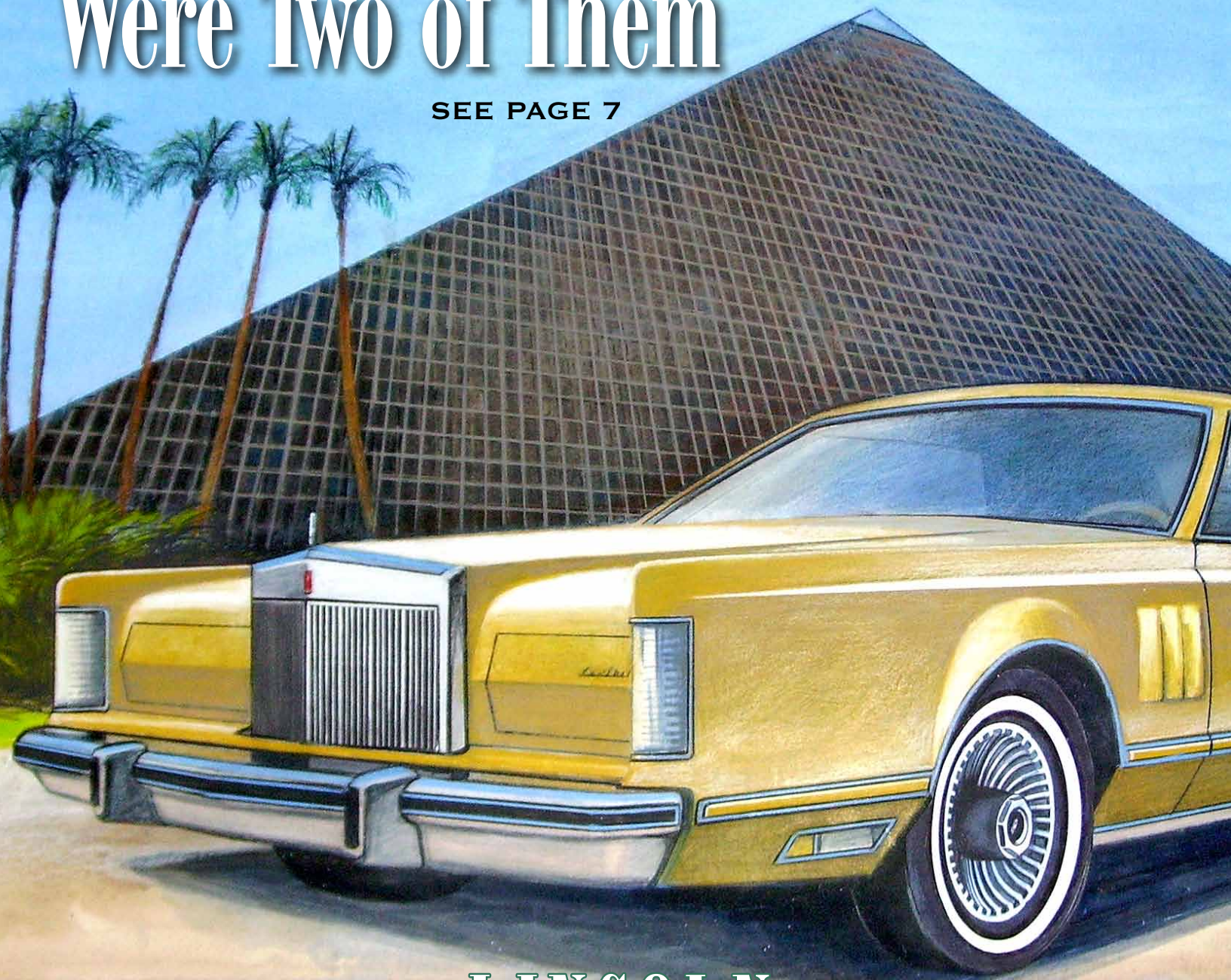


The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

The Mark V: There Were Two of Them

SEE PAGE 7



LINCOLN

MOTOR CAR FOUNDATION



The LINCOLN LINK

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■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., Gilmore Car Museum, 6865 Hickory Road, Hickory Corners, Michigan 49060. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to the address above.

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 Membership categories: \$25 Annual; \$100 Annual Sustaining; \$1000 Annual Corporate; \$1000 Lifetime (or four payments of \$250); Memorial (\$500 minimum, please provide name of honoree).

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■ **ON OUR COVER:** Richard Schierloh’s illustration of a gold 1978 Continental Mark V Anniversary edition posed against the Luxor Hotel in Las Vegas.

■ **LINCOLN LINK AVAILABLE TO FOUNDATION MEMBERS ONLY.**

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A Message from the Chairman



■ David Schultz (left) escorted members of the Lincoln marketing team during their recent visit to the Lincoln museum.

As we approach 2020, the focus is on the centennial of the Lincoln Motor Company, which was incorporated in 1920 to build motor cars. An earlier company, also named Lincoln Motor Company, had been founded in 1917 to build Liberty motors during World War One.

The 2020 Lincoln Homecoming will be held August 6-9 at the Lincoln Motor Car Heritage Museum & Research Center in Hickory Corners, Michigan. It will be preceded by a “warm-up” event in Dearborn, Michigan. Additional information on the 2020 Homecoming is in this issue.

I should note that the Lincoln Motor Company will be celebrating the Lincoln centennial in 2022, which is the year that the Lincoln Motor Company was acquired by the Ford Motor Company. So, there will be two centennials to celebrate—and we will celebrate them!

Joy Falotico, president of the Lincoln Motor Company and Ford’s chief marketing officer, has stated that Lincoln will support

the 2020 celebration, and the LMCF has offered its support of the 2022 celebration. In fact, Ms. Falotico will join us for a dinner during the 2020 celebration.

The relationship between the LMCF and the Lincoln Motor Company continues to grow. A few weeks ago, members of the Lincoln marketing team made a first-time visit to the Lincoln Motor Car Heritage Museum & Research Center. In their words, the museum exceeded their expectations. That’s something we love to hear!

Finally, as you think about your year-end donations, please consider a significant gift to the LMCF Endowment Fund. It ensures the continued operation of our Museum.

Thank you for all you do for our Foundation and Museum.

—DAVID W. SCHULTZ
LMCF Chairman and CEO

LINCOLN MOTOR CAR FOUNDATION The LINCOLN LINK

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■ **The Lincoln Motor Car Heritage Museum is for you!** America’s passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs. These have inspired the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars.

The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014. We invite you to explore what we have to offer and visit the Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m., Saturday and Sunday from 9 a.m. to 6 p.m. The 7th Annual Lincoln Homecoming, the annual gathering of the four Lincoln clubs at the museum, will take place at the museum August 6-9, 2020. Join in the fun!

2019 Sixth Annual Lincoln Homecoming

“FEATURING FORD BLUE IN KALAMAZOO”



BY MIKE DENNEY AND
BOB JOHNSON

The Lincoln Road Race Register (RRLR) hosted the 2019 Homecoming in August, which featured “Ford Blue in Kalamazoo.” We welcomed 125 individuals and their families from all four Lincoln clubs plus Ford, Edsel and Mercury for this first-time event which featured all Ford-built automobiles.

The weather was ideal, almost perfect for the entire week. There were driving tours to the Gerald Ford Presidential Muse-

um, the W.K. Kellogg Gull Lake Mansion/Bird Sanctuary and the Vicksburg Historical Village.

Wednesday began with registration opening at noon, with a cruise-in at the Gilmore Car Museum and hors d’oeuvres and refreshments at the hotel on Wednesday night. On Thursday night we enjoyed an Italian buffet at the hotel. On Friday and Saturday nights we enjoyed buffets at the Gilmore Car Museum Conference Center banquet room, which was a major change.

On Friday night, **Andrew Layton** was our guest speaker, detailing Ray Crawford’s 1954

Mexican Road Race win with actual film. **Tony Russo** again conducted our Lincoln parts and memorabilia auction to raise funds for the LMCF endowment fund. Saturday night’s scheduled speaker, **Gale Halderman**, was unexpectedly ill, so we enjoyed and danced to music by DJ **Mitch Wooster**.

Saturday was show day on the grounds of the Gilmore Car Museum in front of our beautiful Lincoln Museum, where our meet participants picked their favorite cars for awards on Sunday.

Sunday was the day to display our cars. Peoples’s Choice awards



were presented at 12 noon in front of our museum. The day at the Lincoln museum wound up with a car parade around the Gilmore Car Museum grounds.

Something new was added for Monday—an all-day visit to the US 131 Motorsports Park in Martin, Michigan, where individuals ran their cars or simply watched. Ten cars participated.

2019 PEOPLE'S CHOICE DECADE AWARD WINNERS

1920-1929: 1928 Lincoln Locke Sport Phaeton, *Lee Packer, Litchfield, MI*

1930-1939: 1939 Lincoln-Zephyr Convertible Coupe, *Connie and Iva Moore, Nowata, OK*

1940-1949: 1942 Lincoln-Zephyr Convertible Coupe, *Jack and Monica Sweet, Uniontown, VA*

1950-1959: 1952 Lincoln Capri Sedan, *Mike and Joan Denney, Mounds, OK*

1960-1969: 1969 Lincoln Continental Mark III, *Joseph and Gayle Karasinski, Redford, MI*

1970-1979: 1979 Lincoln Continental Mark V, *David Knowles, Cayuga, Ontario*

1980-1989: 1989 Lincoln Mark VII Convertible, *Bob and Mary Johnson, Shafer, MN*

1990-1999: 1992 Lincoln Mark VIII Convertible, *Bill Cuddy, Grosse Ile, MI*

2000-2019: 2017 Lincoln Continental Sedan, *Al Kelly, Birmingham, AL*

Best in Show: 1954 Lincoln Capri, *Dan Staehle, Brownsville, WI*

Best of Show Ford: 1957 Ford

300 Custom Dragster, *John and Jim Herren, Davie, FL*

Best of Show Mercury: 1939 Mercury Sedan, *Tom and Alice Dailey, Colville, WA*

Best of Show Edsel: 1958 Edsel Pacer Convertible, *Andy Konyha, Carlton, MI*

Long Distance Driving Award: 1939 Mercury Sedan, *Tom and Alice Dailey, Colville, WA*

A Special Thank You to the 2019 Homecoming Committee:

Mike and Joan Denney, Road Race Lincoln Register; Dennis and Louise Garrett and Bob and Mary Johnson, Homecoming Co-Chairs, as well as Jim Blanchard, David Schultz, John Talbourdet, Joel and Suzanne Dickson, Vaughn Koshkarian, Bruce Kopf, Paul Temple, Jim Muller, Dan Staehle and Tony Russo.

