

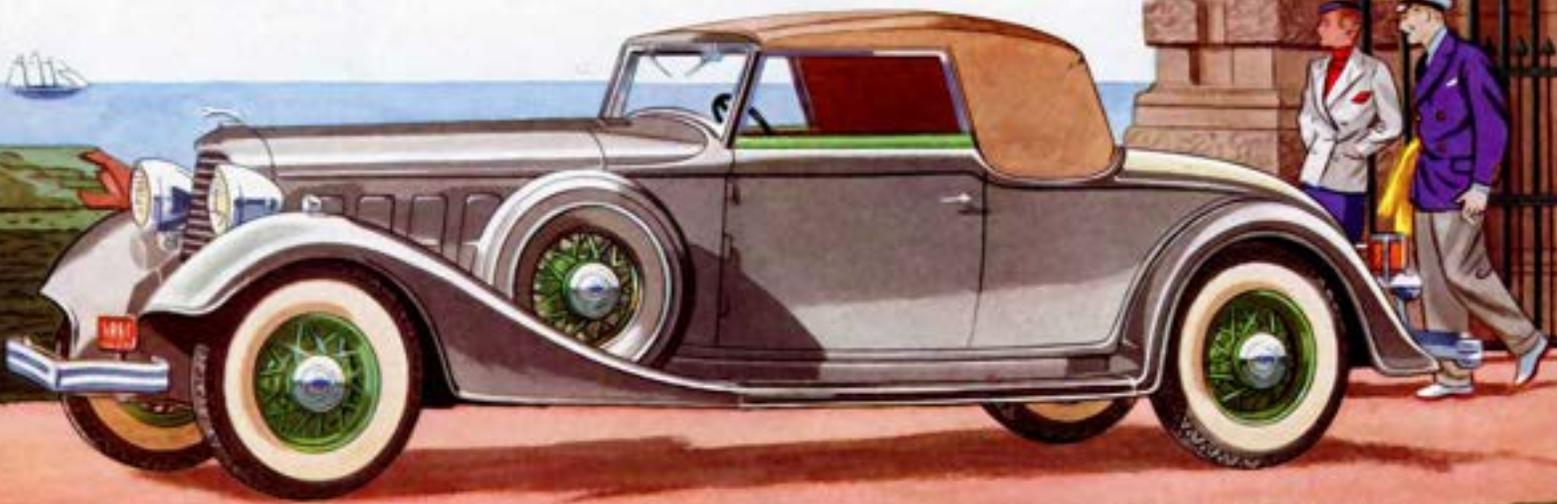
The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

Lincoln Owners
Club Hosts

*Homecoming
2023*

See page 12



LINCOLN

MOTOR CAR FOUNDATION



The LINCOLN LINK

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■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., Gilmore Car Museum, 6865 Hickory Road, Hickory Corners, Michigan 49060. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to the address above.

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■ **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, Minnesota 55311-6715, or call 866 427 7583 and pay by credit card. Contact them by e-mail at LCOC@cornerstonereg.com.

■ **ON OUR COVER:** Three Lincolns were recently donated to the Foundation: 1931 Lincoln sport phaeton by David Rehor; 1941 Lincoln-Zephyr convertible coupe by Ed and Pam Avedisian; and 1942 Lincoln Custom limousine by Tom Brunner.

■ **LINCOLN LINK AVAILABLE TO FOUNDATION MEMBERS ONLY.**

Information on how to become a member appears above or visit the LMCF web site: www.lincolncarmuseum.org

LINCOLN MOTOR CAR FOUNDATION BOARD OF TRUSTEES

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 * *Lincoln North America, Director*

A Message from the Chairman

Much has happened since the publication of the last *Lincoln Link*.

For openers, I'm pleased to report that we have two new trustees and, of special significance, both immediately stepped into leadership roles and became members of the LMCF's Fabulous Fifty—individuals who have donated \$5,000 or more to the LMCF Museum Endowment Fund. **Andrea Irby** is the new LMCF secretary, succeeding **Joel Dickson**, who has moved into a role as museum registrar and librarian. **Jerry Seibert** has taken over as head of the LMCF Museum Endowment Fund-Raising Committee.

Jerry Seibert and the LMCF Endowment Committee have launched a new program—"Become a Lincoln Star"—aimed at getting more LMCF members and non-members to become major donors to the Foundation's Museum Endowment Fund and earn a "Lincoln Star." Read about it in this *Lincoln Link*.

The 2023 Lincoln Homecoming will be held on August 10–13 on the museum grounds. The host of the 2023 Homecoming will be the Lincoln Owners Club, headed by its new president, **Bill Wybenga**, a resident of Picton, Ontario. Bill and the 2023 Homecoming Committee have planned an enjoyable weekend of events; details are included with this issue. I hope you'll attend.

As most of you know, **Joy Falotico** retired in December 2022 as Lincoln Motor Company president and was succeeded by **Diane Craig**, who brings her 30-year automotive career to that position. She will report to **Jim Farley**, Ford president and CEO. I'm confident that under her leadership our relationship with Lincoln Motor Company will continue to grow.

As I write this, **Jim Blanchard**, LMCF COO and our museum head, is attending the annual conference of the National Automobile Museum Association (NAAM) at The Henry Ford Museum. I expect Jim will have an interesting report for the LMCF museum committee.

For the first time the annual LMCF members meeting and LMCF board meeting will be held during the annual Lincoln Homecoming. The annual LMCF members meeting will take place in the Lincoln museum and the LMCF board meeting will be held afterwards in the Gilmore Museum conference room.

The advent of warm weather (for those of us in the northern states) means we can begin enjoying our Lincolns. I've already taken each of mine for its spring exercise run and look forward to driving one of them to the 2023 Homecoming.

Hope to see you down the road.

David Schultz
—DAVID W. SCHULTZ
LMCF Chairman and CEO



LINCOLN MOTOR CAR FOUNDATION The LINCOLN LINK

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■ The Lincoln Motor Car Heritage

Museum is for you! America's passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs. These have inspired the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars.

