



1979 LINCOLN
VERSAILLES





Introducing the new 1979 Lincoln Versailles. Now with your choice of custom roof designs to create a very personal Lincoln.

Lincoln Versailles. New custom roof designs, interior elegance and today's trim size make it a tasteful melding of classic and contemporary. Created in the



tradition of impeccable Lincoln coachcraft, it is an automobile with a sense of styling history, yet totally in tune with the times.

Lincoln Versailles is styled and appointed not to impress but to endure. To understate rather than to shout. To reflect its owner's taste and achievements in a refreshing manner which magnifies these qualities.

Beyond the pride of owning a Lincoln.

But more important than the way a car looks is the way it drives. And Lincoln Versailles is sized and engineered for driving, going, doing.

Distilled to a 110-inch wheelbase, Versailles is a pleasure to drive. With a luxury car ride that might surprise you in a car so maneuverable.

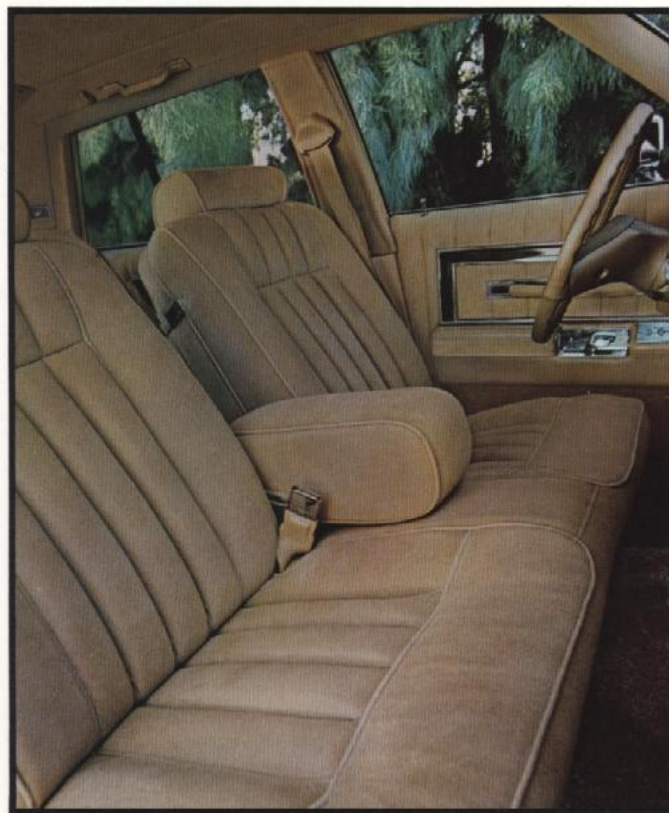
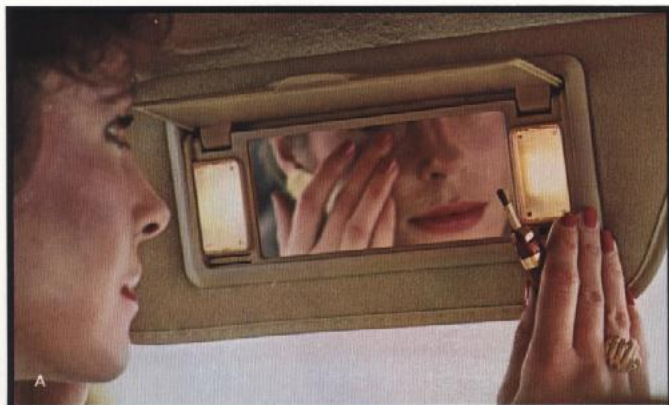
You can choose any prestige automobile you wish. We believe that the following pages will give you abundant reasons to choose Lincoln Versailles.

- A. Power windows and full tinted glass, standard.
- B. New integrated coach lamps, standard.
- C. Padded rear deck accent, standard.

At left, 1979 Lincoln Versailles shown in Light Champagne with standard Cavalry Twill vinyl half-roof and optional wire wheel covers.







When you enter the distinguished Lincoln Versailles, you are welcomed into a very special world, where your comfort and convenience are superbly catered to.

Your feet nestle into deep, 18 ounce cut-pile carpet as you enjoy the luxurious feel of rich Dorchester cloth upholstery surfaces, standard on Flight Bench seats. Or you may select optional leather seating surfaces.

Shown at the lower left is the Flight Bench seat interior in new Champagne Dorchester cloth, one of six elegant color choices for this interior that include Dove Grey, Turquoise, Wedgewood Blue, Dark Red and Cordovan. Reclining bucket seats with ultra-soft leather seating surfaces, shown on Page 6, are an available option.

