

# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



Mike Denney:  
Featured LMCF Trustee

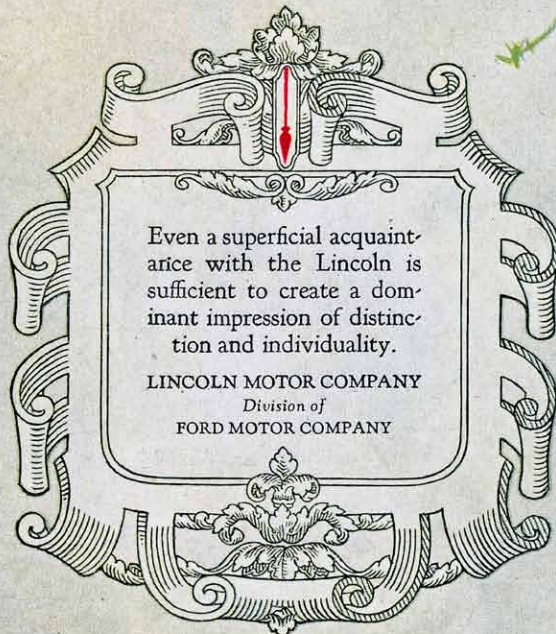
A Regal Ride for a Royal  
Prince: King Hussein's  
1952 Lincoln Convertible

Lincoln Service Cars of the  
1920s and 1930s

Monochromatic Package  
for New Lincoln SUVs

The Lincoln-Calm  
Collaboration

2021 Lincoln Homecoming  
Update



# 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.**

Information on how to become a member appears above or visit the LMCF web site: [www.lincolncarmuseum.org](http://www.lincolncarmuseum.org)

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# A Message from the Chairman

The year-end is an appropriate time to reflect on the previous year. As we approach the close of 2020, I'm sure all of us are looking forward to a solution to the COVID-19 pandemic. Beginning in March of this year, event after event was cancelled, including the 2020 Lincoln Homecoming. My wife and I have been self-quarantined since returning from the Amelia Island Concours d'Elegance, which, it turned out, was the last major vintage car event of the year.

Instead of traveling to some of our favorite annual car events, we have been driving our Lincolns through the Ohio countryside. We are blessed with some beautiful byways. Sometimes we have taken trips to nowhere and ended up making interesting discoveries. On other occasions, we've had specific destinations in mind, such as a state park or an arboretum. As I write this, it's early November and we're still driving.

I have, however, caught up on my reading, which included several books on cars. I even re-read a few, which proved to be enjoyable. Many of my favorites are long out-of-print (but can be found with some effort.) One especially enjoyable book was *My Two Lives*, the autobiography of René Dreyfus, a French Grand Prix racer in the 1920s and '30s who moved to New York City after World War Two and operated a superb French restaurant, Le Chanteclair.

Year-end is also a good time to consider making a gift or bequest to the LMCF Endowment Fund, which ensures the continued oper-



ations of our museum. Contact LMCF Treasurer Bruce Kopf or an LMCF trustee for details.

A Lincoln Homecoming is planned for August 6-8, 2021, at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan. But—whether it will be held is contingent on the status of the COVID-19 pandemic. You'll find updated information on the LMCF website and LMCF Facebook site.

Here's hoping 2021 will be a less stressful year and we'll all be able to not only enjoy our Lincolns but each other.

—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 8th Annual Lincoln Homecoming, the annual gathering of the four Lincoln clubs at the museum, will take place at the museum August 6-8, 2021. Join in the fun!

# Foundation Trustees Hold Virtual Board Meeting

The LMCF trustees held their second virtual board meeting on October 7 as the world continues to deal with the COVID-19 pandemic.

LMCF chairman **David Schultz** noted that three new trustees have joined the board and that two are already actively engaged in the work of the Foundation. **Jenn D'Ambrosia Dawson** serves as LMCF secretary and **Jim Ayres** is the LMCF membership chairman. The third new trustee is **Jim Riffenburgh**. One long-serving, dedicated trustee, **Bob Anderson**, has left the board. The officers for 2021 remain the same.

Jenn Dawson has facilitated Zoom meetings for the LMCF board and committees. Jim Ayres has established a LMCF Facebook page.

Financially, the Foundation is in good standing. LMCF treasurer **Bruce Kopf** reported that cancellation of the 2020 Lincoln Homecoming due to the COVID-19 pandemic resulted in a loss of \$750 so far this year. However, the LMCF Endowment Fund is up versus a year ago thanks to \$52,000 in member donations as well as \$100,000 from the Lincoln

Motor Company. The market value of the fund now stands at \$1,402,000. Letters have been mailed to major donors in hopes of inspiring donations before year's end.

**Jim Blanchard** reported that the Lincoln Motor Car Heritage Museum has received two cars on loan: a 1941 Lincoln Continental Cabriolet owned by **Harvey Oberg** and a 2000 Lincoln LS owned by **Bazil LaRoche**. The museum is seeking a 1990 Lincoln Town Car, a model that received the Car of the Year award from *Motor Trend* magazine. The museum has also received the donation of a 1931 Lincoln sport phaeton from **David Rehor**. The car has been painted, the plating is completed and its motor has been rebuilt, but it will require assembly before it is displayed.

