

THE 1980 LINCOLN VERSAILLES

1980 Lincoln Versailles

If, in choosing a luxury motor car, your prime consideration is size and ride, as well as gracious styling and luxurious comfort, give serious thought to Lincoln Versailles. For Versailles, engineered to an agile 110-inch wheelbase, offers a ride that may surprise you...a ride you must experience to appreciate...and a size that is unique among luxury cars.

Then consider the interior elegance of this motor car, the spaciousness, the creature comforts designed to bring pleasure to your every driving mile. And, outside, you'll find Versailles is styled in the classic mode, an automobile with an individuality that befits its Lincoln heritage.

Even a cursory glance at the four-door Lincoln Versailles, pictured on the opposite page in Dual-Shade Black and Silver Metallic, tells you that here is a motor car of impeccable coachcraft. Note the elegant Valino grain vinyl Coach roof treatment with frenched backlite. The integrated coach lamps, padded decklid applique and wire wheel covers.

However you evaluate Lincoln Versailles, we believe you will agree that it offers a luxurious and serene environment created with the attention to detail that is the hallmark of Lincoln craftsmanship.



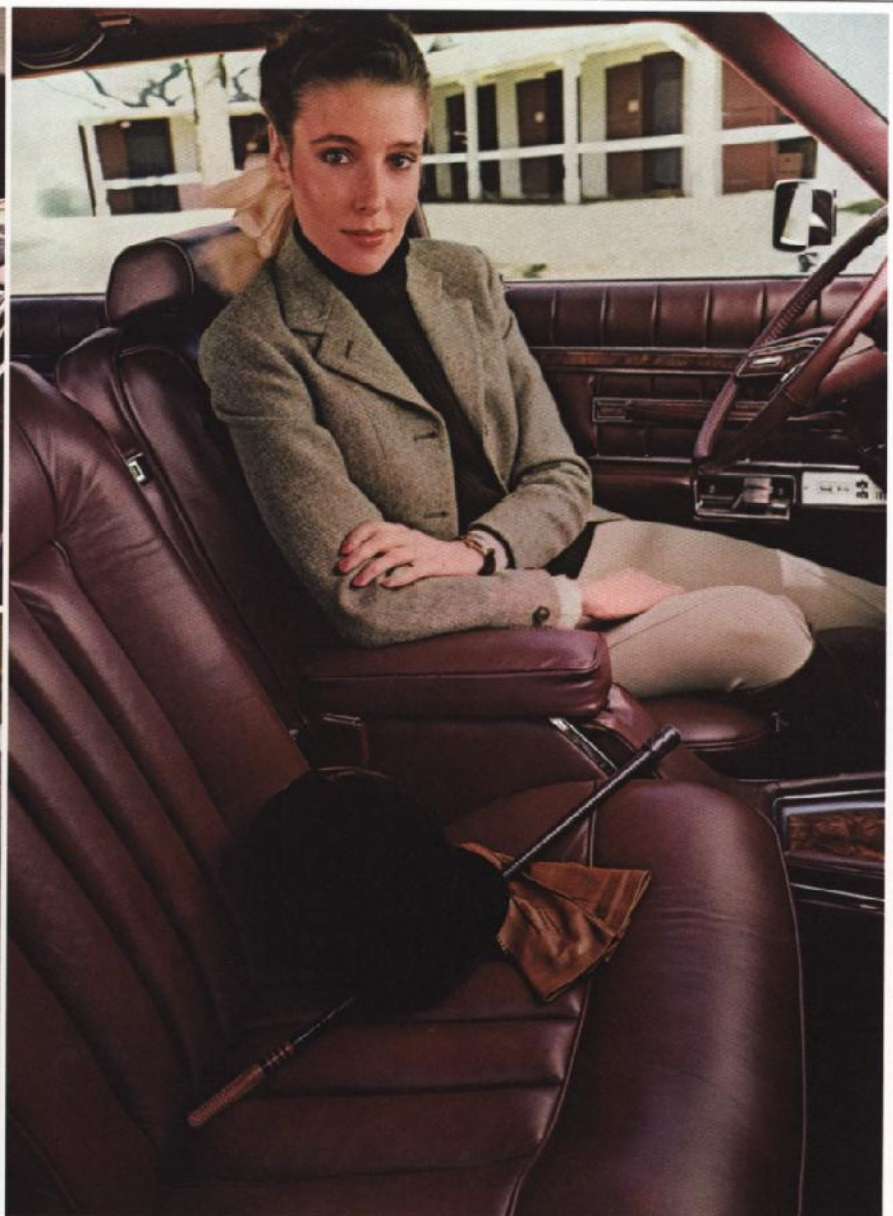
The 1980 Lincoln Versailles in Black and Silver Metallic Dual-Shade paint option



