



L I N C O L N

LINCOLN MEDIA CENTER

## Honoring Creativity: Lincoln Hosts Celebration for Arrival of Continental, Start of Annual Art Exhibition

- A pre-party celebrating beauty and imagination in anticipation of the annual art exhibition in Miami is the result of a collaboration between The Lincoln Motor Company and Tasting Table – a multimedia content provider for culinary enthusiasts
- At the beautiful Gale Hotel in South Miami, invited guests can engage with the exquisitely crafted 2017 Lincoln Continental, which will be on display in front of the hotel; the vehicle heralds the return of the Lincoln flagship – the ultimate in luxury, comfort and effortless power
- Event is the latest in a series of collaborations between Lincoln and Tasting Table, introducing Continental at upscale venues in major cities throughout the United States

**MIAMI, NOV. 28, 2016** – A pre-party in anticipation of the annual art exhibition awaits invited guests as The Lincoln Motor Company celebrates creativity, along with the arrival of the exquisitely designed 2017 Lincoln Continental.

Contemporary artist Stuart Sheldon will display a live art installation while guests can also enjoy a menu of hors d'oeuvres and tasting stations prepared by Dolce Italian Restaurant. Dolce Italian's award-winning chef Paolo Dorigato will be on hand hosting a pasta making station.

Two Lincoln Black Label Continentals will be on display in front of the hotel; guests will be invited to learn more about the vehicle and the Lincoln brand.

Lincoln Black Label is Lincoln's most elevated expression of luxury and personal service. In addition to enjoying premium materials such as Venetian leather, Alcantara® and designer woods, Black Label customers also receive enhanced personal service amenities such as anytime car washes, off-site concierge visits and membership in the Lincoln Black Label Culinary Collection network of upscale restaurants.

The highly acclaimed annual art exhibition in Miami presents artwork from across the globe. The world's leading galleries participate, drawing more than 70,000 visitors each year.

“We are excited to collaborate with Tasting Table here in Miami. This event is perfectly in line with Lincoln's emphasis on creating personally crafted experiences for our guests,” says John Emmert, group marketing manager, Lincoln. “Anticipating the annual art exhibition, discussing the artwork installation; these are the types of experiences that bond discerning luxury customers.

“We have the opportunity to showcase Lincoln's Black Label as our highest expression of luxury, and channel it through client passion points of culinary and art.”

In addition, guests will be introduced to Lincoln's exclusive Pickup and Delivery service including all 2017 model year and newer nameplates in Lincoln's portfolio. 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, and returns 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.

To demonstrate the effortlessness of Pickup and Delivery, Lincoln is offering exclusive services to Tasting Table guests for a limited time. Attendees at the Miami event will be able to book those services – from hair styling to meal deliveries – directly on-site or call and book them with a Lincoln Concierge for up to two weeks afterward.

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

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

*For more information on Lincoln and the all-new Continental visit [www.lincoln.com](http://www.lincoln.com)*

*Episodes of "I know a place" video series, a journey of discovery with Tasting Table's founder and chief taste officer Geoff Bartakovics (and the Continental) can be viewed here: [tastingtable.com/lincoln](http://tastingtable.com/lincoln)*

### **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](http://media.lincoln.com) or [www.lincoln.com](http://www.lincoln.com). Follow us on Facebook at [facebook.com/lincoln](https://facebook.com/lincoln).