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All-New Continental Greet Customers with Warm and Inviting Welcome

- Lincoln Continental with Approach Detection technology creates a more human, personally tailored Quiet Luxury experience for customers
- Continental comes to life as its driver approaches: Exterior welcome mats illuminate & soft exterior and interior lights glow to provide feeling of a warm welcome
- A memorable, meaningful and personal welcome helps set the tone for an elegant, serene driving experience

Dearborn, Mich., April 29, 2016 – The all-new 2017 Lincoln Continental offers customers the additional luxury of a warm and inviting welcome with Lincoln’s signature Approach Detection technology.

“The Lincoln Approach Detection does more than just turn on lights,” said Sheryl Connelly, Ford Motor Company global consumer trends and futuring manager. “It allows Continental to welcome you as if arriving at a friend’s house for dinner, or checking into a resort. It makes you feel at home where you have everything you need and you are in a serene and familiar space.”

Lincoln first unveiled its Approach Detection technology on the first-ever 2015 MKC. This technology enables the vehicle to sense when the driver, carrying the key fob, comes within a range of up to 8 feet welcoming them and indicating it is ready to go.

“The signature dynamic lighting of the Approach Detection feature is akin to the Continental greeting you with a warm smile,” said Solomon Song, Lincoln exterior design manager. “This is a subtle touch that reinforces our commitment to give every Lincoln client what we call quiet luxury – vehicles and experiences that are elegant, effortlessly powerful and serene.”

The Lincoln Approach Detection technology responds both inside and out:

- Illuminated welcome mats project onto the ground beneath both front doors where the driver and front passenger will step as they approach so they can avoid stepping into a puddle or debris
- The door-handles glow in a hue that complements the exterior color of the vehicle and highlights their location
- Signature LED accent lights on the headlamps and tail-lamps add a sense of warmth, while ambient interior lights on the door panels, instrument panel and cupholders liven up the interior, without glare
- A light softly pulses on the push-button start, signaling that Continental is ready to go

In addition, the available auto-folding pedestal side-view mirrors move into driving position after the driver enters the vehicle and closes the door.

Select, Reserve and Lincoln Black Label models of Continental have sequential exterior lighting, dynamically wrapping the car with illumination. Additionally, when the driver or passengers enter the vehicle, the ambient lighting activates in a sequence, enveloping the interior in a soft light to prepare or place any personal items before driving.

The all-new 2017 Lincoln Continental offers many other features that deliver quiet luxury, providing an elegant, effortlessly powerful and serene experience. Technologies that comfort, entertain and effortlessly assist occupants include the innovative E-Latch door system, Lincoln's Perfect Position seats and a host of rear seat amenities.

The Continental arrives at dealerships this fall. For more on Approach Detection, please visit www.lincoln.com.

About The Lincoln Motor Company

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