**Joel Dickson**, our registrar and librarian, reported that digitization of our Lincoln literature collection has begun. It is being handled by the staff of the AACA Library, where our Lincoln collection resides. Among the items recently received are a mint-condition 1938 Lincoln-Zephyr reference manual as well as E.T. "Bob"

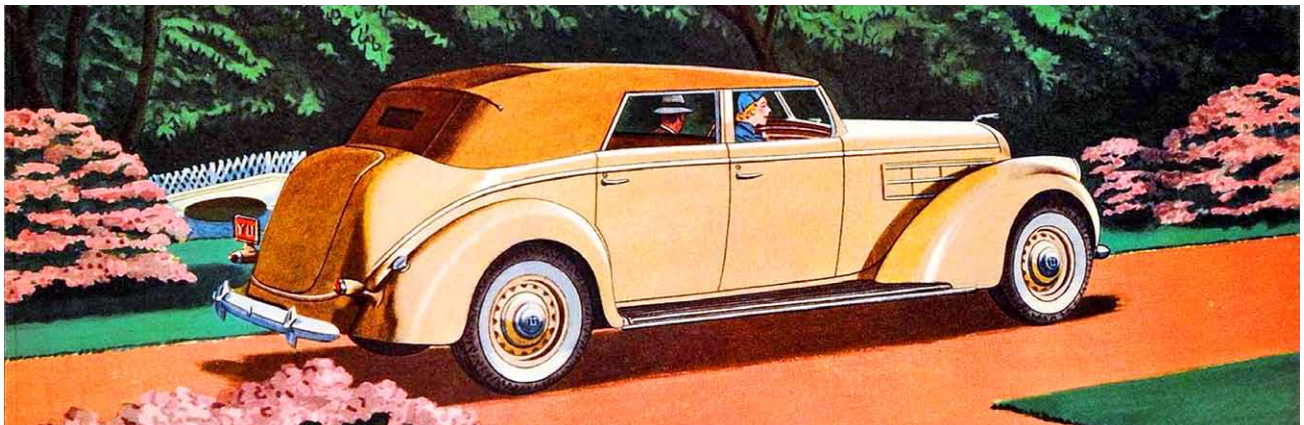
Gregorie's corncob pipe and his 1942 Ford Motor Company pay stub!

The LMCF web site continues to be popular with people from around the world. Recently, the Foundation added a Facebook page, thanks to LMCF Trustee Jim Ayres, who serves a membership chairman. The Facebook page has also proven popular.

It's anticipated that a 2021 Lincoln Homecoming will be held, contingent on the COVID-19 pandemic being brought under control. The dates will be August 6-8 at the Lincoln Motor Car Heritage Museum on the campus of the Gilmore Car Museum in Hickory Corners, Michigan. The feature will be "Marks Through the Ages," the Lincoln Continentals from their beginning to the present.

It was noted during the meeting that **Joy Falotico**, president of Lincoln Motor Company, will now be focused solely on those duties. The Ford Motor Company marketing duties she had previously handled will be assumed by someone else.

The 2021 LMCF committees will retain the same leadership and members that were in place during 2020.



## FEATURED LMCF TRUSTEE

# Mike Denney

Lincoln Motor Car Foundation Trustee **Mike Denney** took over the leadership of the Road Race Lincoln Register in 2015 after the retirement of long-time RRLR Director/Editor **Bill Culver**. Inclusive of that leadership position, Mike became a LMCF Trustee. As a trustee, Mike has participated in fundraising efforts for our museum as well as the planning of our annual Lincoln Homecoming. Two of the Homecomings since Mike became involved were hosted by the RRLR, the latest of which was our 2019 meet, which offered a different twist by inviting all Ford-built cars to participate.

Mike was born in Tulsa, Oklahoma, where he spent the first 28 years of his life. His passion for



■ *Family vacation, early 1950s: Mike's mom keeps an eye on him as he sits on the hood of the family's '52 Lincoln Cosmopolitan, the car that started his love of the Lincoln brand.*

anything with wheels started at a very young age and is with him to this day. His father did most of the work on the family car, and Mike quickly developed a love for working next to his dad, where he learned his mechanical skills. Mike's dad was an admirer of Henry Ford, Sr., as well as his son, Edsel; naturally, the Denney family has always owned Ford/Lincoln products.

Another passion Mike developed was a love of music. This led Mike to develop the skills to become a professional drummer. He played in and around the Tulsa area, helping to pay his way through college, where he decided to major in radio and television. He began his television career even before his graduation and started working at the local ABC affiliate in 1966. In January 1975, Mike's big break came when he was hired by CBS Television City in Los Angeles as a cameraman. In this role, he worked on some famous shows, including the last three seasons of *The Carol Burnett Show*, *The Price is Right*, and many sporting events, including four Super Bowls and the Masters Golf tournament. As the years went by, Mike developed an interest in directing. In December 1988 he received the opportunity to direct his first episode of the daytime drama *The Young and the Restless*, and that is where he ended his 46-year career (including a brief stint directing *Days of Our Lives*). During his career, he received ten Emmy Awards (three for camera and seven for directing) and one Directors



■ *A homecoming of sorts: Mike Denney with wife Joan and their '52 Lincoln Capri in front of the Dearborn Inn.*

Guild Award. Upon retirement, Mike moved back to Oklahoma, where he achieved his goal of living in the country.

Mike joined The Road Race Lincoln Register in 1971 when it was first formed. His parents had purchased a slightly used 1952 Lincoln Cosmopolitan in 1953, and that car began a long love affair with the brand and in particular the 1952 through 1955 Lincolns. Mike is especially attached to a 1940 Ford two-door sedan he was given when he turned fourteen. The car was his grandfather's, and he still owns the car. He has rebuilt four cars from the ground up: the 1940 Ford, a 1957 Ford Ranch Wagon, a 1953 Mercury Monterey, and his newly-completed 1968 Cougar XR7-G. He owns several other collector cars as well.

In addition to being a LMCF trustee, he also served as president of the local Tulsa Chapter of the Early Ford V-8 Club for two years, editor of that club's monthly publication for four years, and is the proud recipient of many "Golden Quill" awards from *Old Cars Weekly* magazine for both the RRLR *Viva Car-rera* and the local Ford V-8 club publication.

Today, Mike lives outside of Tulsa with his wife, Joan, three dogs, three cats, and enough cars to keep him busy!

