



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln launches ad campaign with Matthew McConaughey for new 2017 Lincoln MKZ

Dearborn, Mich., May 16, 2016 --Lincoln announces three new commercials in the new “It’s like that” campaign starring Matthew McConaughey focused on the new 2017 Lincoln MKZ.

- Filmed in a style and tone that conveys exhilaration and the visceral feeling of driving, the new ads bring the attention back to the MKZ, a premium midsize sedan that has been Lincoln’s best-selling vehicle since it arrived in showrooms three years ago as the first all-new Lincoln.
- Matthew McConaughey and director J.C. Chandor have collaborated with Lincoln to create the ads that will air on TV and digitally in the U.S. and Canada beginning May 16.
- The three new TV spots that feature the new 2017 Lincoln MKZ and Matthew McConaughey are summarized as follows:

Shave:Matthew McConaughey sits relaxed in a barber’s chair receiving a professional, straight razor shave. As the barber ends the shave with a steaming hot towel, we see the new, 2017 Lincoln MKZ cutting through the fog on a winding road, conveying the “It’s like that” moment of exhilaration and precision.

Midnight:At night, Matthew McConaughey arrives at an impressive Modernist home, dressed in a fine, tailored suit and walks out to a beautiful infinity pool. He stands at the pool’s edge fully dressed, and looks out. He recalls driving the MKZ, the two worlds mesh and he lets himself fall backwards into the water, fully dressed. The moment he hits the water, we see the new 2017 Lincoln MKZ accelerating out of a dark tunnel and into a night time rain, expressing the same “It’s like that” exhilaration of diving into a pool.

Ensemble (feat. Sharon Jones & the Dap Kings):We see a group of Musicians playing in a beautiful indoor setting. As the camera pulls back, the music builds, and Singer Sharon Jones begins singing a cover of “Midnight Rider.” As they continue to play, the camera recedes further back and we now see the performance through the grille of the new 2017 Lincoln MKZ. Inside the vehicle, we see Matthew McConaughey as that “midnight rider” enjoying his drive. The song conveys the “It’s like that” visceral feeling and performance of the available 400-horsepower engine.

About The Lincoln Motor Company

The Lincoln Motor Company 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 The Lincoln Motor Company, please visit media.lincoln.com or www.lincoln.com. Follow us on Facebook at facebook.com/lincoln.