LMCF October Annual Meeting

BY JOEL DICKSON
LMCF Secretary

The Lincoln Motor Car Foundation Annual Membership Meeting and Board of Trustees Meeting was held in Hershey, Pennsylvania, on October 9 during the Hershey Region AACA Fall Meet. Eleven guests were in attendance, and it was good to have them participate.

Paul Temple gave the trustee election results for the 2020

Board of Trustees. There were 522 LMCF ballots mailed or e-mailed domestically and internationally, with 233 ballots returned. All 9 candidates were elected. Incumbents elected for a 3-year term were **Earle Brown, Joel Dickson, Chris Dunn, Dennis Garrett, Gene Nau,** and **Paul Temple.** Returning to the board for a three-year term after a short hiatus is **Eric van den Beemt,** past president of the Lincoln Owners Club. Two

new candidates were elected to three-year terms: **Jim Ayres** from California and **Ray Theriault** from Connecticut. Thank you to all those who participated.

If you ever attend the Hershey Region fall meet, consider attending the LMCF membership and board meetings which begin at 6 PM EDT at the Marriott SpringHill Suites, Rt. 39, next to the AACA museum. We would love to have you attend.

■ *Early Lincolns now approaching the century mark pose with the restored Shell gas station on the campus of the Gilmore Car Museum, home of the Lincoln Motor Car Heritage Museum.*



2020 Homecoming to Celebrate Lincoln Centennial

The seventh annual Lincoln Homecoming will celebrate the centennial of the founding of the Lincoln Motor Company to build passenger cars. The Homecoming will be held August 6–9, 2020, at the Lincoln Motor Car Heritage Museum & Research Center in Hickory Corners, Mich. The Homecoming will be preceded by optional “pre-Homecoming” events in Dearborn, Mich. on August 3–6.

“If ever there was a year to bring your Lincoln to a Homecoming, this is it,” said **David Schultz**, who serves as chairman of the Lincoln Motor Car Foundation and president of the Lincoln Owners Club. “We encourage Lincoln owners to bring their cars in any condition—restored, original, partially restored, or something in-between. We want to see Lincolns on display.”

The 2020 Homecoming committee has created a very special schedule of events. Following are the plans that have been developed, to date, by the 2020 Homecoming Committee.

The fun begins in Dearborn on Monday evening, Aug. 3, with a cocktail party at the host hotel,

the historic Dearborn Inn, built in 1929 by Henry and Edsel Ford as an airport hotel.

On Tuesday, Aug. 4, several tours will be offered: the Edsel and Eleanor Ford House, the original Ford Piquette factory, Belle Isle and the Dossin Great Lakes Museum, Pewabic Pottery and the Lincoln (Flat Rock) assembly plant. That evening there’ll be dinner inside The Henry Ford Museum. Attendees may tour the museum until 11 p.m. The guest speaker will be Joy Falotico, president of the Lincoln Motor Company and Ford Motor Company’s chief marketing officer.

The Tuesday tour schedule will be repeated on Wednesday, followed by dinner on your own.

On Thursday morning, all Lincolns will gather at the Ford World Headquarters for a display that will last into the early afternoon. Attendees may enjoy lunch at the Ford Motor Company cafeteria. Following lunch, attendees will depart for Hickory Corners and the host hotel, the Kalamazoo Four Points Sheraton, where a buffet supper will be available for all attendees.

Friday and Saturday will be driving tour days. The committee

has scheduled several interesting tours: the Gerald R. Ford Presidential Museum, a cruise on Lake Michigan, the Kalamazoo Air Zoo, the historic village of Marshall and the Vicksburg Historical Village.

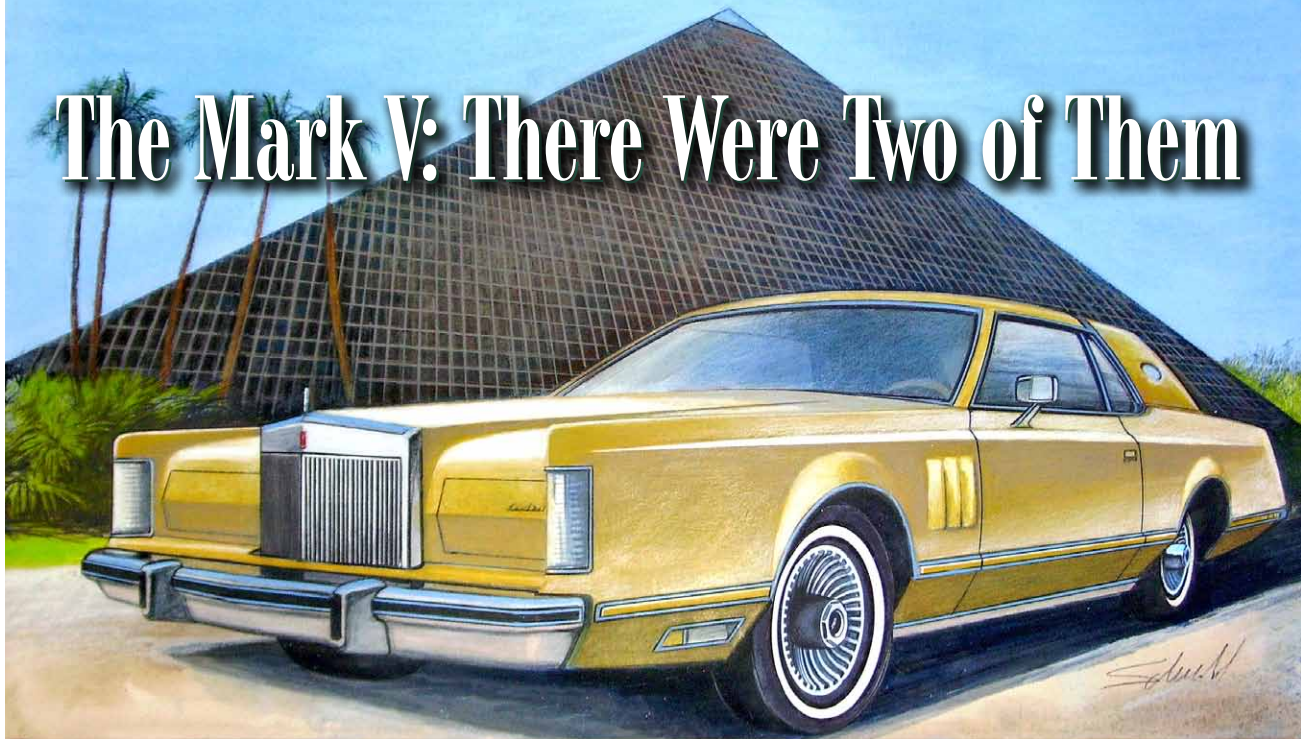
On Friday evening, there’ll be a cocktail reception for all Homecoming attendees at the Lincoln Motor Car Museum & Research Center followed by dinner on your own.

Saturday evening will feature a banquet and the annual auction of Lincoln parts and memorabilia to benefit the LMCF Endowment Fund.

The big day will be Sunday—a display of 100 years of Lincolns adjacent to the Lincoln Motor Car Heritage Museum & Research Center. All four Lincoln clubs will have cars on display and will do their own judging. That evening, a gala dinner will be held, at which time awards will be presented.

Detailed information on the 2020 Homecoming, including a day-by-day itinerary and registration forms, will soon be published on the LMCF web site, www.LincolnCarMuseum.org.

The Mark V: There Were Two of Them



■ Retired Ford designer Richard Schierloh's painting of a 1978 Mark V Anniversary (gold) edition in front of the Luxor Hotel, Las Vegas, Nevada.

BY JIM AND CHERYL FARRELL

If you thought the story of the Mark IV was convoluted, hang on to your hats, because the Mark V story has more twists and turns than Mr. Toad's Wild Ride!

Almost as soon as it was introduced in late 1976, the knife-edged, chiseled styling of the '77 Mark V made it the most popular of the Mark series. In excess of 132,000 were sold during its three-year production run. For the first time since 1969, the Mark V was built on a different platform than the current year Thunderbird, which was downsized for 1977. The Mark V was 400 lbs. lighter than the Mark IV had been, but, at 230 inches, it was longer than any prior or subsequent Mark.

First, some background about what was going on at Ford's Design Center. Lee Iacocca had always assumed that as the vice president, and then president, of Ford, he had the second to last say about the design of all Ford vehicles, including Lincolns. Henry Ford II was the boss, and he reserved unto himself approval of all sheetmetal, which meant he had final say of what Fords, Lincolns, and Mercurys

looked like. In other words, only Mr. Ford decided which Design Center proposals were approved or disapproved. Sometimes Ford presidents or vice presidents were permitted to approve grilles or trim, but only Mr. Ford could give final approval to sheetmetal. And if it was an important change, woe to anyone who didn't check with him first!

In February, 1968, Semon "Bunkie" Knudsen was hired as Ford's president. He got the job Iacocca openly coveted. Major problems arose almost immediately, especially when Knudsen began choosing which cars got approved for production. Apparently no one had told him that only Mr. Ford could approve sheetmetal, or if they did, he didn't listen. That included the Mark IV that Knudsen approved for production. Mr. Ford apparently decided not to challenge his new president, but he undoubtedly reminded him that only he, the one whose name was on the building, could give final sheetmetal approval.

Knudsen and Iacocca disagreed on almost everything, including design, and Gene Bordinat, longtime head of the

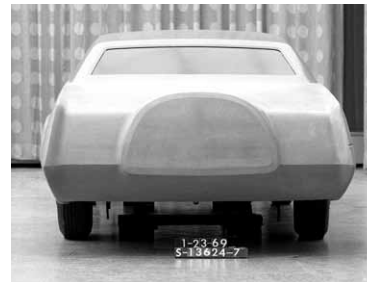
Design Center, was caught in the middle. To avoid what he saw as quicksand, he began making designs for Knudsen to review, and different ones for Iacocca, in an attempt to tamp down the turf war between the two—sometimes he was successful, sometimes not.

Bordinat was partial to Iacocca, with whom he usually agreed on car design. In fact, Bordinat openly admitted that he learned a lot from Iacocca about how to make a salable car design. At one point, in an attempt to better control the situation, Iacocca asked Don Peterson, then a product planner who Iacocca thought was on his side, to set up his office in the Design Center, so Iacocca would know what Knudsen was doing. Between Bordinat, Iacocca, and Peterson, they were still not able to neutralize Knudsen concerning design. Knudsen proved to have his own strong ideas about design.

