



L I N C O L N

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Lincoln SUV Growth Continues; Introduces Monochromatic Package for Corsair, Nautilus, Aviator

- Lincoln's Monochromatic Package, which debuted on the full-size Navigator SUV last fall, is now available for Lincoln Corsair, Nautilus and Aviator
- As SUVs continue to drive momentum for the brand, Lincoln expands the package across the lineup to offer clean, dramatic sweeps of color that showcase the bold and elegant lines of Lincoln SUVs
- The Monochromatic Package, with four color options, offers clients another way to personalize their Lincoln vehicle with an on-trend palette

DEARBORN, Mich., July 10, 2020 – The sleek, dramatic and striking elegance of Lincoln's Monochromatic Package, which debuted on the flagship Lincoln Navigator SUV, now expands across the brand's growing SUV lineup to Corsair, Nautilus and Aviator.

As monochromatic color schemes gain traction in a variety of fields including fashion and home décor, Lincoln SUVs are continuing to drive momentum for the brand. In the second quarter of this year, Lincoln SUV retail share continued to make big gains for the brand with an estimated 1.5 percent retail share lift to more than 7 percent share of the premium SUV segment. The Aviator continued to deliver strong growth for the brand with 10 percent retail share of the large premium SUV segment, while the Corsair grew to more than 8.5 percent of the small premium SUV segment.

The Monochromatic Package – in Pristine White, Ceramic Pearl, Infinite Black and now Asher Gray – offers clients another way to personalize their Lincoln vehicle. The exterior package features the signature Lincoln grille and name badge in the monochromatic hue along with unique 20-inch and 22-inch black wheel designs. Depending on vehicle, additional elements include body-colored side mirrors, lower cladding and wheel lip moldings.

“The monochromatic palette is clean, uncluttered and emphasizes the beautiful lines of our Lincoln SUVs,” says Earl Lucas, Lincoln chief exterior designer. “From the Corsair, Nautilus, Aviator to Navigator, this option not only enables us to keep our lineup fresh, but also gives our clients a unique option to personalize their Lincoln SUV.”

The Monochromatic Package is available in the following colors across the Lincoln SUV lineup:

- 2021 Lincoln Corsair: Pristine White, Infinite Black and Asher Gray
- 2020 Lincoln Nautilus: Infinite Black
- 2021 Lincoln Aviator: Pristine White, Infinite Black and Asher Gray
- 2020 Lincoln Navigator: Pristine White, Ceramic Pearl and Infinite Black

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).