

# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

## IN THIS ISSUE

- 3** Foundation Acquires Capizzi Literature Collection
- 4** The Role of Museums in Promoting Lincoln's Heritage
- 7** The LMCF Archives at the AACA Library
- 8** Historic Wixom Plant Closes
- 10** Lincoln Wins Younger Customers
- 11** Ford Vehicle Quality Soars in 2007
- 12** Letters to the Editor
- 14** Know Your Foundation Trustees



# LINCOLN

MOTOR CAR FOUNDATION

VOLUME V, NUMBER 1 • SPRING, 2007

## FROM THE EDITOR

■ RONCELLI INC. is a can-do construction management and services company of Sterling Heights, Michigan, who donated vital services in the saving of the Lincoln name stones from the old Lincoln plant. (See *The Lincoln Link*, Volume 2, Number 2.) They have produced a quality DVD presentation of that timely preservation effort, and have graciously offered to make copies of the DVD available to those who are interested. Contact this editor at 703 754 9648 if you want a copy.

Saving those Lincoln name stones was a “just-in-time effort” only made possible by a team of quick-acting volunteer individuals and companies that included Roncelli, Messina Trucking, Dennco Construction, Banner Sign Specialties, Jerome Duncan Ford and others. These Lincoln name stones can be viewed today at the Gilmore Museum, Hickory Comers, Michigan. Roncelli Inc. will build for you anything from

a single building to a whole factory. Seven Roncelli employees supported the May 22, 2004, unveiling ceremony.

■ FORD MOTOR COMPANY produced a beautifully illustrated and written 272-page book to celebrate the 100th birthday of the company, which occurred in 2003. These books are much sought after, both as a memento of the event and for the timeless information and graphics contained therein. If you missed getting a copy, the Foundation can help you. We have a modest supply of these books and can offer them in two bindings: the prestigious version is blue leather bound in a blue protective slip box, a lovely thing at \$50 each. We also offer the same book in a normal binding with a colorful dust cover at \$20 each, both



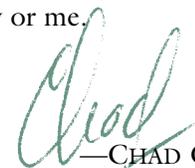
plus wrapping and postage. Either version makes a wonderful gift. Contact the editor.

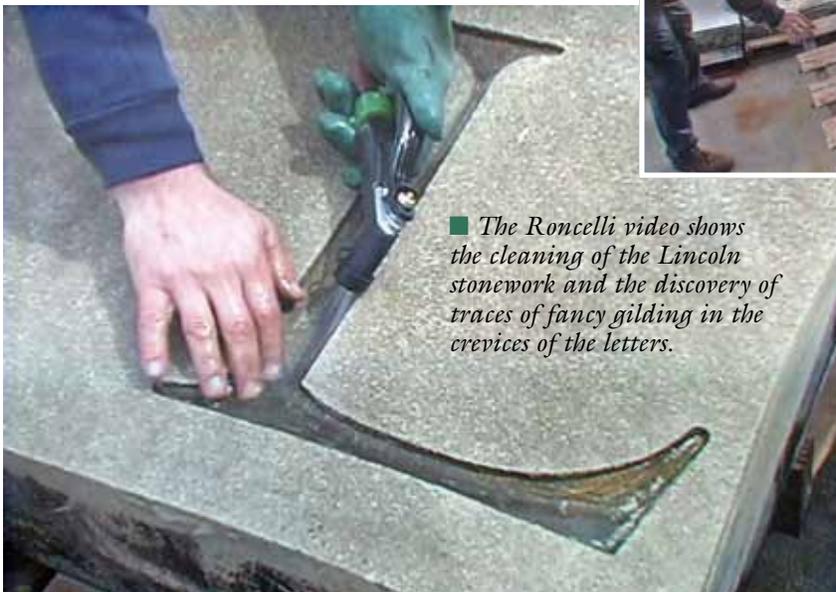
■ ON A DIFFERENT SUBJECT, your *Lincoln Link* editor of five years must step down in order to pay attention to

personal matters. Working with the quality men who volunteer as Foundation Trustees has been a personally rewarding experience. I do plan to remain a Trustee and support the *Link* and Foundation programs. While the Trustees seek an editor, interested individuals are invited to serve as guest editor. The first volunteer to step up is Jack Eby, who plans to produce the second issue of Volume 5 for Fall release in 2007. Next comes John MacAdams, who will produce the first issue of Volume 6 in the Spring of next year.

You, too, can be editor for an issue. Do not tremble and cringe at the thought of writing and assembling

something for publication. We will help you, and you can share your thoughts in print. Possibly you have unique knowledge and photographs that are of interest to others. If intrigued, talk with Jack Eby or me.

  
—CHAD COOMBS



■ *The Roncelli video shows the cleaning of the Lincoln stonework and the discovery of traces of fancy gilding in the crevices of the letters.*



# Foundation Acquires Capizzi Literature Collection

**F**OLLOWING the success of the well publicized sale of the cars and hobby effects belonging to Foundation President Jerry Capizzi, we learned of the planned donation to the Lincoln Motor Car Foundation by Jerry of all the

begin collecting automobile literature? Very simply, the answer was to support his growing collection of Thunderbirds. He started with the repair manuals, parts manuals, technical bulletins, owner's manuals and dealer color and upholstery albums

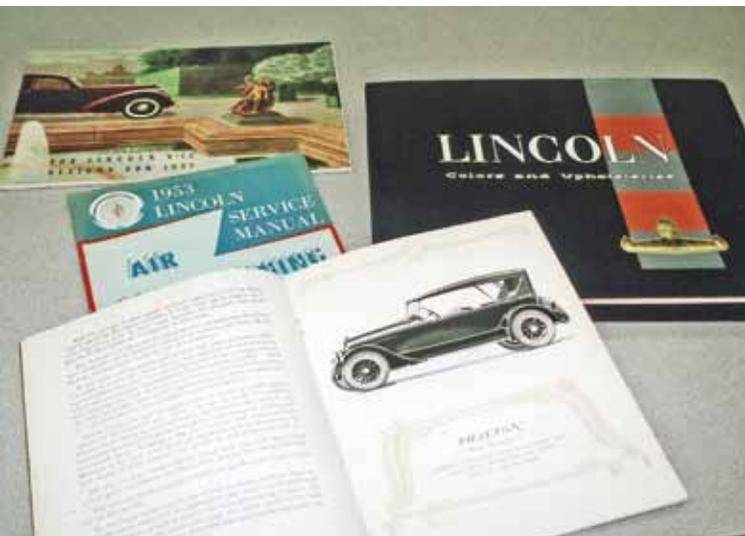
to help repair, restore and tune the mechanicals and to assure authenticity as he and his small staff restored and prepped each car for display and enjoyment. Jerry bought and sold and improved cars, always striving for the best, as attested to by the many show trophies

this group by his integrity and fairness. In the course of these dealings, he was offered many other literature items, such as manufacturing documents and blueprints, corporate and dealer correspondence, accessory albums and brochures, books, Lincoln magazines and newsletters, and sales literature.