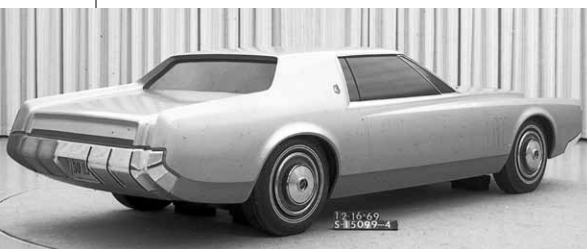
Knudsen usually started his day at the Design Center, and not in his office. Not every day, but more often than not, he was at the Design Center between 6 and 6:30 a.m. Starting time at the Design Center was usually 7:30



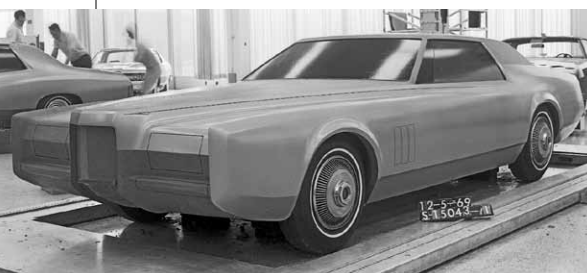
■ Left: This is the first photo found of a smaller Mark V proposal. It is dated 1-23-69. This car does not appear to have the same windshield slope as Marks traditionally have. According to retired Ford designer Dick Nesbitt, this car is almost identical in shape to the Torino/Montego-based Mark V in the Lincoln studio several years later. Center: From the back, the same car looks pinched. Designers identify this proposal as being on a 114-inch wheelbase. Right: From the front, this clay model of a smaller Mark V looks pinched. It was undoubtedly determined that the traditional Mark look didn't really carry through when the car was reduced in size.



■ A little less than a year later, this 12-16-69 photo shows Ford designer Steve Sherer's proposed smaller Mark V, designed on a 114-inch wheelbase. The front has the classic Mark design cues, which the rest of the car lacks.



■ The back end of Sherer's proposed smaller Mark V has no spare tire hump, but it is distinctive.



■ Several alternate clay models were made of Sherer's smaller Mark V; this one has hidden headlights.

a.m. When Knudsen got there, he wanted to see clay models outside in the courtyard, which meant design managers had to be there earlier to get the cars outside, even if there was snow on the ground, so Knudsen could review them. Personnel at the Design Center, not affectionately, referred to these early morning shows as Knudsen's "dawn patrol."

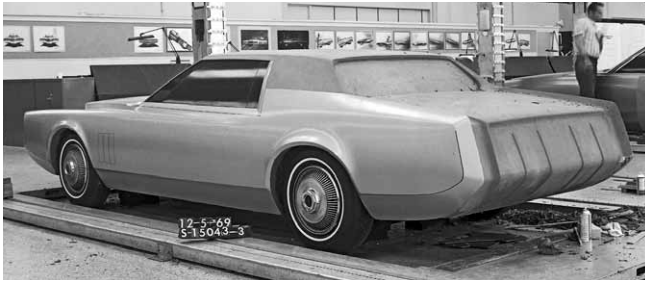
When Knudsen picked the Mark IV against Bordinat's wishes, Bordinat was beside himself. He assigned designers in Don DeLaRossa's Corporate Advanced studio, Ron Perry, Steve Sherer, and Fritz Mayhew, to hastily prepare an alternate to the Dahlberg Mark IV design chosen by Knudsen. Bordinat thought there was a good chance Knudsen would quit or be fired before Dahlberg's Mark IV got too far along towards production, but Knudsen held on to the presidency past the point of no return. Finally, Iacocca and ten other executives (including DeLaRossa) gave Mr. Ford an ultimatum: "It's either him or us." That led to Knudsen's firing in September 1969.

Bordinat had been head of the Design Center since 1961, and he had firm ideas about car design. He liked "noble" grilles, flat sides, and straight hoods that were parallel to the ground. He did not like "fat" sides on cars—and the Mark IV had "fat" sides. Bordinat's preferences were well known at the Design Center and in the design community. He was at a gathering sometime after the Mark IV was introduced, when GM design director Bill Mitchell teased him about the Mark IV's fat sides. Bordinat didn't appreciate Mitchell's comment, and at the Design Center the next day, and every day after that for a week, Bordinat fumed about Mitchell's remark.

Although the rejected Perry/Sherer/Mayhew Mark IV proposal was intended to be the starting point for the Mark V, that couldn't be, because Henry Ford II insisted the Mark V be downsized. He wanted it and the 1977 Thunderbird on the same 114-inch platform.

There is a set of photos that date from January 1969. They indicate that there was an attempt to design a smaller Mark V using what had become standard Mark design cues—in other words, they tried to downsize a bigger Mark. Even though it was done before Knudsen left Ford, it didn't work.

The smaller 114-inch wheelbase Mark V was designed primarily by Steve Sherer, made into a full-sized clay model, and cast as a full-sized fiberglass model. Fritz Mayhew recalls working on the full-sized clay of the smaller Mark V, but of the thousands of cars he worked on during his



■ *Left: The back end of this smaller Mark V proposal has been substantially changed, but there is still no spare tire hump. Designers were looking for something distinctive for the back end design of the car. Right: This photo, taken 5-6-70, may be the same car as shown in the following two photos. The photo shows a smaller Mark V proposal taken in the Design Center showroom. This car appears to have a character line high on the side, and pinstriping lower on the same side of the car.*

career, he cannot recall exactly what part he played in this car's design. The car was painted a bright red, and shown in the courtyard of the Design Center. It was ultimately approved for production, and Engineering was told to gear up to build it.

After that, designers went on to other projects, but Bordinat was soon told the smaller Mark V could not be built on the 114-inch platform as previously planned. According to Jack Eby, a Ford product planning manager at the time, Wixom's estimate of the cost for additional fixtures and equipment necessary to build both cars on the new smaller platform was too high, so the Mark V had to continue on the longer 120-inch platform used by Marks since 1969. Eby also acknowledges that as it later turned out, the smaller Mark V could have been built at Wixom after all, along with the Thunderbird, but by the time they discovered the prior estimates were incorrect, it was too late.

As strange as it seems now, this change of plans didn't come all at once. It started sometime just before October 1971, and the decision wasn't finalized until sometime in early 1973. This suggests that the Wixom equipment problem wasn't settled for some time.

The Mark V was originally scheduled for production as a 1976 model, but because of the mixup concerning the car's size, production had to be delayed for the Mark V by one year from an original planned Mark V production date.

For designers, it was back to the drawing boards. They first attempted to make the already-designed smaller Mark V bigger, but they soon determined that the smaller Mark V couldn't be stretched and still look right. Bordinat was having as much trouble with the Mark V as he had had with the Mark IV.

The smaller Mark V looks a lot like a '69 Pontiac Grand Prix, which suggests its design was influenced by Knudsen, who came from GM. The only problem is that the first full-sized clays of the smaller Mark V date from early December 1969, several months after Knudsen's departure—and the changes to the trunk area, done in January 1970, only make the car look more like the Grand Prix. Whatever the reason, why the smaller Mark V looked like a Pontiac Grand Prix is now lost to history.



■ *This photo and the next are of the completed smaller Mark V proposal. The car is painted and ready for management review. The only Mark V marking on the car is on the front fender below the gills and behind the wheelwell opening.*



■ *After different attempts, this car has a indistinct back end. From the back, front, and sides, this car does resemble a '69 Pontiac Grand Prix.*



■ This full-sized, unfinished clay model of a larger Mark V shows an attempt to increase the size of the smaller Mark V, after it had been determined Wixom couldn't build a smaller Thunderbird and a smaller Mark V at the same time. The looks of the smaller Mark V did not transition well to a bigger car.



■ Many Lincoln designers were asked to submit design proposals for the Mark V. This is a September 1973 proposal by Ray Beamer.



■ Another of Ray Beamer's Mark V proposals done in November 1972.



■ This photo, taken 10-17-72, has been identified by Gale Halderman as the first clay model of a bigger Mark V. It looks similar to the Mark IV, except the sides are flat and not rounded.

In early 1972, in an effort to see if Ford could save money by building a smaller Mark V that launched off another Ford platform, designers in Gale Halderman's Lincoln studio had a new Torino or Montego rolled into the studio, where they tried to remake it into a smaller Mark V. Their Mark V proposal was built right over the top of the Torino/Montego by reshaping the metal, using plenty of bondo, some clay, and adding cut-down bumpers from a Mark IV. The designers who worked on the smaller Mark V were Ken Spencer (exec), Ray Beamer (manager), and Buck Mook. When done, about the only thing recognizable from the Torino/Montego was the curvature of the windshield—and then only if you looked closely. It wasn't as "fast" as a Mark's windshield was supposed to be.

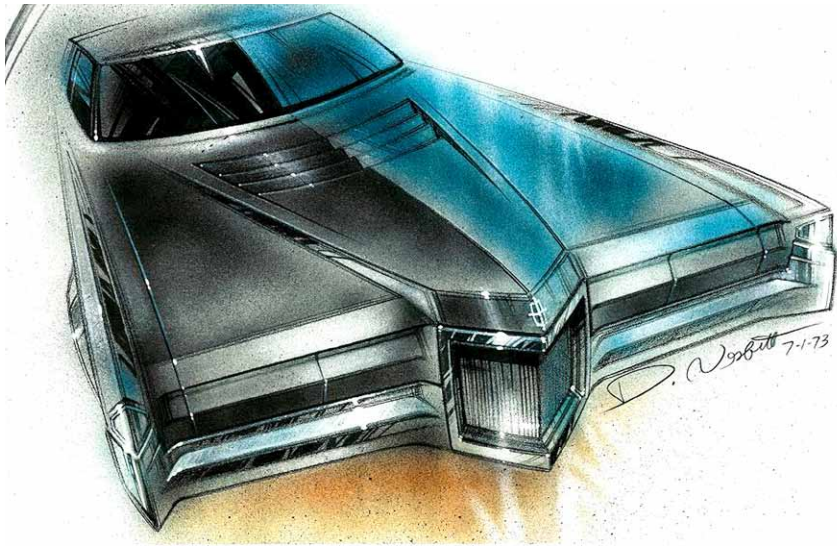
After the smaller Mark V proposal made from a Torino/Montego was finished, it was painted pearl white, with a tobacco-colored vinyl top. It was then fully upholstered in tan and brown, the colors Iacocca was partial to.

The general idea, in addition to designing a smaller Mark V, was to see how many Ford, Mercury and Lincoln cars could be built using the 114-inch platform of the Torino/Montego. By 1973, the idea became the beginning of an effort to engineer a smaller unibody platform for use with multiple car lines. The platform, code named "Fox," was finally ready in 1978. Because it was not ready until 1978, it became part of the reason the Mark V had to be built on the 120-inch wheel-base chassis used by the Mark IV.

