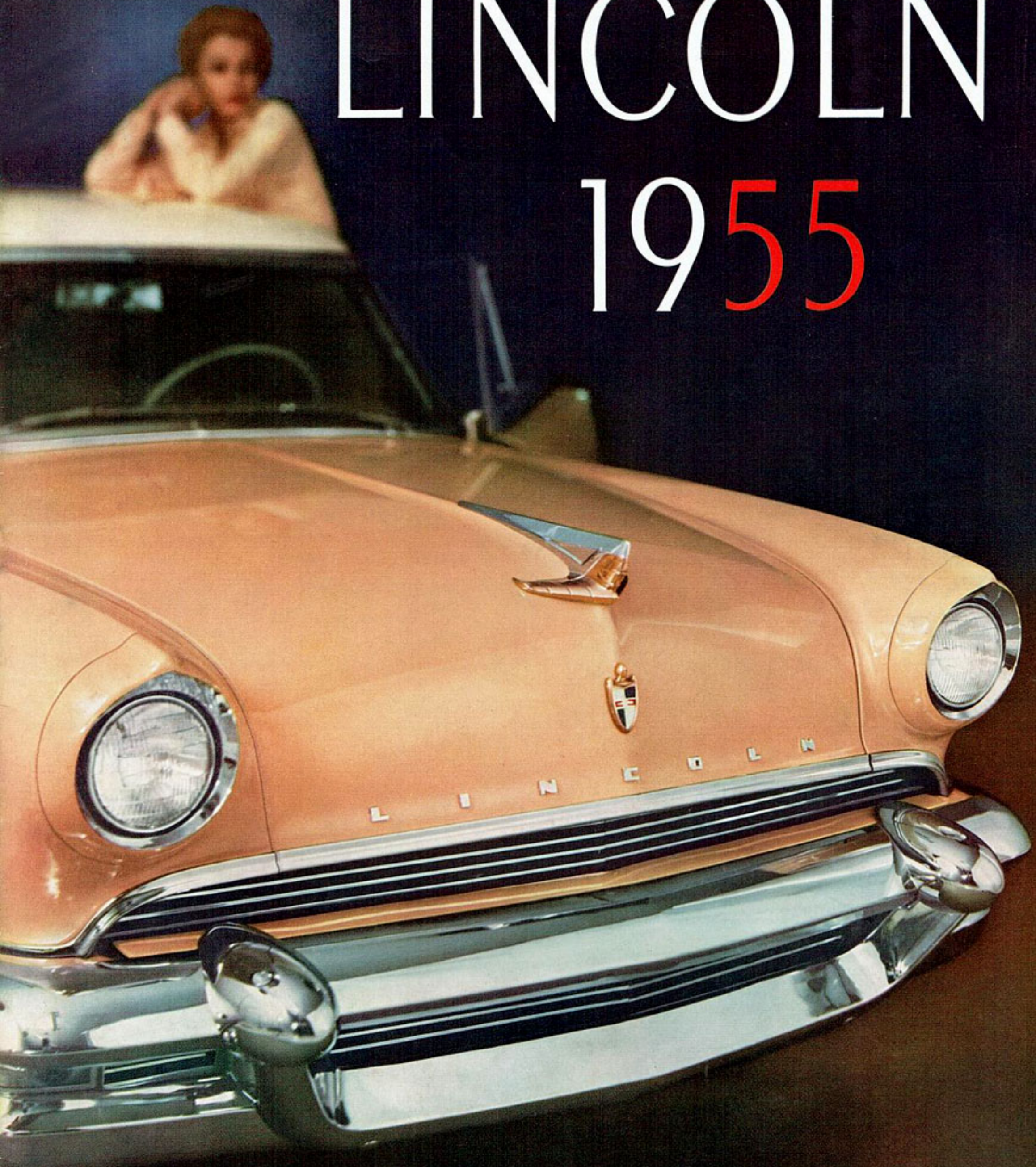


LINCOLN

1955



elegance with power _____

1955 LINCOLN AND CAPRI

Start with Lincoln's new rear deck and tail-lamp styling; follow the long, low silhouette to the new bumper-grille. Here is superb new beauty in every line, in every detail.

Here too, is new power, whisper-quiet under the hood, awaiting your command. When you call upon this power, it responds with a new quick smoothness that is exclusive with Lincoln. For in the 1955 Lincoln, you have the greatest power combination in America today: great new V-8 engine and Turbo-Drive, the new Lincoln transmission, finest, most efficient automatic drive of all.