Everywhere you look inside Versailles, you find evidence of the kind of meticulous craftsmanship which has been the hallmark of over five decades of fine Lincoln automobiles.

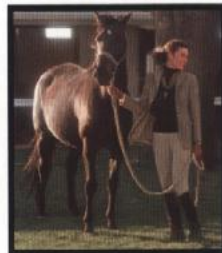
*A. Left and right-hand illuminated vanity mirrors are provided.
B. Front seat backs house generous map pockets, also standard.
C. New Halogen headlamps require less wattage but produce whiter illumination than on previous Versailles models.*







Naturally, an impressive array of innovative standard and optional features has been thoughtfully provided to enhance your driving enjoyment.



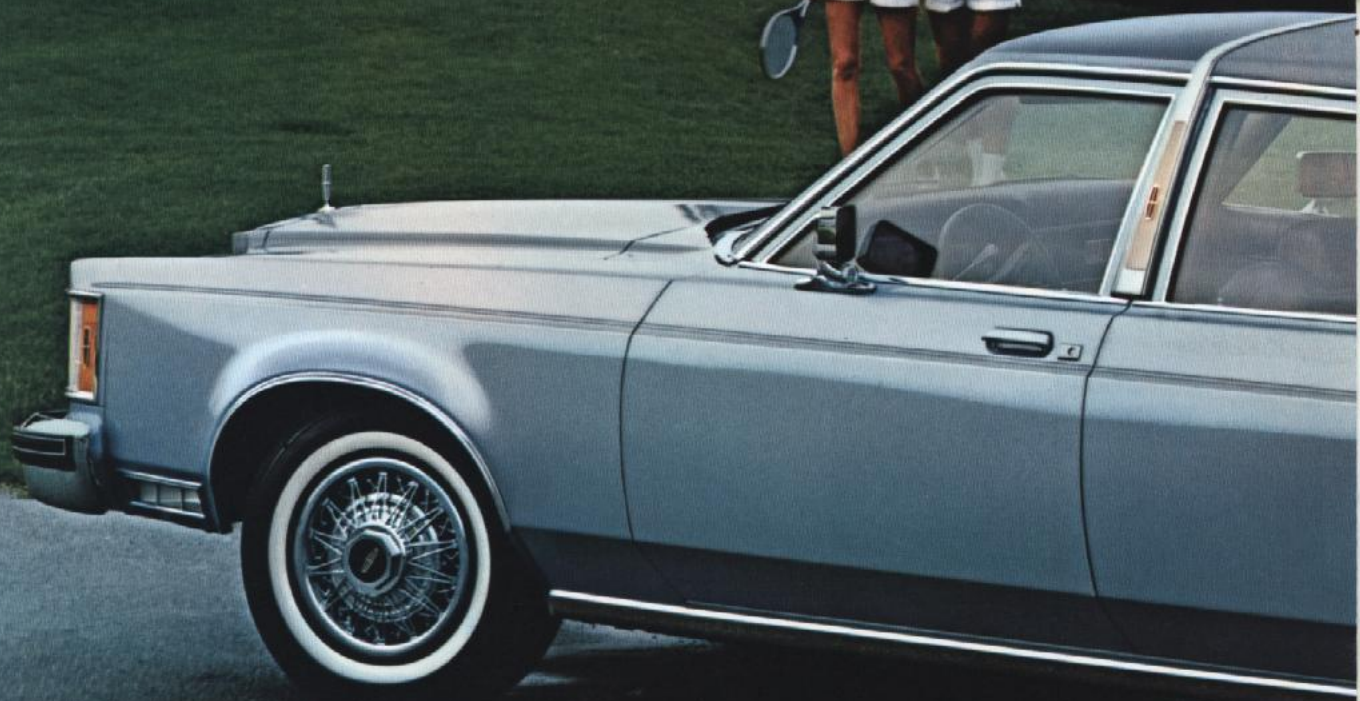
One of these features (facing page, far left) is the reclining bucket seat option, shown in Cordovan color leather with vinyl trim. This important option also includes a floor console (picture B) with padded center armrest, glove compartment, warning light system and provision for optional floor shift on console, 4-way power driver's seat and 2-way manual front passenger's seat.

The following are but a few of the luxury features available. Others are listed on Page 11 of this brochure.

- A. Leather-wrapped steering wheel, standard.
- B. Leather-trimmed floor console, optional. Included with reclining bucket seat group.
- C. Fully carpeted luggage compartment, standard.
- D. Illuminated Entry System that activates interior lights when you lift the door handle, standard.
- E. Tilt steering wheel, optional.
- F. Interior reading lamps for rear seat passengers, standard.
- G. 40-channel Citizens' Band radio, optional.

Versailles in Cordovan with standard Cavalry Twill vinyl half-roof and optional wire wheel covers.