## LINCOLN LIBRARY UPDATE

## Telling the Lincoln Story...

Featured in this issue of *The Lincoln Link* are donations from **Oscar Brock**, who gave the LMCF some early Lincoln-Zephyr reference manuals, including a 1938 version with E.T. Gregorie's signature, a 1939, a 1940 (late edition), and a 1942. They are a big help in expanding the library's collection of early Lincoln material. Also donated were 93 issues of *The Way of the Zephyr*, which now gives the library a complete set (through May-June 2020) with the exception of just two issues. Thanks, Oscar, for these important historical items to be shared with future generations.

■ From **David Gustafson**, the LMCF library received the very special gift of digital club publications, including a complete set of *Lincoln and Continental Comments* through #354, May-June 2020, a large number of *Continental Bulletins*, and several *Continental Comments Indexes*. That is a lot of work and a great financial savings to the library. David acknowledges that he could not have created the digital

set without the following kindly contributing back issues to supplement his own collection: **Jack and Marilyn Fletcher, Bob and Mary Johnson, Lloyd and June Pearson, John Talbourdet, Brad and Carole Yoho**. Thank you to everyone for contributing such a great addition of LCOC club history and valuable teaching material to your library. Nice teamwork!

■ **The Library Digital Project's** first phase is in process, thanks to a very generous benefactor. Items scanned so far include brochure/literature boxes and color and trim books from 1920 through 1969. Current items being scanned are shop manuals from 1920 through 2010. At a later date, it is hoped we will be able to scan the brochure/literature boxes and color and trim books from 1970 through 2010. We are only permitted by Ford to use "Lincoln Vehicle Representations" through ten years prior to the current model year, and with each passing year we will extend the date. The upcoming challenge, now that we have digital

items, is to design a website featuring the digital library and make items easily accessible on line.

Samples of a few LMCF digitized items are shown below.

■ **The AACA Library and Research Center** is scheduled to move into its new building as soon as they receive their occupancy permit. It is hoped that the library will be moved and open by the end of 2020. As many of you know, the LMCF library is housed in and maintained by the AACA library. The entire LMCF collection has been boxed and is ready for the move. Many automobile enthusiasts and researchers are looking forward to using this new state-of-the-art facility that honors the automobile.

■ **To donate** one item, a whole collection, an item that the library doesn't have, or just to exchange ideas, contact Joel Dickson, s.s.cejay@hotmail.com. *The Way of the Zephyr* issues needed to have a complete set for the library are (1) Jan.-Feb. 1972, and (2) Nov.-Dec. 2015; also looking for someone to donate an index. Please contact me if you can donate these needed items or others.—*Joel Dickson, LMCF Vice President—Library Research, Registrar and Historian.*

■ From left: 1926 advertising piece, 1938 sales brochure, 1954 Lincoln Division information piece, 1969 sales brochure





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

# A Regal Ride for a Royal Prince

JORDAN



■ *The King of Jordan, Hussein bin Talal, in the uniform of the Arab Legion, rides in the back seat of his 1952 Lincoln Convertible, circa 1956.*

Embassy's fleet and that it was on loan to a sixteen-

year-old student attending the Royal Military Academy at Sandhurst, west of London, England, in 1952. Not an ordinary student, mind you—none other than then-Crown Prince **Hussein bin Talal**, son of the reigning king of Jordan. We have a picture of the Prince in the car with Alshareef Nasir bin Jamel, later Chief of Staff, Jordanian Armed Forces, 1969-1970.

Soon Prince Hussein was thrust into a new role, from student Prince to King, after his father was forced to abdicate due to mental health issues. At age seventeen, Hussein left Britain

BY PAUL J. DENTER  
*from Viva Carrera!, March 2020*

Taking pride of place in the Royal Automobile Museum in Amman, capital of the Hashemite Kingdom of Jordan, is a Colonial Blue 1952 Lincoln Special Custom Convertible.

The car started life at the assembly plant in Wayne, Michigan, but after leaving the plant the car's history becomes murky. We know that it joined the Jordanian Embassy to the United Kingdom's fleet of cars soon after it left the factory. Despite diligent efforts by this writer—enlisting the help of the Benson Ford Research Center, Ford Motor Co. Archives, the National Motor Museum

(England), the British High Commission to Canada, the Royal History Society and the Greater London Industrial Archaeology Society, and the Jordanian government—to discover how the Embassy acquired the car, no records were found.

After considerable research, I only discovered that the sole Lincoln agent in London was Lincoln Cars Limited, Great West Road, Brentford, Middlesex. The National Motor Museum (Beaulieu) informs us that this is the only company referenced in the motoring magazines dealing with Lincoln. Did this company supply the Jordanian Lincoln? The investigation continues.

We know it was part of the





■ You can tell by the expression on his face that the young Hussein bin Talal was really fond of that sporty and elegant '52 Lincoln Convertible. At right, surrounded by a phalanx of mounted Arab Legion cavalrymen, the Lincoln played a starring role in Hussein's coronation parade on May 2, 1953.

to return to Jordan for his coronation. He didn't leave empty-handed, though. He'd been so taken with the blue Lincoln convertible that he took it home with him.

You should know a little about the car itself. The Lincoln Special Custom Convertible, Model 76A, sold in the United States for \$4,031; it's unknown what the price was in Britain. A mere 2,372 were produced.