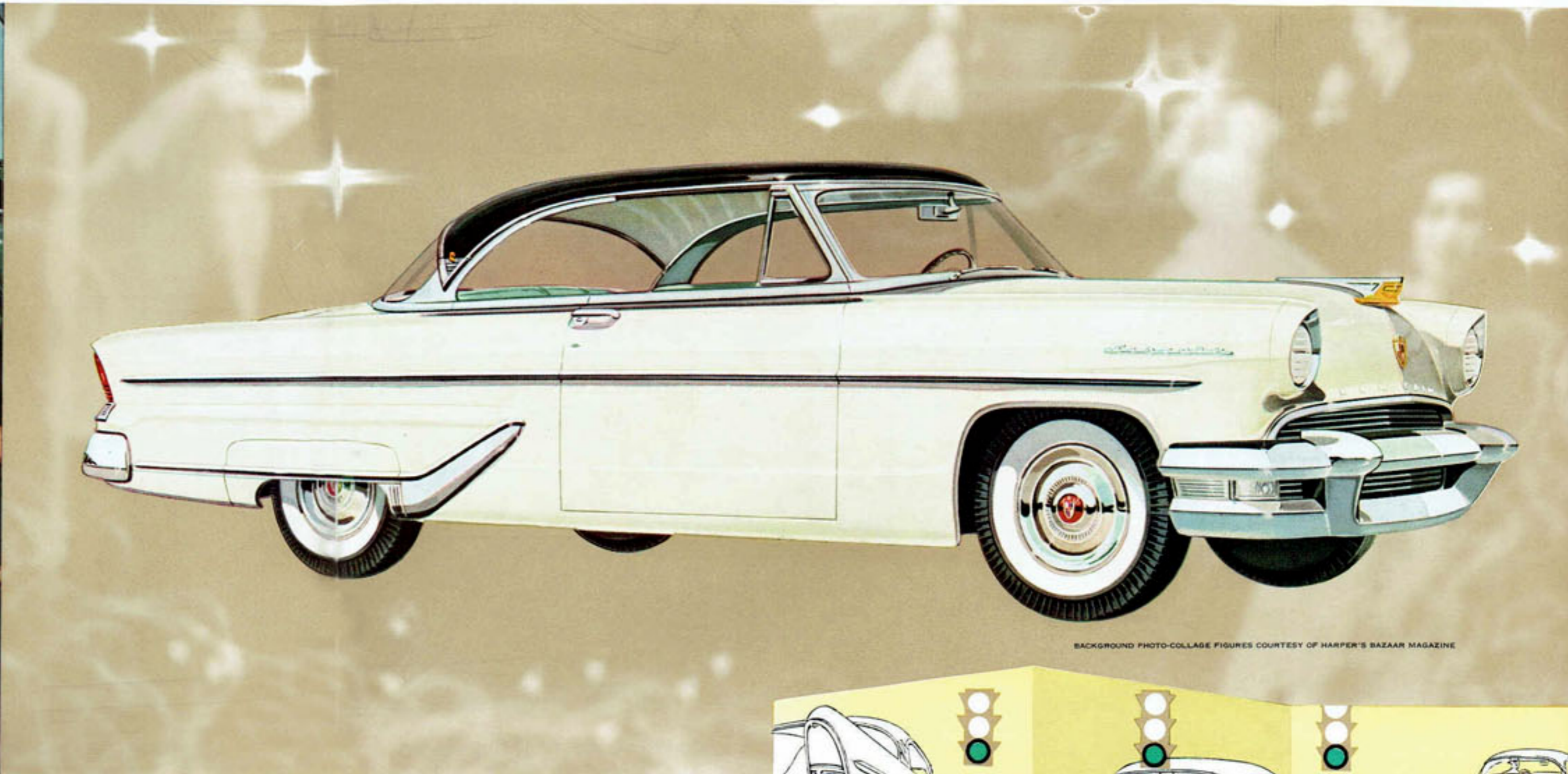
LINCOLN

the custom sport coupe

FLEET POWER IS THE KEY TO LINCOLN PERFORMANCE

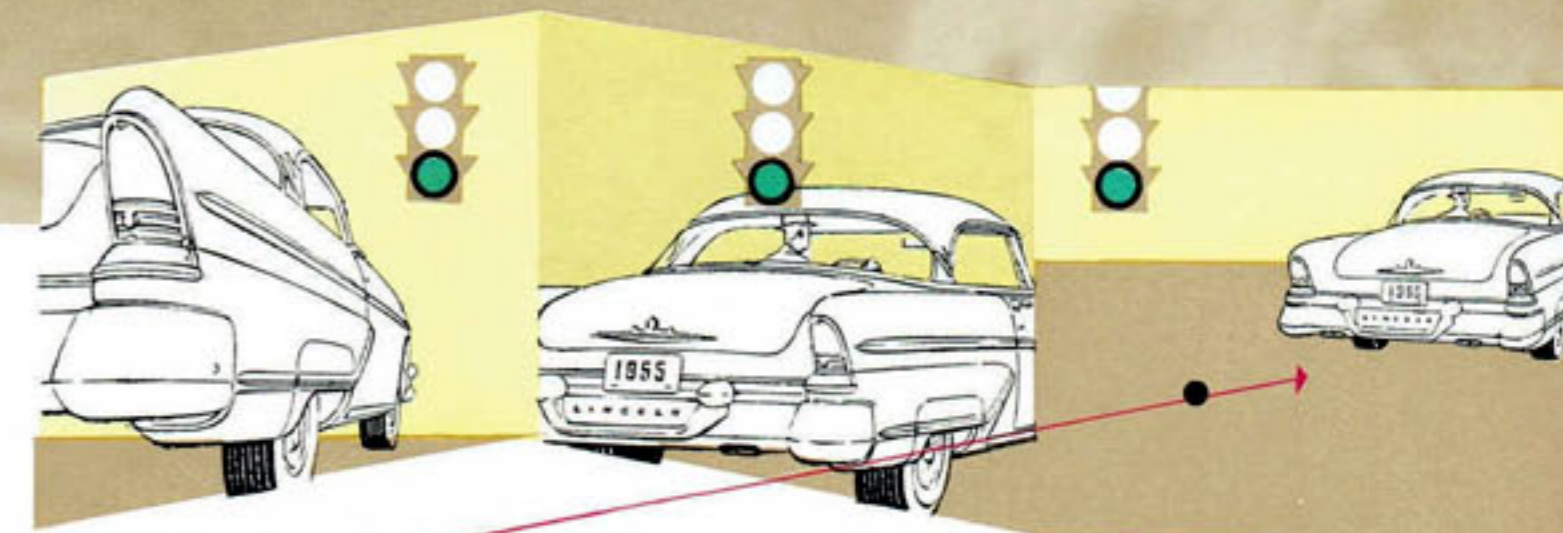


You relax on the seat of light green Seaweave, lean back against the bolster of dark green Nylon. Around you is visibility unlimited but for narrow roof supports. Here is deep luxurious comfort, smartly appointed. Close-up you see the instruments, read each dial at a glance. You note how completely this panel blends with Lincoln's luxurious decor, each detail reflecting Lincoln's elegance.



BACKGROUND PHOTO-COLLAGE FIGURES COURTESY OF HARPER'S BAZAAR MAGAZINE

Like every Lincoln, the Custom Sport Coupe has the look of power about it. You sense it the minute you slip behind the wheel. You touch the accelerator, and response is instant. The secret is high torque: torque is an engineer's way of saying usable, fleet power, and this power is yours in Lincoln, in new and finer proportions. The new, more powerful engine responds quickly, smoothly, in any range you select. There is nothing else like it in the world.



New Lincoln Turbo-Drive brings a new and greater driving range selection to the accelerator pedal; you choose smooth acceleration or jet-like getaway with your toe.

LINCOLN _____ *the custom four-door sedan*

LINCOLN TURBO-DRIVE _____

AMERICA'S NEWEST, SMOOTHEST FINE CAR DRIVE

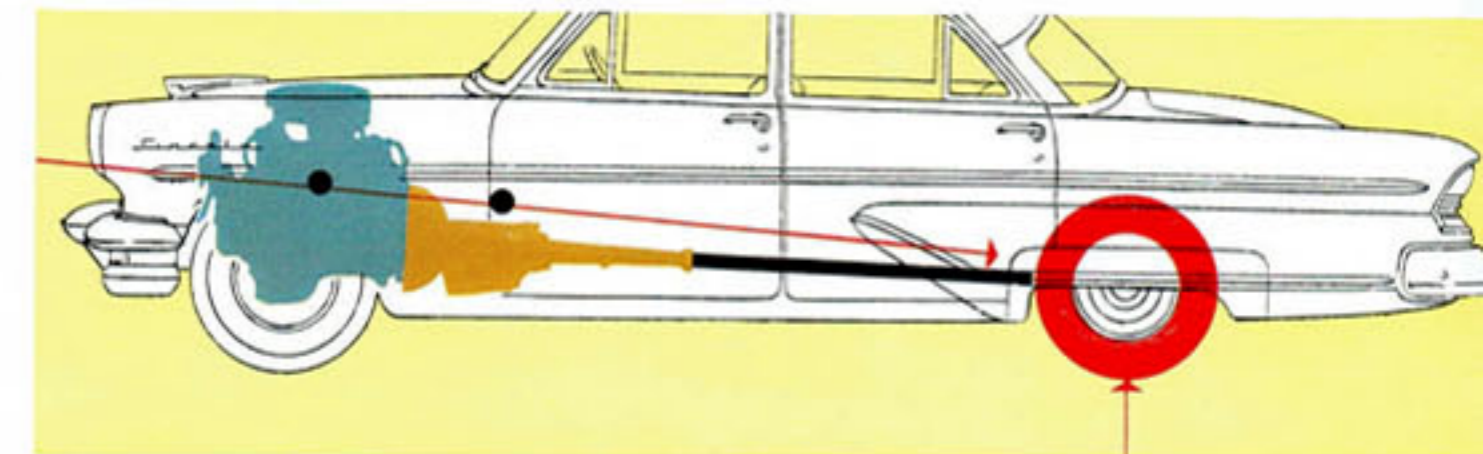


This year, too, Lincoln introduces the first new automatic transmission designed for high-performance engines exclusively—new Lincoln Turbo-Drive. Complete with new features—especially accelerator-pedal drive-range selection. It's smooth, liquidly flexible, highly responsive. The purpose: to deliver

torque—propulsive power—to the driving wheels with greater versatility than ever before!

In this Custom Four-door Sedan, you and your family can rely on Turbo-Drive to take the hitch and work out of driving, so you can sit back, relax, and notice how many people are looking your way.

Sculptured form gives Lincoln its dynamic, modern look—front, side and rear. Brilliantly simple, yet smartly elaborate. Notice, too, Lincoln's new functionally modern bumper-grille.