The most compelling reasons for purchase await you behind the wheel. The experience is a sense of virtually "being one with" a trim, responsive automobile, thus totally in command.

Make the Versailles statement. Experience the pride of owning a very personal Lincoln.

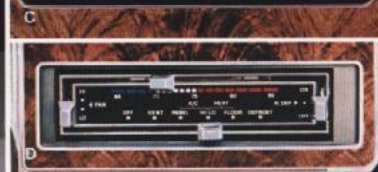
Versailles in Diamond Blue Metallic with optional Valino grain vinyl half-roof with frenched backlite, and wire wheel covers.



Exclusive with Versailles in its class, the integral Automatic Garage Door Opener Control can also be adapted to open entrance gates.

This convenient option combines the traditional advantages of an automatic garage door opener with many plus features. The compact transmitter is factory-installed; powered by Versailles' electrical system, not batteries; works with conventional garage door openers; is *built into* (not clipped-on) the sunvisor's illuminated vanity mirror on the driver's side, and may be removed and transferred to another Lincoln when the car is resold.





- A. Speed Control, standard.
 B. Cartier digital clock, standard.
 C. Electronic AM/FM Stereo/Search radio with Quad-8 tape player, standard.
 D. Automatic Temperature Control, standard.

- Fully carpeted color-keyed luggage compartment with 18 oz. carpet on the floor and 14 oz. carpet on the decklid liner
- Digital clock
- Seat belt reminder chimes
- Rear compartment and front passenger roof rail grab handles
- Flight Bench seats with front and rear fold-down center armrests
- Power seat (4-way)
- Leather-wrapped steering wheel
- Low-fuel indicator
- Cigarette lighter

STANDARD EQUIPMENT EXTERIOR

- Choice of 12 colors, including Clearcoat paint
- Wheel-lip/rocker panel moldings
- Vinyl half-roof in Cavalry Twill
- Paint stripes (bodyside/decklid)
- Remote control left-hand and right-hand outside mirrors
- Bumper protection group
- Forged aluminum wheels (4)
- Cornering lamps
- Integrated coach lamps
- Backup lights
- Vinyl covered decklid accent

INTERIOR

- Electronic AM/FM Stereo/Search radio with Quad-8 tape, dual rear speakers and power antenna
- Deluxe seat belts
- Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray light, dual beam dome light
- Rear door courtesy light switch
- Rear seat reading lamps
- Carpeted cowl trim panels, front seat back toe-kick area and package shelf
- Headlamp-on warning buzzer
- Day/night inside mirror
- Illuminated vanity mirrors, left and right-hand

FUNCTIONAL

- 5.0 L (302 CID) engine, with Variable Venturi carburetor, std. in all 50 states
- Electronic Engine Control system (not available in California)
- Select-Shift automatic transmission
- Power steering
- Four-wheel power disc brakes
- Power windows
- Automatic Temperature Control; air-conditioning/heater
- Tinted glass
- Solid-state ignition
- Solid-state voltage regulator
- Wide white sidewall steel-belted radials
- Inflatable spare tire
- Automatic parking brake release (not available with floor shift)
- Interval wipers
- Coolant Recovery System
- 53 amp. hr. maintenance-free battery
- Triple note horn
- Illuminated Entry System
- Inside hood release
- Speed Control
- Halogen sealed beam headlamps

- E. Wire wheel covers, optional; forged aluminum wheels, standard, (4)
 F. AM/FM Stereo radio with 8-track tape player, optional.
 G. AM/FM Stereo radio with cassette tape player, optional.
 H. Power glass moonroof, optional.
 I. Illuminated outside thermometer, optional.

OPTIONAL EQUIPMENT EXTERIOR

- Valino grain vinyl half-roof with frenched backlite
- Full vinyl roof (available only with moonroof)
- Power glass moonroof—available in silver, brown and rose (available only with full vinyl roof option)
- Dual-shade paint
- Premium bodyside moldings (available at no cost; required with dual-shade paint)
- Bodyside protective moldings (black vinyl insert)
- Lower bodyside protection
- Wire wheel covers (4)
- Appearance protection group. Includes: front and rear floor mats, door edge guards and license plate frames

INTERIOR

- Leather seat trim—option in Flight Bench and included with bucket seat option.

- Floor-mounted shift—available only with bucket seat group (not available with tilt steering wheel). Standard automatic parking brake release is deleted when the option is ordered.

