

My Pride and Joy....

I acquired my 1970 Lincoln Mark III in November 1987, from the estate of Archie Kamp, a lifetime resident of Pasadena, California. Archie was a machinist and engine assembler for Keith Black Racing Engines in Pasadena. They specialized in "Turn Key" MO-PAR design "Hemi" motors for professional top fuel dragsters and drag boats.

Archie had "special ordered" his MK III in early September, 1969, through Tri City Motors in Pasadena. The vehicle production date was October 6, 1969. He specified the car with dark brown metallic exterior and light nugget gold leather. Other options selected were

Automatic Temp Air Conditioning, Tilt Steering Wheel, Traction Lock Differential, HiTorque axle ratio (3.00:1), AM Radio, stereo-tape with four speakers, Twin Comfort Lounge seats with six way power adjustment on both sides, Rear Window Defogger, Power Door Locks, Automatic Speed Control and Tinted Glass. The vehicle Manufacturers Suggested Retail Price from the original purchase order I received with the car was \$9,059.

The vehicle delivery date to Archie was October 19, 1969. According to his son, Phillip, who lived in Bloomington,

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Alex Johnson's 1970 Mark III

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.

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Members and guests are welcome to attend the Board Meetings which are held the second Thursday of every month except December at 7:00 PM at Whitaker Lincoln-Mercury on South Robert Street just north of Highways 110 and I 494 in Inver Grove Heights, Minnesota.

Articles and other information for the newsletter should be sent to David Gustafson, Editor, at 308 Brandywine Drive, Burnsville, MN 55337.

My Pride and Joy Continued...

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Minnesota, the MK III was Archie's weekend and "special events" car driven a bit less than 3,000 miles per year. When I acquired the car from Phillip, upon settlement of Archie's estate, it had been driven 52,310 miles. The Mark III now has 56,710 miles.

The car's body, paint and interior is in beautiful "as received" condition. No refinishing has been necessary in these areas... Only annual application of Meguiars number 26 yellow wax plus a twice a year application of leather protection/conditioner has been necessary to keep up the original appearance of this car.



Alex's Mark at the Rock Falls Raceway

Although the car has not been exhibited in any LCOC meet events, I did enter it in the "Lincoln – Stock" class at the Fall All Ford Show and Swap event that was held through 1997 at the St. Paul Ford Assembly Plant and a few times at the Spring All Ford show and Swap meet held at Apple Valley Ford. Between 1991 and 1998 it was awarded class First place four times and second place three times. Over the years it

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Trivia from the Internet.

Through the ages, many cultures have paused to celebrate love and romance in mid-February.



A brief history of St. Valentine's Day celebrations follows.

Supercalia: A "Feverish" Festival

We may owe our observance of Valentine's Day to the Roman celebration of Lupercalia, a festival of eroticism that honored Juno Februata, the goddess of "feverish" (febris) love. Annually, on the ides of February, love notes or "billets" would be drawn to partner men and women for feasting and sexual game playing.

From Sinful to Saintly?

Early Christians, clearly a dour bunch, frowned on these lascivious goings-on. In an attempt to curb the erotic festivities, the Christian clergy encouraged celebrants to

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Editors Message

Pictures can mean a lot of things. One of them being that they can take up space that normally would be reserved for the written word. Faithie wanted to take the time to wish all of our readers a happy Valentines day. Please take the time to do something nice and special for your favorite loved one.



A picture is said to be worth a thousand words. The words on the card "Please be my Valentine."

We have had an unseasonable January. Warm weather and this evening as I am writing this, a little rain is falling. We could have snow and very cold temperatures like years, but for some reason, we are getting off easy. Time will tell if we will pay for this in April and May.

We have included information that we received from Lincoln regarding the new proposed MKS, which it appears will

take the place of the Continental, retired in 2002. I liked the Continentals that I had very much. The size was appropriate for me, not too small, but still having sufficient interior room for four passengers to fit comfortably. It looks as though it will be a very good performer, with excellent handling and up to date technology. The MKS should be able to run with the best of the other luxury American and foreign brands. We should see it shortly after the introduction of the MKX, which is the replacement for the Aviator.

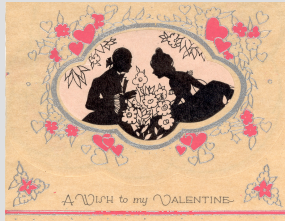
We have two events this February. Our monthly board meeting will be at Culvers Restaurant, at the Sun Ray shopping center I-94 between the Mcknight and the Ruth street exits. The promise of food often increases attendance. Let us see if we have more folks show up at our board meetings. February 18th will be the annual CCCA potluck over at Dick Pellow's in St. Paul. This is always a fun and well attended event. A good cure for the February blues. Please see the event flyer attached to the newsletter.

