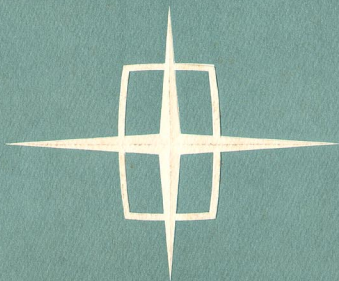




nineteen sixty LINCOLN

and Lincoln Continental

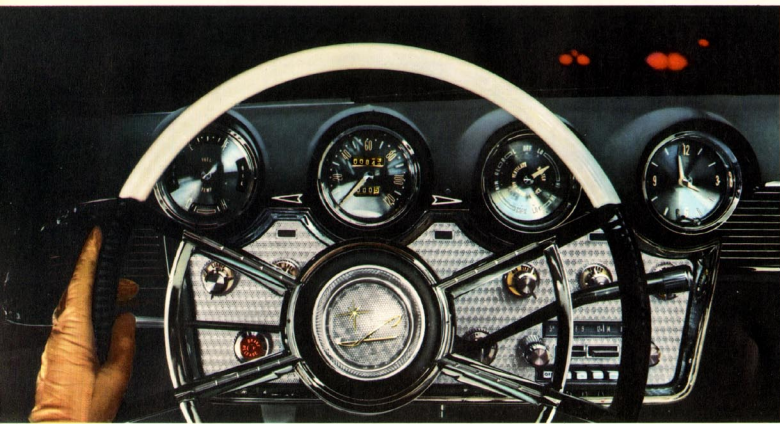


The finest Lincolns in forty years

In forty years of producing luxury motorcars, Lincoln has never equalled the masterpieces it offers for 1960. This year, Lincoln introduces a new "town car" elegance that brings a new kind of distinction and luxury to American motoring. Here is impressive newness of appearance with the distinctive feeling of the formal car. Here are magnificent new interiors with spaciousness and comfort unmatched by any other six-passenger car in the world. Here is engineering advanced to new levels of effortless performance. Here, for your consideration, are the finest Lincolns in forty years—the brilliant new 1960 Lincoln and Lincoln Premiere.

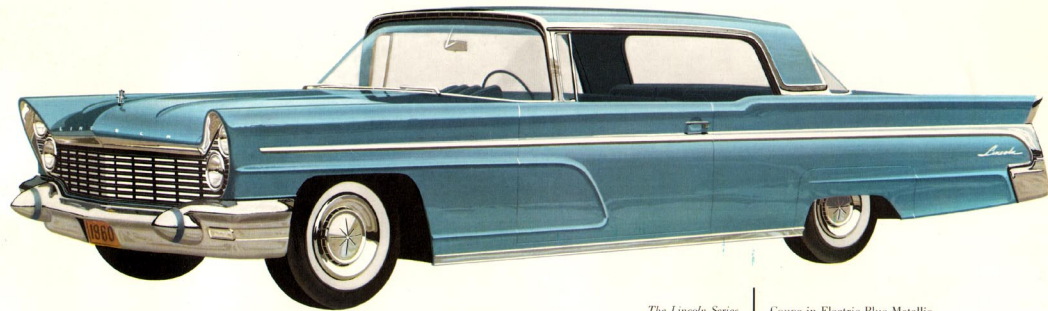
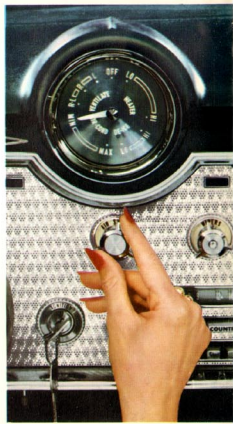


New achievement in classic design: Lincoln "town car" elegance



An example of superb design is Lincoln's new instrument cluster with its rich bright metal finish. Notice the intelligent placement of all major dials for reading at a glance. Notice, too, the new push-button parking brake release with its special red "brake on" warning light—conveniently placed on the lower left side of the panel.

Lincoln's luxury extends even to the way you adjust its weather system. A single illuminated control, in place of many knobs and levers, provides any degree of heat, ventilation or optional air conditioning with one easy adjustment. In addition to this Comfort-Control heater, an outstanding Travel-Tuner radio is also standard equipment on all Lincolns.

