



Lincoln Versailles

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Luxurious in every detail . . . yet practical and maneuverable in size. A car that expresses comfort and beauty in the true Lincoln tradition. Superbly crafted . . . meticulously engineered for riding comfort and quiet luxury.

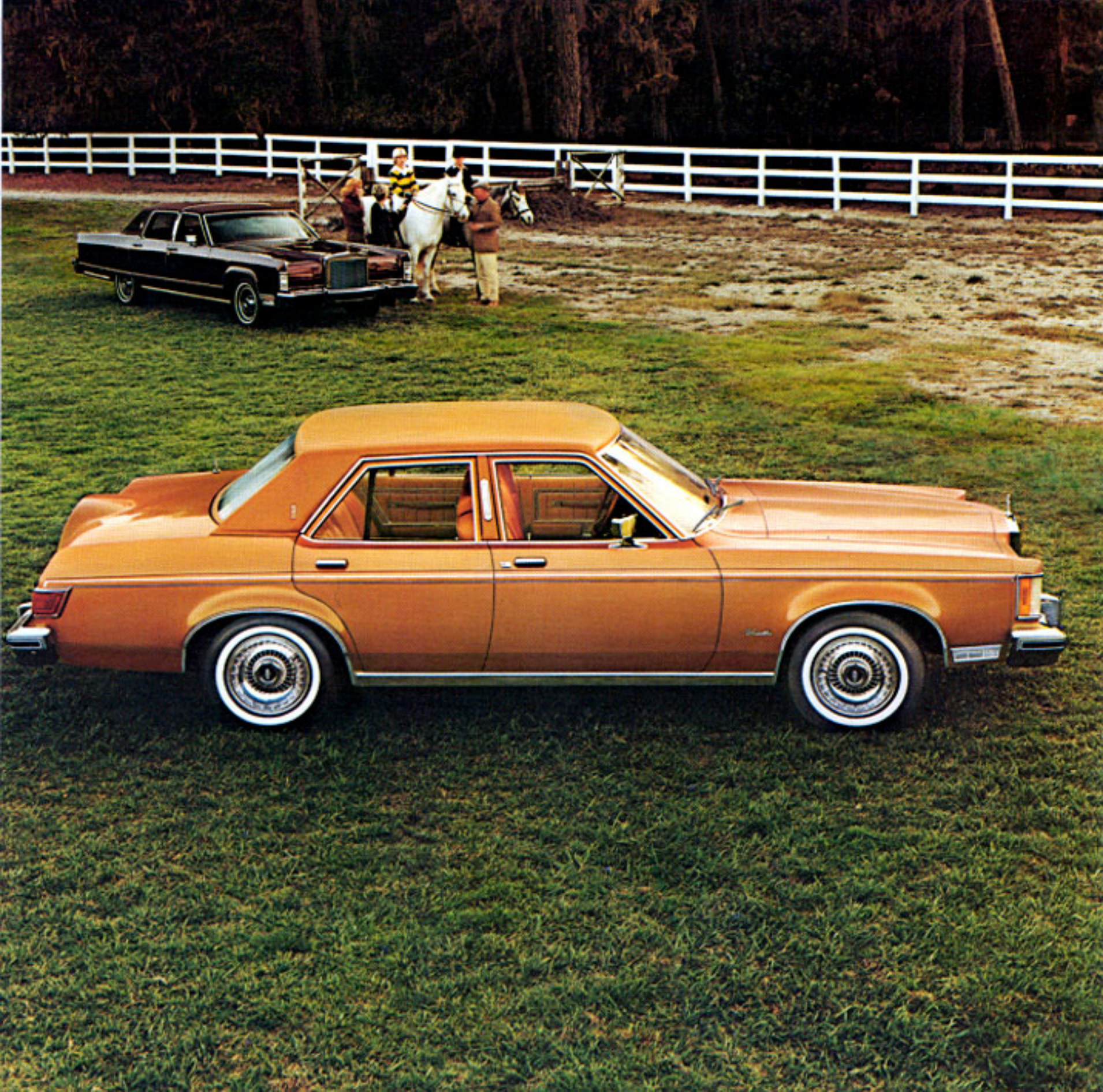
Lincoln Versailles . . . a new experience in luxury car motoring.



