

## Twenty plus years of Continentals



A pair of classic Continental sedans, top a 2002 model, bottom, 2017

*Welcome to the Northstar News, the monthly publication of the Northstar Region of the Lincoln and Continental Owners Club. We value your opinions and appreciate your input concerning this newsletter and the operation of the club. This is your club.*

This month, we will be featuring the ninth and tenth generation Lincoln Continental. The nameplate has been around for about eighty years in one form or another, mostly affixed to Lincolns which are a bit smaller and more personal in nature. There have been exceptions to that rule, a number of years where it was the large, full-sized model. But, one thing has always held true, Continental has always conferred a certain degree of exclusivity to those who either own one or aspire to own one.

The **ninth** generation was produced from 1995 through 2002. And the **tenth** generation was

*(Continued on page 4)*

### *This Issue Contains*

Feature Story	1	Directors Message	3
Club Information Page	4	Northstar Monthly Board Meeting Minutes	5
Editors Message	2	Welcome Wagon	13
Trivia	2	North Star Events	15

Trivia from the Internet



Katherine Johnson  
American Mathematician  
1918 - 2020

*Katherine Johnson (née Coleman; August 26, 1918 - February 24, 2020) was an American mathematician whose calculations of orbital mechanics as a NASA employee were critical to the success of the first and subsequent U.S. crewed spaceflights. During her 33-year career at NASA and its predecessor, she earned a reputation for mastering complex manual calculations and helped pioneer the use of computers to perform the tasks. The space agency noted her "historical role as one of the first African-American women to work as a NASA scientist".*

*Johnson's work included calculating trajectories, launch win-*

*(Continued on page 3)*

Editors Message

Last month, we were alive with optimism for April being an outstanding spring month. Alas, this was not to be. We were really shortchanged in the weather department, with only two or three days being somewhat acceptable. Snow, sleet, rain, strong winds, and below-average temperatures continued in various amounts all month long. Most of us with old cars didn't even bother to crack the garage doors. Much of my time was spent indoors these past four weeks, racking up quality couch time. It wasn't entirely wasted; I did manage to burn through four or five contemporary mystery novels, which provided an excellent diversion from watching network news on the flat screen. If a book doesn't quite measure up, there is always a Hallmark movie known to provide a happy outcome.

This past month was our first in about two years of a real-life North Star board meeting at Lincoln of Bloomington. They were at the ready to greet us when we arrived toward the end of their business day. Sweet Olga, as usual, was warmly greeted like a long-lost friend and handsomely rewarded with some very special treats. Dog bone-shaped peanut butter biscuits, complete with the Lincoln star logo embossed in the middle of the bone. In addition to the very fine treat, she received a great deal of personal attention, lots of petting, neck scratching, and all that good stuff. I think that she would like it if her dad brought her down to Bloomington, Lincoln, every day. Bloomington Lincoln has some of the best car people in the Twin Cities. If you need a new Lincoln or a fine-used car, stop by and let them try to help you. And their service depart will take in any Ford product and make it well for you. Bloomington Lincoln, they are the best.

Earlier in April, we had a Sunday brunch over at the Bungalow Inn in Lakeland, Minnesota. It was a new location for our club, although several of our members had been there before on occasion. It was a comfortable, cozy place, featuring great service and a nice brunch line with a lot of excellent food to choose from. I am sure that the club will be re-

turning there again. Good brunches locations are getting harder to find; we must keep the Bungalow on our "go back again" list.

Lincoln has been getting some buzz in the automotive press. Plans are in the works for electrifying the entire Lincoln fleet (with only four SUVs, it should not be as daunting as with other companies). We hope that the execution goes well. The



Sweet Olga is with two of her favorite relatives, Uncle Harvey Burski and his son, Paul Burski, Marion's brother and nephew. Olga came to call on Paul and see his new garage condo over in Prescott, Wisconsin. Harvey and Paul always give Olga a lot of attention, something every girl likes. She thinks that they are the best relatives ever, an opinion shared by her dad.

electric vehicles perform well, with good battery life, between recharges, and are somewhat affordable. Lincoln has been doing very well in China. The brand sells more cars there than in the United States. So many that if it weren't for China sales, Lincoln would probably be out of business. And the market there is still good for four-door sedans. Perhaps, we will see one of their future sedan models brought over here as an electrified Zephyr or, if only, a Continental.

Please do not forget some of the North Star activities coming up. This May, the caravan down to Milwaukee will visit the Harley Davidson complex. This was put together by member Bill Holaday, a former HD executive. He faithfully promises that this will be both an interesting and exciting event for all of us, whether or not you have ever ridden a motorcycle. There is just something about the open road, motorcycles, and a few of your wildest dreams possibly coming true that stirs some deep feelings in our innermost selves. There will also be a couple of car collections to see too. If you are interested in attending this event, give Bob Johnson a call at 651-257-1715.

Our annual car show at Lincoln of Bloomington. Fine cars, friendship, some good food served up by our friends at the car store, and a few door prizes. Plan to bring a Lincoln and a lawn chair and join in on all the fun. More details elsewhere in this issue of the newsletter. Please try to make it; let's have a good turnout on this special day.

Let's hope that better weather and better days are ahead for us all.

Till next month, David and Sweet Olga, the Samoyed.



*Directors Message by Bob Johnson May 2022*

(Continued from page 2)

dows, and emergency return paths for Project Mercury spaceflights, including those for astronauts Alan Shepard, the first American in space, and John Glenn, the first American in orbit, and rendezvous paths for the Apollo Lunar Module and command module on flights to the Moon. Her calculations were also essential to the beginning of the Space Shuttle program, and she worked on plans for a mission to Mars. She was known as a "human computer" for her tremendous mathematical capability and ability to work with space trajectories with such little technology and recognition at the time.

In 2015, President Barack Obama awarded Johnson the Presidential Medal of Freedom. In 2016, she was presented with the Silver Snoopy Award by NASA astronaut Leland D. Melvin and a NASA Group Achievement Award. She was portrayed by Taraji P. Henson as a lead character in the 2016 film *Hidden Figures*. In 2019, Johnson was awarded the Congressional Gold Medal by the United States Congress. In 2021, she was inducted into the National Women's Hall of Fame.

**Early life** - Katherine Johnson was born as Creola Katherine Coleman on August 26, 1918,

(Continued on page 5)



An update to the COVID-19 status. Mary and I have just gotten our second booster shot with no ill effects. We now need to start making plans to attend our region events again. Again, our biggest problem may be getting you to get out and do activities after two years of basically doing nothing.

Our April activity was April 10, a Sunday Brunch at the Bungalow Inn in Lakeland, Minnesota. We had over twenty members attend. The nasty weather gave us a break and the day was the best we had seen in over a week, but our attendance was still low. We went to see a very busy restaurant firsthand, and people are getting out and starting to enjoy meeting and seeing friends again at a social event. I wish that more members had gotten out for this brunch with good food, a great environment, and a convenient location just on the outskirts of the Twin Cities. The Bungalow Inn will host Thursday afternoon car shows if the weather ever warms. Please go to their website for specific information, [bungalowinn.net/eventscalendar](http://bungalowinn.net/eventscalendar). Those that attended are listed else here in this newsletter.

