



L I N C O L N

LINCOLN MEDIA CENTER



## Susan Lampinen

Group Chief Designer, Color and Material Design, The Lincoln Motor Company

Susan Lampinen has been group chief designer for color and material for The Lincoln Motor Company since 2005, responsible for all color and materials design organization across the brand's growing portfolio of luxurious vehicles.

A Detroit native, Lampinen knew at a young age that she wanted to be some type of artist. She continued to express her creativity through her schooling at College for Creative Studies, earning a degree in art and design. "Being raised in the Motor City inspired me to design for the automotive industry," she said. "It's been a great journey that's allowed me to connect with people all over the world and make an impact on millions of lives."

Lampinen, who began her career with the company in 1999, also heads up color and material design organization for the Ford brand. For Lincoln, she oversees development of the brand's Black Label theme options – the epitome of luxurious materials and craftsmanship.

One of her personal favorites is Lincoln Black Label Flight – a rich and dynamic color theme that hints at a classic look but is curated in an exclusive, modern way. "The decorative finish in the interior hints at early aviation, and the accents throughout enrich the senses and elevate the client experience," said Lampinen. "It's exciting to be a part of premium design that envelops the customer."

Lampinen says this role feels like a natural fit, with her passion for colors, textures, materials and sustainability. "For me, this career path has been about making things beautiful, as well as making a difference in people's lives and helping to create a better world," she said.