Classically designed, this Lincoln Versailles in Wedgewood Blue luxuriously reflects its rich Lincoln heritage. The Lincoln styling influence is dramatized by the bold vertical front grille, handsome coach lamps, parking lamps, distinctive Continental rear deck design and graceful wrap-around tail lights. The standard padded vinyl roof with rich looking Valino pattern enhances its classic sedan appearance. To add something special to Versailles, an optional power glass moon roof is available.







Lincoln Versailles . . . the perfect automobile for an afternoon in the country. For long runs on the open road . . . or short trips in urban traffic, Lincoln Versailles moves with confidence. Confidence derived from four-way power disc brakes, responsive handling and firm control . . . all contributing to a quiet, smooth ride.

Lincoln Versailles is equipped with an extraordinarily high level of standard luxury and convenience items designed to meet the demands of discriminating motorists. In addition to its sculptured aluminum hood, Versailles features a fully-padded, french-stitched vinyl roof; new wide, high-luster bodyside moldings with vinyl inserts; forged aluminum luxury wheels and steel-belted radial tires.

As you move into Versailles' interior, its luxury can be seen in the special attention given to detail . . . detail such as leather-covered armrests bordered by a walnut woodgrain applique . . . and the Cartier-signed digital clock with accurate quartz crystal movement.

Lincoln Versailles . . . an automobile for those luxury car buyers who desire automotive excellence.





Versailles' plush interior is a tasteful expression of beauty . . . beauty in design, workmanship and quality. The look and feel of luxury is evident throughout. Optional bucket seats, meticulously handcrafted in leather and vinyl, are contoured and recline to offer superb seating comfort and relaxation. The steering wheel, instrument panel and armrests have been fitted and upholstered with selected leather . . . a standard feature on every Versailles. Even the assist straps, map pockets and the padded console are finished in leather. This artistic use of real leather adds another touch of elegance, comfort and luxury to the Versailles' interior.

The Lincoln Versailles was created for those individuals who demand that their automobile reflect their own personal tastes and desires. To own the Versailles is to enjoy choosing from the luxury options available. Open air driving becomes an enjoyable experience, day or night, with the optional power glass moon roof. For open road driving, no need for the driver to keep his foot on the accelerator, Versailles offers the option of fingertip speed control.



This dramatically exciting Versailles in Tu-Tone Silver and Medium Silver Metallic captures the imagination of those who wish the ultimate in styling distinction. Versailles can be distinctively personalized by matching one of the four Tu-Tone combinations . . . Midnight Blue/Wedgewood Blue, Cinnamon Gold/Light Chamois, Midnight Cordovan/Cordovan Metallic or Medium Silver Metallic/Light Silver Metallic . . . with one of six different vinyl roof color selections.

Quality of workmanship is expressed in every detail. Even the inner surface of the luggage compartment lid is lined with thick cutpile carpeting. Versailles' distinctive bold front end is highlighted by stylish dual rectangular headlamps and a distinguished Continental emblem inset in each of the parking lamps.



Versailles' character is gracefully extended to the interior with the standard flight bench seats immaculately tailored in an all-nylon luxury cloth that has the look and feel of cashmere. An unexpected standard feature in the Versailles is the individual illuminated visor vanity mirrors for both the driver and passenger. And an option exclusive to Versailles among all luxury cars is an integral electronic garage door opener which is handily located on the visor.



An Investment in Engineering

Lincoln Versailles . . . A notable engineering achievement by the makers of Lincoln Continental. Designed and engineered for the growing number of buyers who seek uncompromising convenience and comfort in a new size luxury automobile, Versailles offers a host of engineering advancements.