Sales literature? Bingo, Jerry was hooked. He was struck with the beauty and desirability and fascination of the sales literature, as many of us are, and began to collect these items in earnest. This was a whole new world. Jerry then began to concentrate on Lincoln literature over the past fifteen years, and his education in what is available out there was helped by a visit to the splendid literature collection of the late Colonel Bill White in Kentucky. Jerry understands he perhaps

started with Lincoln material a bit late in the game but quickly made up for lost time, collecting a wonderful representation of Lincoln sales

*Cont'd on page 6*

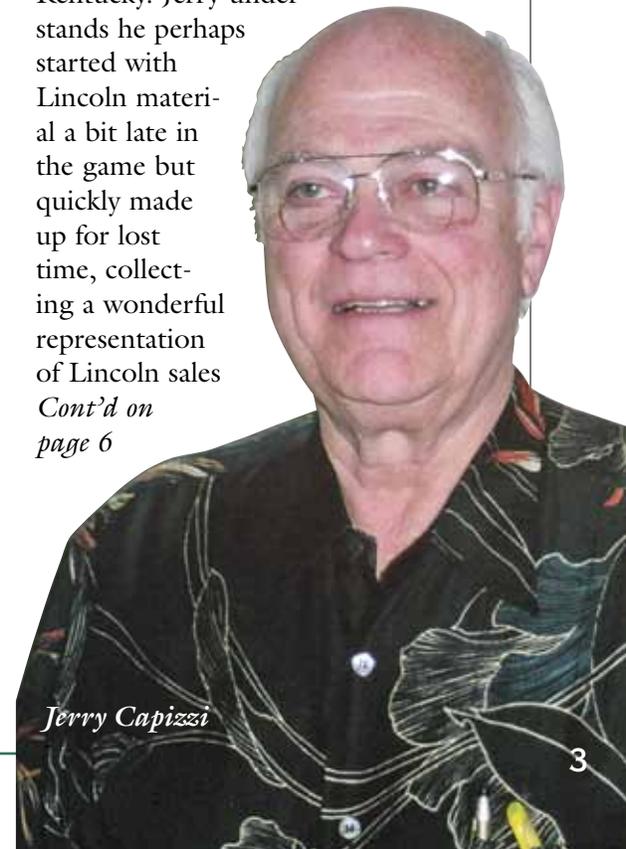


Lincoln literature he had painstakingly accumulated. Whereas the Ford and Mercury literature was sold at the November 11, 2006, auction, the Lincoln literature was packed and shipped to the AACA Library prior to the auction, to assure that none of it would get intermingled with the sale articles. Over 30 boxes weighing well over 700 pounds, spread over six shipments, were required to transfer the collection to the Library, who will hold the collection in custody. The collection is appraised at more than \$100,000, and title will be transferred to the foundation when tax considerations have been determined.

So what inspired Jerry to

philosophies he collected over the years. Jerry expanded into Ford, Edsel, Mercury and Lincoln cars and collected literature for these, too.

Jerry is by nature a collector, with collections of coins, stamps, Jim Beam containers, model cars and such, and he found great satisfaction in collecting, striving for complete sets of whatever the collection and always reaching for the best and continually upgrading his collections. In the process of accumulating the essential restoration and operation literature for the cars, he came into contact with many other collectors and dealers in the hobby who were of great help. Jerry earned respect within



*Jerry Capizzi*

# The Role of Museums in Promoting Lincoln's Heritage

BY JOHN T. EBY  
*Chairman, Lincoln Motor Car Foundation*

THE LINCOLN MOTOR CAR FOUNDATION was created to preserve and promote the heritage of the Lincoln motor car and the products, people and places associated with that history. While one of the Foundation's primary objectives is the active support of all museums and venues collecting and displaying Lincoln automobiles, the Foundation has now matured to a point where many believe it is appropriate to explore the creation of a dedicated physical facility. This facility would house the Foundation's future collections and serve as a physical focal point for the brand. Currently the nascent collections of the Foundation are being housed and administered at the Antique Automobile Club of America's library in Hershey, Pennsylvania, and the Gilmore Car Museum in Hickory Corners, Michigan.

One of the most important considerations for a buyer contemplating the purchase of a luxury vehicle is the trademark's heritage. It is the history of the trademark that signals to potential customers the product expectations for the vehicle and identifies the owner as a certain type of individual.

Luxury car heritage, of course, is built over extended periods of time with consistent conception and

execution of technology, design, features, appointments and quality, followed by superior sales and service experiences. The vehicle's heritage is signaled to the marketplace by utilizing historic design cues and identification, a high level of product content and the quality of appointments and materials.

Ford Motor Company recognized the value of brand name heritage when it bolstered its luxury vehicle portfolio with the purchases of Jaguar, Volvo and Land Rover, thereby inheriting luxury heritages. Along with those purchases, Ford also acquired facilities or relationships dedicated to the preservation of the histories of the Volvo and Jaguar brands.



*John T. Eby*

An issue facing the automotive manufacturers is how best to preserve, organize and leverage the heritage of their brands. This is particularly important with luxury vehicle brands where customers are willing to pay a premium for more than the simple utility that is available in mainstream brands. An organized approach to heritage preservation assists company personnel in orienting themselves and efficiently researching the vehicle's history for ideas and cues with which to carry forward the heritage.

Two formal approaches to preserving, organizing and disseminating luxury vehicle heritage are prevalent: 1) the utilization of established, multi brand archives and museums, and 2) the support of a single brand- or single corporation-

focused facility. The most popular approach is the single brand- or corporation-focused facility, because of the opportunity to assure that all of the activities are focused for the benefit of the brand and that the presentation is fashioned to the desires of the trademark owners. The only current notable major luxury vehicle brand exceptions to the dedicated facility approach are Lincoln and Land Rover.

There are important constituencies beyond company personnel that are interested in the formal preservation of vehicle histories and the existence of facilities to facilitate access to that history. Those groups include the vehicle owners, media, historians, authors, students, vehicle restorers and collectors. Among these varied constituencies, it is the vehicle collectors who are frequently the most passionate about the brand and have access to rich collections of historic material and vehicles.

It was the Lincoln collectors, with the support of William Clay Ford, Sr., and Ford Motor Company, who created the Lincoln Motor Car Foundation. The Foundation has already established an archive and is actively collecting and organizing historic Lincoln documents, memorabilia, artifacts and vehicles, and is digitizing material and initiating interpretative studies. Is it now the time to build a facility dedicated to the Lincoln brand similar to those facilities that exist for Jaguar, Volvo and other luxury car brands? Even Packard, Pierce Arrow and Duesenberg have dedicated facilities!

Since the inception of the Foundation, the Board of Trustees has intermittently been discussing a desire for a museum with Ford Motor Company. These discussions and preliminary plans have been interrupted by a number of reorganizations, personnel changes and physical relocations of the Lincoln activities within Ford.

A dialogue with Ford is continuing, but there is a movement within the memberships of the Lincoln clubs and the Foundation to hasten the building of a dedicated physical facility. The Foundation's archiving of paper material is currently well served by the relationship with the Antique Automobile Club of America Library and Research Center, but in order to facilitate the acquisition and preservation of vehicles and memorabilia, large facilities and a knowledgeable staff are required.

The discussions with Ford will continue; however, there are many Lincoln fans in the Foundation and the Lincoln clubs who are anxious to proceed even without major Ford participation. In order to prime the pump and demonstrate a sense of urgency, money has already been contributed to a building fund by the national Lincoln and Continental Owners Club, the Hoosier, Southern and Midwest Region Chapters of the Lincoln and Continental Owners Club, John and Joanne Lower, David and Diana Stevens, Larry Pittman and Stanley Grant.

Clearly, there is a growing desire for a building, and the boards of the three major Lincoln clubs are wrestling with how to measure the depth of that desire and how best to respond. The Lincoln Motor Car Foundation, with its established governance structure, tax-exempt public foundation status and already existing collections, is a convenient vehicle to organize and build a Lincoln museum.