- Reclining bucket seat group—4-way power seat on driver seat only—includes bucket seat, console (floor-mounted transmission selector separate option) and warning light system. Available with leather seating surfaces only
- Tilt steering wheel (not available with floor-mounted transmission selector)
- Integral Electric Garage Door Opener Control with in-garage receiver (installation of receiver not included)
- Power lock group: power door locks and electric decklid release
- Radio—AM/FM Stereo cassette tape
- Radio—AM/FM Stereo 8-track tape
- Radio, Citizens' Band, 40-channel with hidden chassis, detachable microphone and multi-band antenna

FUNCTIONAL

- Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror
- Heated backlite (mandatory in New York State if defroster group is not ordered)
- Illuminated outside thermometer
- California emissions system
- Engine block heater

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest that you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

STANDARD EXTERIOR COLORS

Choose from twelve colors, four non-metallics and eight Clearcoat metallics:



Colors shown here are a printed representation. For accurate color selection, see your Lincoln-Mercury dealer.

SPECIFICATIONS

Wheelbase	109.9"
Overall Length	201.0"
Overall Width	74.5"
Overall Height	54.1"
Wheel Tread—Front	59.0"
—Rear	57.7"
Luggage Capacity (cu. ft.)†	14.6
Fuel Capacity (gals.)	19.2
Curb Weight (lb.) 5.0 L (302 CID)	3848

FRONT*

Head Room	38.0"
Leg Room	40.6"
Shoulder Room	55.6"
Hip Room	53.4"

REAR*

Head Room	37.3"
Leg Room	35.6"
Shoulder Room	55.6"
Hip Room	51.2"

*Interior dimensions with 4-way power seat in rearmost position.

†With inflatable spare tire.

OPTIONAL EXTERIOR COMBINATIONS

Six dual-shade combinations are offered: Black with Light Silver Metallic below; Light Champagne with Dark Champagne Metallic below; Light Silver Metallic with Medium Gray Metallic below; Light Silver Metallic with Black below; Medium Turquoise Metallic with Dark Turquoise Metallic below, and Dark Champagne Metallic with Light Champagne below.

VINYL ROOF COLORS

Ten vinyl roof colors come in Cavalry Twill or Valino grain: White, Black, Dark Red, Diamond Blue, Dark Cordovan, Dove Grey, Silver, Light Champagne, Dark Champagne and Medium Turquoise.

INTERIOR TRIM

Flight Bench seats in comfortable, durable Dorchester cloth come in six colors: Champagne, Dove Grey, Turquoise, Wedgewood Blue, Dark Red and Cordovan.

Ultra-soft leather seating surfaces, in those colors, are optional on Flight Bench seats and are standard when optional reclining bucket seats are ordered.

PAINT STRIPES

Paint stripes are offered in the following nine colors and are coordinated with vinyl roof colors: Silver, Medium Blue, Medium Turquoise, Light Champagne, Medium Champagne, Gold, Bright Red, Light Cordovan, and Dark Cordovan.

CORROSION PROTECTION

All Versailles cars use precoated steel to provide corrosion protection in several major areas. They also use a sealer on the wheelside of the rear wheelhouses and front apron. These corrosion protection processes are

in addition to the use of electrocoat first primer inside and outside of the body during the painting process.

LINCOLN-MERCURY LEASING

Many people are likely to lease their new Versailles. And for good reason. With leasing, you can drive the new Versailles of your choice and enjoy the many advantages offered by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member.

You pay a fixed monthly rate for leasing. So, if you use your Versailles in business, your tax records may be simplified. And, with an optional coupon book, you are provided with a broad range of prepaid maintenance services at any Lincoln-Mercury dealership. These features allow you to predetermine monthly automobile expenses almost completely.

Other conveniences available from many LMDLA members include handling tire replacement, licensing, taxes, and insurance. Nationwide, there are over 1,300 LMDLA members to serve you.

Ask your Lincoln-Mercury dealer about leasing... and how a plan can be tailored to your needs.

QUALITY REPLACEMENT PARTS FROM FORD

Your new Lincoln Versailles comes equipped with factory engineered and approved parts including a maintenance-free battery, shock absorbers, ignition parts, and Long Life oil filter by Motorcraft. For continued top service, be sure to specify genuine Motorcraft parts whenever replacement is necessary.

CONSIDER THE FORD EXTENDED SERVICE PLAN

When you're considering options for your Lincoln Versailles, give a thought to ordering Ford Motor Company's Extended Service Plan. It's available to help protect you against rising service costs. And it's backed by Ford Motor Company and honored by participating Lincoln-Mercury dealers nationwide. Ask your dealer for details.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury Division reserves the right to discontinue models or options at any time, or change specifications, equipment or designs without notice and without incurring obligation. Standard and optional equipment listed are subject to change. Some features described are optional at extra cost. Some options are required in combination with other options. Availability of some models and features may be subject to a slight delay.

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LINCOLN VERSAILLES

LINCOLN-MERCURY DIVISION