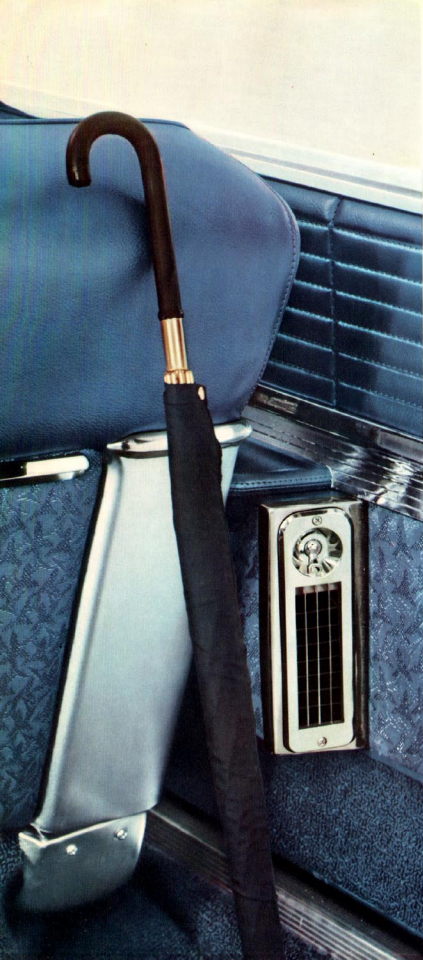


The Lincoln Series | Coupe in Electric Blue Metallic

The look of Lincoln for 1960 has an unmistakable distinction that delights your sense of good taste. The sleek formal new line of the roof, the clean design of the body—these are the elements that result in graceful, *enduring* beauty that makes the 1960 Lincoln not only an enjoyable car to own but an exceedingly impressive one as well.

The luxurious new interiors of the Lincoln Series come in seven color schemes to blend perfectly with Lincoln's wide range of tasteful exterior color choices.

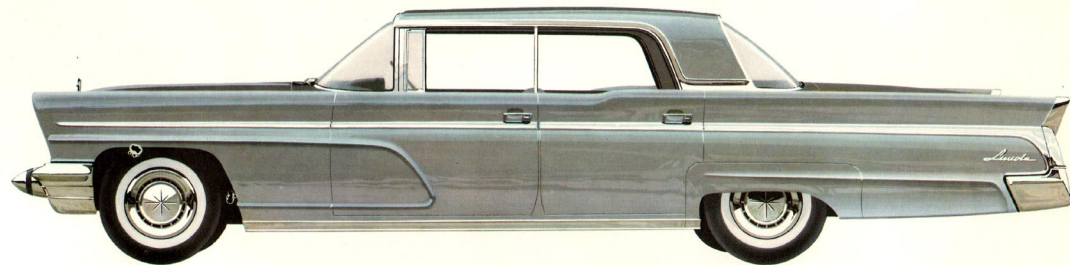




The Lincoln concept of personal comfort

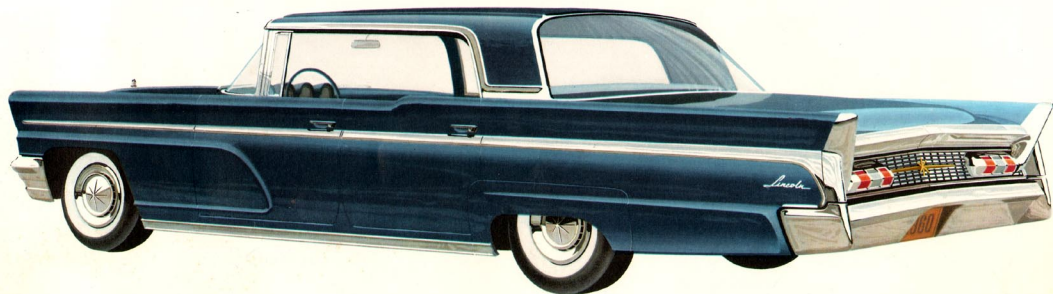
Lincoln's new concept of comfort includes many unique provisions for your motoring enjoyment. A typical example: Lincoln designers have provided seven special heating and air conditioning ducts. Two of these travel inside the front seat armrests to bring warmed or cooled air directly to the rear seat area—a thoughtful convenience your passengers will particularly appreciate in uncomfortable weather.

A new ultimate in comfort for the driver is available with Lincoln's optional 6-way power seat. In addition to the usual up-down, front-back movements, this seat also tilts forward and backward—affording infinite adjustments in seat angle for the precise position most comfortable for you.



The Lincoln Series

Four door Sedan in Cloud Silver Metallic



Four door Landau in Marine Blue Metallic



All leathers for Lincoln Premier interiors are individually selected and hand-cut by expert craftsmen; each pleat in the specially-designed Moiré Fabric is individually stitched with exacting care. You have a selection of eight color-matched interior schemes featuring Moiré Fabric (with leather) or five schemes featuring leather which are offered as special options.

