



EST. 1922 | 100 years

Lincoln: 100 Years of Design and Innovation

1920

L-series, the first of the Henry Leland-built Lincolns, is introduced

1920



1922

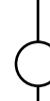


Henry Ford, along with his son Edsel Ford, purchase Lincoln from Henry Leland

1930

K-series is introduced

1931



1936

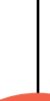


The Zephyr, Lincoln's first mid-priced vehicle, debuts with a streamlined, unique design and alligator-type hood

1940

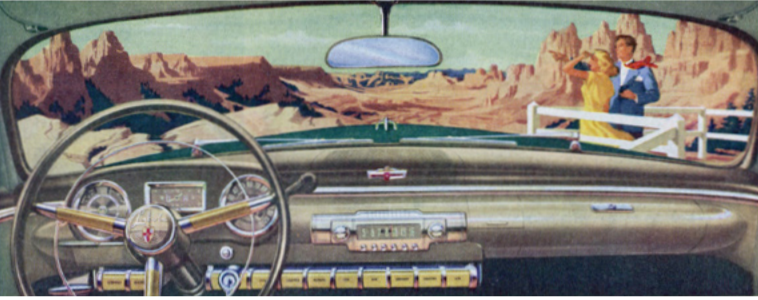
- Edsel Ford commissions a personal-use vehicle, later called the Lincoln Continental, "the most beautiful car in the world" – according to Frank Lloyd Wright
- Franklin D. Roosevelt's Lincoln parade car, the Sunshine Special, is produced

1939



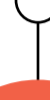
1948

Lincoln and Mercury divisions are consolidated



One-piece curved windshield is introduced on Lincoln vehicles

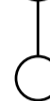
1949



1950

Four-way power seats introduced, as well as four-way, power-operated front seat on Lincoln-Mercury products

1953



1951

Edsel Ford's Continental is selected by Museum of Modern Art for an exhibit on eight design classics

1955

Continental Mark II debuts for 1956 model year with groundbreaking quality control, comparable to today's Lincoln Black Label-appointed vehicles

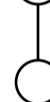
1957

- Lincoln opens Wixom Assembly Plant, the new manufacturing home
- Dual headlamps introduced on Lincoln vehicles



Lincoln and Continental divisions consolidated

1956



1960

1-millionth Lincoln Continental produced

1968



1961



Lincoln Continental is introduced with coach doors, which earn a design award from Industrial Design Institute

1970

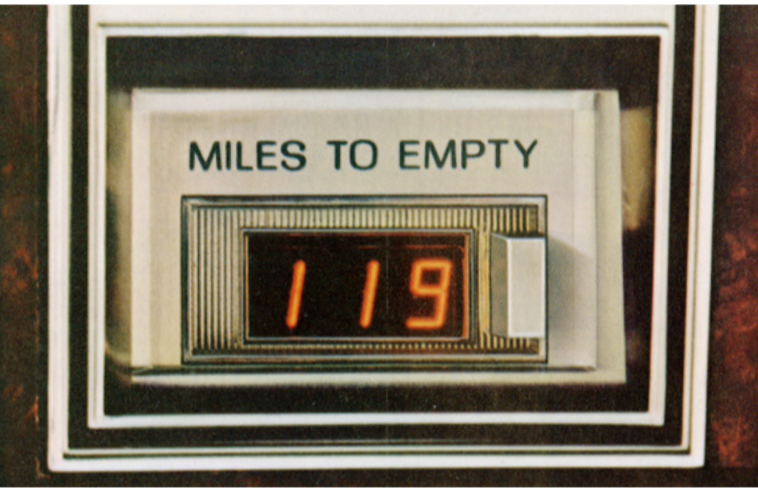
Miles-to-empty fuel gauge is introduced on luxury cars

1978



1975

AM/FM/MPX search radio with hesitation scan debuts



1980

Keyless entry system, digital speedometer, electronic message center, fuel gauge and metering appear on luxury cars

1980



1983



Lincoln Mark VII is introduced

1984



1990

The first luxury sport coupe series and electrically heated front seats are introduced for Mark VII

- Lincoln celebrates the 50th anniversary of the Lincoln Continental and introduces aerodynamically styled Town Car as 1991 model
- Lincoln introduces auto-glide front seats on the Mark VIII
- Flexible grille design is introduced to absorb low-speed impacts
- Lincoln limousine sales take lead, with 75% of the U.S. market

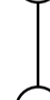
1990



1992

70th anniversary of the purchase of The Lincoln Motor Company is marked

1993



1994

Memory recall for seat and mirror positions via remote transmitter debuts on Lincoln Mark VIII

1995



1997



- 5-millionth Lincoln is sold, while 1998 Continental debuts with more than 400 improvements
- Full-size Lincoln Navigator hits the market, the first SUV from Lincoln

1998



2000



Lincoln MKX crossover helps make Lincoln the fastest-growing luxury brand in America

2007



2010



Lincoln launches in China and announces the all-new MKZ, designed for Chinese consumers

2014



2010

- Lincoln MKZ Hybrid is recognized as the most fuel-efficient luxury sedan in America
- MyLincoln Touch is introduced on Lincoln MKX

2016

Lincoln launches Lincoln Miles pilot lease management program

2018



2017



2018 Lincoln Navigator concept unveils the transformation of the brand's flagship vehicle featuring an all-new design and amenities such as 30-way Perfect Position Seats



- Lincoln celebrates the 80th anniversary of Continental by introducing the Coach Door Edition
- All-new three-row midsize Lincoln Aviator is revealed at New York International Auto Show
- Unique chimes are recorded with the Detroit Symphony Orchestra to provide musical alerts for drivers on the Aviator

2018



2019



- Lincoln debuts spacious, two-row Corsair SUV at New York International Auto Show
- Lincoln Co-Pilot360™ debuts on the 2019 Nautilus

2020



2020

- Lincoln Aviator hits retailers with advanced capabilities and effortless power, and introduces Phone As A Key, while new Air Glide Suspension enables several preset ride heights for increased comfort and capability; Auto Air Refresh debuts for China
- Plug-in hybrid Grand Touring versions of Lincoln Aviator and Lincoln Corsair are offered

2020



2021



Lincoln introduces the first locally produced sedan for the China market at Auto Guangzhou, the all-new Lincoln Zephyr