



LINCOLN

H E R I T A G E



A Luxury Brand

Through thin and thick times, the Lincoln brand has overcome all challenges to cement itself as one of American's top makers of luxury automobiles.



COURTESY OF LINCOLN

Innovative, comfortable, forward-looking cars like this 1940 Zephyr helped set the tone for Lincoln's take on American luxury early in its history.

Headquartered in Dearborn, Mich., Lincoln relies upon a dedicated customer base and a pedigree of professionalism to remain highly relevant in today's competitive market of luxury vehicles. It was founded in 1917 and became a subsidiary of Ford in 1922.

LINCOLN THEN

In Lincoln's early days, it struggled to find financial footing and was actually forced into bankruptcy prior to the Ford takeover. While under the Ford name, the luxury sector operated as a somewhat separate company through 1940, according to Lincoln's website.

After the Ford transaction, sales increased to more than 5,500 units from March to December 1922. Credited for the

turnaround were bodywork changes and reduced prices. In 1940, the operation changed as Lincoln Motor Company to the Lincoln Division of Ford Motor Company. This made for a more cohesive structure as the company battled against the Imperial (Chrysler) and Cadillac (General Motors).

LINCOLN NOW

Today, Lincoln's North American model consists of two sedans (MKS and MKZ), three CUVs (MKC, MKT and MKX) and two SUVs (Navigator and Navigator L). It also sells two vehicles specifically for limousine use and the Lincoln Mark LT pickup truck in Mexico.

The company's long-time focus on selling within North America and the Middle East is now internationalizing as it shifts to establishing and growing the brand within China. It also is pushing the boundaries into the hub of hybrid vehicles with its MKZ model.

The hybrid is loaded with standard luxuries spanning leather-trimmed seats, fuel efficiency tracking, adaptive suspension and a Bluetooth-enabled driver experience. It also features a retractable panoramic roof, inflatable rear safety belts and 19-inch premium finish wheels for your driving pleasure.



COURTESY OF LINCOLN

Lincoln limousines have been the preferred transportation of many U.S. presidents through the years.

A Lincoln Legend: Henry M. Leland

If one man epitomizes the Lincoln brand, it is Henry M. Leland. The Vermont-born engineering genius and entrepreneurial businessman directed the ground-up development of the Lincoln Motor Company in 1917.

And although his ownership of the company was relatively short-lived – Ford Motor Company bought Lincoln in 1922 – his impact on the luxury brand cannot be understated.

LELAND BACKGROUND

According to the GM Heritage Center, Leland honed his very technical tool-making skills during his time working in machining plants throughout Rhode Island and Detroit. His experience spanned the engineering and firearms industry, and he even founded his own successful gear grinding and tool manufacturing firm.

LELAND & GM

Leland leveraged his expertise, both as a laborer and a business owner, to found Cadillac in 1902. His time supplying engines to Olds Motor Works in 1901 helped open the door to create his own automobile as the Henry Ford Company fell upon hard times. He named his new product the Cadillac after Detroit founder Le Sieur Antoine de la Mothe Cadillac.

THE LINCOLN MOTOR COMPANY

Leland departed General Motors in 1917 to form the Lincoln Motor Company. After producing Liberty aircraft engines, the company's factories were restructured to manufacture



COURTESY OF LINCOLN

In this Feb. 4, 1922 photo, Henry Ford (standing left) and his son, Edsel B. Ford (seated left), purchase the Lincoln Motor Company for \$8 million from Henry Leland (standing right) and his son Wilfred Leland (seated right).

luxury automobiles. One of Leland's main innovations before the car company experienced hard financial times of its own, was the introduction of the Lincoln automobile with a powerful V-8 engine.

