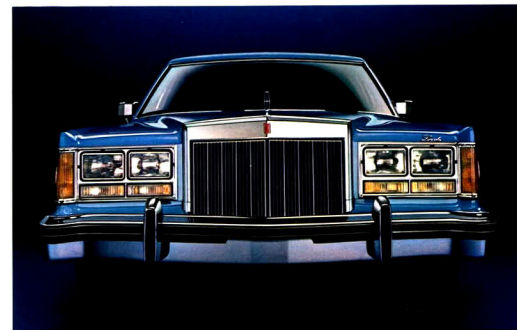


LINCOLN *Versailles*



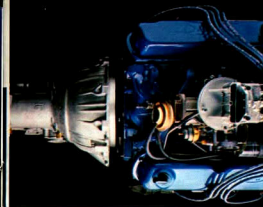
Lincoln Versailles. An investment in engineering.

Now for the first time there is a North American luxury car that is similar in size to the finest European luxury cars, and engineered in the Lincoln Continental tradition.

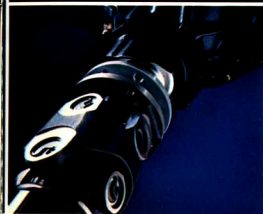
It is the new Lincoln Versailles — and it offers the level of luxury its first name leads you to expect, and a ride that is the result of meticulous engineering.

In order to deliver a luxurious ride in a car of this size, a special team of engineers devoted their full attention to the vehicle systems which contribute to riding smoothness and interior quietness. The resultant excellence of Versailles' engineered ride is evidence of their success. More visible evidence is the luxuriousness of materials and the numerous convenience features with which Versailles is so fully equipped.

Why should you invest in Versailles? Because it is a notable engineering achievement: a four-door sedan with a 110-inch wheelbase that has a luxury car ride.



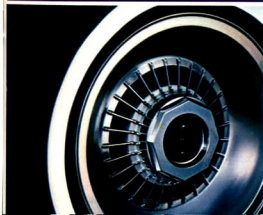
Each Versailles' engine is hand-matched to its transmission.



A double cardan coupling joins balanced driveshaft.



Rear axle meets two rear brake rotors. The connections are matched for balance.



Even wheels and tires are carefully matched for smoothness.

Engineering made it happen. Now, a car with a 110-inch wheelbase with a superb luxury car ride.

Beauty? Yes. Versailles' elegant proportions are impressive from any angle. But more than that, Versailles is also a luxury car that behaves beautifully. Its smooth, quiet ride and pleasing road manners were brought about by careful engineering of its body structure, suspension system and, perhaps most strikingly, by the engineering of vital connections within its drive train—the system which transmits motive power from engine to rear wheels. Selected elements of the drive train are precision-balanced with the elements next to them. Each engine is hand-matched to its Select-Shift automatic transmission. The driveshaft, the rear axle, the brake rotors, each wheel and its tire all are matched for balance to help minimize interior disturbances that may originate in the drive train.

The result is an automobile surprisingly free from vibration; one reason why, on the road, Versailles feels like a much larger car. Smooth. Quiet. Strong. The quality of its ride is, of course, best evaluated through your personal experience.

Wedgewood blue Lincoln Versailles (opposite) with optional power glass moonroof.

Engineered for comfort and quiet.

Minimizing drive train vibrations is an important factor, but the Versailles ride owes much to several other engineering refinements as well. Some were borrowed from Continental Mark V and applied, for the first time, to a Lincoln two and a half feet shorter. Inside each rear shock absorber, for example, is a sac of freon gas—instead of air—to prevent aeration of the hydraulic fluid. Even the pistons in all shocks are fitted with nylon sealing rings.

Other innovations in the suspension are unique to Versailles. Lower ball joints in the front suspension are lined in plastic and are practically friction-free (they never require lubrication). And front shocks that are mounted to the car in “sandwiches” of rubber in order to help isolate road noise and harshness.

The hushed quiet inside Versailles is partially due to over one hundred pounds of sound insulation. And, as on Mark V, door opening overlap joints are specially finished to provide a smooth, even surface for wide rubber seals. There is even a little rubber insulator on the accelerator cable to help keep engine noise and vibration out of the passenger compartment.

