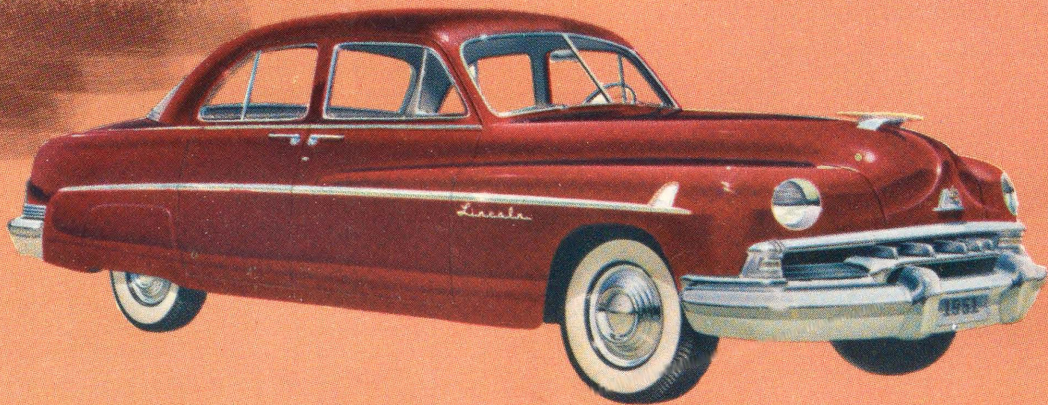


**QUICK  
FACTS**

about the new 1951

*Lincolns*



*Lincoln* ... nothing could be finer



#### **NEW FRONT END STYLING**

- New grille design is simpler, more massive . . . gives all Lincolns a lower, wider look.
- Front bumper is heavier to harmonize with new grille, and extended to give added wrap-around protection.
- New parking light design enhances the broader appearance of the new grille.
- New, richly styled, hood ornament on Lincoln models carries out new flowing lines.

#### **NEW REAR END CONTOURS**

- New rear window on Lincoln is 29% larger for better visibility, smarter styling.

- New rear fenders are longer, more gracefully styled, to give the Lincoln a flowing, spirited profile.
- New tail lamp assembly harmonizes with fender lines . . . includes tail lamp, stop signal, directional signals.
- New deck lid handle and ornament freshly styled to complement the new smart lines.
- New bumpers completely redesigned to fit new rear fender contours, are wrap-around type for extra protection on the road or parking.
- New stone deflector shields carry out new bumper and fender styling.

### NEW BODY DETAILS

- Colorful, rich looking, front fender ornament adds a decorative touch.
- Sweeping new body molding adds length and sleekness to the side view.
- Newly designed hubcaps provide a finishing touch for Lincoln's strikingly beautiful new exterior styling.
- Exciting new colors. Available in single over-all colors or two-tone finish effects.

### NEW, MORE LUXURIOUS INTERIORS

- New upholstery fabrics and colors dramatize spaciousness of Lincoln interiors.

- Interior hardware is completely new, smartly styled.
- Steering wheel and horn ring restyled in fresh, new motif.
- All instrument control knobs have been redesigned for greater beauty, easier use.
- Additional control knob for air intake in the ventilating system allows wider range of adjustment, greater comfort for all passengers.

### NEW ENGINE AND CHASSIS FEATURES

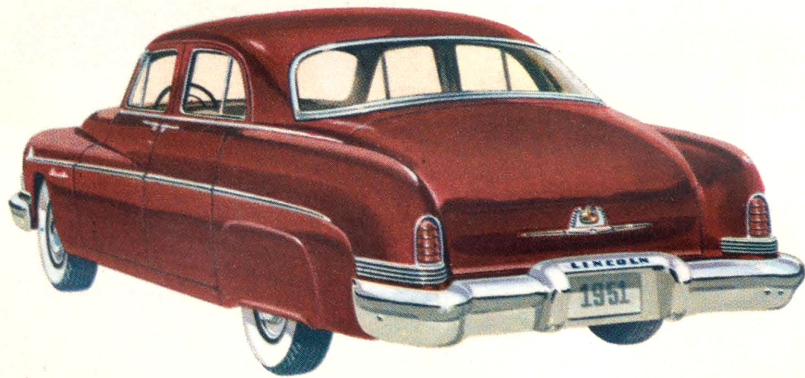
- New directional flow tubes in cylinder block provide more efficient engine cooling.



