



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln, Detroit Foundation Hotel Collaborate to Offer Exclusive, Personalized Service

- Lincoln is now the official luxury vehicle of Detroit Foundation Hotel, providing hotel guests with access to two house vehicles, the Lincoln Continental and Lincoln Navigator
- Collaboration builds on brand's emphasis on providing effortless experiences for its clients and marks Lincoln's third hospitality partnership to date; Lincoln already is official luxury vehicle of both the Omni Frisco Hotel in Texas and the Dream Hollywood Hotel in California
- Lincoln's commitment to personalization dovetails with Detroit Foundation Hotel's dedication to providing exclusive custom experiences for guests

DETROIT, Mich., Dec. 6, 2017 – Guests at the historic Detroit Foundation Hotel can add another level of personalized service to their stay – access to exclusive vehicles courtesy of The Lincoln Motor Company.

Lincoln, now the official luxury vehicle of Detroit Foundation Hotel, is providing hotel guests with access to two house vehicles, the Lincoln Continental and Lincoln Navigator. The collaboration builds on Lincoln's focus of providing its clients with effortless experiences.

Lincoln's flagship Continental embodies a timeless definition of beauty, balancing strength and elegance, power and control. The design is thoroughly modern, with Lincoln's distinctive grille and an athletic profile that is dynamic and progressive. The all-new Lincoln Navigator is a full-size SUV that combines modern luxury with advanced technology – elevating family travel to first class.

“At Lincoln, luxury is an experience,” says John Emmert, group marketing manager, The Lincoln Motor Company. “This collaboration provides the perfect combination of an elegant vehicle, a lovely evening in the city and incredible hospitality, courtesy of Detroit Foundation Hotel and The Lincoln Motor Company.”

The historic Detroit Foundation Hotel is housed in the former fire department headquarters in the heart of Detroit, presenting guests with a remarkable mix of iconic design and modern luxury. Art from the city's most talented creators graces the hallways, and the renowned food and drink offered in the hotel's Apparatus Room guarantees an authentic Detroit experience.

“The Detroit Foundation Hotel is keen on creating unique experiences and partnerships, and our relationship with Lincoln gives us the opportunity to enhance our upper-level concierge service with an American-made local partner,” says Amber Rose Powers, director of lifestyle and programming, Detroit Foundation Hotel

Lincoln's commitment to providing clients with warm, personalized experiences dovetails with Detroit Foundation Hotel's dedication to authenticity and its available custom packages that encourage guests to sample the best the city has to offer.

This is The Lincoln Motor Company's third entry into the hospitality industry; already the brand serves as official luxury vehicle of both the Omni Frisco Hotel in Texas and the Dream Hollywood Hotel in California.

The collaboration makes perfect sense, says Emmert. Travel is a passion point for Lincoln clients, and joining with the hospitality industry is an ideal way to raise awareness of all the brand has to offer.

“We’re finding that as we expand our suite of ownership benefits and services, hospitality is a perfect platform for us,” says Emmert. “Our clients have an affinity for upscale travel and fine dining. They value new experiences, and that aligns perfectly with our way of connecting with our clients.”

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.