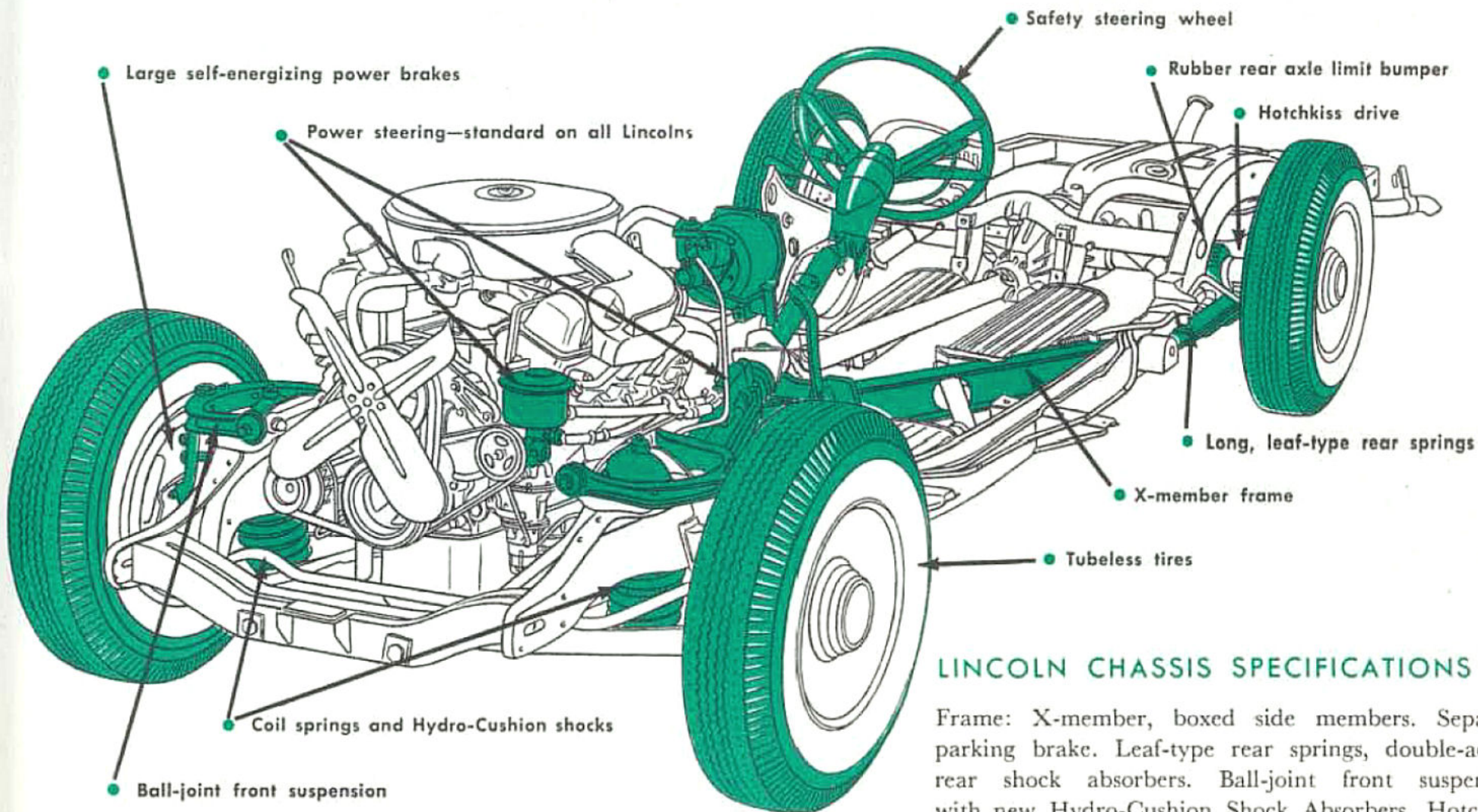
*with a superior steering and
suspension system*

The famous Lincoln steering and suspension system (cited by many engineers as the main reason for Lincoln's amazing sweep of the last three Mexican road races) is even better in 1957. This year, Lincoln has added exclusive new Hydro-Cushion shock absorbers to the proven-superior Lincoln ball-joint front suspension system.