Please take the time to send in your Northstar dues if you have not done this yet. With the increase in postage, it is expensive to send out reminders and prompt return helps us to cut down operating costs. Also please complete the survey on the back. We appreciate your comments and we will try to use them to improve the club.

Send out some Valentines to your friends and remember, only about two more months of winter.

Till next month, David, Marion and Faithie...

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 substitute the names
 of saints. Then, for the
 next twelve months,
 participants were to
 emulate the ideals
 represented by the
 particular saint
 they'd chosen. Not too
 surprisingly, this
 prudish version of Lu-



percalia proved un-
 popular, and died a
 quick death.

Easier to Do: Sub- stitute Romance for Eroticism

But the early Chris-
 tians were anything
 but quitters, so it was
 on to Plan B: modu-
 late the overtly sexual



nature of Luper-
 calia by turning this "feast
 of the flesh" into a
 "ritual for romance!"
 This time, the Church
 selected a single saint
 to battle the pagan
 goddess Juno -- St. Val-
 entine (Valentinus).
 And since Valentinus

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January Board Meeting....

January 12, 2006

Regional Director Bob Johnson called the meeting to order at 7:00 PM at Whitaker Lincoln-Mercury. Board members present were Bob Johnson, Dave Gustafson, Bob Gavrilesco, Harvey Oberg, and Bob Roth. Member Faye Oberg was also present. The minutes of the previous meeting and the minutes of this meeting were approved.

DIRECTORS REPORTS

Regional Director Bob Johnson is compiling a new call list for 2006. Because we have several new members, Bob recommended that we use name tags at our events. The Mid America Meet will be in Michigan on June 2 – 4. Information will be in the newsletter. Chuck Whitaker has been presented with the dealers plaque which has the National and Regional license plates and our club logo. It will be placed in a prominent spot in his dealership, giving us some publicity for the Region.

Treasurer Harvey Oberg reported the treasury balance to be \$2,530.73 with all bills paid.

Membership and Publications Director Dave Gustafson reported that we now have 151 members. 2006 dues notices will be mailed soon.

Projects Director Bob Gavrilesco reported that there were no sales this month.

Activities: Brunch at Al Bakers on Sunday the 15th. (There was a great turn

out). February 18th there will be a pot luck and auction at Dick Pellow's garage with the Upper Midwest Region of the Classic Car Club. Bring your auction items. We are looking for a brunch location for March. There will be a brunch at the new Paradise in Balsam Lake WI on Sunday April 23rd. You will find a complete list of activities elsewhere in the newsletter.

There being no further business, the meeting was adjourned at 7:45 PM. The next meeting will be at Culvers Restaurant, Sun Ray Shopping center February 9th at 6:00 PM.

Respectfully submitted by Secretary Roger Wothe from notes supplied by Bob Gavrilesco.

IMPORTANT NOTICE

**OUR FEBRUARY 9th BOARD
 MEETING WILL BE HELD
 AT CULVERS
 I-94 AND RUTH STREET
 WEST END OF
 SUN RAY SHOPPING CENTER
 EAST SIDE OF ST. PAUL
 MEET AT 6:00 FOR DINNER,
 WITH THE MEETING TO
 FOLLOW AT 7:00PM**

East on I-94 to Ruth Street, turn left, cross over freeway. Right on frontage road.

West on I-94, exit at McKnight. Continue on frontage past Sun Ray Center.

Food tends to bring club members out. Lets see if we can improve on our monthly board meetings by meeting at a food place.

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had been martyred on February 14, the Church could also preempt the annual February 15 celebration of Luper-calia. The only fly in the ointment was Valentinus himself: he was a chaste man, unschooled in the art of love.

Putting the Right "Spin" on the Saint

To make the chaste Saint more appealing to lovers, the Church may have "embellished" his life story a little bit. Since it happened so long ago, records no longer exist. But if it didn't happen this way, it certainly makes for a better story...

According to one legend, Valentinus ignored a decree from Emperor Claudius II that forbade all marriages and betrothals. Caught in the act, Valentinus was imprisoned and sentenced to death for secretly conducting several wedding ceremonies.

While imprisoned, the future Saint cured a girl (the jailer's daughter) of her blindness. The poor girl fell madly in love with Valentinus, but could not save him. On the eve of his execution, Valentinus managed to slip a parting message to the girl. The

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Directors Message

by Bob Johnson

February 2006

Important Meeting Change.

This month on the Thursday, February 9th, we will start holding our monthly North Star Board Meeting at Culver's Restaurant, 2065 Old Hudson Road, next to Sun Ray shopping center (2 blocks West of 3M Headquarters), I94 and Ruth Street. Please join us between 6 and 6:30 PM for a burger basket with board meeting starting at 7:00 PM. This change is to try and get more members to participate in region long and short range decisions. If weather permits drive your Lincoln to the meeting and help us with region plans.