Perhaps it was the performance of the lively 160-hp overhead-valve 317.5 c.i.d. V-8 engine, with a top speed of 102 miles per hour, that had captivated the Prince. Ted Koopman, associate editor of *Speed Age* magazine, wrote the following in the June 1952 issue: "Without question, this 1952 Lincoln is a car of unusual merit, and I find

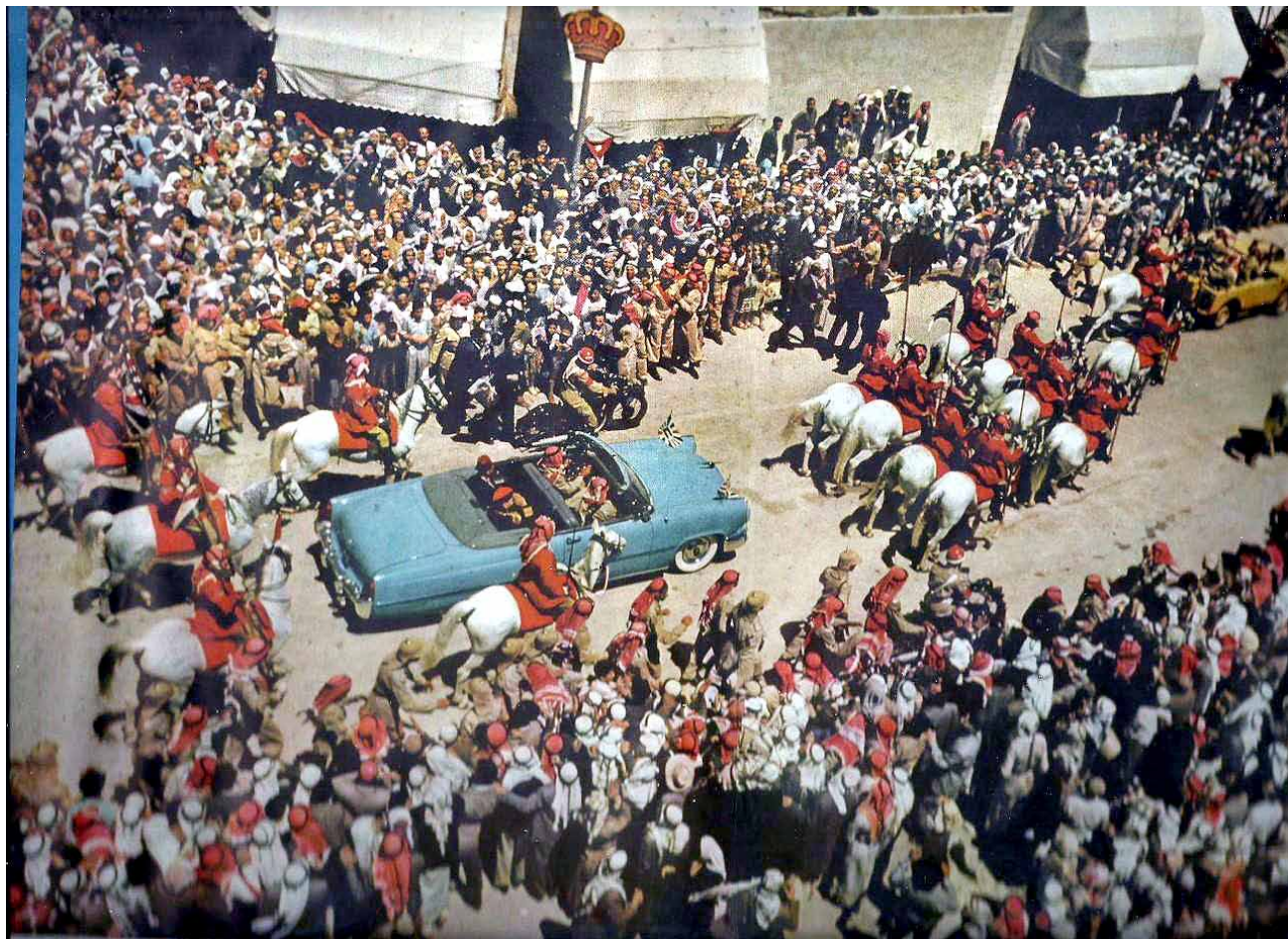


there aren't enough adjectives to properly describe its exceptional performance during the 2,000 miles I covered."

The Prince must have agreed. It was in Jordan that this car took on its most important role, a role that put it in a special place in the Kingdom's history. Prince Hussein rode to and from

■ The profile of a somewhat older King Hussein graces the obverse of a Jordanian coin.





■ Above: A National Geographic photographer caught this high-level view of King Hussein's 1953 coronation parade on color film to emphasize the car's cool blue paint job contrasting with the dusty earth tones of the Jordanian street scene.



■ As Mr. Denter reports, the Lincoln marque was a favorite of King Hussein. Notice the Cadillac relegated to the rear of the Lincoln sedan. As far as we know, many of these pictures have never been published.

his May 2nd, 1953, coronation in the Lincoln. *National Geographic* magazine took an aerial view of the new King alongside his prime minister, Mr. Tawfiq Abu Huda. There is a special unit called the Red Motorcade, which is used for the most important events that occur in the Kingdom. The Arab Legion, mounted on white horses, escorts the car. The mounted escort wears dark blue trousers with red blazers, complete with the red-and-white checkered headdress—the *shmagh*—con-



trasting nicely with the blue of the royal car.

The National Motor Museum was unaware that any modifications had been made to the car; however, it does have the center grille bar of a '53. I speculate that this minor change was made to update the car for the '53 coronation.

The car was the standard factory-issued Colonial Blue, with two-tone blue leather interior. It was equipped with the optional road lamps and the \$105 radio and power antenna.

Mr. Abusair, general manager of the Royal Automobile Museum, reports that Lincoln was the late king's favorite make. Inaugurated in 2003 by King Abdullah II, the Royal Automobile Museum is the first public auto museum in the Arab world. It serves as a tribute to the late King Hussein while showcasing part of Jordan's history and journey. The museum displays over 100 cars and



motorcycles, some dating as far back as 1907. The '52 Lincoln Special Custom Convertible remains in the Royal Motor Pool stable as one of the most important cars in the history of the Kingdom. A 1964 Lincoln Continental convertible sedan continues to serve the Kingdom

as an official parade car, a fitting tribute to the late King's love for the Lincoln marque.

I am indebted to Mr Mohammad Abusair, General Manager, Royal Automobile Museum, Amman, Jordan for the photographs in this article.