Utilizing a “rebound cut-off” feature, the Lincoln Hydro-Cushion shock absorbers stop the front wheels from dropping all the way down when they come in contact with chuckholes and uneven road surfaces. Instead, the wheel is held and cushioned for a smoother ride on roughest roads. And on the smooth turnpike-type roads, Lincoln's new front shock absorbers tend to absorb small wheel movements.

The new directed-power differential—available at your option—automatically directs the greater share of rear wheel driving force to the wheel having greatest traction. On ice or snow, or in sand or mud, traction and safety are substantially improved.

**optional*



LINCOLN CHASSIS SPECIFICATIONS

Frame: X-member, boxed side members. Separate parking brake. Leaf-type rear springs, double-acting rear shock absorbers. Ball-joint front suspension with new Hydro-Cushion Shock Absorbers. Hotchkiss Drive. New directed-power differential (optional).

LINCOLN'S POWER LUXURIES

A complete new array to make this the most
effortless driving fine car ever built!

In Lincoln for 1957, everything you touch turns to power!

Power steering, power brakes and Turbo-Drive transmission are standard equipment on *all* models—with power windows and a four-way power seat standard on all Lincoln Premieres. And, as before, the list of power options includes even *push-button lubrication* . . . another Lincoln first. But now there's more.

For 1957, you can equip your Lincoln with power *vent* windows*, a *six*-way power seat*, even power door locks*. Everything is automatic, and operates at a touch.

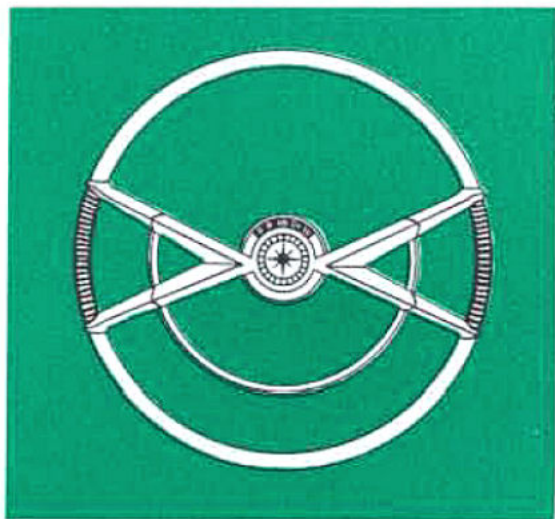
*optional



New Power Vents operate at a finger-touch. A two-button switch on driver's door lets him control both vents, and a single switch on opposite door lets passengers operate right-hand vent.



New Electric Door Locks are controlled from the driver's seat by a flick of this switch. At a touch, all doors are locked . . . and a warning light tells you if a door is not tightly closed.



Power Steering combines with an exclusive ball-joint front suspension system to make this big Lincoln easier to handle than even a small car. For women, especially, this is one of the greatest rewards of Lincoln ownership.



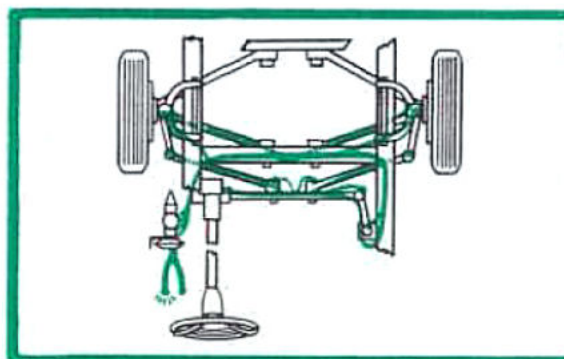
Power Brakes give you sure, smooth, effortless stops at a toe-touch. And with the low, double-width pedal, braking is simply an easy pivot with your heel.