Interior appointments are visibly exceptional. Eighteen-ounce woven carpeting is moulded over thick padding. Door armrests and instrument panel are richly upholstered with leather. Inserts bear the woodtone look of walnut. Luxury details in the Lincoln tradition.

The ultimate test of Versailles' quiet comfort: your ride in one of the world's finest motor cars.

Contributing to the impressive Versailles ride are parts and assemblies designed to minimize vibrations, seal off sounds and subdue road surface shock.



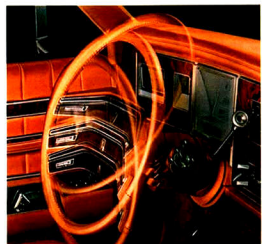
- 1. Dual-beam dome lamps
- 2. Rear compartment assist handles
- 3. Convenience pockets behind front seats

Interior may be trimmed with a luxurious self-striped fabric (above) or with optional handcrafted ultra-soft leather seating surfaces (page 8).

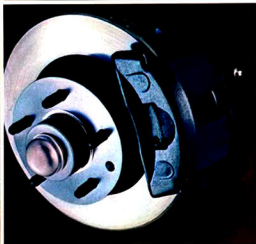
- 4. Illuminated vanity mirror
- 5. Leather-wrapped steering wheel
- 6. Cartier-signed digital timepiece



Power steering components are engineered for smoothness and stability.



Optional tilt steering wheel



Four-wheel disc brakes



Optional leather-covered floor console

Engineered for adroit, responsive handling.

Driving the Lincoln Versailles places you in an ideal position to judge how its engineering performs for you.

Versailles' Select-Shift automatic transmission smoothly moves you away, shifting for itself or giving you the choice of moving manually through the gears. The transmission selector is mounted on the steering column, or, if you have ordered the optional bucket seats with console, you may also specify a console-mounted shifter. Steel-belted radials take corners with impressive solidity. The constant ratio power steering system delivers precise control, a firm, sure feeling that is supple rather than soft, thanks to an innovative valve and coupling system that lends smoothness and stability.

In highway driving, Versailles demonstrates its aerodynamic advantages. Aided by lightweight, rigid wind deflectors beneath the body—and by a full-width seal concealed along the hood opening—Versailles demonstrates superior handling and directional stability on the road. An important part of your test might include repeated quick stops, which will only increase your confidence. For every Lincoln Versailles is equipped with power disc brakes at all four wheels.

Cinnamon gold Lincoln Versailles with optional power glass moonroof and optional ultra-soft leather seating surfaces.





Chamois is the colour of these optional ultra-soft leather seating surfaces.

You are in control with Lincoln Versailles.

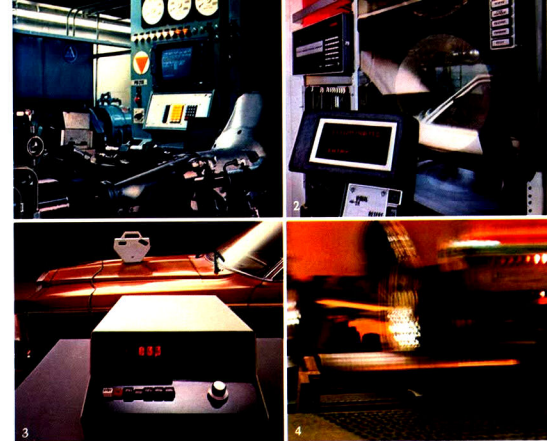
Lincoln Versailles provides a full measure of control over the internal environment. Illuminated entry system, power windows, power seats, remote control mirrors on both sides, and an illuminated vanity mirror. Plus automatic temperature control and an AM/FM/MPX radio with automatic station-seeking feature, dual rear speakers, and power antenna. All are standard.

But Versailles' options increase your driving pleasure even further with reclining bucket seats, an AM/FM/MPX radio with Quadrasonic 8-track tape system, fingertip speed control, even an electric garage door opener control concealed in the sun visor, responding to your private signal code—and you can change that code at will.



1. Fingertip speed control option
2. Power window control panel
3. Optional reclining bucket seats with leather seating surfaces
4. AM/FM/MPX radio with search feature

5. Optional AM/FM/MPX radio with Quadrasonic 8-track tape system
6. Automatic temperature control air conditioning
7. Optional electric garage door opener



1. Every transmission is tested electronically. 2. Fifty electrical circuits receive computerized inspection.
3. A special gloss meter evaluates the Clearcoat finish. 4. Every Versailles is test-driven on a road simulator.

