



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Elevates Lincoln Black Label Experience with New Fellow Barber Collaboration

- Lincoln collaborates with upscale men's salon Fellow Barber to offer young, aspirational professionals the same level of attention to detail in terms of grooming that the automaker builds into its Lincoln Black Label vehicles
- Throughout April, current Lincoln Black Label customers can enjoy complimentary barber service at any Fellow Barber location in New York or San Francisco
- Lincoln's association with brands such as Fellow Barber and Tribeca Film Festival is a critical piece of its strategic efforts to reach a younger target customer

NEW YORK, April 1, 2016 – Today, The Lincoln Motor Company announces an exclusive collaboration with Fellow Barber, a leading men's grooming salon for young, aspirational professionals. Throughout April, current Lincoln Black Label customers can receive a complimentary grooming treatment at any of five Fellow Barber locations in New York and San Francisco.

Lincoln Black Label redefines what it means to shop for, purchase and own a luxury automobile.

“Lincoln Black Label not only provides the best level of materials in specially curated design themes, but also offers a host of member privileges,” said Andrew Frick, Lincoln director, sales and service operations. “The Lincoln Black Label dealer network is designed to cater to our clients on an individual level.”

Membership privileges include annual vehicle detailing, anytime carwashes, and access to a curated list of restaurants where noted chefs will provide an at-your-service dining experience.

Fellow Barber upscale grooming shops are similarly devoted to offering their clients a high-quality, personal and authentic luxury experience.

“Lincoln's brand philosophy is a natural fit with Fellow Barber's passion for executing the details and delivering a high-quality experience,” said Sam Buffa, Fellow Barber founder. “Lincoln Black Label strongly resonates with the Fellow Barber customer. Each interior design treatment presents the vehicle in a unique and authentic way – much like the way we style our clients to express who they are. We are excited to take part in Lincoln Black Label membership privileges and welcome customers to our salons.”

Attracting younger, aspirational buyers

Over the past three years, Lincoln has introduced an all-new product portfolio and supported brands and events that appeal to a younger target customer. In addition to Fellow Barber, other collaborations include:

- Lincoln Re-imagine!, a \$1.2 million project that funds art, design and thought leadership collaborations to explore unique concepts in film, theater and architecture
- Lincoln Hello, Again campaign, which seeks to take something that tends to get overlooked and create something new, fresh and usable from it. In the Burrows Street Park project, Lincoln worked with Architecture for Humanity to turn an empty lot into a pocket park in San Francisco's Portola District
- 2016 is the third year Lincoln is teaming up with Tribeca Film Festival as part of its ongoing support for the arts

Lincoln Black Label is helping to attract new, affluent luxury customers to the brand. It is available on new Lincoln vehicles including the recently revealed 2017 Lincoln MKZ and all-new 2017 Lincoln Continental that will go on sale later this year.

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.

About Fellow Barber

Since first opening on Manhattan's Lower East Side in 2006, Fellow Barber founder Sam Buffa and his team of expertly trained barbers offer an edited menu of high quality, hassle-free grooming services, including straight-razor shaves and haircuts. Often credited with the barbershop renaissance in New York, the team, with both styling and barber backgrounds, has trained some of the best talent from New York to San Francisco. The collective of traditional brick and mortar barbershops along with a comprehensive e-commerce site are a one-stop destination for men's apothecary products, tools and accessories while maintaining its mission to provide a service-focused, contemporary experience.