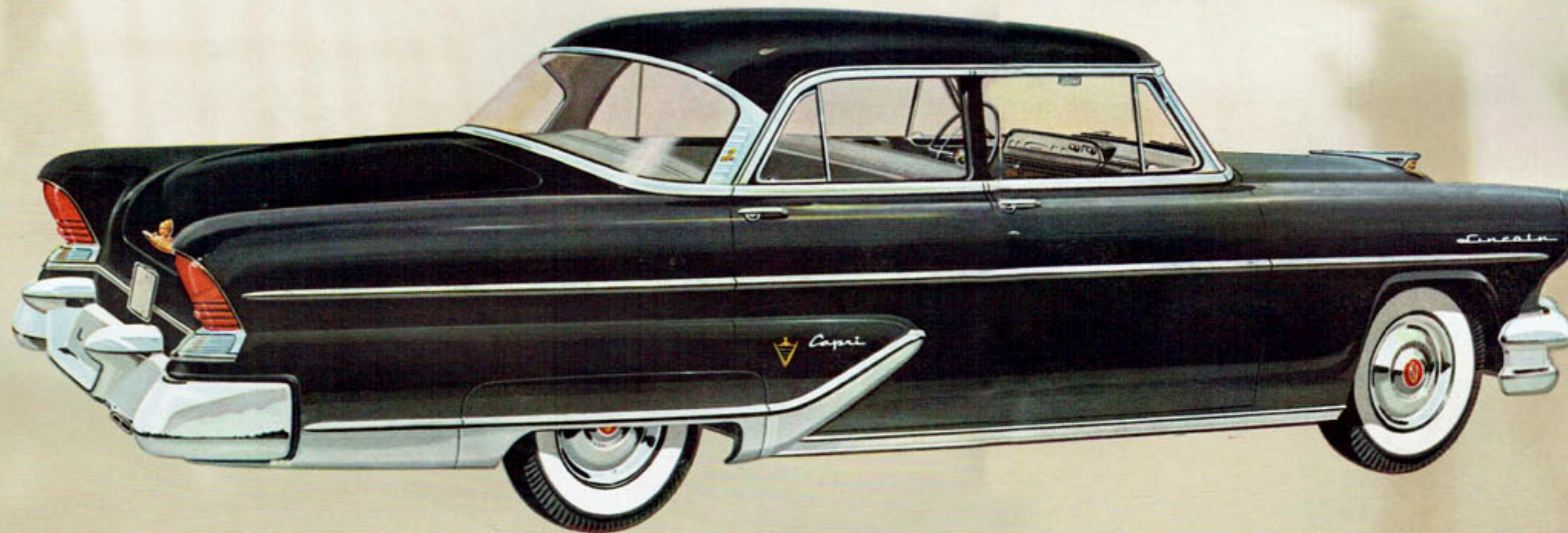
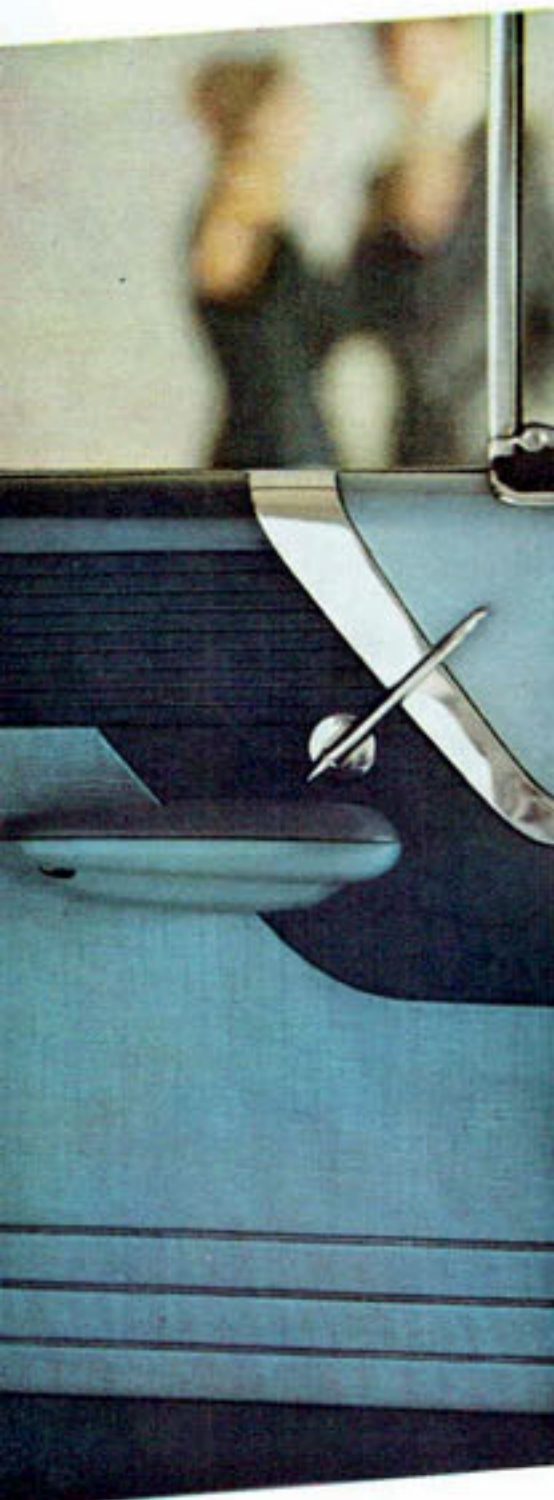
From Lincoln's powerful new engine, through new Turbo-Drive transmission to the driving wheels, the new focus is on performance.

CAPRI

the special custom four-door sedan

COMFORT AND CONVENIENCE —

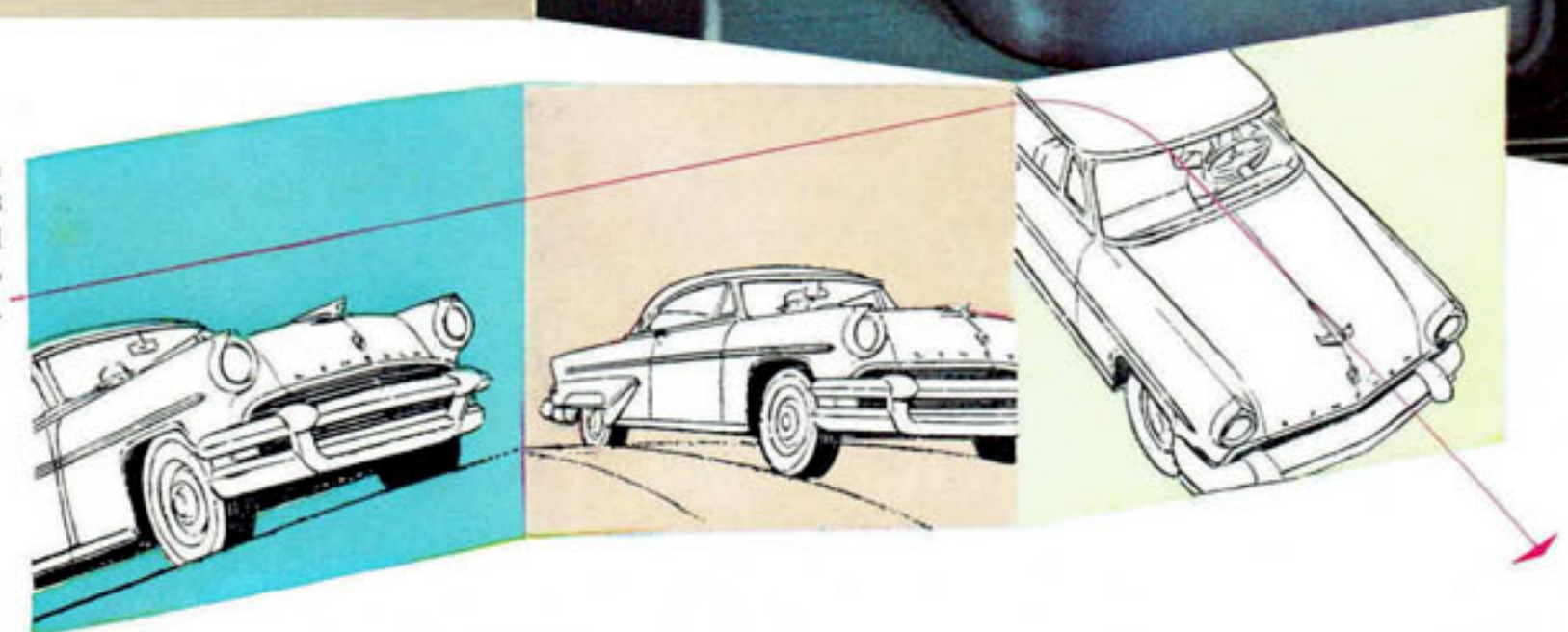
ANOTHER BENEFIT OF LINCOLN POWER



This Special Custom Four-door Sedan, like all Lincoln models, has all the luxurious comfort and convenience you've ever dreamed of. And driving becomes pure pleasure, when you elect Lincoln's complete array of optional power assists: Power steering that retains essential road feel, yet makes parking so easy; Power braking,

with pedal at accelerator level to permit heel pivot motion, pedal to pedal, and extra vacuum boost for an additional margin of safety; Power seat, that lets you adjust your driving position up or down, forward or back, at a finger touch; and Power window lifts. For utmost motoring comfort, you can select Lincoln's completely new air-conditioning system.