Extra consideration is given to your every need within the luxurious interiors of Lincoln. One example: special reading lights recessed at convenient shoulder height in the Premier provide shielded and directed illumination for the convenience of rear-seat passengers.



Luxurious new spaciousness awaits you in Lincoln for 1960

No other automobile affords the luxurious spaciousness, the comfort and elegance in the grand manner of Lincoln. In the nineteen-sixty Lincolns, you will discover great roominess in every interior dimension. More headroom, shoulder room and leg room. Higher, wider, softer seats. Wider doors for more gracious entry and exit. And within Lincoln's bigger interiors, specially loomed new fabrics create an atmosphere of rich refinement that is without equal.

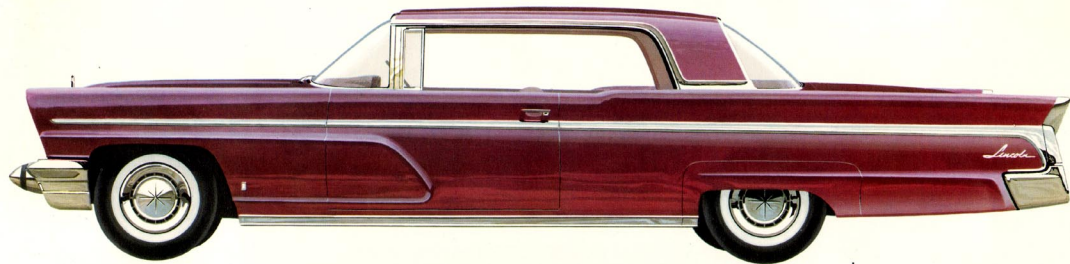
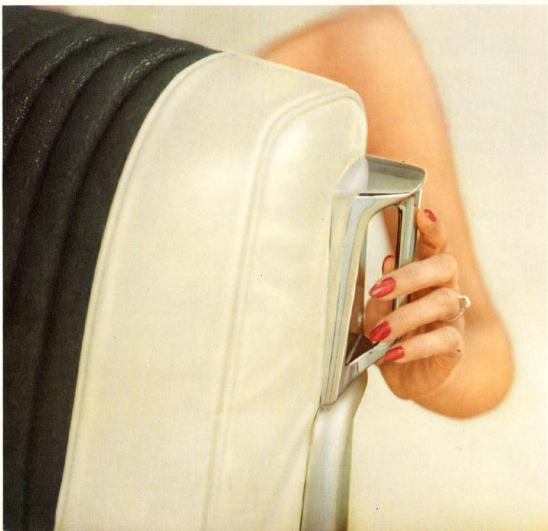


The Lincoln Premier Series | Four door Landau in Deerfield Green Metallic



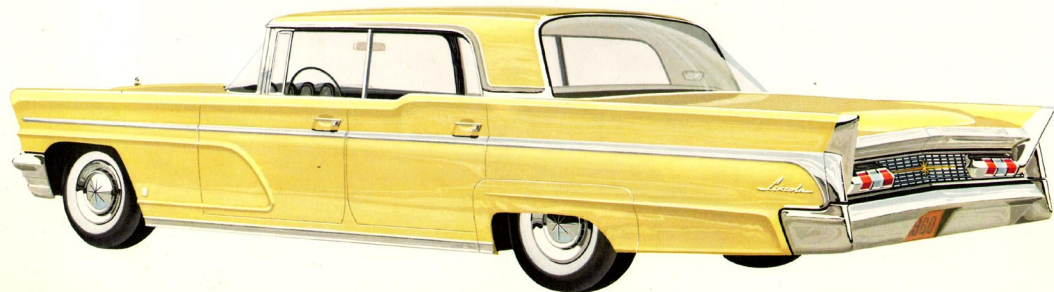
Lincoln's complete range of fingertip controls adds immeasurably to your enjoyment in motoring. At left are the Premier master power window controls (panel shown here includes two optional controls for vent windows). A 4-way power seat is also standard on the Premiere. Power steering, power brakes and Dual-Range Turbo-Drive—called the most automatic of all transmissions—are, of course, standard in both the Lincoln and Lincoln Premiere series.

Rarely have so many extraordinary luxuries been provided as in the 1960 Lincoln. Special assist handles in all Lincoln 4-door models, handsomely finished in chrome, afford an excellent example of the consideration Lincoln designers have shown for your complete ease in entering and leaving the car.

