



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Continues Signature Sponsorship of Tribeca Film Festival for Third Consecutive Year

- Lincoln continues to support the arts as signature sponsor of the 2016 Tribeca Film Festival, hosting a variety of activities that allow attendees to immerse themselves in the film experience
- Lincoln is official vehicle of the 2016 Tribeca Film Festival, highlighting the all-new Lincoln MKX, Lincoln MKC and Lincoln Navigator
- Lincoln's association with brands such as Tribeca Film Festival is a critical piece of its strategic efforts to reach a younger luxury customer

NEW YORK, April 14, 2016 – The Lincoln Motor Company continues its commitment to the arts by serving as signature sponsor of the Tribeca Film Festival for the third consecutive year. The event runs April 13-24 in the Tribeca district of New York.

“Lincoln’s partnership with the 2016 Tribeca Film Festival has allowed us to bring the brand’s passion for film, music and innovation to life,” said John Emmert, Lincoln group marketing manager. “Lincoln is injecting a more human approach into the engaging experiences we’re creating, helping the brand connect with the young, aspirational guests in attendance.”

In addition to being the official vehicle, Lincoln is taking an active role in other festival activities, including:

- **Spotlight Series:** As part of Lincoln’s commitment to supporting the arts, the brand is proud to sponsor all 36 of the films featured in the Spotlight Series
- **Lincoln Black Label Filmmaker Lounge:** Located at the festival hub at Spring Studios, Lincoln Black Label Filmmaker Lounge serves as a space for filmmakers and industry professionals to connect with peers. A Lincoln Black Label concierge will personally introduce visitors to the Lincoln Black Label experience
- **“Allumette” world premiere:** Penrose Studios, a leading virtual reality animation studio, hosts the world premiere of its original film “Allumette” – one of the first fully immersive 360-degree virtual reality projects; in addition to sponsoring the premiere, Lincoln is hosting a virtual reality experience station with the film in the Lincoln Black Label Filmmaker Lounge throughout the festival
- **Lincoln Black Label Box Office:** A surprise and delight for festival attendees, the Lincoln Black Label Box Office is providing gourmet popcorn to 300 guests per day, along with complimentary screening tickets for seven lucky guests

Connecting with younger buyers

Lincoln’s continued sponsorship of the Tribeca Film Festival, in combination with its introduction of new vehicles, underscores the marque’s commitment to resonating with a younger, aspirational buyer. Since 2013, Lincoln has seen retail registrations grow 29 percent among those 35 to 44 years old, with the all-new Lincoln MKC and Lincoln Navigator significantly driving that growth.

Lincoln Black Label

Lincoln Black Label provides the best quality materials in specially curated design themes, along with a host of member privileges. These 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 – redefining what it means to shop for, purchase and own a luxury automobile.

For more information on the Tribeca Film Festival, visit tribecafilm.com.

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.