1980 Lincoln Versailles in Cordovan with Cavalry Twill vinyl half-roof

Certainly, as you might expect in an automobile bearing the time-honored Lincoln emblem, the Versailles interior is a far cry from the ordinary in beauty, comfort and convenience. Plush, inviting elegance is evident in the Versailles interior shown far right, featuring the reclining bucket seat option in Cordovan leather seating surfaces, also available in Turquoise, Midnight Blue, Dove Grey, Dark Red and Champagne. This desirable option features a four-way power driver's seat and two-way manual adjustment passenger seat, as well as a floor console with padded center armrest, and a warning light system.

A complete list of standard and optional features for Lincoln Versailles will be found on pages 9 and 10. Among them, and pictured below on the facing page left to right, you see the standard leather-wrapped Luxury Steering Wheel; standard rear seat interior light; leather-trimmed floor console which is included in the reclining bucket seat option; and the standard Illuminated Entry System that activates interior lights when you lift the front door handles. The optional 40-channel Citizens' Band radio is shown above right, and below right you see Versailles' fully carpeted luggage compartment which is standard.





1980 Lincoln Versailles in Light and Medium Fawn Metallic Dual- Shade paint option and Coach roof

Step into Lincoln Versailles and you enter a very special world created to gratify the most discriminating taste.

Its standard Twin Comfort Lounge seat interior, shown right in Champagne Luxury cloth, and also available in Turquoise, Dove Grey, Midnight Blue, Dark Red and Cordovan, is an invitation to relaxing comfort. Your driver's seat has six-way power adjustment, and both driver and passenger seats recline. Your feet rest on plush 18-ounce cut-pile carpet. Your seat belt warning comes from soft, melodic electronic chimes. And all about you are lavish touches that emphasize the uncompromising luxury that distinguishes Lincoln Versailles.

There are right- and left-hand illuminated visor vanity mirrors... an electronic day, date and elapsed time clock... a leather-wrapped steering wheel... and an AM/FM Electronic Stereo Search radio with retractable power antenna.

To fully appreciate Versailles, you must also experience its ride. Versailles is, as you would expect of a Lincoln, engineered and created to provide total driving pleasure.



Versailles standard Twin Comfort Lounge seat interior



- A. Standard Speed Control.
- B. Optional Illuminated Outside Thermometer, mounted on the left-hand remote control mirror.
- C. Standard Electronic AM/FM Stereo Search radio.
- D. Optional Electronic AM/FM Stereo Search radio with 8-track tape.
- E. Optional Electronic AM/FM Stereo Search radio with Dolby® cassette tape.
- F. Standard Automatic Temperature Control air conditioning.
- G. Optional Garage Door Opener Control, with electronic sender module in driver's visor vanity mirror. The receiver (included and to be mounted by owner) is mounted with the door lift mechanism inside the garage.
- H. Choice of wire wheel covers (left), or aluminum wheels, either at no extra cost.
- I. Optional moonroof with power glass panel, available in silver, brown and rose tints.

Standard Equipment

Exterior

Choice of 13 colors, including Metallic paint • Wheel/rocker panel moldings • Coach roof w/frenched backlite in Valino vinyl or convertible theme styling in Cavalry Twill vinyl • Accent stripes (bodyside/decklid) • Remote control left-hand and right-hand outside mirrors • Bumper protection group • Forged aluminum wheels (4)/or wire wheel covers (4) • Cornering lamps • Integrated coach lamps • Backup lamps • Vinyl covered deck-lid accent

Interior

Electronic AM/FM Stereo Search radio with power antenna • Deluxe seat belts • Luggage compartment light, glove box light, instrument panel courtesy light, engine compartment light, ashtray light, dual beam dome/map lamp • Rear door courtesy light switch • Rear seat reading lamps • Carpeted cowl trim panels, front seat-back toe-kick area and package shelf • Day/night inside mirror • Illuminated vanity mirrors, left- and right-hand • Fully carpeted color-keyed luggage compartment with 18-oz. carpet on the floor and 14-oz. carpet on the decklid liner • Electronic Day/Date/Elapsed time clock • Electronic warning chimes • Rear compartment and front passenger roof rail assist handles • Twin Comfort Lounge seats with fold-down center armrests • 6-way power driver's seat • Leather-wrapped Luxury Steering Wheel • Low-fuel indicator • Cigarette lighter

