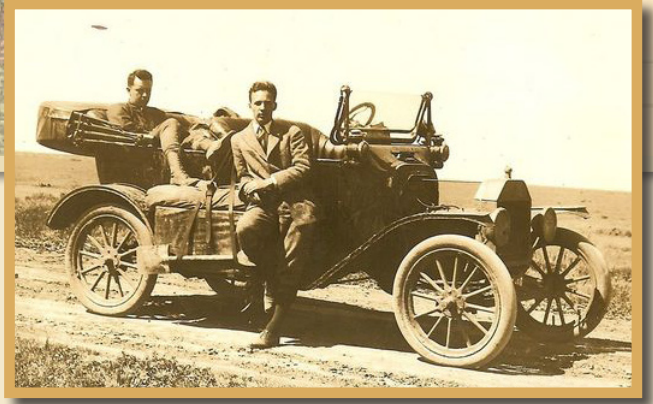
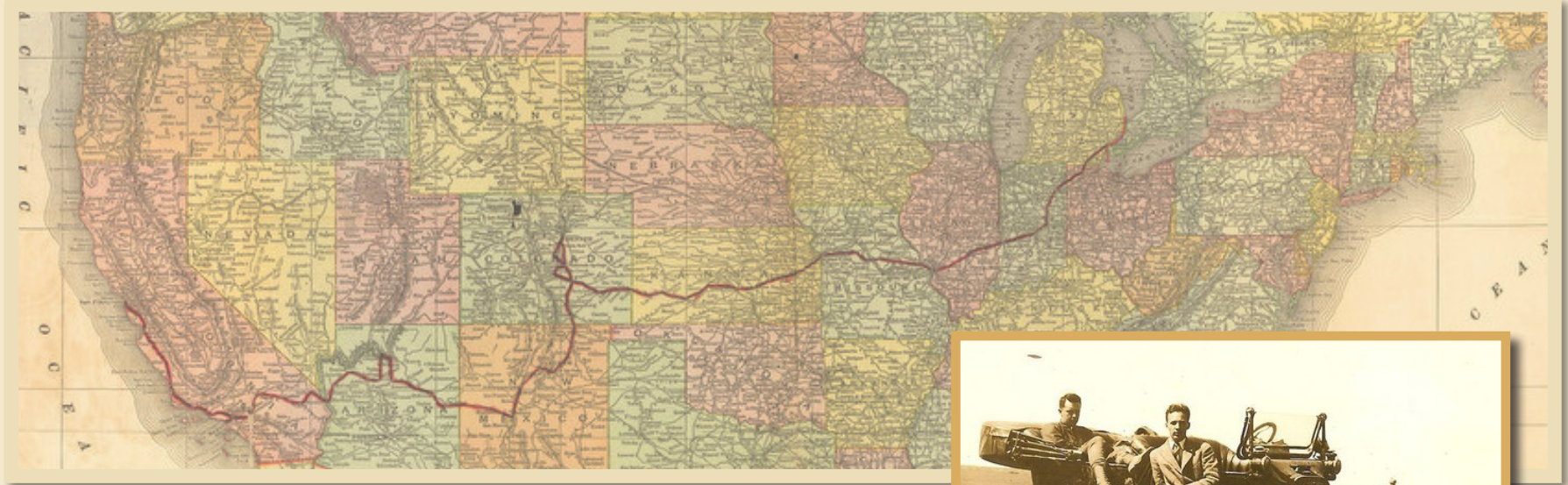




LINCOLN'S American Road Trip: 1915 - 2015

"Father made the most popular car in the world; I would like to make the best car in the world." Edsel Ford

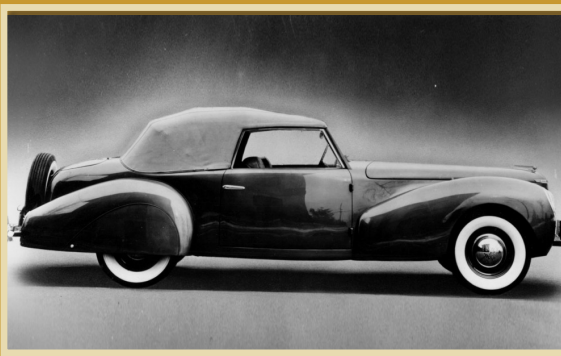
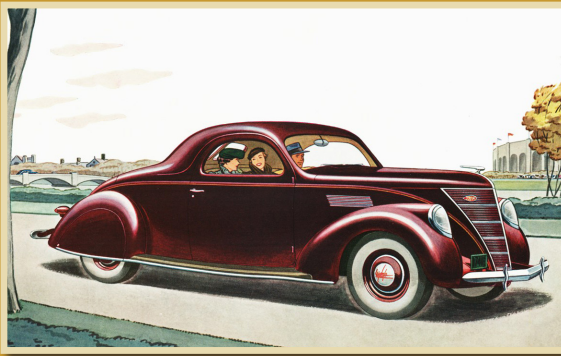
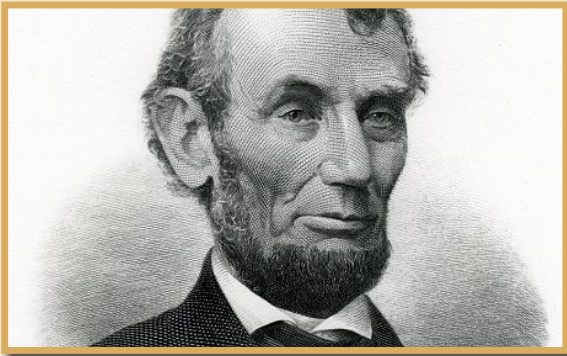


In the summer of **1915**, twenty-one year old Edsel Ford and six friends set out for a cross-country road trip from Detroit to San Francisco – 4,202 miles to the Pacific Ocean.

1917 Henry Leland formed Lincoln Motor Co., named for the 1st President he was eligible to vote for, in order to manufacture Liberty aircraft engines for the U.S. in World War I. The 1st Lincoln motor car was then completed in **1920**. Sold to Ford Motor Company in **1922**, and Edsel Ford named President. Edsel provided the direction and inspiration for Lincoln for the rest of his life. By the mid-twenties, Lincoln was recognized as one of the world's premier motorcars.

1936 Edsel introduces the mid-price Lincoln Zephyr: it was a huge success, and the Museum of Modern Art said it is the "first successfully streamlined car in America." **1939** the 1st Continental built as a one-off for Edsel. Became a hit and an icon of automotive design. Architect Frank Lloyd Wright describes it as "the most beautiful automobile he'd seen." **1961** Understated Elegance: while most auto companies were using almost as much chrome as paint, Lincoln went to a design known as "The Continental Look."

1981 Town Car introduced, providing executives, Lincoln lawyers, and everyone who wants a traditional luxury ride.. their signature car. **1997** Lincoln creates the luxury SUV segment, introducing the Navigator. **2000** Lincoln LS (Luxury Sport) sedan named Motor Trend Car of the Year. **2006** Alan Mulally named CEO; his decisive actions enabled Ford Motor Co. to weather the nation's recession at the end of that decade, forgoing any government assistance.



2016 LINCOLN **MKZ**



2016 LINCOLN **MKX**



2016 LINCOLN **NAVIGATOR**



2016 LINCOLN **MKC**