Our highlight of 2022 will be a four-day road region trip to Harley Davison Museum in Milwaukee, Wisconsin, May 12-15, 2022. A road trip to Milwaukee PDF email was sent to all members and will send out again. This will be a great trip; please try to attend, if possible. One change has occurred, we are not able to go to Dan and Joyce Staehle's home Sunday morning as they will be in Florida for their son Tom's graduation from college. **You can still attend**, but you will have to pay a higher room rate for your hotel room. So far, we have 22 persons signed up to enjoy getting on the road to see the state of Wisconsin and Harley Davidson's impact on the city of Milwaukee. Please join us if you can. Also, you can just drive to the Wisconsin Dells area and visit the Platt garage Thursday, May 12. We will be there between 12 and 2 p.m. and it will be worth the trip to see his collection.

Our 14th Annual Bloomington Lincoln Car show will be Saturday, June 11, 2022, from 10 a.m. to 2 p.m. at Bloomington Lincoln, Bloomington, Minnesota. Free lunch and awards at 2 p.m. The staff at Lincoln of Bloomington are eagerly waiting to see your Lincolns displayed at their dealership.

On March 15, the 2022 Lincoln Centennial Homecoming registration for August 7-13, 2022, is now posted on the Lincoln Motor Car Foundation website [lincolncarmuseum.org/](http://lincolncarmuseum.org/), and the LCOC.org website.

Our Facebook presence with likes is now 527 persons. Please use our correct Facebook page the one to use is *North Star Lincoln Continental Car Club*.

We had 156 new LCOC memberships for February and March, which is a gain of over 100 for normal new memberships for these months in past years. Six of these memberships are in the North Star Regions area. Dave Gustafson is responsible for recruiting most of our new members. Thank you, Dave, for your efforts. Again, I will say it; we still need to get out and recruit new members. **For 2022 only, we have a reduced LCOC Membership rate of \$25; let's use it to get some new members and friends for the LCOC and the North Star Region.** Now can we get you to call persons you know who love Lincolns? We need them as members! Your call is still the best way to get a new member. Please call everyone you know interested in the Lincoln brand. We can be more active now; just get out and recruit.

As always, keep the journey continuing in our marvelous Lincolns and stay safe and WELL.

*Bob and Mary Johnson*

# Board Of Directors - 2022 - 2023

Title	Name	Phone Numbers	email	Term Ends
Regional Director	Bob Johnson	H(651)257-1715	arborbob41@aol.com	2023
Secretary	Chris Struble	(952)679-0342	cgstruble@fedex.com	2023
Treasurer	Matt Foley	C(612)280-4930	mcfoley@earthlink.net	2022
Activities Director	Jay White	H(612)559-3219	jay@jwhiteandassoc.com	2023
Director	Bob Roth	H(763)475-1429		2023
Publications/ Membership	Dave Gustafson	H(952)435-1919	davidwgustafson@att.net	2022
Director	Tom Brace	H(651)644-1716	trbrace@comcast.net	2022
Director	Bill Holaday	H(763)402-1171	bill.holaday59@gmail.com	2023
Director	Jeff Eisenberg	(612)521-3537	Jeff.eisenberg@libsontruck.com	2023
Director	Dave Heeren	(952)469-3647	dheeren41@hotmail.com	2022

Members and guests are welcome to attend the Board Meetings. Our meeting location, unless otherwise specified, will be held at Bloomington Lincoln in their conference room. Meeting time will be 6:30 pm on the first Thursday of each month, except December.

Articles and other information for the newsletter should be sent to David Gustafson, Editor, at 308 Brandywine Drive, Burnsville, MN 55337. email: davidwgustafson@att.net

## Continentials continued....

*(Continued from page 1)*

produced from late 2016 through 2020. Your editor was fortunate to have a 1996 and a 2001 Continental out of the ninth gen and currently owns a 2017 tenth-generation model. All very fine cars, well designed for the use intended, which is to provide a vehicle with excellent road manners, very capable of covering many miles in a single day in maximum comfort. Both generations have powerplants that provide superior performance with good economy (up to 25mpg highway). You could hardly ask for a finer car for your driving needs. Future collectability? Probably not, with the exception of the tenth generation “Coach Door” models. Buy them, drive and enjoy them. All are great vehicles for touring or for just driving something different. These Continentals prove the motto, “for those of us who like to take the road less traveled.” If you are going down that road, a Continental is for you.

**Ninth generation (1995 – 2002)** - For the 1995 model year, the Continental was substantially updated with more rounded lines similar to the Mark VIII and launched on December 26, 1994; the interior also saw a major overhaul. The new Continental utilized various styling cues from the Lincoln Contempra concept car which had been unveiled in early 1994. Production commenced at Wixom Assembly in November 1994. While the body was all-new, the Continental shared underpinnings with the previous generation. In a departure from the previous generation, the Continental was given back its V8 engine for the first time since 1987 and more closely matched the Northstar V8 engine that Cadillac was using for its DeVille and Seville sedans at the time. The 1995-2002 Continental was the only production vehicle in which a Ford Modular family engine was mounted transversely, and the only one to use it in a front wheel drive application. The base price for the 1995 Continental at launch was \$40,750 (equivalent to \$74,500 in 2021).



The 9th generation Continental featured the InTech 32 valve DOHC engine as their only offering.

The sole engine for the Continental was the Modular/InTech 32v DOHC 4.6L V8 shared with the Lincoln Mark VIII, but

*(Continued on page 6)*

# Northstar Monthly Board Meeting Minutes

April 7, 2022

## BOARD OF DIRECTOR'S MEETING

The meeting was called to order at Bloomington Lincoln by Regional Director Bob Johnson at 6:32 p.m.

Board members attending the conference call were Bob Johnson, Dave Gustafson, Tom Brace, Bill Holaday, Dave Heeren, and Chris Struble. The Board members not present were Jay White, Jeff Eisenberg Matt Foley. Sweet Olga was present, visited with the board members, and shamelessly begged for attention and treats. The minutes of the previous meeting and the agenda of this meeting were approved.

### Director reports:

The meeting started with an update on Covid 19, which seems to be moving on. This was the first face-to-face board meeting in some time. Hopefully, this means more events and a return to normal.

### Activities report:

Chairperson Bob Johnson reviewed club activities.

April 2022- April 10 Brunch at the Bungalow Inn and restaurant at noon. There are 25 members signed up.

May 12- 15, 2022- Bill Holaday outlined the four-day trip to Milwaukee to visit the Harley-Davidson Museum. He has put the finishing touches on the itinerary.

June 11, 2022- Annual Bloomington Lincoln Car show.

July 2022- Researching cars shows; Charlie Johnson is willing to host an event.

August 7-14, 2022 Annual Lincoln Homecoming

October 2022 Morrie's tour- has been scheduled for October 02, 2022.

Membership update- David Gustafson is reviewing memberships that have not yet renewed. He also reports he has recruited a few new members.

Matt Foley was not present to report the treasury balance, and he has since reported that the balance is \$6389.84, with all bills paid.

A discussion was held regarding the merits of an updated LCOC membership directory. The cost of publication could be partially offset by advertising revenue.

There being no further business, the meeting was adjourned at 7:20 p.m.

Respectfully submitted by Chris Struble

*(Continued from page 3)*

*in White Sulphur Springs, West Virginia, to Joylette Roberta (née Lowe) and Joshua McKinley Coleman. She was the youngest of four children. Her mother was a teacher and her father was a lumberman, farmer, and handyman. He also worked at the Greenbrier Hotel. Johnson showed strong mathematical abilities from an early age. Because Greenbrier County did not offer public schooling for African-American students past the eighth grade, the Colemans arranged for their children to attend high school in Institute, West Virginia. This school was on the campus of West Virginia State College (WVSC). Johnson was enrolled when she was ten years old. The family split their time between Institute during the school year and White Sulphur Springs in the summer.*

*After graduation from high school at the age of 14, Johnson matriculated at WVSC, an historically black college. She took every course in mathematics offered by the College. Several professors mentored her, including the chemist and mathematician Angie Turner King, who had guided*

*(Continued on page 6)*

# More about Lincoln Continentals

*(Continued from page 5)*

Coleman throughout high school, and W. W. Schieffelin Claytor, the third African-American to receive a doctorate in mathematics. Claytor added new mathematics courses just for Johnson. She graduated *summa cum laude* in 1937, with degrees in mathematics and French, at age 18. Johnson was a member of Alpha Kappa Alpha. She took on a teaching job at a black public school in Marion, Virginia. Virginia.

