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## Navigator Sales See Triple-Digit Gain Year-over-Year; Flagship SUV Appeals to Younger, Tech-Savvy Buyers

- As Navigator sees triple-digit increases in sales year-over-year, Lincoln's flagship SUV is appealing to younger, tech-savvy clients; Navigator is luring buyers away from high-end competitors like Mercedes-Benz, Cadillac and Land Rover
- Lincoln clients now have even more technology with WAZE, the popular traffic app that uses crowd-sourcing to gather information about road conditions for iPhone users; Lincoln+Alexa offers access to Alexa skills and more for iOS and Android users
- Technologies are seamlessly integrated through SYNC<sup>®</sup> with AppLink<sup>™</sup>; users simply plug their mobile phone into their SYNC 3-equipped Navigator to access apps directly from the touch screen

**DEARBORN, Mich., June 12, 2018** – The addition of WAZE, the popular traffic app, to the Lincoln lineup will help clear the course and lead more buyers to the all-new Lincoln Navigator, which enjoyed a 122 percent increase in sales year-over-year in May.

The turn rate for Navigator is only 13 days on average, with top-end Black Label SUVs, which account for more than 20 percent of total sales, selling even faster.

Lincoln Navigator, with a spacious interior and sleek, powerful lines, has been luring clients from its luxury competitors; statistics show more than 50 percent of its sales are conquest, with buyers coming from Mercedes-Benz, Cadillac, Land Rover and other luxury brands. Navigator clients also are skewing younger than traditional Lincoln buyers, with approximately 50 percent between the ages of 34 and 54.

Clients appreciate Lincoln Navigator's wealth of advanced technology – more than 80 percent of vehicles are sold with the Technology Package, which includes such driver-assist features as a head-up display, lane departure warning and active park assist.

Now, as Navigator debuts the rollout of WAZE and Lincoln + Alexa for all Lincoln vehicles, clients will have even more technology at their fingertips. Seamlessly integrated via SYNC<sup>®</sup> with AppLink<sup>™</sup>, WAZE users around the world can project the app's real-time traffic and navigation service onto their Lincoln vehicle touch screen through their iPhones and control it through voice command. With Lincoln+Alexa, users can just say the wake word "Alexa" to access content. [WAZE can be downloaded](#) from the Apple App Store, while [Lincoln + Alexa](#) is available there as well as through Google Play.

Lincoln+Alexa gives customers access to nearly 30,000 additional Alexa skills, including the ability to play music, check news reports, listen to books, catch up on sports and add items to shopping lists.

Clients who have connected smart home devices, such as lights, thermostats and audio systems, can interact with them through the compatible app, allowing their home to be just as they like it when they arrive. Certain Alexa functionality is dependent on smart home technology.

"As a brand, we're committed to offering advanced technology that makes the driving experience more effortless," says John Emmert, group marketing manager, The Lincoln Motor Company. "Integrating Alexa and WAZE technology across the Lincoln lineup builds on that commitment to 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](http://media.lincoln.com) or [www.lincoln.com](http://www.lincoln.com). Follow us on Facebook at [facebook.com/lincoln](https://facebook.com/lincoln).