

Lincoln 1928

You're looking at a truly rare gem—a 1928 Lincoln Model L, one of only twelve custom-bodied cars built by the prestigious Willoughby Company of New York, and one of just three known to survive today.

When Henry Ford purchased the struggling Lincoln Motor Company in 1922, he handed its future to his son Edsel Ford, who had a clear vision: produce elite vehicles for elite clients. The solution? Collaborate with independent coachbuilders like Willoughby to create bespoke, handcrafted luxury cars.

This Lincoln features an extended body, a custom-designed windshield, and Buffalo wire wheels—built not for the masses, but for the upper echelon of American society.

In fact, this car was originally commissioned by a member of the Woodruff family. That name may ring a bell: Robert W. Woodruff was president of The Coca-Cola Company, and has parks, campuses, and libraries named after him across the United States.

Even more remarkable: this car has never been restored. It remains in original condition, exactly as it was when it left the coachbuilder's floor in 1928. It has even been awarded at the world-renowned Pebble Beach Concours d'Elegance for its authenticity.

Acquiring it wasn't easy—but now it's here. And we're honored to show you this world-class piece of motoring history.