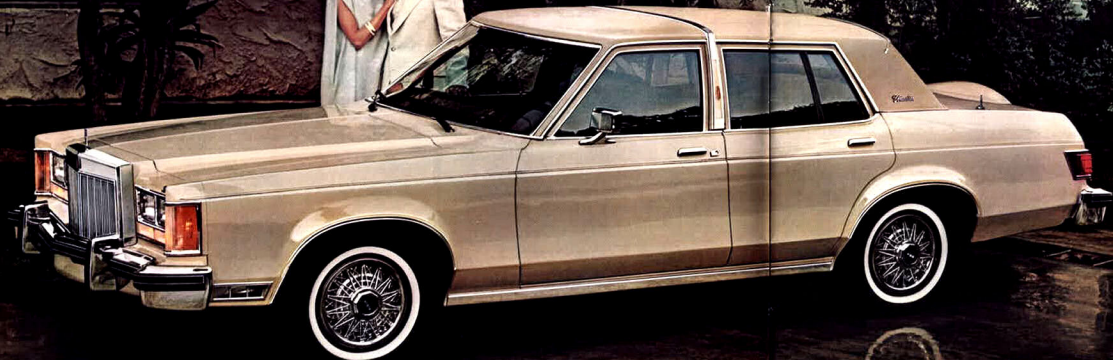




1979 LINCOLN
VERSAILLES



Introducing the new 1979 Lincoln Versailles. Now with your choice of custom roof designs to create a very personal Lincoln.

Lincoln Versailles. New custom roof designs, interior elegance and today's trim size make it a tasteful melding of classic and contemporary. Created in the tradition of impeccable Lincoln coachcraft, it is an automobile with a sense of styling history, yet totally in tune with the times.

Lincoln Versailles is styled and appointed not to impress but to endure. To understate rather than to shout. To reflect its owner's taste and achievements in a refreshing manner which magnifies these qualities.

Beyond the pride of owning a Lincoln.

But more important than the way a car looks is the way it drives. And Lincoln Versailles is sized and engineered for driving, going, doing.

Distilled to a 110-inch wheelbase, Versailles is a pleasure to drive. With a luxury car ride that might surprise you in a car so maneuverable.

You can choose any prestige automobile you wish. We believe that the following pages will give you abundant reasons to choose Lincoln Versailles.

A. Power windows and full tinted glass, standard.
B. New integrated coach lamp, standard.
C. Padded rear deck accent, standard.

At left, 1979 Lincoln Versailles shown in Light Champagne with standard Cavalry Twill vinyl half-roof and optional wire wheel covers.





When you enter the distinguished Lincoln Versailles, you are welcomed into a very special world, where your comfort and convenience are superbly catered to.

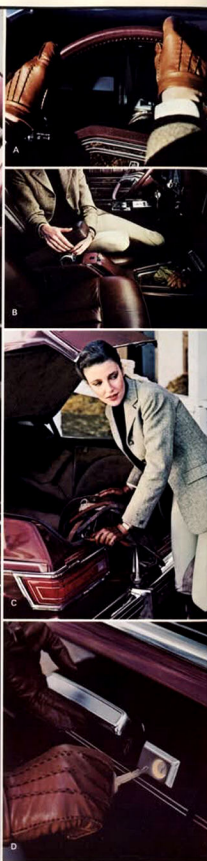
Your feet nestle into deep, 18 ounce cut-pile carpet as you enjoy the luxurious feel of rich Dorchester cloth upholstery surfaces, standard on Flight Bench seats. Or you may select optional leather seating surfaces.

Shown at the lower left is the Flight Bench seat interior in new Champagne Dorchester cloth, one of six elegant color choices for this interior that include Dove Grey, Turquoise, Wedgewood Blue, Dark Red and Cordovan. Reclining bucket seats with ultra-soft leather seating surfaces, shown on Page 6, are an available option.

Everywhere you look inside Versailles, you find evidence of the kind of meticulous craftsmanship which has been the hallmark of over five decades of fine Lincoln automobiles.

A. Left and right-hand illuminated vanity mirrors are provided.
B. Front seat backs house generous map pockets, also standard.
C. New Halogen headlamps require less wattage but produce whiter illumination than on previous Versailles models.