New 6-way Power Seat lets you tilt the seat for greatest comfort—as well as adjusting for up-down, forward-backward position. On trips, especially, you relax all the way.*



4-way Power Seat has a finger-tip switch that lets the driver change his position in seconds—up-down, or forward-back. A Lincoln comfort feature standard on Premieres.



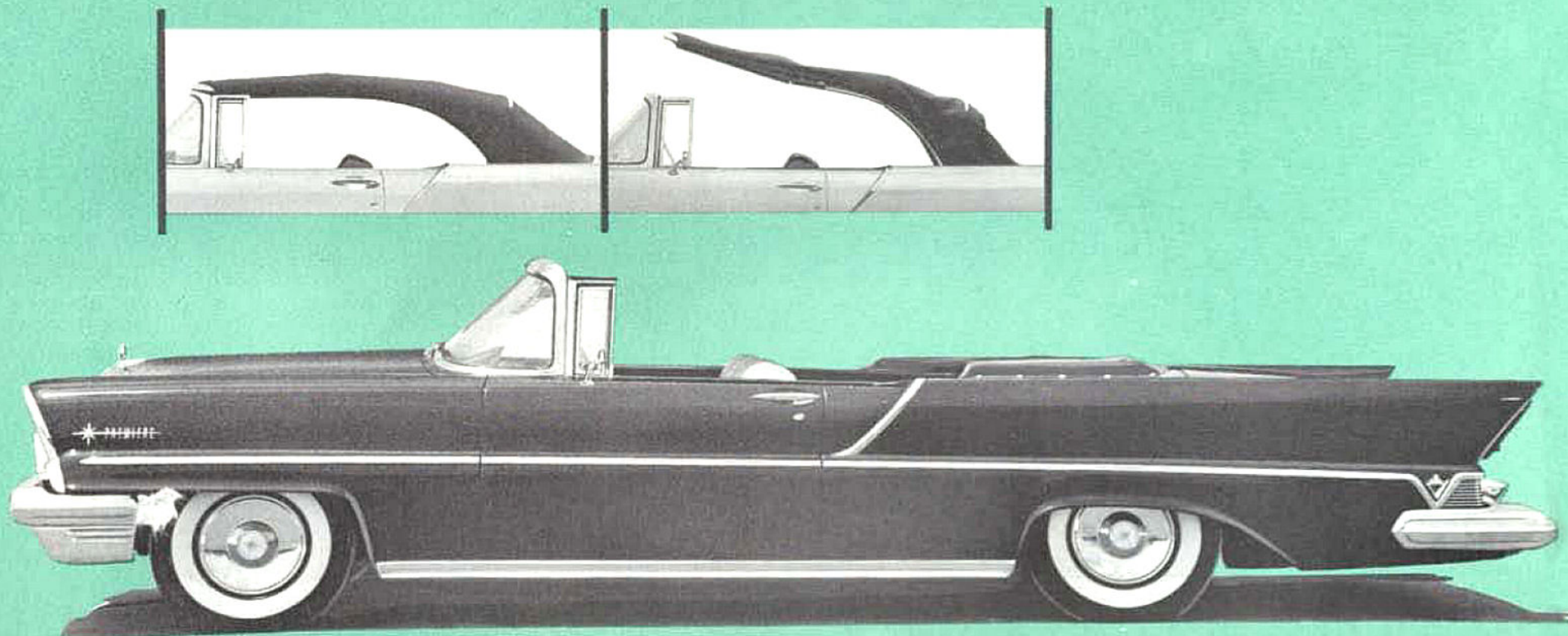
Push-button Lubrication. Simply touch a button—even when you're driving—and Lincoln's front-suspension and steering system are automatically lubricated.*



Power Windows glide up and down at the touch of a button. There's a separate switch at each window, and the driver has a four-switch master control.**

**optional*

***standard on Premieres, optional on Capris*



1957 Lincoln Premiere Convertible

FIRST...
with a self-locking top!