For example, Lincoln Versailles is precision-balanced. Each engine is hand-matched to its Select-Shift automatic transmission. Driveshaft, rear axle, brakes, wheels and steel-belted radial tires are all balanced to critical tolerances to minimize interior disturbances . . . contributing significantly to riding comfort.

In addition, Versailles' suspension refinements include double-insulated front shock absorbers; cushioning freon sacs inside the rear shock absorbers; and low friction lower ball joints seated in Delrin-coated bushings . . . all to minimize road noise and harshness. Thick carpeting, molded trim panels and improved door seals also have been installed to insure a quiet ride.

The precision engineered Lincoln Versailles is thoroughly tested and inspected . . . to provide the high level of comfort, quality and durability that luxury car buyers expect.

Each Versailles must pass exacting tests before leaving the production line. To test for vibration noise and rattles, each Versailles is placed on the Burke-Porter machine. It's a rough road simulator capable of duplicating a surface as gentle as the tar strips on a paved highway or as brutal as a cobblestone lane.

Inspectors inside the car detect and locate any squeaks or rattles as the machine simulates a journey down rough and smooth roads at high or low speeds. Any noise noted is traced to its source and corrected. Every single Versailles must pass this exacting test. It is but one means by which Versailles quality is inspected.

Another check point called VETS—Vehicle Electrical Test System—is one of the most sophisticated quality control devices ever installed in an American automotive plant. VETS utilizes computers to inspect over 50 Versailles electrical functions, including climate control electrical system, turn signals, radio, interior lights, headlights and many comfort and convenience options, such as power-operated windows, antennas and rear defoggers.



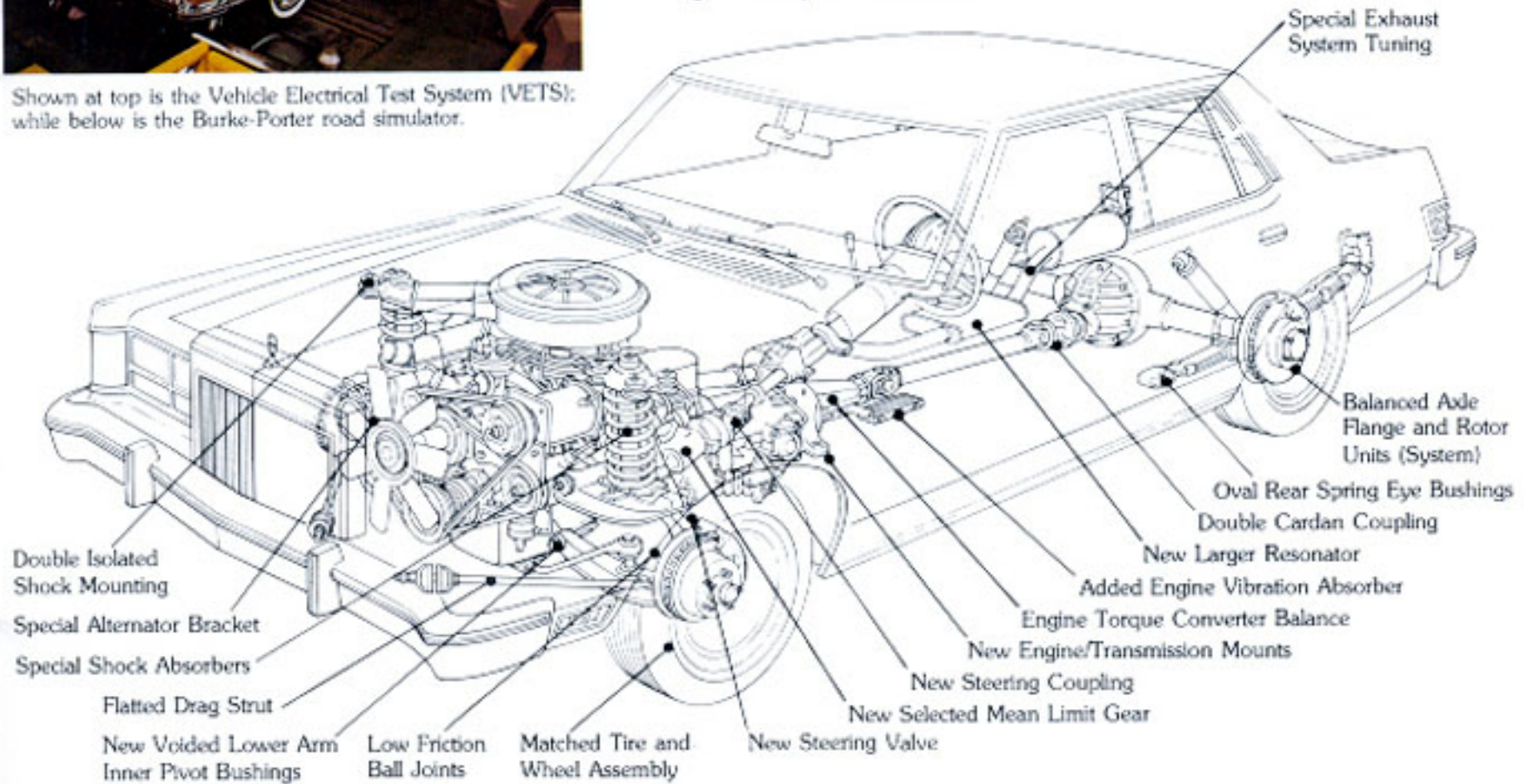
A card containing a comprehensive listing of every electrically-controlled standard feature or option present on each Versailles is fed into the system.