When you get this newsletter, Mary and I will again be attending the LCOC Winter Board of Directors meeting February 3 -4, 2006, in Daytona Beach Florida. Again, my main theme is to try making attending Lincoln events easier and more fun for LCOC members. We will try getting a driving event as part of the National Car Show, with a People Choice Award as a way of getting more members to participate in these shows.

Thank you for being a Member of the North Star Region in 2005. Please return your 2006 North Star Region membership renewal ASAP, that you received in the mail about two weeks ago. Dave inserted a short survey on what type of activities you would like to do. Please fill out the survey and send back to give your Board of Directors your ideas and places to attend. Remember this is your club and we value your input and need your suggestions to make our club even better. Please mail back to Dave Gustafson, as

soon as possible to make his job easier.,

Our first event for 2006 was a Sunday Brunch, January 15th at Al Bakers, in Eagan. We had 34 members attend on a very warm and sunny day for the middle of January. We enjoyed a private room at Al Bakers with great atmosphere, fine food and our Lincoln friends. Our door prizes were won by Jay and Carol White, a 2006 Lincoln Region Calendar, and Jim and Jeanne French, a Lincoln Wrist Watch. A Region License Plate was given to John and Dorothy Palmer, for driving to Brunch from Barnum, Minnesota. A close second was Ed Myhre, who drove down from Finlayson, Minnesota, but won nothing.

Our next activity is a Pot Luck/Auction with the CCCA, Saturday February 18th, 5:00 PM at Dick Pellow's car collection in St Paul, MN. This will be the 3rd year we are invited to Pellow's, his car collection and restoration shop are well worth the night. Bring a food dish, auction item and enjoy friends and cars. Direction are at the back of the newsletter.

Put Saturday, August 19th and Sunday, August 20th on your calendar for a caravan and over night trip. This week Dick and Bev Koop, have invited us to view his Orphan Car Collection and picnic in Verona, (Madison) Wisconsin, on Saturday, August 19th. Dick has made arrangements to also view another car

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note, of course, was signed "From your Valentine."

No More Lottery Drawings

Despite the efforts of the Church, Valentine's Day continued to echo Luper-calia in at least one respect - men and women, married or single, would draw lots to select a "valentine." Once paired, the couple exchanged gifts and sometimes love tokens as well.

The custom of lottery drawings to select Valentines persisted well into the eighteenth century. Gradually, however, a shift took place. No longer did both parties exchange gifts; instead, gift-giving became solely the responsibility of the man!

This new twist helped to finally bring an end to the random drawing of names, since many men were unhappy about giving gifts (sometimes very costly) to women who were not of their choosing. And now that individuals were free to select their own Valentine, the celebration took on a new and much more serious meaning for couples!

Valentine Cards Appear

The first written valentine is usually attributed to the imprisoned Charles, Duke of Orleans. In 1415, Charles fought his lonely confine-

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Directors Message continued

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collection very close to a local motel that he has rooms reserved for us. Jack and Marilyn Fletcher have invited us to caravan to Poplar Grove, Illinois, on Sunday, August 20th to attend the Lake Shore Regions Annual Picnic, held at Fletchers home, and a pancake breakfast at the Poplar Grove Airport and Vintage Wings and Wheels Museum. The Saturday trip from the East side of the twin cities to Koops will take about 5 hours, the Sunday trip will take about 90 minutes to Fletchers. The return trip details are still being figured out. Look for more information in the next newsletter. This is one event that will be the highlight of the summer, make plans to attend. Dick and Bev Koop have also invited the Lake Shore Region to attend their picnic.

We always need "Our Pride and Joy" articles about your Lincoln. This winter is a great time to write that article about your car that you keep putting off during the summer because you were too busy. Please share your story about your car with all of our members, we would like to know how you got it, what you enjoy about it, what you have done to it or have left to do. Please send your article to Dave Gustafson, he can only do the newsletter with material that you send him, so get busy.

As always, keep the journey continuing in our marvelous Lincolns.

Mark Fields on Ford

Recent comments by Mark Fields, Ford Executive Vice President.

At Ford, innovation is our heritage. But, more importantly, it's our future. And it can be the future of the entire American industry.

The driving force, as Bill Ford said, is American innovation. But it's not innovation for innovation's sake. It's to differentiate ourselves in the marketplace through design innovation, safety innovation and environmental technologies, like hybrids. In North America, we will focus this innovation on three complementary brands: Ford, Mercury and Lincoln.

Why three brands? At one time or another, many who follow Ford have advised us to kill one of our brands and reinvest the "savings" elsewhere. I have to admit that I asked the same question when we started the Way Forward process. I challenged the team to justify each brand's role in our portfolio going forward. The conclusion, after a very in-depth analysis, was that Ford is a stronger company with all three brands, but if – and only if – each appeals to a different set of customers.

