



L I N C O L N

LINCOLN MEDIA CENTER



David Woodhouse

Lincoln Design Director

David Woodhouse is the Lincoln Design Director, responsible for building upon a rich heritage nearly a century in the making, while leading the brand into a new era of premium automotive design.

Woodhouse was exposed to the world of automobiles through his parents' business, and his talent for automobile design was apparent early at an early age.

As a teenager, he won competitions sponsored by Autocar and Car magazines. Woodhouse earned qualifications in art and design, industrial design and a Master of Design from the Royal College of Art, London.

Woodhouse has more than 20 years of experience, much of it with premium brands, including Mini, Cadillac, Range Rover and BMW.

He previously was chief designer in Ford's strategic design studios in London and California. Woodhouse also was part of the design team behind the Lincoln C Concept presented at the 2009 North American International Auto Show.

Woodhouse's other credits include: Ford Shelby GR1, Ford Airstream, Ford Reflex, Lincoln Continental Concept, Lincoln Mk9 Coupe, Lincoln Aviator Concept, Cadillac Imaj Concept and Land Rover Freelander.

His passion is to create emotional, truly meaningful, beautiful, contemporary and transformational designs that impact customers.

Woodhouse collects, restores and competes in classic and vintage racing cars, with several Goodwood Revival podiums to his credit. He also judges at numerous prestigious concours events around the world.