

An invitation for you to join in sharing the living legacy of the Lincoln motor cars





Join the supporters of an exciting new museum dedicated to the heritage of the Lincoln motor car

■ America's passionate love affair with the 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.

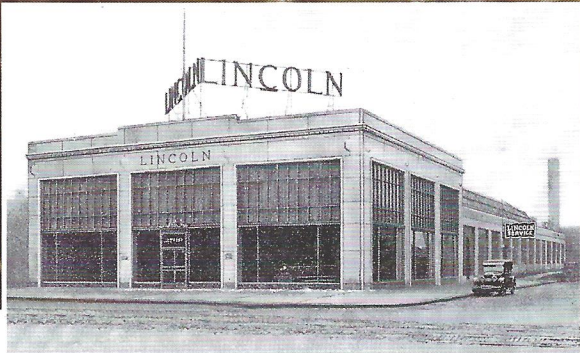
The Lincoln automobile has inspired the creation of four major affinity clubs:

- Lincoln Owners Club
- Lincoln-Zephyr Owners Club
- Road Race Lincoln Register
- Lincoln and Continental Owners Club

For many years, these clubs have been active in promoting the Lincoln brand, preserving the Lincoln heritage and vehicles, and sharing the passion and knowledge of their members with others.

To increase their educational and preservation activities, the four Lincoln clubs, along with additional friends of the Lincoln brand, have created a comprehensive, properly curated and protected **Lincoln archive** and constructed a premier, state-of-the-art **museum** on the campus of the Gilmore Car Museum, Hickory Corners, Michigan, to preserve and display Lincoln automobiles and memorabilia. As we move forward, part of the mission of the museum will be to implement an active **educational outreach** program, making the best use of the archive, the museum, and the extensive knowledge of club members.

Photographs by John Walcek and John Sweet



The inspiration for the museum building

■ Much of the significance and charm of the Gilmore Car Museum campus lies in the placement of many historic structures, both restored originals and replicas, on the site. In keeping with that theme, the Lincoln Motor Car Heritage Museum, although a new building, is patterned after a historic Lincoln dealership.

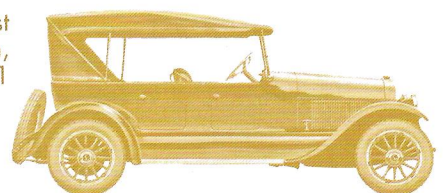
The P.J. Platte Lincoln dealership, the inspiration for the museum's exterior appearance, was constructed in the early 1920's at 3700 Jefferson Avenue in Detroit, Michigan. (See historic photo at top left, reprinted from the January, 1926, *Lincoln Service Bulletin*.)

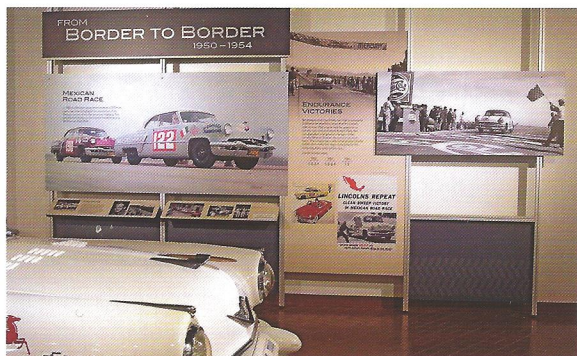
It was built in a neo-classical architectural style appropriate for the luxury image of the Lincoln automobile, and was an imposing edifice typical of many luxury automobile dealerships of the era.

Shortly after Ford Motor Company purchased the Lincoln Motor Company in February, 1922, the Ford line was added to all Lincoln dealerships.

Later photographs of the Platte dealership building depict both Ford and Lincoln identification.

The first Lincoln, 1921





Fifteen thousand square feet of Lincoln magic

■ With the façade of the Platte dealership as the inspiration, an elegant fifteen-thousand-square-foot, clear-span building has been constructed in which to display and explain the past, present and future legacy of the Lincoln automobile.

