

Continental Mark II – 1956

Prestige on wheels. America's answer to Rolls-Royce.

This rare Continental Mark II comes from New Jersey and was once owned by Baron Ralph Voorhees, a member of an aristocratic family. He used it sparingly—most of the time, it rested in a garage or parked proudly in front of his estate.

In the mid-1950s, Ford took a bold step. Inspired by Chrysler's Imperial, they created an entirely new luxury brand—Continental—designed to compete with the finest cars of the era: Rolls-Royce, Bentley, Cadillac, Packard, and yes, Imperial itself.

The name "Continental" deliberately evoked the elegance of European 'continental' automobiles. The goal? Not mass production, but hand-built exclusivity.

The Mark II was produced for just two years and never entered full-scale production. Each car was hand-assembled, and the price tag reflected that: \$10,000 USD, equivalent to the cost of a Rolls-Royce and nearly double that of a Cadillac.

Despite the high price, Ford lost over \$1,000 per car sold—but it wasn't about profit. It was about prestige.

Famous owners included Elvis Presley, Frank Sinatra, Elizabeth Taylor, Nelson Rockefeller, and President Dwight D. Eisenhower. Today, the Mark II is considered one of the most exclusive American cars you can still find in European museums.