

Look at the car—and you know the man likes action

Nowadays, you can tell the man by the car he keeps.

Obviously, the car you see here belongs to a person who likes to go places. And he likes to get there with a minimum of effort and a maximum of pleasure.

We had such a man in mind when the design of this 1955 Lincoln began. And we gave our designers and engineers a goal that we believe has been achieved.

The aim was this: to build a fine car with *action* to surpass any other car—with beauty to match the tastes of those Americans on

the move who demand only the finest.

Lincoln achieves matchless action with its new *Turbo-Drive* and new high torque V-8 engine. They are especially designed and built to work together, giving you performance you never dreamed could exist.

For the first time in any car, you find utter smoothness with ultra quick acceleration. Here is no jerk, no lag—just one unbroken sweep of power from zero to superhighway speed limits.

If you want a car with performance far ahead of its time—a car with beauty that

speaks for your own good taste—the new 1955 Lincoln is for you.

Prove it to yourself with a visit to your Lincoln dealer, to look at a new Lincoln Capri—and to drive one.

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for modern living
for magnificent driving



You can see Lincoln is beautiful—let's talk performance

There's something about Lincoln that no picture can capture—something that lies underneath its gleaming surface. And that's the way Lincoln *feels* when you drive it.

At super highway speeds, there's an unbelievably smooth feeling. You almost think you're not moving at all, until the passing landscape, trees and telephone poles betray the fact that you're really traveling.

This effortless ease cuts driving fatigue.

Even after a long trip in a Lincoln, you feel fresh, relaxed. And it's unfair to talk about Lincoln without mentioning its Turbo-Drive. This has been called the most advanced improvement in no-shift driving in fifteen years. A few blocks of driving a Lincoln tells you why. With Turbo-Drive, there's no lag, no jerk. Just one sweep of utterly smooth, silent power, from start to super highway speed limits.

Why not get a good, "in person" look at America's really fine car at your Lincoln

showroom? Your Lincoln salesman will be happy to let you drive it for yourself—and let you enjoy the greatest feeling you can ever get from behind the wheel of any car . . . anywhere.

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Everything about Lincoln reflects good taste

Here is beauty without gaudiness...rich yet simple styling without bric-a-brac... long, sweeping lines with purposeful meaning. Your Lincoln sums up your appreciation of fine things.

And underneath its magnificent beauty, you find an engineer's dream. For Lincoln's tremendous power is designed for city speeds as well as super-highway limits. In Lincoln, horsepower is much more than a big number, it's a practical safety device. Whether you're

passing a car at 10 M.P.H. or at 50 M.P.H., the surge you need at the split second you need it is there...with unbelievable smoothness. The combination of Lincoln's new high-torque V-8 engine with brand-new Turbo-Drive gives you no jerk...no lag...just one unbroken sweep of power. There's nothing else quite like it on the road.

But all words fall short of describing Lincoln's true self. A visit to your Lincoln dealer...a drive on the road with you

behind the wheel...those are the deciding factors. In its own beautiful, powerful language Lincoln tells you all you ever want to know about fine cars.

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For those who are never satisfied with the ordinary

Lincoln is designed especially for those who have confidence in their own good taste—for those with the daring to appreciate the unusual, the distinctive.

For you will note in Lincoln a dramatic difference—not merely in over-all length (eleven and a half inches longer from head to tail-light)—or that lower, faster look. It's in the subtle sweep of line, curve of chrome, brilliance of styling. From the striking new front grille to the dual exhausts, this is the kind of beauty that depends on restrained lines,

straightforward design. But Lincoln's difference does not stop with distinctive beauty.

In performance, too, Lincoln delivers even more than might be expected of a fine car.

First, there's amazing Turbo-Drive. With no frustrating lag, no unpleasant jerk, new Turbo-Drive gives one unbroken sweep of silent power—through every speed range. To understand the difference, you must drive a new Lincoln. We can tell you about Lincoln's brand-new engine and the other revolutionary engineering changes. But, again, the real proof is in the driving.