# LINCOLN SERVICE BULLETIN

LINCOLN MOTOR COMPANY *Division of* FORD MOTOR COMPANY

Vol. 4

August, 1927

No. 8

## Service Car

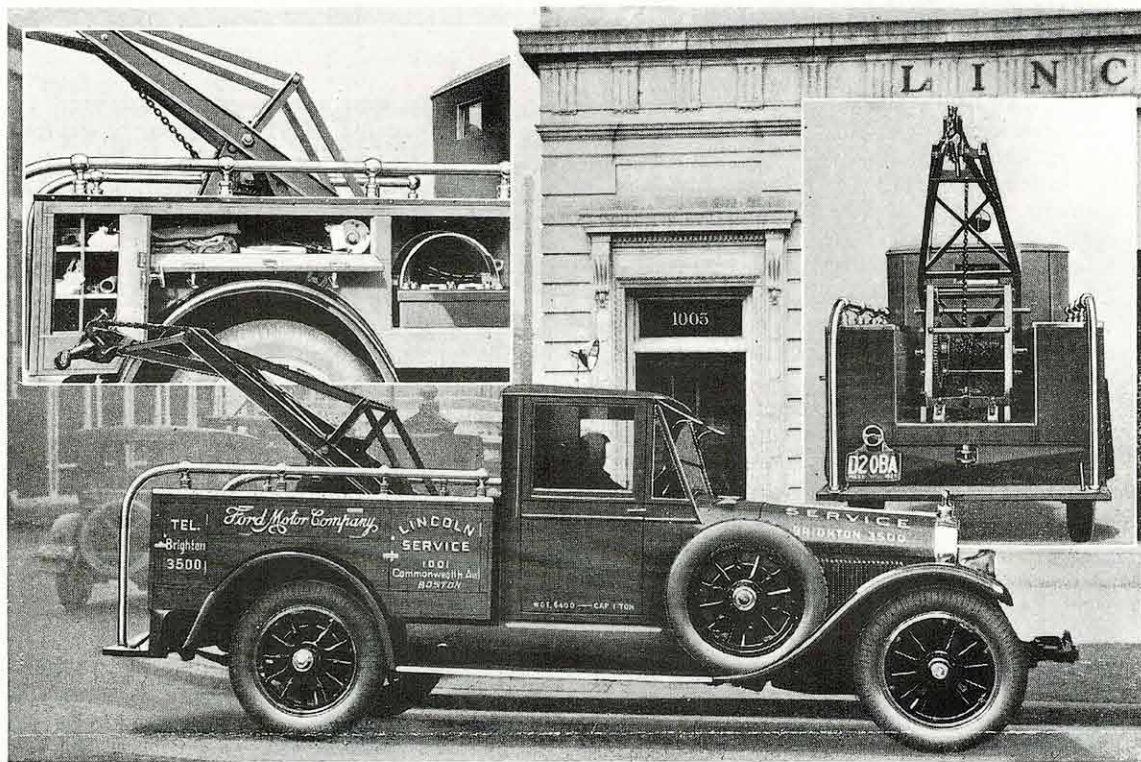


Fig. 43

**T**HE Ford Motor Company, Retail Division, Boston, Mass., has had the service car shown above in operation for some time. They state that they have found it very profitable to them and that it excites much favorable comment from Lincoln owners.

The car was built up from a used limousine—the rear compartment being cut away, and the front compartment forming a driver's cab. Built into the body back of driver's seat is a small gasoline tank carrying 5 gallons of gas, and a 12-foot rubber hose for emergency road service. This method does away with handling cans, funnels, etc. A tool box is on the side to carry a necessary supply of parts for emergency service—a charged battery, brake bands, starter generator, water hose, etc. A rear wheel is carried in one fender well, and a front wheel in the other. The body is cobalt blue with gold rim and lettering. The hand rail, etc., is nickel plate.



# Not All Custom-Built Lincolns Were Passenger Cars

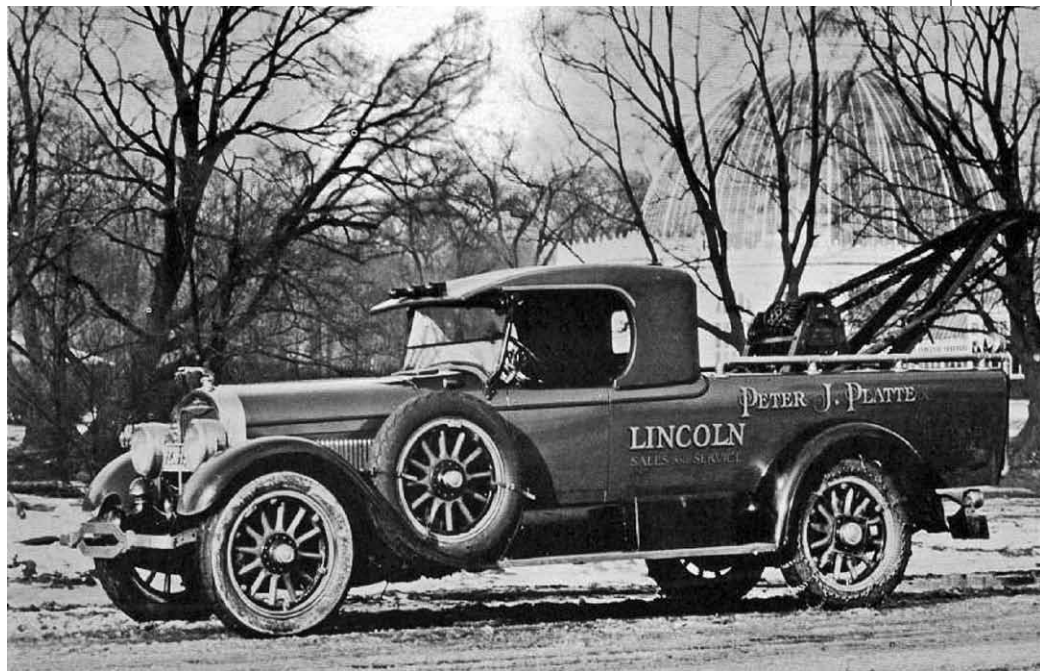
Custom-built Lincolns were *de rigueur* at Lincoln dealerships in the 1920s and '30s. However, some of the most unique custom-built Lincolns were not those built for passengers but for use by the dealership—Lincoln service cars.