In no other convertible can you simply push the top control button—and forget it while the top comes forward. All the driver has to do is guide it into position while it is automatically locked. Exclusive with Lincoln in the fine car field.



LINCOLN AIR CONDITIONING



Lincoln air conditioning fills your car with relaxing coolness in the hottest weather—delivers 258 cubic feet of dehumidified air cooled to exactly the temperature you want. And you enjoy a wonderful new freedom from dust and traffic fumes.



A new single control on the instrument panel gives you precise, instant control of temperature and air flow. You push-pull for air flow, twist for temperature.

LINCOLN PREMIERE standard equipment...

Turbo-Drive Transmission • Power steering • Power brakes • Power windows • 4-way power seat • Foam rubber seat cushions • Five tubeless tires • Turn indicators, front and rear • Dual rear seat ash receiver and lighter units (single in four-door models) • Five arm rests (including folding center rest for rear seat) • Motochron clock • Trunk compartment light • Dual windshield washers • Front seat ash receiver and lighter • Wheel covers • Dual sun visors • Glove compartment light • Safety door locks • Dual courtesy lights • Remote controlled outside rear view mirror • License plate frame (rear) • Safety steering wheel • Fuel supply warning indicator.

In this most luxurious Lincoln of all time, you will discover the ultimate expression of functional good taste. Nothing has been spared to make the Premiere for 1957 the finest fine car ever built—and a drive on the road of your choice will quickly prove this beyond any doubt.

Experience for yourself the look of Lincoln, the feel of Lincoln, the sure, alert performance of Lincoln, the luxuries of Lincoln. There's no car quite so thrilling—and no reason at all why you shouldn't experience this thrill at your Lincoln dealer's soon.

CONDENSED SPECIFICATIONS

Low-friction, short-stroke V-8 engine. Develops 300 horsepower. Delivers 415 lb.-ft. of torque at 3000 rpm. Bore 4.00 in., stroke 3.66 in. Displacement 368 cu. in. Compression ratio 10 to 1. Rotating-type overhead valves. Hydraulic valve lifters. Automatic 4-barrel carburetor, with vacuum-operated secondary barrels. Centrifugal-vacuum spark control. Anti-fouling 18 mm spark plugs. Temperature-controlled air-induction system. 12-volt ignition system. Controlled-pressure cooling system. Pressure lubrication to all main, connecting rod, camshaft and rocker-arm bearings. Full-flow, throw-away-type oil filter. Combination road draft and self-induced crankcase ventilation.

Wheelbase 126 in. Over-all length 224.6 in. Over-all width 80.3 inches. Over-all sedan height (loaded) 60 in. Tread 58.5 in. front, 60.0 in. rear. Tire size 8.00 x 15 except on convertible and air-conditioning models; 8.20 x 15.

Frame: extra-heavy, full-length boxed side-rail, four cross members and an X-member. Independent front-wheel suspension, ball-joint type. Over-all steering ratio (power) 20.9 to 1. Long-leaf-type rear springs, 8 leaves. Hydraulic brakes, 12 inch drums. Total braking area 207.54 sq. in. Turbo-Drive Automatic Transmission, with maximum over-all torque multiplication ratio of 5.04 to 1, oil reservoir capacity of 11 quarts. Hotchkiss drive. Rear axle ratio 3.07 to 1 standard or, optional on air-conditioned cars, 3.31 to 1.

All-steel, reinforced bodies. Welded steel floor. Double-panel doors. Two-stop front doors. Double-impact bumper-grille unit. Center-fill gas tank. Baked enamel finish.

The specifications contained herein were in effect at the time this folder was approved for printing. The Lincoln Division of Ford Motor Company reserves the right to discontinue models at any time, or change specifications or design, without notice and without incurring obligation.



LINCOLN

...unmistakably the finest