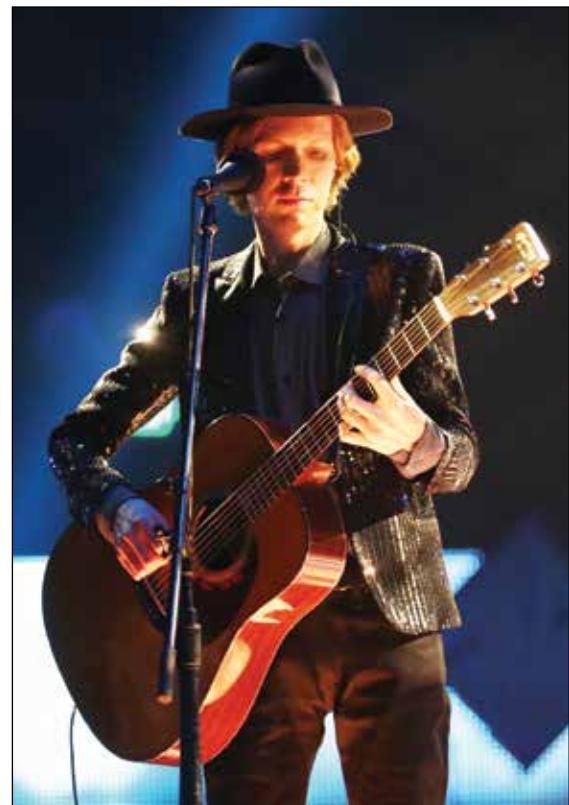
THE SALE

The Heritage Center identifies the sale of Lincoln to Ford as a "fire-sale." At a price of \$8 million, Ford scooped up the brand and integrated it as its luxury division. Leland remained

onboard for a few years until 1923 when he left Lincoln and automobile manufacturing for good, leaving behind a well-respected reputation for industry innovation.

Hello Again: Lincoln's Rebrand

Considering its relentless competition, Lincoln had no choice but to rebrand itself in 2013 with a 12-month effort to capture and retain attention.



COURTESY OF LINCOLN

Beck, shown here, and 170 other musicians performed a David Bowie song as part of Lincoln's "Hello Again" publicity blitz.

Fresh off the culmination of the campaign, Lincoln heads are still measuring the overall impact of the media blitz. Total sales numbers for 2013 were down one percent – a drop to 82,000 – but only time will tell if Lincoln's "Hello Again, Allow Us to Reintroduce Ourselves" was worth the money and time invested into it.

The campaign aimed to associate the brand with creative figures in other fields, including entertainment and the arts. A variety of multi-channel marketing strategies have been unleashed during the campaign, which was focused on drawing younger buyers into the Lincoln buying experience.



COURTESY OF LINCOLN

Lincoln has teamed with recording artist Aloe Blacc and Interscope Records to create an interactive music video for his new song "Love is the Answer." The video – produced by Legs and directed by Radical Friend – was teased during one of four Lincoln ad spots that aired during the Grammy Awards telecast.

Here's what the rebrand looked like:

THE STRATEGY

"Hello Again" was formed to improve and reinvent the classic car brand — including renaming itself "The Lincoln Motor Company" — and its cars themselves underwent drastic changes, as well.

The two major rollouts of the rebrand are the MKZ, which has strikingly different features than the Lincoln Town Car, while the MKX SUV bears little resemblance to the Lincoln Navigator.

Lincoln reported in late 2013 that the brand planned to double the production of its MKZ Hybrid to meet strong consumer demand.

SUPER BOWL AD

Lincoln kicked off its rebranding campaign with a February 2013 Super Bowl commercial created using consumers' Twitter interactions with Jimmy Fallon, host of NBC network's Late Night.

Fallon's Twitter followers tweeted responses to his questions about unexpected road trip events. More than 6,000 tweets were used to create Lincoln's script for the entertaining

30-second spot that ran during the game.

CONCERT SERIES & NEWSPAPER

Another impactful portion of "Hello Again," Lincoln's website launched a streamed concert featuring the popular artist Beck and 170 handpicked musicians to perform a David Bowie song. Lincoln also unleashed a rapid-fire campaign into the newspaper advertising sector, announcing and promoting its rebrand through forums like the New York Times.

The Lincoln Continental

Throughout its long history, the flagship Lincoln model was a distinctively styled luxury car that underwent a series of design transformations.



The Lincoln Continental, shown here as a 1961 Fordor Hardtop model, was one of the company's most successful vehicles for decades.

COURTESY OF LINCOLN

The model got its start in 1938 when company owner Edsel Ford commissioned a custom design from chief stylist Eugene T. Gregorie, according to the GM Heritage Center. What resulted was an elegant convertible with a long hood covering the V12

engine and expansive front fenders.