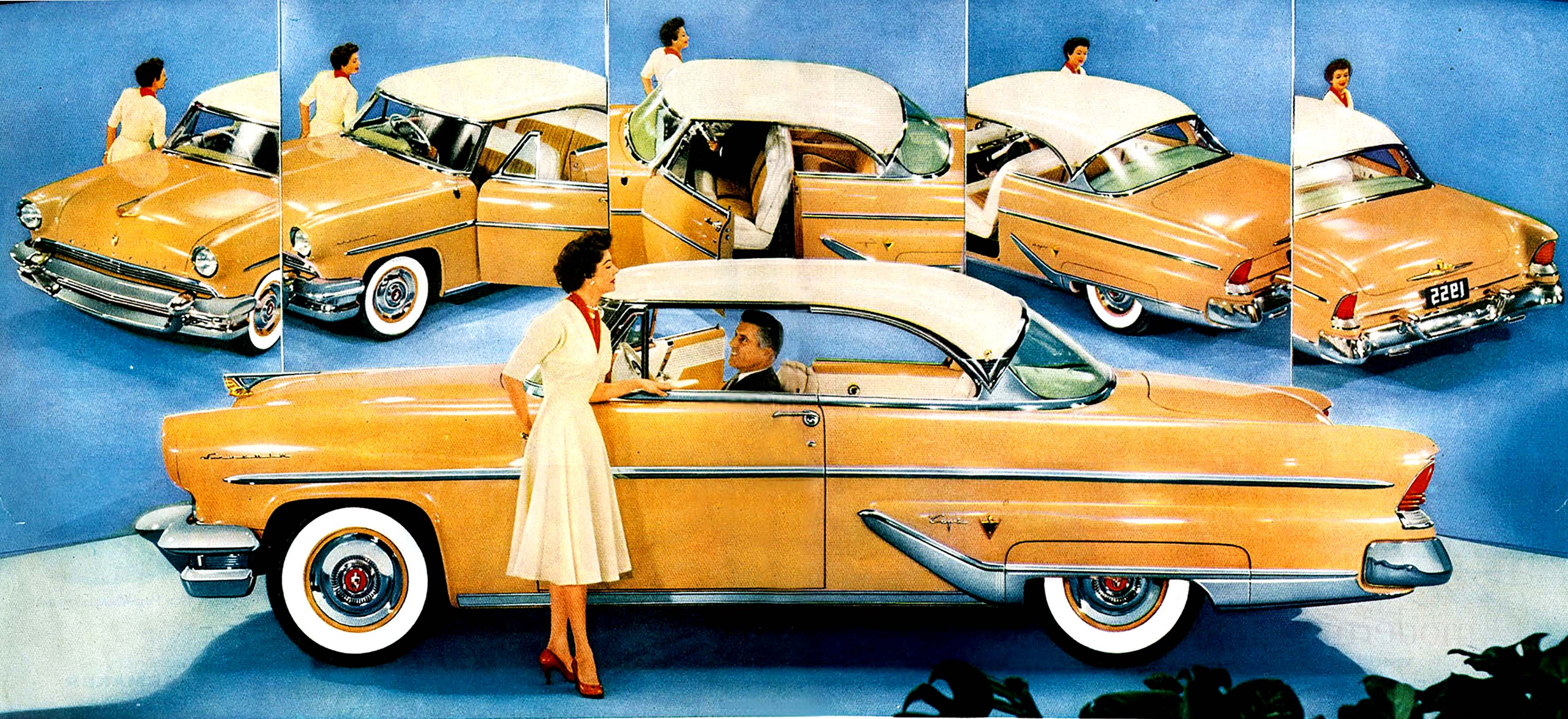
So may we make a suggestion? See your Lincoln dealer. One drive in a Lincoln or Lincoln Capri will prove the vast difference between Lincoln and any other car.

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NEW 1955

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This is the beautiful Capri Sports Coupe in a brand-new shade called Palomino Buff. Interior is a buff and cream combination in supple leather.

Presenting the new 1955 Lincoln—with striking new beauty all around

... and new all around performance: new Turbo-Drive for the utmost in smooth-but-quick acceleration—new high torque V-8 engine for instant response in every performance range

Take a good, long look all around the stunning new Lincoln for 1955.

Note that it is new from every angle. Up front, you see new air-intake fins, visored headlamps, and brightwork that discreetly accents the new, low lines.

Now pass your eyes along Lincoln's longer, sweeping side, past the gleaming new fender guard. You're now at the imposing new rear deck, highlighted by those distinctive tail-lights and built-in dual exhausts.

But don't linger too long on the outside; there's fresh excitement when you open the door. For here you see new colors and fabrics and leathers that have never taken the road before.

When you sit inside, your first enjoyment will come from new comfort and roominess. Then all this beauty-on-wheels moves into action—and you discover the important automotive news of the year: Lincoln's performance.

You discover a new hush, a totally new response, amazing new power, no matter what the speedometer reads.

For you command the premium product of the world's foremost builders of V-8's. The new Lincoln high torque V-8 engine gives you unique power in every driving situation. And—you control all this power with Lincoln's new Turbo-Drive—the first no-shift drive to offer utter smoothness *plus* snap acceleration. With the new engine and Turbo-Drive working together as a matched team, you discover performance that you never knew could exist.

But we can only hint at what awaits you. One drive in a Lincoln or Lincoln Capri is the sure way to find out how modern—how *magnificent* your driving can be. Your Lincoln dealer is ready at your convenience.

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NEW 1955

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