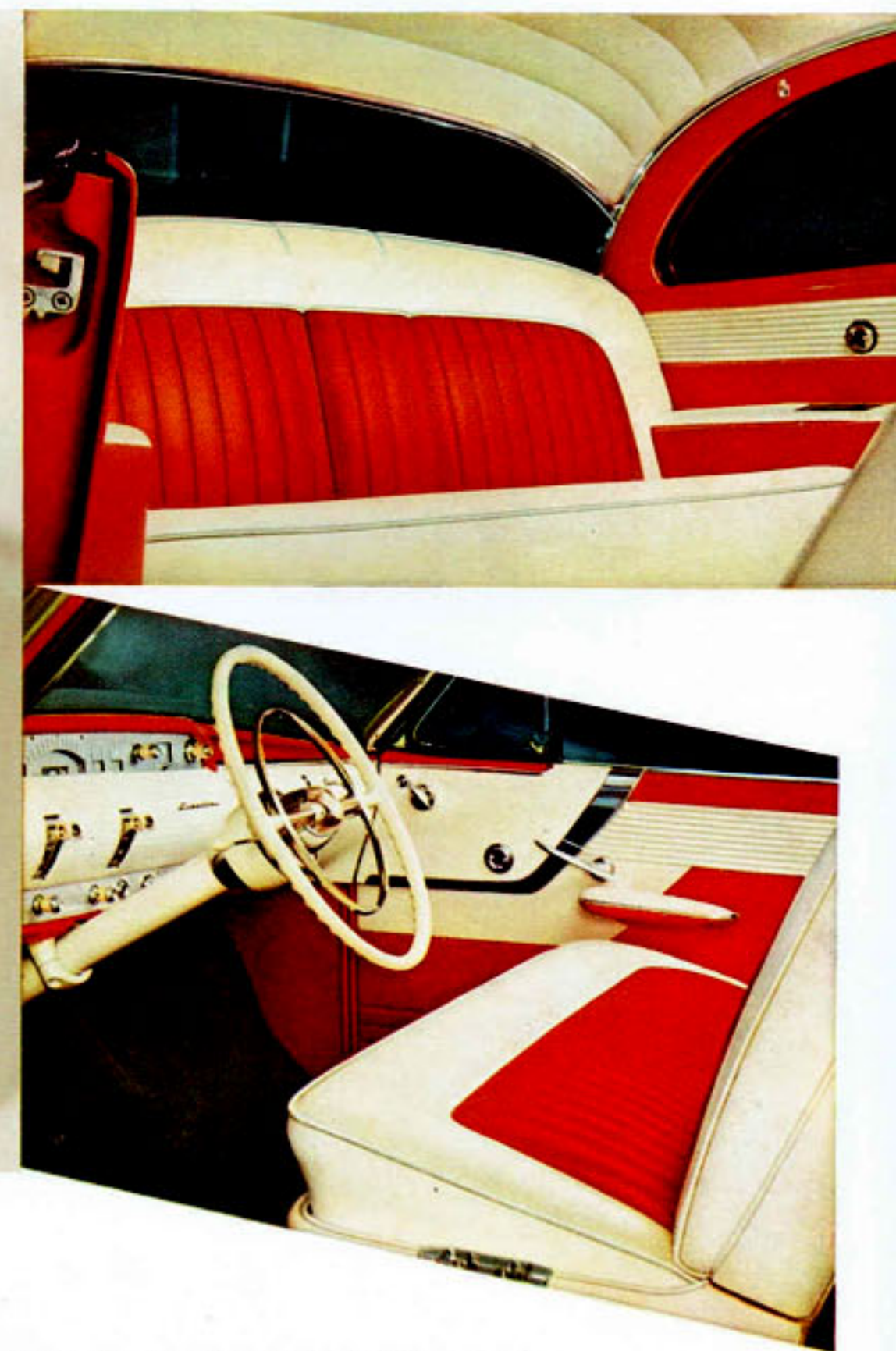
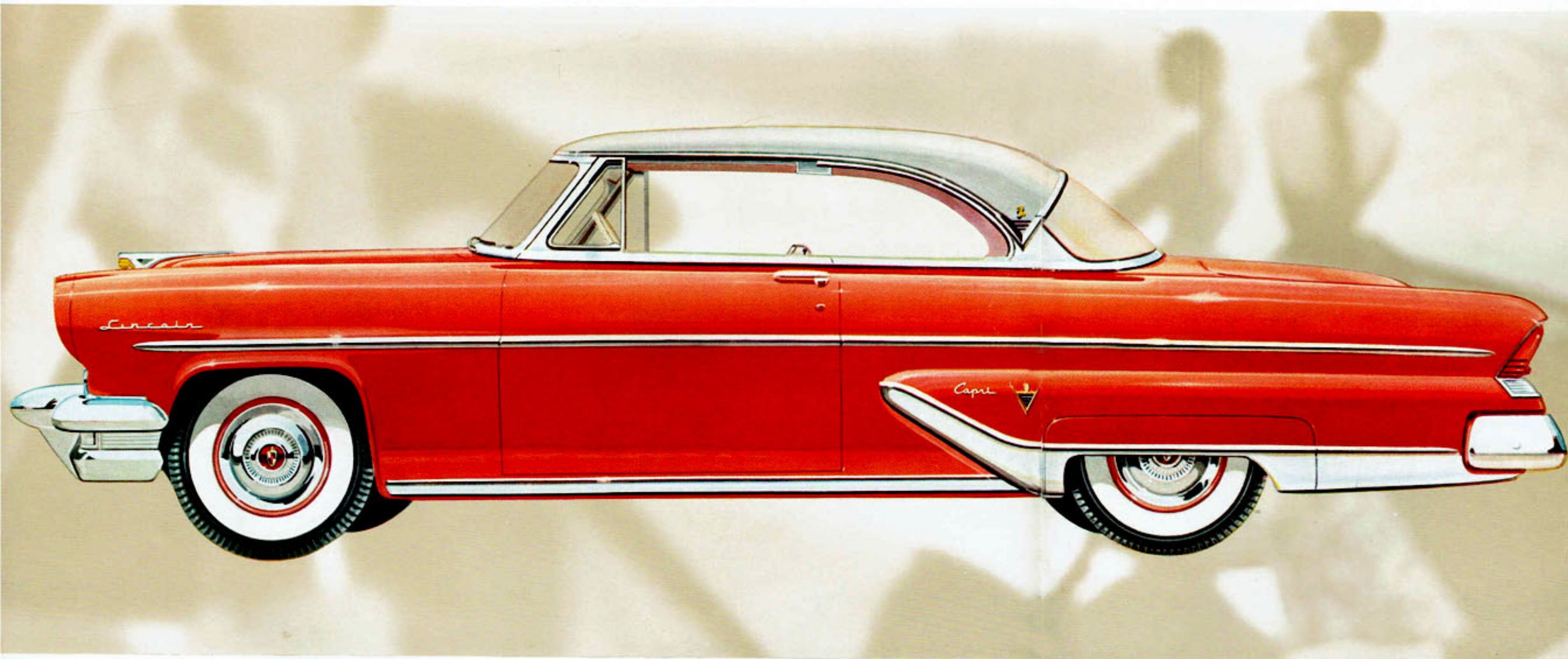
New Turbo-Drive transmission combined with Lincoln's 225-hp V-8 speeds you up the steepest hills, and just as surely uses the engine to "brake" your speed down-grade.



CAPRI

_____ *the special custom coupe*

THE NEW RIDE AND FEEL OF LINCOLN



There is an almost undefinable quality about this Special Custom Coupe, that we call "feel." You'll find it in all other Lincoln models, too. It has to do with the way you control a Lincoln—almost effortlessly—and the way Lincoln takes a curve. Primarily responsible for this "feel" is ball-joint front suspension, which makes this the easiest-steering, most roadworthy car America builds. No shock from bumps,

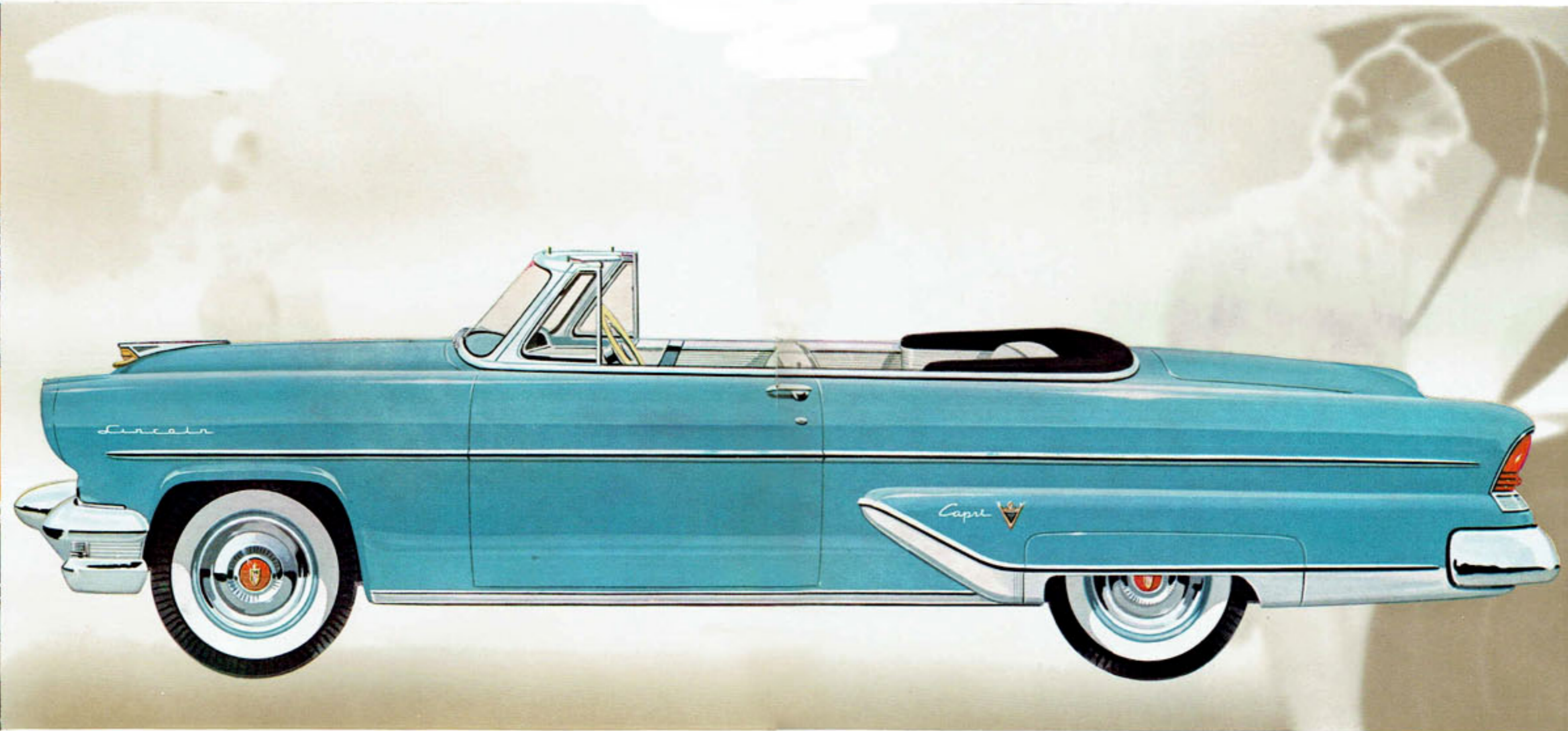
no wheel fight, for Lincoln engineers have harnessed the principle of the universal joint to eliminate steering wheel bind—and to reduce troublesome lubrication points from sixteen to four—a sound mathematical measure of life-prolonging efficiency. And in the 1955 Lincoln there are numerous other outstanding chassis developments—tubeless tires, smoother brakes, for example—all contributing to Lincoln's prowess.