The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014. We invite you to explore what we have to offer and visit the Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m., Saturday and Sunday from 9 a.m. to 6 p.m. The 2023 Lincoln Homecoming will be held on August 11-13. Mark your calendar!



LMCF Board Meets on April 12

The LMCF board of trustees biannual meeting was held via Zoom on April 12. Highlights of the meeting include:

- Welcoming two new trustees: **Andrea Irby**, who becomes the LMCF secretary, and **Jerry Siebert**, who is heading up the LMCF Endowment Fund Campaign, succeeding **Jack Eby** and **Vaughn Koshkarian**.
- A new fund-raising program, announced by Jerry Siebert—the “Be a Lincoln Star” campaign aimed at increasing the LMCF Endowment Fund, which ensures the continued operations of our museum. (Complete details are included with this issue.)
- LMCF Treasurer **Bruce**

Kopf reported on the finances of the Foundation. That report appears in detail in this issue of *The Lincoln Link*.

- **Joel Dickson** will assume a new title: Vice President, Library and Archive Research. Fellow LMCF Trustee **Ray Theriault** will assume part of Joel’s former duties; he will become Vice President, Automobile Registrar.
- Committee assignments for 2023 were announced. Any LMCF member is welcome to serve on any of the LMCF committees. Contact LMCF Chairman **David Schultz**.
- **Paul Temple** stated that he will be preparing a list of nominees to be voted on at the August meeting. He emphasized

that we are seeking trustees who will be actively engaged in the work of the Foundation. Anyone interested in becoming a trustee should contact Paul.

- Lincoln Owners Club President **Bill Wybenga** briefed the board on the upcoming 2023 Lincoln Homecoming, which is being hosted by the LOC. (Details are in this issue.)
 - **Jim Blanchard** and **Joel Dickson** reported on museum and library activities. Their reports appear elsewhere in *The Lincoln Link*.
- The board’s next meeting will take place during the 2023 Lincoln Homecoming, which will be held on August 10–13 in Hickory Corners, Michigan. ■

Andrea Irby of Raleigh, North Carolina, the newest LMCF trustee, has also stepped into a top LMCF leadership role by agreeing to serve as the foundation's secretary. As such, she becomes a member of the LMCF executive committee and is already active on several other LMCF committees.

She has been interested in automobiles for much of her life. More on that later.

Andrea was born in North Carolina but was educated in Princeton, New Jersey, where her mother worked for Education Testing Service and later, Rutgers University. She earned a B.A. from the University of Virginia and an M.A. from American University.



■ Andrea Irby and her late husband, Cecil Bozarth, with their 1937 Lincoln-Zephyr Coupe ("Rita") at a show at Indianapolis.

Introducing Andrea Irby, New LMCF Trustee and Secretary

She spent her career in higher education, working in student services, which included academic advising and admissions. Her employment at North Carolina State University proved providential. There, she oversaw the academic advising team for undergraduates in the university's College of Management—and met her future husband, **Cecil Bozarth**, who taught at that college.

At the time of their meeting, Cecil was restoring a Ford Mustang. When it was complete, he acquired a 1937 Lincoln-Zephyr three-window coupe, which was named "Rita." The restoration of the Lincoln-

Zephyr was completed and the car was displayed at the final Meadowbrook Concours d'Elegance in metro Detroit.

As Andrea says when describing their relationship, "Cars were a spark that led to a flame."

The next acquisition was a 1938 Lincoln K LeBaron convertible roadster, which was named "Happy Jack." By then, Andrea and Cecil had become active in the Lincoln-Zephyr Owners Club and the Lincoln Owners Club as well as the Antique Automobile Club of America, Tarheel Chapter and the Classic Car Club of America, Carolinas Region.

Just as the restoration of the

1938 Lincoln was imminent, Cecil died unexpectedly. Andrea maintained her activities with the automobile clubs and commissioned the restoration of the 1938 Lincoln with a member of the Lincoln Owners Club. The car was completed in the summer of 2022 and made its debut at the 2022 AACA Fall Meet in Hershey, Pennsylvania.

In addition to her car-related activities, Andrea is an accomplished equestrian who rides regularly. She is also involved in the restoration and economic revitalization of her hometown, Weldon, North Carolina, about 90 miles from Raleigh. She has two adult sons—James, an ornithologist, and Philip, a mathematician.

As the saying goes, "When you want to get something done, ask a busy person." The LMCF is pleased to have Andrea as a trustee and as its secretary. ■

LINCOLN LIBRARY UPDATE

Telling the Lincoln Story...