The computer then proceeds to inspect the electrical system in a way no human ever could. For example, it can easily determine whether a power window moves up and down properly or whether there are any loose connections or a binding fit that could eventually cause malfunction.

All problems or potential problems detected by VETS are quickly corrected thus further insuring the high level of dependability that the owner of a true luxury automobile has a right to expect and receive.



Shown at top is the Vehicle Electrical Test System (VETS); while below is the Burke-Porter road simulator.



The Finishing Touch

Versailles' exterior is distinguished from all other American-built cars by the use of the new Clearcoat/basecoat paint process. First developed in Europe, and improved upon in America by Lincoln-Mercury, the process calls for basecoats of highly-pigmented enamel to be applied to the carefully prepared surface of the car. Following the application of basecoats, additional coats of clear, acrylic enamel are applied. The result is a beautifully smooth, lustrous finish.

To make certain every Versailles paint finish is reflective and mirrorlike, a new quality control meter known as Distinctness of Image was developed. The DI meter generates a beam of light and then determines how distinctly the light is reflected from the car's finish. Versailles' mirror-like quality finish is precisely compared to a calibrated standard of excellence. The DI meter helps maintain a consistent and maximum high gloss finish for Versailles.

The high gloss finish of the Versailles is accomplished by a seven-step process. The key stages are phosphating, priming, sanding, enameling and Clearcoating. Because Clearcoat is a "tattletale" finish, additional cleaning and hand preparation measures are taken to ensure that Versailles sheet metal is smooth and free of dirt, dust, solder flux, heat oxidation and other foreign materials prior to the metal being primed and painted.

Before each Versailles leaves the plant, its Clearcoat skin is hand-buffed and polished to give it the mirrorlike appearance necessary to pass the DI meter test and satisfy the critical eye of the plant's quality control inspectors.