This analysis showed that there's more than enough room for Ford, Mercury and Lincoln to each have its own point of view in the marketplace. Doing without one of the three would not result in savings only lost customers and lost profits. Let's start with Ford. The good news is that Americans buy more than a million F-Series trucks and

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ment by writing romantic verses for his wife. By the sixteenth century written valentines were so common that St. Francis de Sales, fearing for the souls of his English flock, sermonized against them.

Manufactured cards, decorated with Cupids and hearts, appeared near the end of the eighteenth century. A purchased valentine became the most popular way to declare love during the early decades of the nineteenth century. Miniature works of art, the cards were usually hand painted and were often lavishly decorated with laces, silk or satin, flowers (made from the feathers of tropical birds), glass filigrees, gold-leaf or even perfumed sachets!

I Love You! (But Postage is Due...)

Did you know that the current popularity of St. Valentine's Day owes much to the modern postal service? Until the mid-1800's, the cost of sending mail was far beyond the means of the average person. Even worse, the postal service demanded payment from the recipient, not the sender, of the letter!

Imagine receiving a Valentine card, paying the postage due, then reading that you were "...valued beyond rubies" by your Valentine. Even more ironic... discovering that your Valentine card was from an unwelcome suitor! So, until the

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Pride and Joy continued....

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typically received 88-95 points on their more informal judging standards on the two judging sheets completed at each event. I went back to tally up the point totals on sixteen judging sheets from period 1991 through 1998 and the average score came in at 90.5 points. Not a class 1 car, but close to a decent class 2 Mark III.

My stronger interest over the years has been drag racing. Back in the period from 1960 through 1972, I participated in "Pure Stock" class drag racing at Minnesota Dragways in Coon Rapids. Pure stock meaning highly tuned but non-blueprinted, unmodified new-cars running through stock exhaust system on regular street tires. Among the cars I raced was a 1960 Dodge Dart Phoenix two-door (318 inch motor with Torque-Flite at 16.60's seconds at 84 mph), 1964 Pontiac GTO (389 inch Tri-power/four speed at 14.00's seconds at 100 mph), 1966 Olds 442 (400 inch motor with Tri-power at 13.90's seconds at 102 mph), 1967 GTO (400 inch High Output engine at 13.70's seconds at 102 mph), 1969 GTO (400 inch Ram Air IV at 13.40's at 105.5 mph), 1970 Dodge Challenger R/T (440 inch Tri-power at 13.60's seconds at 106 mph) and lastly a 1972 Datsun 240Z Coupe (2.4 Liter, 6 cylinders at 16.60's seconds at 86 mph).

Between 1973 and 2004 I did not participate in pure stock drag racing. From 1972 through the mid 1980's automobiles lost power and performance as Federal Emission Regulations were enacted. The fun was gone and fewer "grass roots" drivers were participating in drag racing leading to Minnesota Dragways closing in 1977

and Northstar Dragways in Blaine closing in 1979.

Then, after about 1985, electronic computer control fuel injection and ignition engineering gained momentum and power with performance within emission standards, returned with notable improvements over the early 1980's models.

Temptation and lust for the power of yesteryear finally overwhelmed me leading to purchase of a new 1998 Corvette C5 6 speed. I really enjoyed running the car "through the gears" on the street for 6 years before returning to a formal dragstrip early last summer. I made the trip to Rockfalls Raceway located 110 miles away, just outside Eau Claire, Wisconsin. I entered the car in the "Street Eliminator" bracket race and was runner-up to winner and awarded a neat trophy taller than 18 inches. The Corvette ran great and was turning 13.00 seconds at 110.5 - 111 mph during bracket race eliminations.

The competition craving returned, so three weeks later I went back to Rockfalls with my other "hobby" performance car. A 1988 Mazda MX6 GT 2.2 Liter Turbo. The Mazda ran well, turning 15.10's seconds at 91 mph and again was "Street Eliminator" bracket race runner up to class winner and awarded a second attractive trophy. This is fun for a guy 65 years of age, going "toe to toe" with the younger racers in bracket elimination contests.

Come this past September, it was time to put my all stock, but freshly

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advent of the penny post, most valentine cards were hand delivered by the prospective lover.



St. Valentine's Day in the new Millennium...

St. Valentine's Day greeting cards are still very popular (only more Christmas cards are sent), but red roses and chocolate candies now often accompany the card. And the card itself has changed quite a bit...recent developments include cards that play romantic music; let you record a romantic message; even "scratch-and-sniff" cards!

New technologies offer even more ways for lovers to say "be mine!"

