



L I N C O L N

LINCOLN MEDIA CENTER

2017 Lincoln MKZ, MKX Named Top Safety Picks by Insurance Institute for Highway Safety

DEARBORN, Mich., Dec. 9, 2016 – The new Lincoln MKZ and Lincoln MKX have been named top safety picks by the Insurance Institute for Highway Safety (IIHS) in their respective categories:

- Lincoln MKZ, Midsize Luxury Car Winner*
- Lincoln MKX, Midsize Luxury SUV Winner*

IIHS conducts vehicle tests to determine crashworthiness - how well a vehicle protects its occupants in a crash. It also rates vehicles for front-crash prevention, systems that warn the driver or brake automatically to avoid or mitigate a frontal collision. The vehicles that perform best in the tests qualify for Top Safety Pick which has been awarded since the 2006 model year, or Top Safety Pick+, which was inaugurated in 2013.

According to IIHS, to qualify for 2017 Top Safety Pick, a vehicle must earn good ratings in five crashworthiness tests - small overlap front, moderate overlap front, side, roof strength and head restraints - as well as a basic rating for front crash prevention. Also, IIHS says, a vehicle must earn good ratings in the five crashworthiness tests and an advanced or superior rating for front crash prevention.

The new Lincoln MKX further strengthens Lincoln's position in the midsize luxury utility segment, one of the largest luxury segments in the U.S., representing about one-quarter of the retail luxury automotive market.

The new Lincoln MKZ for 2017 combines intuitive technology, effortless performance and distinctive design to deliver an enhanced driving experience Lincoln calls quiet luxury.

The vehicles are available with a suite of intuitive, driver-assist technologies. Their Pre-Collision Assist with Pedestrian Detection uses camera and radar technology to monitor the vehicle's proximity to other vehicles and pedestrians. If a potential collision is detected, the system can alert the driver with visible and audible warnings and, if needed, pre-charge the brakes and increase brake sensitivity to help provide full responsiveness.

The lane-keeping system uses a forward-facing camera to detect lane markings. It can apply steering wheel torque and alert the driver with a steering wheel vibration should sensors detect drifting.

Both vehicles are equipped with BLIS[®] (Blind Spot Information System) with cross-traffic alert uses radar sensors to alert drivers with lights in their sideview mirrors if another vehicle is detected in blind spots. When drivers are backing up, the system can detect a vehicle approaching from either side, notifying drivers with a warning light and an audible tone.

An auto hold feature keeps the car at a complete stop without the driver having to press and hold the brake pedal – making stop-and-go driving more relaxing for Lincoln owners. Pre-Collision Assist with Pedestrian Detection is an available technology that can help avoid some frontal crashes or lessen the severity of such events.

** With optional front crash prevention*

For more information, go to <http://www.iihs.org/iihs/news>

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.