- Improved oil drainage system for greater oil economy.
- Still finer performance from the performance stars of the fine-car field . . . with the "InVincible" Lincoln eight-cylinder, V-type engine, and improved HYDRA-MATIC Drive.

*the 1951* *Lincoln*

*features*



**DRAMATIC STYLING . . .**

Inside and out, the 1951 Lincolns live up to their reputation for style distinction. Every line of the Lincoln and Lincoln Cosmopolitan emphasizes luxury and elegance . . . from the smartness of the grille to the flair of horizon-sweep rear body lines.

**RICH LUXURY . . .**

In the 1951 Lincoln cars you find traditional Lincoln "move-around" spaciousness . . . styled to arrest the eye and finished to make Lincoln comfort even more appealing and restful than ever before. Every design detail combines to bring you motoring at its best.

### PRECISION-PERFECTED POWER . . .

Put the "InVincible Lincoln 8," V-type, high-compression engine to any test you wish . . . crowded traffic . . . straightaways . . . grades . . . and you'll find that it's the performance leader. Dual-concentric carburetion, hydraulic valve lifters, and better spark control give it that smoothness, whisper-still quiet, and instant response always associated with the Lincoln.

### ENGINEERED SAFETY . . .

Every instrument on the Lincoln in-line "Centralized" instrument panel is separately placed in a single line for ready scanning, day or night. Control knobs are "finger-tip" near for handy operation. You get powerful "Duo-servo" brakes for swift, straight stops . . . panorama-wide picture windows all around for uninterrupted vision . . . and spacious girder-reinforced frame and body for extra strength!

### STUDIO-SILENT RIDING . . .

Lincoln gives you relaxing quietness . . . at any speed, over any road surface. Fiberglas soundproofing shuts out annoying wind and road noise, while Lincoln's heating\* and ventilating system provides ample ventilation, winter or summer, without drafts or annoying wind roar, plus freedom from window fogging. Easy to operate, it has only three simple controls.

### COUNTLESS CONVENIENCES . . .

Space simply doesn't permit full listing of Lincoln convenience features . . . like dash-control ventilation . . . directional signals to flash your turning intentions to others . . . illuminated ash receptacle and cigar lighter socket . . . convenient map light . . . door-operated entrance lights . . . and many, many others.

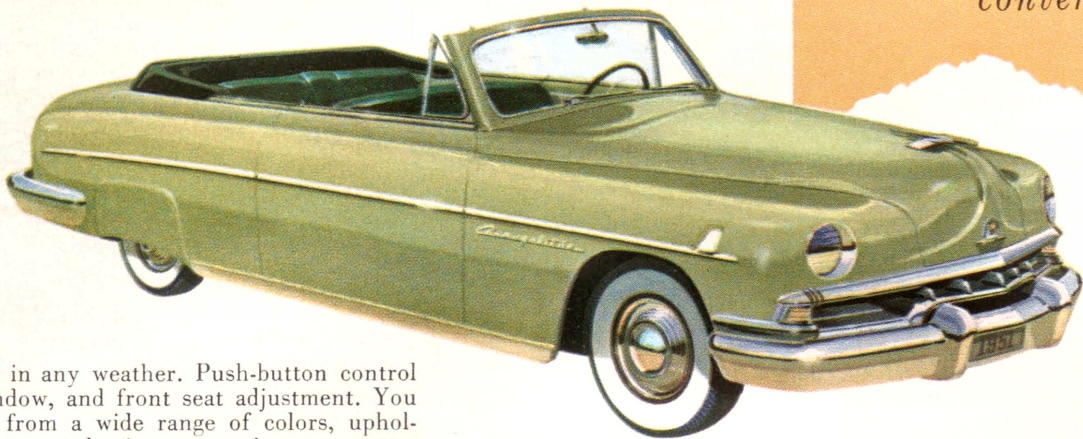
*a wealth of body styles to choose from . . .*



