



L I N C O L N

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Lincoln Earns Top Spot in J.D. Power Sales Satisfaction Index Study for 2020

- The Lincoln Motor Company ranks first among luxury brands in this year's J.D. Power Sales Satisfaction Index, which measures satisfaction with the sales experience among new vehicle buyers and rejecters
- Lincoln's ranking increases by five spots from 2019, as key services such as its standard Pickup and Delivery and Effortless Sales Experience have helped the brand and its dealer network deliver even in a challenging environment
- The J.D. Power Sales Satisfaction Index study has been redesigned for 2020, placing greater emphasis on digital retail and remote buying

DEARBORN, Mich., Dec. 10, 2020 – Despite the numerous challenges that arose in 2020, Lincoln and its dealer partners delivered exceptional client experiences and world-class vehicles this year, earning recognition as the highest ranking luxury brand in the J.D. Power and Associates annual Sales Satisfaction Index, moving up five spots over its 2019 ranking.

The study, now in its 35th year, has been redesigned to place greater emphasis on digital retail and remote buying. It measures customers' satisfaction with selecting vehicles from inventory, receiving credit approval, purchase price agreements and complete purchase paperwork.

Lincoln's standard Pickup and Delivery service continues to be a key differentiator for the brand, with more than 223,000 experiences in 2020 – an increase of 19 percent in November alone. Plus, in the spring, Lincoln worked closely with its dealer partners to accelerate the launch of its Effortless Sales Experience, which includes a fully remote sales platform and a virtual walk-around tool to better serve clients during the pandemic, allowing them to enjoy convenient and effortless services while keeping them safe in the comfort of their homes.

“Serving our Lincoln clients in ways that extend beyond the vehicle is one of the most important and exciting opportunities for our brand,” said Michael Sprague, Lincoln's North America director. “Despite the challenging year, by working in lockstep with our dealer partners we were able to deliver on an ownership experience that is a true representation of Lincoln luxury and, simply put – effortless.”

The J.D. Power Sales Satisfaction Index is based on responses from nearly 36,000 buyers who purchased or leased their new vehicle from January through June. A comprehensive analysis of the new vehicle purchase experience, it measures customer satisfaction with the selling dealer as well as satisfaction with brands and dealerships that were shopped but ultimately rejected in favor of the selling dealership.

To learn more about the 2020 J.D. Power U.S. Sales Satisfaction Index study, visit <http://www.jdpower.com/resource/us-sales-satisfaction-index-ssi-study>.

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.