Lincoln's chief engineer at the time was Harold McDonald. At a meeting with Michelin during one of McDonald's trips to Europe, the tire company proposed that the upcoming Mark V ride on a new, wider tire they were developing. McDonald pitched the proposal to Halderman in mid-1973. Halderman thought the tires would look great on the Mark V, so he and McDonald committed to use them. To accommodate the wider tire, the design of the wheelwell lips on the larger Mark V were flared. As the Mark V neared production, Michelin



■ This Mark V design proposal was prepared by designer Dick Nesbitt. It is of a smaller Mark V proposal. Note the wide tires.



■ Another of Nesbitt's Mark V proposals. This one was made to resemble a Pontiac Grand Prix at the request of product planners.

determined they could not produce the tire in sufficient quantity to meet the projected need. By that time it was too late to change the design, so the Mark V was produced with flared wheelwell lips and regular sized tires, and no one knew the difference.

In 1973, designer Dick Nesbitt was assigned to the Lincoln Advanced studio, which was right across the hall from the Lincoln studio. Other designers already in the Lincoln Advanced studio when he got there were John Van Tilberg (exec), Jim Sherburne (manager), Bill Moraniec (senior designer), George Barbaz, Rolph Kneeful, and Ron Swick. Nesbitt remembers admiring the smaller Mark V next door, and wondering why it was just sitting there gathering dust.

In early to mid-1973, the designers in Van Tilberg's Advanced studio and in the Lincoln production studio were asked to prepare sketches for a smaller Mark V using the upcoming Fox platform. Because word was out that Lincoln was going to use Michelin's wider tires, in July '73 it was suggested that designers incorporate wider tires on their proposed smaller Mark V sketches, which they did.

Buck Mook, a Lincoln studio designer, and Nesbitt both made multiple sketches of a smaller Mark V. Most of those sketches of the Mark V went to World Headquarters, and hearing nothing more, after a while the designers assumed that the smaller Mark V was forgotten. However, Nesbitt and Mook saved some of their smaller Mark V sketches.

Sometime toward the end of 1973, Van Tilberg asked Nesbitt to come to his office, where he told him World Headquarters wanted sketches made of a "super Mark V, taken to the next level." Nesbitt was told that the sketches were for Mr. Ford and Mr. Iacocca, who were at a strategy conference in Boca Raton, Florida. Nesbitt took Van Tilberg's meaning to be that World Headquarters, probably Iacocca, was interested in a more upscale Mark in addition to the Marks already being produced—possibly one with a V-12, like the first Continental. According to Nesbitt, the other alternative he thought of was that product planning was just trying to look busy. After he made about a half dozen sketches that were sent over to World Headquarters, nothing more was



■ Nesbitt was at one time asked to design a Mark V with a V-12 engine, thus the longer hood. He surmises that Lee Iacocca was interested in building a "super Mark V."



■ This is a photo of the wide tire Lincoln wanted for the Mark V. What was a wide tire in 1973 is not very wide by today's standards.



■ This larger Mark V proposal, dated 11-9-73, has the classic Mark grille which drops below the bumper. Note also the proposed parking light on either side of the grille. This placement of the parking lights didn't last long.



■ *Left: This undated photo of a proposed larger Mark V was taken in the courtyard of the Design Center. The taillight proposal on this car was soon changed. Note also, that the proposed production date on the license tag of this Mark V is 1976. Right: Taillights that went over the tops of the fenders first appear in January 1974. They were ultimately removed because Lincoln’s chief engineer thought they could be broken too easily when the trunk was being used.*

heard about an upscale Mark, but to this day, Nesbitt is intrigued by the prospect of a V-12 Mark. Several of the V-12 Mark sketches Nesbitt made he also saved.

Nesbitt’s experience in preparing sketches of Marks to be sent to Florida hold a tantalizing hint as to why the smaller Mark V was designed to look like a 1969 Pontiac Grand Prix. When Nesbitt was sketching his V-12 proposals for

Henry Ford II and Iacocca, he was asked by product planners to “put some Grand Prix influence” in the sketches, which he did.

In the meantime, after it was determined that a smaller Mark V made from a Torino/Montego was not feasible either, that car was rolled out of Halderman’s studio and parked in the Design Center’s secure lot, where it sat until chunks of bondo fell off and the rest of it developed a heavy rust. Then one day it was gone—presumably hauled off to the crusher.

In the meantime, the job of designing the bigger Mark V from scratch remained in De-LaRossa’s Corporate Advanced



■ *This 4-door Mark V proposal was one of several 4-door designs tried. This proposal is not the same car as in the next photo. Although Lincoln did not produce a 4-door Mark until the Mark VI, they got surprisingly close with the Mark V.*

studio, but it was reassigned to other designers. Designers of the bigger Mark V—the one that was produced—were John Aiken (exec), Allen Ornes (manager), Bud Magaldi and Dave Turner.

Ornes was rotated into the Corporate Advanced Studio as manager in July 1972, and John Aiken became exec in that studio in September 1973. According to Ornes, Aiken is entitled to most of the credit for the chiseled look of the larger Mark V. As confirmed by Design Center photos, the major changes in the bigger Mark V clays occurred only after Aiken came into the studio. Greg Arceri was the master modeler in charge of all the other modelers

who worked on the Mark V at various times.

The first full-sized clay model of the bigger Mark V, photographed in October ’72, shows a car far different from what was eventually approved for production. That first clay reflects no input from Aiken. It had horizontal taillamps above the rear bumper much like the Mark IV. It also had softer lines than did the final design, and it was squared off in a way that makes it

look shorter than the production (larger) Mark V. Before Aiken got there, the Mark V looked like a revised Mark IV.

Aiken and Ornes worked well together. After Aiken was assigned to the studio, he and Ornes decided to make the Mark V much more distinct from the Mark IV, so they gave it a very chiseled look. Ornes indicates that both he and Aiken wanted their Mark V to be the best looking, longest and most dramatic car on the road. Both were happy with the way it turned out; both believed they achieved all of their joint goals for the Mark V.

Aiken and Ornes wanted Mark V’s Rolls-Royce grille to extend



■ *Left: This Mark V limousine proposal was shown to Dearborn Steel and Tube to encourage them to build and sell a Mark V limousine. It would have been a real looker, but they declined, although DST continued to build big Lincoln limousines. Right: Although this 4-door Mark V looks well proportioned, because a new Lincoln Continental (Town Car) was planned for 1977, it was felt a 4-door Mark V would eat into Continental (Town Car) sales if the a 4-door Mark V was also offered.*

below the front bumper, and they pulled the bumper forward about 4 inches, so the grille is both above and below it. Ornes now says they fooled themselves, because, in hindsight, the part of the grille below the bumper can't be seen when the car is on the road. Magaldi designed the Mark V's distinctive and elegant front parking lights, with the Continental star inside the plastic lens. They look costly, but Magaldi designed them that way to eliminate the cost of a casting. As designed, the only metal used on the parking lights was a stamped steel bezel outlining each light. Magaldi is amused because the Mark V's parking lights only look expensive, yet they weren't.

Over the course of several months, designers tried various taillight and parking light configurations for the Mark V. Vertical taillights on the ends of the fenders appeared in July 1973, and by that November, the taillights were modified so they also wrapped up and over the rear fenders.

After the final design of the larger Mark V was completed, a full-sized fiberglass, upholstered model of the Mark V was shipped to California for market research. It was shown to a group to see how they rated the car's design. According to Halderman, who went with the car to California with Jim Capolongo, then a Lincoln-Mercury product planner, the bigger Mark V proposal received the highest score of any Ford product ever tested—except one woman didn't like the Mark V's taillights because they wrapped over the top of the fenders by a few inches.

Before the focus group showing in California, back in Dearborn, Harold McDonald, Ford's chief engineer, suggested that the taillights be changed, not because of the objection they didn't yet know about, but because the portion of the lens on top of the fender could easily be broken since it was next

to the trunk deck lid. So the car returned to the the Lincoln studio where Halderman's designers made the changes.

Dearborn Steel and Tube (DST) had a close working relationship with Ford. For many years they built Ford's show cars, and in 1969, they began offering authorized Lincoln limousines. In early 1974, the Design Center designed and built a full-sized see-through fiberglass model of a Mark V limousine, either to tempt DST or at their request. Whatever the case, DST continued to build Ford-authorized limousines based on the big Lincoln, as did several other companies, but a Mark V limo was never commercially built.

In October 1974, after design of the Mark V was pretty well completed, the "Halloween Massacre" occurred. Bordinat was told to lay off 30% of his designers, because sales were way off the previous summer and Ford's money was drying up. The layoffs were done in stages through 1976, and as a result, morale at the Design Center collapsed as the number of designers decreased.

In addition to the layoffs, many of those remaining were demoted. Aiken was reassigned to the International and Compact Car studio in November 1974 as manager. He was replaced in the Corporate Advanced studio by Jim Arnold. But when Arnold got there, design of the Mark V had been substantially completed.

Interior designers on the larger Mark V included Homer LaGassey (manager), Jim Sherburne and Rich Beck. Mimi Vandermolten was a trainee at the time. She arrived after the instrument panel was approved, but helped design the graphics for the various instrument clusters. LaGassey and Beck differed on the style of seats they thought the Mark V should have. LaGassey wanted "real hot sportscar seats," while



■ This is one of two King Tut versions of the Mark V proposed for production. Both cars were operable. What happened to them is unknown. Right: Interior of a proposed King Tut Mark V. Because Lincoln-Mercury marketing thought the original upholstery was too wild, it was toned down. This photo was taken after the upholstery had been changed.

Beck thought they should be more in keeping with a luxury car. They each made full-sized clay models of their seat proposals, and Beck's proposal won.

According to Beck, during preparation of the Mark V interior, the designers in the studio, and in several adjacent studios, were frequently entertained by the multi-talented LaGassey, who liked to break into opera while he worked. Beck thought LaGassey had a pretty good singing voice, but he couldn't understand the lyrics. Beck says LaGassey was always entertaining.

Several designers in LaGassey's interior studio also remember an occasion when LaGassey spilled coffee on his suit pants. He went to the coffee room to rinse them off, and until his pants dried, he continued to work in his bright red boxers and garters. Vandermolten was not present, but several designers say they will never forget that scene!

As a result of the 1974-76 layoffs, the Design Center's studio system was revamped as part of an internal reorganization made necessary by the decrease in manpower. Rather than being divided along car lines (Ford, Lincoln, Mercury), designers were now assigned to small car, mid-sized car, and luxury car studios. The reorganization was an effort to increase efficiency, and this has more or less continued to the present day.

At one point, Iacocca proposed that the Mark V also be offered as a 4-door, and at least one operable 4-door Mark V was supposedly built. Most in management felt that a 4-door model was not consistent with the Mark V's sporty image, but that wasn't the real problem. A new Lincoln Continental was slated for production beginning in 1977. Although production of the new Lincoln Continental was eventually postponed until 1980, there were concerns a 4-door Mark V would dilute sales of the new Continental. And besides, Lincoln-Mercury Division was projecting they would be building Mark Vs at close to capacity.