The board of trustees of the Foundation and the three major Lincoln clubs are actively discussing appropriate museum approaches. Those discussions are based on the following assumptions:

- The Lincoln clubs want their Foundation to promote the Lincoln brand and history by creating and displaying substantial collections of Lincoln memorabilia, literature and vehicles.

- Multi-brand automotive museums have difficulty in promoting and serving as a focal points for individual brands.

- There is a sense of urgency among many interested Lincoln parties, including those who have collections or items that they desire to donate.

- The Foundation represents a convenient and ideal structure for organizing and creating a museum.

- The Foundation and the clubs will remain primarily volunteer-led and administered organizations, resulting in limited and episodic involvement of the members in the activities and administration of the Foundation and clubs.

**W**ith those assumptions as background, the boards have identified the following broad options for a dedicated Lincoln museum:

**1. A Virtual Museum.**

This option would display the Foundation's collections primarily on the world wide web. The actual vehicles and memorabilia would be displayed in selected public locations on a rotating loan basis. Leased space would be required for vehicle storage, and maintenance services would need to be contracted out. This option would require significant Foundation administrative effort and funds to collect, store, transport and maintain the collections.

**2. Partner with Ford Motor Company.** Although this is the most desirable approach, Ford has been cool to the idea in the short term.

**3. Stand Alone Facility.** Lease or construct a museum facility owned and administered by the Foundation. This option provides the greatest flexibility but represents substantial financial, administrative, promotional and governance requirements. The minimum fund-raising requirement for this alternative is estimated at \$7-8 million.

**4. Utilize Leased or Owned Space within an Existing Museum**

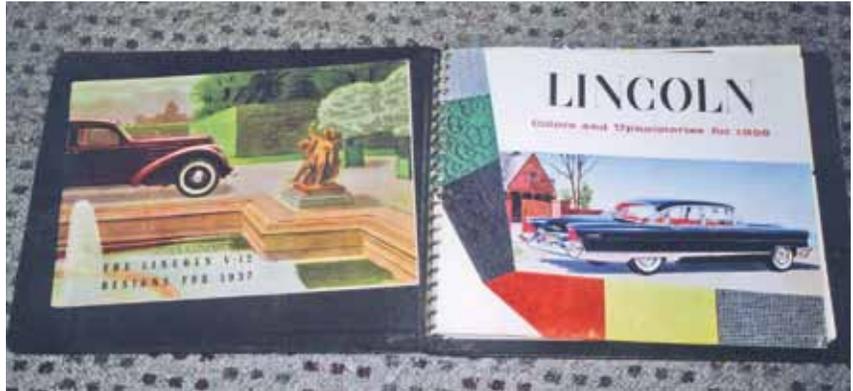
**Complex.** A number of museums are amenable to hosting a Lincoln collection, with title to items in the collection being retained by the Lincoln Motor Car Foundation, allowing the Foundation to fashion the presentation of the material. The museums would maintain the vehicles. The Gilmore Car Museum and the Antique Automobile Association of America Museum have both outlined proposals to the Foundation. Funding for these alternatives range from \$1.2 - \$1.5 million.

At a meeting of the board of trustees of the Lincoln Motor Car Foundation on June 10, 2007, the presidents of the three major Lincoln clubs reported the results of prior meetings of the boards of directors of the three clubs. Collectively, these clubs—the Lincoln & Continental Owners Club, the Lincoln Zephyr Owners Club and the Lincoln Owners Club—enthusiastically endorse and support the goal of the Foundation to create a museum to house the Foundation's collection of cars and Lincoln-related artifacts. Foundation assets currently held in the AACA Library at Hershey, Pennsylvania, will continue to be housed and managed by the Library.

The Foundation Trustees thereupon voted to proceed with a program to create a museum entity and appointed a steering committee, consisting of the presidents of the three Lincoln clubs, respectively N.M. "Nubs" Schactner, Jerry Emery and Gene Nau, plus Foundation Chairman Jack Eby, Foundation President Jerry Capizzi, and Foundation Trustee Dr. David Roycroft. Funds were allocated to assist the Committee. The preferred approach is a cooperative program with Ford Motor Company, and discussions with Ford are continuing. At this point, the Foundation has taken the critical first step toward a museum dedicated to the display and preservation of Lincoln automobiles.

*Cont'd from page 3* material and manuals from the full eighty-six-year time frame of Lincoln automobiles. This Lincoln part of his collection has given him tremendous satisfaction and enjoyment.

Jerry has been a fine custodian of his literature collection. Whereas he had skilled staff to restore and maintain and prep the cars, he considered the literature to be “his job” to support the work of his staff. He did all the research for authenticity and was the final critical judge on



nize and catalog and computerize the listings. These listings for the Lincoln material have

been given to AACA Librarian Kim Miller, a great help when she begins to fold this material into the catalog of material for the Lincoln Motor Car Foundation and the AACA Library. After cataloging, this entire collection will be available to anyone through the auspices of the AACA Library. And under the Foundation’s program of digitizing selected

collection resides, and it is all together. I can go visit it at any time. It will be well cared for, and will, hopefully, give pleasure and information to many others.”

Images from the Capizzi collection are showcased in this issue. Our front cover displays profiles from the 1937 catalog for the Lincoln K model. These images are likely but a minute foretaste of the many uses that students and enthusiasts the world over will make of the significant gift of Lincoln literature from Jerry Capizzi. Thank you, Jerry—you are a class act.

—CHAD COOMBS

■ *Below: Some of the Capizzi Lincoln literature on display at its new home at the AACA Library.*



*A few selections from the Capizzi collection*

each of his cars as they went out the door to car meets for display and judging. He came to appreciate that each item of literature in itself was a valuable object of historical importance, along with the cars, and worthy of both enjoyment and preservation for all time.

Jerry was a careful custodian of his literature collection and stored the Lincoln portion in twenty five-drawer lateral files in a separate controlled-environment room. Large pieces like dealer books were stored flat. He brought in helpers to orga-

Lincoln literature, much of it could even be available on the world wide web.

When asked if maybe he held back just a few pieces of literature that were his favorites, to reside in the bottom desk drawer, the answer is: “Not a bit of that. I gave up the whole Lincoln literature collection, never keeping back a single item. I know where the



# The LMCF Archives at the AACA Library

BY KIM MILLER  
AACA Librarian

**T**HE AACA LIBRARY & RESEARCH CENTER in Hershey, Pennsylvania, serves as the repository for the Lincoln Motor Car Foundation Library. By positioning the library at the AACA Library, the Foundation gains a secure environment for the material as well as professional administration of the collection. Access to the collection is available to all Lincoln lovers. This article will outline the procedures for obtaining information from the AACA Library.

The information in the AACA Library and the LMCF Library may be accessed in several ways. One way is the on-site visit. Everyone is welcome and encouraged to visit the AACA Library during our regular operating hours, which at the present time are Monday through Friday, 8:30 a.m. to 3:45 p.m. A phone call or e-mail prior to the visit is appreciated; there may be times when the library is closed. Also, if we know of the visit ahead of time, we will pull the material prior to your arrival. The patron may then peruse the material and we will make copies (both color and black-and-white available) as needed.

Off-site research inquiries are handled in several ways. The library has a Research Request form which is to be used to



■ Kim Miller shows off some of the research material available for your perusal at the AACA Library and Research Center in Hershey, Pennsylvania.