BY JOEL DICKSON

*Vice President, Library and
Archive Research*

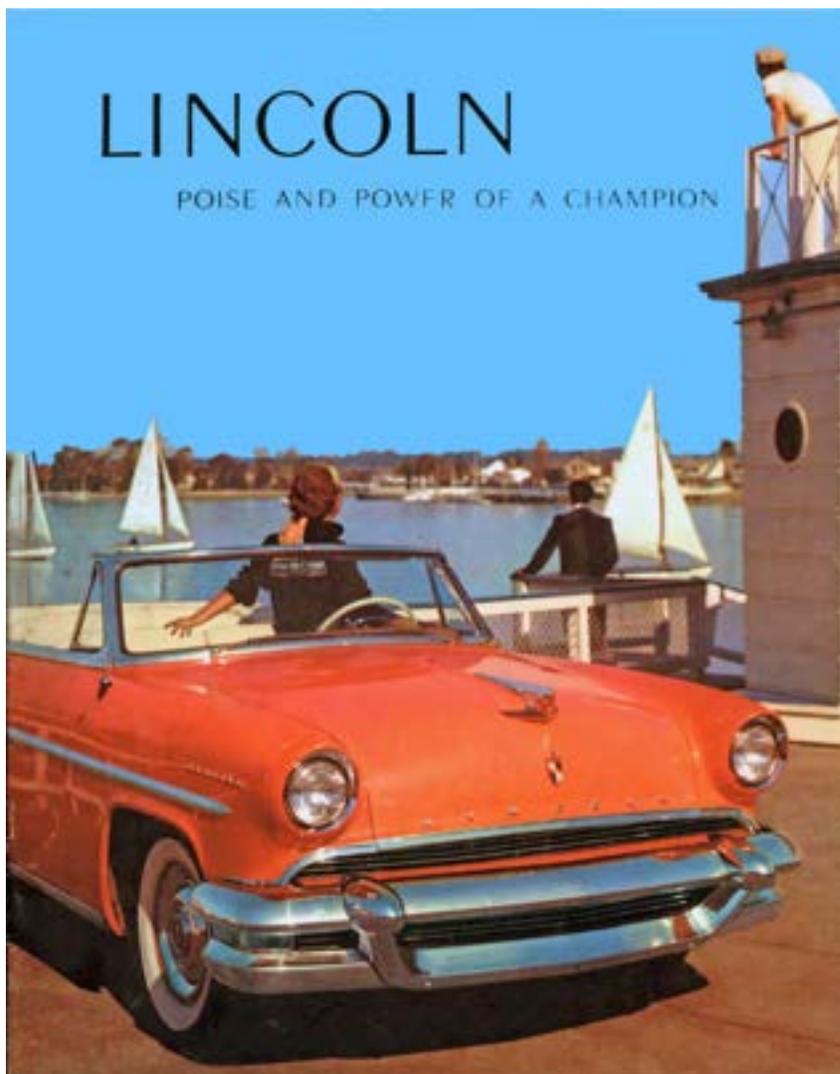
It is always good to hear from members wanting to donate literature or artifacts to help preserve Lincoln history for future generations. The library is interested in all things relating to Lincoln; so, as you downsize or clean house, if you find anything that is part of Lincoln history, send me an e-mail. I would enjoy discussing what you might have.

A big *Thank You* to our recent donors:

- **Charlie Berry** is a faithful donor to the LMCF library and has recently donated a number of items ranging from a dealer invitation, owner's manuals, a data book, a product facts book, and a product portfolio, to a color and upholstery book and more. Dates range from 1924 to 2001.

- **George Beyer** has donated items from the literature collection of his father, Del. The LMCF is so grateful to be the recipient of such an important and varied collection. Items are from the 1920s into the 1960s. There are owner's manuals, reference books, data books, body parts catalogues, chassis parts catalogues, shop manuals, service bulletins, repair labor schedules, parts lists, service procedures, repair manuals, photographs, sales brochures, salon catalogs, and Lincoln ads—a great assortment of subjects on the Lincoln motor car!

- **Stephen Brauer** donated forty-six black-and-white Lincoln factory photos on a thumb drive



for the vehicle years 1934, 1935, and 1937.

- **Ruston Fannon** donated 1997 and 2004 Lincoln Town Car owner's manuals, and a 2012 MKZ owners manual with associated paperwork.

- **David Rehor** was generous to the LMCF in donating the reproduced **Jack Passey** and **Arthur Graver** hardbound book of the 1920-1930s Lincoln

Master Parts Price List; 1920-1930s service bulletins; and a large group of parts from the 1920-1930s.

The digital library continues to move forward and is now signed on with Dropbox. The organizational structure needs to be designed, scanned files moved into the LMCF Dropbox account, and begin some test runs. We are moving ahead! ■

The Lincoln Legacy Society

The Lincoln Legacy Society was established in the summer of 2018 to honor individuals who make provisions in their estate plan or who establish life-income gifts to benefit the Lincoln Motor Car Foundation.

Planned gifts help support and sustain fulfillment of the objectives of the Foundation.

“The objectives of the Lincoln Motor Car Foundation are to collect, preserve and perpetuate, display and disseminate to the public information, memorabilia and vehicles related to the history of the Lincoln Motor Company,” said LMCF treasurer Bruce Kopf, who played a key role in the establishment of the Lincoln Legacy Society.

Lifetime membership in the Society is extended to individuals who make one or more of the following commitments to the Foundation:

- Include the Lincoln Motor Car Foundation in their estate plan
- Create a charitable life-income arrangement to benefit the Foundation
- Name the Foundation as a beneficiary of retirement assets or life insurance

- Donate a personal residence or a vacation home to the Foundation

There is no minimum gift amount requirement for membership in the Lincoln Legacy Society.

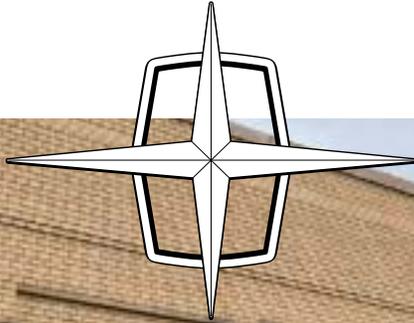
As a member of the Lincoln Legacy Society, you will receive:

- A special memento
 - Invitations to exclusive Foundation events
 - Life membership in the Lincoln Motor Car Foundation
 - Free admission to the Gilmore Car Museum complex during normal hours of operation
 - Eligibility for the Ford Motor Company X-Plan, a partner discount program for new Lincoln and Ford automobiles
 - E-delivery of *The Lincoln Link*, the LMCF bi-annual magazine
 - An opportunity to share your personal experiences and inspire others
 - Recognition on an LMCF Honor Roll (unless anonymity is requested)
- A membership form is available on the LMCF web site, or it may be requested from LMCF Treasurer Bruce Kopf or any LMCF officer. ■

Support Companies Who've Supported Lincoln Motor Car Heritage Museum

■ A number of companies that supply parts and services to the Lincoln collector car market have stepped up and become sponsors of the Lincoln Motor Car Heritage Museum. The LMCF board of trustees encourages members of all Lincoln clubs to support these companies. And, when you do so, thank them for supporting our Lincoln Motor Car Heritage Museum!