In 1939, after marrying her first husband, James Goble, she left her teaching job and enrolled in a graduate math program. She quit one year later after becoming pregnant and chose to focus on her family life. She was the first African-American woman to attend graduate school at West Virginia University in Morgantown West Virginia.

Through WVSC's president, Dr. John W. Davis, she became one of three African-American students, and the only woman, selected to integrate the graduate school after the 1938 United States Supreme Court ruling in *Missouri ex rel. Gaines v. Canada* required States which provided public

*(Continued on page 7)*

**(Continued from page 4)**

slightly de-tuned for front wheel drive use. It produced 260 hp (190 kW) and 265 lb·ft (359 N·m) torque; 0–60 mph (0–97 km/h) was reached in 7.2 seconds. Inside, the Continental featured a plush leather interior with many amenities and advanced electronics for the time. Some of the options included JBL sound system, 6-CD changer, power moonroof, heated seats, onboard cellular phone, anti-theft alarm system, traction control, and chrome wheels. As before, buyers could choose between five and six-passenger seating, offering Bridge of Weir leather on upper trim packages.

1995 and 1996 Continentals had air ride suspension on all four wheels while the 1997 model had rear air suspension and traditional steel coil springs up front. An increasingly competitive luxury market and decontending of the 1997 Continental saw its base price decreased by 10% that year.

**1998 facelift** - The Continental was updated again in late 1997 for 1998 with redesigned front and rear end styling. The front-end also held a strong family resemblance to the newly redesigned 1998 Town Car. Also new for 1998 was a dashboard redesign, though still keeping the reflective dash cluster. Despite these notable changes, pricing on the Continental was up only slightly over the 1997 model which itself had seen a price reduction from the year before.



2002 Dash layout

For 1999, the Continental once again saw only a modest price increase to MSRP \$38,525 — the same price as the Town Car. The Continental offered buyers front wheel drive, while the Town Car remained rear wheel drive, and was joined by the slightly smaller Lincoln LS. This generation Continen-

tal gained seat-mounted side airbags and even more power (now up to 275 hp (205 kW)). Six-passenger capability was still available via the no-charge option of a split-bench front seat and column shifter.

Also available on the 1999 Continental was the "RESCU Package" (Remote Emergency Satellite Cellular Unit) which included Global satellite positioning (similar to GM's "OnStar"), 3-channel HomeLink compatible garage door opener mounted in the driver's sunvisor, voice-activated cellular telephone, and the Alpine audio system (which included a digital sound processor, subwoofer amplifier, and additional speakers). One could also opt for the 6-disc CD changer, heated front seats, and a tinted glass power sunroof with sliding shade.



9th generation door handles

New for 1999 was an extra-cost "Luxury Appearance Package" that included a wood-trimmed steering wheel and shift knob with unique two-tone seat trim and floor mats inside, and chrome alloy wheels and a special grille up front. Other available packages were the "Driver Select System" which included a semi-active suspension, selectable ride control, steering wheel-mounted controls for the audio and climate systems, automatic day/night outside mirrors, the "Memory Profile System" that recalled power steering assist and ride control settings for two drivers, and the "Personal Security Package" which included special run-flat tires mounted on polished alloy wheels, low tire pressure alert system, and universal garage door opener.

Between the 2000 and 2002 model years, changes to the Continental remained relatively minor as production of the model eventually came to an end. In 2000, various safety fea-

*(Continued on page 7)*



## Continental's Continued

(Continued from page 6)

higher education to white students to provide it to black students as well, either by establishing black colleges and universities or by admitting black students to previously white-only universities.

**Career** - Johnson decided on a career as a research mathematician, although this was a difficult field for African Americans and women to enter. The first jobs she found were in teaching. At a family gathering in 1952, a relative mentioned that the National Advisory Committee for Aeronautics (NACA) was hiring mathematicians. At the Langley Memorial Aeronautical Laboratory, based in Hampton, Virginia, near Langley Field, NACA hired African-American mathematicians as well as whites for their Guidance and Navigation Department. Johnson accepted a job offer from the agency in June 1953.

According to an oral history archived by the National Visionary Leadership Project: At first she [Johnson] worked in a pool of women performing math calculations. Katherine has referred to the women in the pool as virtual "computers who wore skirts". Their main job was to read the data from the black boxes of planes and carry out oth-

(Continued on page 8)

(Continued from page 6)

the standard model. The Cartier Edition features became standard including child seat-anchor brackets, emergency trunk release, and "Belt Minder" system. In 2001, the universal garage door opener was now standard. A new Vehicle Communication System (VCS) featuring hands-free voice activated phone, Safety and Security Services (SOS), information services, and route guidance assistance was optional for 2002.



2002 rear tail light assembly

**Diamond Anniversary Edition (1996)** - To commemorate the 75th anniversary of Lincoln, a *Diamond Anniversary Edition* of the Continental was offered as an option package. The package included "Diamond Anniversary" badging, leather seats, voice-activated cellular phone, JBL audio system, auto electrochromatic dimming mirror with compass, and traction control.

**Spinnaker Edition (1996)** - As a continuation of the version offered the year before on the Town Car, Lincoln offered a *Spinnaker Edition* of the 1996 Continental. The option package featured "Spinnaker Edition" badging, tri-coat paint, two-toned leather seats, and 16" spoked aluminum wheels.

**Limited Edition (2001)** - For 2001, a *Limited Edition* was offered, featuring unique leather interior with "Limited" embroidery, two-toned interior trim, wood steering wheel, 6-disc CD changer, and 16" spoked aluminum wheels. It was sold as a Greenbrier Limited Edition Continental in select markets.

**Collector's Edition (2002)** - To commemorate the end of the model run for 2002, a *Collector's Edition* was offered featuring a genuine walnut burl steering wheel, instrument panel, and side door trim, "CE" logos, platinum painted grille, 10-spoke chrome wheels, and more. In addition to the Continental's other exterior color choices, a CE-

exclusive charcoal gray was also available. Approximately 2,000 were produced.

**Discontinuation and replacement** - After several years of declining sales, Lincoln announced that 2002 would be the last year for the Continental. Along with declining sales of the model line, Lincoln faced a significant model overlap as the Continental, LS V8, and Town Car competed in nearly the same price range. As the LS V8 was a mid-size sport luxury sedan and the Town Car was a full-size luxury sedan, the Continental was withdrawn, with the final ninth-generation vehicle rolling off the Wixom Assembly production line on July 26, 2002.

After 2002, the Continental was not directly replaced. For 2009, Lincoln introduced the MKS; while intended to replace the Town Car (which remained until 2011), the MKS was closer in length and width to the ninth-generation Continental and based on a front-wheel drive chassis (with all-wheel drive as an option). In place of a V8 engine, the MKS offered a twin-turbocharged V6 as an option.