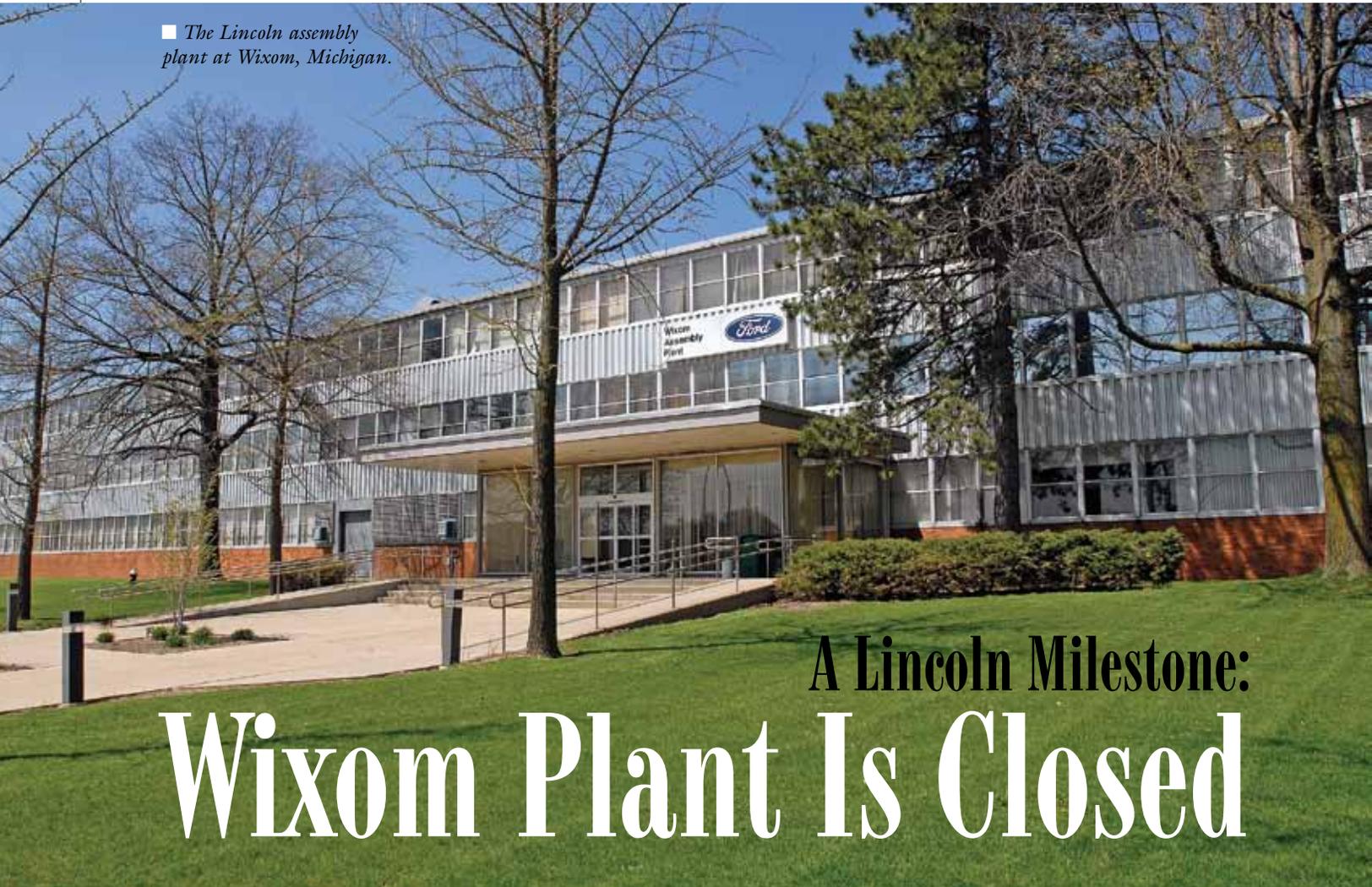
request information. This form is available from the AACA Library's website, [www.aacalibrary.org](http://www.aacalibrary.org), or one can be mailed or faxed. There is a \$10.00 processing fee due with the request. If completing the form online, this fee may be paid through PayPal or by phoning the library with a credit card number. Faxed requests should include a credit card number and mail requests should include payment (checks payable to AACA Library). Once the completed form is received in the library, we will research the request and let the patron know what material is available for copying and the costs. The library research fee is \$30.00 per hour and is broken down in increments of 10

minutes at \$5.00 per increment. AACA and LMCF members receive a \$5.00 per hour discount on the research fee. LMCF members are not limited to just the Lincoln material. Information on any vehicle may be requested; please just remember to include your membership number or information.

The AACA Library is in the midst of a several-year project to place a catalog of the holdings online. The project is being funded by a five-year grant from the Collectors Foundation. To see what material is already online, visit [www.aacalibrarycatalog.org](http://www.aacalibrarycatalog.org). Material is being added to the online catalog daily. Any questions may be directed to librarian Kim Miller, who may be reached by phone, 717-534-2082 or by e-mail, [kmiller@aacalibrary.org](mailto:kmiller@aacalibrary.org).



■ *The Lincoln assembly plant at Wixom, Michigan.*



# A Lincoln Milestone: Wixom Plant Is Closed

**T**HE FORD MOTOR COMPANY'S Wixom Assembly Plant and its products have always had a special place in Ford's manufacturing capabilities. The plant became the headquarters of the Lincoln Division when it opened half a century ago on April 15, 1957. Present at that ceremony were Henry Ford II and Ben D. Mills, President and General Manager of the Lincoln Division, famous Ford names of that era. Wixom became the sole producer of all domestic and export vehicles for the Lincoln Division and was the first

American Ford plant to produce a frameless unit construction car, the 1958-1960 Lincoln.

Through the years, the Wixom plant won many awards.

- It was the first automobile manufacturing plant to be selected as one of the top ten in 1958 by *Factory Management and Maintenance* magazine.

- J.D. Power & Associates rated quality as "high" in 1978.

- *Industry Week* magazine in 1990 honored Wixom for achieving "true manufacturing excellence."

- J.D. Power & Associates in 2004 presented Wixom with a

Bronze Award in Initial Quality Study, North and South America Plant Awards.

- Recently, Lincoln scored third, after Porsche and Lexus, out of thirty-six brands in lowest number of defects or design complaints after 90 days of ownership per 100 vehicles in a J.D. Power study.

- And Wixom closed with J.D. Power & Associates awarding it their highest honor, the prestigious Platinum award, naming it the world's best automobile assembly plant. Yes, the world's *best!* A high honor, indeed.

The cars built at Wixom have also received numerous awards.

- *Motor Trend* magazine nominated the Thunderbird as “Car of the Year” in 1989, the Lincoln LS as “Car of the Year” in 2000, and the Ford Thunderbird as “Car of the Year” in 2002.



■ Among the first Lincolns produced at Wixom was this 1958 Premier Landau . . .

- *Motor Week* magazine awarded the 2000 Lincoln LS with the Driver Choice Award for best luxury sedan.
- J.D. Power named the Thunderbird as Best Entry Level Luxury Car in 2002.

These are hard-earned awards among tough competition.

The Wixom facility opened on 320 acres with a 1,300,000-square-foot assembly plant, a 200,000-square-foot three-story office building, a test track and power plant, plus four cafeterias, two dining rooms, a fully-equipped hospital, fire and protection organizations and paved parking for 3,600 cars. This was a major boost to the economy of Novi, Michigan, located just off Interstate 96 about thirty miles northwest of the famed River Rouge Ford plant.

