

# *The* **PROFESSIONAL** *CAR*



**LINCOLN**  
**PROFESSIONAL CARS**

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# The Professional Car

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**COVER PHOTO** – Tom McPherson took this catalog-quality photo of a factory-fresh 1996 S&S Lincoln Park Lane funeral coach in a cemetery not far from the S&S-Superior Coach plant in Lima, Ohio.

**CENTERSTRETCH** – Dr. Dennis Lloyd's 1979 AHA Lincoln Continental Landau photographed at the 2011 PCS International Meet in Hudson, Ohio. Ironically, the photo was taken by the person who actually designed and built his car, Tom McPherson.

**BACK COVER** – 1994 S&S Lincoln funeral coach -- one of the earliest built with an oval window instead of landau bars. Tom McPherson also took this photo in Lima.

**EDITOR'S MESSAGE** – We've covered a lot of professional car industry history in this publication over the years but this is the first time one of our own members actually created some of that history. Contributing Editor Tom McPherson deserves credit for reviving the Lincoln brand in the North American funeral coach industry. As the driving, creative force behind the Eureka Coach Co., a spinoff of AHA Mfg. in Toronto Ontario, Tom persuaded AHA to expand its Lincoln limousine line to include Lincoln Continental-based hearses. AHA's Lincoln hearses were introduced in 1978 and produced into 1981, the year AHA spun off its funeral car division under the Eureka name and switched to Buick and Cadillac chassis. By the mid-1980s a number of other funeral car builders -- Eagle, Marquis and Demers among them -- were marketing hearses on the boxy Lincoln Town Car platform. In 1986 Superior and S&S augmented their RWD Cadillac offerings with their first-ever Superior and S&S Lincolns. As the 2018 model year shifts into gear, Superior, S&S, Eagle and MK Coaches continue to offer funeral cars and limos based on the Lincoln MKT platform, in addition to their Cadillac XTS models. It's only fitting then that we turned to Tom for some of the photos we needed to illustrate the principal feature in this issue, for which we're grateful.

**– Walt McCall - Editor**