- Mervin B. Adkins
- Automotive Restorations (J. Stephen Babinsky)
- Automotive Fine Arts Society
- Dennis Carpenter Ford Restoration Parts
- Ford Motor Company
- Grundy Insurance
- Imagination the Americas
- Lincoln Land (Chris Dunn)
- Lucas Classic Tires
- National Parts Depot
- Reliable Carriers, Inc.
- The Lincoln-Mercury Old Parts Store
- Ray Theriault Lincoln Parts
- Crest Lincoln, Sterling Heights, Michigan
- Zeigler Lincoln, Kalamazoo, Michigan
- Sesi Lincoln, Ann Arbor, Michigan
- Pfeiffer Lincoln, Grand Rapids, Michigan



Be a Lincoln Star...

Support the Lincoln Motor Car Heritage Museum

BY JERRY SEIBERT
*Chairman, LMCF Fundraising
Committee*

The Lincoln Motor Car Foundation is responsible for managing and supporting the Lincoln Motor Car Heritage Museum for the education and enjoyment of all. Since its founding, the Museum has become an amazing reality due to the generosity of current Foundation mem-

bers and other involved individuals and organizations.

To secure the Museum's future ability to preserve and share the Lincoln brand's heritage and vehicles, the Foundation is embarking upon a campaign to raise the additional funds needed to sustain the cost of operating and maintaining the Museum on an annual basis. The objective of this campaign is to receive pledges of \$300,000

or more by the end of 2023. This amount will boost the LMCF Endowment Fund to its total goal of \$2,000,000 so the Fund's annual interest and dividend earnings will cover the Museum's yearly operating and maintenance expenses.

The Foundation invites all members of the four major Lincoln affinity clubs (Lincoln Owners Club, Lincoln and

PLEDGE TO BE A LINCOLN STAR

GIVING LEVEL

- Mark II Star
- Mark III Star
- Mark IV Star
- Mark V Star

PLEDGE AMOUNT

- \$10,000
- \$ 5,000
- \$ 2,500
- \$ 1,000

ANNUAL AMOUNT

- \$2,000
- \$1,000
- \$ 500
- \$ 200

Amount Enclosed: \$ _____

Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Continental Owners Club, Lincoln Zephyr Owners Club and Road Race Lincoln Register) to “Be a Lincoln Star” by participating in this important campaign. The Foundation recognizes that many of the clubs’ members have already provided financial support to the Museum and is appreciative of all past gifts. For those who have not given before, joining this campaign is the perfect way to get involved. For those who have given before, please consider continuing your support to assist in achieving this important goal.

Various levels of “Lincoln Star” support are offered in order to fit most charitable giving budgets. In return, all Foundation members who are not already Lifetime Members will receive a lifetime

membership card by becoming a “Lincoln Star.” See the pledge card and text on the facing page for details on Star giving levels and Lifetime Membership benefits. The Foundation appreciates your support and, unless not desired, will recognize all “Lincoln Star” donors on the support boards on display in the Museum.

Thank you for your consideration.

LIFETIME MEMBERSHIP BENEFITS AND TAX INFO

LMCF Life Members are entitled to free admission into the Gilmore Car Museum complex during normal hours of operation and are eligible for the Ford Motor Company X-Plan, a partner discount program for new Fords and Lincolns.

The Lincoln Motor Car Heritage Museum and Research Foundation, Inc. is a 501(c)(3) non-profit public charity. As such, all or part of your gift may be tax-deductible as a charitable contribution. For those at least age 70½, your gift may be made as a Qualified Charitable Distribution from your IRA on a non-taxable basis. Please consult your tax advisor as to how these rules apply to you.

Please enclose the form at left and your check in an envelope to be sent to:

Bruce M. Kopf, Treasurer
Lincoln Motor Car Foundation
P.O. Box 805932
Saint Clair Shores, MI 48080

Lincoln Motor Car Heritage Museum Report

BY JIM BLANCHARD

The museum is entering an exciting time as we process several newly donated vehicles—a 1941 Lincoln Continental Cabriolet, a 1926 Lincoln seven-passenger sedan, and a 1942 Lincoln Continental Club Coupe. Some of these are duplications, which will require storage. Perhaps we will integrate some of them in our 2023 Lincoln Homecoming. In any event, they represent a strengthening of your Lincoln museum, and we are grateful for these generous donations.

We are particularly excited to receive the 1931 Lincoln sport phaeton donation from **David Rehor**. Many of you viewed it at last summer’s Homecoming. It returned to its restorer for some final spiff and perfection, and we look forward viewing its excep-



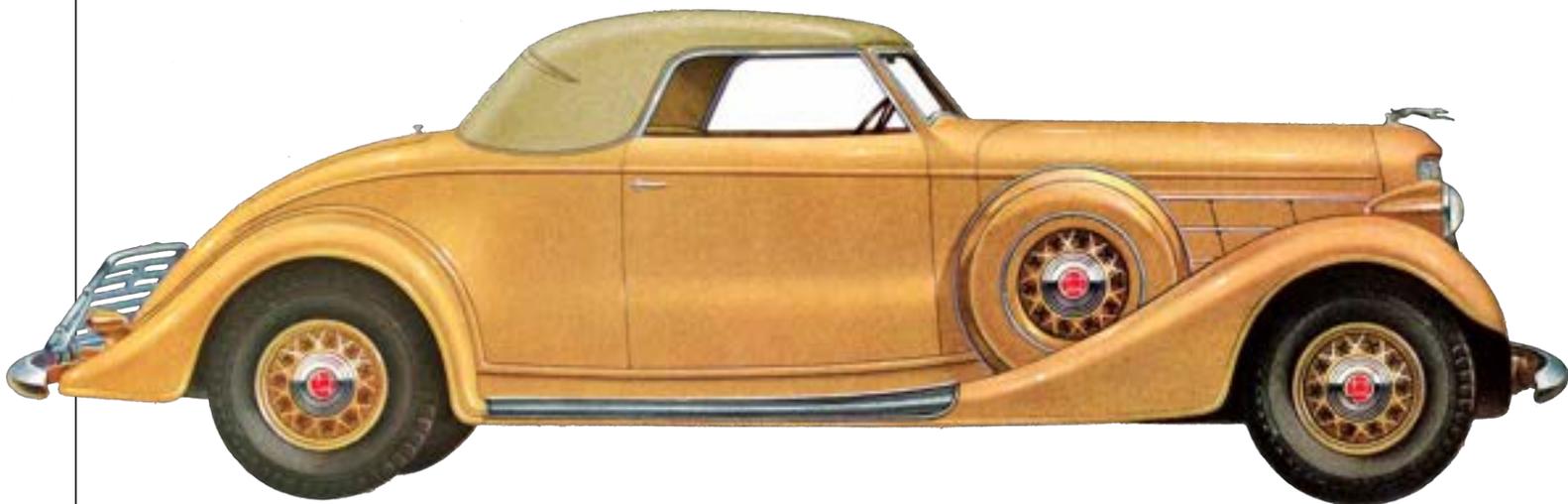
tional workmanship on the museum floor.