Of all of the special paint, trim, and interiors used on the Mark V, the Designer Series is most unique,

because it relied on outside designers as well as Ford's own designers. The Designer Series had its beginnings in 1974 with a Mustang program called "Fashions 'n' Wheels," which paired the new Ghia Mustang II with accessories and clothing from fashion designer Bill Blass. That program was a success, and by October 1975, Ford's advertising agency, Kenyon and Eckhardt, was recommending that what they called "Luxury Trim Packages" be offered on the '76 Mark IV.

Because production of the Mark V had been delayed until 1977, Kenyon and Eckhardt thought Ford should offer something new and different to get well-to-do Mark IV owners to buy another Mark IV in 1976. The "high fashion trend" started with the Mark IV worked, and it proved so successful and so profitable that Designer Series Mark Vs were produced during the entire Mark V production run, using the same four outside designers.

Most people, then and now, believe the Designer Series colors and interior trims used were selected by Bill Blass, Cartier, Emilio Pucci or Hubert de Givenchy. Not so. Everything to do with the Designer Series was selected by designers from Ford's Interior design studio.

In 1970, Dave Ash became Director of a revamped Interior studio. Before then, each car studio had its own interior designers. The new studio placed Ash in charge of all interior design at Ford. Because Trim and Color was now made a part of the Interior studio, that also became Ash's responsibility. Ash appointed John Middlestead as his executive designer in charge of Color and Trim. Middlestead oversaw longtime designers Andy Olinik, who did color, and Jim Hothem, who did trim.

Each year, Lincoln-Mercury Division invited the four outside designers to come to Dearborn together for about a week. They were wined, dined, and taken to the Design Center, where Ford's designers had prepared swatch boards showing a side view

rendering of their cars, with color chips, vinyl, and material swatches.

The outside designers were treated royally, and it turned out that they were eager to lend their names to Ford's Designer Series cars—it was great advertising for them. Three separate swatch boards with different colors and materials were prepared for each outside designer, showing what was proposed for their model Lincolns. Payment to each outside designer was in the form of two of their very own Designer Series Marks each year from Ford.

Until his retirement in January 1981, Ash was the person who usually dealt with the outside designers. According to Ash, working with Ralph Destino, general manager of Cartier, was great. He was never a problem, and he understood the do's and don'ts involved in the process.

Ash says Givenchy was a problem at first, because he didn't understand the "complexity situation." Givenchy also wanted colors like purple, rose, and blue on his Designer Series Mark V, and Ford wouldn't agree. Ash says he kept trying to explain that complexity was the number of parts times the number of colors, which was a complicated way of saying they had to keep it fairly simple, or Ford's systems would be overloaded.

According to Ash, "You can't let designers muck around with special exterior and interior colors. What we do is put existing exterior and interior colors together in ways that they haven't been done before and then add some special touches—striping, or this, that, and the other thing—a few touches."

Ash had to travel to New York City several times to meet with Bill Blass, because Ford had not been able to reach agreement with him. On one occasion in New York, Blass put on a fashion show for Ash with "models, gowns and everything." On another occasion, Ash had to go to Europe to twist the arms of Pucci and Givenchy. While in Paris, Givenchy took Ash to lunch with the French movie star Capucine, whom Ash found "utterly charming." After they ate, drank and talked, Givenchy finally went along with the swatch board Ash brought with him, and "signed off."

Ash also went to Florence, Italy, to meet with Pucci, who lived and worked in his own castle fortress. Pucci had Ash served lunch in his own private dining room, but finally resigned himself to what was on the swatch board Ash brought with him.

Ford made a boatload of money from the Designer Series Mark Vs. It also proved equally beneficial to the outside designers and to purchasers, who were more than willing to pay extra for the prestige of



■ *This is a sketch done by designer Bud Magaldi of a seat proposal for the Mark V.*

driving a Designer Series Mark V.

Ford designers can only remember one Designer-type proposal that was not produced, probably a Collector Series Mark V. In the '70s, Egypt and King Tut's tomb were big news items, and the public was fascinated with ancient Egypt. That led to a proposal that a special series King Tut Mark V be produced. It had a gold-over-blue exterior and upholstery of blue and gold stripes. At first, management was turned off by the interior, so stripes were toned down to include some tan leather with smaller blue and gold stripes. Somebody thought better of marketing a King Tut Mark V, and the proposal was shelved. However, two were built and sold, but no one remembers whom they were sold to or what happened to them.

The Anniversary and Luxury Group Mark Vs were also very rewarding to Lincoln's bottom line, but they were ideas that came from Lincoln's Marketing department. Designers in the Color and Trim studio picked the colors and materials, subject to the approval of the Marketing department, but there was negligible additional design work connected with those cars.

The production Mark V was just the type of car Bordinat wanted, and his hand prints were all over it, as far as its design was concerned. In the end, Bordinat and Iacocca got the Mark V they wanted—and Knudsen was gone. The Mark V was a strong seller as well as a trendsetter—for a while. In hindsight, the process everyone had to go through to get there must have been exhausting. ■

■ *This article is an excerpt from a new book being written by Jim and Cheryl Farrell about Lincoln design through the year 2000. The Farrells' earlier book, Ford Design Department: Concept & Show Cars 1932-1961, was published in 1999.*

LINCOLN LIBRARY UPDATE

Telling the Lincoln Story...

BY JOEL DICKSON

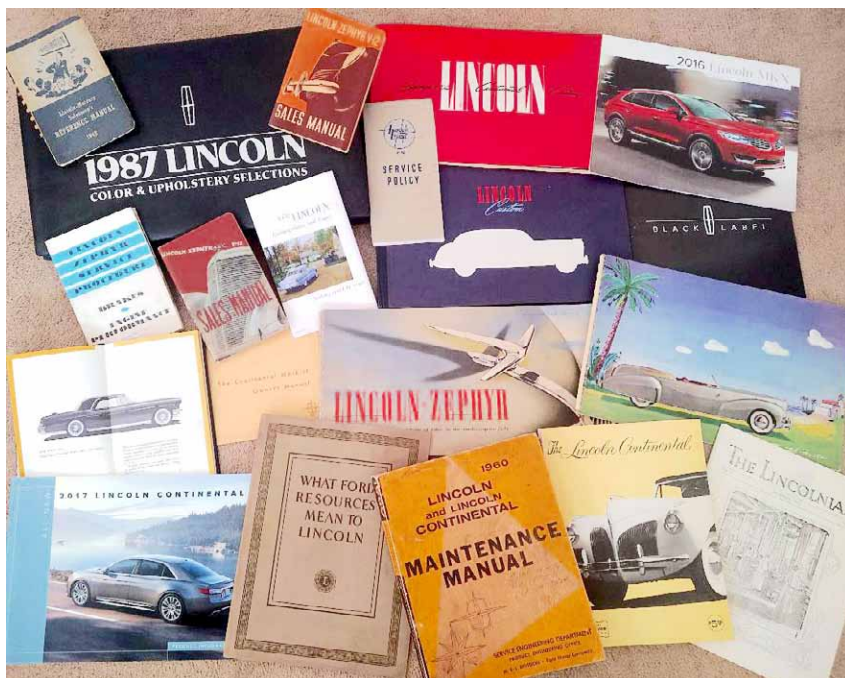
A big thank you to those who have recently contributed items to the LMCF Library and are helping to pass on the rich heritage of the Lincoln motor car. They are:

■ **Charlie Berry** continues to donate to the library as he reviews his collection and has given over 60 Lincoln and Continental brochures from 1930 thru 2000 with all new additions to the library.

■ **Lincoln-Zephyr Owners Club West**, owner of some rare color and upholstery books from 1937, 1939, 1940, 1941 and 1942, has placed them, along with some miscellaneous items and notes from **Dave Cole**, into the LMCF library for safekeeping. The library is acting as the custodian of these special books which are available for research on request.

■ **Rocky Romeo** has given items from his extensive Lincoln collection which is currently at the LMCF library and awaiting processing. The collection includes some great ads, 1920s-1930s salon catalogs and service manuals.

■ **Richard Cole** is in the process of mailing in stages some special Lincoln literature he has donated from the estate of his father, David. **Dave Cole** was a great Lincoln historian and an ardent collector.



■ **Chris Wantuck's** estate donation of Lincoln items has been inventoried and is waiting to be delivered to the LMCF library. Chris' interest was for the Lincolns of the late 1920s and early 1930s.

■ **Jim Muller** and **Dennis Garrett** are continuing to help the LMCF library add current Lincoln sales literature to the collection. It is difficult to get current Lincoln literature, so their efforts are greatly appreciated.

■ **Joel Dickson** gave a signed copy of the book *Ray Crawford—Speed Merchant: A California Grocer's Love Affair with Risk, From P-38 Lightnings to the Indianapolis 500*, by

Andrew Layton. Ray Crawford raced Road Race Lincolns.

Teach and inspire others—Donate to the Lincoln Motor Car Foundation Library. Thank you to all who have participated in helping the LMCF library enrich its collection.

■ *Joel Dickson is a Lincoln Motor Car Foundation trustee and chairman of the Archive/Library Committee that oversees the LMCF Library and Research Center. He and his wife, Suzanne, both share a passion for Lincoln history.*



The Lincoln Legacy Society was established in the summer of 2018 to honor individuals who make provisions in their estate plan or who establish life-income gifts to benefit the Lincoln Motor Car Foundation.

Planned gifts help support and sustain fulfillment of the objectives of the Foundation.

“The objectives of the Lincoln Motor Car Foundation are to collect, preserve and perpetuate, display and disseminate to the public information, memorabilia and vehicles related to the history of the Lincoln Motor Company,” said LMCF treasurer Bruce Kopf, who played a key role in the establishment of the Lincoln Legacy Society.

Lifetime membership in the Society is extended to individuals who make one or more of the following commitments to the Foundation:

- Include the Lincoln Motor Car Foundation in their estate plan
- Create a charitable life-income arrangement to benefit the Foundation
- Name the Foundation as a beneficiary of retirement assets or life insurance

- Donate a personal residence or a vacation home to the Foundation

There is no minimum gift amount requirement for membership in the Lincoln Legacy Society.

As a member of the Lincoln Legacy Society, you will receive:

- a special memento
- invitations to exclusive Foundation events
- life membership in the Lincoln Motor Car Foundation
- free admission to the Gilmore Car Museum complex during normal hours of operation
- eligibility for the Ford Motor Company X-Plan, a partner discount program for new Lincoln and Ford automobiles
- e-delivery of *The Lincoln Link*, the LMCF bi-annual magazine
- an opportunity to share your personal experiences and inspire others
- recognition on an LMCF Honor Roll (unless anonymity is requested)

A membership form is available on the LMCF web site, or it may be requested from LMCF Treasurer Bruce Kopf or any LMCF officer.

