



L I N C O L N

LINCOLN MEDIA CENTER

Kicking It Up a Notch: Football Gets the Luxury Treatment

DEARBORN, Mich., Aug. 29, 2016 – Football can be more than just beer and brats.

It can be a luxurious, stress-free ride to the stadium where your favorite team is playing, a convenient parking spot is waiting, and a valet meets you at the door. It can be a comfortable transition from the [Perfect Position Seat](#) in your new Lincoln vehicle to the world-class hospitality of the Founders Club at AT&T Stadium in Arlington, Texas, where views of the gridiron are unmatched.

It can be, and it is – now that The Lincoln Motor Company has become the [official luxury vehicle of the Dallas Cowboys](#).

Sponsoring “America’s Team” makes sense, says Kumar Galhotra, president, The Lincoln Motor Company. “Football is about memories, about savoring the pleasure of the day and the game,” he says. “And Lincoln is about creating warm, personally crafted experiences for its clients.”

The Dallas Cowboys are enthusiastic about the sponsorship, as well. “We are excited to have The Lincoln Motor Company join the Dallas Cowboys family,” says Chad Estis, executive vice president, business operations of the Dallas Cowboys. “It’s an honor to have Lincoln showcase its luxury vehicles to our fans.”

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.