Ford added improvements through the years. A new system to apply rust-resistant primer coating, called electrocoating,

was installed in 1964. Say goodbye to early body rust-out! A sixteen-acre oxidation lagoon was installed in 1970 to purify treated waste water. In 1982, Wixom was one of the first U.S. auto plants to embrace employee involvement as part of a union-management partnership. A joint steering committee met monthly to discuss quality and to solicit workers’ input on vehicle design to improve quality and ease of assembly of new models. Wixom received technology and facilities in 1987 to build three

different types of vehicle platforms, unibody/rear wheel drive, unibody/front wheel drive and body-on-frame, all on the same line, for manufacturing flexibility. Also in 1987, R.L. Polk research determined that the Lincoln Town Car had the highest owner loyalty rating of all nameplates, with 80% of Town Car owners returning to Ford Motor Company to buy another vehicle. A new 614,000-square-foot addition in 1988 added modernized paint lines. These were all plant improvements to improve production output and quality.

Alas, times change. Today, the Ford Motor Company’s presence in the American market is reduced. Plant capacity and employment must accordingly be reduced. Hard decisions are needed. Ford announced in January of 2006 that

Wixom would be closed, as part of Ford’s Way Forward plan to regain profitability by 2009. The plan calls for the closure of 16 plants, the elimination of 44,000 jobs, and the overhaul of Ford’s product line. The Wixom Assembly Plant is one of nine manufacturing and five assembly plants to be shut down by 2008. Lincoln Town Car production has been transferred to Saint Thomas, Ontario.

With production starting a half century ago, Wixom has produced 6,648,806 vehicles, of which about half, or 3,512,492 cars, were senior Lincolns. Other cars assembled at Wixom include 1,062,113 Thunderbirds of 1958 to 1976 vintage, 1,032,582 of the 1968-1998 Lincoln Mark series, 705,685 Lincoln Continentals for 1982-2002, 263,798 of the 2000-2006 Lincoln LS, 68,098 Thunderbirds of the 2002-2006 series and 4,038 of the magnificent Ford GT series. The last car produced was a Town Car in white chocolate color, VIN 1LNHV827Y639816, which was ordered by King Lincoln-Mercury, of Gaithersburg, Maryland, and was completed at 10:15 a.m. on May 31, 2007.

Wixom is now closed: the end of a proud era.—CHAD COOMBS



■ . . . and among the last cars produced at Wixom, this 2007 Lincoln Town Car.

BY JON HEWETT  
Reprinted from Ford World

**L**INCOLN MERCURY is successfully drawing new buyers to the brand braced by sales of its latest models. But improving overall customer awareness of the new product lineup is never easy.

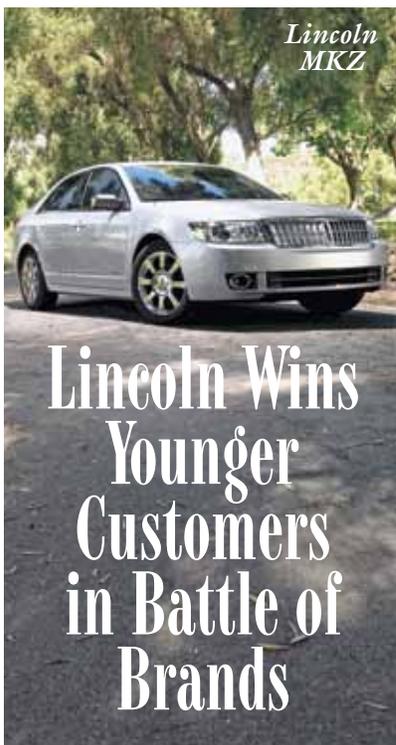
“Brand familiarity, or customer consideration, is our primary challenge, no question,” says Tom Grill, communications manager, Lincoln Mercury.

Leading the sales momentum has been the Lincoln brand, with overall sales up 8 percent (35,127 units March CYTD) in the first quarter of 2007.

Sales of the 2007 Lincoln MKZ luxury sedan were up 13 percent in March (3,626 units) over a year ago, while sales of the all-new 2007 Lincoln MKX luxury crossover utility vehicle (CUV) reached 3,054 units, up 32 percent compared with February.

Both vehicles are also attracting a significant number of new customers to the Lincoln brand. According to J.D. Power and Associates, the number of so-called conquest customers, or non-FLM (Ford, Lincoln or Mercury) buyers who have come back to the Lincoln brand, reached 43 percent for the Lincoln MKX in March and 51 percent for the Lincoln MKZ.

“This is a significant improvement from when we initially launched the Lincoln MKZ last fall,” said Pei-Wen Hsu, Car Marketing manager, Lincoln. “This vehicle is doing what we hoped it would do, bringing in a new and younger customer base



to the Lincoln brand.”

Despite its modest sales and conquest success, Hsu is quick to admit that the majority of customers shopping in the growing luxury sedan segment still do not have Lincoln MKZ in their consideration set. In fact, internal Ford Motor Company data shows only 27 percent of customers surveyed were familiar with the Lincoln MKZ.

“From a purchase funnel perspective, you need to get to the consideration level with customers before they begin to shop an actual vehicle nameplate within a brand,” Hsu said. “We’ve built some momentum and won several awards with the Lincoln MKZ, including a pair from *Ward’s AutoWorld* (best interior and powertrain), but improving that customer consideration level is a key challenge.”

As a five-passenger luxury CUV, the 2007 Lincoln MKX

gives Lincoln its first entry into the red-hot crossover market. Despite a strong sales performance since it was launched, improving customer awareness for the Lincoln MKX, presently at 30 percent, remains a key objective.

“We’re expecting that when the first quarter results come out (on brand familiarity), we’ll see an improvement in the numbers, given the significant communications plan we have on this vehicle,” said Brent Burin, manager, Lincoln SUV/Truck Marketing. “However, we do realize that it takes time to build awareness and establish a new nameplate, especially in an extremely competitive segment.”

Burin points to an average 15-day “turn”—the time it takes to sell a vehicle once it reaches a dealer showroom—for the Lincoln MKX as a sign of strong demand. Improved brand awareness on the part of customers, he says, will come in time.

“We have gotten off to a rocket launch with this vehicle,” Burin said.

On the Mercury side, sales of the Milan midsize sedan continue to surge. Milan sales in March were up 45 percent (4,678 units), setting a new monthly record. However, customer familiarity, rated at 26 percent, also remains a challenge.

“If you are looking at awareness and consideration, those things take years with consistent messaging, which we haven’t done in the past,” said Grill. “The way we overcome that is by keeping our new product in the forefront of our communications and stay with it.”

# Ford Motor Company Vehicle Quality Soars

**F**ORD MOTOR COMPANY has the most top-quality vehicles in the industry, according to a customer-based initial quality survey released by J.D. Power and Associates.

In the research firm's 2007 Initial Quality Study (IQS), Ford Mustang, Mercury Milan, Lincoln MKZ, Lincoln Mark LT and Mazda MX-5 Miata swept their vehicle segments for top honors.

"We are designing and building world-class vehicles, and it's great to have this affirmation from the customers who drive our cars and trucks every day," said Mark Fields, president of the Americas, Ford Motor Company. "While we're pleased that our internal focus on quality is receiving this kind of recognition from J.D. Power and Associates, we will not let up. We will continue to deliver even more high-quality products that customers want."

Overall, Ford, Lincoln and Mercury nameplates placed among the top 10 nameplates, with Lincoln in 3rd place, Mercury in 8th place and Ford brand in 10th. Jaguar ranked 6th.

Ford Motor Company received 14 total vehicle honors, more than any other automaker. In addition to the five first-place winners, the following vehicles also were recognized:

**Second-place winners:** Ford F-150 LD, large pickup; Lincoln MKX, midsize premium MAV; Lincoln Navigator, large premium MAV.