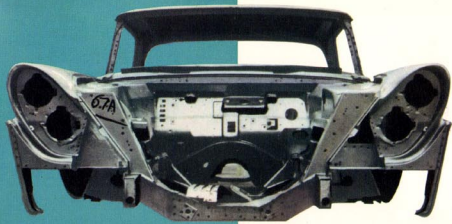


The Lincoln Premiere Series | Coupe in Maple Leaf Metallic

A wealth of power servants and polished appointments at your fingertips



The Lincoln Premiere Series | Four door Sedan in Petal Yellow

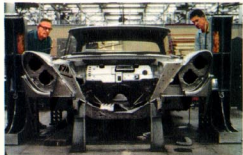


UNIFRAME BODY—KEY TO A STRONGER, SAFER, QUIETER MOTORCAR

The Uniframe body structure pictured at the upper left is the finest ever designed for any automobile, anywhere—an exclusive feature of Lincoln and Lincoln Continental in the fine car field. Instead of bolting together the body shell and the chassis frame, Lincoln integrates them into one immensely strong unit with over 5,000 welds.

Several all-important advantages for Lincoln and Lincoln Continental owners result from Uniframe construction: the most spacious car interiors in the world; a lowered center of gravity which lets you enjoy a smooth, stable ride; greatly increased safety because the body panels are backed up by the full strength of the entire Uniframe unit.

1960 LINCOLN AND LINCOLN CONTINENTAL CRAFTSMANSHIP



Ever-present Quality Inspectors scrutinize the workmanship at every stage of production. Literally hundreds of thorough checks are made before any automobile is released for shipment.



The lower part of every Lincoln and Lincoln Continental body is submerged in a rust-resistant base coating which penetrates areas impossible to reach by conventional spraying methods.



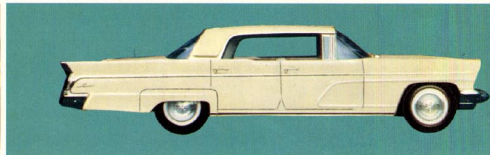
Careful wet-sanding is done by hand at two separate stages of body finishing. No fine car manufacturer in the world duplicates all ten processes that produce the lifetime beauty of these cars.



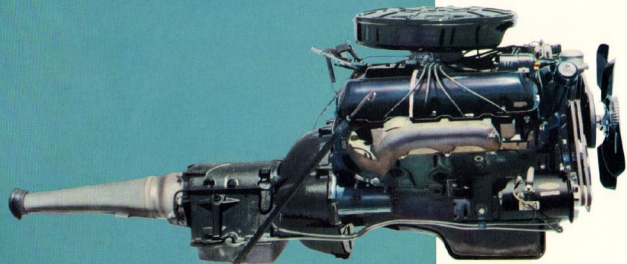
Expert seamstresses with years of experience carefully stitch each individual piece of the beautifully-designed new fabrics, providing flawless tailoring for each new car.



Leathers receive preferential treatment in the new Lincoln and Lincoln Continental plant at Wixom, Michigan. Hand-cutting takes time, but superior craftsmanship is the standard here.



After painstaking construction and testing, a thorough check-ride is given every new Lincoln and Lincoln Continental at the factory—and only then are these magnificent cars ready for their proud new owners.

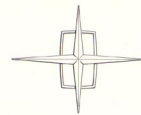


SUPERB PERFORMANCE—FROM THE FINEST ENGINES IN OUR HISTORY

This year, the finest engines ever produced by the world's master builders of V-8 power offer still greater advances in precision engineering and design.

New refinements have been made in carburetion and in torque output. The result is more responsive power in all ranges, greater versatility and smooth, almost inaudible operation.

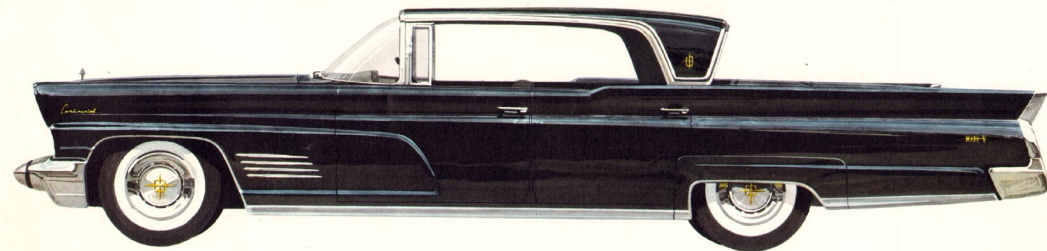
And to provide the finest craftsmanship ever built into a fine car power train, every Lincoln and Lincoln Continental engine and transmission is tested and re-tested before and after installation.



Lincoln Continental for 1960

A new peak of perfection for America's finest motorcar

Ever since its beginnings as a custom-built automobile for a privileged few, the Lincoln Continental has been famous as America's most distinctive and luxurious motorcar. The Mark V now carries this tradition to a new peak of perfection. New elegance enhances its distinctive design. Beautiful new materials reflect an even greater richness in its appointments. And another important quality makes itself quickly evident—the thorough, painstaking care with which this car is built. For Lincoln Continental craftsmanship is legendary. Ownership of this magnificent new Lincoln Continental is a supremely satisfying experience.