The Lincoln Motor Company actually encouraged its dealerships to create such vehicles. These were usually done in a very workmanlike manner, resulting in a reasonably attractive vehicle. Both service vehicles and wreckers were built. Many Classic Era automobiles such as Lincoln, Cadillac and Packard were converted into not only service vehicles but tow trucks because of the cars' weight and size. This was done by both automobile dealerships and by private individuals.

One such vehicle that is of special significance to Lincoln enthusiasts is one created by the Peter Platte Lincoln dealership in Detroit. The Lincoln Motor Car Heritage Museum's exterior is based on the Platte Lincoln dealership. See photo, above right.

The *Lincoln Service Bulletin* (previous page) was a Lincoln Motor Company publication sent to Lincoln dealers' service departments in the 1920s and '30s. The *Bulletins* encouraged Lincoln dealers to convert used Lincolns into service vehicles. The *Bulletins* included photos of such conversions done by Lincoln dealers throughout the United States.

At least one of these Lincoln service vehicles has survived, and there may be others. There are also similar vehicles that were converted by private garages or organizations such as AAA.



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LINCOLN SERVICE BULLETIN

## Service Car

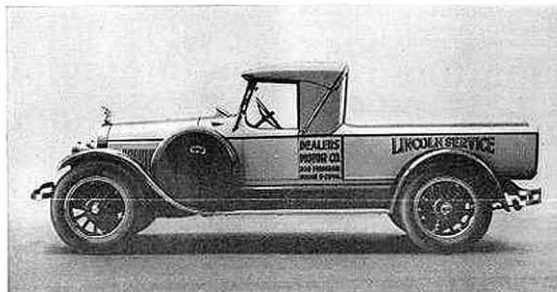


Fig. 107

The service car shown in Fig. 107 is used by the Dealers Motor Company, Lincoln dealer, at Memphis, Tenn. It was built from a car that had seen five years' service. The body was cut off at the rear of the front seat, and the rear end added to suit it for service work. The car is painted canny-bird yellow, presents an attractive appearance, and is kept clean at all times.

### Lubrication of Speedometer

The speedometer driving elbow should be lubricated periodically to eliminate noise and reduce the wear on the driving gears. This may be accomplished as follows: Upon examination of the elbow two headless screws will be found, one on each side of the housing, set flush with the surface of the casting. See Fig. 108. Remove one of these screws, and then the interior of the housing may be filled or packed with white vaseline by several methods.

A lubricator connection can be procured that will screw into the hole which is tapped

3/4-24. A pressure gun can then be attached to this connection and the vaseline forced in. Another method is to heat the vaseline, then pour it directly into the screw hole.

The vaseline can also be packed in fairly well with a small paddle or toothpick. If this is done revolve the gears by the fibre tongue while packing in the vaseline.

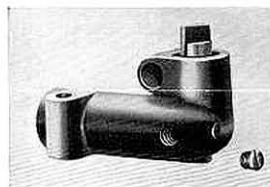


Fig. 108

■ Above: A tow vehicle created from a Lincoln passenger car by the Peter Platte Lincoln dealership in Detroit.



# Lincoln Motor Car Heritage Museum Report



■ *Newly on display at your museum: Harvey Oberg's 1941 Lincoln Continental Cabriolet (left and above), a beautiful color match with our Continental Mark II (above right), and (near left) Bazil La Roche's 2000 Lincoln LS four-door sedan.*

BY JIM BLANCHARD

**Y**our museum continues to make tremendous progress this year.

Now on display is an award-winning silver-grey 1941 Lincoln Continental on loan from **Harvey Oberg** of Minnesota, who restored the car. It's very close in color to our grey Mark II Continental, so this pair of classics makes a beautiful impact upon entering the museum. Interestingly, the 1941 Continental was on the original LCOC Rally to Dearborn in 1953 and has a wonderful history with its special grey paint that the original owner specified

on all of his cars.

We also have also received a 2000 Lincoln LS, an excellent original car that is on loan from **Bazil LaRoche** of California. This car represents an important accomplishment in Lincoln engineering and helps us tell the Lincoln story.

We have also taken possession of a fantastic blue 1931 Lincoln sport phaeton that was donated by **David Rehor**, a long-time Foundation supporter. We hope to have it on display in the very near future; this will further broaden our collection as we fulfill our commitment to represent more of the classic K Lincolns from the 1930s.

Thank you to all of the support from Foundation members who donate or lend cars—this is enabling us to enjoy great success in keeping your museum fresh and ever-evolving.

The Endowment and Library fund continue to make great progress as the tangible results of our efforts create even greater interest in helping us tell the fabulous Lincoln story.

Please continue to support your museum!

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

from the Lincoln Media Center



## LINCOLN SUV GROWTH CONTINUES

# Monochromatic Package for Corsair, Nautilus, Aviator

*Lincoln's Monochromatic Package, which debuted on the full-size Navigator SUV last fall, is now available for Lincoln Corsair, Nautilus and Aviator. As SUVs continue to drive momentum for the brand, Lincoln expands the package across the lineup to offer clean, dramatic sweeps of color that showcase the bold and elegant lines of Lincoln SUVs. The Monochromatic Package, with four color options, offers clients another way to personalize their Lincoln vehicle with an on-trend palette.*

The sleek, dramatic and striking elegance of Lincoln's Monochromatic Package, which debuted on the flagship Lincoln Navigator SUV, now expands across the brand's growing SUV lineup to Corsair, Nautilus and Aviator.