Support Companies Who've Supported Lincoln Motor Car Heritage Museum

■ A number of companies that supply parts and services to the Lincoln collector car market have stepped up and become sponsors of the Lincoln Motor Car Heritage Museum. The LMCF board of trustees encourages members of all Lincoln clubs to support these companies. And, when you do so, thank them for supporting our Lincoln Motor Car Heritage Museum!

- Mervin B. Adkins
- Automotive Restorations (J. Stephen Babinsky)
- Automotive Fine Arts Society
- Dennis Carpenter Ford Restoration Parts
- Earle Brown Lincoln Parts
- Ford Motor Company
- Grundy Insurance
- Imagination the Americas
- Lincoln Land (Chris Dunn)
- Lucas Classic Tires
- National Parts Depot
- Reliable Carriers, Inc.
- The Lincoln-Mercury Old Parts Store
- Ray Theriault Lincoln Parts
- Crest Lincoln, Sterling Heights, Michigan
- Zeigler Lincoln, Kalamazoo, Michigan
- Sesi Lincoln, Ann Arbor, Michigan
- Pfeiffer Lincoln, Grand Rapids, Michigan

Lincoln Motor Car Heritage Museum Report



■ The 1950 Lincoln convertible now on display at your museum was donated by Tom Lance of Michigan.

BY JIM BLANCHARD

Your museum continues to evolve and strengthen in both exhibits and support. We received a very generous donation from **Ed and Pamela Avedisian** earlier this year that is being used to begin our digital collection. It is the beginning of a more robust era for the “research” aspect of our Foundation. The plan is for researchers and hobbyists to benefit and provide a value-added dimension to Foundation members.

Vehicles continue to come and go, which is to our advantage, since it keeps the museum fresh and changing. Of particular concern is the potential loss of the 1939 “Royal” Lincoln, used by the King and Queen of England on their 1939 North American tour. The car is important for its role in history as England came courting her war-neutral North American cousins for help. We gave it and more, and this car is

a fantastic symbol of that historic period. It belongs in our museum; we hope that it does not end up in private hands and become lost to the type of visibility it now enjoys.

A 1949 Lincoln convertible was recently donated by **Tom Lance** of Michigan. This “baby Lincoln,” with dark grey exterior and black top, is now on display with the larger 1949 Lincoln Cosmopolitan convertible donated by **Randy and Jane Fehr**.

We are always on the lookout for an additional 1934-39 Lincoln to bolster this era in our museum. As the collector market has softened, there seems to be increased interest in vehicle donations. We are always interested in taking a look at these opportunities to help tell our story and to increase our ownership in certain models.

The Lincoln Aviator prototype is a welcome addition to the Continental concept car, as our nod to this newer history is a strong signal of the mutual com-

mitment between the Foundation and Ford Motor Company. It not only enhances our story, but keeps us as a dynamic force for the future products being built. We hope to provide continued inspiration to everyone who visits the museum.

Our endowment campaign has slowed to a crawl, but continues progress nonetheless. Hopefully, as the year comes to a close, donors will remember us and the important mission that we are accomplishing and will help us build stability into the future.

We look forward in the coming year to making your museum ever greater, with exciting vehicles, enhanced exhibits, and increased research capability.

Visit and support your museum!

■ *Jim Blanchard is an LMCF board member and vice president who serves as director of the Lincoln Motor Car Heritage Museum.*

Obituary: LMCF Trustee Steve D'Ambrosia

The Lincoln Motor Car Foundation lost one of its newest trustees on September 23, 2019, when **Steve D'Ambrosia** of Oregon succumbed to glioblastoma (brain cancer), the same disease the claimed Sen. John McCain. Steve was already experiencing health issues when he was elected to the LMCF board in October 2018. Sadly, his health declined and he was unable to assume the active role for which he'd hoped.

Steve retired as a professional firefighter in Portland, Oregon. He and his wife, Becky, then moved to their retirement home in Terrabonne, Oregon, to enjoy wide open spaces and sunny weather. He owned two Lincolns—a 1966 Lincoln Continental convertible and a 1967 Lincoln Lehmann-Peterson limousine, both of which he drove regularly to LCOC meets.

“I was personally excited about Steve joining our board, because he had earned a reputation within the Lincoln and

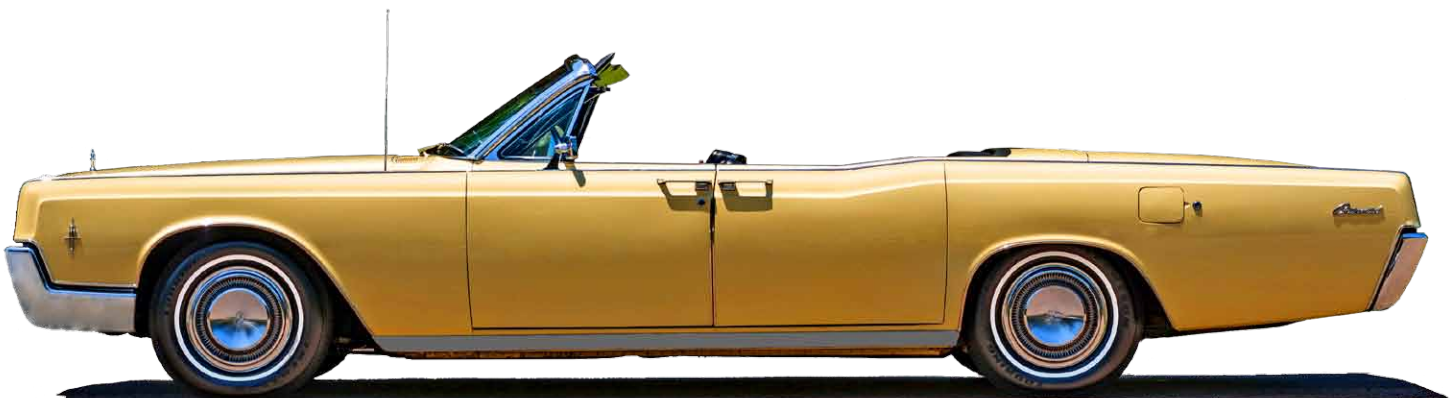
Continental Owners Club of being a worker,” said LMCF Chairman David Schultz.

A long-time LCOC member, Steve served the LCOC as Director Emeritus, an officer and as Chief Judge. He and his wife, Becky, were LCOC Membership Co-Chairs in the 1990s.

“When I spoke with him about joining the LMCF board, he was excited and stated that he was ready to do whatever we asked of him. I'm truly sorry that Steve did not live to make those contributions,” said Schultz.

We extend our condolences to his wife, Becky, their daughters, Jenn and Michelle, and the rest of his family.

In lieu of flowers, his family asks that memorial donations be made to the Lincoln Motor Car Foundation Endowment Fund and the Portland Firefighters Family Fund, which supports Portland firefighters and their families who suffer catastrophic events.



Effortless Luxury Performance: The All-New 2020 Lincoln Aviator



The all-new 2020 Lincoln Aviator defines effortless luxury performance among premium SUVs, offering impressive power and capability combined with sleek elegance and intuitive technology.

Delivering Quiet Flight, Aviator offers two powertrains: a standard twin-turbocharged 3.0-liter V6 gas engine and the Grand Touring's hybrid powertrain. This marks the first time Lincoln has combined a twin-turbocharged 3.0-liter V6 engine and advanced electrified hybrid technology capable of delivering smooth performance and nearly instantaneous torque.

"Aviator signals a takeoff point for Lincoln," says Joy Falotico, president, The Lincoln Motor Company. "It offers unparalleled elegance combined with effortless performance—a true representation of Lincoln's vision for the future."

Aviator is the brand's first mid-size three-row SUV, broadening the Lincoln portfolio that will also see the launch of the all-new Corsair this fall.

LUXURY PERFORMANCE DEFINED

Based on a rear-wheel-drive architecture, Aviator offers a compelling combination of performance, capability and choice, with intelligent all-wheel drive available and the option of a gasoline or hybrid powertrain.

The standard twin-turbocharged 3.0-liter V6 engine, paired with a new 10-speed SelectShift® automatic transmission, delivers 400 horsepower and 415 ft.-lbs. of torque* for effortless acceleration.

With the hybrid option, Aviator Grand Touring's twin-turbocharged engine and advanced electrified technology takes the levels of performance even higher, with an impressive 494 combined horsepower and best-in-class 630 combined ft.-lbs. of torque.*

"With Aviator Grand Touring, we are aiming to set the bar for luxury SUVs," says John Davis, chief program engineer, The Lincoln Motor Company. "It offers a sanctuary-like cabin and

signature drive feel that is uniquely Lincoln."

The powerful electric motor, with maximum output of 75 kilowatts and a 13.6-kilowatt-hour battery pack in Aviator Grand Touring, is designed to complement the performance of the twin-turbocharged 3.0-liter V6 engine. Together, they produce robust, effortless performance while maintaining a whisper-quiet cabin.

Complementing the impressive powertrain performance is an advanced suspension that pairs pothole mitigation and Lincoln-first road preview technology to create a ride that adjusts to nearly any situation. Key components of this advanced suspension include:

- Available **Adaptive Suspension**, which uses a suite of 12 sensors that constantly monitor vehicle motion, body movement, steering, acceleration and braking activities. These sensors read the road 500 times per second and can automatically prompt setting adjustments up to 100 times per second. The suspension's advanced pothole mitigation can sense when a wheel is dropping into a severe dip and stiffens the shock absorber to reduce the amount of drop, lessening the harshness of a tire strike. Each wheel responds independently, allowing the vehicle to tailor its response to any given road surface.

- Available Lincoln-first **Adaptive Suspension with Road Preview**, which uses the forward-facing camera to read the road

nearly 50 feet ahead to look for height deviations between two and eight inches and adjust the suspension to mitigate any unpleasant impact.

- Available **Air Glide Suspension**, which offers the highest level of refinement by replacing traditional coil springs with guided air springs, enabling several preset ride heights for increased comfort and capability. An additional benefit, Dynamic Lower Entry, adds a new level of sophistication to Lincoln's trademark embrace: upon approach, Aviator lowers to greet the driver. The convenience of this feature makes loading cargo easier as well.

MANY WAYS TO CUSTOMIZE THE DRIVE EXPERIENCE

Lincoln Drive Modes are one of several intuitive options to seamlessly customize the Aviator drive experience. Standard modes include Normal, Conserve, Excite, Slippery and Deep Conditions.