Also on display is the one-off 1929 Lincoln Aero Phaeton designed and built by LeBaron for the 1929 Automobile Salons. The car is on loan to us by its current owner, **Stan Lucas**, also one of our solid financial supporters. The car will be on display through the 2023 Homecoming—possibly longer.

Joel Dickson is working very

diligently to get our research library online with digitized content. We are excited to begin enjoying this initiative of your Foundation.

Please continue to support your Foundation. We are firing on all cylinders, and your generosity greatly increases our momentum and ability to achieve long-term excellence at your Museum and Research Library. Thank you! ■



Lincoln Motor Car Foundation Treasurer's Report

Lincoln Motor Car Foundation's 2022 full year performance vs. budget was a net gain of \$24,014, which was \$18,064 better than budget. Annual and Annual Sustaining memberships were below budget, offset by Life and Memorial Memberships better than budget, for a combined total of \$308 better than budget. August Homecoming, celebrating 100 years of the Lincoln automobile, was very successful, netting \$23,623, which was \$3,623 better than budget. The rest of the \$18,064 performance was more than explained by better than expected interest rates.

When the 2022 IRS Form 990 is filed, the Michigan Attorney General will require the Foundation to have a CPA Review of the financial records conducted. This is due to the total contributions of \$382,000, including Endowment and Vehicle donations, being over the \$275,000 MI threshold.

Endowment Fund paid dona-

tions now total \$1,631,550, or \$1,641,050 including \$9,500 of pledges due. The Endowment Fund objective was increased two years ago by the Board of Trustees to \$2.0 million, which is needed to ensure sustainable operation and maintenance of the Museum for the future.

The prior 12 months' Endowment Fund income has now reached almost \$52,000, which is about 81% of the \$63,650 expense budgeted in 2023 for operation and maintenance of the Museum. The remainder of the revenue needed is provided by the August Homecoming, the sale of merchandise and contributions to the Ongoing Maintenance Fund and the Fabulous Fifty Fund.

Donations of any amount are greatly appreciated. Those who wish to make a contribution to the Foundation can use the "Support" page on the website to choose an option and pay via PayPal, credit or debit card, or by mailing a check to:

Bruce M. Kopf, Treasurer
Lincoln Motor Car Foundation
P.O. Box 805932
Saint Clair Shores, MI 48080

Beginning this year, all members of the four sponsoring Lincoln clubs have been granted membership in the LMCF, and those who have provided an e-mail address will be e-mailed *The Lincoln Link* and are eligible to vote in the annual election of Trustees. Those who wish to become \$35 Annual, \$100 Annual Sustaining or \$1,000 Life Members, and receive additional benefits, can use the "Join Us" page on the website to pay via PayPal, credit or debit card, or by mailing a check to:

Cornerstone Registration, Ltd.
P.O. Box 1715
Maple Grove, MN 55311-6715

—Bruce M. Kopf
Treasurer, LMCF
brucekopf@gmail.com

Bob Anderson Dies; Restored '39 Continental #2

It is with profound sadness that the family of **Robert J. Anderson, Sr.**, announces his peaceful passing on April 14, 2023, in Clearwater, Florida. Bob was a founding lifetime member of the Lincoln Motor Car Foundation as well as a retired long-time LMCF trustee.

He was born in 1934 in Montclair, New Jersey, and moved to Houtzdale, Pennsylvania, in the late 1940s. He was the owner of Anderson's Department Store until its closing in the 1980s. Bob and his wife, Pat, continued on with Anderson's Cap Creations at automobile flea markets throughout the United States until 2016.

Bob was an avid car collector and restorer, beginning in 1967. He owned numerous show cars and sold parts throughout the years. He enjoyed Fords, Lincolns and Chevrolets. His pride was the restoration of the second 1939 Lincoln-Zephyr Continental Cabriolet prototype, which is now owned by the Edsel and Eleanor Ford House in Grosse Pointe Shores, Michigan.



■ At the Amelia Island Concours in March 2002, Bob Anderson (left) rejoices with fellow Lincoln enthusiasts Paul Willson, John MacAdams, and Earle Brown as Bob's 1939 Lincoln Continental prototype #2 makes its show field debut. The milestone Continental was discovered in the 1960s by Jesse Haines, but it was Bob who finally restored it forty years later. Continental #1, Edsel Ford's vacation car, was scrapped.

Bob was a member of numerous car clubs for over 60 years, including the LCOC, LZOC, AACA, CCCA, NWC and STCA.

He will be lovingly remembered by his wife of over 69 years, Pat, and his three chil-

dren: Nanette Anderson of Safety Harbor, Florida; Robert Jr. (Lori) of Houtzdale, Pennsylvania; and Todd Anderson of Safety Harbor, Florida. ■

■ After the Amelia Island Concours, Bob Anderson took the '39 Continental prototype down to St. Augustine, Florida, to show it to the man who designed it—former Ford stylist Bob Gregorie. Gregorie had actually owned the car for a while in the early 1940s.



