



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Opens Dallas Experience Center; Shows Increased Commitment to Effortless Service

- New Lincoln Experience Center is part of the brand's increased focus on effortless client ownership and services that include national Pickup and Delivery and pilot programs such as At-Home Test Drive and Lincoln Chauffeur
- Center strengthens The Lincoln Motor Company's connection to the Dallas-Fort Worth metroplex; in 2016, Lincoln became the official luxury vehicle of the Dallas Cowboys
- Lincoln momentum continues – in the first half of the year, Lincoln sales were up 6 percent overall against a 2 percent gain in industrywide luxury sales – marking Lincoln's strongest start to the year since 2008

DALLAS, Aug. 24, 2017 – The spacious new Lincoln Experience Center now open near Dallas – Lincoln's second such facility – is the latest example of the brand's ever-increasing outreach to provide personalized client services and effortless ownership.

The Lincoln Experience Center at the site of The Star in Frisco – corporate world headquarters and practice facility for the Dallas Cowboys and a new upscale development – offers those new to The Lincoln Motor Company the opportunity to learn about the brand in a comfortable, luxurious environment. It also serves to strengthen the company's connection to the Dallas-Fort Worth area. In 2016, Lincoln became the official luxury vehicle of the Dallas Cowboys. Texas is one of the fastest growing luxury markets in the nation, second only to California, according to industry statistics.

The new Lincoln Experience Center adds to the brand's physical presence in luxury markets – the first one opened in July 2016 at Fashion Island in Newport Beach, California. In just over a year, more than 82,000 guests have visited and nearly 85 percent indicate they are more likely to purchase a Lincoln vehicle as a result. Nearly 90 percent say the center has positively changed their view of Lincoln.

These centers are part of what the brand refers to as The Lincoln Way, a suite of enhanced client experiences designed to set Lincoln apart.

“We're continuing to personalize the experiences of our clients,” said Kumar Galhotra, president, The Lincoln Motor Company. “Our exceptional vehicles are now matched with world-class service.”

Lincoln sales numbers continue to grow – in the first half of the year, Lincoln sales are up 6 percent overall against a 2 percent gain in industrywide luxury sales, marking Lincoln's strongest start to the year since 2008.

Growth is apparent in both Lincoln cars and SUVs, which bodes well for the all-new 2018 Navigator coming to dealer showrooms this fall. At retail, Lincoln car sales in the first half of the year are up 21 percent, while SUVs posted their best half in 16 years, with gains coming from both Lincoln MKC and Lincoln MKX.

Focusing on effortless ownership

“Our clients tell us that the ultimate luxury today is time,” said Galhotra. “So the experiences and solutions we're creating focus on respecting that extremely scarce resource.”

The Lincoln Way builds off the company's success in China, where the idea originated. Lincoln is the best-selling luxury brand there with 32,558 vehicles sold in 2016, a near threefold increase over 2015.

In 2016, Lincoln launched nationwide Pickup and Delivery; the brand is now the only luxury automaker to provide this valet service as standard across all 2017 nameplates. Pickup and Delivery is on track to complete more than 50,000 rides by the end of 2017.

National Pickup and Delivery has been so successful, it has spawned several pilots, including:

- At-Home Test Drive, piloting in Houston and Dallas. Prospective clients can schedule a test drive online, have the vehicle brought to their home, and experience effortless luxury
- Chauffeur Service, piloting in San Diego and Miami, provides clients with a carefully screened driver when needed – allowing them to enjoy being a passenger from the safety and comfort of their own vehicle. The chauffeur can assist with other errands while clients attend to their engagements

The Lincoln Way supports the success of Lincoln Black Label – the ultimate expression of Lincoln style and substance – offering outstanding levels of personalized, effortless solutions delivered with a human touch. Developed for those who appreciate the ultimate luxury experience, Lincoln Black Label combines designer themes and personal service, including exclusive membership privileges.

Lincoln Black Label provides personalized shopping with dedicated personnel in the showroom, online, or remotely in locations convenient for customers. Owners enjoy privileges ranging from extended premium service and maintenance coverage to anytime car washes, annual detailing, and a Culinary Collection membership that provides access to a curated list of restaurants from coast to coast.

Experience Lincoln at a relaxed pace

The Lincoln Experience Center at The Star near Dallas offers a plush, luxurious space for potential clients to learn about the brand at their own pace – where they already shop and dine. Guests can relax in the connectivity lounge, discover the design inspiration behind Lincoln cars and SUVs, and customize their perfect vehicle. The latest products, including the all-new 2018 Navigator, are on display.

Should visitors be interested in a test drive, a host at the Lincoln Experience Center will arrange a personalized test drive experience at their convenience. If guests are interested in purchasing a Lincoln, the host will make a personal introduction to the dealer most convenient for them.

The center hosts a variety of social gatherings geared toward the interests of the community. The multiuse space at The Star also includes the Omni Frisco Hotel, where The Lincoln Motor Company is the official luxury vehicle.

“Lincoln looks forward to providing clients in the Dallas-Fort Worth area the personalized experiences and services they expect and deserve,” said Galhotra. “We’re excited about showing them all Lincoln has to offer.”

More information on The Lincoln Way and Lincoln Experience Centers is available at

www.lincolnexperiencecenter.com and <http://www.lincoln.com/lincolnway/>.

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](https://www.facebook.com/lincoln).