**Third-place winners:** Ford Fusion, midsize car; Ford Econoline, van; Ford Five Hundred and Mercury Montego, large car; Mercury Mountaineer, midsize MAV; Volvo S80, midsize premium car.

The company's overall ranking in the survey climbed to 4th place from last year's 7th, helped in part by the performance of Ford's recently launched vehicles.

Crossovers Lincoln MKX and Ford Edge received high marks, as did the new Lincoln Navigator. Ford Fusion, Mercury Milan and Lincoln MKZ continue building quality momentum. Ford Edge ranked 4th in its segment, midsize MAV, just behind Mercury Mountaineer.

Wixom Assembly Plant received a Platinum Award, recognizing it as the industry's best-quality performing plant worldwide. This marks the first time since 1999 that a North American assembly plant has received J.D. Power's top award for producing vehicles yielding the fewest defects.

Wixom Assembly Plant, which ended production and was idled on May 31 as part of the company's plan to align capacity with demand, produced the Lincoln Town Car. The large premium car ranked 4th in its segment.

Bennie Fowler, vice president of Global Quality, Ford Motor Company, said Wixom's performance underlines the fact that Ford's UAW-represented employees are dedicated to producing quality vehicles, even as they face change.

"This is a testament to a committed and focused workforce," Fowler said. "They raised their game even as they prepared to idle their plant."

Ford's Premier Automotive Group brands ranked as follows: Jaguar placed 6th, Volvo placed 15th, Mazda placed 34th and Land Rover placed 35th while also becoming the most-improved brand in this year's study.

J.D. Power & Associates 2007 IQS report measures problems per 100 vehicles as reported by customers after having driven their new vehicles for three months. The report is the most recent third party to validate Ford's significant quality improvements.

In April 2006, RDA Group of Bloomfield, Mich., released the Global Quality Research System report (GQRS) showing Ford in a statistical dead heat with Toyota and just behind Honda.

That report, an analysis of "things gone wrong" (TGW) in new vehicles as measured by customers, is commissioned quarterly by Ford to study customer feedback. Ford improved its TGW rate by eight percent, besting the industry average improvement of 2 percent.

"Our vehicle quality is showing such dramatic improvement because Ford Motor Company employees are committed to delivering world-class vehicles to our customers," Fowler said. "Quality at Ford is the ultimate team sport. We're playing hard, and we'll continue playing to win."

# LETTERS

Dear Editor,  
Ford—and therefore Lincoln—had a strong presence in Europe in the 1930s. Note the page 13 of the Belgian *Le Fordiste* publication (facing page) for 1932 that reviews new

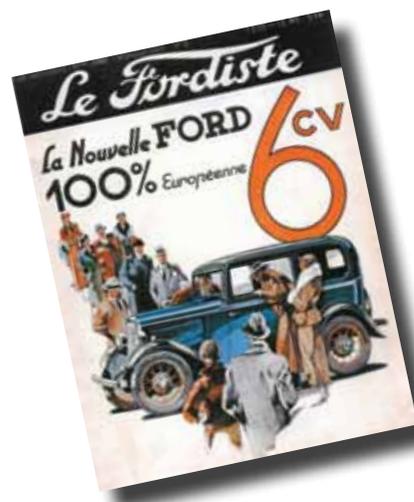
8- and 12-cylinder Lincolns shown at the Royal Albert Hall in London. Also note the photo (below) of Lincolns at the Lincoln stand in the Salon de l'Automobile de Bruxelles, or Brussels (Belgium) Automobile Show. The latter is from a December, 1930, issue of a French publication, *La Revue Ford*. Both publications specialized in Ford Motor Company

products, from cars to tractors to trucks to airplanes.

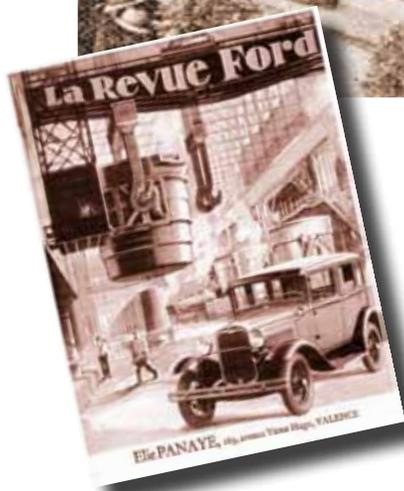
I hope your readers will enjoy these images.

Every success in preserving the rich Lincoln heritage,

DEREK BROWN  
LONDON, ENGLAND



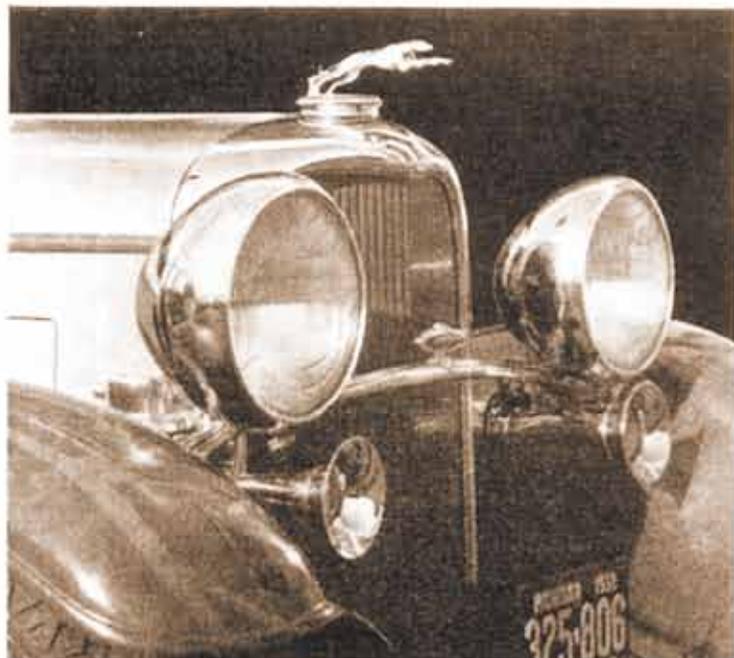
■ The Lincoln display at the XXXIVeme Salon de l'Automobile de Paris, as seen in *La Revue Ford*, November, 1930.



■ The Lincoln display at the Salon de l'Automobile de Bruxelles, as pictured in *La Revue Ford*, December, 1930.



# Les Nouveaux Modèles LINCOLN à 8 et 12 cylindres.



Le « visage » magnifique de la nouvelle Lincoln 12-cylindres.

**A** côté de la nouvelle Ford 6 HP, nous avons pu voir à Londres, au Royal Albert Hall, les deux nouveaux modèles Lincoln: la 8-cylindres en V et la 12-cylindres en V.

De plus en plus, la Lincoln est, dans l'automobile, synonyme de perfection. Construite dans les usines Ford, la Lincoln bénéficie de la plus puissante organisation du monde. Aucune dépense n'est épargnée pour lui donner un « fini » parfait. Et les dernières améliorations en font véritablement la voiture de grand luxe la plus « up to date » qui soit au monde.

On reconnaît tout de suite une Lincoln.

Son aspect essentiellement distingué et aristocratique flatte agréablement le regard. La beauté de ligne de la Lincoln est proverbiale. On est frappé de l'impression de confort parfait et de puissance qui s'en dégage, plus que jamais.

La calandre et les volets du radiateur ont maintenant

un dessin nouveau: le radiateur est plus profilé, et le levrier qui l'orne — l'emblème très justifié de la Lincoln — s'harmonise d'une façon heureuse avec le cachet artistique de l'ensemble.

