



L I N C O L N

LINCOLN MEDIA CENTER

## Lincoln Navigator Earns Vincentric Best Value in America Award for Second Consecutive Year

- Lincoln Navigator wins 2016 Vincentric Best Value in America™ award in Large Luxury SUV category
- Vincentric awards are model-specific honors that determine the best value in each segment
- Awards are determined by statistical analysis incorporating total cost of ownership of all vehicles for the 2016 model year factoring in such elements as fuel, financing, maintenance, and insurance

**DEARBORN, Mich., April 13, 2016** – For the second year in a row, the Lincoln Navigator has won the Vincentric Best Value in America™ award in the Large Luxury SUV segment.

Vincentric analyzes data to determine ownership costs over the lifecycle of a vehicle. The overall value is determined using a statistical analysis that incorporates the total cost of ownership of all vehicles for the 2016 model year along with the current market price of those vehicles.

Every month, Vincentric measures the cost to own and operate more than 3,000 vehicle configurations based on typical use by consumers. Additionally, Vincentric estimates the current market price for each vehicle, incorporating rebates and incentives into this process to determine the total cost of ownership.

Areas in which the Navigator excelled to receive the best value award are:

- Lowest depreciation cost in its class
- Lowest maintenance cost in its class
- Lowest total cost of ownership in its class
- Lowest fixed costs in its class; combined total of depreciation, fees and taxes, finance, insurance, and opportunity cost
- Lowest operating cost in its class: combined total of fuel, repairs, and maintenance costs

The value equation for Navigator is strengthened by its standard 3.5-liter EcoBoost® engine, which delivers a combination of power and fuel economy. It produces 380 horsepower, using 93-octane fuel, and provides best-in-class fuel economy of an EPA-estimated fuel economy ratings of 16 city/22 highway/18 combined mpg for the 4x2 configuration. Actual mileage will vary.

The award signifies Lincoln's value leadership of the large, luxury SUV segment. The recent reveal of the Navigator concept gives a glimpse of what the future may hold for Navigator, and path of continuous innovation.

This is the third award for a Lincoln SUV this year following the 2016 Lincoln MKC being named a Best Buy from Consumer Guide, and the all-new 2016 Lincoln MKX receiving the Best Luxury Two-Row SUV for the Money Award from U.S. News and World Report.

### 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

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