

# Contents

Acknowledgments *vii*

Introduction *i*

- one** Edsel's Legacy, Part One: 1946-48 *6*
- two** Edsel's Legacy, Part Two: 1949-51 *16*
- three** Road Racers: 1952-55 *30*
- four** A Tale of Two Lincolns: 1956-57 *48*
- five** The Square 'Bird Disaster: 1958-60 *68*
- six** Lincoln Finds Its Voice: 1961-65 *82*
- seven** Consolidation and Expansion: 1966-69 *102*
- eight** Let the Good Times Roll: 1970-76 *120*
- nine** Storm Clouds Gather: 1977-84 *144*
- ten** Soaring: 1985-99 *172*
- eleven** Lincoln Looks to the Future: 2000-Up *202*

Notes *219*

Bibliography *223*

Index *227*