Functional

5.0 L (302 CID) engine, with Variable Venturi carburetor, std. in all 50 states • Electronic Engine Control System • 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 • Intermittent wipers w/stalk-mounted controls • Coolant Recovery System • 53 amp. hr. maintenance-free battery • Triple note horn • Illuminated Entry System • Inside hood release • Speed Control • Halogen sealed beam headlamps

Optional Equipment

Exterior Options

Valino grain Coach roof with frenched backlite • Power glass moonroof—available in silver, brown and rose tints • Dual-Shade paint • Premium bodyside moldings (required with Dual-Shade paint) • Bodyside protective moldings (black vinyl insert) • Lower bodyside protection • Appearance protection group. Includes: front and rear floor mats, door edge guards and license plate frames

Interior Options

Leather with vinyl trim on Twin Comfort Lounge seats • Reclining bucket seat group—includes leather with vinyl seat trim, 4-way power on driver seat, console and warning light system • Tilt steering wheel • Integral Garage Door Opener Control with in-garage receiver (installation of receiver not included) • Power lock group: power door locks and electric decklid release • Radio—Electronic AM/FM Stereo Search with cassette tape and Dolby® noise reduction • Radio—Electronic AM/FM Stereo Search with 8-track tape • Radio, Citizens' Band, 40-channel with hidden chassis, detachable microphone and multi-band antenna

Functional Options

Defroster group. Includes: electric rear window defroster and heated left-hand remote control mirror • Rear window defroster • 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.

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.) 5.0L (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"

+With inflatable spare tire.

*Interior dimensions with 6-way power seat in rearmost position.

Vinyl Roof and Premium Bodyside Colors

Ten Valino grain and Cavalry Twill roof colors come in White, Dark Red, Diamond Blue, Cordovan, Medium Turquoise, Black, Light Grey, Silver, Dark Champagne, and Light Champagne. The same ten colors are also available for premium bodyside moldings.

Accent Stripe Colors

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

Interior Trim

Standard Twin Comfort Lounge seats in comfortable, durable "Luxury Cloth" come in six colors: Turquoise, Midnight Blue, Dove Grey, Cordovan, Dark Red, and Champagne. Leather seating surfaces, in those colors, are optional on Twin Comfort Lounge seats and standard when optional reclining bucket seats are ordered.

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 pre-determine monthly 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.

Corrosion Protection

All Versailles cars use precoated steel to provide corrosion protection in several major areas. They also use a sealer on the wheel-side 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.

Corrosion Perforation Warranty

Ford Motor Company offers a three year, unlimited mileage corrosion warranty on all new cars purchased or leased on or after July 11, 1979. And it's free.

The warranty states that any part which, in normal use, rusts through from corrosion within three years of retail delivery or first use will be repaired or replaced free of charge by the selling dealer after inspection by a Ford representative.

*Exhaust system components or parts which develop corrosion perforation caused by accidents or other damage are not covered.

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.



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.

Choose from three standard colors and ten Clearcoat* Metallic Paints.

Standard Colors



White



Black



Light Grey

Metallic Clearcoat* Colors



Dark Cordovan Metallic



Dark Red Metallic



Diamond Blue Metallic



Silver Metallic



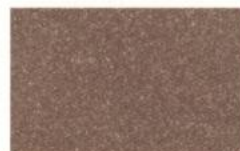
Medium Turquoise Metallic



Medium Grey Metallic



Light Fawn Metallic



Medium Fawn Metallic



Bittersweet Metallic



Dark Blue Metallic

Dual-Shade Paint Option: Medium Grey Metallic/Silver Metallic • Black/Silver Metallic • Silver Metallic/Black • Light Fawn Metallic/Bittersweet Metallic • Light Fawn Metallic/Medium Fawn Metallic

*Versailles' Clearcoat finish provides a surface that is brilliant, sparkling, and deep because the pigment lies beneath a clear, protective baked enamel coating.

Exterior Colors

The broad range of exterior colors for Lincoln Versailles, shown left in printed representation, coordinates harmoniously with a wide choice of available external trims and roof treatments. This extensive selection permits a personalization in exterior appearance to reflect your individual taste. See your dealer's color and upholstery book for a full and more accurate presentation of color and trim choices.

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-MERCUY DIVISION
MERCHANDISING DEPARTMENT