2017 Continental front grille

**Tenth generation (2017 – 2020)** - In the fall of 2016, after a fourteen-year absence from the Lincoln model line, a new tenth generation Continental went on sale. Previewed by a namesake concept car at the 2015 New York Auto Show, the 2017 Lincoln Continental was the successor to the Lincoln MKS. The Continental was manufactured in Flat Rock, Michigan, alongside the Ford Mustang. This was the first Continental generation since 1958 that is not assembled at the Ford Motor Company Wixom Assembly Plant. The base price of the "Standard edition model was \$43,700 and went up to around \$80,000 for the fully decked out Black Label Reserve model. Considering prices of the ninth generation mod-

(Continued on page 8)

## More about Continentals

*(Continued from page 7)*

er precise mathematical tasks. Then one day, Katherine (and a colleague) were temporarily assigned to help the all-male flight research team. Katherine's knowledge of analytic geometry helped make quick allies of male bosses and colleagues to the extent that, "they forgot to return me to the pool". While the racial and gender barriers were always there, Katherine says she ignored them. Katherine was assertive, asking to be included in editorial meetings (where no women had gone before). She simply told people she had done the work and that she belonged.

From 1953 to 1958, Johnson worked as a computer, analyzing topics such as gust alleviation for aircraft. Originally assigned to the West Area Computers section supervised by mathematician Dorothy Vaughan, Johnson was reassigned to the Guidance and Control Division of Langley's Flight Research Division. It was staffed by white male engineers. In keeping with state racial segregation laws, and federal workplace segregation introduced under President Woodrow Wilson in the early 20th century, Johnson and the other African-American women in the computing pool were re-

*(Continued on page 9)*

*(Continued from page 7)*

els also were in the \$40,000 range, the later models did offer some value for the money. Production of the Continental ended on October 30, 2020, with no immediate plans for a replacement in the full-size sedan segment.



The Continental featured finely shaped door handles and were part of the E latch system.

**Chassis** - The tenth-generation Lincoln Continental is based upon the Ford CD4 platform. Shared with the Ford Fusion (Mondeo) and Lincoln MKZ, the Continental shares an extended-wheelbase CD4 chassis with the seventh-generation Ford Taurus. At 117.9 inches (5.7 inches longer than the Fusion/MKZ), the Continental is the longest-wheelbase Lincoln sedan produced since 1979 with the exception of the long wheelbase L Town Cars. While front-wheel drive is standard, this generation marks the first use of all-wheel drive on a Lincoln Continental, but depending on trim, all-wheel drive is either optional or standard equipment. While sharing its fundamental chassis underpinnings with the Lincoln MKZ, the Continental is powered exclusively by V6 engines. As a standard engine, a 305 hp 3.7L Ti-VCT V6, shared with the MKZ and MKS. As an option, a 335 hp 2.7L twin-turbocharged V6 is available, shared with the Lincoln MKX. At the top of the engine lineup, the Continental is fitted with a 400 hp (298 kW) 3.0L twin-turbocharged V6; exclusive to the Continental and MKZ, the 3.0L engine is the highest-horsepower engine ever fitted to a production Lincoln car (Navigator SUV is available with 450 hp (336 kW) 3.5L twin-turbo V6). All three engines are paired with a six-speed automatic transmission. When fitted with the 3.0L engine, all-wheel drive (with torque vectoring) is standard equipment.

**Body** - The tenth-generation Continental introduced a new front end design theme for

the Lincoln division, shifting from the previous "bird-in-flight" split grille to a slightly recessed rectangular design. Standard equipment includes electrically latched doors (marketed as "E-Latch"), which also pulls the door closed. Interior door panels use a button near the door pull handle to unlatch the door; on the outside, the exterior door pulls are integrated into the beltline window trim, reminiscent of the third generation Ford Thunderbird.



The transmission shifter is a series of vertical buttons to the far left of the touch screen system. No more gear shift selector.

In place of a console or column-mounted transmission shifter, control of the transmission was changed to "PRNDS" buttons mounted to the left of the infotainment/navigation touch screen. "S" represents "Sport mode", where the suspension, power steering, and transmission shifting are programmed for more spirited driving. While largely done in an effort to increase center console space, the layout is a similar approach to the Mercury Chrysler and Packard designs of the mid-1950s (though the Continental is also fitted with paddle shifters as standard equipment). As an option, the Continental is available with either 13 or 19-speaker audio systems from the "Revel" division of Harman, distinguished by aluminum speaker grilles in the door panels. As with the Lincoln MKS, the Continental is fitted with adaptive cruise control and lane-keeping technology, as an option, the Continental offers a 360-degree camera system to produce a "virtual overhead view" of the vehicle.

**Trim** - In line with current Lincoln product offerings, the Lincoln Continental was offered in three standard trims, Premiere, Select, and Reserve. In continuing with Lincoln tradition, Bridge of Weir "Deepsoft" leather is

*(Continued on page 9)*



(Continued from page 8)

quired to work, eat, and use restrooms that were separate from those of their white peers. Their office was labeled as "Colored Computers". In an interview with WHRO-TV, Johnson stated that she "didn't feel the segregation at NASA, because everybody there was doing research. You had a mission and you worked on it, and it was important to you to do your job ... and play bridge at lunch." She added: "I didn't feel any segregation. I knew it was there, but I didn't feel it." NASA disbanded the colored computing pool in 1958 when the agency was superseded by NASA, which adopted digital computers. Although the installation was desegregated, forms of discrimination were still pervasive. Johnson recalled that era: We needed to be assertive as women in those days - assertive and aggressive - and the degree to which we had to be that way depended on where you were. I had to be. In the early days of NASA women were not allowed to put their names on the reports - no woman in my division had had her name on a report. I was working with Ted Skopin-ski and he wanted to leave and go to Houston ... but Henry Pearson, our supervisor - he

(Continued on page 10)

## Even more about Continentals

(Continued from page 8)

used for upper-level trim (Select and Reserve). As a flagship trim level, Lincoln revisits the tradition of the 1970s Designer Editions for the "Black Label" Continental. As with the Designer Editions, the Black Label vehicles have specially-coordinated exterior and interior appearance packages, including Rhapsody Blue (exclusive to the Continental), Chalet, and Thoroughbred.



The three-liter twin-turbo 400 horsepower made the Continental a very spirited performer. And at steady highway speeds, delivered fairly good mileage.

**80th Anniversary Coach Door Edition (2019)** - To commemorate the 80th anniversary of the 1939 Lincoln Continental of Edsel Ford, Lincoln introduced a Coach Door Edition of the Continental. The first Lincoln since the 1969 Continental to feature rear-hinged passenger doors, the vehicle is assembled as a standard Continental by Flat Rock Assembly. Final assembly is completed by Cabot Coach Builders, a Massachusetts-based Ford QVM (Qualified Vehicle Modifier); the company performs a six-inch wheelbase extension (to fit the longer rear-hinged doors) with frame reinforcements. The rear seat is reconfigured for a two-passenger seat with a full-length center console.

For the 2019 model year, 80 examples of the 80th Anniversary Coach Door Edition were produced and sold exclusively in the United States. The first Lincoln vehicle with a base price over \$100,000, all coach-door Continentals are Black Label trim with all-wheel drive and the 400 hp 3.0T twin-turbocharged V6 powertrain.

**Coach Door Edition (2020)** - For 2020, approximately 150 non-commemorative versions of the Coach Door Edition were produced. Like the 2019 80th Anniversary Coach Door Edition, all were Black Label trim with

all-wheel-drive and powered by the 400 hp 3.0T twin-turbocharged V6.



