



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln, Surf Lodge kick off summer-long collaboration in the Hamptons

DEARBORN, Mich., May 24, 2017– The Lincoln Motor Company’s summer-long collaboration with Montauk’s Surf Lodge officially kicks off Memorial Day weekend with music, live entertainment and, of course, driving experiences in the luxurious new Lincoln Continental.

Guests of The Surf Lodge will enjoy the hospitality of Lincoln’s warm, human, personally crafted experiences through both vehicles and services. The Lincoln and Surf Lodge collaboration is one of the latest enhanced client experiences to be offered by the company and includes Lincoln’s Black Label customers. Lincoln Black Label unifies design and service featuring a curated collection of interior themes and a host of exclusive membership privileges.

Using timeless beauty and elegant design, Lincoln and the Surf Lodge have attended to every detail, creating an ambience that parallels the effortless, dream-like quality of Montauk. Guests will enjoy a curated weekend, allowing them to explore the sights, tastes and sounds of Montauk. The experience begins behind the wheel of the new Lincoln Continental, the official vehicle of the Surf Lodge, providing guests with an effortless and luxurious drive experience during their Hamptons’ stay. The new Lincoln Continental is the ultimate in quiet luxury and effortless power, heralded for its superior craftsmanship, inviting interior and thoughtful design details.

Surf Lodge guests also will have the opportunity to experience the custom Lincoln Suite at the Surf Lodge. Influenced by the all-new Lincoln Navigator Black Label Yacht Club interior theme, the suite will immerse guests in nautical-inspired design elements and materials. And inspired by Lincoln’s passion for music and the brand’s world-class Revel[®] audio, the Lincoln Surf Lodge concert series will immerse visitors in the sounds of summer.

As a new ownership perk, Lincoln Black Label clients traveling to the Hamptons this summer will be able to enjoy a special dining experience as well as VIP access to select concerts.

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.