

LINCOLN

Versailles

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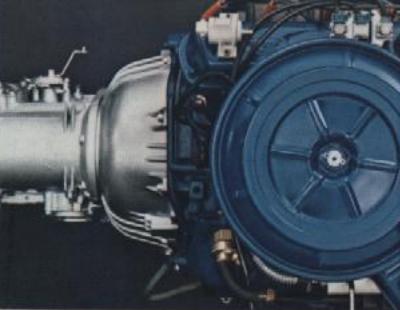
Lincoln Versailles. For 1978, an American luxury car designed for the discriminating driver who will settle for nothing less than an unmistakable blend of elegance, comfort, and engineering distinction.

The Lincoln Versailles is a notable engineering achievement. And this year, Versailles engineering is even more impressive with a new computer-operated Electronic Engine Control system and Variable Venturi carburetor.

The Lincoln Versailles is also engineered to deliver a luxury car ride. A special team of engineers devoted their full attention to the vehicle and engine systems which contribute to riding smoothness, interior quietness, and efficient performance. The excellence of Versailles' engineered ride is unmistakable evidence of their success.

The Lincoln Versailles. Unmistakably Lincoln. And for 1978, an unmistakable blend of elegance, comfort, and engineering distinction.





Each Versailles' engine is hand-matched to its transmission.



A double coupling joins balanced driveshaft to differential.



Rear axle meets two rear brake rotors. All are balanced and matched.



Even wheels and tires are carefully matched for smoothness.

Engineering made it happen. Now, a car with a 110-inch wheelbase with a superb luxury car ride.

Beauty? Yes. Versailles' elegant proportions are impressive from any angle. But more than that, Versailles is also a luxury car that behaves beautifully. Its pleasing road manners were brought about by careful engineering of its body structure, suspension system and, perhaps most strikingly, by the engineering of vital connections within its drive train—the system which transmits motive power from engine to rear wheels. Selected elements of the drive train are precision-balanced with the elements next to them. Each engine is hand-matched to its Select-Shift automatic transmission. The driveshaft, the rear axle, the brake rotors, each wheel and its tire all are matched for balance to help minimize any interior disturbances that may originate in the drive train.

The result is an automobile surprisingly free from vibration; one reason why, on the road, Versailles feels like a much larger car. The quality of its ride is, of course, best evaluated through your personal experience.

Wedgewood blue Lincoln Versailles with optional power glass moonroof.

Engineered for comfort.

Minimizing drive train vibrations is an important factor, but the Versailles ride owes much to several other engineering refinements as well. Some were borrowed from Continental Mark V and applied to a Lincoln two and a half feet shorter. Inside each rear shock absorber, for example, is a sac filled with gas—instead of air—to prevent aeration of the hydraulic fluid. Even the pistons in all shocks are fitted with nylon sealing rings.

Other innovations in the suspension are unique to Versailles. Lower ball joints in the front suspension are lined in plastic and are practically friction-free (they should never require lubrication). And front shocks that are mounted to the car in "sandwiches" of rubber in order to help isolate road noise and harshness.

The hushed quiet inside Versailles is partially due to over one hundred pounds of sound insulation. And, as on Mark V, door opening overlap joints are specially finished to provide a smooth, even surface for wide rubber seals. There is even a little rubber insulator on the accelerator cable to help keep engine noise and vibration out of the passenger compartment.

Interior appointments are visibly exceptional. Eighteen-ounce woven carpeting is molded over thick padding. Door armrests and instrument panel are richly upholstered with leather. Inserts bear the woodtone look of walnut. Luxury details in the Lincoln tradition.

The ultimate test of Versailles' comfort is your ride in one of the world's finest motor cars.

Contributing to the impressive Versailles ride are parts and assemblies designed to minimize vibrations, seal off sounds and subdue road surface shock.



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2



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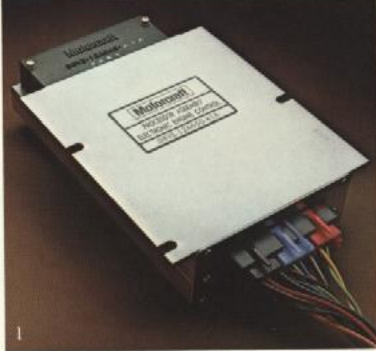
1. Dual-beam dome lamps
2. Rear compartment assist handles
3. Map pockets behind front seats



Interior may be trimmed with a luxurious self-striped fabric (shown) or with optional handcrafted ultra-soft leather seating surfaces.



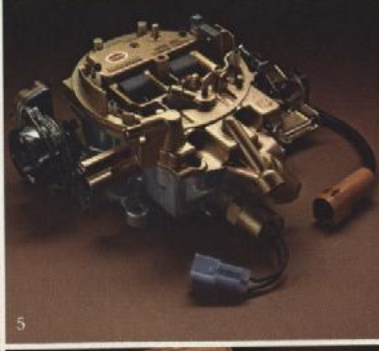
- 4. Illuminated vanity mirror
- 5. Leather-wrapped steering wheel
- 6. Cartier-signed digital timepiece



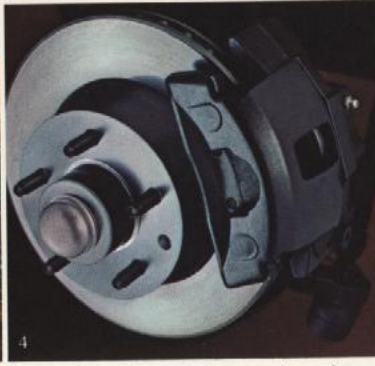
1. Computer module of the Electronic Engine Control system
2. Optional tilt steering wheel



3. Power steering components are engineered for smoothness and stability
4. Four-wheel disc brakes



5. Variable Venturi carburetor
6. Optional leather-covered floor console



Engineered for precise control and performance.

Test drive the Lincoln Versailles. You'll be in an ideal position to judge how its engineering actually performs. Versailles' Select-Shift automatic transmission smoothly moves you away, shifting for itself or giving you the choice of moving manually through the gears. Steel-belted radials take corners with impressive solidity. The constant ratio power steering system delivers precise control, a firm, sure feeling that is supple rather than soft. Repeated quick stops will also increase your driving confidence, for every Lincoln Versailles is equipped with power disc brakes at all four wheels.

Another plus to you is Versailles' engine performance. Engine temperature, air temperature, barometric pressure and throttle plate position are all monitored by a new Electronic Engine Control system, making use of seven sensors to adjust spark timing and exhaust gas recirculation automatically. And the fuel/air mixture is more precisely controlled by a new Variable Venturi carburetor.

Cinnamon gold Lincoln Versailles with optional power glass moonroof and optional ultra-soft leather seating surfaces.