Mais ce n'est pas seulement par l'apparence extérieure que les nouveaux modèles Lincoln affirment leur supériorité: leur partie mécanique est d'une perfection incomparable.

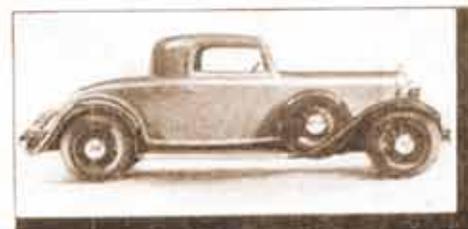
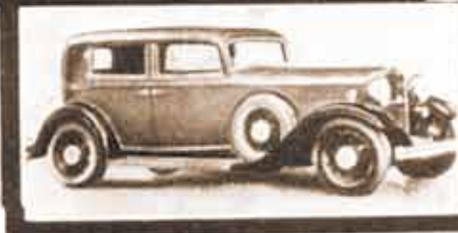
On sait en effet que les machines les plus modernes et un système de contrôle atteignant un degré d'investigation et d'exactitude incroyables, assurent à la Lincoln une précision absolument imbattable, à tel point que la Lincoln ne nécessite aucun rodage et peut être mise en service régulier dès le premier kilomètre.

Le moteur de la nouvelle Lincoln V-8 est un 8-cylindres formé de deux blocs de 4, montés en V à un angle de 60°.

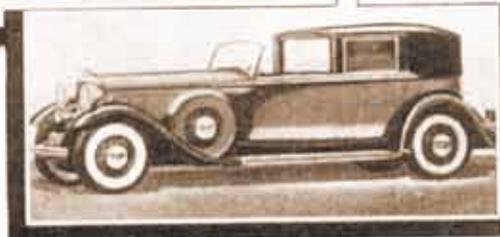
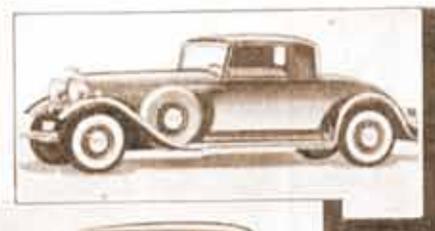
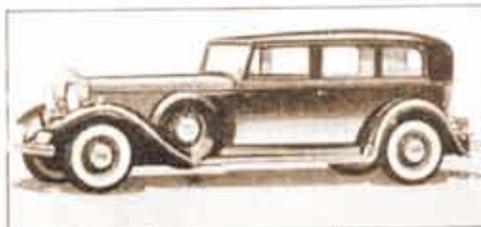
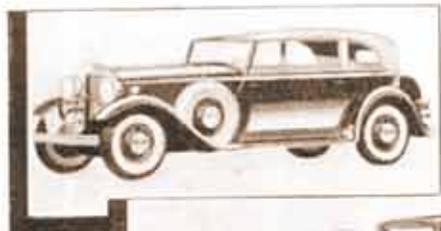
Ce type de moteur a été choisi parce qu'il assurait un allumage parfait et réduisait les vibrations au minimum.

Suspendu en trois points, sur caoutchouc, ce moteur est extraordinairement souple et possède une accélération surprenante à toutes les vitesses.

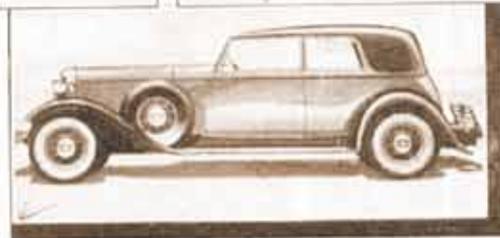
L'alésage est de 88,9 mm. et la course



Ci-dessus et à droite: quatre modèles différents de la nouvelle Lincoln 8-cylindres.



Cinq différents modèles de la nouvelle Lincoln 12-cylindres Lincoln.



# Meet Your Trustees

■ *The Lincoln Motor Car Foundation was founded and organized by Lincoln enthusiasts who entirely volunteer their services. None of the Foundation Trustees and Officers are paid in any manner. They are senior people in the hobby and in the industry, with a wealth of experience and ability to bring to the Board of Trustees.*

ALLEN R. MCWADE has been active with historic Lincolns for 40 years. He started with a 1940 Lincoln Zephyr sedan, got it running, enjoyed it, met Gerry Richman, joined the Lincoln Zephyr Owners Club and never looked back.

Al is active in both club operation and management and as a hands-on restorer. Among the many cars he has owned and restored are a 1940 Zephyr club coupe with Custom interior, a postwar Lincoln convertible coupe, a 1929 Lincoln L Victoria coupe by Dietrich, plus five 1942 Zephyrs, a 1957 Thunderbird and two 1931 Lincoln L models, a sedan and a Locke roadster. Then there is the tidy little 1934 Ford roadster hot rod that Al brought to GOF XXXIX, which he assembled from boxes of parts.

And let us not forget the many parts cars that have passed through Al's hands and benefited many other restorers. For 49 years, Al has belonged to a club called the Spindles in Boston that benefits from a good-sized building which offers members warm winter auto stalls for repair or restoration or a place to park while contemplating whether to restore the thing or sell it.

For thirty-five years, Al has performed many different management roles in volunteer



*Al McWade*

club operation, from organizing meets to managing club paraphernalia sales to membership to fund raising—you name it. He is best known for his efficient nine-year tenure as President of the Lincoln Zephyr Owners Club.

Al began his career with studies at Hofstra University on Long Island, then embarked on a series of hands-on jobs, starting as a crane operator. Allen then served as chief operating engineer at the Massachusetts State House and the First National Bank of Boston. His day job of 35 years has been Business Manager of an Operating Engineers Union local, wherein the rough-and-tumble day-to-day problems in the real world have more than prepared him for the rough-and-tumble operations of a volunteer club of hard-core Lincoln enthu-

siasts. (“Whadya mean, that’s not the way it came from the factory?” etc.)

Al has been generous with his time, tools and knowledge of Lincolns, helping many restorers along the way. He knows Lincoln engines, he knows who can best lay on paint, he knows where to go for chroming—but as for affairs of the heart, you are on your own.

Al became a Trustee of the Foundation six years ago by virtue of his presidency of the Zephyr club and was immediately elected as a Foundation Trustee when he retired from the club president job. However, he remains vice-president of the Zephyr Club. He is also a member of the Lincoln Owners Club and the AACA. He is zealous in promoting the concept of a Foundation Museum, the preservation of Lincoln ephemera in the Foundation files in the AACA Library and getting to Hershey every fall, come mud or high gas prices or gloom of night.

And he has weathered with good grace all the innuendoes that suggest that he just might possibly be a bit vertically challenged.

Al brings to the Lincoln Motor Car Foundation a rich mixture of skills and experience in matters of Lincoln cars and lore.

**R**USS UPTON says his first exposure to the magnificent Lincoln automobile was as an eight-year-old boy, when his stepfather gave him a ride in his 1936 Zephyr 4-door sedan. The huge hump in the floor provided a special cockpit to a youngster in the passenger seat. And as Russ grew more familiar with the car and its chrome rail across the back of the front seat and the fender skirts that required a wrench to remove them, his dreams of having a Lincoln began.

Russ was working as the parts manager for an Ohio Lincoln-Mercury dealer when the Mark II was introduced, and it was lust at first sight! The dealership owner bought a light blue Mark II, and whenever there was any need to move the car, park it or whatever, Russ was right there. To his chagrin, he once backed it into a low-hanging shelf and scratched the rear deck lid.

