



L I N C O L N

LINCOLN MEDIA CENTER

An Evening of Hollywood Glamour: Lincoln Celebrates Continental's Arrival with Food, Film

- Event celebrating a passion for cooking and creativity is the result of a collaboration between The Lincoln Motor Company and Tasting Table – a multimedia content provider for culinary enthusiasts
- Invited guests can engage with the highly anticipated 2017 Lincoln Continental on display in front of the historic Montalban Theater; the return of the Lincoln flagship sedan heralds the ultimate in luxury, comfort and effortless power
- Event is the latest in a series of collaborations between The Lincoln Motor Company and Tasting Table – introducing Continental at upscale venues in major cities throughout the United States

LOS ANGELES, Nov. 11, 2016 – An evening of food, film and Hollywood heritage is on tap for invited guests as The Lincoln Motor Company celebrates creativity, originality, and the arrival of the highly anticipated 2017 Lincoln Continental.

Tasting Table, a multimedia content provider for culinary enthusiasts, is collaborating with Lincoln and Rooftop Cinema Club to transform the rooftop of the iconic Montalban Theater in Hollywood for a special screening celebrating food in film during the Los Angeles Auto Show. Two Lincoln Continental sedans will be on display in front of the theater; guests will be invited to learn more about the car and the Lincoln brand.

The event will feature a screening of the critically acclaimed movie “Chef,” which tells the story of a Los Angeles chef who quits his position at a prominent restaurant to launch a food truck business – ultimately reigniting his passion for cooking and zest for life.

To make this a special one-night-only experience for guests, Tasting Table is hosting a one-hour pre-party with popular Los Angeles food truck LocoL.

LocoL provides revolutionary food made with the ideology, heart and science of a chef. Along with sampling LocoL's hit dishes, guests will have the opportunity to participate in a hands-on activity, sponsored by Lincoln, creating a signature chili bowl from the menu.

“All of these meld perfectly with Lincoln’s emphasis on creating personally crafted experiences for our guests,” says John Emmert, group marketing manager, The Lincoln Motor Company. “Experiencing the glamour of the Montalban Theater, creating a dish – these are the experiences people remember.

“And, of course, we want Lincoln at the heart of those memories,” he adds.

In addition, guests will be introduced to Lincoln’s exclusive Pickup and Delivery service. The new service respects what Lincoln clients value most – their time. A valet service picks up a client’s vehicle for any service need at any location, provides the client with a complimentary Lincoln loaner vehicle, then returns the client’s serviced vehicle. The client can track 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.

To demonstrate the effortless nature of Pickup and Delivery, Lincoln is offering exclusive services to Tasting Table guests for a limited time. Event attendees will be able to book services – everything from hair styling to meal deliveries – directly on-site with a Lincoln concierge, or call and book them for up to two weeks afterward.

Lincoln is joining with Tasting Table on a series of similar events, introducing its all-new Lincoln Continental at upscale venues in major cities throughout the United States.

Continental heralds the return of The Lincoln Motor Company's flagship vehicle – an elegant, effortlessly powerful, full-size sedan delivering quiet luxury and first-class travel.

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.