Each is fully integrated: clients simply select the mode, and Aviator takes care of the rest. Aviator Grand Touring includes two additional modes:

- **Preserve EV** recharges and saves battery power for a later time, while continuing to use both engine and motor to deliver the full performance drivers expect; the high-voltage battery can be recharged up to 75 percent while driving in this mode.

- **Pure EV** is designed to keep the driver in all-electric mode in most conditions; should demand exceed electric capability, the driver receives a prompt to allow the gas engine to engage.

When equipped with the available Air Glide Suspension, Aviator rises to its highest position for better capability in the Deep Conditions mode; when driven at speeds above 70 mph, it lowers to

Aero Height, offering improved performance.

CLIENT-FOCUSED, INTUITIVE TECHNOLOGIES

The effortlessness of the overall experience in Aviator starts even before clients enter the vehicle. Right from the start, the available Air Glide Suspension automatically lowers the vehicle to greet the driver, adding a new level of sophistication to Lincoln's signature welcome lighting embrace.

Clients can then use their compatible smartphone as a key to access the vehicle. Lincoln's available Phone As A Key technology, debuting in the all-new Aviator, is activated using the Lincoln Way™ app. It allows owners to lock and unlock, open the liftgate and, most importantly, start and drive the vehicle—all without a traditional key.

Phone As A Key offers additional functionality. Drivers can recall individual preferences for adjusting seat, side mirrors and steering column positions. Comfort and entertainment settings can be activated through the feature as well. If owners want to loan their Aviator to a family member or friend, the technology makes that equally effortless, too, as up to four "keys" are provided with each vehicle in addition to the standard smart key fobs.

Should a phone battery go dead, a passcode can be entered on the standard exterior keypad to gain entry, then a backup code can be entered on the center touch screen to start and drive the vehicle. If a phone is lost or stolen, Phone As A Key can be easily deleted, providing additional peace of mind for clients.

Helping in that area, too, are the wealth of driver-assist features** on Aviator, which comes standard with Lincoln

Co-Pilot360™. It provides Pre-Collision Assist with automatic emergency braking, Blind Spot Detection with Cross-Traffic Alert, a Lane-Keeping System, rear backup camera and auto high-beam headlamps.

An available upgrade, Lincoln Co-Pilot360 Plus, adds:

- **Adaptive cruise control with traffic jam assist**, which guides Aviator using stop-and-go, lane-centering technology and speed sign recognition to scan speed limit signs along the roadway, adjusting speed based on the information obtained.

- **Evasive steering assist** offers assistance to the driver to help avoid a collision with a slower or stopped vehicle ahead; it provides additional steering support when a collision cannot be avoided by braking alone.

- **Reverse brake assist** can help stop the vehicle when backing up if Aviator's integrated rear sensors detect an obstacle at the rear.

- **Active park assist plus** removes the stress from parking by taking over steering, shifting, braking and acceleration functions with the touch of a button to navigate getting in and out of parallel and perpendicular parking spaces with ease.

Driving at night is made effortless with available Adaptive Pixel LED Headlamps, which allow the pattern of the beams to change, enabling two additional lighting technologies:

- **Adaptive dynamic bending lighting:** Through the front camera, the vehicle reads the road ahead and, when sensing a corner, predicts where light is needed, allowing the headlamps to instantly adjust or bend.

- **Speed-dependent lighting:** The intensity of the beam adjusts based on the speed of the vehicle;

at faster speeds, light is directed to the road, while at slower speeds, headlamps adjust to illuminate more areas in front of the vehicle.

COMFORT AND CONVENIENCE

The true luxury of Aviator is the experience of leaving day-to-day pressures and entering a soothing sanctuary. Aviator's spacious, airy cabin accentuates horizontal lines, minimizing visual clutter and offering a relaxing ambience.

An available Revel® Ultima 3D Audio System re-creates an authentic concert-hall experience by immersing occupants in rich, superior sound emanating from 28 speakers throughout the cabin. It offers a choice between three listening modes—stereo, audience and on-stage—while a control slider in the center stack allows clients to fully immerse themselves in sound, enjoying music the way they want to hear it. The new system acoustically expands cabin space to transform the environment, while its 360-degree immersion capability ensures that every seat is the best seat in the house.

Unique chimes recorded by the Detroit Symphony Orchestra provide musical alerts for 25 features in Aviator, notifying drivers of everything from an open fuel door to an unlatched safety belt.

Available Perfect Position seats with Active Motion offer 30-way adjustability, massage capability and additional lumbar support for driver and front-row passenger for paramount comfort, while flexible second-row seats recline, adjust fore and aft, and tip and slide forward for easy access to the third row.

An ergonomically advanced Vision steering wheel, intended for ultimate ease of use and customization, adds to the effortless

ambience through contextual controls. The steering wheel features streamlined four-way switches at strategic positions to control music, phone and available navigation functions, in addition to settings.

The third row provides ample seating and can be folded flat to create plenty of room for cargo. When left up, Aviator offers best-in-class cargo volume behind the second row. Advanced under-floor battery packaging in the Aviator Grand Touring allows for all the benefits of an electrified powertrain without compromising luggage space or legroom.

Other convenience features include an available wireless charging pad for compatible mobile phones located in the front-row center armrest, while a handy media bin is available for the front-row passenger. Multiple power outlets throughout the cabin and a standard Wi-Fi hotspot keep occupants connected wherever the journey may take them.

AERONAUTICAL INSPIRATION

The boundless allure of flight has long inspired automotive design, and the exterior styling of the all-new Lincoln Aviator takes that inspiration to the next level. The connotations of flight are intrinsic in the strong front and tapering rear of the vehicle, creating a distinct aerofoil analogy.

Aviator is available in an iridescent Flight Blue exterior color, which complements its flowing lines. A signature Black Label grille is executed in high-gloss black and chrome accents that beckon the eye, while the appearance of a wraparound windshield completes the aviation-inspired theme.

Available Lincoln Black Label themes include:

- **Flight** harmoniously combines Luggage Tan and Ebony and features dark full engine turn appliqués that replicate the finish of early aviation instrument panels.

- **Chalet** offers Espresso and Alpine Savannah leathers and deep Silverwood appliqués, with touches designed to awaken the senses.

- **Destination** draws inspiration from vintage luggage with Mahogany Red Savannah leather complemented by smooth khaya wood appliqués.

The Lincoln star adorning the grilles of Aviator Grand Touring and Aviator Black Label Grand Touring features Spirit Blue in the four quadrants to signify the hybrid powertrain. Signature grilles for Aviator Black Label themes feature a protruding star pattern in a bright chrome finish, while the grille for Aviator Grand Touring disperses the star pattern in varying sizes from the center with a satin finish.

With Aviator, Lincoln also is launching Lincoln Access Rewards, an enhanced loyalty program designed to elevate the ownership experience. The program offers clients who purchase or lease a new Lincoln vehicle opportunities to earn points that can be redeemed for future new vehicles, dealer services or world-class experiences with Lincoln hospitality affiliates.

“At Lincoln, we’re always thinking about the next, best way to elevate luxury for our clients,” says Falotico. “Aviator arrives at this perfect intersection—where strength and beauty meet performance and technology.”

The all-new Aviator, built at Chicago Assembly Plant, will be available globally in markets where Lincoln vehicles are sold.

The Kanzler Lovett Brunn and the Architects of the Arsenal of Democracy

BY JIM BLANCHARD

The Lincoln-Zephyr Brunn town car project was Edsel Ford's last order of custom-bodied Lincolns. Since the Lincoln K had been discontinued in 1939, the Lincoln-Zephyr chassis represented the best opportunity to take advantage of Brunn & Company design and build capabilities.

A one-off Lincoln-Zephyr Brunn town car was built in 1938, painted in dark maroon with maroon leather in the chauffeur compartment. It was a beautiful car with landaulet accents, but, ultimately, it did not represent the formal tone that Edsel was seeking.

Ford Motor Company in-house artist Ross Cousins rendered a more "top-hat-capable" design that captured the signature lines of Lincoln Brunn town cars from the Classic Era. Edsel Ford committed to ten such cars and personally pursued sales and



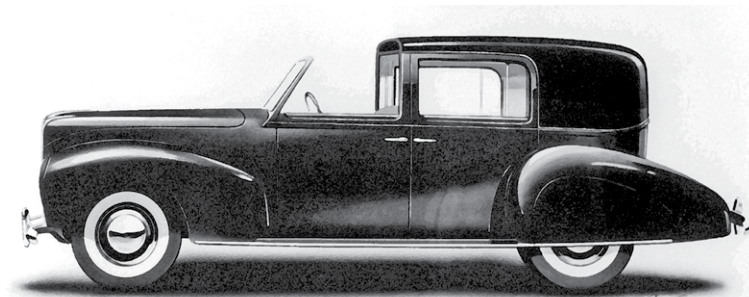
■ Ernest Kanzler

attended to design details, which kept the cars refined and dignified. Fourteen would eventually be built by 1942.

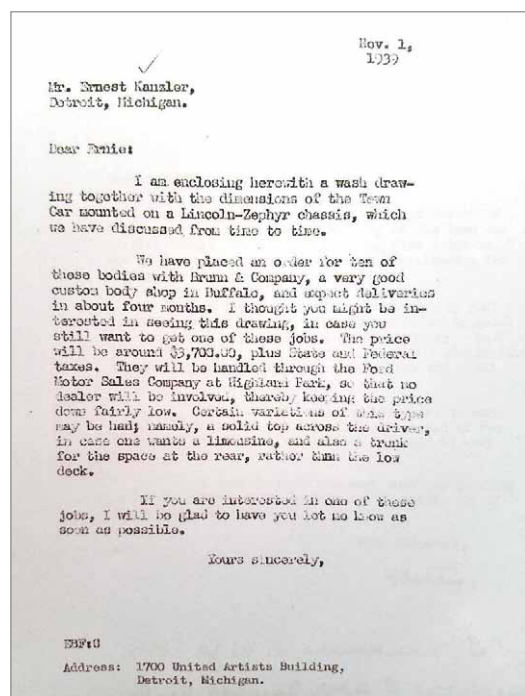
Three of the first six ordered were painted dark maroon with black windshield frames and

uppers. Ernest Kanzler, Edsel's brother-in-law, would purchase body number five. Married to Eleanor Clay Ford's sister Josephine, Kanzler was an attorney who handled some Ford legal matters during the Selden Suit and later joined Ford in the Model T days and became an influential production executive. He was the son of a Saginaw doctor and attended the University of Michigan.