A blend of colorful luxury and custom tailoring—this is the 1955 Capri interior. Color, in this instance, is expressed in Ermine White and Coral Leather—one of the wide selection of interior decors to match or contrast with the exterior finish of your choice. Interior metal surfaces are of matching white, appointments are of bright metal. Custom tailoring is evidenced by boxed bolsters, smart saddle-stitching of headlining, and pleated seat cushions.

CAPRI

the special custom convertible

CRISP BEAUTY — A LINCOLN TRADITION



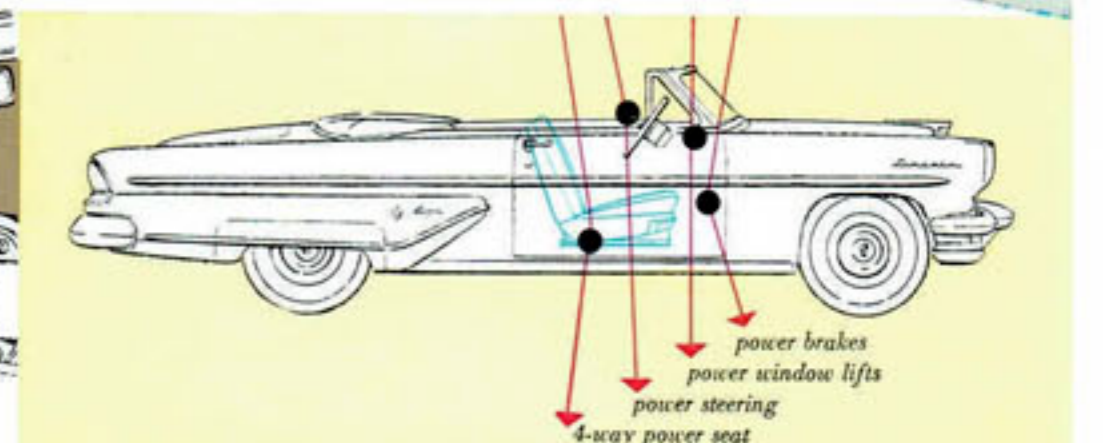
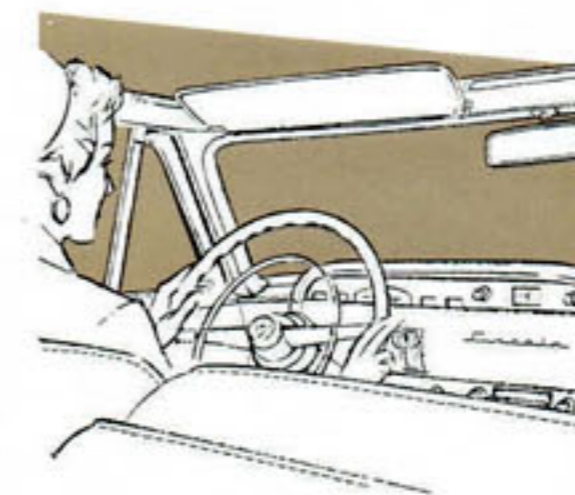
Beauty of line, beauty of performance, and nothing separates you from the view—but a touch of your finger changes this sleek, wide open convertible to a snug coupe in a matter of seconds. Long, low, suggesting the power that waits beneath the hood, the Special Custom Convertible is Lincoln's outstanding example of clean, modern design. You see it in the thrust of the forward tilt of new head-lamp rims, the

smart new tail lamps, the deft use of sparkling chrome, and in the colorful interiors.

Design in Lincoln is more than metal deep; it is integration of all new features into the complete motor car. It is Lincoln's traditional blend of beauty and function, luxury and practicality.

Here is the fine car you want, for motoring's greatest moments—the 1955 Capri Convertible.

Power adds to Lincoln's driving pleasure: at your command, as you choose, are optional power steering that retains the feel of the road, heel-pivot power braking, 4-way power seat and automatic window lifts.



LINCOLN

THE COLORS,
THE UPHOLSTERIES

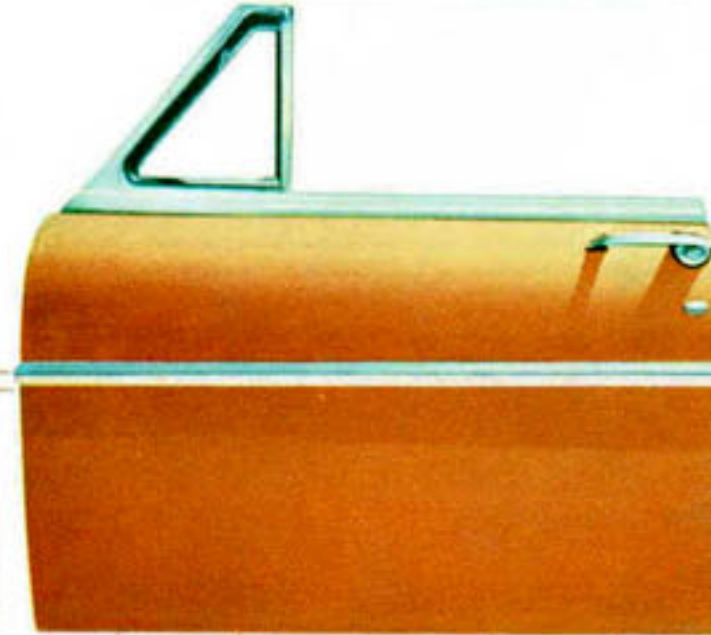
*In their sparkle, tones and textures
you sense the new trends in living:
brightness, individuality, perfection.*