The original Continental design was a hit, as Edsel took the vehicle through Florida for his spring vacation that year. Shortly into his trip, he realized the American desire for such a model and

recommended an aggressive ramp-up of production.

FIRST GENERATION

The first generation of the Continental is defined by the 1939-1941 models, which

were essentially all the same design. In 1942, the model was given squared-up fenders and a revised grill. The boxier result was popular among drivers, as was the V-12 engine – the last to be produced and sold by a major U.S. automaker in 1948.

SECOND & THIRD GENERATION

Continents in the 1956 model lineup were among the most expensive cars in the world, ringing up at \$10,000. Celebrities like Frank Sinatra, Elvis Presley and Nelson Rockefeller were proud Continental owners and helped catapult the brand into new territories. Two years later, in the midst of an economic recession, Lincoln lost more than \$60 million from 1958 to 1960.

OTHER GENERATIONS

The Continental was completely redesigned by Elwood Engel in 1961, and was noted for its much smaller size. But perhaps the most well-known feature of the 1960s Continentals were the rear-hinged doors.

THE END OF THE CONTINENTAL

Lincoln announced the end of Continental production after the 2002 rollout and attributed it to the large shift away from front-wheel drive luxury cars. The brand was replaced by the mid-size Lincoln LS V8 and V6 sedans, which were introduced in 2000.

Lincoln Motor Car Heritage Museum

With such a strong consumer base, it's no wonder the Lincoln Motor Car Heritage Museum has received enthusiastic fanfare. The up-and-coming Michigan museum is the brainchild of The Lincoln Motor Car Heritage Foundation.

The group is committed to collecting, preserving and sharing the heritage of the Lincoln automobile.

The museum is the home of the Lincoln motorcar archive, with displays of Lincoln automobiles and memorabilia. It will be also the headquarters of the foundation's educational and outreach programs.

AFFINITY CLUBS

America's passionate love affair with the automobile is the catalyst behind the creation of many affinity clubs throughout the world. Lincoln has an impressive stable of enthusiasts itself, fostering a collaborative appreciation for all models past and present.

Four major affinity clubs have sprouted out of this Lincoln love:

- Lincoln Owners Club
- Lincoln-Zephyr Owners Club
- Road Race Lincoln Register
- Lincoln and Continental Owners Club

For many years, these national clubs have been independently active in promoting the Lincoln brand, preserving heritage, vehicles and brand-wide knowledge. In order to increase their reach and expand their mission, the four clubs created the Lincoln Motor Car Heritage Foundation.

THE FOUNDATION'S PURPOSE

The purpose of the Lincoln Motor Car Heritage Foundation is



Lincoln's heritage is the focus of a new museum in Michigan dedicated to the brand.

COURTESY OF LINCOLN

a three-fold effort to enhance the public's education:

— The creation and maintenance of a comprehensive, properly curated and protected Lincoln archive.

— The construction of a premier, state-of-the-art museum to preserve and display Lincoln automobiles and memorabilia.

— The implementation of an active educational outreach program, making the best use of the archive, the museum and the extensive knowledge of club members.

THE MUSEUM

The first phase of the museum effort has seen the collection of nearly

10,000 individual pieces. This archive has been open to the public while the construction of the museum took place. Now with the museum turning from dream into reality, the foundation is excited about sharing its dedication to the Lincoln automobile's living legacy.

Trucks & SUVs

Known for its cars for many decades, Lincoln introduced its first sport-utility vehicle – the Navigator – in 1998.

The Navigator shares its mechanical features and other equipment with the Ford Expedition, but with an upscale twist. It is the largest vehicle Lincoln offers – boasting loads of cargo capacity and seating for up to eight people, depending on the model.

Not only was the Navigator Lincoln's first SUV offered, it was its first four-wheel-drive-capable vehicle to hit them market. Where it differs from its platform sister model, the Expedition, is in luxury. It features upscale styling, interior add-ons and special design touches that make it a wildly popular player on the Lincoln roster.