Take advantage of these new technologies...videotape a steamy Valentine wish! Send a love letter via email! Send an animated eCard! It's fun...and easy to do! And have a great St. Valentine's Day!

From the Internet...

Early 1930's Valentines courtesy of Marion's Mother who saved them....

Pride & Joy continued

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tuned 1970 Mark III to the test at Rockfalls Raceway. My old MO-TORTREND, CARLIFE and CAR & DRIVER magazines from 1969 through 1971 indicated the MK III was good for quarter mile race in 16.4 – 16.9 seconds, in the 81 – 84 mph range. Surprise of surprises.... The car ran a best time of 15.51 seconds at 89.10 mph and consistently quicker than 15.65 seconds.

The Lincoln ran too good, however, and turned it's best time in the semi-final bracket race elimination contest and ran under my 15.58 "dial in" so was disqualified from further competition for "Top Street Eliminator." No trophy this time.

The Mark III attracted a lot of attention in the "pits" when parked for periodic cooling down sessions. Many of the older visitors over 50 years mentioned they also owned Mark III's back in the early 70's and were surprised how quick my car ran. Others commented on the great appearance of the car and closely checked it out. Younger visitors expressed appreciation for the "great looking show car" giving me the "thumbs up". It was fun to visit with all the guests.

Moral of my experience this past September; Lincolns aren't just for "show"... they and their drivers can enjoy racing too!

Old or new, Lincolns can do double duty, both looking good and performing well (even at the race track), just ask any owner.

Award at Whitakers



Chuck Whitaker and Bob Johnson

Bob Johnson on the left is shown presenting Chuck Whitaker of Whitaker Lincoln Mercury with a commemorative plaque representing six years of sponsorship of All Lincoln car shows at his dealership.



Chuck has found a place for the plaque near the customers lounge.

New Directions for Lincoln.....



The Lincoln MKS Concept car unveiled at the North American Auto Show in Detroit this past January.

The Lincoln MKS strongly hints at the design direction for Lincoln and its upcoming new flagship sedan. Lincoln MKS' expressive design is defined by sculpted fluid surfacing that conveys an athletic nature and performance.

A clean, contemporary interior includes the comfort and convenience hallmarks that will define Lincoln vehicles going forward. The Lincoln MKS features heated and cooled seats with 14-way power adjustments, a panoramic glass roof, adaptive LED head lights, advanced navigation system, Bluetooth and DVD-audio surround sound. A powerful 315-horsepower V-8 engine is paired with a 6-speed automatic transmission, intelligent all-wheel drive and Lincoln's first sedan with 20-inch wheels.

"Attitudes about luxury are changing, and Lincoln is at the forefront of the shift," says Peter Horbury, executive director, North American Design. "People want refinement, rather than ostentation. Lincoln MKS is a luxury car that doesn't need to shout – it captivates with a whisper."

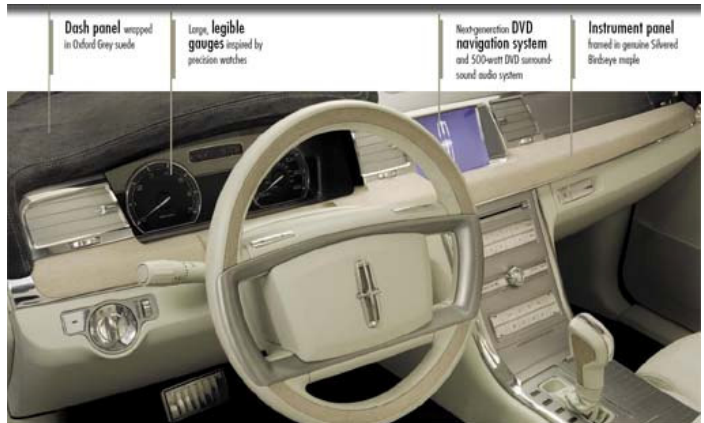
Expressive, refined styling defines the exterior. The Lincoln MKS is a luxury vehicle that has elegance and composure and is at home in any setting. Its face is a modern interpretation of the classic Lincoln grille, combining the waterfall and the brand's signature crosshatch star.

"Everything about the design of the Lincoln MKS flows from the star and then directs the eye back to it," explains Patrick Schiavone, design director, North America Car. "It's like an abstract arrow that points you to the star and breaks up the weight of the hood."

The confident stance and clean front of the Lincoln MKS signal an understated strength, while the vehicle's surface communicates motion. As the sculpted hood travels back to the cowl, it curves upward to greet the A-pillars. The eye is pulled up and around the car's silhouette and over its dynamic shoulder line to its powerful haunches.

"Lincoln MKS communicates power, motion and speed," says Schiavone. "It's athletic and muscular, yet elegant."

