

Introducing
the
Lincoln
Versailles



Excellence in the Continental Tradition



Lincoln Versailles

The time-honored qualities inherent in the traditional-size Continentals assume a new dimension in the 1977 Lincoln Versailles. The luxury car buyer will experience a high degree of elegance and riding comfort in this convenient, practical-size four-door luxury sedan.

Lincoln Versailles offers unique values in the smaller luxury car market for those who are accustomed to luxury car ownership. It offers the widely accepted Continental tradition of styling excellence . . . the distinctive Continental vertical grille and deck lid contour . . . and a high level of rich interior appointments. An uncommon number of Versailles standard features are available only as optional items on most luxury cars.

The product of advanced engineering, Versailles combines an incredibly smooth ride with the handling and maneuverability provided by its smaller, practical size.

The Lincoln Versailles offers a sound investment in a tradition of styling and engineering excellence. It opens a new dimension for sales opportunities in the luxury car market.

In addition to Versailles' classic exterior appearance and rich interiors, innovative engineering is a key element that elevates Versailles to the level of quality for which the Continental luxury car family is famous.

Versailles is unique in many important respects . . . including special wheels and



Quality & Workmanship

tires . . . a precision-balanced drive train . . . specially tested shock absorbers . . . newly designed steering coupling . . . rigid sheet metal structural reinforcements . . . and extensive use of sound insulation materials. These and many other unique features help provide Lincoln Versailles with an impressive ride and interior quietness level.

Superb quality is especially evident in Versailles' "mirror-like" Clearcoat paint finish found on no other domestic luxury car. The Clearcoat finish is a highly pigmented acrylic enamel basecoat with a clear acrylic enamel final coat. This durable and highly lustrous finish, hand buffed and hand polished, is both beautiful and distinctive.

And finally, every Lincoln Versailles must pass rigorous quality assurance tests. The Vehicle Electrical Test System (VETS) — checks 50 items for electrical reliability . . . the Burke-Porter Road Simulator test — helps assure that desired interior quietness levels are attained . . . and the Prestige Assurance Program — a comprehensive pre-delivery inspection — checks important functional and appearance items before each car leaves the plant.

With this meticulous attention to detail, the proud Continental heritage is carried onward to a new standard of small luxury car beauty and excellence . . . the Lincoln Versailles

A Sound Investment

A High Level of Standard Features

EXTERIOR

- Classic Continental-style vertical grille
- Dual rectangular headlamps
- Horizontal parking lamps
- Sculptured aluminum hood
- Continental star hood ornament
- Low-Profile bumper guards
- Special forged aluminum wheels
- Center pillar coach lamp
- Cornering lamp
- Right- and left-hand remote-control mirrors
- Wide upper bodyside molding
- Bright wheelip and rocker panel moldings
- Upper body paint stripe
- Distinctive deck lid
- Horizontal taillamps
- Padded vinyl roof with Frenched rear window
- Extensive corrosion protection process
- Selected exterior sheet metal surfaces hand finished before painting
- Unique Clearcoat paint process, hand buffed and hand polished finish

INTERIOR

- Flight bench seat with center armrest (4-way power)
- Rich Dorchester cloth upholstery in unique sew style
- AM/FM/MPX search radio (4 speakers and power antenna)
- Illuminated visor vanity mirror (driver and passenger)
- Cartier digital clock
- Leather- covered instrument panel and armrests
- Leather- covered luxury steering wheel
- Dome lamp with dual beam map lights
- Deluxe color-keyed lap and shoulder belts
- Cut-glass instrument panel lenses
- "Seat Belts On" warning chimes
- "Headlamps On" warning buzzer
- Day/night inside mirror
- High-gloss woodtone applique above glove box, on instrument panel and door trim panels
- Thick cut-pile carpeting
- Carpeted ● door trim panel ● package shelf ● cowl trim side panels ● front seat toe kick area ● luggage compartment ● under deck lid area



- Roof rail handles above front passenger door and rear doors
- Door closing assist straps
- Rear door courtesy light switch
- Interior lights include: ● instrument panel courtesy ● glove box ● instrument panel ashtray ● rear pillar courtesy ● engine compartment ● luggage compartment