Space-age electronics assist in quality control.

A number of control and testing procedures were developed especially to monitor the manufacturing process.

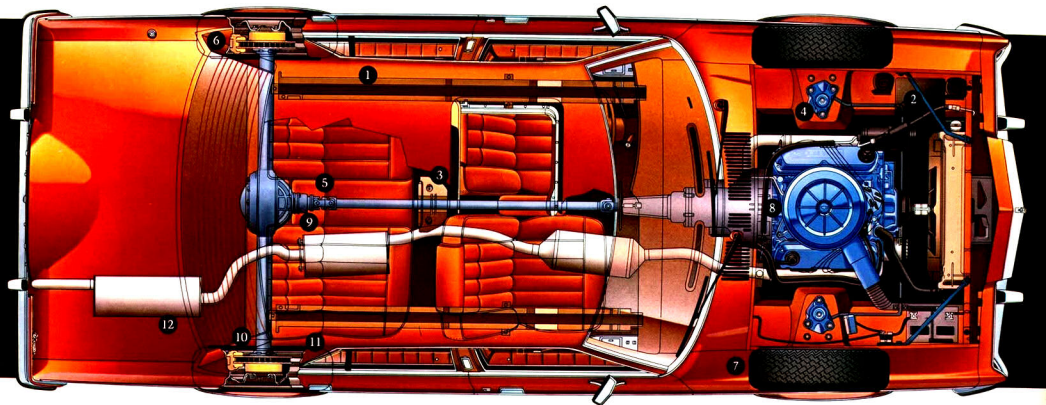
A computerized inspection device tests the vehicle's electrical system. It analyzes more than 50 circuits, detecting even minimal electrical overloads, then issues a printout analysis. The register of any actual or potential problem automatically calls for another test by the same sophisticated apparatus after corrections.

Each individual Versailles transmission is tested electronically, before delivery to the assembly line.

Even the gloss of Versailles' unique clearcoat paint finish is evaluated by electronic optical equipment. A split beam of light registers a comparison of the finish under inspection against an established standard of excellence and presents a digital readout.

Not all quality control inspections are electrical, mechanical or electronic. Many are personal. At the Burke-Porter machine, to take one instance, every Versailles is driven over alternately smooth and rough simulated roads. The driver and others listen intently for a squeak or rattle, locate it, then initiate corrective action.

The excellence of Lincoln Versailles demands high standards, personal and impersonal, at every stage of manufacture.

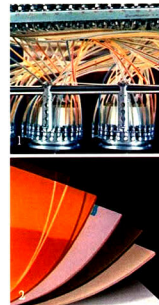


An uncommon integrity in its structure.

Vibration is the enemy of smoothness. Versailles engineering helps minimize vibration not only through the strategic intercession of vibration-absorbent rubber bushings where metal normally meets metal . . . not only through drive train, suspension and steering innovations . . . but through careful attention to rigidity in Versailles' basic body structure. With reinforcement over the drive tunnel. With stiffening extensions along the sides. With sheet metal braces behind the grille.

Engineering advances are designed to achieve body rigidity plus the isolation, dampening or absorption of vibration—thereby the unique Versailles ride.

- | | |
|------------------------------|--|
| 1. Rail stiffeners | 7. Steel-belted radials |
| 2. Sheet metal braces | 8. Engine/transmission matched connection |
| 3. Drive tunnel buttress | 9. Driveshaft/differential matched connection |
| 4. Cushioned shock mountings | 10. Axle flange/brake rotor matched connection |
| 5. Double cardan coupling | 11. Wheel/tire matched assembly |
| 6. 4-wheel power disc brakes | 12. Tuned exhaust system |