Homecoming



PHOTO BY JOHN WALCEK

2023: A New Century for Lincoln

BY BILL WYBENGA
*President, Lincoln Owners Club
 for the Homecoming 2023
 Committee*

As we enter the second century of Lincoln, the Homecoming Committee invites all four Lincoln clubs to gather together, to enjoy each other's company, and to drive the cars we all cherish. The 10th Annual Lincoln Homecoming will take place August 9 through 13, 2023, at the Lincoln Motor Car Heritage Museum on the campus of the Gilmore Car Museum in Hickory Corners, Michigan.

The meet program includes driving tours on nicely paved secondary roads in the area on both Thursday, August 10th, and again on Friday.

Thursday's tour starts at the Gilmore and heads northwest to Saugatuck, where we will enjoy a leisurely boat cruise on the paddlewheeler *Star of Saugatuck* with lunch. The return trip to the Gilmore campus will be via a different route, still using all paved and mainly secondary roads, back to the Gilmore campus.

On Friday we start in the same

place but head mainly south, skirting around Kalamazoo, passing through Vicksburg, and looping back north to the Air Zoo Aerospace and Science complex for a guided tour and lunch. You may continue viewing the exhibits for as long as you like, eventually making your way back to the Four Points to prepare for the evening activities.

A buffet dinner and auction at the Gilmore campus will complete Friday's program. We expect to have a quantity of Lincoln-related memorabilia for you to bid on and take home for your collection. Don't miss this once-in-a-lifetime opportunity to obtain that item you didn't know about but now can't live without!

The main activity for Saturday is a non-judged Lincoln car show at the Gilmore, followed by a dinner at the same location. An award will be presented to the lucky owner of a show car from each Lincoln decade.

The car show continues on Sunday, together with a Foundation membership meeting and a Board meeting thereafter, all at the



The Star of Saugatuck

Gilmore. Activities will wrap up by 2:00 p.m., after which only the memories will remain.

We do hope that many of you will take the time to come and join the 2023 Homecoming and make the effort to show your Lincoln to the Gilmore visitors and our club members.

To reserve rooms at the Four Points Sheraton in Kalamazoo, phone Marriott Reservations at 1-866-961-3003 and mention Lincoln Homecoming 2023 for the discounted rate of \$124/night if booked before July 9, 2023.

To register online, go to <https://homecoming2023.cornerstonereg.com/> or visit the Foundation website, www.LincolnCarMuseum.org. Register online before July 21 or send mail-in forms by July 3rd, 2023. ■



Air Zoo Aerospace & Science Museum

Sanctuary for the Senses

All-New **Lincoln Nautilus** Debuts with Reimagined Interior, Connected Experiences and New Signature Features



A NEWS RELEASE FROM THE LINCOLN MEDIA CENTER

NEW YORK, APRIL 17, 2023 —Lincoln’s newest SUV, the all-new **2024 Nautilus**[®], debuted today, with evolved design, an available hybrid powertrain, and new connected features including Lincoln BlueCruise 1.2 hands-free highway driver-assist technology that will elevate the immersive, in-cabin experience for clients.

The Lincoln brand is elevating the notion of sanctuary with its next-generation midsize luxury SUV. A distinctive and commanding exterior design evolves the face of Nautilus, while the reimagined interior maximizes space and gives clients a sense of tranquility with the help of new, connected experiences. Inside, the Nautilus showcases a flowing, horizontal instrument panel integrated into the immersive display—the largest in its class—introducing new levels of connectivity and personalization.

“For more than a century, Lincoln has been recognized for its exquisite design and craftsmanship, and as we look ahead

to the future, we reimagined the cabin experience and what the sanctuary can become for our clients,” said Dianne Craig, president, Lincoln. “The 2024 Nautilus will elevate our portfolio and offer our global clients an all-new, compelling SUV with connected experiences and features that make it just as fun to drive as it is to relax in.”

A reimagined interior that combines tech with luxury

The Nautilus was designed and engineered for the brand’s younger, global customers, offering them choices in technology, design and powertrains based on their needs and lifestyles—progressing the brand’s design to a more dynamic, digital space.

The reimagined cabin incorporates new ambient lighting along with crystal-inspired details throughout the vehicle that capture the essence of seeing sun reflected on water—a piano key shifter, instrument panel toggles and audio knob that shimmer. Nautilus awakens with a new

Lincoln Embrace beginning at the center of the new display, flowing out into the front and rear door panels. A flat-top steering wheel allows clients to see over the wheel, not through it, giving an overall effect of comfortable openness and a sense of freedom.

The all-new Lincoln Nautilus SUV takes sanctuary into the connected future, designed to help clients recharge, with features that craft an entirely new sensory experience that will immerse you in rejuvenating power of sight, sound, touch and scent.

Introducing a new in-vehicle digital experience, Nautilus allows clients to create their own sanctuary—beginning at the center touchscreen and extending up and out into the main display. The new display spans the entire dash and can be personalized to meet driver needs, raising the preferred information of their choice to help keep their eyes up and on the road.

Lincoln Rejuvenate, a stationary experience, orchestrates specially curated sensory experi-



ences tied to lighting, screen visuals, personal preferences such as seating position and massage options, allowing clients to recharge. A symphonic orchestration with crisp, high-resolution animations on the displays creates an immersive digital sanctuary based on different moods.

Available as part of Lincoln Rejuvenate and as a standalone feature, the Nautilus will offer the brand's specially curated digital scents for the cabin. Three scent cartridges which are housed in the center armrest are included: Mystic Forest, an earthy blend with woody, rich notes of patchouli; Ozonic Azure, a crisp blend of aromatic patchouli and traces of bright violet; and Violet Cashmere, exotic white florals and trusted violet that are crisp and refined as fresh linen. Clients can choose from three levels of scent through options in the center screen.

The new in-vehicle digital experience brings enhanced levels of customization, making navigation and music even more effort-

less. Clients will also be able to enable Android Auto™ and Apple CarPlay® features through wireless connections. Alexa Built-in makes it easy to control Nautilus features and smart home devices with the same voice commands clients are using at home. While stationary, clients can boost productivity with calendar and route planning.