The Lincoln building is situated on a prominent corner within the Gilmore campus. This corner site recreates the corner location of the original Platte dealership, with the advantage of visibility and access from two thoroughfares.

In order to make a visit more pleasant, the

Lincoln building is connected via indoor passages to the central Gilmore Automotive Heritage Center and a large number of additional display buildings. These connections allow visitors to have convenient, all-weather access to additional automotive collections as well as services such as rest rooms, food service, gift shops, meeting rooms, archives, libraries and reception areas.

The Lincoln Motor Car Heritage Museum joins the Classic Car Club of America, the Pierce-Arrow Foundation, the Cadillac-LaSalle Museum, the Tucker Automobile Club, the H. H. Franklin Car Club, the National Miniatures Trust, and the Ford Model A Foundation, who all maintain buildings or collections on the campus of the internationally acclaimed Gilmore Car Museum.

The Gilmore was opened to the public in 1966, and is located about equidistant between the major population centers of Detroit, Chicago, and Indianapolis. The Gilmore currently displays over 250 extraordinary vintage vehicles in fifteen historic buildings including antique barns, an operating 1940's diner, and a recreated 1930's Shell gas station. The museum maintains a comprehensive schedule of events, activities and educational programs, receiving over 80,000 visitors each year.



Great museums tell great stories

■ The new Lincoln Motor Car Heritage Museum illustrates the rich legacy of the American automobile by tracing the history of the Lincoln motor car. The Lincoln is unique among automotive brands, as the activities of Henry and Wilfred Leland, Henry and Edsel Ford, Billy Durant, generations of the Ford family, and thousands of dedicated people associated with the Lincoln brand are integrated into a fascinating continuum.

A visit to the Lincoln Motor Car Heritage Museum provides an entertaining and educational encounter with some of the finest automobiles ever produced and an acquaintance with the people who worked to make them great. Memorable, multi-sensory presentations bring exhibits to life with the latest audio/visual technologies.

Among the significant milestones of Lincoln history represented are:

- The history of the Henry Ford Company, paralleling the Cadillac story and Henry Leland's leadership of Cadillac.

- Henry and Wilfred Leland leave Cadillac to establish the Lincoln Motor Company for the production of Liberty aircraft engines.

- Henry Ford purchases the Lincoln Motor Car Company to expand Ford Motor Company into the luxury automotive market.

- The 1920's and 1930's Classic Era of coach-built American luxury vehicles, with Lincoln designs supervised and inspired by Edsel Ford.

- Streamlining in American design and the introduction of the 1936 Lincoln-Zephyr.

- The classic Lincoln Continentals of 1940-48.

- The 1952-54 Pan American Road races dominated by Lincoln.

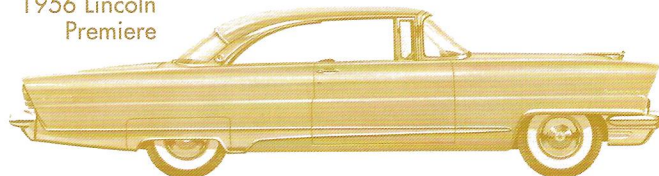
- The development and introduction of the iconic 1956 Continental Mark II.

- The introduction of the trend-setting 1961-63 Lincolns.

- The 1969-79 Mark revival highlighted by the "Designer Marks."

- Current and future Lincoln vehicles representing the resurgence of the brand.

1956 Lincoln
Premiere





With gratitude to our generous supporters...

■ A project the size and scope of the Lincoln Motor Car Heritage Museum requires the financial support of many people. We are grateful to the following major donors who have generously made a significant investment in preserving and perpetuating the legacy of the Lincoln automotive brand.