Above a very limited edition, Special Edition Continental featuring "Coach Doors," a styling cue harkening back to the 1960s "Slabsides." About 200 were outsourced by Lincoln to a custom bodybuilder and made available to the public over a two-year period. There was a price premium of about \$40,000 over the regular list price of a Continental Black Label. Production was sold out as soon as this special model was released.



A simple but graceful rear styling speaks Continental.

**Discontinuation** - Due to low sales and Lincoln's desire to focus on crossovers and SUVs, the Continental was discontinued after the 2020 model year.

**Continental Future** - While not in current production, the Continental name is just too valuable to put on the shelf forever. I think that it will return once again, as an upscale sedan, fully electric. No sedans are currently in production in the United States. However, Lincoln is building and successfully selling significant quantities of sedans in the China market. As a matter of fact, more Lincolns are sold in China than the US. There may be an adaption of a sedan from the China market for full electrification and sold in the US within the next four or five years. Most people believe that Continental will be back.

## Road testing Continentals

*(Continued from page 9)*

was not a fan of women - kept pushing him to finish the report we were working on. Finally, Ted told him, "Katherine should finish the report, she's done most of the work anyway." So Ted left Pearson with no choice; I finished the report and my name went on it, and that was the first time a woman in our division had her name on something.

From 1958 until her retirement in 1986, Johnson worked as an aerospace technologist, moving during her career to the Spacecraft Controls Branch. She calculated the trajectory for the May 5, 1961 space flight of Alan Shepard, the first American in space. She also calculated the launch window for his 1961 Mercury mission. She plotted Backup navigation charts for astronauts in case of electronic failures. When NASA used electronic computers for the first time to calculate John Glenn's orbit around Earth, officials called on Johnson to verify the computer's numbers; Glenn had asked for her specifically and had refused to fly unless Johnson verified the calculations. Biography.com states these were "far more difficult calculations, to account for the gravitational pulls of

*(Continued on page 11)*

Here are a two articles found online which provide a little detail about how well the Continentals performed.

**2001 Lincoln Continental Road Test** - (by New Car Test Drive, April 2001) High-tech equipment is a requisite for a luxury sedan these days, but Lincoln's Continental is on the cutting edge with computer electronics applied to nearly every facet of the driving experience. We're not talking about gadgets here, although the Continental offers a reasonable share of those, we're talking about the innovative use of electronics to provide comfort and ride quality in a highly maneuverable sedan.

Suspension dampening and steering effort can be adjusted electronically by the driver, allowing owners to tailor their Continental to their driving style and environment. These whiz-bang electronics are not intrusive, however, as owners can choose to use them or ignore them. Either way, driving the Continental is a satisfying experience.

**Model Lineup** - The Continental is available in just one model, which retails for \$39,380. Leather is standard along with all the other goodies you'd expect in a full-size luxury car.

A 4.6-liter V8 delivers power to the front wheels through a four-speed automatic transmission. Anti-lock brakes and traction control are standard. Side-impact air bags are also standard, in addition to the dual front air bags. An optional package called RESCU automatically summons help via cellular telephone and global positioning satellite whenever an air bag deploys; the package comes with a cellular telephone, the premium Alpine Sound System and a programmable garage door opener.

The Driver Select System (\$605) includes semi-active suspension with driver adjustable ride control, memory profile system, steering-wheel audio and climate controls and automatic dimming for the left outside mirror.

Continental's four-year/50,000-mile warranty is longer than the standard three-year/36,000-mile warranty. For 2001, Lincoln has further sweetened the ride with complimentary regular maintenance for the first three years or 36,000 miles, which it claims is a first for a domestic luxury brand.

**Walkaround** - The Lincoln Continental makes a distinctive design statement. Front fenders, hood and decklid are made of a sheet

-molding compound that is more resistant to dents and dings. This material allows Lincoln to revise the styling more often to keep the Continental in step with evolving aesthetic trends. In the Continental's current incarnation, a rounded interpretation of the Lincoln waterfall grille blends with the headlamp clusters to sweep into a brightly trimmed smile, while massive tail lamps wrap around into the muscular rear quarter panels. The overall impression is round, organic, yet solid and impressive.

The door handles are a dated design, however, and can pinch your pinky if you're not careful. The door is fitted with a keypad for unlocking the car without a key; many longtime Ford buyers like them, but we think they detract from the appearance of the car.

The trunk boasts nearly 19 cubic feet of cargo capacity. The trunk lid raises high and out of the way, while a low lift-over height makes loading and unloading a lot easier. Raising the hood reveals an attractive engine compartment filled by a 4.6-liter V8. Washer fluid, the oil filler and other necessities are out in the open and the cooling system is maintenance-free.

**Interior Features** - The Continental's interior is handsome. The design of the instrument panel, the real wood accents, and the leather work together to provide a pleasant atmosphere. The seats in Luxury Appearance Package (\$1,105) Continentals are swathed in two-tone Connolly leather. Medium and light-gray leather on our test car with light-colored wood trim and premium carpeting gave it an open, airy feeling inside. Light coming in from the moonroof and windows adds to the bright, open feeling.

Electronics aid driving and comfort. Switch on the ignition and a blank area where the instruments should be lights up with seemingly three-dimensional gauges. The instruments are lighted from behind, and the red pointers for the tachometer, speedometer, and fuel and temperature gauges appear to float above the instrument faces. It looks slick, and it's highly legible.

Mounted on the dash just to the right is a set of controls used to adjust ride quality and power-steering assist to the driver's preferences. In the same cluster is a trip computer that calculates miles to empty, average mpg and instant mpg, among other road-trip data. Push the check button and the status of vari-

*(Continued on page 11)*

## More Continental Road Tests

(Continued from page 10)

celestial bodies." Author Margot Lee Shetterly stated, "So the astronaut who became a hero, looked to this black woman in the still-segregated South at the time as one of the key parts of making sure his mission would be a success." She added that, in a time where computing was "women's work" and engineering was left to men, "it really does have to do with us over the course of time sort of not valuing that work that was done by women, however necessary, as much as we might. And it has taken history to get a perspective on that."

Johnson died at a retirement home in Newport News on February 24, 2020, at age 101. Following her death, Jim Bridenstine, NASA's administrator, described her as "an American hero" and stated that "her pioneering legacy will never be forgotten."

**Legacy and honors** - The Presidential Medal of Freedom was awarded to Johnson in 2015. Johnson co-authored 26 scientific papers. Her social influence as a pioneer in space science and computing is demonstrated by the honors she received and her status as a role model for a life in science. President Barack Obama presented her with the Presidential Medal of Freedom,

(Continued on page 12)

(Continued from page 10)

ous systems is displayed.

Owners can program a myriad of other functions, such as whether to have the doors lock when the car moves forward, or to have the horn chirp when the remote locks the doors, or to have the rear-view mirrors dip when the transmission goes into reverse. Moreover, all of that can be stored in a pair of memory buttons, so two different drivers can have the car set up for their individual preferences, eliminating potential trouble spots between spouses. Simply push the driver ID button; select 1 or 2 and all your preferences will be selected.

Continental's standard seating arrangement includes a split (50/50) front bench seat and soft leather upholstery. Comfortable front bucket seats and a full-length console are listed as a no-cost option, but they can be ordered only with the \$605 Driver Select System and \$575 Alpine stereo.

Either way, there's lots of rear-seat legroom. Three adults can sit in back with reasonable comfort, and shoulder belts are available at all three positions.

**Lincoln's premier nameplate is tanned, rested, and ready for another go as the brand's flagship.** By Don Sherman From the February 2017 issue of Car and Driver.

