



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln's Mix of Vehicles Leads to Highest Loyalty Rating in Luxury Segment

- Lincoln has the luxury segment's highest loyalty rate among new luxury-vehicle buyers in the first quarter of 2017, according to IHS Markit Loyalty data.¹
- Momentum is driven by the Lincoln MKC, Lincoln MKZ and Lincoln MKX.
- Lincoln also is placing increasing emphasis on client-centered experiences like Pickup and Delivery, which is gaining in popularity, according to The Lincoln Motor Company

DEARBORN, Mich., JUNE 5, 2017 – The Lincoln Motor Company's strong lineup of vehicles is drawing more people to the brand. Lincoln has the luxury segment's highest loyalty rate among new luxury-vehicle buyers for the first quarter of 2017, based on IHS Markit Loyalty data.¹

The momentum is driven by the Lincoln MKC, Lincoln MKZ and the Lincoln MKX.

Lincoln is also placing an increasing emphasis on client-centered experiences like its exclusive Pickup and Delivery, which continues to gain in popularity, according to The Lincoln Motor Company.

"For Lincoln, it's about providing quality vehicles and exemplary service," says Kumar Galhotra, president, The Lincoln Motor Company. "This tells us we're moving in the right direction."

Lincoln's exclusive Pickup and Delivery service is now included with all 2017 vehicles. The program returns to Lincoln clients one of their most valued resources – time.

A Lincoln Service Valet picks up a client's vehicle for any service need from any location, provides the client with a complimentary Lincoln loaner vehicle, and returns the freshly washed vehicle to the client once the service is complete.

The program has proven to be overwhelmingly successful, launching in September with more than 15,000 rides completed by year-end. It is on track to complete more than 50,000 rides by the end of 2017.

Enhanced client experiences have always been critical to Lincoln's growth. Lincoln Black Label, for example, provides the ultimate expression of Lincoln style and substance, offering clients personal service and a host of exclusive membership privileges.

Lincoln sales are up 6 percent this year, outpacing a luxury segment that is up 2 percent, according to Lincoln and industry reported sales data.

¹ Brand loyalty is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same make, model or manufacturer. First quarter loyalty rates are based on January-March 2017 Loyalty analytics from IHS Markit.

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](https://www.facebook.com/lincoln).