



L I N C O L N

LINCOLN MEDIA CENTER

Commitment to Revitalization, Client Service Drives Lincoln, Seaport District NYC Collaboration

- The Lincoln Motor Company and The Howard Hughes Corporation® are kicking off a long-term collaboration this week at the Seaport District NYC – New York’s original commercial hub – with live music, food and special events
- A rich history, plus the fine dining and cultural attractions of this area in Lower Manhattan align with the passion points of Lincoln clients
- New development is creating a revitalized hub of entertainment, food and retail space with an emphasis on customer service – a complement to Lincoln’s ever-increasing focus on effortless client experiences and elevated levels of service

NEW YORK, Sept. 1, 2017– The Lincoln Motor Company and The Howard Hughes Corporation® are entering a long-term collaboration at the Seaport District NYC based on a mutual appreciation for history and culture and a shared commitment to revitalization and effortless customer service. The collaboration kicks off next week with live music, food and special events.

Seaport District NYC’s rich maritime history and fine dining and cultural attractions are passion points for Lincoln clients. Now undergoing a revitalization spearheaded by The Howard Hughes Corporation, the area is being transformed into a premier cultural destination with distinctive entertainment, world-class restaurants and diverse retail space.

The revitalization dovetails with Lincoln’s customer-centered approach that’s changing the luxury vehicle purchasing and ownership experience. Lincoln recently launched its newest Lincoln Experience Center, this one in Dallas. The multi-use center offers people new to Lincoln the opportunity to learn more about the brand in a convenient, luxurious environment. The first center opened last year in Newport Beach, California. Lincoln is the only luxury automaker to offer nationwide Pickup and Delivery service. All of this is part of The Lincoln Way, a suite of enhanced client experiences designed to set Lincoln apart.

“We look forward to working with The Howard Hughes Corporation as it continues its revitalization of the Seaport District NYC,” said Kumar Galhotra, president, The Lincoln Motor Company. “Both Lincoln and The Howard Hughes Corporation recognize the need to focus on great products and world-class experiences.”

A partnership with the reservation app Resy that allows consumers to pay for dinner at the unique Seaport Food Lab in advance, as well as a wireless network and charge ports throughout are all part of the focus on effortless experiences for residents and tourists in Lower Manhattan. Special events helping kick off the multiyear collaboration at Seaport District NYC include:

- **Lincoln Sessions:** On Sept. 6, from 5 to 8:15 p.m., Lincoln and the Seaport District NYC will host an outdoor concert in the heart of the neighborhood featuring live performances from Lukas Nelson and Small Black
- **The Navigator Experience:** Sept. 7-9, from 11 a.m. to 8 p.m., guests are invited to explore how our own senses of taste, touch, sound and smell can help create a custom vehicle. Enjoy personalized scent and taste experiences with The Scentarium and Michel Cluizel Chocolates. Then experience the feeling of driving Lincoln’s all-new luxury SUV at the ride-and-drive event, also available from 11 a.m. to 8 p.m.
- **#Liftgating:** On Sept. 10, beginning at 7 p.m., guests are invited to join Lincoln for an elevated outdoor football viewing experience at Seaport District NYC

The collaboration between The Lincoln Motor Company and The Howard Hughes Corporation means Lincoln clients will be eligible for discounts to multiple retail, dining and entertainment venues in the area, including the luxury iPic Theater chain.

“The Lincoln Motor Company is emblematic of the industry leaders with whom we are collaborating as we revitalize the Seaport District, creating a unique, vibrant destination for New Yorkers and visitors alike,” said Saul Scherl, executive vice president, The Howard Hughes Corporation. “We look forward to a successful relationship with Lincoln and to people exploring the experiences that Lincoln will be bringing to the Seaport’s historic cobblestone streets.”

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.

About the Seaport District NYC

The Seaport District is New York’s original commercial hub, located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city skyline. It is currently being revitalized by The Howard Hughes Corporation® and will encompass seven buildings on several city blocks totaling more than 400,000 square feet of cutting-edge culinary, fashion, entertainment and cultural experiences, set to open in 2018. Highlights include the new Pier 17®, poised to become an iconic entertainment destination with a 1.5-acre rooftop that will have a restaurant, outdoor bars and a venue for special events. Waterfront restaurants inside the building from culinary powerhouses Jean-Georges Vongerichten and the Momofuku Group led by David Chang are the first to be announced in what will become a range of dining options in the district. The Seaport District will also be home to the only U.S. location of Carla Sozzani’s pioneering experiential concept store 10 Corso Como, a 50,000-square-foot food market by Jean-Georges in the restored Tin Building, and is the first Manhattan location of premier cinema operator iPic Theaters that opened last fall. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor and a “port of discovery” for the rapidly growing population of Lower Manhattan. For additional information, visit SeaportDistrict.NYC.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 14 states from New York to Hawaii. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com.