



L I N C O L N

LINCOLN MEDIA CENTER

Next Lincoln Experience Center in Dallas Offers Relaxed Way to Learn About Brand, Vehicles

- The multi-use Lincoln Experience Center will open on the site of The STAR in Frisco, the Dallas Cowboys World Corporate Headquarters and practice facility, in spring of 2017
- The Lincoln Experience Center strengthens The Lincoln Motor Company's connection to the Dallas-Fort Worth metroplex (DFW); earlier this year, The Lincoln Motor Company became the official luxury vehicle of the Dallas Cowboys
- This is the second Lincoln Experience Center; the first opened in July at Fashion Island in Newport Beach, Calif.; the centers are part of Lincoln's largest investment in personalized client services and experiences – The Lincoln Way

Dallas, Sept. 20, 2016 – The Lincoln Experience Center opening in Frisco next spring expands the brand's presence in one of the top five luxury markets in the U.S. through The Lincoln Motor Company's commitment to personalized client services and experiences.

The multi-use center will offer people new to The Lincoln Motor Company the opportunity to learn more about the brand in a convenient, luxurious environment. Guests can relax in the connectivity lounge, discover the design inspiration behind the different Lincoln cars and SUVs or customize their perfect vehicle.

Should guests be interested in arranging a test drive or purchasing a Lincoln, a host at the Lincoln Experience Center will connect them with the dealer who is most convenient for them. The center also will host a variety of intimate social gatherings geared toward the interests of the community.

Earlier this year, The Lincoln Motor Company became the official luxury vehicle of the Dallas Cowboys. Some of the events at the center will be tied to those taking place at the Founders Club at AT&T Stadium, where the Cowboys play.

“We are committed to strengthening our bond with the DFW metroplex,” said Kumar Galhotra, president of The Lincoln Motor Company. “We believe the area is an important luxury market, and Lincoln looks forward to offering these clients the personalized experiences and services they expect and deserve.”

Dallas was considered one of the top five luxury markets in the United States in the first half of 2016, according to Polk Insights. Lincoln is resonating particularly well with luxury buyers in the Lone Star state – Lincoln registrations with female buyers in Texas are up 18 percent year over year.

This is more than double the average for Texas in terms of luxury retail registrations. It bodes well for new Lincoln products like the all-new Lincoln Continental, which is arriving in dealer showrooms now, as well as the new Navigator, which debuts in 2017.

Building on success

The first Lincoln Experience Center opened in July at Fashion Island in Newport Beach, Calif., with a focus on personalized, community-oriented experiences. In the first 75 days, about 15,000 guests have visited, and nearly 90 percent are more likely to purchase a Lincoln as a result of their visit.

The onsite events – showcasing local musicians and artists – have been hits, with seats filled for all five events held since the opening. Test drives also have been successful, with several hundred test drives of distinctive Lincoln vehicles like the 2017 Lincoln MKZ and the all-new Continental already conducted.

The success in California serves as a blueprint for Texas – but the center will have a style all its own.

“We will find those personalized experiences for Dallas,” says Galhotra. “We want to make sure that the Lincoln Experience Center in Frisco reflects the individuality of its guests.”

The Lincoln Way

The opening of the Lincoln Experience Centers is part of The Lincoln Way, a suite of enhanced client experiences. Earlier, as part of those services, Lincoln introduced valet pickup and delivery service; Lincoln is the only luxury automaker to provide standard pickup and delivery service across all 2017 nameplates, starting with the all-new Lincoln Continental.

The Lincoln Way builds off The Lincoln Motor Company’s success in China, where The Lincoln Way originated. Lincoln sold 11,630 vehicles in China in 2015, its first full year of sales – a record for a new luxury brand in China.

It also builds off the success of Lincoln Black Label – the ultimate expression of Lincoln style and substance – offering outstanding levels of personalized, effortless solutions delivered with a human touch.

Future initiatives of The Lincoln Way 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.

More information on The Lincoln Way and the Lincoln Experience Centers are 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.