Essence of Lincoln

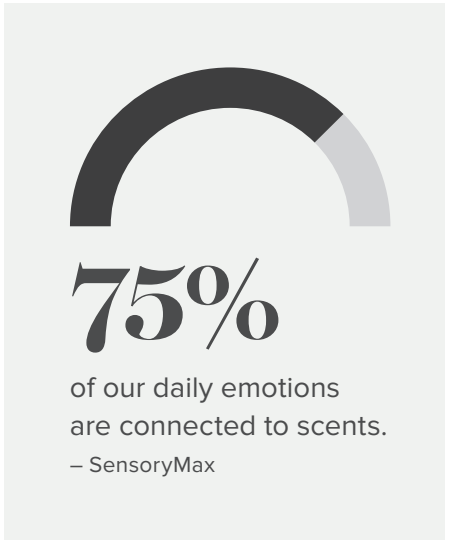
Original showroom scent helps Lincoln connect with customers by engaging the senses

As part of the reinvention of the brand, Lincoln is finding new ways to connect with customers.

Visitors to select Lincoln showrooms across the country will experience Essence of Lincoln, a specially created award-winning scent designed to heighten the shopping experience for Lincoln customers. Essence of Lincoln features top notes of green tea to encourage a sense of upscale well-being, and undertones of jasmine and tonka beans to create a relaxing atmosphere. Together they form a fragrance that exudes luxury and warmth.

Developed by aroma marketing leader SensoryMax with guidance from acclaimed master perfumer Rene Morgenthaler, Essence of Lincoln was created to evoke a heightened sense of style and a feeling of belonging to an exclusive, forward-thinking group that values style and success. Because the sense of smell is so closely tied to memory, Essence of Lincoln reinforces the Lincoln brand identity when a consumer encounters the fragrance again in the future.

> **"Perfumers are memory makers."**
>
> – Rene Morgenthaler, master perfumer



of our daily emotions are connected to scents.

– SensoryMax

"Perfumers are memory makers," said Morgenthaler, developer of various scents for men and women. "The sense of smell is very closely connected with a person's overall perceptions of an experience."

Essence of Lincoln – for which SensoryMax was named the 2014 Harold Vogt Scent Marketer of the Year – is an exotic blend of green tea leaves infused with Earl Grey bergamot, jasmine hedione, orange blossom, aldehydes, mate tea leaves, lemon and tonka beans. In some locations, the scent is made available on cards distributed in the showroom. In others, the scent is dispersed through the facility's ventilation system.

"As we transform our dealer network to provide a higher level of client experience, we look for ways to engage the senses of every visitor," said Enza Sleva, Lincoln client experience manager. "The Essence of Lincoln scent is an extension of that initiative. We applaud SensoryMax for this recent honor and thank them for helping shape the future of the Lincoln showroom experience."

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THE LINCOLN MOTOR COMPANY