Lincoln Versailles Standard and Optional Equipment

Standard Equipment

Functional

- 351 CID 2-V engine, standard in 49 states
- 302-W engine, standard in California
- 302-2V Standard: High Altitude areas
- Select-shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power windows
- Automatic temperature control air conditioning
- Tinted glass
- Solid state ignition
- Wide White sidewall steel-belted radials
- Collapsible spare tire
- Automatic parking brake release; not available with floor shift
- Intermittent wipers
- Coolant recovery system
- 54 amp. Hr. maintenance free battery
- Dual Nose Horn
- Illuminated Entry System

Exterior

- Clearcoat paint
- Wheelip/rocker panel molding
- Padded vinyl roof; new with frenched backlight and single center seam
- Paint stripes (bodyside/decklid)
- Remote control left-hand and right-hand mirror
- Bumper Protection Group, featuring front bumper guards with new "low profile" rear guards
- Aluminum wheels
- Cornering lamps
- Bodyside molding; new, high luster with vinyl insert
- Coach lamps

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
- Headlamp-on warning buzzer
- Day/night inside mirror
- Left-hand and right-hand illuminated vanity mirror
- Warning chimes
- Rear compartment and front passenger side roof rail grab handles
- Flight bench seats, featuring new luxury sew style
- Power seat (4-way)
- AM/FM/MPX search radio
- Leather wrapped steering wheel
- Carpeted package shelf, cowl trim panels and front seat back toe kick area
- All foot operated controls have bright trim accents

Major Production Options

- Appearance Protection Group includes:
 - Floor mats, door edge guards and license plate frames
- Axle - Traction-loc
- Bodyside Protective Molding
- Defroster - Electric Rear Window
- Floor Mounted Shift - Available only with bucket seat group.
- Front License Plate Bracket - Automatically installed (NEC) in all states where front license

- plates are required.
- Garage Door Opener
- 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/Driver Only - Includes bucket seat and console (floor mounted transmission control separate RPO).
- Available with leather trim only
- Speed Control
- Tilt Steering Wheel
- Tu-Tone Paint

Lincoln Versailles Color and Trim Chart		Dove Grey	Wedgewood Blue	Chamois	Cordovan	White (Color Keyed Components)		
						w/Wedgewood Blue	w/Chamois	w/Cordovan
Cloth	Flight Bench	SS	SB	ST	SF			
Leather & Vinyl (RPO)	Flight Bench	TS	TB	TT	TF	TQ	T2	T6
Leather & Vinyl	Bucket (RPO)	US	UB	UT	UF	UQ	U2	U6

Paint Colors	Paint Code	Bodyside Molding	Vinyl Roof and Paint/Tape Stripes Combinations					
			S _L /W ₆	U ₆ /W ₆	F _K /W ₆	S ₄ /W ₆	U ₆ /W ₆	F _K /W ₆
White	9F	W						
Midnight Blue	35	B	B ₆	B _L			B _L	
Wedgewood Blue	36	S	S ₄				S ₄	
Light Chamois	5G	U			U _K			U _K
Cordovan Metallic	5R	F				F _E		F _E
Midnight Cordovan	5L	F				F _E		F _E
Light Silver Metallic	1T	P	P _J					
Cinnamon Gold	5K	U			U _K			U _K

Tu-Tone Paint Option		
Bodyside below the bodyside molding is available in accent color		
Availability		
Exterior Paint Color	Accent Color	Interior Trim Color
Wedgewood Blue (36)	Midnight Blue (35)	Wedgewood Blue
Light Chamois (5G)	Cinnamon Gold (5K)	Chamois
Cordovan Metallic (5R)	Midnight Cordovan (5L)	Cordovan
Light Silver Metallic (1T)	Medium Silver Metallic (1S)	Dove Grey

Lincoln Versailles Specifications and Dimensions	
Wheelbase 109.9"	Tread, Front 59.0"
Overall length 200.9"	Rear 57.7"
Overall height 54.1"	Luggage capacity 14.1 cu. ft.*
Overall width 74.0"	Full tank capacity 19.2 gal.
	Curb weight, 351 2V 3916 lbs.
	302-2V 3839 lbs.

*with collapsible spare tire

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combi-