It was with some trepidation that we punched the start button on this **Lincoln Continental** road test. What if Lincoln revived its hallowed nameplate only because its own execs couldn't keep straight the alphabet soup of three-letter badges beginning with MK? What if this new flagship turned out to be another lightly fluffed Ford? What if this Conti is no better than the **Taurus**-based edition sold 20 years ago or it's a turkey like the **Blackwood pickup** that lasted exactly one model year?

Lincoln fans, especially those still pining for the Town Car, perk up at any mention of the Continental. While few remember that Edsel Ford's 1939 gift to automotive artistry -reinterpreted two classic design features—long-hood, short-deck proportions and the spare tire as a fashion accessory—some surely recall the magnificent Mark II coupes that followed in 1956 and the elegant Kennedy-era Continental four-door hardtops and convertibles. On those rare occasions when Lincoln got the Continental right, it was the day's premier land yacht.

Now Lincoln's game is reprising fine

design, premium interiors, and exemplary performance for prosperous customers beckoned by more than a dozen import and domestic makers. The U.S. is ground zero, with a few exports to China where the Lincoln brand still commands respect. After witnessing Audi, BMW, and Mercedes-Benz bloody Cadillac in sales in the sports-sedan category, Lincoln is taking a pass on that fight for now.

**HIGHS:** Tasteful if familiar design, ample power, decent performance. Establishing exterior dimensions that are a touch grander in every direction than a Mercedes **E-class**'s enabled Lincoln design chief David Woodhouse to sculpt the Continental with nicely flowing lines and voluptuous proportions. The new face of Lincoln is a Bentley-esque grille shared with the facelifted **MKZ** and slated to replace the bow-wave motif throughout the brand's lineup. Another lapse in creativity is the racetrack taillamp theme long used by Dodge and seen on both past and freshened **MKZs**.

At least there's beauty in the details. Substantial body forms and gentle creases showcase the Continental's wheels and tires. There are just enough badges and insignias to reveal this car's identity. Our favorite feature is the side-window trim finished in a polished-silver hue that neatly integrates thin mirror pedestals and substantial door handles with the beltline. While skateboarders will surely be tempted to grab those inviting loops for a tow, their intended purpose is to elevate the entry experience. A light touch on their inside surface activates a microswitch that unlatches the door electrically. Spring pressure initiates the opening swing, and other mechanisms ease the final closing and latching effort. This ambitious reinvention of the door handle suggests that Lincoln may finally be serious about clearing the skepticism clouding this brand.

Interior designers took excellent advantage of the Continental's sprawling 117.9-inch wheelbase—five inches longer than the **retired Lincoln MKS flagship**'s—to vault this mid-size luxury-sedan contender well into the EPA's large-car category. The headline feature is 30-way front-seat adjustability, a \$1500 option that Lincoln unapologetically calls Perfect Position Seating. Fourteen door-mounted miniswitches, working in cahoots with the center touchscreen, let you slide, raise, inflate, and heat cushions and energize massage action to your heart's content. You

(Continued on page 12)



## Road tests continued...

*(Continued from page 11)*

one of 17 Americans so honored on November 24, 2015.

Two NASA facilities have been named in her honor. On May 5, 2016, a new 40,000-square-foot (3,700 m<sup>2</sup>) building was named the "Katherine G. Johnson Computational Research Facility" and formally dedicated at the agency's Langley Research Center in Hampton, Virginia. The facility officially opened its doors on September 22, 2017.

Johnson attended this event, which also marked the 55th anniversary of astronaut Alan Shepard's historic rocket launch and splashdown, a success Johnson helped achieve. At the ceremony, deputy director Lewin said this about Johnson: "Millions of people around the world watched Shepard's flight, but what they didn't know at the time was that the calculations that got him into space and safely home were done by today's guest of honor, Katherine Johnson".

In June 2019, George Mason University named the largest building on their SciTech campus, the Katherine G. Johnson Hall.

On November 6, 2020, a satellite named after her (NusSat 15 or "Katherine", COSPAR 2020-079G) was launched into space. In February 2021, Northrop Grumman

*(Continued on page 13)*

*(Continued from page 11)*

can bear-hug your ribs for hard cornering and set thigh support at two different elevations to stimulate circulation. Grippy perforated leather upholstery, a steering wheel with proper thumb notches, and a perfectly executed dead pedal suggest that the driver's needs earned due consideration during the Continental's interior-design process. Rear-seat occupants enjoy the full limousine treatment with an elevated seating height, indulgent legroom, and a headliner contoured to accommodate the lankiest tycoon.

Unfortunately, other interior details land lower on the execution scale. The dashtop pad on our \$66,535 Continental Reserve model was elegantly stitched and soft to the touch, but its coarse-grained surface looks more like molded rubber than animal hide. Wood accents are so brightly varnished that they're hard to distinguish from plastic. And glittering chrome frames throughout the interior hurl the mood back to the '60s. It's as if the Continental's interior designers followed a brief distinctly different from the one guiding their exterior colleagues.

A vertical shift-button array clears console space for two huge storage bins, a pair of cupholders, and a longitudinal slot that nicely accommodates the largest smartphone. Most of the bugs have been worked out of Ford's Sync 3 infotainment-management system, which can be commanded by voice or by tapping the appropriate spot on the eight-inch touchscreen. And there are nicely knurled knobs to control radio volume and tuning and the climate control system's fan speed. No all--thinking, all-knowing mouse is present to execute your bidding. Instead, there are tiny chrome toggles sprinkled about the center console and the steering wheel to set cabin temperature, cycle through display menus, and instruct the chassis and powertrain how to behave. And, while paddle shifters suggest that Lincoln is hip to the 21st century, the Continental's flimsy, molded--plastic levers feel like they came from the Focus's parts bin.

Instead of blessing Lincoln's flagship with the rear-/all-wheel-drive platform that the Continental nameplate deserves, strategists tapped the tried-and-true CD4 architecture—currently living under the **Ford Fusion** and **Edge** as well as the Lincoln MKX and Z for another go. Component sharing is

now such a standard industry practice that it's hard to challenge Lincoln's parsimony while its annual volume barely tops 100,000 units, well below Cadillac's and less than one-third of what BMW, Lexus, and Mercedes-Benz each sell here. And, even though CD4 was launched for the 2013 model year, there's life left in these bones. Each time engineers develop a new application, they discover ways to refine the parts they started with.

In addition to significant length and width increases over its platform-mates, the Continental receives three corporate V-6 engines ranging from 300 horsepower to the potent 400 of the 3.0-liter twin-turbo in the six-speed-automatic, all-wheel-drive model tested here. While the top two engines are proud members of the EcoBoost (known internally as Nano) engine family, Lincoln will steer well clear of that nomenclature in customer communications.

Consistent with our mixed emotions concerning the Continental's interior and exterior designs, our driving and testing experiences wandered all over the enthusiasm map. The well-weighted, slack-free, and almost communicative steering is the best chassis feature. Turning effort is thankfully high enough that *Lincoln Lawyer* Matthew McConaughey won't be steering this car with the bottom of his wrist. We also laud the tuning invested in this version of Lincoln's Continuously Controlled (electronic) Dampers. You can select Comfort mode for a ride that verges on float, Normal for good all-around behavior, or Sport for attacking the mountain pass of your choice with competent and pain-free body- and wheel-motion control.

Switching modes requires tapping three different steering-wheel switches in proper sequence, but that pays off with moves that approach sports-sedan stand-ards. Unfortunately, the Continental's 4555-pound curb weight, all-season Michelin Primacy radials, and intrusive stability-control system halt the cornering fun at only 0.84 g.

