



Henry Ford II announces...

A warranty for two full years or 24,000 miles...
whichever occurs first—on the all-new
1961 LINCOLN CONTINENTAL

“In offering this warranty, we are
backing our belief in this all-new car
which represents a completely new concept in
automotive design and manufacture”

Henry Ford II
President
FORD MOTOR COMPANY

Introduction of the Lincoln Continental on November 17 will culminate three years of intensive effort to design, engineer and produce a luxury passenger car which will meet the most exacting tests of reliability and performance.

When planning for the 1961 Lincoln Continental started in 1957, it was decided to develop a completely new motorcar to be styled in the Continental tradition and to embody luxury and mechanical dependability in every detail.

New design principles, new standards of production accuracy and rigid methods of testing were incorporated in the planning program from the start, three years ago. Every part to be used in the car, from nuts and bolts to upholstery and trim, was re-evaluated independently and measured against the function it was to perform. Each was subjected to separate inspection and tested exhaustively before being approved for production.

In the Lincoln Continental engine, all critical parts are matched in sets for perfect balance and fit. Standards employed are so exacting that new

machines had to be designed and built before many parts could be manufactured. Critical parts are chrome-plated or made from stainless steel for increased durability. The cylinder bores, for example, are honed twice.

Each Lincoln Continental engine is test-run for three hours, then torn down, inspected and reassembled before installation in the automobile.

The emphasis on accuracy and complete reliability is carried throughout the entire precision production process. Special gauges are used to align doors and windows perfectly. Parts are measured to minute tolerances and are accepted only if they meet the exacting specifications. Every electrical component is checked thoroughly with an electronic testing device.

After assembly in accordance with the rigid quality standards, each Lincoln Continental is extensively road tested. Skilled inspectors examine the car in operation, checking 189 different points before approving the car for shipment.

The 1961 Lincoln Continental will be produced

in two models, a four-door sedan and a four-door soft-top convertible with fully automatic top—the only model of its kind built in America.

It is only by such painstaking care and critical concern for every mechanical part that so magnificent a car as Lincoln Continental could be built—and warranted for two full years or 24,000 miles, whichever occurs first.

The terms of the extended warranty provide that for 24 months or for 24,000 miles, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will continue to be made by the tire companies. Owners will remain responsible for normal maintenance operations, including routine replacement of such items as filters, spark plugs, ignition points and wiper blades.

Ford Motor Company THE AMERICAN ROAD
DEARBORN, MICHIGAN

See this remarkable car at your Lincoln Continental dealer on November 17