THE BLACKWOOD

Introduced in 2002, the Blackwood was based on the Ford F-150 SuperCrew with Lincoln Navigator front sheet metal. Even the sleek black-only paint jobs and interiors weren't enough to accelerate revenue fast enough to make the the line profitable, however. Slow sales led to its cancellation after only one year on the U.S. market. Its lack of options and versatility were the primary factors in its ultimate demise.

Only 3,356 Blackwood models were made in just 15 months of production,



COURTESY OF LINCOLN

The Lincoln Navigator, an iconic full-size luxury SUV, got a major update for 2015.

according to Lincoln, which sold the model at a retail price of \$52,500. Fifty Neiman Marcus special edition

Blackwoods were built for 2001 distribution, featuring the company logo stitched into the

headrests and a leather-wrapped rear console lid.

MARK LT

The Mark LT lasted a bit longer on the market than

the Blackwood, but was discontinued in the United States in 2009, four years after its launch. The model's popularity may have been due to the four-wheel drive and proper pickup bed, two

aspects missing from the Blackwood.

It was Lincoln's dedication to correcting its mistakes from the Blackwood model that drove some of the Mark LT's main components.

The Black Label

There are certain aspects of owning a luxury vehicle that keep owners coming back time after time. And with the introduction of its new Black Label ownership experience, Lincoln is pushing the envelope once again.

Drivers of new Lincoln automobiles can select a design theme from the brand's collection to best fit their tastes.

The following three interior options are merely the tip of the customization iceberg that Lincoln drivers are now warming up to. Owners can also use online tools and a dedicated liaison to help enhance the interactivity of owning a Lincoln – customizing the shopping, purchasing and ownership experience.

MODERN HERITAGE

Each theme is comprised of unique interior and exterior offerings made solely for the Black Label. And for drivers who prefer a modern aesthetic with a hint of old school charm, Lincoln is offering a fresh taste on classic design through its black and white interior with subtle red accents.

The interior is soft, clean and lightened with a Black Argento wood trim to help balance the blacks and reds. Longtime owners of Lincoln may recognize other subtle touches built in as a nod to the more classic brand designs.

INDULGENCE

The Indulgence theme is meant to evoke feelings similar to the experience of enjoying your favorite chocolate treat. The leather is plush with an antiqued finish and a rich brown wood color palette.

One of the most unique interior add-ons within the re-designed interior is Zircote wood, which is found mostly on high-end yachts and fine instruments. Lincoln chose the wood, according to its Black Label launch page, because it features a stunning natural grain with no dyes or stains needed.

CENTER STAGE

This interior is for drivers with a flair for the dramatic. Inspired by the fashion industry and the



Carefully selected leathers, woods and meticulous craftsmanship set the Lincoln Black Label vehicles apart.

COURTESY OF LINCOLN

world of theatre, it features a Designer Black Tie wood cabin with "Foxfire Red" accents throughout.

The red is the same of a curtain you may find at a Broadway play or opera house production.

Italian-made accents peppering the interior add a certain texture sure to take you away to new heights of sophisticated elegance.

LINCOLN HERITAGE | MODERN LINEUP

TODAY'S VEHICLES



MKZ

The Lincoln MKZ represents the reinvented Lincoln in both style and substance: stunning design wrapped around intuitive, purposeful technology.



MKZ HYBRID

The Lincoln MKZ Hybrid offers an EPA-estimated 38 mpg city/37 mpg highway/38 mpg combined. Invigorating driving dynamics, elegant design and premium materials complete the luxury experience.



NAVIGATOR

By melding an array of stylish creature comforts with under-the-hood performance, Lincoln Navigator set the standard for the luxury SUV market.



MKX

MKX is available with a new Limited Edition Package that complements a stable of industry-first, technology-driven comfort and safety features.

COURTESY OF LINCOLN

LINCOLN HERITAGE | MODERN LINEUP



MKC

The Lincoln Motor Company's reinvention takes a major step forward with the recent unveiling of the all-new 2015 Lincoln MKC small premium utility vehicle.



MKS

With Lincoln Drive Control orchestrating the performance of standard segment-exclusive Continuously Controlled Damping (CCD), the MKS handles better than ever.



MKT

The Lincoln MKT full-size premium seven-passenger crossover features Lincoln Drive Control, an EcoBoost V6 engine offering, and exclusive technologies that help protect passengers.

COURTESY OF LINCOLN