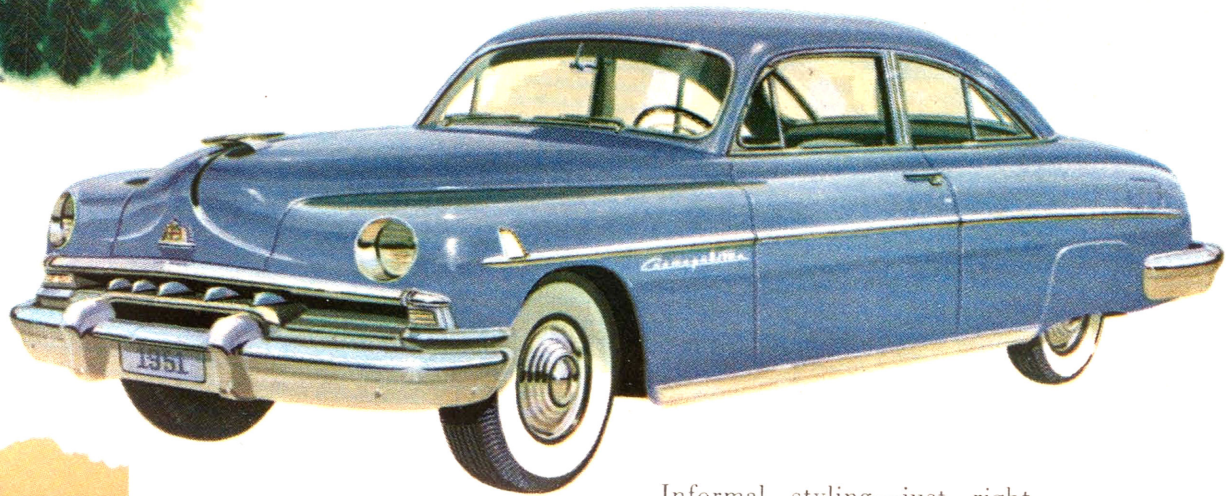
1951

*Lincoln Cosmopolitan*

6-passenger  
convertible



Ready to go in any weather. Push-button control for top, window, and front seat adjustment. You can choose from a wide range of colors, upholsteries, and top selections, to suit your tastes.



1951

*Lincoln Cosmopolitan*  
6-passenger coupe

Informal styling—just right for either town or country. Plenty of room for six in easy-chair comfort. You'll like its casual lines . . . the large luggage compartment that makes it so ideal for distant touring.



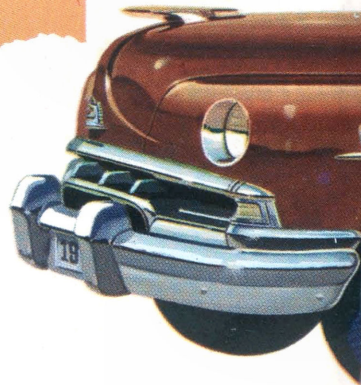
Enjoy Lincoln's "Salon Styling" at its best . . . with rich fabric and color combinations . . . handsome, modern hardware . . . and the restfulness of a studio-quiet ride provided by Fiberglas insulation.

Here is spacious luxury . . . in your choice of trimly tailored broadcloth, cord or nylon upholstery fabrics. Handsome, easy-to-read instrument panel has control knobs located for driver's greatest convenience.



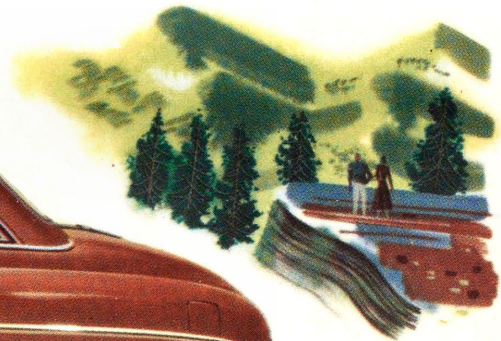
1951

*Lincoln Cosmopolitan*  
sport sedan



With its long, low lines, the Lincoln Cosmopolitan Sport Sedan is truly the most distinctive of fine cars. Its simplicity gives it an air of prestige . . .