The first Lincoln Russ ever owned was a '54 Capri hardtop, later traded on a '56 Premiere coupe with 5200 miles on it. When Russ later moved to Arizona and felt the need for air conditioning, he traded the car, but he always thought of it as a superb vehicle.

Other Lincolns followed, but Russ' mind was still on wanting a Mark II. That dream came true in 1993 when he located a '56 Mark II in North Carolina, bought it, and drove it all the way back to Phoenix. Others questioned Russ' sanity in embarking on such a journey, but the trip was smooth and the car was sound.

When Russ needed some parts for the Mark II, somebody sug-



gested he visit the "guru" of Mark II's, Buddy Holiday. The trip to Apple Valley, California, felt like the pilgrimage of faithful followers who go to Mecca. Years later, Buddy wanted to dispose of his inventory, and Russ was in the right place at the right time to go back in the parts business. His full-time income tax preparation business keeps him tied to a chair, but Lincolns continue to make other demands on his time.

Bob Davis, former LCOC president, had moved to California a few years ago from Arizona, taking his two 1957 Mark II's with him. With poor health and little time, Bob needed to dispose of the poorer of the two cars, along with a storeroom full of parts, and Russ was only too happy to take it off his hands. "That car is now being re-worked," says Russ, "so I'll have a '56 and a '57 to park in the garage, side by side!"

In 1994, Russ spearheaded the organization of an LCOC region in Arizona, which to date

has held two meets: one was the first of the Millennium in April 2000, and the second took place in April 2006. "Typical of most of the meets," notes Russ, "the real enthusiasts are supportive and the others ignore it!"

In his capacity as the regional director, Russ decided to use some of the revenue from the 2000 meet to support the Lincoln Motor Car Foundation Heritage Museum, and a check was submitted to help grease the wheels. Other regions have joined in contributing funds, as Lincoln lovers agree that there is a need for the museum to flourish.

"I'm particularly pleased with the Gilmore location for the proposed building," Russ observes. "I think it will be a proud monument to Lincoln cars and the owners who relished their ownership of these magnificent vehicles with such a rich history. We hope that those who own outstanding Lincolns will allow their cars to be considered for a new garage location when it comes time to leave them behind."

# LINCOLN

## MOTOR CAR FOUNDATION

### FOUNDER

William Clay Ford, Sr.

### TRUSTEES

Robert J. Anderson  
Earle O. Brown, Jr.  
Thomas W. Brunner  
Jerry Capizzi  
Chadwick A. Coombs  
John T. Eby  
Jerry L. Emery  
Al Giombetti  
Dr. Richard J. Hopeman  
John S. Juratovic  
Vaughn Koshkarian  
Lee H. Miskowski  
H. Gene Nau  
Dr. David W. Roycroft  
N.M. "Nubs" Schactner  
Jack E. Shea  
John J. Telnack  
Russ Upton

### LIFETIME MEMBERS

Nanette Anderson  
Mr. & Mrs. Robert J. Anderson\*  
Robert J. Anderson, Jr.  
Alan S. Berg  
Joanne M. Bernardon  
Bob Boos\*  
Earle O. Brown, Jr.\*  
James Robert Brown  
Jeanne Brown  
Thomas W. Brunner  
Charles M. Cawley  
Jerry Capizzi  
Stuart & Robin Cohen  
David L. Cole  
Harold Doug Courtney  
Michael C. Cunningham  
Richard I. Davis  
C. Joel & Suzanne S. Dickson  
Michael D. Dingman  
Betsy T. Dingman  
Patrick M. Dingman  
David R. Dingman  
Chris W. Dunn\*  
James I. Dunne  
Elizabeth L. Eby  
Jennifer R. Eby  
John M. Eby  
John T. Eby  
Leon B. Flagg  
William Jake Fleming\*  
John B. Fryday

William T. Gerrard  
Keith H. Gornick  
Stanley Grant  
Gordon D. & Virginia D. Harbuck  
Darryl B. Hazel  
Judith A. Herrmann  
Peter Heydon, Ph.D.  
Roderick Hilgeman  
Gordon A. Jensen  
Jack Juratovic  
Allan Kammerer  
Ralph R. Keller III  
Vaughn A. Koshkarian  
Ed & Hazel Lacey  
LCOC Arizona Region  
LCOC Midwest Region  
LCOC Southern Region  
Wilma Lenz  
John D. & M. Ellen MacAdams  
C. Manley  
Wendell Mathis  
Douglas W. Mattix  
John R. McNabb  
Allen R. McWade  
James G. III & Joan M. Milne  
Mr. & Mrs. Lee R. Miskowski  
Rod & Linda Moore  
Lloyd E. & June M. Pearson  
David Petit  
Dan Pfeiffer  
Vesta B. Pittman  
David & Elizabeth Roycroft  
Glen D. Roycroft  
Stephen F. Sauer  
Jim Schmidt  
Jack E. Shea  
Charles A. Steward  
Charles E. Taylor II  
Roy & Jeri Thorson  
Russell Upton\*  
Craig M. Watjen  
Alan S. Whelihan\*  
Carl A. Wolf  
Carolyn Wolfson  
Tim & Billie Yeomans\*  
Robert W. Young

\*Lincoln vendors supporting the Foundation through lifetime membership

HANS THUDT COLLECTION



*So your mother-in-law wants to travel with you during your vacation and she likes to tell you how to drive . . . well, we have just the solution for you!*

## LINCOLN FOUNDATION DONATIONS

### *In memory of Al Bonlie*

Steve & Beckey  
D'Ambrosia  
Ed & Christine Gray  
Jerry & Evelyn Horn  
Joe & Carol Sherlock  
Kris J. Sundberg  
Frances & Maurice  
Willyard

### *In memory of Earl & Margaret Carpenter*

T. Jack & Betty  
Carpenter

### *In memory of Buzz DeClerk*

LCOC

### *In memory of Thomas R. Groden, Sr.*

John J. Groden

### *In memory of Barney B. Hightower*

LCOC Midwest Region

### *In memory of Sylvester ("Hank") G. Pittman*

Vesta B. Pittman

### *In memory of Walter P. Rbea*

LCOC

### *In memory of Elmer J. Rohn*

LCOC  
Marilyn Rohn

### *In memory of L. Dale Shaeffer*

LCOC

### *In memory of Michael Simcoe*

LCOC

### *In memory of Bernie Wolfson*

David M. & Norma F. Blum  
Hubert & Dorothy Vaughn

### *In memory of Carl H. Yoho*

Marsha Y. Turner

### *In memory of Eldon Yung*

LCOC Midwest Region

### *Building Fund*

Stanley Grant  
LCOC  
LCOC 2006 ENM  
LCOC Hoosier Region  
LCOC Midwest Region  
LCOC Southern Region  
John & Joanne Lower  
Larry Pittman  
David & Diana Stevens

■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., 565 Haverhill Road, Bloomfield Hills, Michigan 48304. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to: Chadwick Arthur Coombs, Editor, 7482 Kennedy Road, Nokesville, Virginia 20181.

■ Earlier issues of The LINCOLN LINK are available as back issues. Price is \$4 each, postpaid. Contact the editor.

### MEMBERSHIP IN THE LINCOLN MOTOR CAR FOUNDATION

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). Send your name and a check to: Cornerstone Registration Ltd., P.O. Box 1715, Maple Grove, MN 55311-6715, or call 866 427 7583 and pay by credit card. Contact them by e-mail at [LCOC@cornerstonereg.com](mailto:LCOC@cornerstonereg.com).