With substantial 20-inch wheels – the largest ever on a Lincoln sedan – the Lincoln MKS belongs to the serious drivers. Designed with five main spokes and five offset spokes in contrasting polished and vapor-blasted alloy, the wheels reflect light at varying angles to convey a sense of speed.



Innovative Technologies Anticipate Driver's Needs

Inside, the Lincoln MKS is a treat for the senses, offering occupants the ultimate in craftsmanship and comfort. The instrument panel features a slender ribbon of Silvered Birdseye maple framed by a polished alloy band. The Vista Roof™ emphasizes the sense of space, while inviting the outdoors into the cabin.

The seats, with supple, full-grain Aniline leather, adjust 14 ways – with individual power controls for driver and passenger. These seats are not only heated, they're cooled. The lower cushions extend, and the lumbar area offers additional support. Suede

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New Directions for Lincoln, continued...

(Continued from page 9)

plays a role in the vehicle's interior elegance. The console is covered in Oxford Grey suede; doors are offset by pearl white suede.

Open-loop Wind Loom carpeting adds texture and warmth. Signature Lincoln Cool White lighting illuminates the cabin in soft hues.

The Lincoln MKS instrument cluster features gauges inspired by precision sports watches – large, easy to read, and well placed for maximum visibility. The gauge needles have flush-fit hubs that contribute to a clean, streamlined look. The readings are marked by subtle raised chaplets, giving the cluster a dash of brightness.

The Lincoln MKS presents a suite of features designed to make life more convenient: Bluetooth, 14-speaker, 500-watt DVD surround-sound audio system, a passive entry system that automatically identifies the driver, push-start ignition, onboard navigation and next-generation headlights that improve nighttime vision around curves in the road.



Lincoln MKS features adaptive front lights with LEDs that illuminate sequentially as the steering wheel is turned. Here, the LED lights are illuminated.

The adaptive front lighting system improves on current "cornering" lighting technologies by using

two light sources working in tandem to help drivers see better around curves. A high-output halogen projection main beam is assisted by a secondary row of light emitting diodes (LEDs) that illuminate as needed. Driven by electronic sensors rather than mechanical motors used in current cornering systems, a row of instantaneous LEDs switch on sequentially as the vehicle rounds the bend.

Navigation systems are not new to the luxury market. But intuitive, easy-to-use navigation systems that put the customer first are.

With the Lincoln Mobile Media System there is no complicated, frustrating, endless list of drop-down menus. Here, occupants select a function on an eight-inch LCD touch screen. The functions include navigation, tri-zone climate control, audio entertainment system, connectivity and vehicle information. Then occupants modify directions, temperature and volume through rotary controls.

The Lincoln Mobile Media System allows the driver to download the latest information from information channels, such as the National Weather Center or view the major points of interest along his drive route.

Other advanced adaptive technologies featured in the Lincoln MKS were developed to anticipate the occupants' needs while helping them stay connected. A passive entry system recognizes the driver and automatically unlocks the vehicle and adjusts to his or her personal settings for mirrors, seats, radio dials and temperature. Cell phone calls are transmitted through the 14-speaker surround-sound system, utilizing Bluetooth technology. The Lincoln MKS's Intelligent AWD System will help ensure confident performance, while the vehicle's adaptive lighting system instantly adjusts to help improve nighttime driving visibility.

Under the hood, an all-aluminum 4.4-liter V-8 engine pumps out 315 horsepower. This engine is paired with Ford Motor Company's smooth-shifting, 6-speed automatic transmission, giving the Lincoln MKS outstanding performance, fuel efficiency and

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*New MKS, continued...**(Continued from page 10)*

emissions improvements. Sure-footed power is delivered to all four wheels. The active AWD system provides performance and all-weather traction. A preemptive-slip system reads key parameters that automatically transfers torque to the wheels before they begin to slip.



Lincoln has historically excelled at full-size luxury sedans, and the Lincoln MKS points to what's coming in the future.

Lincoln MKS also is equipped with industry-leading safety features. It offers dual front air bags, driver and passenger side air bags and a side air curtain for rollover protection. The steering column tailors its rate of collapse to the driver's size and safety-belt use. A cross-car side impact protection beam under the front seats reinforces the structure between the B-pillars while directing energy away from passengers.

"Lincoln has historically excelled at full-size luxury sedans – it's been our hallmark," says Darryl Hazel, vice president, Marketing, North America. "With the Lincoln MKS, we're reaffirming what we stand for and signaling our intent to introduce a new generation of consumers to full-size performance luxury in the very near future."

Editors note: Industry reports tend to reveal that the MKS will reach the market place sooner rather than later. It is anticipated that production of this model or one very similar will be announced shortly after the MKX arrives this fall.