The Conti's 400 lb-ft of torque reporting for duty at 2750 rpm yields a 5.0-second-flat blast to 60 mph, matching a **Cadillac CT6** with the twin-turbo 3.0-liter V-6 and easily blowing away the Lexus GS350, Mercedes-Benz E300 4MATIC, and the outgoing BMW 535i xDrive we've tested. The on-demand all-wheel drive seamlessly antici-

*(Continued on page 13)*

(Continued from page 12)

named its *Cygnus NG-15* spacecraft to supply the International Space Station the *SS Katherine Johnson* in her honor.



**Depiction in media** - The highly acclaimed film *Hidden Figures*, released in December 2016, was based on the non-fiction book of the same title by Margot Lee Shetterly, which was published earlier that year. It follows Johnson and other female African-American mathematicians (Mary Jackson and Dorothy Vaughan) who worked at NASA. Taraji P. Henson plays Johnson in the film. Appearing alongside Henson at the 89th Academy Awards, Johnson received a standing ovation from the audience. In an earlier interview, Johnson offered the following comment about the movie: "It was well done. The three leading ladies did an excellent job portraying us." In a 2016 episode of the NBC series *Timeless*, titled "Space Race", the mathematician is portrayed by Nadine Ellis.

From the internet...

## More Continentals

(Continued from page 12)

pates the need for maximum traction as your right foot nudges the accelerator and provides a comforting sense of security on wet pavement.

Unfortunately, an annoying throttle calibration and transmission hitches compromise the impressive urge. Stroke the gas pedal through the first third of its travel and this engine goes for broke, impeding smooth passing moves and keeping nothing in reserve. The six-speed transmission is reluctant to downshift, unable to hold gears at the redline, and fraught with sag-then-surge reactions when you crack the horsewhip. Another concern is not one whit of engine braking when you lift off and tap the paddle shifter for a lower gear.

While the Continental's numb left pedal is incommunicado concerning the vented-front, solid-rear disc-brake system's activity, it will halt this hefty four-door from 70 mph in 170 feet with minimal fade during repeated stops. All the aforementioned competitors, each hundreds of pounds lighter, beat that performance save the BMW 535i, which is a close match. Rivals also top this Lincoln's 0.84-g cornering grip, some by a little, some by a lot.

The new **Genesis G90** powered by the twin-turbo V-6 strikes us as the Continental's soul mate. Both these flagships deliver comparable—occasionally even impressive—performance with loudly unspoken sports-sedan aspirations.

Decent sales while the supply pipeline is still filling confirm that the Continental does appeal to Lincoln's traditional supporters. But forgive us for mentioning the untapped potential we believe is buried deep within the Continental's soul. A diet regimen, fixes for the ergonomic lapses, and a stability-system reprogrammed to take advantage of the already optional 20-inch summer tires could move this Lincoln in our direction. While Lincoln has repeatedly stressed that the Continental isn't engineered or tuned to attack the incumbent European sports sedans, this car clearly tops the brand's past efforts. We're convinced that a slight change in focus and another stab at tuning could produce the first Continental that's truly at home in a car enthusiast's driveway.

## Bungalow Brunch

April 10 saw the club meet for a Sunday brunch at the out-of-the-way Bungalow Inn, Lakeland, Minnesota. That Sunday was not a record-setting day for nice, warm weather, but at least it was neither raining nor snowing, and the sun was out. It was quite probably one of the three best days of this past April.

Attendance was not record-breaking; we had just over twenty members show up for what was a very fine Sunday brunch. There was a buffet line set up and many good choices for us to select from. Your editor sampled a little of everything that was available and thought that the waffles with a little syrup and whipped cream really seemed to hit the spot. Most of our members appeared to be pleased with what was available, and more than a few went back through the line for an additional item or two.

The restaurant was very busy, but the wait staff did their best to make sure that everyone was properly taken care of with a minimum wait time. From the number of people there, it would appear that folks are starting to feel that it is once again safe to go out once again and enjoy a good meal in the company of family and friends. We are not sure of the reason for the relatively low number of club members turning out, but perhaps it was the lack of club history with the Bungalow, and it is still just hard to get our members out of their comfort zone after this somewhat long boring winter. The Bungalow is a nice place and should provide a nice replacement venue for some of our other locations, which are no longer available.

In attendance were members Tom and Gunta Brace, Bob Gavrilescu, David Gustafson, Dave Heeren, Bill, and Kathryn Holaday, Bob and Mary Johnson, Al and Kathy Longley, Faythe Oberg, John and Dorothy Palmer, Dave Sandels, Tom and Joan St. Martin, Brad Videen, Bruce Wiley, Nels Woods, and Carole Yoho. A drawing was held, and Tom Brace won a Lincoln wristwatch; Bruce Wiley and Nels Woods went home with Lincoln ball caps.

Later this summer, the Bungalow Inn will be sponsoring a series of weekly car shows Thursdays beginning at 4:30 p.m. We will try to post more information in upcoming newsletters, or you can check the Bungalow's website: [bungalowinn.net](http://bungalowinn.net). I am sure that we all look forward to returning here again for more good food and friendship.

## Continental Sales

Ninth Generation Lincoln Continental yearly sales.

Year	Number
1995	40,708
1996	32,019
1997	31,220
1998	35,210
1999	26,246
2000	22,648
2001	20,392
2002	15,435
2003	280

Tenth generation sales

Year	US	China
2016	5,261	204
2017	12,012	10,501
2018	8,758	10,489
2019	6,586	N/A
2020	5,262	N/A
2021	1,460	N/A

Pretty sad sales numbers for what was to be the flagship of the Ford family. What went wrong? For many different reasons, bad marketing, unappealing styling, and the sudden market shift to trucks and special utility vehicles seemed to draw the buyers away from traditional four-door sedans. Most people in the business think that the Continental will return, and it is just too valuable a nameplate to abandon forever.

## Lincoln sells more vehicles in China than US

From the Detroit News.....

Lincoln now sells more of its luxury vehicles to Chinese buyers than American buyers. This is a powerful new development. The Chinese consumer is considered essential to every playbook in the global auto industry — including Ford, General Motors, Volkswagen, Honda, Toyota and Tesla. "Every automaker needs to be successful in China because it's the largest auto market in the world by almost double," market analyst Jon Gabrielsen told the Free Press. "People outside the industry have no idea. For automakers, China is a must-succeed market. If you aren't successful in China, you're opting out of nearly half the global auto market."

Ford is launching the new 2022 Lincoln Zephyr sedan with more than 3,700 preorders since its debut at the Guangzhou Auto Show in November. "That's a really good number for a luxury brand," Lincoln President Joy Falotico told the Free Press.

Order banks in China were popular before the pandemic, which in the U.S. inspired more direct orders from buyers for vehicles. Chinese buyers order directly and get the vehicle delivered by a dealer.

**Corsair drives spike** - Lincoln saw its best global sales in 21 years with nearly 193,000 vehicles last year.

Of that, Lincoln sold 91,000 vehicles in China — 10% more than the 83,000 sold in the U.S. and Canada combined.

Buyers snapped up the Lincoln Nautilus, Aviator and Corsair SUVs while at the same time being motivated by the concierge service provided with pickup and delivery of the luxury vehicles.

The average car buyer in China is in their 30s, and so brands must focus on that demographic and win it. The heritage of Lincoln has strong appeal, as well as the social media campaigns that engage potential and current buyers, Falotico said. "The growth is really driven by Corsair," she said. "The age of the consumer for the entire industry is a lot younger in China than in the U.S."