On the road, Nautilus brings the most standard Advanced Driver Assistance System (ADAS) capabilities and is among the first vehicles in its class with an available hands-free highway driving feature giving drivers additional comfort and confidence when in traffic or on long journeys. Building on the top active driving assistance system rating from *Consumer Reports* for the first version of BlueCruise, the Nautilus launches with Lincoln BlueCruise 1.2 that makes hands-free driving even better, with new features and system improvements to create more of a human-like driving feel.

Lane Change Assist enables

the Nautilus to perform a hands-free lane change when requested by the driver tapping the turn signal, and it can even suggest if a lane change would be beneficial when following slow-moving traffic. With the new In-Lane Repositioning ability, the hands-free highway driving experience feels more natural due to keeping the vehicle in its lane while subtly shifting position away from vehicles in adjacent lanes—especially helpful when next to bigger vehicles such as semis. BlueCruise is now equipped on 193,000 Ford and Lincoln vehicles in North America, and customers have accumulated more than 64 million hands-free miles driven with the technology.

Over-the-air software updates are designed to help make Lincoln Nautilus better over time with new and enhanced features through its 5G network capability, delivering ultra-fast internet connection to Nautilus to power up additional entertainment experiences.

Outside, Nautilus features a

dynamic, new exterior and all-new LED headlamps, available H2 Pixel Headlamps as well as all-new LED taillamps with animation. The new signature lighting elements represent the brand's lighting vision for the future, reinforcing and connecting the lit Lincoln star and signature front light bar.

And with an evolved face, the new Nautilus has a bold, commanding exterior design, as signature lighting features flow out from the lit Lincoln star to the front light bar. Nautilus features a new, signature grille that is hand-crafted with attention to detail.

A nod to the future of luxurious travel

The all-new Nautilus will offer clients the choice of two powertrains for their lifestyles: a 2.0-liter turbocharged engine as well as a hybrid powertrain. The standard 2.0-liter turbocharged four-cylinder engine with targeted 250 horsepower and 275 lb.-ft. of torque is mated to an eight-speed automatic transmission. The new 2.0-liter engine with standard all-wheel drive has light weighting benefits which will result in maximized fuel economy over the prior model year.

As hybrid powertrain options grow in popularity, Nautilus will offer a 2.0-liter turbocharged hybrid engine (HEV) available on all trim levels and is targeted to achieve a total system horsepower of 310. The new 2.0-liter turbocharged hybrid engine will be mated to a continuously variable automatic transmission with a 100kW electric motor.

For the signature gliding drive, the Nautilus is equipped with adaptive suspension and a suite of sensors that constantly monitor vehicle motion, body movement, steering, accel-



eration, and braking activities. Additionally, Nautilus features five standard drive modes—normal, conserve, excite, slippery and deep conditions—each one fully integrated so clients can effortlessly select the mode.

Luxurious craftsmanship for a personalized journey

Designers have created a graceful, flowing style that maximizes space for occupants, utilizing luxurious materials and providing more options for clients to personalize their Nautilus.

In addition to the available four signature exterior body colors—Red Carpet, Diamond Red, Chroma Caviar and Blue Panther—the all-new 2024 Nautilus introduces three new available interior color themes:

- Black Onyx and Medium Light Space Gray, a fresh take on a core offering that enhances the feeling of spaciousness
- Smoked Truffle, a two-tone neutral but warm theme that provides an interior space that is cozy and calm
- Black Onyx and Allura Blue, offered as a Reserve model theme, creating interest through a subtle interplay of colors while offering a distinct and refined theme that advances the expression of Lincoln

The Jet Appearance Package,

which is available on all trims, includes two-tone paint, available high gloss-black 22-inch wheels, an exclusive interior environment, and anodized black exterior elements. The package offers a sleeker and more dynamic look, another way for clients to personalize their Nautilus. The exclusive Black Onyx Sport interior features a Copper Code aluminum appliqué, which is enhanced by Dusted Copper accent stitching throughout.

For the ultimate in Lincoln luxury, Nautilus will offer a new, exclusive Lincoln Black Label theme—Redwood—in addition to the popular Chalet theme. Redwood mimics the warmth and beauty of the redwood forest, with a tree-inspired motif.

From rich textures to immersive audio, Nautilus will offer the award-winning available Revel® Ultima 3D Audio System which features 28 speakers that envelop each occupant in rich, precise, and multidimensional sound. Paired with the available 24-Way Perfect Position Driver and Passenger Seats, the all-new Nautilus creates a concert-like experience on the road.

The all-new global Nautilus will arrive in North America showrooms in early 2024. Ordering for the new Nautilus SUV is now open and clients can visit www.lincoln.com for more. ■

Maddux Lincoln

■ *Founded by Jack L. Maddux in the late 1920s, Maddux Inc. sold Lincolns in this distinctive Art Deco building at 9230 Wilshire Blvd. in Beverly Hills, California. The owner also operated Maddux Air Lines from 1927 to 1929, with a fleet of Ford Tri-motors.*



■ *Below: The Maddux Inc. service garage, with their own custom Lincoln tow truck.*



Order Your Lincoln Museum Merchandise

■ Several items are now available displaying the Lincoln Motor Car Heritage Museum logo. The items are a golf shirt, golf cap, sweatshirt, lightweight jacket and tumbler. All items can be purchased through the website: www.LincolnCarMuseum.org. Just click on "Merchandise." All items are high quality and are provided by a licensed supplier of the Lincoln Motor Company.