FOUNDERS

Gerald A. Capizzi
Ford Motor Company

SPONSORS

AACA Cabrillo Region
Commemorating Jack Passey
Dennis & Janis Carpenter
Jim Schmidt

PATRONS

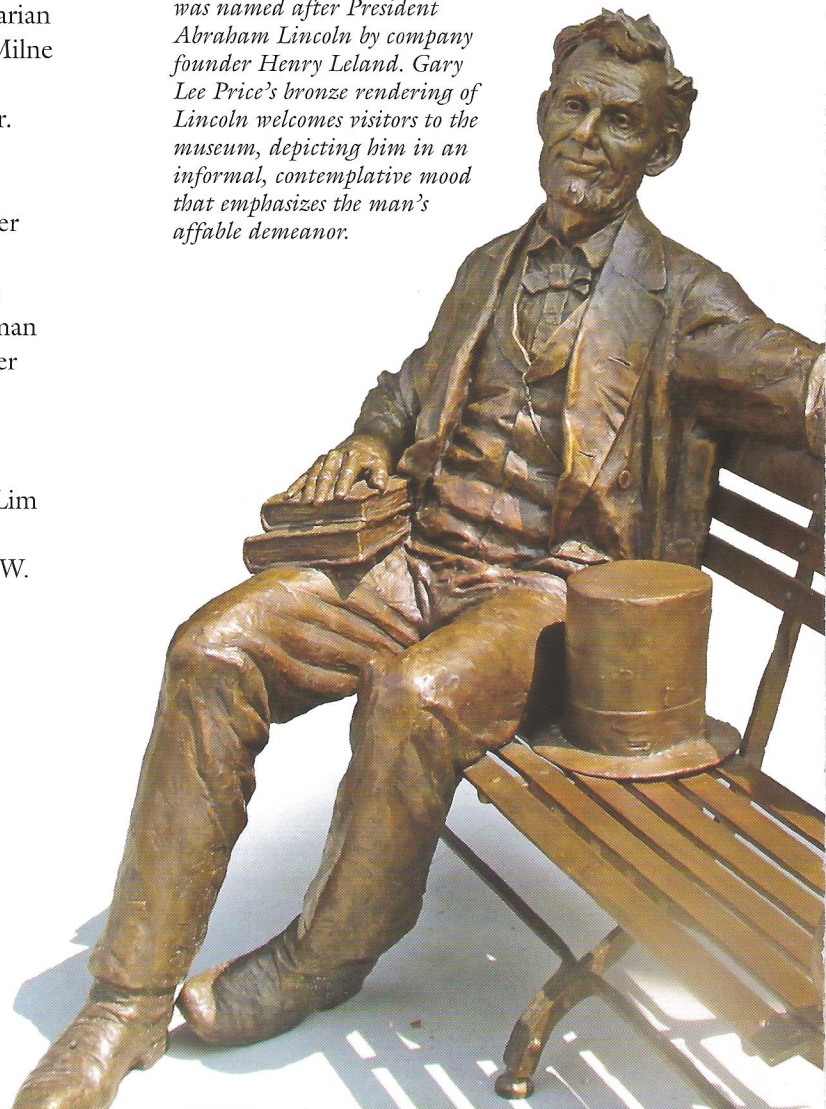
Delyle G. & Margaret Beyer
Mr. & Mrs. Earle O. Brown, Jr.
Chris W. Dunn
A Friend
John F. & Isabell C. Fischer

William D. Johnston
Vaughn A. & Stella Koshkarian
Joan Milne, James Grant Milne
IV, Warren G. Milne
Richard (Rick) Zebelein, Jr.

BENEFACTORS

Thomas W. & Joan Brunner
Millie P. Cassan
Robert D. & Jean DiCarlo
Michael D. & Betsy Dingman
Anonymous Lincoln Lover
Ed & Joan Harants
Robert Hetzel
Robert & Amy Isom
Matthew Justus & Eileen Lim
Bruce & Susan Kopf
Dr. David W. & Elizabeth W.
Roycroft
Harold (Nick) N. Weaver

The Lincoln automobile was named after President Abraham Lincoln by company founder Henry Leland. Gary Lee Price's bronze rendering of Lincoln welcomes visitors to the museum, depicting him in an informal, contemplative mood that emphasizes the man's affable demeanor.