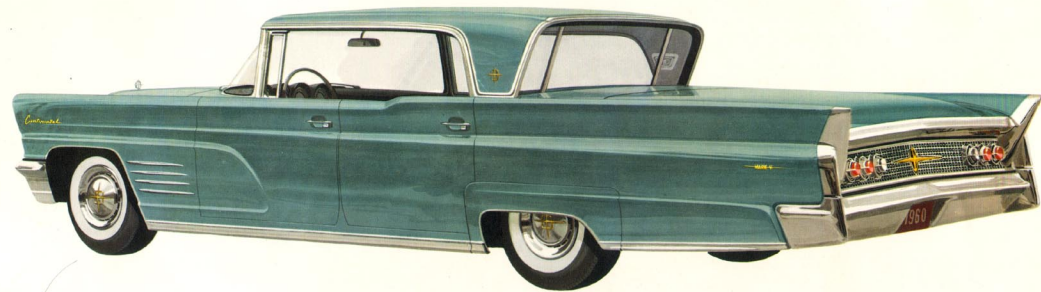




The resplendent luxury for which the Lincoln Continental is so famous is perfectly reflected in the Mark V Convertible. A single control folds the top under a motor-driven rear deck panel, leaving a smooth, unbroken line—and revealing elegant leather, hand-cut and impeccably tailored. When putting the top up, the same control locks the top into the windshield frame automatically, an exclusive Lincoln Continental feature. In every detail, the brilliance of the Mark V Convertible is unparalleled.

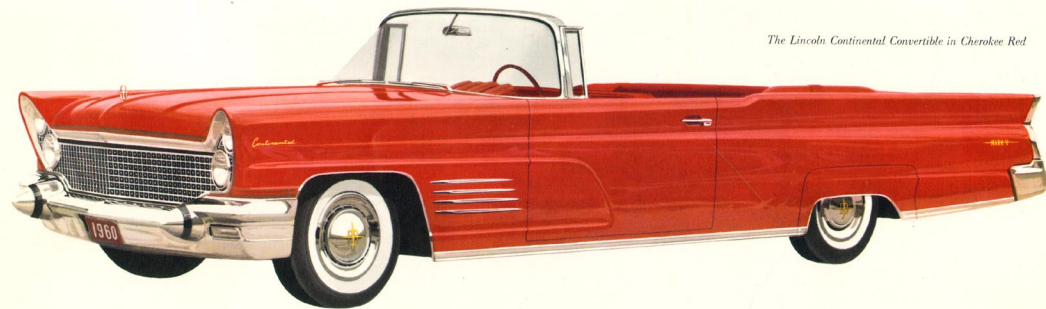


Luxury assumes a rich new meaning in the Lincoln Continental



The Lincoln Continental Landau in Sapphire Metallic

An exclusive feature of the Lincoln Continental (including the convertible) is the reverse-slanted rear window which raises or lowers at the touch of a control on the driver's arm rest—a distinctive touch and a practical one as well, providing uniquely refreshing ventilation which is virtually draft-free.

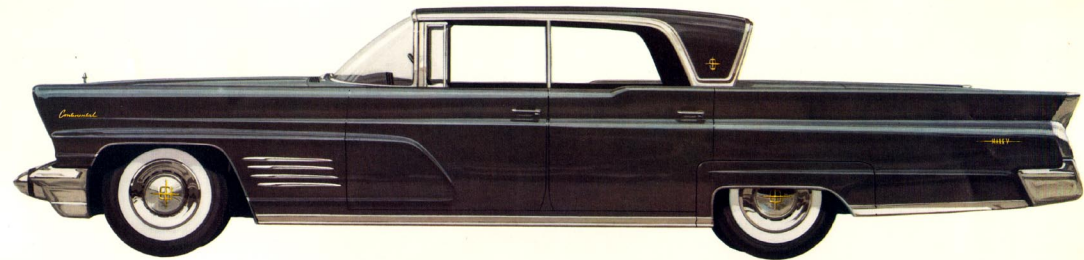
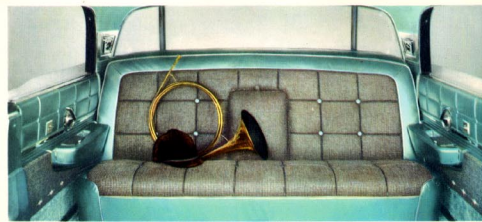