dark green nylon and light green seafoam



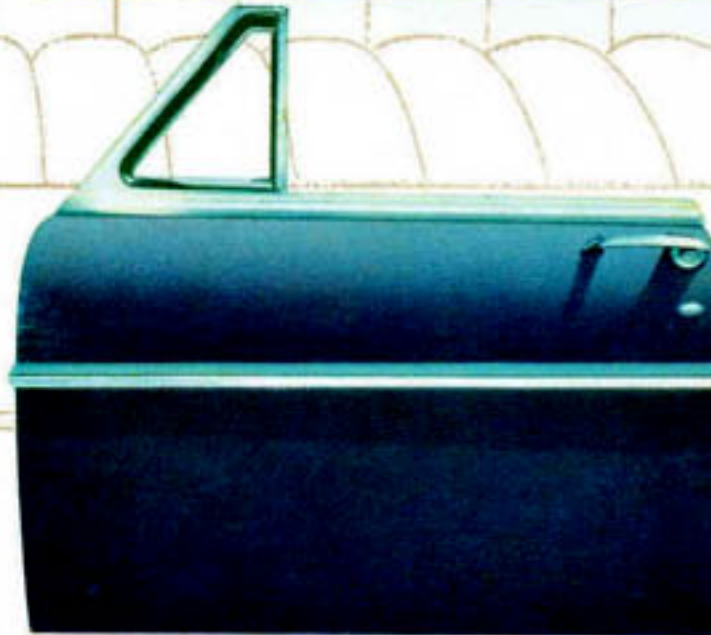
ermine white and palomino buff leather



yellow and black leather



dark blue nylon and light blue moderna velvet



the crisp tailoring of genuine leathers

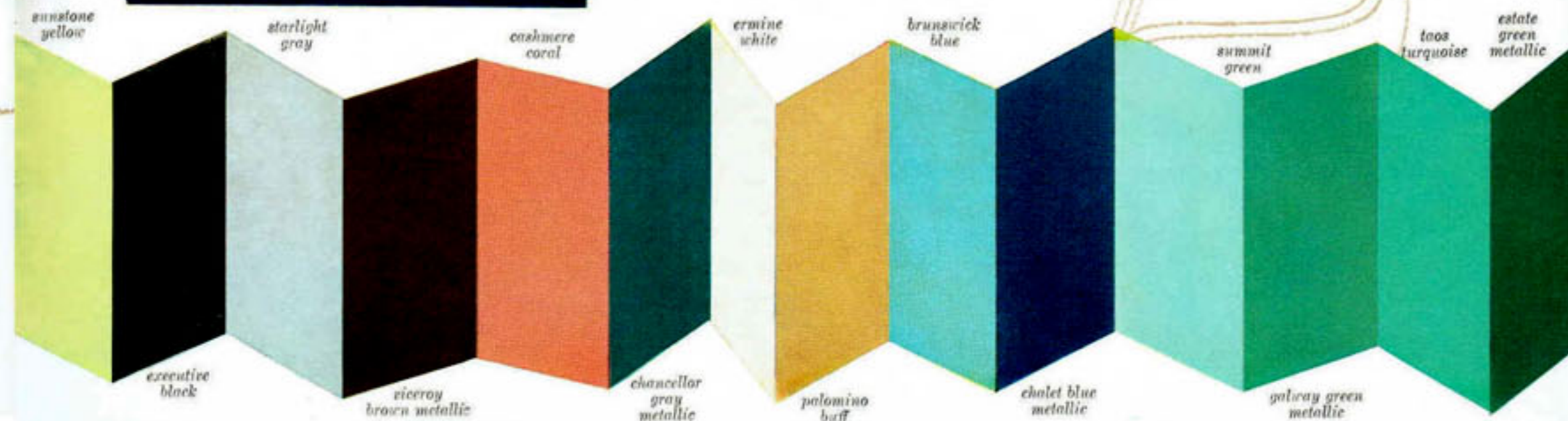
Lincoln has a special flair with leathers. Soft, pliant, tailored to perfection, leathers give that final touch of luxury to Lincoln.



ermine white and red leather

created with an inner (and outer) eye for color

Color plays a dynamic role in the beautiful Lincoln. Stylists have keyed each interior selection to contrast or blend with the wide range of Lincoln single or two-tone exterior color selections available.



AMERICA'S NEWEST AND FINEST POWER COMBINATION — NEW LINCOLN

V-8 ENGINE WITH

NEW LINCOLN

TURBO-DRIVE

Here is the power team that is sure to set new standards in the automotive world for years to come. A great new engine, Lincoln's high-torque 225-hp V-8 is designed to give you top performance in every driving range. Engineers have concentrated on adding more and better acceleration in the ranges where most of your driving is done, and they've improved the top power rating to give you a larger reserve than ever before.

And in 1955, Lincoln introduces America's newest,

finest automatic transmission, Turbo-Drive. With Turbo-Drive, you feel no jerking, no hesitation while gears change. Turbo-Drive gives you smooth, instant action. And a new, unique kick-down feature lets you select your own driving range. From DRIVE, you can kick down into LOW for rapid acceleration and getaway; or you can kick down into INTERMEDIATE for a surge of power to pass another car or climb a steep grade. You can also use new Turbo-Drive for more effective downhill braking.



new silent tubeless tires

These tubeless tires give you added protection and more riding comfort. They improve high-speed roadability and have better long-wear characteristics.

LINCOLN ROADABILITY THE GREATEST COMBINATION OF NEW LINCOLN FEATURES

LINCOLN SPECIFICATIONS

the story in the language of engineers

TYPE: The 1955 Lincoln V-8 is an advanced low-friction, short-stroke design, developing 225 horsepower at 4400 rpm. Delivers 332 lb-ft torque at 2500 rpm. Bore 3.94 in., stroke 3.5 in. Displacement 341 cu in. Compression ratio 8.5 to 1 with efficient high-turbulence combustion. Reinforced deep-skirt alloy iron cylinder block. Precision-molded 5-main-bearing crankshaft with 8 integral counterweights. Selectively fitted main bearings. Rubber-floated vibration damper. Slipper-type aluminum alloy pistons with embedded steel expansion struts. Two compression rings, and one oil control ring with steel expander. Top ring chrome plated. Rotating-type overhead valves with self-adjusting hydraulic valve lifters. Intake valve diameter, 2 in., exhaust, 1.5 in. Integral valve guides cast into cylinder head.

LUBRICATION: Pressure lubrication to all main, connecting rod, camshaft, and rocker arm bearings. Full-flow oil filter. Gear type oil pump. Deep-sump oil pan. Combination road draft and self-induced crankcase ventilation. Oil capacity 5 quarts (refill).

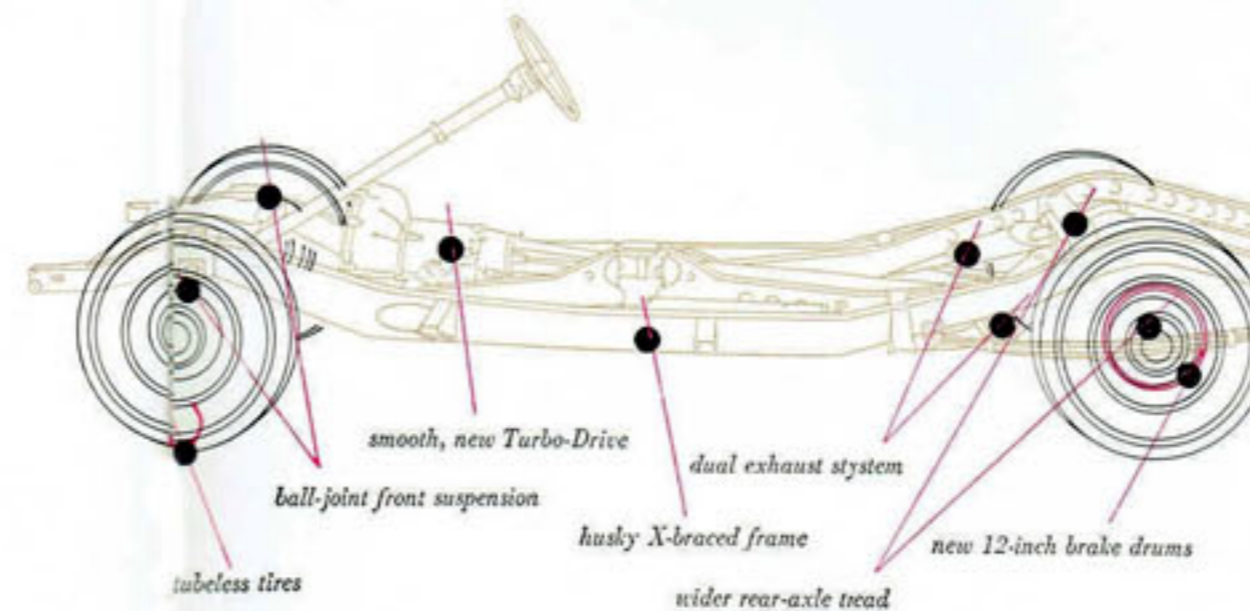
COOLING: "Controlled-pressure" cooling system operating under pressures up to 15 pounds

per sq in. Full-length water jackets encircle cylinders. Impeller-type water pump. Thermostatic temperature control. Radiator capacity (with dual-unit heater) 25.2 qt. Low-speed five-blade fan.

FUEL SYSTEM: Automatic 4-barrel carburetor with vacuum-operated secondary barrels. Concentric fuel bowl. Two-stage operation. Low-restriction oil-bath air cleaner enclosing fuel bowl. Automatic idling control. Automatic choke. Internal and external vents for easier starting. Fuel tank capacity 20 gallons. Built-in plastic fuel tank filter. Magnetic filtering element in fuel pump. Camshaft driven diaphragm-type fuel pump with vacuum booster.