Naturally, an impressive array of innovative standard and optional features has been thoughtfully provided to enhance your driving enjoyment.



One of these features (facing page, far left) is the reclining bucket seat option, shown in Cordovan color leather with vinyl trim. This important option also includes a floor console (picture B) with padded center armrest, glove compartment, warning light system and provision for optional floor shift on console, 4-way power driver's seat and 2-way manual front passenger's seat.

The following are but a few of the luxury features available. Others are listed on Page 11 of this brochure.

- A. Leather-wrapped steering wheel, standard.
- B. Leather-trimmed floor console, optional. Included with reclining bucket seat group.
- C. Fully carpeted luggage compartment, standard.
- D. Illuminated Entry System that activates interior lights when you lift the door handle, standard.
- E. Tilt steering wheel, optional.
- F. Interior reading lamps for rear seat passengers, standard.
- G. 40-channel Citizens' Band radio, optional.

Versailles in Cordovan with standard Cavalry Twill vinyl half-roof and optional wire wheel covers.





The most compelling reasons for purchase await you behind the wheel. The experience is a sense of virtually "being one with" a trim, responsive automobile, thus totally in command.

Make the Versailles statement. Experience the pride of owning a very personal Lincoln.

Versailles in Diamond Blue Metallic with optional Valino grain vinyl half-roof with frenched backlite, and wire wheel covers.

Choose from twelve colors, four non-metallics and eight Clearcoat metallics:



Standard Exterior Colors

Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

Now you can
make an already
personal car
even more
personally yours.



The 1979 Lincoln Versailles is a truly remarkable achievement in form and function. A very personal car with impressive standard features. And a car that offers you the delightful opportunity to personalize it even more with a wide choice of options.

It is one thing to read about all these wonderful features. And yet another to experience them first hand. The 1979 Lincoln Versailles can meet your personal demands of classic beauty and incomparable luxury.

A Speed Control, standard
B Cartier digital clock, standard
C Electronic AM/FM Stereo/Search radio with Quad-8 tape player, standard
D Automatic Temperature Control, standard

EXTERIOR

- Choice of 12 colors, including Clearcoat paint
- Wheel-lip/rocker panel moldings
- Vinyl half-roof in Cavalry Twill
- Paint stripes (body/side/deck)
- Remote control left-hand and right-hand outside mirrors
- Bumper protection group
- Forged aluminum wheels (4)
- Cornering lamps
- Integrated coach lamps
- Backup lights
- Vinyl covered decklid accent

INTERIOR

- Fully carpeted color-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
- Rear seat reading lamps
- Carpeted cowl trim panels, front seat back toe-kick area and package shelf
- Headlamp on warning buzzer
- Day/night inside mirror
- Illuminated visor vanity mirrors, left and right-hand

FUNCTIONAL

- 5.0 L (302 CID) engine, with Variable Venturi carburetor
- Electronic Engine Control system
- Select-Shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power Windows
- Automatic Temperature Control, air-conditioning/heater
- Tinted glass
- Inflatable spare tire
- Solid-state ignition
- Solid-state voltage regulator
- Wide white sidewall steel-belted radials
- Automatic parking brake release (not available with floor shift)
- Intermittent wipers
- Coolant Recovery System
- 52 amp. 11r, maintenance-free battery
- Triple tone horn
- Illuminated Entry System
- Inside hood release
- Halogen sealed beam headlamps

E Wire wheel covers, optional; forged aluminum wheels, standard (4)
F AM/FM Stereo radio with 8-track tape player, optional
G AM/FM Stereo radio with cassette tape player, optional
H Power glass moonroof, optional

OPTIONAL EQUIPMENT

EXTERIOR

- Valno-gran vinyl half-roof with fringed backlite
- Full vinyl roof (available only with moonroof)
- Power glass moonroof—available in silver, brown and rose (available only with full vinyl roof option)
- Dual-shade paint
- Premium body/side moldings required with dual-shade paint
- Body/side protective moldings (black vinyl insert)
- Wire wheel covers (4)
- Appearance protection group. Includes: front and rear floor mats, door edge guards and license plate frames

INTERIOR

- Leather seat trim—option in Flight Bench and included with bucket seat option.

