



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Pilots Mobile Vehicle Spa Service, Launches Lincoln Access Rewards Visa and Concierge Program

- In collaboration with Get Spiffy, Inc.[®], Lincoln is piloting a new Mobile Vehicle Spa program in Houston, offering convenient interior and exterior detailing service, meeting clients on their own terms, at their preferred location
- The brand also introduces the Lincoln Access Rewards[™] Visa[®] Card and a personalized concierge program, Pursue Your Passions – rewarding clients for their loyalty by providing unique, curated experiences that connect them with their passions
- As connected and effortless services like Lincoln Pickup & Delivery and Virtual Showcase continue to help create the effortless experience for clients, the brand is expanding the portfolio of services and testing new ways to help save clients time while creating unique moments for them, on and off the road

DEARBORN, Mich., March 4, 2022 – Building on the brand’s portfolio of effortless and connected experiences, Lincoln is currently piloting a new Mobile Vehicle Spa service in the Houston, Texas area and is set to launch the Lincoln Access Rewards Visa and an all-new concierge program, Pursue Your Passions this month.

“We continue to look for new and effortless ways to connect with our clients and build on their ownership experience with Lincoln on and off the road,” said Michael Sprague, director, Lincoln North America. “The value of convenience and time are so important to our clients and that’s exactly why we continue to evolve and build on our services and connected experiences.”

Mobile Vehicle Spa provides a convenient way for clients to get their vehicle detailed. In collaboration with Get Spiffy, Inc.[®], an on-demand car cleaning, technology, and services company, Lincoln clients can have their vehicle cleaned inside and out, at their preferred location – their home, office, or anywhere in between – on their schedule. They can also have their vehicle taken in for a fuel fill-up.

As the program expands to other key cities, clients can eventually connect and schedule their vehicle detailing through the Lincoln Way App.

“As a completely mobile car care company, we’re able to bring a level of convenience to our customers that many haven’t experienced before,” said Scot Wingo, Spiffy CEO. “Just like Lincoln, we prioritize our customer’s needs first, putting them in the driver’s seat towards a luxuriously cleaned car. We are excited to help deliver on Lincoln’s exceptional ownership promise as part of the Mobile Vehicle Spa pilot.”

Rewarding Experiences

Lincoln is also bringing its clients closer to the things they enjoy and is introducing the Lincoln Access Rewards Visa and an all-new concierge program, Pursue Your Passions this month.

An extension of Lincoln Access Rewards[™], which offers Lincoln owners and lessees access to personalized products and exclusive offers, Lincoln Access Rewards Visa and Pursue Your Passions concierge service works with clients to curate a list of unique experiences based on their interests. Cardmembers are then able to earn points on purchases and redeem them for unique experiences with the help of the concierge program.

Available to Lincoln Access Rewards Visa cardholders and Lincoln Black Label members, the concierge service is customized based on location, providing eligible clients with a curated collection of culinary, cultural and wellness experiences as they redeem points. Pursue Your Passions members can redeem their points to sample locally roasted coffees, enjoy an expertly guided tour of historic landmarks, or recharge with the detoxifying power of a salt cave, to name a few.

Effortless Experiences

As the brand introduces new experiences it also continues to lean on its portfolio of existing services including Lincoln Showcase, a virtual vehicle walkaround for those looking to lease or purchase their next vehicle – meeting clients on their terms and at their preferred location. Available Pickup & Delivery™*, another time-saver, continues to be a differentiator for the brand and a service valued by clients. A valet service picks up a client’s vehicle for any service need, at any location, and provides a complimentary Lincoln loaner**, then returns the vehicle in the same manner.

“Services like these are our way of engaging with our clients, providing experiences that go beyond the vehicle, and also a way for us to show our appreciation for choosing Lincoln,” said Sprague. “This is redefining what it means to be a member of our family – we are listening to what our clients value and taking the Lincoln ownership experience to another level.”

For more information on the Lincoln Access Rewards Visa, click [here](#).

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**Complimentary Lincoln Pickup & Delivery service is available for 2017 model year and newer Lincoln vehicles with the 4-year/50,000 mil New Vehicle Limited Warranty. Owners of 2016 and prior model year vehicles may arrange for the service at a cost. Mileage limitations may apply.*

***Valid for Lincoln vehicles covered by the 6 year/70,000 miles Powertrain Limited Warranty. Benefit expires at the end of the time in service or mileage coverage period, whichever comes first. See your dealer for complete details. Lincoln reserves the right to change, modify or discontinue this program at any time.*

About Lincoln

Lincoln 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 Lincoln, please visit media.lincoln.com or www.lincoln.com.