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LINCOLN MEDIA CENTER

New Lincoln Spot Takes Serene Approach with McConaughey, Aviator and New Twist on Ice Fishing

- New Lincoln spot features spokesman Matthew McConaughey ice fishing, while spotlighting the all-new Lincoln Aviator's luxurious, sanctuary-like interior
- The campaign, directed by noted cinematographer Lance Acord, shows Lincoln Aviator standing out against a dramatic winter backdrop
- Spot launches on multiple platforms tomorrow, with a YouTube and Twitter takeover and a broadcast debut during the college football playoffs on ESPN

DEARBORN, Mich., Dec. 27, 2019 – Matthew McConaughey puts a new twist on ice fishing to highlight the versatility and serene sanctuary of the all-new Lincoln Aviator in a new campaign spot for the three-row luxury SUV.

With the stark beauty of winter as a backdrop, the latest piece has McConaughey using his Aviator as a shelter from the elements after carving a hole in the ice and dropping a line.

“Beats jiggin’ in a shanty,” he murmurs as he visibly relaxes in the warmth of his Aviator and begins sketching in his travel journal – the same journal, incidentally, that was shown in spots introducing the Lincoln Navigator.

The piece, produced by Hudson Rouge, was directed by noted cinematographer and director Lance Acord, known for movies like “Lost in Translation,” and popular shorts like this year’s “E.T.: A Holiday Reunion.”

“This piece is all about telling a story of how Lincoln’s approach to its clients and its vehicles is different,” says Eric Peterson, Lincoln marketing communications manager. “It’s clear that no matter the activity or the environment, Aviator provides a serene sanctuary with luxurious amenities, intuitive technology and the versatility of its three rows of seats.”

Jon Pearce, global chief creative officer, Hudson Rouge, points to the mood of the piece playing into both the storyline and the vehicle itself.

“There’s definitely a feeling of serenity, of introspection,” he says. “Matthew is in his happy place. He’s doing what he wants to do, where he wants to do it – not only ice fishing, but in this beautiful, luxury SUV. It’s about being at ease, about being your best self, about finding your own piece of sanctuary in a stressful world.”

The spot launches tomorrow on multiple platforms, with a YouTube and Twitter takeover and a broadcast debut during the college football playoffs beginning with the Peach Bowl at 4 p.m. EST on ESPN.

The all-new Lincoln Aviator defines effortless performance among premium SUVs, offering impressive power and capability combined with sleek elegance and intuitive technology.

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

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