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Lincoln Navigator Earns Top Large Premium SUV APEAL Award for Third Year in a Row

DEARBORN, Mich., July 23, 2020 – The Lincoln Navigator continues to turn heads and impress consumers, earning the top award in the Large Premium SUV segment for the third consecutive year in the 2020 J.D. Power U.S. APEAL study.

The Automotive Performance, Execution and Layout (APEAL) study measures owners' emotional attachment and level of excitement with their new vehicle across 37 attributes, ranging from the sense of comfort and luxury they feel when climbing into the driver's seat to the feeling they get when they step on the accelerator. These attributes are aggregated to compute an overall APEAL index score measured on a 1,000-point scale.

The Navigator became the first American vehicle to top the APEAL study in 2018. This year, over 87,000 surveys were completed across 31 brands and 185 ranked models.

“Being awarded for the third year in a row in the APEAL study is an honor, and really represents how the Lincoln brand designs and engineers vehicles with the clients' preferences at the forefront,” said Michael Sprague, North America director, The Lincoln Motor Company. “Our team is dedicated to creating an exceptional and effortless ownership experience, and this is a testament to our success.”

The 2020 Navigator showcases a clean, dramatic and elegant monochromatic color scheme that echoes the sanctuary-like interior of the vehicle. Signature features and standard technology such as the Lincoln-exclusive Phone As A Key technology, power running boards, heated and ventilated front-row seats and a suite of the brand's popular driver-assist technologies are all features that continue to attract clients.

Navigator's retail share is the best in over ten years, as the vehicle continues to welcome new clients to the brand. More than 60 percent of Navigator sales come from conquest customers, and the vehicle continues to grow in its segment with a 28.2 percent share through May – an increase of 1.97 percentage points year-over-year.

Overall, Lincoln has jumped from 6th to 2nd among premium nameplates in the 2020 J.D. Power U.S. APEAL study, with all models beating their respective segments and earning the highest score in driving comfort and infotainment.

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 or www.lincoln.com. Follow us on Facebook at [facebook.com/lincoln](https://www.facebook.com/lincoln).