



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Automotive Financial Services Tops J.D. Power Rankings for Luxury Customer Satisfaction for Eighth Consecutive Year

- Lincoln Automotive Financial Services has ranked first among luxury brands in the J.D. Power consumer financing study for the eighth consecutive year
- Lincoln AFS topped the rankings for both overall satisfaction and billing and payment process
- Services such as Lincoln's remote sales experience help the brand top the charts, providing a transparent and time-saving journey for clients looking to lease or purchase a new vehicle

DEARBORN, Mich., Nov. 12, 2020 – Lincoln is bringing home another win. For the eighth consecutive year, Lincoln Automotive Financial Services (AFS) has ranked first in the luxury segment for the J.D. Power 2020 U.S. Consumer Financing Satisfaction Study.

In addition to ranking the highest for overall satisfaction, Lincoln AFS also ranked highest in the billing and payment process, improving the brand's score significantly on J.D. Power's 1,000-point scale in both areas.

Over the past year, Lincoln has continued to improve on and expand its online application and account management tools, making the Lincoln experience increasingly more effortless for clients. Services such as the Lincoln Effortless Sales Experience powered by AutoFi, are a shining example of this – allowing clients to lease or purchase a new Lincoln vehicle from their preferred dealer from virtually anywhere.

The remote platform works directly with Lincoln Automotive Financial Services and the dealership website, providing a time-saving and transparent experience for clients through an all-in-one digital tool.

“Technology allows us to enhance the traditional in-store transaction and make the ownership experience for our clients as seamless and convenient as possible,” said Michael Sprague, North America director, Lincoln Motor Company. “This accolade is another great testament to this commitment as we continue to build our brand in a way that is uniquely Lincoln.”

To read the full J.D. Power study results, click [here](#).

###

¹ *No.1/Best/Highest in Customer Satisfaction with Initial Consumer Leases/Loans for Luxury Nameplates*

² *Tied with Capital One Auto Finance.*

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.