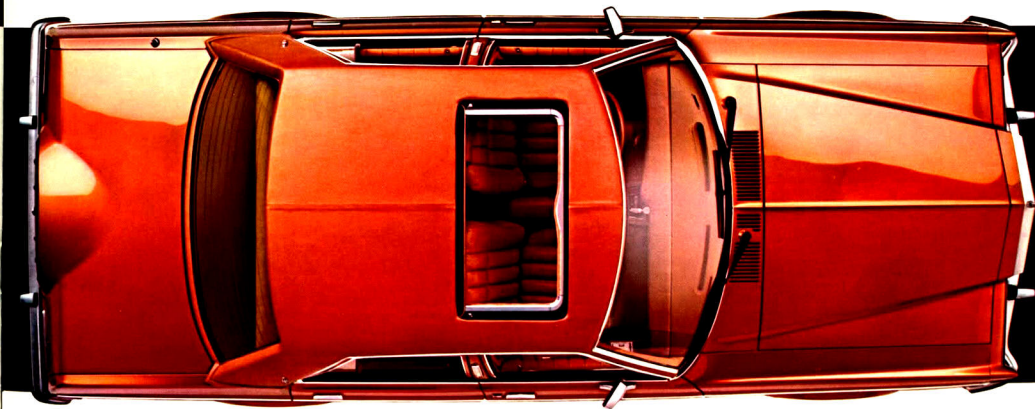
A stunning clarity in its finish.

No other North American-built car has a paint finish like the Lincoln Versailles—brilliant, sparkling, deep—because the pigment lies beneath a clear, protective coating. In other words, just as the silver backing lies beneath the glass of a mirror, Versailles' reflective Clearcoat functions in a similar way. It's a difference you can easily see when you compare it to other cars, whose pigmentation lies in the surface. Tests show that the Versailles Clearcoat finish is resistant to airborne pollution and spray stains.

A new application system was developed for the Versailles finish. Following a dip primer, in which the car body is totally immersed in a 100-foot long tank, the second primer and two coats of enamel paint are applied electrostatically. Automatic spray guns using 50,000 volts of electricity assure a uniform, clinging adhesion to the body.

Versailles' lustrous Clearcoat finish—unique among North American cars.

1. Versailles' wet-on-wet electrostatic painting system.
2. Mirror-like finish separates colour from clear top coat.



Lincoln Versailles in cinnammon gold Clearcoat with optional power glass moonroof.

Lincoln Versailles.

STANDARD EQUIPMENT

FUNCTIONAL

- 351 CID (5.7 litre) 2V engine.
- Select-Shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power windows
- Automatic temperature control, air-conditioning/heater
- Tinted glass
- Solid state ignition
- Wide white sidewall steel-belted radials
- Space-saver spare tire
- Automatic parking brake release, not available with floor shift
- Intermittent wipers
- Coolant recovery system
- 54 amp. hr. maintenance free battery
- Triple note horn
- Illuminated entry system
- Inside hood release

EXTERIOR

- Clearcoat paint
- Wheelip/rocker panel moulding
- Padded vinyl roof, with frenched backlight and single centre seam
- Paint stripes (bodyside/decklid)
- Remote control left-hand and right-hand outside mirrors
- Bumper protection group
- Forged aluminum wheels
- Cornering lamps
- High luster bodyside moulding, with vinyl insert
- Coach lamps
- Backup lights

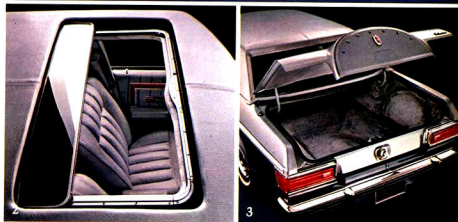
INTERIOR

- Fully carpeted colour-keyed luggage compartment with 18 oz. carpet on the floor and 14 oz. carpet on the decklid liner
- Digital clock
- Deluxe seat belts
- Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray light, dual beam dome light
- Rear door courtesy light switch
- Headlamp-on warning buzzer

- Day/night inside mirror
- Right-hand illuminated vanity mirror
- Seat belt reminder chimes
- Rear compartment and front passenger side roof rail assist straps
- Flight bench seats, featuring new luxury new style
- Power seat (4-way)
- AM/FM/MPX search radio
- Leather wrapped steering wheel
- Carpeted cowl trim panels and front seat back toe kick area.
- Package shelf with Kasman fabric
- All floor operated controls have bright trim accents
- Low-fuel indicator
- Cigarette lighter
- Head restraints

