



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Amps up Presence at Biggest Night in Music with New Ad, Ultimate Sound Experience

- The Lincoln Motor Company will debut a new Continental spot featuring contemporary blues musician Gary Clark Jr., and a one-of-a-kind amplifier featuring visual cues from the 2017 Lincoln Continental; the ad will air during the biggest night in music, broadcasting Feb. 12
- Gary Clark Jr., is a contemporary blues singer/songwriter known for his extraordinary guitar skills in blues, soul, hip-hop and rock n' roll
- The exclusive amplifier, engineered by Revel® and designed by Lincoln, was built by brothers Ben Fargen and Jeff Earl, who have been handcrafting guitar amplifiers since 1998; it reflects the quality and craftsmanship of the 2017 Lincoln Continental and the superior audio of Revel

DEARBORN, Mich., Feb. 8, 2017 – Music is a passion point for many Lincoln clients, so a presence at the biggest night in music seems only natural – particularly one that centers on offering outstanding performance and a superior sound experience.

The Lincoln Motor Company is collaborating with contemporary blues singer and guitar virtuoso Gary Clark Jr., who is starring in a new 60-second spot that will air twice during the ultimate music awards show beginning at 8 p.m. EST Feb. 12 on CBS as well as once during the red carpet pre-show.

The new Lincoln spot also will feature an exclusive custom-built amplifier designed by Lincoln and engineered by Revel. The amplifier, outfitted with 12 premium Revel speakers, offers exceptional sound quality and allows each brand's expertise to shine. Revel engineers honed the state-of-the-art technology, while design values of the 2017 Lincoln Continental are visible throughout, from the instantly recognizable grille, the wood grain and the leather to the backlit LED Lincoln logo.

“Creating a one-of-a-kind amplifier was an original way to showcase the superior sound of the Revel audio system available in most Lincoln vehicles – and celebrate the artistry of music,” says John Emmert, group marketing manager, The Lincoln Motor Company.

One-of-a-kind sound experience

Built by brothers Ben Fargen and Jeff Earl, who have been handcrafting guitar amplifiers since 1998, the one-of-a-kind amplifier is designed to reflect the craftsmanship, quality and performance of the Lincoln Continental and the superior sound of Revel.

“In seeing the new Continental and seeing what Revel has done with their speakers, it was easy for me to say, ‘OK, we’re going to match that intensity, that quality and integrity,’” Ben Fargen says. “For us craftsmen, it’s also always about reaching a new level, about setting the bar higher than the competition, reaching deep into the framework of what Lincoln and Revel have already done and saying, ‘Where can we take it next?’”

An amplifier – utilized by a musical artist who would do it justice – seemed a natural fit.

“Revel and Lincoln were looking for something that would celebrate sound, power, rock n’ roll, all of the raw things that people love about music,” Fargen says. “I want the performance and the intensity of the Lincoln Continental to show through the first time the artist plugs into the amp.”

Synonymous with quality and accuracy, Revel is HARMAN's most exclusive loudspeaker brand. In the 2017 Lincoln Continental, available Revel premium audio works in concert with the vehicle's interior design and acoustics, transforming the cabin into a personal amphitheater with three distinct listening modes – stereo, audience, and onstage. The available 19-speaker Revel Ultima™ audio system uses patented Clari-Fi™ music reconstruction technology to enhance digital sources for clear, crisp, dynamic sound.

“Cord”

The 60-second spot starts with the Gary Clark Jr. arriving at an empty theater in the new Lincoln Continental. As the spot continues, he is standing onstage plugging his guitar into the one-of-a-kind amplifier, which takes its aesthetics from the flagship.

“To me, the Lincoln Continental represents timeless luxury – and it sounds like it looks, straight to the point classic,” he says. “This collaboration felt like a natural fit. I don't know a guitar player who doesn't like amps. And this one doesn't just look amazing, it gets you the most amazing sound.”

Throughout the ad, he performs a new interpretation of his song, “The Healing.” The camera closes in on the guitar cord, which acts as a visual timeline, taking viewers through different stages of the musician's life.

Gary Clark Jr. feels the song – and the spot – will be relatable to many viewers.

“Every single memory I have, there's a song that goes with it,” he says. “Music is the most powerful form of communication that we have, and it can be very healing if you get people on the same page and share a message.”

In addition to the 60-second spot, viewers can learn more about Lincoln's collaboration with Gary Clark Jr., Revel and Ben Fargen in a few other places:

- On Feb. 8, a behind-the-scenes video on the collaboration overall and the development of the amp will be available on [Lincoln Now](#) and the Lincoln [YouTube channel](#)
- On Feb. 10, “Cord” will be featured on a YouTube desktop takeover
- A new rendition of Gary Clark Jr.'s “The Healing” and “As The Train Pulls In” will be available for the first 10,000 visitors for free download via [Lincoln Now](#)
- On Feb. 11, viewers can livestream a Gary Clark Jr. concert from the Lincoln Experience Center at Fashion Island, Newport Beach, Calif., at 10 p.m. EST via [Lincoln's Facebook page](#)

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.