The Lincoln Continental Convertible in Cherokee Red

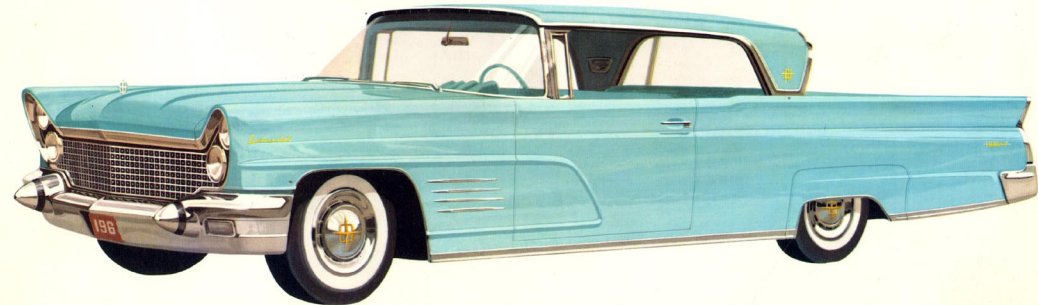


Spaciousness is but one regal aspect of the new Lincoln Continental interiors

Like its famous predecessors, the Mark V provides superb interior coachwork. In addition to regal spaciousness, you will find magnificent new upholsteries in a broad choice of colors, such as this rich Peacock Tweed with leather holsters—as well as the new Buckingham Check Fabric employing a striking silver thread motif. Interior trims featuring soft leather are also available in two-tone or solid colors.



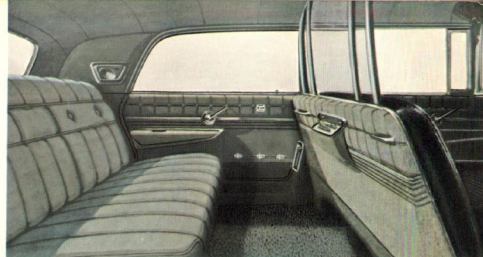
The Lincoln Continental Sedan in Spartan Gray Metallic



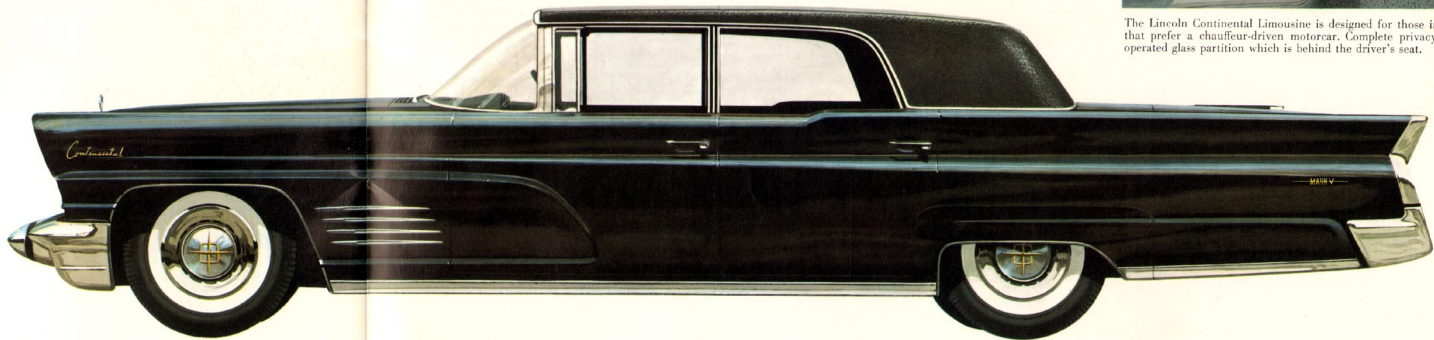
The Lincoln Continental Coupe in Pale Turquoise



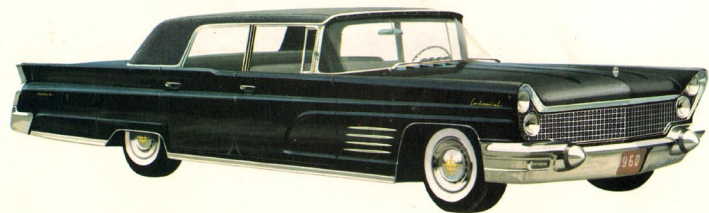
For formal motoring: a new magnificence



The Lincoln Continental Limousine is designed for those individuals and companies that prefer a chauffeur-driven motorcar. Complete privacy is assured by a power-operated glass partition which is behind the driver's seat.