FUNCTIONAL

- Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror
- Electric Rear Window Defroster
- Engine block heater

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of this vehicle, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

SPECIFICATIONS

Wheelbase	2792 mm (109.9")
Overall Length	5103 mm (200.9")
Overall Width	1892 mm (74.5")
Overall Height	1374 mm (54.1")
Wheel Tread—Front	1499 mm (59.0")
—Rear	1466 mm (57.7")
Luggage Capacity (litres/cu. ft.) [*]	413.4 (14.6)
Fuel Capacity (litres/imp. gals.)	72.7 (16.0)
Curb Weight (Kilograms/lbs.)	1745 (3848)

FRONT*

Head Room	965 mm (38.0")
Leg Room	1031 mm (40.6")
Shoulder Room	1412 mm (55.6")
Hip Room	1356 mm (53.4")

REAR*

Head Room	947 mm (37.3")
Leg Room	904 mm (35.6")
Shoulder Room	1412 mm (55.6")
Hip Room	1301 mm (51.2")

*Interior dimensions with away power seat in rearmost position.
 *With inflatable spare tire.

OPTIONAL EXTERIOR COMBINATIONS

Six dual-shade combinations are offered: Black with Light Silver Metallic below; Light Champagne with Dark Champagne Metallic below; Light Silver Metallic with Medium Grey Metallic below; Light Silver Metallic with Black below; Medium Turquoise Metallic with Dark Turquoise Metallic below; and Dark Champagne Metallic with Light Champagne Metallic below.

VINYL ROOF COLORS

Ten vinyl roof colors come in Cavalry Twill or Valino grain: White, Black, Dark Red, Diamond Blue, Dark Cordovan, Dove Grey, Silver, Light Champagne, Dark Champagne and Medium Turquoise.

INTERIOR TRIM

Flight Bench seats in comfortable, durable Dorchester cloth come in six colors: Champagne, Dove Grey, Turquoise, Wedgewood Blue, Dark Red and Cordovan.

Ultra-soft leather seating surfaces, in those colors, are optional on Flight Bench seats and are standard when optional reclining bucket seats are ordered.

PAINT STRIPES

Paint stripes are offered in the following nine colors and are coordinated with vinyl roof colors: Medium Blue, Medium Turquoise, Light Champagne, Medium Champagne, Gold, Bright Red, Light Cordovan, and Dark Cordovan.

CORROSION PROTECTION

All Versailles cars are protected with the DURAGUARD SYSTEM, which includes 7 processes built in at the factory as standard equipment to provide corrosion protection as follows: pre-coated steel on doors, quarter panels and other selected areas; galvanized steel on rocker panels, selected cowl tops and underbody parts;

vinyl sealer on the underside of rear wheelhouses; phosphate coating on the entire car body after a super cleaning process; electrocoat process; and application of rust resistant primer paint, also on the entire body, aluminum wax sprayed into hard-to-reach-low body areas, the inside surfaces of doors and quarter panels, and protective vinyl coating behind the wheel openings and along the lower body side area.

The DURAGUARD SYSTEM is backed by a no-extra-charge, 36-month unlimited distance manufacturer's 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/20,000 kilometre warranty covers corrosion, other than perforations, that are due to defective factory materials or workmanship. Ask your dealer for details.



QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln Versailles comes equipped with factory engineered and approved parts including a maintenance-free battery, shock absorbers, ignition parts, and Long Life oil filter by Motorcraft. For continued top service, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

CONSIDER THE FORD EXTENDED SERVICE PLAN

When you're considering options for your Lincoln Versailles, give a thought to ordering Ford of Canada's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company of Canada, Limited and honoured by participating Ford and Mercury dealers throughout Canada and the United States. Ask your dealer for details.

Specifications and descriptions used were in effect when this publication was approved for printing. Ford Motor Company of Canada, Limited reserves the right to discontinue models or options, or to change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features and options are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

LINCOLN VERSAILLES

Litho in Canada 8/78



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