■ The Lightweight Jacket's unique design allows you to pack it into the lower-left pocket, making it easy to stow away in a backpack or glove compartment when you don't need it. But you'll really appreciate it when the weather takes a turn for the worse, with its water and wind resistant construction and roll-away hood. Lincoln Motor Car Heritage Museum logo in the left chest area. **\$30**



■ Durable, double-wall stainless steel vacuum construction with copper insulation, which allows your beverage to stay cold for 24 hours and at least 8 hours for hot beverages. The construction also prevents condensation on the outside of the tumbler. On-trend, durable powder coating. Push-on two piece lid with Tritan™ swivel closure. Wide opening for comfortable filling and pouring. Design features the spinning geometric bottom. 20 oz. **\$18**

■ This versatile Polo is a cotton-poly blend. Along with UV protection, its both moisture wicking and snag resistant. The polo has a dropped back hem, hanger loop inside the neck and tagless heat-transfer label. **\$40**



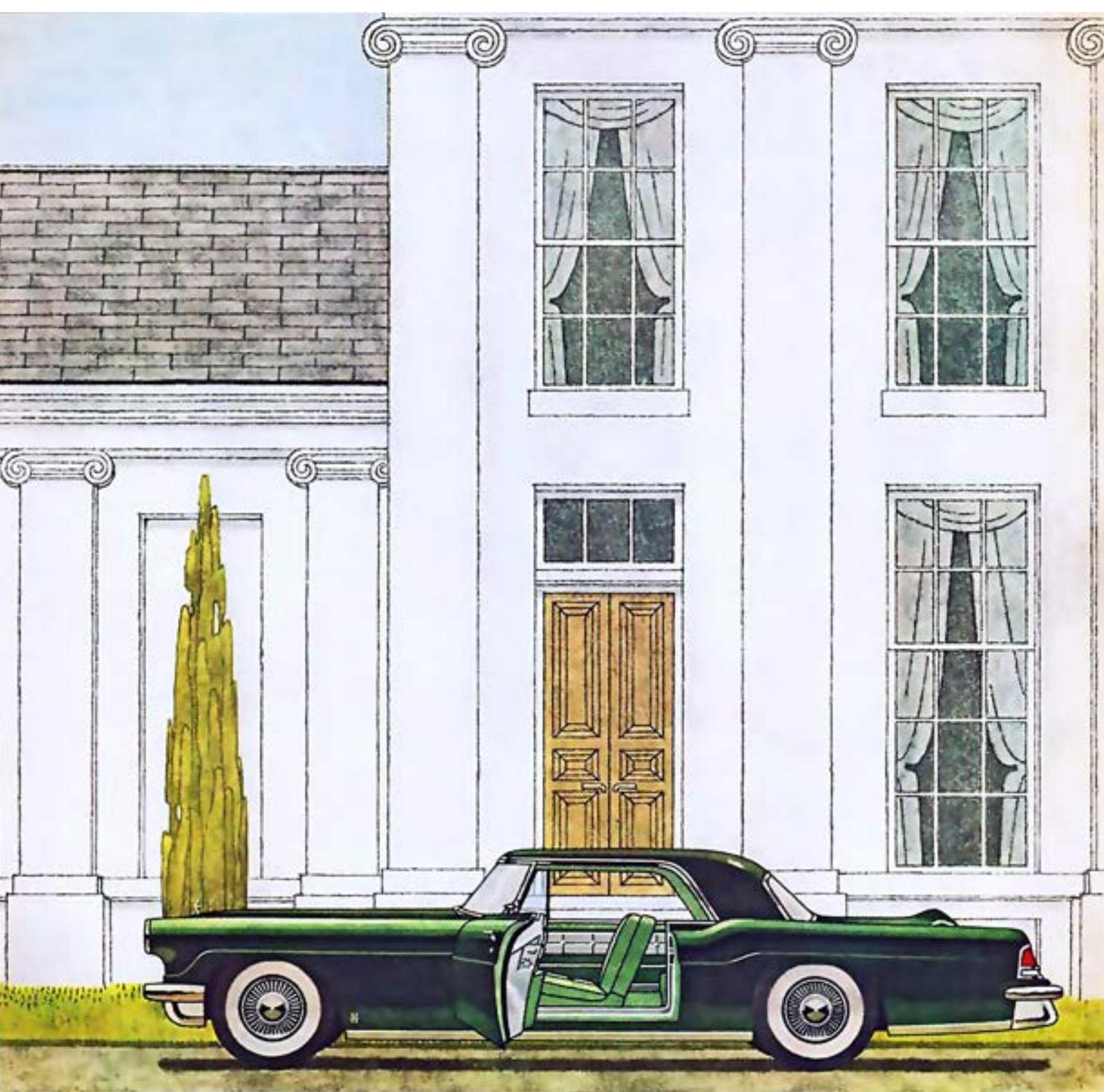
■ Low-profile six panel unstructured cap. Washed chino twill, fabric strap with antique brass sliding buckle, Lincoln Motor Car Heritage Museum Logo embroidered on front of cap. **\$15**



■ Stay warm in this full zip hooded sweatshirt featuring the LMCHM logo. 8 oz., 50% cotton, 50% polyester. Virtually pill-free with a high-stitch density for a smooth printing canvas. Double-needle coverseaming on neck, armholes and waistband; single-ply hood. Concealed seam on cuffs. Seamless body with set-in sleeves. Split pouch pockets; grommets and matching drawcord; aluminum zipper. LMCHM logo embroidered on left chest. **\$37.50**



■ *1961 Lincoln Continental: A Ford Motor Company publicity photograph*



Unlimited luxury . . . in a limited edition

More time is devoted to the exterior finish of the Continental than to the entire assembly of the ordinary fine car.

We point this out only to demonstrate the care that characterizes the crafting of this most luxurious of American motor cars.

Consider the sense of well-being that comes from driving a car so solidly and enduringly built. Imagine the pleasures

of this motor car on the road . . . its poised steadiness, its deep-seated comfort, its vault-like silence. And the joys of commanding a car with reflexes so obedient that it seems an extension of your will.

Finally, consider the luxury of owning a car that embodies *classic* beauty—not fleeting fashion—in every chaste line.

Of necessity, a motor car that is so patiently and painstakingly built can be

produced only in limited numbers.

If you particularly appreciate such qualities, your dealer invites you to inspect and drive the Continental *Mark II*.



Continental
Mark II

Continental Division • Ford Motor Company