



L I N C O L N

LINCOLN MEDIA CENTER

The Lincoln Retreat: Lincoln, Calm Collaborate with Expanded Focus on Wellbeing On and Off the Road

- The Lincoln Motor Company builds on its effortless experiences by bringing Calm, the No. 1 app for mental fitness, to its clients in North America; collaboration launches ahead of #NationalRelaxationDay
- Lincoln and Calm are offering all Lincoln clients a one-year premium membership to Calm through the Lincoln Way app, providing a little more peace and balance – at home, on summer road trips or during daily commutes
- Lincoln highlights the merging role of interior design and technology as the brand studies in-vehicle health and wellness applications

Webcast:<https://www.youtube.com/watch?v=p6cF66vjjpA>

DEARBORN, Mich., Aug. 12, 2020 – Daily life has never been more challenging, leaving many to crave a sense of balance, calm and comfort. To help clients manage the stress and focus on what’s important, Lincoln and Calm – the No. 1 mental fitness app – are coming together to offer North American Lincoln clients membership to the app’s premium content. The collaboration kicks off today, ahead of #NationalRelaxationDay on Aug.15.

The collaboration between Lincoln and Calm comes at a perfect time. Ethnographic research shows that meditation and mindfulness is a key part of self-care routines, and as consumers attempt to navigate new and often difficult situations, daily demands can be stressful. To build on its effortless experiences, Lincoln will offer clients a complimentary premium membership to Calm to help them practice mindfulness at home, on the summer road trip with family or as they begin to navigate their daily commutes once again.

“The sense of sanctuary and wellbeing are core to the Lincoln brand and everything that we do for our clients,” said Michael Sprague, North America director, The Lincoln Motor Company. “This collaboration, a first of its kind in automotive, is another way for us to offer something personal to our clients – a sense of calm, balance and rejuvenation so they can focus on what matters most.”

Last year, Lincoln and Calm offered the premium membership to select clients and consumers in a pilot program tested across multiple cities, and the response was overwhelmingly favorable. Among 1,500 consumers surveyed, 97 percent said they found the Lincoln and Calm mindfulness experience to be positive.

“The one gift that we can all give ourselves is a moment to help us find our balance,” said Matthew McConaughey, actor, producer and longtime Lincoln spokesman. “Life is certainly stressful enough these days, so whether it’s being more mindful, taking five minutes for yourself before the drive home to decompress after a long day, or just being kinder, continue to look after yourself and those around you.”

A calming journey

The mindfulness experience will provide Lincoln clients in the United States, Canada and Mexico with a one-year complimentary premium membership to Calm. The promotion will be available through the Lincoln Way app*, where clients will then be directed to the Lincoln and Calm page and prompted to set up an account.

“Mindfulness studies have shown to increase positive benefits before you get behind the wheel, such as improving focus and staying calm,” said Alex Will, chief strategy officer, Calm. “Together with Lincoln, we’ll offer busy drivers and passengers, a calming journey to relax and renew on the go.”

As part of the collaboration, clients can redeem their [Lincoln Access Rewards](#) points to receive a Calm gravity blanket, sleep mask and sleep mist. This enhanced loyalty program elevates the ownership experience and offers increased flexibility along with world-class experiences through the brand's network of hospitality collaborations.

“Every day, we are challenged to make wellness and personal growth a part of our daily routines,” said Sprague. “We believe our work with Calm will provide a mindfulness option for clients as part of their daily routine – a unique way for them to practice some ‘me time’ ahead of the commute or even in their driveways.”

Crafted, rejuvenating sanctuary

Beauty, human, gliding and sanctuary are at the core of Lincoln's Quiet Flight DNA. A deep understanding of consumers and how their environment – office, home or even vehicle – can affect mood, senses and overall health allows Lincoln designers and engineers to craft a sanctuary that can positively contribute to their overall health and wellness.

Inspired by a view of the horizon, the Lincoln sanctuary brings a sense of calm and peace. The brand's focus on horizontal design accentuates space, adding a sense of balance and airiness to the cabin while minimizing visual clutter. Signature technologies enhance the sanctuary, including Lincoln Embrace, a welcoming sequence akin to a warm greeting. Available features such as 30-way Perfect Position front seats minimize stress on the shoulders and neck. The rolling-pattern massage provided by Active Motion® is designed to help reduce muscle fatigue, aches and pains by keeping muscles and blood vessels stimulated in the legs and lower back.

Advanced design and technology intersect

As the focus on overall wellness grows, Lincoln is exploring new ways to bring more health and wellness applications into the vehicle. Lincoln engineers and designers are studying how senses can impact mood, as well as physical and mental wellbeing.

The sense of smell is of special interest, as scents and the power of aromatherapy affect overall mood and even memory. With rigorous testing and careful selection of materials, the team is not only removing unpleasant odors in the cabin, but is exploring how the introduction of warm, pleasant scents can create a personal, inviting space and positively affect the mood of passengers.

“The space that surrounds you has an immense effect on your overall mood, temperament and how you feel,” said Kemal Curic, design director, The Lincoln Motor Company. “Crafting a space that goes beyond traditional – one that is a serene sanctuary, elevates the senses and impacts the client's mood daily– shows our job as designers is much more powerful than just designing cars.”

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**Lincoln will offer a complimentary 12-month subscription to Calm through the Lincoln Way app for current owners of a 2000 model year or newer vehicle with a registered vehicle identification number (VIN). Subscription period begins from the date of activation via the Lincoln Way app. Promotion ends 08/12/2021. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving.*

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.

About Calm

[Calm](#) is the #1 app for mental fitness, designed to help you manage stress, sleep better and live a happier, healthier life. With hundreds of hours of original audio content available in six languages, Calm supports users in more than 190 countries. [Apple's 2017 iPhone App of the Year](#) and one of [Fast Company's Most Innovative Companies of 2020](#), Calm boasts over 80 million downloads to date, averaging 100,000 new users daily. For more information, please visit us at www.calm.com.