*Mark Fields continued...**(Continued from page 6)*

Mustangs every year. Unfortunately, they don't buy enough other products from us. That's because we have had an inconsistent and, in some ways, unhealthy approach to the market.

We studied the values and attitudes of tens of thousands of consumers for clues that could help us sharpen our focus. And we didn't just study our customers. We looked at everyone's customers. Our research confirmed for us what we knew in our hearts. Ford's strength and identity are defined by three words: bold, American and innovative. Visually, in our products, it means bold, American design. Many of our products already reflect this philosophy, like the F-Series, Mustang, Fusion and the new Ford Edge coming this year.

Now let's talk about Mercury. We've earned some skepticism over the years with a haphazard approach to our products and marketing for Mercury. But there's something going on at Mercury that's very powerful, and we probably haven't done a good enough job communicating it.

Our newest Mercurys – the Milan, the Mariner and the Mariner Hybrid – are attracting younger customers to the brand and more women than Ford-brand products in the same segments. More importantly, our new Mercurys are bringing new customers to Ford Motor Company at conquest rates as high as 50 percent.

So, what's the attraction of Mercury? It's modern, expressive design – differentiated from Ford vehicles. Our Mercury target customer is looking for product functionality that is similar to Ford vehicles. But they do have different attitudes and values, and they want a product that visually communicates that distinctiveness. It's more personalized in the sales and service experience and, again, different from Ford vehicles. No American automaker is doing a good job at attracting these customers today, and I'm surprised by this, quite frankly. You just have to look at the growing number of magazines devoted to

(Continued on page 12)

Mark Fields continues

(Continued from page 11)

modern design and architecture to get a sense of this trend in America . Just look at the people buying furniture from Design Within Reach and computers and iPods from Apple.

These same customers are buying Mercury Mariners and the Milan . And we will be more aggressive in appealing to them going forward with clear, modern differentiation in the design of Mercurys, a unique purchase experience and marketing that is targeted, personalized and interactive.

Finally, there's Lincoln – a brand that has meant different things to a lot of people. I admit we lost focus and created confusion. That's because, for a time, the qualities that define a Lincoln for our customers took a backseat to individual nameplates. Our vision is to make customers proud to own a Lincoln first and foremost. The goal is to make Lincoln the reward for people living the American dream.

Lincoln appeals to different customers from those who need to showcase their success through a brand like Cadillac. Lincoln customers don't need to shout about success. They are self-made people, with enough confidence to be elegant and understated. And that understanding of the Lincoln customer will drive our brand and product decisions going forward. We will not waver. The new Lincoln Zephyr and Lincoln MKX are significant first steps. Going forward, we plan to give our Lincoln vehicles an even clearer point of view through their powertrains, unique comfort and convenience and, of course, unique designs.

We are moving Lincoln to be our largest volume contributor in the Lincoln Mercury business. But we have no aspirations to take Lincoln to the world stage to achieve growth. Lincoln is about American luxury. And there are more than enough customers in this country who are living the American dream and who would prefer to drive America's luxury car. And that is where we are headed.

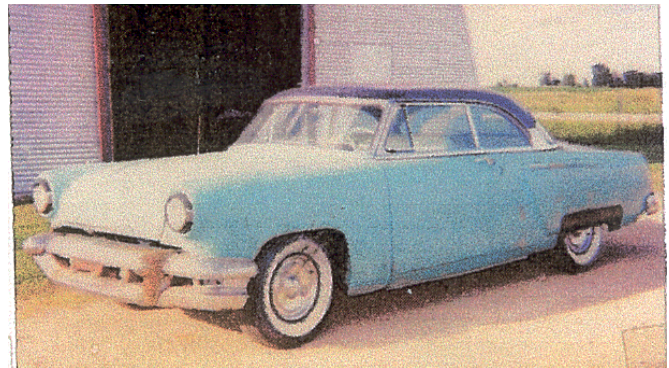
Rest assured, our Way Forward is not a retrenchment. It's about taking back our future. Cutting our own path. Having a clear point of view – and being bold, American and innovative.

We don't underestimate the challenges ahead. But I speak for the entire Ford team when I say we are eager to get to work. We are ready to reclaim our place as America's Car Company.

Great Automotive Buys...

For Sale

1979 Mark V, Bill Blass Edition. This Mark features a blue exterior, offset by a white carriage top and white leather interior with blue piping. Second owner since 1991. Originally purchased at North Hollywood Lincoln Mercury in the Los Angeles area. This is a very pristine California Mark, with only 58,000 miles. Preprimary trophy winner, with only 5,000 miles on tires and brakes. Realistically priced at \$10,000. Contact Richard Gray, 415-435-3539, email: grayr@sutterhealth.org.



For Sale... 1954 Capri, 2 door hardtop, with power windows, steering, brakes. Many new parts included. Car runs, but needs much tender loving care. This represents a great value for a club member with talent and a desire to make a great car look good once again. Fairly offered at \$1,975. Call today and let's talk.