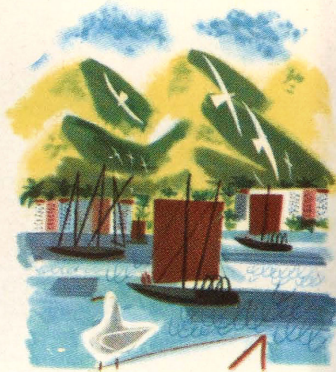
and the convenient four-door styling makes it particularly suitable for family use. Impressively elegant, it's a car any motorist would like to own.

1951

*Lincoln Cosmopolitan  
Capri*

*6-passenger coupe*

The ultimate in fine-car styling is Lincoln's Cosmopolitan Capri. All the lively grace of a convertible . . . with the extra security of an all-steel top . . . plus sparkling, chrome-trimmed, vista-wide windows.

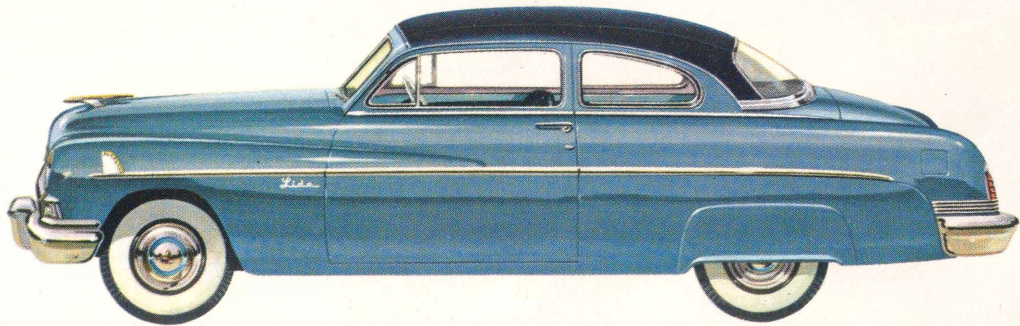


1951

*Lincoln Lido*

6-passenger  
coupe

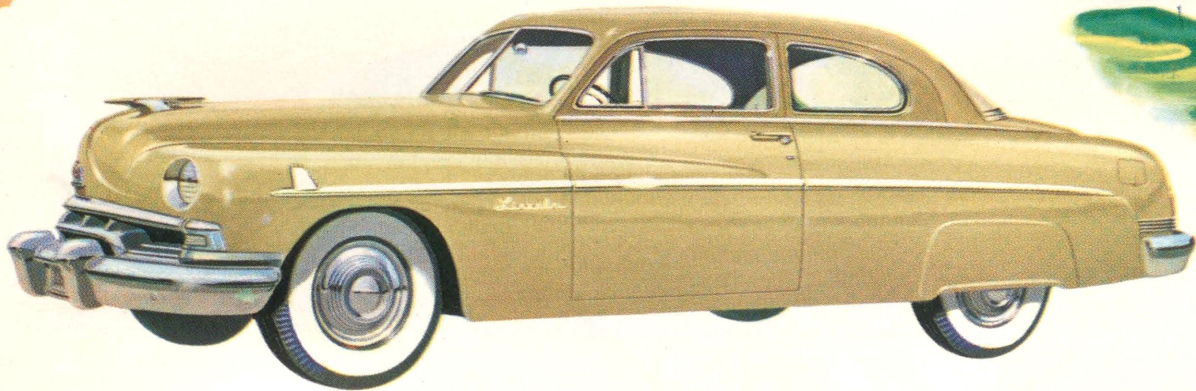
In the new Lincoln Lido, richly grained, vinyl-leather-covered, safety-steel top and satiny finishes give a new styling note.