The Lincoln Continental Limousine



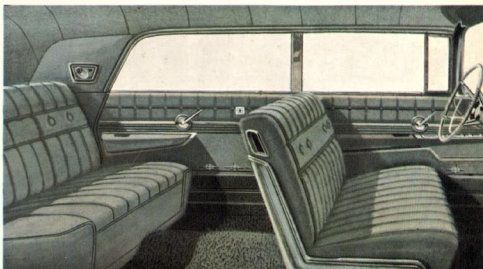
The Lincoln Continental Town Car

On these pages you see the ultimate in distinction and sumptuousness—the new Mark V Limousine and the new Mark V Town Car.

They reflect a craftsmanship that is unparalleled. The basic construction is expertly done in the new Lincoln Continental plant. But all finishing work—both interior and exterior—is crafted by the famous 84-year-old firm of custom body-builders, Hess & Eisenhardt of Cincinnati. Every possible motoring luxury and convenience is standard equipment on the Mark V Limousine and the Town Car. For instance, both of these distinguished automobiles are completely air-conditioned. And both are furnished with deep-pile carpeting a full half-inch thick, with gray woolen broadcloth upholstery (the chauffeur's compartment in the Limousine features hand-cut black leather).

Because of the high standards maintained by Lincoln Continental and Hess & Eisenhardt, only two of these magnificently-built cars can be produced each day. Consequently, orders can only be accepted for future delivery.

The Lincoln Continental Town Car is designed to be driven primarily by the owner. The front and rear interiors are upholstered in matching gray woolen broadcloth. Like the Limousine, the hand-polished body is finished in Presidential Black with vinyl padding over the steel roof.



LINCOLN CONTINENTAL TOWN CAR AND LIMOUSINE SPECIFICATIONS ARE AVAILABLE AT YOUR LINCOLN CONTINENTAL DEALERSHIP.

From the driver's position in the Lincoln Continental: an incomparable sense of security and command

Lincoln Continental automobiles have long been renowned for their exceptional motoring conveniences. And the Mark V enhances this Lincoln Continental tradition with power servants to answer the driver's every demand. Among the conveniences that are standard on the Mark V:

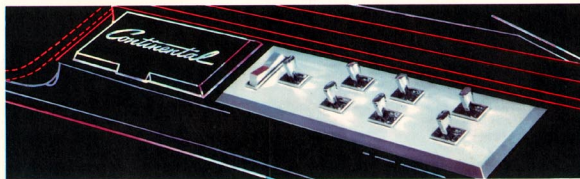


Dual-Range Automatic Transmission. The Lincoln Continental Turbo-Drive dual-range automatic transmission is the smoothest power-transfer system known—the shifts are almost imperceptible!

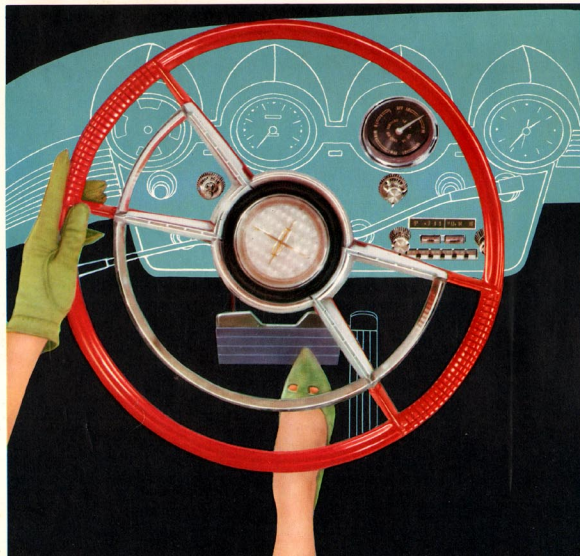


Power Seat (6-way). The most modern advance in car seating comfort is represented in the Lincoln Continental 6-way power seat. The driver can select virtually any position that is most comfortable for him because he can tilt the seat forward or backward in addition to the horizontal and vertical adjustments. The power-tilt controls are mounted on the seat frame, one on each side of the horizontal-vertical switch—within easy reach of the driver's hand.

Power Brakes. The Lincoln Continental owner enjoys complete control with big Mark V power brakes. Because they have the largest brake-lining area of any car (plus new 30 per cent thicker lining) there is an extra margin of safety—even though these power brakes require less than one-half the effort of conventional brakes! In the course of daily driving, these brakes adjust automatically, whenever adjustment is required.



Power Windows. This handsome master control panel on the driver's armrest provides fingertip control of the Mark V windows, including the vents and the retractable rear window. An important safety feature is a lock-out switch, with which the driver can make all the individual window controls inoperative.



Comfort-Control Heater-Air Conditioner. One single, simple control allows quick, selective settings of the heater, ventilating system and air conditioning* for wonderful passenger comfort.