Supporter's Name (s) _____

Postal Address _____

Telephone _____ E-mail address _____

Pledge Amount \$ _____ Enclosed: _____ Payable Over 5 Years: _____

Name (s) for Recognition _____

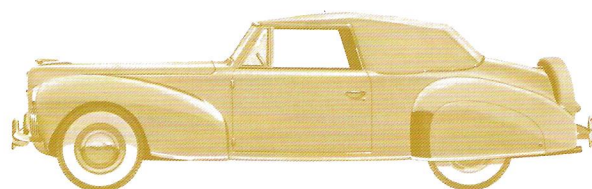
Some available naming opportunities (*payable over five years if desired*):

- Major Exhibits \$50,000 Smaller Exhibits and Showcases \$25,000 Lincoln Dealer Wall \$10,000
- Fabulous Fifty Maintenance Fund \$5,000 Gardens (two available) \$5,000
- Engraved Walkway Flagstones \$1,000 Engraved Double Walkway Bricks \$500
- Engraved Walkway Bricks \$200 Ongoing Maintenance Fund *At your discretion*
- Emerging Opportunities Fund *At your discretion* Building Endowment Fund *At your discretion*

■ Please make checks payable to the Lincoln Motor Car Foundation.

Mail to Bruce Kopf, Treasurer, Lincoln Motor Car Foundation,
825 Lake Shore Road, Grosse Pointe Shores, MI 48236-1453

*Please consider the museum
when planning your estate—
as a simple bequest or as a
portion of your trust planning*



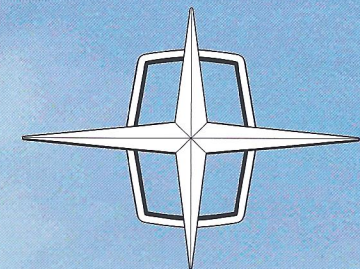
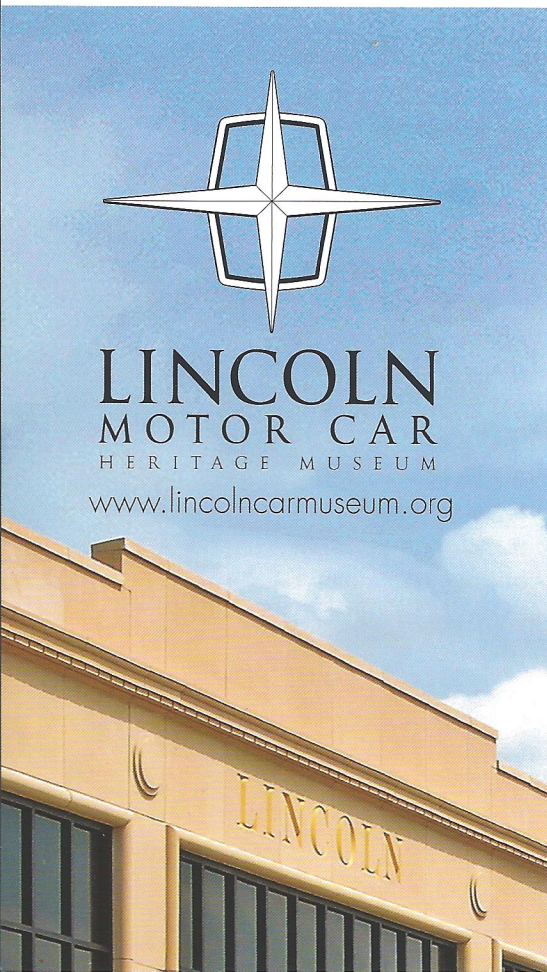
1940 Lincoln Continental Cabriolet

LINCOLN MOTOR CAR FOUNDATION

825 Lake Shore Road

Grosse Pointe Shores, MI 48236-1453

A place of education, fascination and inspiration



**LINCOLN
MOTOR CAR**
HERITAGE MUSEUM

www.lincolncarmuseum.org



The Lincoln
Owners Club

www.lincolnownersclub.com



Road Race
Lincoln Register

www.hemmings.com/clubs



Lincoln-Zephyr
Owners Club

www.lzoc.org



Lincoln and Continental
Owners Club

www.lcoc.org