As monochromatic color schemes gain traction in a variety of fields including fashion and home décor, Lincoln SUVs are continuing to drive momentum for the brand. In the second quarter of this year, Lincoln SUV retail share continued to make big gains for the brand, with an estimated 1.5 percent retail share lift to more than 7 percent share of the premium SUV segment. The Aviator continued to deliver strong growth for the brand with 10 percent retail share of the

large premium SUV segment, while the Corsair grew to more than 8.5 percent of the small premium SUV segment.

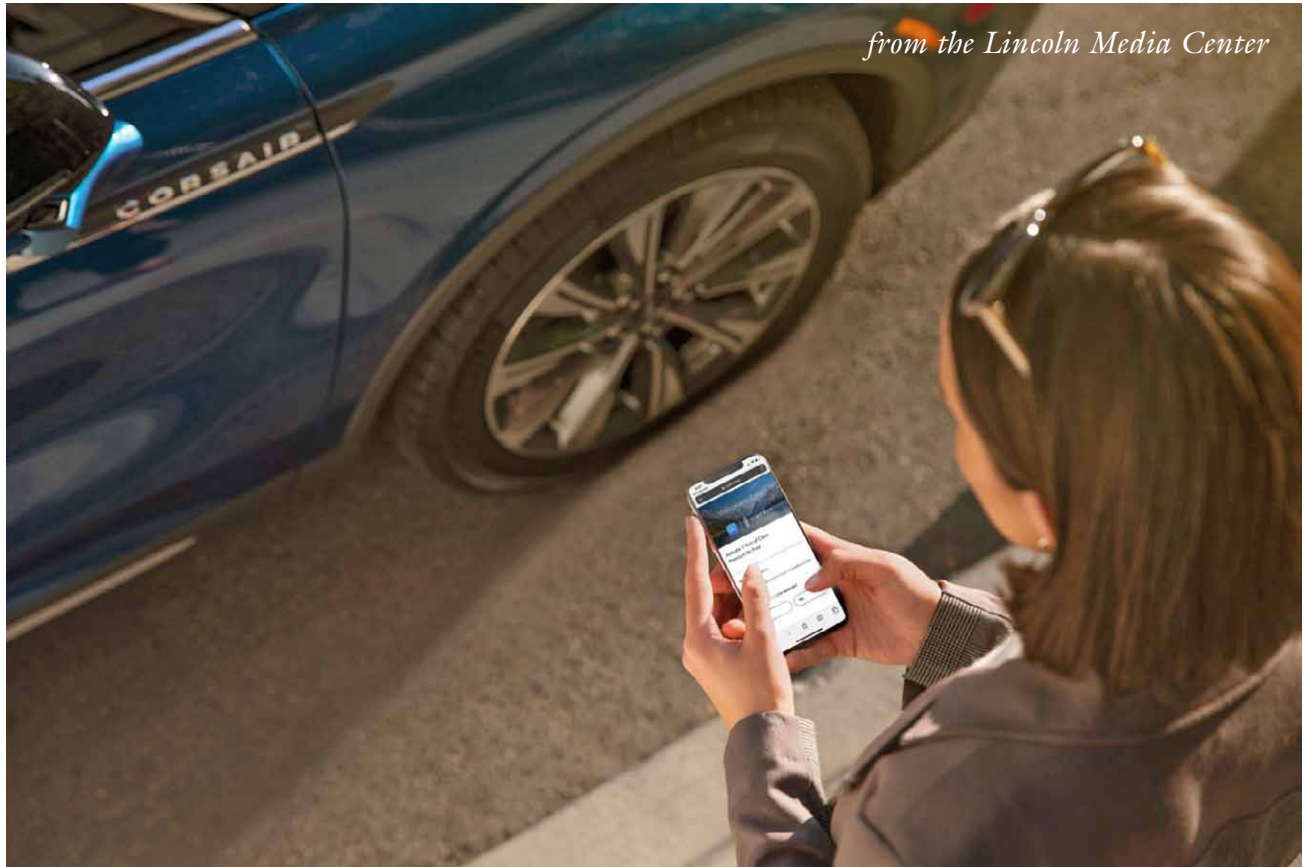
The Monochromatic Package—in Pristine White, Ceramic Pearl, Infinite Black and now Asher Gray—offers clients another way to personalize their Lincoln vehicle. The exterior package features the signature Lincoln grille and name badge in the monochromatic hue along with unique 20-inch and 22-inch black wheel designs. Depending on vehicle, additional elements include body-colored side mirrors, lower cladding and wheel lip moldings.

"The monochromatic palette is clean, uncluttered and emphasizes the beautiful lines of our Lincoln SUVs," says Earl Lucas,

Lincoln chief exterior designer. "From the Corsair, Nautilus, Aviator to Navigator, this option not only enables us to keep our lineup fresh, but also gives our clients a unique option to personalize their Lincoln SUV."

The Monochromatic Package is available in the following colors across the Lincoln SUV lineup:

- **2021 Lincoln Corsair:** *Pristine White, Infinite Black and Asher Gray*
- **2020 Lincoln Nautilus:** *Infinite Black*
- **2021 Lincoln Aviator:** *Pristine White, Infinite Black and Asher Gray*
- **2020 Lincoln Navigator:** *Pristine White, Ceramic Pearl and Infinite Black*



*from the Lincoln Media Center*

## THE LINCOLN RETREAT

# Lincoln, Calm Collaborate on Wellbeing On and Off the Road

*The Lincoln Motor Company builds on its effortless experiences by bringing Calm, the No. 1 app for mental fitness, to its clients in North America. Lincoln and Calm are offering all Lincoln clients a one-year premium membership to Calm through the Lincoln Way app, providing a little more peace and balance—at home, on summer road trips or during daily commutes. Lincoln highlights the merging role of interior design and technology as the brand studies in-vehicle health and wellness applications.*

Daily life has never been more challenging, leaving many to crave a sense of balance, calm and comfort. To help clients manage the stress and focus on what's important, Lincoln and Calm—the No. 1 mental fitness app—are coming together to offer North American Lincoln clients membership to the app's premium content.

