



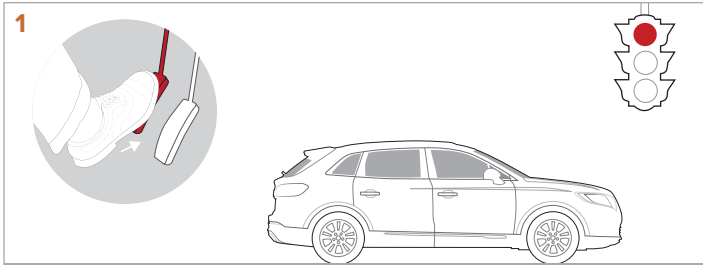
THE LINCOLN MOTOR COMPANY

AUTO HOLD

New for the 2016 Lincoln MKX is the Auto Hold feature, which relieves the driver from having to press the brake pedal continuously to keep the vehicle stationary.

This feature is particularly helpful in stop-and-go traffic. Auto Hold automatically activates when the feature is switched on (via a button on the center stack) and the driver brings the vehicle to a standstill using the brake pedal.

Auto Hold releases the brakes when the accelerator pedal is pressed.

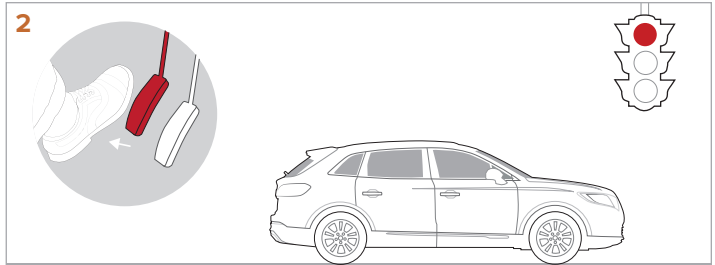


DRIVER/VEHICLE

2016 Lincoln MKX stationary;
brake pedal applied

SYSTEM

Auto Hold active

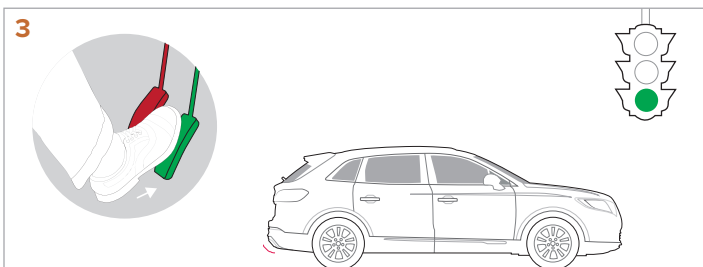


DRIVER/VEHICLE

Brake pedal released

SYSTEM

Auto Hold holds
brake pressure

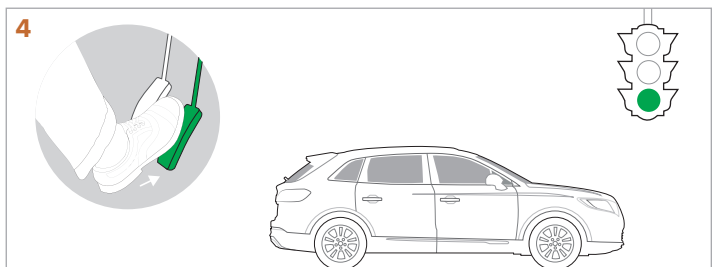


DRIVER/VEHICLE

Accelerator pedal pressed

SYSTEM

Releases the brakes



DRIVER/VEHICLE

Accelerator pedal pressed,
2016 Lincoln MKX drives off

SYSTEM

Auto Hold inactive



HOW TO USE AUTO HOLD:

Press the Auto Hold button to switch the system on and off. The on indicator light illuminates in the AutoHold button when the system is on. The green Auto Hold telltale will illuminate in the cluster when the system is actively holding the vehicle.

For more information, contact Sam Locricchio at 248.622.8242 or slocri1@lincoln.com.