FUNCTIONAL

- 351 CID 2V V-8 engine (302 CID V-8 in California and high altitude areas)
- DuraSpark ignition
- SelectShift transmission
- 4-wheel power disc brakes
- Power steering
- ATC air conditioning
- Steel-belted radial ply tires
- Illuminated entry system
- Interval windshield wipers
- 4-way power seat
- Tinted glass
- Automatic parking brake release
- Space-Saver Spare tire
- Stay-Full radiator system (351 CID 2V only)
- Engine and drivetrain components specially balanced and individually matched
- 54-amp.-hr. maintenance-free battery
- 60-amp. alternator
- Super-quiet sound insulation package
- Unitized body construction
- Independent coil spring front suspension
- Leaf spring rear suspension

Color & Upholstery

EXTERIOR PAINT

Versailles offers its "mirror-like" Clearcoat paint finish in a choice of eight beautiful standard colors:

- | | |
|--|---|
| <input type="checkbox"/> Cordovan (5R) | <input type="checkbox"/> Midnight Blue (35) |
| <input type="checkbox"/> Cinnamon Gold Metallic (5K) | <input type="checkbox"/> Wedgewood Blue (36) |
| <input type="checkbox"/> Light Silver Metallic (1T) | <input type="checkbox"/> Light Chamois (5G) |
| <input type="checkbox"/> White (9F) | <input type="checkbox"/> Midnight Cordovan (5L) |

The brilliance of Clearcoat paint is distinctively treated in four two-tone paint combinations available at extra cost. The lighter upper body colors are separated from the darker lower body colors by a unique molding.

- Light Silver Metallic/Medium Silver Metallic
- Medium Cordovan/Midnight Cordovan
- Wedgewood Blue/Midnight Blue
- Light Chamois/Medium Chamois Metallic

INTERIOR TRIM

The standard flight bench seat in rich Dorchester cloth is offered in a choice of four pleasing colors: Cordovan, Chamois, Wedgewood Blue and Dove Grey. This seat is also available at extra cost in optional leather and vinyl trim — with White available as an additional color.

New Measure of Luxury

In addition to the standard flight bench seat, optional bucket seats in leather and vinyl trim are available. Color choices are Cordovan, Chamois, Wedgewood Blue, Dove Grey and White.

VINYL ROOF

A fully padded vinyl roof with distinctive Frenched rear window treatment is one of many standard luxury features on the Lincoln Versailles. It comes in a choice of the following six colors:

- Cordovan (F)
- Cinnamon Gold (U)
- White (W)
- Midnight Blue (B)
- Wedgewood Blue (S)
- Silver (P)

Dimensions*	4-Door Sedan
Wheelbase	109.9
Overall Length	200.9
Overall Height	54.1
Overall Width	74.5
Tread, Front	59.0
Rear	57.7
FRONT, Head Room	38.2
Shoulder Room	55.8
Hip Room	53.4
Leg Room	40.7
REAR, Head Room	37.6
Shoulder Room	55.8
Hip Room	51.2
Leg Room	35.6
Luggage Capacity (Cu. Ft.)	14.1(a)
Fuel Capacity (Gallons)	19.2
Curb Weight (Pounds)	3916

* In inches unless otherwise stated

(a) With standard space-saver spare tire

Source: Motor Vehicle Manufacturers Association Specifications

VERSAILLES POWER TEAMS

Engine	Transmission	4-Door Sedan
351 CID 2V V-8	SelectShift Automatic	STD(a)
302 CID 2V V-8	SelectShift Automatic	OPT(b)

(a) Not available in California and High Altitude Areas.

(b) Required option in California and High Altitude Areas. Includes variable venturi (VV) carburetor in California; not available elsewhere.

Personalized Luxury

To complement the extraordinary list of standard features, these desirable luxury options, which are available at extra cost, allow prospective buyers to tailor the Lincoln Versailles to their individual needs and tastes.

- Reclining Bucket Seats, Power Driver Side, Only
- Leather and Vinyl Trim
- AM/FM/MPX Radio with Quadrasonic-8 Tape
- Power Moonroof
- Remote-Control Garage Door Opener
- Two-Tone Paint
- Electric Rear Window Defroster
- Power Lock Convenience Group
- Speed Control
- Tilt Steering Wheel
- Protective Bodyside Molding
- Floor-Mounted Shift
- Traction-Lok Axle
- Appearance Protection Group (door edge guards, floor mats and license plate brackets)

THE DEMONSTRATION DRIVE IS ESSENTIAL

The qualities built into this great luxury car must be experienced to be truly appreciated. So be sure to invite your prospects to test drive and experience for themselves Lincoln Versailles' new dimension of luxury and quality.

LINCOLN-MERCURY DIVISION MERCHANDISING DEPARTMENT

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