Gene Kauffmann, 330 Thurman St., Wells, Mn 56097. 507-553-3382.

Parting Out

1952 Lincoln Cosmopolitan
Four Door Sedan

Call Gary Ofstedahl at 507-433-7649
For your needs

Great Cars For Sale..... Other Stuff too....

Ron Fenelon, club member, Alexandria, MN, needs to reduce the size of his fleet. The following cars are now available:

1969 Mark III, 71,500 miles. Champagne Pewter Metallic, with dark brown/black twill top, with gold leather interior. A/C needs to be recharged after compressor and clutch replaced with new components. New heater core, AM/8 track. \$7,500

1978 Mark V Diamond Jubilee in Blue. Blue Velour interior, with 460 and all options except CB radio. Car runs and drives well. Still on California title. All surfaces repainted from side pinstripes up. A very nice driver. 67,000 miles \$4,500.

1979 Mark V Collector Series. Triple white with white leather interior. No sun roof or CB radio. Purchased from original owner in California. Car has won numerous Pre-Primary and Primary 1st place awards in National LCOC meets. Has all collector series amenities including wood toned keys. New correct Michelin X WSW tires. Needs nothing. 69,000 miles. Have factory window sticker \$10,900

1979 Mark V Collector Series. Rare Diamond Blue Metallic Paint (1 of 197 painted this color in 1979). Blue leather interior, with power moon roof and 40 channel CB. Car has been completely repainted to show quality, and correctly stripped. Has won a Pre-Primary 1st place in LCOC competition, but needs some detailing to be a 1st place primary car. Has tool kit, owner's manual, and garage door opener. No umbrella. 88,000 miles with newer correct Michelin X WSW tires. \$8,500 Both Factory Interiors Available...

1979 Mark V Collector Series Factory Kasman Blue Velour Interior Components. Both bucket seats, Seat adjusters available, both rear seat cushions. Padded leather console, padded leather dash cover, both dash face plates. In above average to good condition. Make me an offer (not ridiculously low!)

Call Ron Fenelon at 320-763-4197 or email rlf8536@rea-alp.com for more details on these Lincolns

FOR SALE

1948 V12 Continental Cabriolet Medium Blue
\$20,000/ Best Offer
Jim Jacobson - 612-205-5499

150 - LINCOLNS - 150

I have over 150 1960's Lincolns now, mostly parts cars. More than I will ever use. I have now decided to sell my extra parts; sheet metal, trim, whatever...

If you are restoring a Lincoln of this era and need parts, please contact me now. I may have what you need.

Please call Gordy Jensen at 952-851-2721

STORAGE

AVAILABLE

Safe, Secure Storage for
your classic
now available

Southwest Metro Location

Contact
Gary Rosenwinkle

520-219-1550

Preview of Coming Attractions

The following include scheduled club events

February Pot Luck - Auction with CCCA, Saturday, February 18th, 5:00PM at Dick Pellow's,
See attached flyer for additional information.
February 26th - 41st Annual Swap Meet Washington Fairgrounds in West Bend, WI

March Sunday Brunch. Date and place to be determined

April Sunday Brunch, Paradise Inn, Balsam Lake, Wis, April 30th 11:30 AM
Caravan meeting place to be determined.
April 9th, Onalaska, WI 30th Annual Swap Meet and Car Corral at Omni Center
LCOC Western National Meet, Scottsdale, Arizona, April 20th- 24th

May Saturday May 20th, 10AM to 3PM
7th Annual Car Show, Whitaker Lincoln - Mercury, Inver Grove Heights.

June Picnic Ray Nelson's, Princeton MN, Saturday June 17th, 11:30 AM
LCOC Eastern Nation Meet with CCCA, Gilmore Museum, Kalamazoo Michigan
June 2nd-4th, this will be the "Grand Lincoln Experience" with LOC and LZOC.

July 4th Annual Out State Car Show – Southern Minnesota
Rochester or Albert Lea - to be determined
Saturday night on Kellogg Blvd

August Caravan tour/overnight to Dick Koop's Orphan car collection, Verona, Wisconsin

September Annual Region picnic at Roger & Barb Wothe's Environments.
Sunday, September 24th 11:30 AM
LCOC Mid-America National Meet, Indianapolis Indiana, September 14th -18th

October 3rd Annual Car Show at Coon Rapids Lincoln - Mercury. Saturday, October 7th,
10AM to 3PM

November Year End Sunday Brunch, November 19th 11:30 AM, Machine Shed, Woodbury

If you have any ideas for future club activities, please let your board members know. We welcome your suggestions for future events. Call us today, or email: Activities@northstarlcoc.org

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