The collaboration between

Lincoln and Calm comes at a perfect time. Ethnographic research shows that meditation and mindfulness is a key part of self-care routines, and as consumers attempt to navigate new and often difficult situations, daily demands can be stressful. To build on its effortless experiences, Lincoln will offer clients a complimentary premium membership to Calm to help them

practice mindfulness at home, on the summer road trip with family or as they begin to navigate their daily commutes once again.

“The sense of sanctuary and wellbeing are core to the Lincoln brand and everything that we do for our clients,” said Michael Sprague, North America director, The Lincoln Motor Company. “This collaboration, a first of its kind in automotive, is another



way for us to offer something personal to our clients—a sense of calm, balance and rejuvenation so they can focus on what matters most.”

Last year, Lincoln and Calm offered the premium membership to select clients and consumers in a pilot program tested across multiple cities, and the response was overwhelmingly favorable. Among 1,500 consumers surveyed, 97 percent said they found the Lincoln and Calm mindfulness experience to be positive.

“The one gift that we can all give ourselves is a moment to help us find our balance,” said Matthew McConaughey, actor, producer and longtime Lincoln spokesman. “Life is certainly stressful enough these days, so whether it’s being more mindful, taking five minutes for yourself before the drive home to decompress after a long day, or just being kinder, continue to look after yourself and those around you.”

### A CALMING JOURNEY

The mindfulness experience will provide Lincoln clients in the United States, Canada and Mexico with a one-year complimentary premium membership to Calm. The promotion will be available through the Lincoln Way app\*, where clients will then be directed to the Lincoln and Calm page and prompted to set up an account.

“Mindfulness studies have shown to increase positive benefits before you get behind the wheel, such as improving focus and staying calm,” said Alex Will, chief strategy officer, Calm.

“Together with Lincoln, we’ll offer busy drivers and passengers a calming journey to relax and renew on the go.”

As part of the collaboration, clients can redeem their Lincoln Access Rewards points to receive a Calm gravity blanket, sleep mask and sleep mist. This enhanced loyalty program elevates the ownership experience and offers increased flexibility along with world-class experiences through the brand’s network of hospitality collaborations.

“Every day, we are challenged to make wellness and personal growth a part of our daily routines,” said Sprague. “We believe our work with Calm will provide a mindfulness option for clients as part of their daily routine—a unique way for them to practice some ‘me time’ ahead of the commute or even in their drive-ways.”

### CRAFTED, REJUVENATING SANCTUARY

Beauty, human, gliding and sanctuary are at the core of Lincoln’s Quiet Flight DNA. A deep understanding of consumers and how their environment—office, home or even vehicle—can affect mood, senses and overall health allows Lincoln designers and engineers to craft a sanctuary that can positively contribute to their overall health and wellness.

Inspired by a view of the horizon, the Lincoln sanctuary brings a sense of calm and peace. The brand’s focus on horizontal design accentuates space, adding a sense of balance and airiness to the cabin while minimizing visual clutter. Signature tech-

nologies enhance the sanctuary, including Lincoln Embrace, a welcoming sequence akin to a warm greeting. Available features such as 30-way Perfect Position front seats minimize stress on the shoulders and neck. The rolling-pattern massage provided by Active Motion® is designed to help reduce muscle fatigue, aches and pains by keeping muscles and blood vessels stimulated in the legs and lower back.

### ADVANCED DESIGN AND TECHNOLOGY INTERSECT

As the focus on overall wellness grows, Lincoln is exploring new ways to bring more health and wellness applications into the vehicle. Lincoln engineers and designers are studying how senses can impact mood, as well as physical and mental wellbeing.

The sense of smell is of special interest, as scents and the power of aromatherapy affect overall mood and even memory. With rigorous testing and careful selection of materials, the team is not only removing unpleasant odors in the cabin, but is exploring how the introduction of warm, pleasant scents can create a personal, inviting space and positively affect the mood of passengers.

“The space that surrounds you has an immense effect on your overall mood, temperament and how you feel,” said Kemal Curic, design director, The Lincoln Motor Company. “Crafting a space that goes beyond traditional—one that is a serene sanctuary, elevates the senses and impacts the client’s mood daily—shows our job as designers is much more powerful than just designing cars.”



## 2021 Lincoln Homecoming Update

**A**s we all know, COVID-19 forced cancellation of the 2020 Lincoln Homecoming. No one knows what the future holds, but planning has begun for a 2021 Lincoln Homecoming. It will be held on August 6-8 at the Lincoln Motor Car Heritage

Museum in Hickory Corners, Michigan, located on the campus of the Gilmore Car Museum.

If held, the 2021 Homecoming activities will include a motoring tour, dinners, an auction of Lincoln memorabilia, parts and literature, a car show and an awards dinner.

The theme of the 2021 Homecoming is “Marks Through the Ages,” which recognizes all Continentals, from the first to the last.

Watch LMCF web site and Facebook page for additional information as it becomes available.



■ Edsel and Eleanor Ford arriving at the Lincoln Motor Company for the sale of the company to Ford Motor Company in February 1922.



■ The Continental Mark II prototype on display in the Lincoln Motor Car Heritage Museum.



Mark V. The new Mark. Boldly contemporary . . . yet reassuringly compatible with traditions evolving from the first Continental, the only American luxury car ever honored for design excellence at New York's Museum of Modern Art.

One tradition of the Mark is the Luxury Group. In the Gold/Cream Luxury Group, either color can be selected for the hand-buffed exterior finish. And either color for the bodyside molding and optional vinyl roof. The lavish interior will be trimmed in either gold and cream leather with vinyl, or the gold Romano Velour.

Continental Mark V. New styling, new status for 1977. In a Mark of tradition.

## CONTINENTAL MARK V LINCOLN CONTINENTAL

LINCOLN-MERCURY DIVISION

