



## New Lincoln Director for the Middle East to Drive Luxury Automotive Brand's Ambitions in the Region

**DUBAI, U.A.E., September 9, 2018** – Lincoln announces the appointment of Sarah Rae to the position of Director, Lincoln Middle East, replacing Alex Schaeffer, who repatriated to Dearborn, Michigan, to take up a new position in Ford Motor Company.

In her new role, Rae will lead Lincoln's operations in the Middle East as the luxury automotive brand continues to expand its business in the region. She will report to Metelo Arias, vice president, Marketing, Sales and Services, Ford Middle East and Africa.

Prior to this role, Rae served as Lincoln Middle East's brand manager, and has played an integral part in the recent launch of the all-new Navigator full-size SUV and the brand's dealership development in the UAE.

Rae joined Ford Motor Company in 1995 and brings more than 20 years of automotive industry experience as a marketing and sales professional.

"This is an exciting time for Lincoln across the Middle East," said Met Arias, vice president, Marketing, Sales and Services, Ford Middle East and Africa. "We continue to expand our offering with products such as the new Navigator – enjoying unprecedented demand in the full-size luxury SUV segment – and the upscale Presidential line, while we drive the delivery of a luxury experience from start to finish across our dealerships.

"Today, the Lincoln brand is well on track to become the fastest-growing automotive brand in the luxury segment. It is important to have someone of Sarah's experience and brand understanding at the helm to continue to build on this strong momentum the brand has gained in the Middle East. She brings a deep knowledge of the region to the position, and we're excited to welcome her new role," Arias added.

Lincoln's sales in the Middle East have skyrocketed in the first half of 2018, up an estimated 28 per cent over the same period last year. The all-new Navigator full-size SUV contributed greatly to Lincoln's bumper year, with the record number of Navigators delivered to customers in June alone eclipsing that of Navigators sold throughout 2017. More than 30 per cent of Navigators sold were in the new upscale Presidential trim.

The brand is also witnessing enhancements to its representation in the Middle East. Earlier this year Lincoln welcomed Alghanim Auto as its official distributor in Kuwait,

further extending a proud commitment to delivering its luxury automotive experience to customers in the region, while the highly-anticipated Al Tayer Motors stand-alone Lincoln 3S facility in Dubai is expected to open its doors before the end of this year.

Rae holds a Bachelor of Commerce Co-Operative Degree in Marketing from Dalhousie University in Nova Scotia, and currently lives in Dubai with her husband Jamie, and their two sons, Benjamin and Andrew.

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### **About Lincoln**

Lincoln is the luxury automotive brand of Ford Motor Company, committed to creating compelling vehicles with an exceptional ownership experience to match. For more information about Lincoln, please visit [media.lincoln.com](http://media.lincoln.com), [www.lincoln.com](http://www.lincoln.com), or [www.lincolnluxury.me](http://www.lincolnluxury.me) for the Middle East. Follow us on [facebook.com/LincolnMiddleEast](https://facebook.com/LincolnMiddleEast) and on Twitter [@LincolnME](https://twitter.com/LincolnME).

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