



L I N C O L N

LINCOLN MEDIA CENTER

ArtCenter College of Design Student Concept to be Displayed at The Quail Motorsports Gathering

MONTEREY, CA., Aug. 13, 2021 – As part of Monterey Car Week, one of the four concepts from the Lincoln and ArtCenter College of Design challenge – “Anniversary” – will be displayed at The Quail Motorsports Gathering.

A futuristic, four-passenger Lincoln vehicle, “Anniversary” leverages its digital technology to enable its passengers to connect the present and the past, fitting the challenge of imagining Lincoln vehicles of 2040 and beyond, as well as the world in which they would live.

“The storyboarding presented by these students was beyond impressive, showcasing their rich design talent and creative approach to storytelling,” said Kemal Curic, global director, Lincoln. “This is precisely why we decided to create a full-sized replica of one of the projects, highlight the amazing talent in tomorrow’s designers and their unique perspective of our Lincoln Quiet Flight brand DNA.”

To read more about the Lincoln and ArtCenter project, click [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.