ELECTRICAL: Full-vacuum spark control. Single breaker arm distributor. Vented distributor points. Weatherproof ignition. Anti-fouling spark plugs. High-capacity low-speed charging generator. Ratchet-type "Folo-Thru" starter. 63-plate aircraft-type battery with 110-ampere-hour capacity.

EXHAUST: Overhead exhaust manifolds. Dual exhaust with reverse-flow muffler and resonator in each exhaust line.



DIMENSIONS: Wheelbase 123 in. Over-all length 215.6 in. Over-all width 77.6 in. Over-all sedan height (loaded) 62.7 in. Tread 58.5 in.—front, 60.0 in.—rear. Tire size, 8.00 x 15 except on convertible and air-conditioned cars, 8.20 x 15.

FRAME: Extra-rigid heavy steel, cold-riveted and welded. X-member construction with 4 full-length cross-members and K-reinforcements. Convertible and Coupe frames have additional reinforcement for extra body support.

FRONT SUSPENSION: Independent front-wheel suspension of ball-joint type. Each front wheel spindle installed between ball-and-socket joints. Upper and lower suspension arms mounted to frame with rubber bushings. Telescopic-type hydraulic shock absorbers mounted inside front coil springs. Torsional stabilizer bar. Symmetrical steering with tie-rods of equal length. Over-all steering ratio (manual) 26.1 to 1.

REAR SUSPENSION: Long-leaf type rear springs with 8 leaves. Tension-type shackles adjust spring stiffness to road conditions. Full-length waxed liners. Telescopic rear shock absorbers "seal-leg" mounted to control sideways and dampen spring action. Springs and shock absorbers installed with rubber insulators.

BRAKES: Hydraulic brakes with 12-in. brake drums. Total braking area 207.54 sq in. Pendant-type suspended brake pedal, pivoted at top. Molded asbestos linings. Independent mechanical parking brake on rear wheels.

TURBO-DRIVE TRANSMISSION: Combines fluid torque converter and 3-speed planetary gear train. Fully automatic. Maximum over-all torque multiplication ratio, 5.04 to 1. Oil reservoir capacity, 11 quarts. Integral forced air cooling.

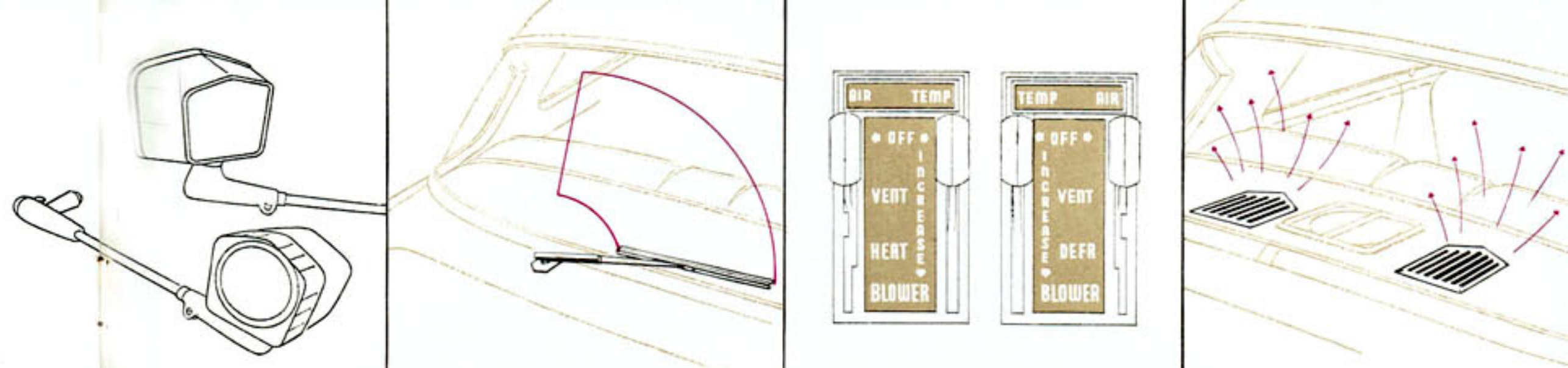
DRIVE: Hotchkiss drive with thrust taken by frame side rails. Precision-balanced propeller shaft. Semi-floating rear axle. Hypoid ring gear and pinion. Rear axle ratio 3.07 to 1 standard; 3.31 to 1 optional and on air-conditioned cars.

BODIES: All-steel heavily reinforced. Welded steel floor. Counter-balanced one-piece hood. Double-panel doors. Two-stop front doors. Body insulated against sound and weather with glass fiber pads and other materials. Up to 31 cu ft trunk space in finished trunk compartment. Combination bumper-grille with double impact bars. Canted tail lamp assemblies housing all rearward lights. Center-fill gas tank with filler pipe concealed by license plate. Finished with pigmented baked enamel.

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS LITERATURE WAS APPROVED FOR PRINTING. LINCOLN DIVISION OF FORD MOTOR COMPANY, DETROIT, MICHIGAN, RESERVES THE RIGHT TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN OR PRICES WITHOUT INCURRING ANY OBLIGATION. TINTED GLASS AND WHITE SIDE-WALL TIRES ARE OPTIONAL AT EXTRA COST.

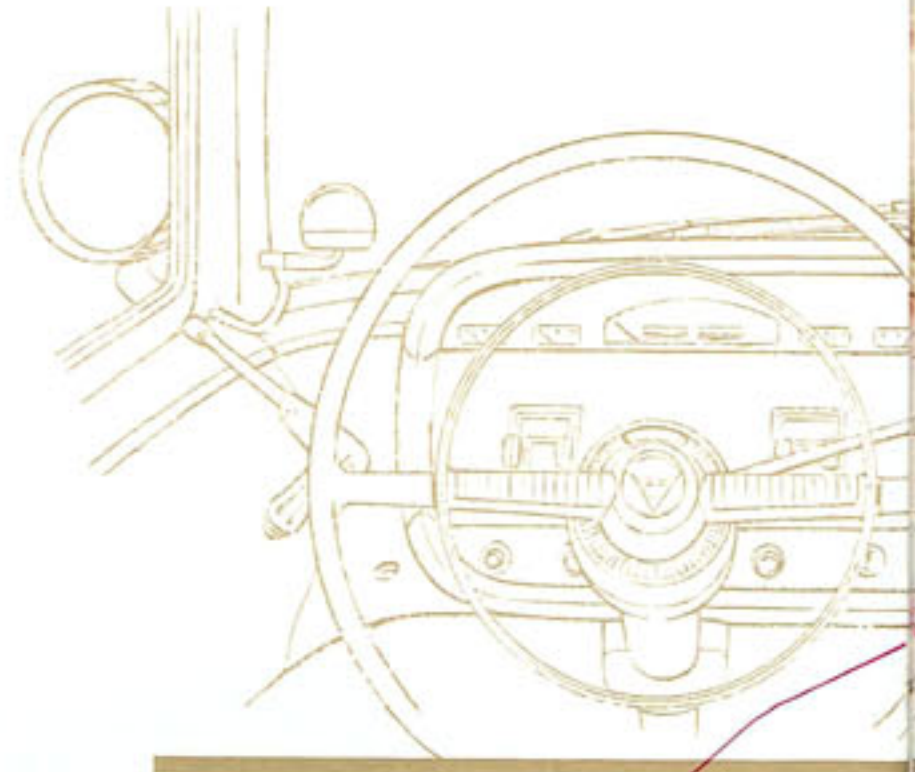
LINCOLN ACCESSORIES

TO PUT PERSONAL EXPRESSION INTO YOUR LINCOLN



- automatic starter
- blue coral treatment
- car care chemicals
 - car appearance group
 - cooling system group
 - service maintenance group
- cigar lighter and map light
- compass
- coordinated-action windshield washer
- curb buffers
- curb signals
- custom-styled seat covers
- door edge guards
- door handle shields
- emergency-utility light
- engine compartment light
- floor mats
- license plate frames
- locking gas tank cap
- outside rearview mirror
- porcelainize treatment
- rear compartment draft deflectors
- rear door safety locks
- road lamps
- spotlight—6" and 4"
- spotlight mirror attachment
- tire chains
- tissue dispenser
- undercoating
- visor vanity mirror
- window vents

All accessories shown and listed on these pages are available at extra cost. Your Lincoln dealer will gladly give you complete details and show you a comprehensive accessories catalog describing these and other Lincoln accessories for you to choose from.



Lincoln radio is binaural system fitted with seven-tube superheterodyne receiver, dual speakers, and vacuum-operated antenna.

Custom spotlight with integral blue-tint mirror; interior-operated. Throws long, clear beam. Distinctive in design. Right- and left-hand models.

