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Lincoln China Debuts Zephyr Reflection Preview Car; Introduces Corsair PHEV at Auto Shanghai 2021

- Lincoln Zephyr Reflection preview car makes its debut at Auto Shanghai; showcases expressive and vibrant exterior, serene and technology-forward interior for the China market
- Locally produced all-new Lincoln Corsair PHEV, debuts as Lincoln's first new energy vehicle in China
- Breakthrough Lincoln ID launches with single, seamless access across all digital touchpoints to further enhance the vehicle ownership experience for Lincoln customers as part of The Lincoln Way

SHANGHAI, April 19, 2021 – Today at Auto Shanghai, Lincoln debuted the Lincoln Zephyr Reflection preview car, showcasing the best of Lincoln's global design expertise in a vehicle designed solely for the China market. The all-new Lincoln Corsair plug-in hybrid (PHEV) also made its debut as Lincoln's first locally produced new energy vehicle (NEV). Lincoln also officially launched Lincoln ID, a single ID that enables customers to login across Lincoln's digital ecosystem, further elevating the effortless experience as part of The Lincoln Way.

“Our global momentum is building, and we continue to lean into the strength of our world-class vehicles and Lincoln Way experiences,” said Joy Falotico, president, Lincoln Motor Company. “Lincoln's strategy for growth in China is firmly rooted in our deep understanding of the discerning Chinese consumer. Their desire for sedans is the inspiration behind this progressive and distinctive vehicle for China and underscores our commitment to the China market.”

The Lincoln Zephyr Reflection “teaser” model serves to preview the latest expression of Lincoln's Quiet Flight product DNA, and hints at the future of Lincoln's design philosophy and signature features ahead of the production model debut later this year. Consumer demand for luxury sedans in China is strong and the Zephyr Reflection will provide Chinese consumers with a unique vehicle designed for China. With a dynamic exterior and tech-forward interior that provides an immersive sanctuary, the Lincoln Zephyr Reflection is a fresh take on American luxury.

Mao Jingbo, president of Lincoln China, added, “we gathered Lincoln's global wisdom and Chinese design talent to create the Zephyr Reflection specifically for a more youthful, Chinese customer segment. With a dynamic and futuristic exterior design, and a lightweight interior, the Zephyr Reflection embodies the current digital era with advanced, intuitive technology that redefines American luxury.”

Embrace and Farewell: A Sense of Ceremony

On approach, the Lincoln Zephyr Reflection presents a striking, modern aesthetic, designed to emotionally connect with and captivate a younger client. The exterior is dynamic and striking, thanks to Lincoln's signature horizontal design language. It is seen first through sleek body lines which are carried through to the rear, then by a fascia that is expressive, confident and ambitious.

The signature Lincoln grille is elevated with an elegant starburst pattern that cascades across the front fascia. Moving to the side, the signature Lincoln star flows seamlessly to the flushed door handles, which emphasize its sleek design lines. A personalized suite of avant-garde colors like satin silver, tinted chrome and copper accents offer youthful, chic elegance. It is a dynamic exterior that reflects the unique confidence and boundless optimism of the younger Chinese customer.

The latest Lincoln Embrace and Farewell feature welcomes owners with a silhouette of the Zephyr Reflection. Upon approach, a sequence of welcoming lights activates, including the full width taillamp and headlamps. The Lincoln star lights up, and the welcome mat takes on a flowing, dynamic effect. From the exterior to the ambient interior lighting, the radiance of the Lincoln Embrace creates a sense of ceremony.

“Our global design team leveraged deep insights from our talented team in China, and carefully considered the discerning expectations of our young and affluent Chinese clientele,” said Kemal Curic, design director, Lincoln. “The result is an evolution of our Quiet Flight product DNA. Quiet Flight has already proven to be a key differentiator for Lincoln globally, and now, showcases our drive for innovation, while addressing the evolving needs and wants of China’s new generation.”

A Re-Imagined Interior

The Zephyr Reflection’s interior has been designed to showcase the brand’s Quiet Flight product DNA tenets of Human and Sanctuary. Thoughtful details create a truly rejuvenating, calm cabin, and passengers are invited to decompress in the sanctuary of their everyday journey.

The sense of sanctuary is heightened by the brand’s signature horizontal design lines throughout the cabin, and the debut of Lincoln’s coast-to-coast screen composed of a digital cluster and panoramic center screen. It offers intuitive technologies and effortless experiences designed to reduce the digital stress consumers face every day. And, nearly all keys in the console are equipped with smart surfaces, an innovative digital design where the key icons only appear when activated.

