



L I N C O L N

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## Lincoln Continental, MKC, Take Top Segment Honors in 2018 J.D. Power's Initial Quality Study

**DEARBORN, Mich., June 21, 2018** – The Lincoln Motor Company improved to a third-place ranking in luxury automotive brands in the 2018 J.D. Power Initial Quality Study, with both the Lincoln Continental and the Lincoln MKC ranking highest in their respective segments.

The annual *J.D. Power U.S. Initial Quality Study* – now in its 32<sup>nd</sup> year – measures vehicle quality by analyzing problems reported by owners in the first 90 days of ownership, with a lower score reflecting higher quality.

Lincoln's quality scores were boosted by its significant improvement in technology, with its vehicles earning better than average numbers for its SYNC 3 infotainment and connectivity systems.

Overall, the brand improved to a third-place ranking among all premium brands, with 83 problems per 100 vehicles, down from 92 in 2017.

“Lincoln has been focused on enhancing vehicle connectivity for clients,” said Scott Tobin, director of product development, Lincoln Motor Company. “These scores show we’re moving in the right direction as we work to deliver an outstanding ownership experience.”

See the complete J.D. Power release [here](#).

### 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).