



L I N C O L N

LINCOLN MEDIA CENTER

The Lincoln Way: Largest Investment Ever in Personalized Experiences, Services for Clients

- New suite of services, including valet pickup and delivery, begins this fall with the arrival of the all-new Lincoln Continental
- A multi-use Lincoln Experience Center, allowing guests to learn more about the Lincoln brand at their own pace, opens on Fashion Island in Newport Beach, Calif.
- Future initiatives include a dedicated app to provide even easier access to existing services and a suite of new services like parking solutions and new approaches for leasing

DEARBORN, Mich., July 19, 2016 – The next chapter in The Lincoln Motor Company transformation is the brand’s largest investment ever in personalized client services and experiences.

Known as The Lincoln Way, the primary focus of the multi-faceted initiative is individualized client care and attention teamed with optimized time savings.

“Lincoln vehicles are designed and engineered to create a seamless, effortless, engaging experience for the client,” said Kumar Galhotra, president of The Lincoln Motor Company. “The Lincoln Way complements that through outstanding client services.”

The suite of enhanced client experiences includes valet pickup and delivery service, and will be ushered in with the all-new 2017 Lincoln Continental, available this fall. Lincoln is also opening a Lincoln Experience Center at Fashion Island in Newport Beach, Calif., where clients and guests can engage with Lincoln products and connect with relevant luxury information, activities and experiences.

Building off successful client experiences

Enhanced client experiences are a critical element for Lincoln growth. The Lincoln Way initially was a key pillar of the brand’s expansion into China, where full-service client care has helped differentiate the brand. Lincoln sold 11,630 vehicles in China in 2015 – the first full year of sales for the brand in the country. So far this year, sales have already exceeded this number; more than 12,000 vehicles already have been sold and 45 dealerships are now open.

In addition, media have recognized Lincoln dealers for providing the top consumer shopping experience among all luxury automotive brands in China for two years running.

In North America, Lincoln Black Label offers the ultimate expression of Lincoln style and substance. Lincoln Black Label provides personalized shopping with dedicated personnel in the showroom, online or in locations more convenient for clients.

Lincoln Black Label clients also enjoy special privileges, ranging from premium service coverage to Culinary Collection membership, which provides access to a curated list of restaurants from coast to coast.

The Lincoln Way builds off the success of Lincoln Black Label with outstanding levels of personalized, effortless solutions delivered with a human touch.

The new pickup and delivery service – which begins with the all-new Continental – respects what Lincoln clients value most: their time. The valet service picks up a client’s vehicle for any service need, at any location, provides the client with a complimentary loaner vehicle, and return it in the same manner. The client can track the progress of the service online.

Lincoln is the only luxury automaker to provide standard pickup and delivery service as part of the vehicle's warranty.

The Lincoln Experience Center

The latest addition to The Lincoln Way is the new [Lincoln Experience Center in Newport Beach](#), a high-end shopping destination. It offers people who are new to Lincoln the opportunity to learn more about it in a convenient, luxurious environment.

Guests will have an opportunity to explore the brand, discover the design inspiration behind the different Lincoln cars and SUVs, customize their perfect vehicle and take it for a test drive – around the block or for the weekend - or simply enjoy the Lincoln connectivity lounge with a complimentary beverage. Should they be interested in purchasing it, a host at the Lincoln Experience Center will connect them with the dealer who is most convenient for them.

Next steps

Future initiatives include a dedicated app that provides clients with even easier access to existing services and a suite of new services, like parking solutions and other commerce services relevant to a luxury client.

The Lincoln Miles leasing service – which allows clients to monitor miles via a mobile app and web site and earn rewards based on unused miles at the end of the lease – is currently being piloted.

“We’re continuing to expand on The Lincoln Way, and as we do, you’ll see a common theme – effortless and personal service for the client,” said Galhotra. “Lincoln is matching compelling vehicles with world-class service.”

More information on The Lincoln Way and the Lincoln Experience Center is available at www.lincoln.com/experience.

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.