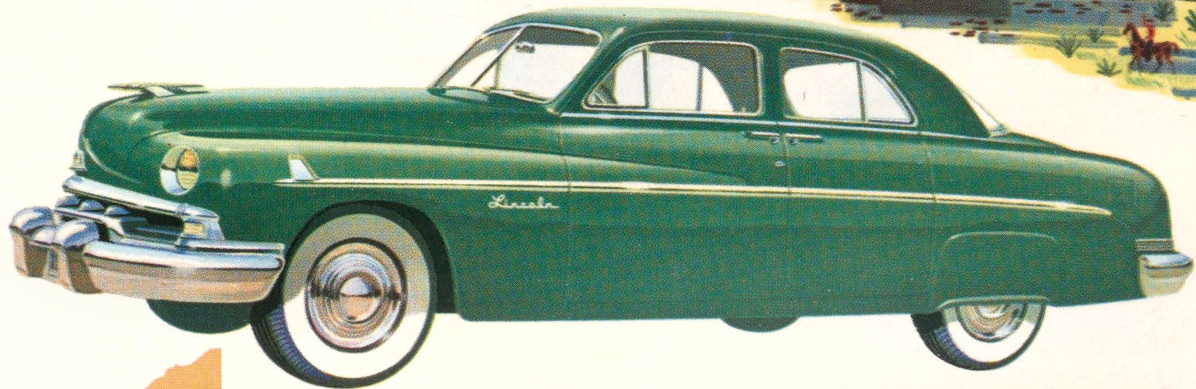


1951

*Lincoln*  
6-passenger coupe

Room for six to ride in foam-rubber cushioned comfort . . . yet the informal coupe styling gives this model a note of casual, intimate luxury. And its two-door protection is ideal for all families with children.





1951  
*Lincoln*  
sport sedan

Four-door convenience and extra-wide rear window make this model a pleasure to drive. You'll enjoy the luxury of "Salon-Styled" interiors... and zestful performance of the Lincoln "InVincible" engine.



# 1951 *Lincoln* engine specifications

## Premium Product of World's Largest Producer of V-8 Engines

**RATING:** The Lincoln 8, V-type, L-head engine develops 154 horsepower at 3600 rpm. Bore, 3½ in.; stroke, 4¾ in. Three-point, puck-type, rubber mounting. Compression ratio, 7 to 1. Counter-balanced crankshaft with three large bearings. Heat-treated aluminum-alloy pistons with steel struts. Alloy-steel valve inserts. Three piston rings. One-piece, precision-type valve guides pressed in block.

**LUBRICATION:** Gear-type oil pump. Force feed to all main, connecting rod, and camshaft bearings. Heavy-duty oil filter. Sludge-traps in crankshaft. Positive crankcase ventilation minimizes sludging. Oil capacity, 6 quarts (including the capacity of the oil filter).

**FUEL SYSTEM:** Fuel tank capacity: Lincoln, 19½ gal.; Lincoln Cosmopolitan, 21½ gal. Camshaft driven diaphragm-type fuel pump with filter. Automatic choke. Automatic idling control. Oil-bath air cleaner. Improved concentric type, dual-downdraft carburetor checks vapor lock, increases fuel economy.

**COOLING SYSTEM:** Full-flow system circulates all coolant around all cylinders and back through head of each side of engine for uniform cooling and longer engine life. Two high-velocity water pumps, permanently lubricated. Full water jacket warms oil in cold weather, cools it on long trips. New five-bladed silent fan. Coolant capacity, 34.5 quarts.

**ELECTRICAL SYSTEM:** Battery, 17-plate, 120-ampere-hour. High-capacity generator (40 ampere at 7.1 volts) with automatic current and voltage control, especially designed to handle the extra load of radio, heater, window lifts, etc. High-speed, single breaker-arm distributor. Vacuum type automatic spark control.