OPTIONAL EQUIPMENT

- Appearance protection group includes: Floor mats, door edge guards and license plate frames.
- Traction-loc rear axle
- Bodyside protective moulding
- Defroster—electric rear window
- Floor mounted shift—available only with bucket seat group
- Engine block heater
- Garage door opener control with in-garage receiver (installation of receiver not included)
- Leather seat trim—option in flight bench and standard with bucket seat
- Power glass moonroof—available in gold, silver and brown
- Power lock convenience group includes: Power door locks
- Electric decklid release
- Radio—AM/FM/MPX Quadrasonic-8 tape
- Reclining bucket seat group—power on driver seat only—includes bucket seat and console (floor-mounted transmission control separate option). Available with leather trim only
- Speed control
- Tilt steering wheel
- Two-tone paint



1. Two-tone silver metallic Lincoln Versailles.
2. Power moonroof option available in silver, gold, brown.
3. Luggage compartment trimmed with 18-ounce cut-pile carpeting.

The data for your evaluation

MAJOR SPECIFICATIONS

Wheelbase	109.9"	(2791 mm)
Overall Length	200.9"	(5103 mm)
Overall Height	54.1"	(1374 mm)
Wheel Tread—Front	59.0"	(1499 mm)
—Rear	57.7"	(1466 mm)
Luggage Capacity (cu. ft.)†	14.1	(399 l.)
Fuel Capacity (Imp. gals.)	16.0	(73 l.)
FRONT*		
Head Room	38.2"	(970 mm)
Leg Room	40.7"	(1033 mm)
Shoulder Room	55.8"	(1417 mm)
Hip Room	53.4"	(1356 mm)
REAR*		
Head Room	37.6"	(955 mm)
Leg Room	35.6"	(904 mm)
Shoulder Room	55.8"	(1417 mm)
Hip Room	51.2"	(1300 mm)
Curb Weight (lb.)	3922	(1779 kg.)

*Interior dimensions with 4-way power seat in rearmost position.

†With standard space-saver spare tire.

STANDARD EXTERIOR COLOURS

Choose from eight Clearcoat finishes: White, Midnight Blue, Wedgewood Blue, Light Chamois, Midnight Cordovan, Cordovan Metallic, Cinnamon Gold and Light Silver Metallic.

OPTIONAL EXTERIOR COMBINATIONS

Four two-tone combinations are offered: Wedgewood Blue with Midnight Blue below, Light Chamois with Cinnamon Gold below, Cordovan Metallic with Midnight Cordovan below, and Light Silver Metallic with Medium Silver Metallic below.

VINYL ROOF COLOURS

Six vinyl roof colours come in Valino grain: White, Midnight Blue, Wedgewood Blue, Cordovan, Cinnamon Gold, and Silver.

INTERIOR TRIM

The durable nylon knit, napped and sheared for the look and feel of cashmere, comes in four colours: Cordovan, Chamois, Wedgewood Blue, and Dove Grey. Available with flight bench seats only.

The ultra-soft handcrafted leather is available for either flight bench or bucket seats in five colours: Cordovan, Chamois, Wedgewood Blue, Dove Grey and White.

PAINT STRIPES

Eight colours of paint stripes are coordinated with vinyl roof colours: blue, bright red, chamois, cordovan, gold, light blue, orange and silver.

QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln Versailles comes equipped with factory engineered and approved parts including a dependable Motorcraft battery, Autolite Power-Tip spark plugs, Motorcraft shock absorbers, ignition parts, and Long Life oil filter. For continued top performance be sure to specify genuine Motorcraft parts whenever replacement is necessary.

Lincoln Versailles engines require UNLEADED FUEL ONLY. The use of leaded fuel in these engines can damage the catalytic converter and affect other emission control components.

CORROSION PROTECTION

All Versailles cars are protected with the DURAGUARD SYSTEM, which includes the use of precoat steel to provide corrosion protection in several major areas, a sealer on the underside of the rear wheelhouses and in the lower areas where all cars are most susceptible to corrosion, and the use of electrocoat first primer inside and outside of the body during the painting process.

The Lincoln Versailles has, as standard equipment, a vinyl coating behind the wheel openings. This special, resilient coating goes on under the paint to reduce the effects of stone chipping and road abrasives kicked up by the tires.



The DURAGUARD SYSTEM is backed by a no-charge 36-month unlimited mileage warranty against rust perforation. This warranty, transferable to succeeding owners, covers the cost of both labour and materials for repair of perforation of parts caused by corrosion. Exhaust system parts excluded. The basic 12 month/12,000 mile warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.

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Litho in Canada

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LINCOLN VERSAILLES





