



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Navigator Earns Edmunds Editors' Choice Award for Best Luxury SUV

- Inaugural awards honor best-in-class vehicles in each segment; Lincoln Navigator earned award for Luxury Large SUV category
- Edmunds editors tested vehicles in 27 criteria, including driving and performance, comfort, interior and technology
- Lincoln sales statistics show that more than 55 percent of Navigator sales are conquests from other luxury brands

DEARBORN, Mich., Feb. 12, 2019 – The Navigator, Lincoln's full-size luxury SUV, delivers in the categories that matter most to consumers, according to the editors of Edmunds.

The Navigator earned the inaugural Editors' Choice Award in the Luxury Large SUV category. The awards are based on tests in 27 criteria, including driving and performance, comfort, interior and technology.

Lincoln Navigator sales kept their momentum all through 2018, posting a 43.6 percent gain in December on tight inventory, according to sales statistics. High-series Lincoln Black Label and Reserve Navigators represented 90 percent of the SUV's sales mix.

"Our editorial team tests more than 300 vehicles a year # that's more than a collective 17,000 hours behind the wheel," said [Alistair Weaver](#), editor-in-chief at Edmunds. "We're going beyond what's hot and new to showcase the best of the best from all the cars on sale today. An Edmunds Editors' Choice winner represents the gold standard of automotive excellence."

Lincoln sales statistics show more than 55 percent of Navigator 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.

Read the complete Edmunds 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 or www.lincoln.com. Follow us on Facebook at facebook.com/lincoln.