**DIMENSIONS: LINCOLN**—wheelbase, 121 in.; over-all length, 214.8 in.; width, 76.7 in.; height (loaded) 63.6 in.

**LINCOLN COSMOPOLITAN** — wheelbase, 125 in.; over-all length, 222.5 in.; width, 78.2 in.; height (loaded), 62.6 in.

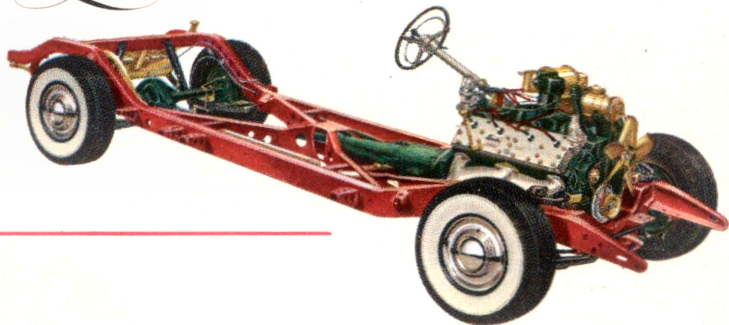
**FRAMES:** Double drop "X" with K-reinforcement. Cold-riveted and welded.

**BODIES:** All steel. Insulated against noise and heat. Lincoln Cosmopolitan Convertible has automatic top, hydraulic window lifts, and front seat adjustment.

**WHEEL SUSPENSION:** Independent coil spring suspension of front wheels. Rear springs are longitudinal semi-elliptic leaf type.

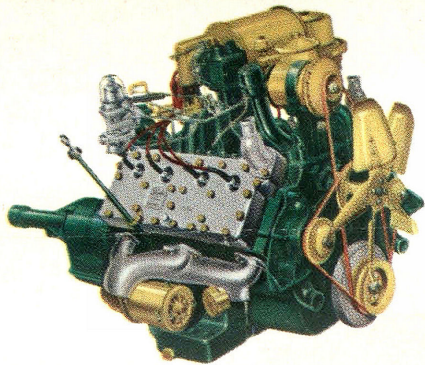
**BRAKES:** "Duo-servo" hydraulic brakes. Cable-type parking brake.

1951 *Lincoln* chassis specifications



**HYDRA-MATIC DRIVE:** Four automatic speeds forward, one reverse. No gears to shift, no clutch to push.

**TIRES:** Extra-low pressure; Lincoln, 8.00 x 15; Cosmopolitan, 8.20 x 15.



*All Lincoln cars are equipped with improved HYDRAMATIC transmission at extra cost*

*Optional equipment illustrated or indicated in this booklet including white side-wall tires and rear wheel shields on all Lincoln models (except the Lincoln Lido) also available at extra cost.*

THESE SPECIFICATIONS WERE IN EFFECT AT THE TIME THIS BOOKLET WAS APPROVED FOR PRINTING. LINCOLN DIVISION OF THE FORD MOTOR COMPANY, DETROIT, MICHIGAN, WHOSE POLICY IS ONE OF CONTINUOUS IMPROVEMENT, RESERVES THE RIGHT, HOWEVER, TO DISCONTINUE OR CHANGE AT ANY TIME, SPECIFICATIONS, DESIGN, OR PRICES WITHOUT NOTICE AND WITHOUT INCURRING ANY OBLIGATION.

*nothing could be finer than*  
*Lincoln performance*

The 1951 Lincoln gives you performance, right in keeping with its new, fleet styling . . . spirited performance, that comes from perfect matching of its powerful V-type, 8-cylinder engine and improved, road-proven HYDRAMATIC Drive.

The Lincoln "InVincible" engine—all 154-horsepower of it—is instantly responsive to your every demand . . . in traffic . . . cruising the highways, fighting the heavy going of mud or snow. With its highly favorable ratio of power to weight, the 1951 Lincoln engine always has extra get-away and pull in reserve.

Teamed with such an engine, improved HYDRAMATIC operates at its most efficient best . . . frees you from all the inconvenience of ordinary shifting and the foot operation of a conventional clutch-type transmission. Every ounce of power is automatically put at your command . . . immediately, smoothly, dependably.