The new Multi-Luber system supplements regular service at the touch of a button . . . gives your Lincoln a "just lubricated" ride at all times.

The new Lincoln rear windshield wiper provides better rearward vision in bad weather. Long, durable blade sweeps a clear view-path the moment you touch the convenient panel control.

Lincoln's utility hand spotlight. Employs standard sealed-beam unit and casts a powerful ray wherever directed. It plugs conveniently into cigarette lighter socket for current supply.

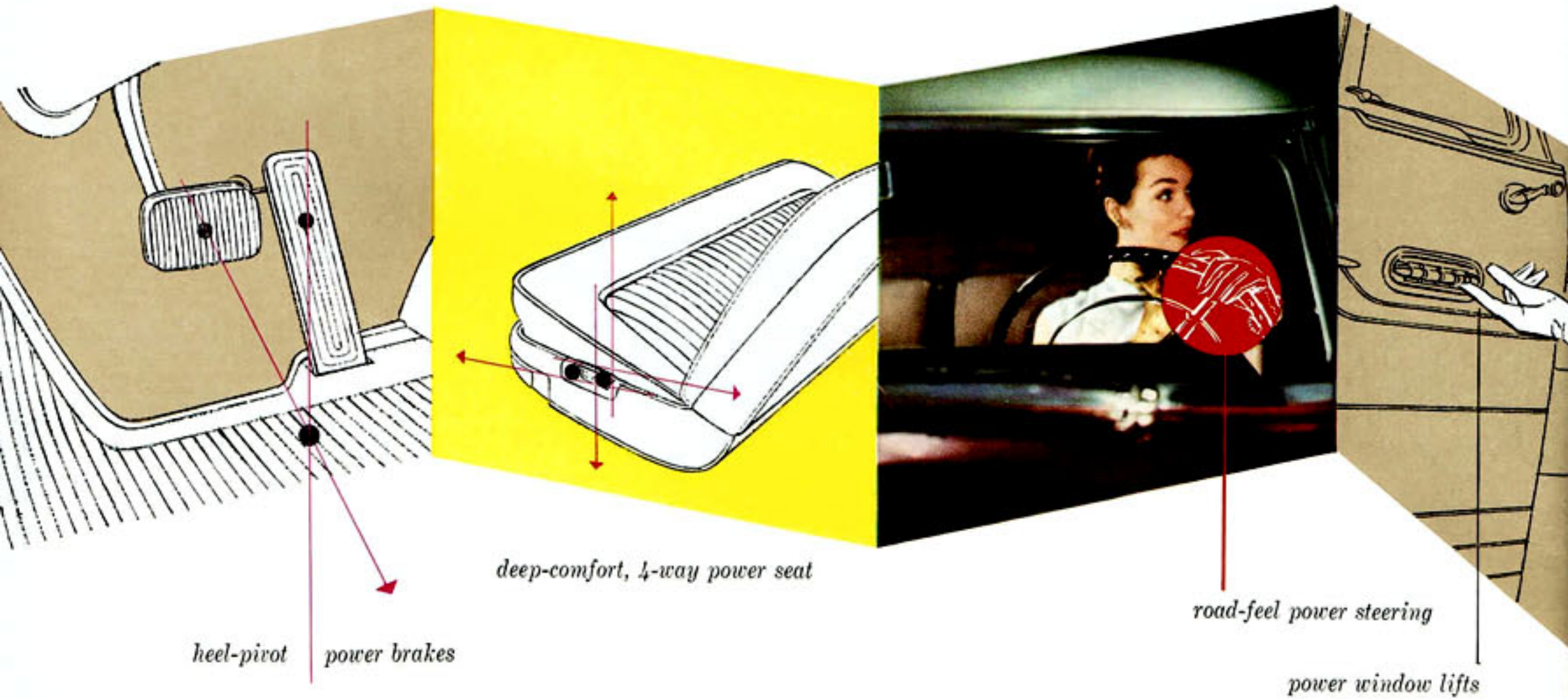
Dual-unit heating system combines under-seat heater with front compartment heater-defroster, affords wide range of temperatures. Two-speed blower for heat circulation and defrosting.

Highest overhead traffic signals are brought down to eye level by Lincoln's signal viewer. Prism bends light around roof angle—gives you a clear, full safety view of traffic signal light.

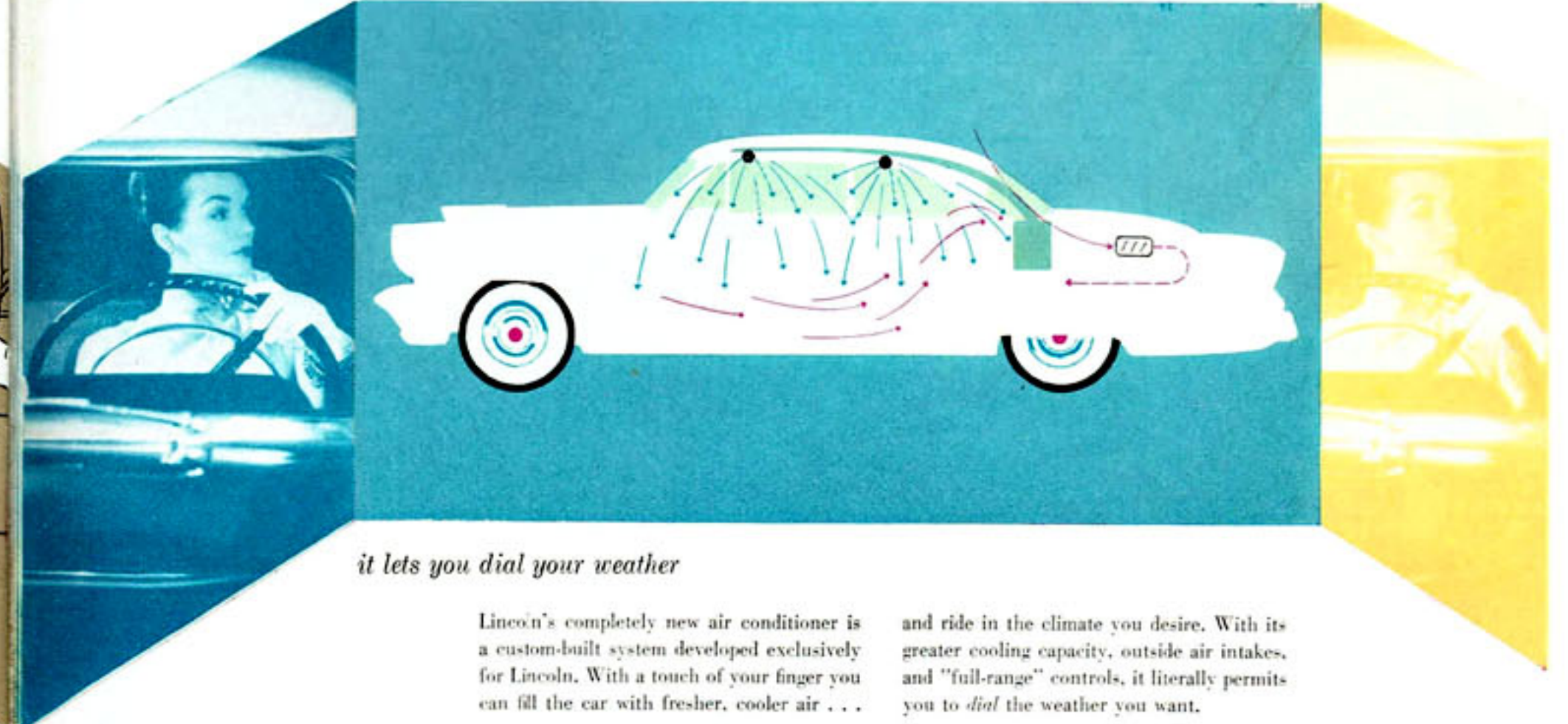
Rear window defroster is especially designed to help keep Lincoln's wide rear window glass free from ice, frost, and fog. Operates through individual instrument panel control.

Inside control rearview mirror. Operates like remote-controlled spotlight. Distinctive styling of this accessory adds a bright touch to your new Lincoln. Easy to adjust with a twist of the finger.

LINCOLN POWER FEATURES



LINCOLN AIR CONDITIONING



it lets you dial your weather

Lincoln's completely new air conditioner is a custom-built system developed exclusively for Lincoln. With a touch of your finger you can fill the car with fresher, cooler air . . .

and ride in the climate you desire. With its greater cooling capacity, outside air intakes, and "full-range" controls, it literally permits you to *dial* the weather you want.

LINCOLN'S NEW

"FLEET-POWER" ENGINE AND NEW TURBO-DRIVE
CREATE A NEW KIND OF PERFORMANCE

