



L I N C O L N

LINCOLN MEDIA CENTER

Feeling the Winter Blues? Blue is Always in Season at Lincoln and Key to Brand's Calming, Soothing Sanctuary

- Lincoln's broad palette of blues showcases the brand's emphasis on elegant exteriors and calming interiors; five exterior shades and two interior shades of blue are available; 10 percent of Lincoln's sales in 2019 were in the blue spectrum
- Flight Blue, the brand's signature color featured on the all-new Aviator and Corsair, is inspired by aviation and represents the idea flight and freedom
- Blue is traditionally associated with serenity, tranquility and peacefulness; PANTONE 19-4052 Classic Blue celebrated as Pantone Color of the Year 2020

DEARBORN, Mich., Feb. 26, 2020 – Blue, the color of the ocean, the sky and a deepening twilight, is key to the calming and soothing experience that The Lincoln Motor Company aims to evoke in its vehicles – and its clients are taking notice.

In fact, about 10 percent of the brand's sales last year were in the blue spectrum, proving the color is always in season at Lincoln.

Lincoln's diverse, ever-evolving palette is a strong part of the brand's heritage, says Susan Lampinen, Lincoln group chief designer, color and materials, showcasing its emphasis on elegant exteriors and calming interiors. "Perceived as eternal, the experience of blue inspires trust, serenity, confidence, harmony," she says. "It's like the endless sky or tranquil sea waters."

Five exterior shades of blue are available from Lincoln, ranging from a very light, silver-tinted Chroma Crystal Blue and a slightly deeper Blue Diamond. The tones then ease into Flight Blue, with more of an overlying blue-gray tone, then move into a truer Artisan Blue and a lush Rhapsody Blue. Each exterior shade of blue, says Lampinen, represents a specific emotion or element of nature:

Chroma Crystal: Light, water

Blue Diamond: Confidence, trust

Flight Blue: Flying, freedom

Artisan Blue: Crafted, galaxy

Rhapsody: Nighttime, peaceful, quiet

Flight Blue is the signature color on the all-new Lincoln Aviator. Inspired by the flowing lines of aerofoil design, the vehicle's graceful contours are complemented by the iridescent shade. Flight Blue also is used on the all-new Lincoln Corsair. For interiors, a clean, crisp Coastal Blue is offered as part of the Yacht Club Lincoln Black Label theme, while Beyond Blue is the signature interior package for Corsair.

As Laurie Pressman, vice president, Pantone Color Institute shares, "whether a light, medium or deep blue tone, Lincoln's palette of blues summon up feelings of respite and refuge. As the signature color on Lincoln's all-new Aviator, Flight Blue is a leading-edge blue-gray shade expressive of a new modernity. Unpretentious, yet at the same time elegant, subtle and calming, Flight Blue conveys a message of timelessness and enduring quality."

Through her research, Leatrice Eiseman, executive director, Pantone Color Institute tells us, “of all the colors in the spectrum, blues are seen as the coolest, both in temperature and in temperament, inducing feelings of calm and relaxation, projecting a quiet, cool permanence. In most cultures, blues are thought of as a form of protective influence, offering refuge.”

A color of strength and confidence

A universal favorite we can always depend on, blues open us up to a world full of possibilities. Conveying a message of strength and confidence as well as comfort and ease, the versatility of the blue family is part of its allure, Pressman further explains.

From the endless sky to the watery sea, blue is the color of those elements of nature that never disappear. Associated with the continuity of another day, the mind perceives blue as being eternal, embracing the concept as being tranquil and constant. Blue hues that appear in the sky above evoke feelings of peace and tranquility, while sea blues bring to mind thoughts of cleansing waters and the serenity of quiet streams.

Pantone Color Institute features three blue shades in its Pantone Fashion Color Report for New York Fashion Week spring/summer 2020, including PANTONE 19-4052 Classic Blue, Pantone Color of the Year 2020. Bringing a sense of peace and tranquility to the human spirit, the reassuring presence of Pantone Classic Blue instills calm, confidence and connection.

For Lincoln, the inspiration for the palette comes from many places, including the homes and lifestyles of clients, says Ronni Celoto, Lincoln color and materials design manager.

“We’re always looking at our clients’ experiences, at their routines,” he says. “We look at their furniture and their clothing, and then when we put together our combinations, we find a balance. Our clients, we know, find that less is more. They like an uncluttered look – with very clean lines and calming colors. Modern, not busy. It’s in their houses, in their lives, and it translates to their vehicles.”

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](https://www.facebook.com/lincoln).