Zephyr Reflection features other calming designs that enhance the sanctuary, like speakers that flow away from surfaces, a minimalist multi-function knob, and a futuristic steering wheel. Designed to enhance the journey of all passengers, the coast-to-coast screen combines three advanced screens that offer unique functionality for the driver and front passenger. The split screen creates the effect of an ultra-wide, smart display where both sides can be adjusted independently, offering the driver relevant information, and the front passenger a wealth of entertainment and other information.

An Intelligent Digital HMI Language and A Forward-Looking Future

Since Lincoln adopted the star emblem as its brand mark, designers have always shown an affinity to the skies and cosmos as symbols for serenity. This sense of calm and beauty is interpreted in Zephyr Reflection’s coast-to-coast screens and the new digital Human-Machine Interface (HMI) language – Constellation. The Lincoln-exclusive Constellation theme inspired by the night sky actuates the young generation’s dream of exploring the universe and accentuates the calming effect of the horizontal designs in the cabin.

The new Lincoln Constellation features three exclusive themes – Normal, Sport, and Zen – each presenting their own take on the starry cosmos, allowing customers to choose the interior theme that reflects their mood during the journey. The stars of the Constellation take on flowing, dynamic effects, even a simple setting to turn on the air conditioner, bringing users a refreshed sense of operation, and visual enjoyment. The coast-to-coast screen provides an effortless experience and the intuitive control of the split-screen can bring the driver and passengers a rich experience on their journey.

Corsair PHEV Joins the Lineup; Grows Lincoln’s Electrified Portfolio

Lincoln advances its commitment to electrification by introducing the all-new Lincoln Corsair PHEV to China, its first locally produced NEV, which satisfies the needs of Chinese customers for modern, environmentally friendly transportation.

The Lincoln Corsair PHEV exterior has been specially crafted to express a unique character as a NEV through distinctive details like an exclusive front grille with a Spirit Blue starburst pattern and signature Spirit Blue badging on the fender. As a luxury PHEV, it is equipped with a dual-electric motor and a gasoline engine to form triple-engine power, helping achieve a confident and effortless drive experience with output comparable to 2.0T fuel models.

Corsair PHEV also introduces new intuitive technology. The SYNC+ connectivity system was first launched in the Corsair, achieving a “one cloud and three devices” connectivity experience (SYNC+, mobile devices, smart home devices). It now fully supports wireless software upgrades, opening smart travel experiences for customers with advanced technology. The Corsair PHEV’s SYNC+ will be upgraded with V2X at the time of launch, helping drivers identify traffic signal systems in advance for more efficient travel.

The Lincoln Way: New Lincoln ID Will Bring Customers Personalized Experience

To advance its digital transformation, the brand is introducing Lincoln ID in China, a new interactive digital tool offering a single, seamless access to all of Lincoln's digital touchpoints. Based on its existing e-commerce platforms, the Lincoln Way App and other customer touchpoints, Lincoln ID perfectly integrates digitalization and effortless customer experiences to realize comprehensive connectivity. It enhances how Lincoln engages with customers, and fully optimizes the vehicle ownership experience for the new generation of customers.

The new Lincoln ID can be synced online and offline by registering an account. It covers every lifestyle touchpoint, such as pre-sales, travel, entertainment and more to achieve efficient and seamless interconnectivity.

As Lincoln's services continue to expand, it remains committed to creating new opportunities to enhance the customer experience. In addition to Lincoln ID's digital services, the brand has launched an official certified pre-owned vehicle pilot program in China for vehicle replacements and upgrades. The pilot program launched in five cities including Beijing, Shanghai, Hangzhou, Shenzhen and Chengdu, and provides customers worry-free and secure services.

Show Stand's Fresh Look

Lincoln's pursuit of innovation is not only reflected in products and experiences, but also in its new auto show stand design. The immersive Lincoln stand reflects the brand's evolved design philosophy, its signature horizontal design and comes to life with its current product lineup. The new stand design features more customer touchpoints and delivers a unique American luxury experience that visitors will be able to immerse themselves in on the Lincoln stand.

The Constellation HMI comes to life in the new 'Future Lab,' and the multi-dimensional experience offers an interactive, "interstellar journey" for visitors to the show stand while introducing them to the new digital HMI experience of Lincoln.

With the premiere of the Lincoln Zephyr Reflection, the debut of the all-new Lincoln Corsair PHEV, and the launch of the new Lincoln ID, the Lincoln brand is building on of its heritage to usher in a new era in China. As it looks ahead, Lincoln will continue to uphold its "Luxury in Your Own Way" proposition, creating more surprises for Chinese customers.

"Lincoln's success is not accidental but a result of our 'Luxury in Your Own Way' brand philosophy," said Anning Chen, president and CEO, Ford China. "People, trust and courage are the three key words that represent Lincoln's localization success in the China market. I am very happy to see Lincoln driving insights for a new chapter as a challenger."

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).