In January 1926 Kanzler sent a lengthy production memo to Henry Ford, describing the failings of the Model T in a marketplace that was rapidly changing. He spoke the truth, but not delicately enough; while Edsel was halfway across the ocean Kanzler was fired. Nevertheless,



■ Above: Ross Cousins' rendering of a proposed 1940 Lincoln-Zephyr Town Car. Right: This letter from Edsel Ford to Ernest Kanzler, dated November 1, 1939, confirms that their earlier discussions about the custom production of Brunn-bodied Lincoln-Zephyr Town Cars were about to be realized.



he remained close to Edsel. An easy sale was made in 1939 of an all-black Lincoln-Zephyr Brunn town car with the extended trunk. A letter from Edsel to Kanzler reveals and confirms that the cars were run through “Ford Motor Sales not using any dealer to keep cost down.”

Kanzler was highly respected for his connections and production knowledge and headed the War Production Board in Detroit at the beginning of WWII.

During the war, Edsel Ford and Ernest Kanzler would share a train car with the Secretary of War for Air Robert A. Lovett—they discussed many production issues, chief among them the Willow Run plant.

After the war, the Ford family Lincoln-Zephyr Brunns were updated with the newest, chrome-laden Lincoln front ends. Eleanor’s and Clara’s cars received their updates in 1946. Kanzler would have to wait until Henry Ford’s passing to get his new chrome front; the later hoodside Lincoln script trim attests to that timeline.

By 1952, the Ford family Lincoln-Zephyr Brunns were sold off to make way for newer models. Kanzler would sell his to U.S. Secretary of Defense under President Truman, Robert A. Lovett. He and his wife, Adele Brown Lovett, used the car at their Locust Valley home in Long Island, N.Y.

Robert Lovett was the principal architect for air power in the buildup for WWII, responsible through diplomatic persuasion for the establishment of the separate U.S. Army Air Force and the department responsible for the requisition of all aircraft needed for the prosecution of the war. He had been a pilot in WWI and attended Yale University, where



■ Robert A. Lovett, circa 1917

he was a member of Skull and Bones.

Adele Brown Lovett was the daughter of James Brown, an original partner in Brown Brothers Harriman investment bank—a firm that produced many American statesmen includ-

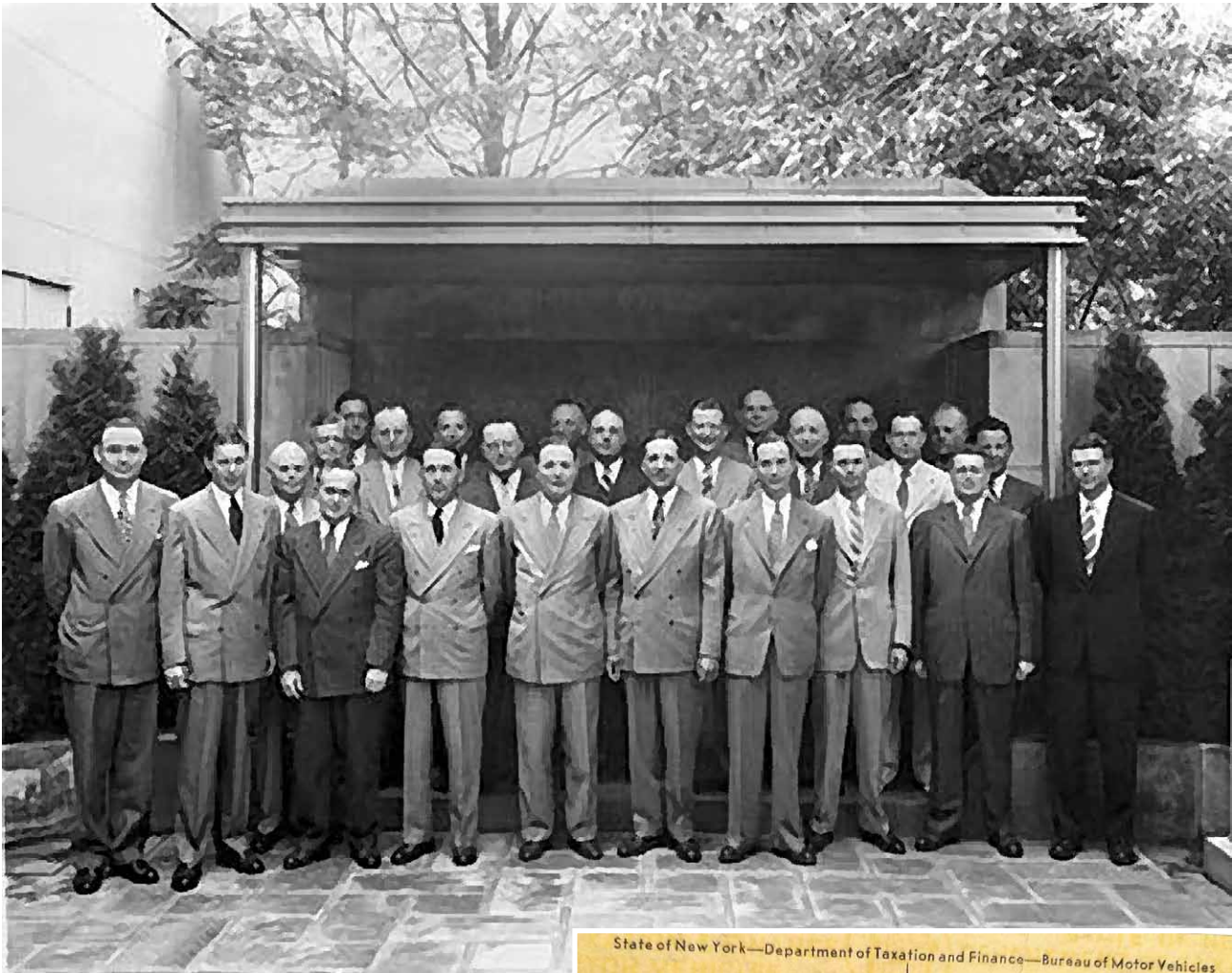
ing her husband, Robert Lovett, as well as Averell Harriman and Sen. Prescott Bush.

In 1946, when Henry Ford II was tasked with remaking the management team at Ford Motor Company, he relied upon advice from his uncle, Ernest Kanzler, who recommended he speak with Lovett. The best men who worked for him in the Army Air Force department would end up in executive positions at Ford—we know them better as the “Whiz Kids.” They helped implement management and cost controls to run the company more strategically in the expanding postwar economy.

The contribution of Ford Motor Company in the production of material for World War II is legendary. The Lincoln plant would produce V-8 and V-12 tank engines that had Liberty engine origins. The greatest accomplishment, however, was the application of 40 years of mass production knowledge to the challenge of producing a B-24 bomber every hour.



■ Ford officials and Defense Department representatives inspect the Willow Run bomber plant in 1942. Left to right, Averell Harriman, U.S. Lend-Lease; Charles Sorensen, Ford Motor Company; Donald Nelson, War Production Board; Henry Ford; Oliver Lyttleton, British Minister of Production; William S. Robinson; Ernest Kanzler, Detroit War Production Board; Edsel Ford, President, Ford Motor Company.



■ Above: In the 1946 restructuring of Ford Motor Company management, Henry Ford II made good use of these "Whiz Kids," whose expertise and wartime experience were so valuable. Right: In 1953, Adele Brown Lovett, wife of Robert Lovett, was driving the Zephyr Town Car originally owned by Ernest Kanzler.

Charles Sorensen visited Consolidated Aircraft in California and solved their production riddle in a single day. The Willow Run bomber factory was completed in 1942, and Secretary of War for Air Robert Lovett's demand for a greater quantity of aircraft was achieved.

The Kanzler Lovett Brunn is an excellent lens from which to view the connection and contribution of these men as architects of the air arsenal as Ford and other manufacturers teamed up with the Army Air Force to produce massive quantities of aircraft that provided the capability to overpower the Axis countries and win the war. ■

State of New York—Department of Taxation and Finance—Bureau of Motor Vehicles

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Fee Paid \$

1953
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VALID FOR DESCRIBED VEHICLE TO MIDNIGHT JAN. 31, 1954

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(Residence, if Individual, Otherwise Business Address)

City or Post Office Locust Valley Zone No. _____ State N.Y.

6. Year and Make of Vehicle	Type	9. Weight	10. Model
1940 Lincoln Zephyr	Brunn Town car	4144	1940

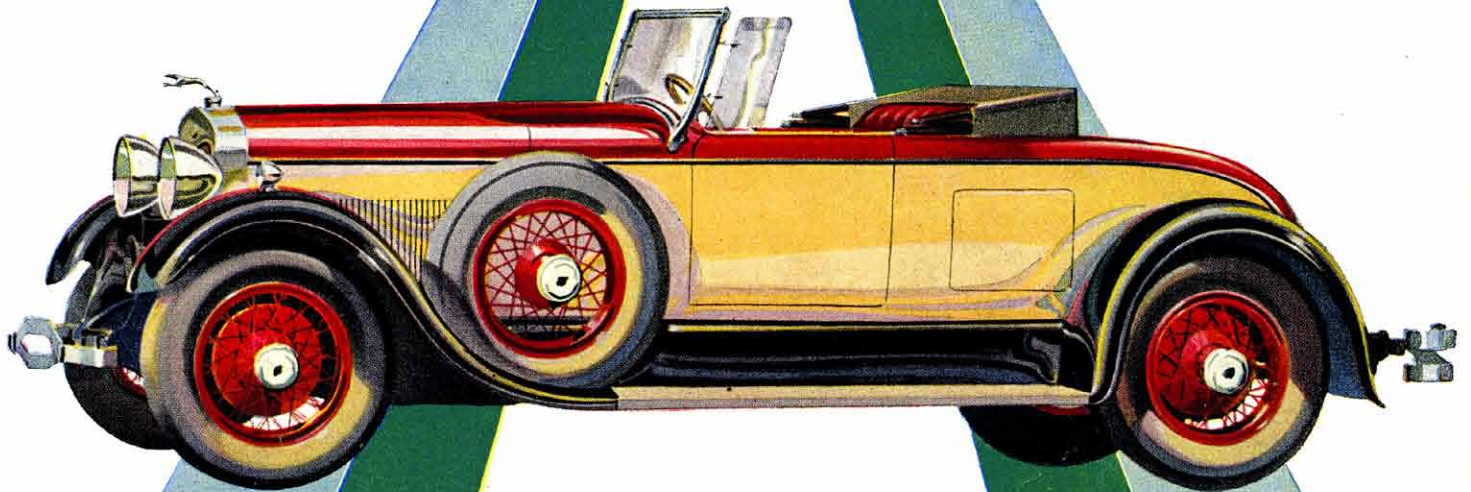
11. Cyls.	12. Serial Number	13. Engine Number
12		H97759

X Mrs. Adele Brown Lovett
(Sign Name in Full in Regular Handwriting) (State if Partner, or Give Title if Officer of Corporation)

The accompanying plate has been assigned to the above named to be used on the motor vehicle herein described during 1953 and January 1954.
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