Travel-Tuner Radio. This outstanding unit provides the ultimate in car-radio reception. It features a specially-designed dual-speaker system in addition to a power-operated antenna and synchronized foot control. (An FM tuner attachment is also available as an optional extra.)

Additional Lincoln Continental Standard Equipment includes white sidewall tires, tinted glass, padded instrument panel and sun visors, remote-control outside mirror, windshield washers and many other conveniences you would expect in such distinguished cars.

*Optional

Specifications

MODELS: Lincoln Coupe, Four Door Sedan, Landau—Lincoln Premiere Coupe, Four Door Sedan, Landau—Lincoln Continental Coupe, Four Door Sedan, Landau, Convertible, Town Car, Limousine.

ENGINE: OHV 90° V-8, displacement 430 cubic inches, bore and stroke 4.30" x 3.70", compression ratio 10.0 to 1, horsepower 315 @ 4100 r.p.m., maximum torque 465 pound feet @ 2200 r.p.m.

ENGINE LUBRICATION: Full-pressure, rotor-type oil pump, oil filter full-flow disposable type standard on all models, oil capacity 5 quarts, 6 quarts with filter.

EXHAUST SYSTEM: Dual exhaust—standard on all models, aluminized mufflers, laminated pipes.

FUEL SYSTEM: Carburetor 2-barrel with integral automatic choke, paper-pak carburetor air cleaner, water-warmed intake manifold, temperature-controlled air induction system, 40,000-mile filter, maximum fuel tank capacity 25 U.S. gallons, all models.

COOLING SYSTEM: Pressure cooling with pressure vent radiator cap, coolant capacity with heater 26 quarts, all models.

ELECTRICAL SYSTEM: Battery 12-volt, 102 plate, 72 ampere-hour. Power box on dash contains fuses, circuit breakers, starting motor relay and horn relay.

TRANSMISSION: Twin-Range Turbo-Drive automatic three-speed dual range transmission with torque converter standard on all models, oil capacity 21 pints.

REAR AXLE: Semi-floating hypoid, gear ratio 2.89 to 1, lubricant capacity 4 pints.

FRONT SUSPENSION: Ball-joint with helical-coil type springs, shock absorbers—double acting hydraulic rebound cutoff type concentrically mounted within coil springs.

REAR SUSPENSION: Hotchkiss Drive, rear springs 60" leaf-type parallel mounted, shock absorbers angle mounted.

STEERING: Recirculating ball type steering gear, integral-type power steering standard on all models.

BRAKES: Self-adjusting power brakes standard on all models, total brake lining area—297 square inches. Pedal actuated parking brake on rear wheels, vacuum release operated with button on instrument cluster, parking brake warning light standard on all models.

WHEELS AND TIRES: Pressed steel disc wheels, tires 9.50 x 14 rayon white sidewall standard on all models, full wheel covers standard on all models.

DIMENSIONS: Wheelbase 131", overall length 227.2", width 80.3", tread—front and rear 61.0".

LINCOLN AND LINCOLN CONTINENTAL EQUIPMENT

(■ = STANDARD)

	Lincoln	Lincoln Premiere	Lincoln Continental	Lincoln Continental Town Car & Limousine
Twin-Range Turbo-Drive	■	■	■	■
Self-Adjusting Power Brakes	■	■	■	■
Power Steering	■	■	■	■
4-Way Power Seat	optional	■	■	■ <small>■ 6-way (Town Car & Lim.)</small>
6-Way Power Seat	optional	optional	■	■ <small>■ 6-way (Town Car & Lim.)</small>
Travel-Tuner Radio	■	■	■	■ <small>■ Travel & Touring (Lim.)</small>
Heater and Defroster	■	■	■	■
Air Conditioning	optional	optional	optional	■ <small>■ Tour & Lim.</small>
White Sidewall Tires	■	■	■	■
Undercoating	■	■	■	■
Electric Clock	■	■	■	■
Windshield Washers	■	■	■	■
Remote Control Outside Rear View Mirror	■	■	■	■
Safety Padded Instrument Panel	■	■	■	■
Safety Padded Sun Visors	■	■	■	■
Retractable Rear Window	■ <small>■ optional</small>	■ <small>■ optional</small>	■	■ <small>■ optional</small>
Back-Up Lights	■	■	■	■
Tinted Glass	optional	optional	■	■
Parking Brake Warning Light	■	■	■	■
Center Arm Rest, Rear	■	■	■	■
Rear Compartment Reading Lights	■ <small>■ optional</small>	■	■	■ <small>■ except Coupe</small>
Full Wheel Covers	■	■	■	■