Building locally — in the cities of Chongqing and Hangzhou with the help of joint ventures — and selling locally brings the price down because it strips away import fees. Lincoln still exports Navigator from its plant in Louisville, Kentucky.

**Cautiously optimistic** - While the world watches China again lock down parts of the country in response to a resurgence of COVID-19 infections in recent days, GM has confirmed workers are sleeping on the floor to keep plants running in Shanghai.

Meanwhile, Ford is continuing its operations unaffected because employees in Shanghai are working from home and its factories are all located in other parts of the country. "We monitor world affairs at all times," Falotico said. "We

continue to be in tune to the relationship between our governments. We believe they both know how important the auto industry is. ... We're always watching very closely."

**Buick v. Lincoln** - The growing popularity of Lincoln in China can't be overstated in terms of global strategy, said Joe McCabe, CEO of AutoForecast Solutions.

While the popularity of Lincoln has waned stateside, just as the Buick brand has for General Motors, both brands are growing stronger in Asia, and that's an important bellwether.

The big swing for Lincoln is especially notable, McCabe said. He pointed out that Lincoln built 120,000 vehicles in the U.S. in 2020 and just 45,000 in China. "Ford saw Lincoln was taking off and reappropriated production accordingly," he said. "If you look at Corsair from a production standpoint alone, in China it was 51,500 in 2021 and 20,800 in North America — more than double. Buick won't be caught. Lincoln is selling one-tenth of the Buick brand. It's the foreign brand high-ranking government officials were driving in China."

Buick sells more than 800,000 vehicles there, he said. "But Lincoln is trying to make their mark. And it's a significant increase," McCabe said. "They need a rebirth. You don't see a lot of youth buying Lincoln in the U.S."

His company is targeting that Ford will go from 45,000 Lincolns built in China in 2020 to more than 140,000 in 2024. Lincoln only entered the Chinese market in 2014, the company noted. China is providing a "huge boost" for the Lincoln brand, which has been struggling, Sam Abuelsamid, principal analyst at Guidehouse Insights, told the Free Press. "With the momentum they've got from China and growth here, it makes sense for Ford to continue investing in Lincoln as a brand going forward," he said.

Ford archivist Ted Ryan, who tracks company history and documents its global heritage, said the evolution of the Lincoln brand is "matching up harmoniously with the evolution of the Chinese market."

Chinese consumers want upscale sedans while Americans are moving away from sedans, he said. "Edsel Ford put his finger to the wind ... throughout Lincoln history. He predicted the need to build cars that match consumer wants and needs. We're seeing it played out in China now."

The cost of Lincoln vehicles in dollars, based on options added and excluding taxes and other fees, according to Ford China, are listed below:  
 Zephyr: \$39,700-\$53,500  
 Corsair: \$38,722-\$54,256  
 Corsair plug-in hybrid electric vehicle: \$48,607-\$54,256  
 Nautilus: \$51,588-\$75,123  
 Aviator: \$79,987-\$119,212  
 Navigator: \$172,276-\$203,656



# North Star LCOC events

For 2022

- May **May 12 - 15. Bill Holaday trip to Harley Davison** in Milwaukee. Specific details are in the last month's newsletter. Or call Bob Johnson for more information. **Please RSVP** to Bob Johnson 651-257-1715 or email arborbob41@aol.com **by May 9, 2022.**
- June **Annual Bloomington Lincoln Car show, Saturday June 11, 2022 at Bloomington Lincoln,** Bloomington, Minnesota. 10 p.m. to 2 p.m. Free lunch at noon and awards at 2 p.m. For those who say there is no such thing as a free lunch, you are wrong. Bloomington Lincoln will serve up lunch and it will be the best.
- July **Maple Grove Days Car Show, Saturday, July 16,** Breakfast 8 a.m.  
Car show 10 a.m. to 3 p.m.
- August **August 7-14, 2022 The ninth annual Lincoln Homecoming.** Celebrating 100 years of ownership of Lincoln by the Ford Motor Company. The that celebration will take place on the museum grounds, August 11-14 and will be preceded by a gathering in Dearborn, Michigan on August 7-10. The LCOC will be hosting this one Grand National Meet for 2022

If you have any great ideas for brunch places or other events that we can do, please contact one of the board members. We can always use some help and new ideas from our members.

— Celebrating 100 Years of the Lincoln Motor Car Company —

We are celebrating the 100 year anniversary of the Lincoln Motor Car Company. Since 1922, Lincoln has turned out high-quality luxury automobiles, ranging from the very first Lincoln 1922 Model L to the latest 2022 Lincoln Navigator. Fine quality automobiles, many of which are true icons of fine styling, including the luxurious Model L and Model K's of the 1920s and 1930s. The high styled pre-war Zephyr and Continental models. The postwar Cosmopolitan series, which served the needs of several American presidents, the Kennedy era "slab-sided" four-door convertibles, which were an instant fashion statement. Serious collectors of all ages still desire them for their understated elegance, minimalist styling, luxury, and performance far exceeding anything else in the marketplace.

BACK ISSUES OF THE NORTHSTAR NEWS ARE ALWAYS AVAILABLE  
ON THE NORTHSTAR LCOC WEB SITE.

[www.northstarlcoc.org](http://www.northstarlcoc.org) Click on publications.

Issues are in PDF format and may be printed on your color printer.

# The Back Page



**I am a very fine car that desperately needs a new home.** I have been with my present owner(s) since the early 1980s, and it has now time for me to be much loved and well taken care of in the way that I have become accustomed to by a new family. I have an excellent pedigree that can be easily verified by all of my present masters' documents.

I am a 1979 Lincoln Mark V, having traveled less than 35,000 miles in my lifetime. I have always spent my nights and days

safely stored inside, in a nice secure garage, except when my mom and dad took me out for special rides and bring to car shows. I finished in a Diamond Blue metallic paint, which was rare in 1979. Both my inside and outside are spotless, with no dings, dents, or scrapes. I look almost as good as the day my first owner took delivery of me from the dealership. I have a moonroof and virtually all of the accessories that Lincoln offered in 1979. Plus, I come with all the owners and factory manuals too.

Would you please come to see me and check me out? I will not disappoint you and provide you and your family with many years of enjoyment behind the wheel and pride of ownership. Plus, my owners' price aligns with current Mecum auction results for similar Mark V's, most having more miles than I do. Very fairly priced at \$14,500 obo.

Further inquiries should be directed to Ann at 612-695-6524. She will be awaiting your call.



Yes, We Want You to join the  
Lincoln *and* Continental Owners Club!

Now Only \$25 for the first year  
New Members Only

We are now offering the bargain of the century. A full years membership in the Lincoln *and* Continental Owners Club, which includes six issues of our flagship magazine, Continental Comments, and a full years membership in the North Star Lincoln Club, which includes a monthly newsletter and participation in all Club events; including car shows, picnics, driving tours, brunches and other interesting activities held throughout the year. Here is your opportunity to learn more about Lincolns and meet and enjoy socializing with some truly interesting people of all ages who also have a passion for Lincoln automobiles. Come "Take the road less traveled" with us and join the Lincoln club. Normally, LCOC membership is \$54 per year, and the North Star club is \$20 per year for a total of \$74, but for new members during this celebratory 100 year period, the price has been reduced to a total of \$25. No better bargain exists today.

Joining is easy and takes only a few minutes. There are two ways to do it. Online, go to:

**[lcoc.cornerstonereg.com/Member/New](http://lcoc.cornerstonereg.com/Member/New) or call our membership office at 763.420.7829.**

Join Today; We want you as a member of the Lincoln *and* Continental Owners Club.