



L I N C O L N

LINCOLN MEDIA CENTER

Lincoln Accelerates Brand Transformation; Plans to Deliver a Full Portfolio of Connected and Electrified Vehicles by 2030

- As Lincoln approaches its 100th anniversary next year, the brand plans to electrify its entire portfolio of vehicles by 2030 with a full lineup of connected vehicles; first fully electric Lincoln vehicle debuts next year
- New Lincoln Intelligence System will enable an always-on relationship with clients; Lincoln Enhance over-the-air software updates begin this summer, while ActiveGlide hands-free driver-assist technology will be introduced in future Lincoln vehicles
- Lincoln plans to expand its portfolio of effortless and personalized experiences, using the Lincoln Way app to deliver an enhanced suite of connected services

DEARBORN, Mich., June 16, 2021 – Lincoln will debut its first global fully electric vehicle next year, the first step toward electrifying its entire portfolio of vehicles by the end of the decade. The new electric vehicle will debut as the brand celebrates its 100th anniversary next year and accelerates growth in North America and China.

By mid-decade, Lincoln expects half of its global volume will be zero-emissions vehicles and plans to electrify its portfolio of vehicles by 2030. This is part of the company's Ford+ plan and Ford Motor Company's planned investment of more than \$30 billion in electrification by 2025.

"As we accelerate Lincoln's transformation in North America and China, there is no better time to propel the Lincoln brand forward with electrification," said Joy Falotico, president, Lincoln. "Electrification will take Quiet Flight to a new level with the smooth, exhilarating take-off feel and serene quietness our clients expect from a Lincoln."

The company's new rear-wheel-drive and all-wheel-drive battery electric flexible architecture will enable Lincoln to deliver four new and distinct fully electric vehicles. The first fully electric Lincoln will join the plug-in hybrid Aviator and Corsair SUVs, as the brand shifts toward electrification.

Lincoln also plans to expand its portfolio of effortless and personalized experiences, using the Lincoln Way app to deliver an enhanced suite of connected services as it prepares for an electrified future.

"Our clients deserve the very best from Lincoln," said Falotico. "Our world-class vehicles, effortless services and advanced connected technology will allow us to create an always-on relationship with them and help transform the Lincoln brand for the future."

Evolution of Quiet Flight

Evolving the brand's signature design and drive experience with maximized comfort for all, Lincoln's unique electrified vision is a true representation of its Quiet Flight DNA. The debut of the Lincoln Zephyr Reflection concept at Auto Shanghai earlier this year hints to the brand's future design philosophy and signature features it will offer.

Evolving Lincoln's design, the fully electric Lincoln will deliver a more spacious interior that creates the ultimate expression of the Lincoln sanctuary. On approach, the exterior presents a striking, modern aesthetic, while the iconic Lincoln star evolves to meet an electrified future. Thoughtful details inside create a truly rejuvenating space for all, with clever storage solutions and minimalistic panels, while a larger, expansive panoramic vista roof enhances natural light and provides a more open, airy feel throughout.

With a coast-to-coast display that offers a sweeping view of the horizon, Lincoln's new digital design language – Constellation – includes exclusive themes showcasing the night sky. Clients can choose the theme that best reflects their current mood.

Always-on and connected

Lincoln vehicles will introduce next-generation technology that helps the brand create always-on relationships with clients, offering more connected vehicle experiences through a new tech stack. The Lincoln Intelligence System, a cloud-based platform for integrating electrical, power distribution, computing systems in connected vehicles, enables a software-first approach to update performance without changing hardware – ultimately allowing a Lincoln vehicle to get better over time.

Continuous quality improvements, plus new features and capability updates for SYNC® 4-enabled vehicles will be rolled out through the Lincoln Enhance platform via over-the-air software updates. This summer, 2021 Lincoln Nautilus clients will receive their first software updates, including enhancements to their navigation system, Apple CarPlay and digital owner's manual. A powerful new update to the hands-free digital assistant Alexa arrives this fall, bringing the seamless operations that clients have come to expect with their personal and home devices.

Soon, the brand will build on its comprehensive suite of advanced driver-assist features with the introduction of Lincoln ActiveGlide hands-free highway driving technology. Using advanced camera, radar and driver monitoring technologies, Lincoln ActiveGlide will allow a driver to operate hands-free on prequalified sections of divided highways called Hands-Free Blue Zones.

Future Lincoln vehicles will benefit from a unique digital platform built on top of the Android operating system for a constantly improving, ever more personalized ownership experience. The Lincoln Intelligence System will allow for the creation of more connected, sensory experiences.

Lincoln is exploring more ways for clients to enjoy their sanctuary – to use it as a space for personal relaxation through more connected features. With Rejuvenation mode for example, clients can create their own sensory environment through various display, lighting, climate, seat, massage, scent and audio settings. Lincoln designers and engineers are also experimenting with digital scenting techniques, exploring how warm, pleasant scents positively affect the mood and overall well-being of passengers.

“The space that surrounds you has an immense effect on your overall mood,” said Kemal Curic, design director, Lincoln. “Crafting a space that goes beyond the traditional – a serene sanctuary that elevates the senses and impacts a client's mood every single day – reveals that as designers, we contribute so much more to the overall experience than just creating vehicles that look good.”

Lincoln, on your terms

Recognized by J.D. Power and Associates for the highest sales satisfaction among all luxury brands, the company's dealer network is key to delivering effortless, connected services as Lincoln prepares for an electric future and builds on its commitment to bring unique luxury experiences for its clients.

By the end of this year, the Lincoln Way, a collection of personalized services and benefits, will offer custom, on-demand retail experiences in China, as well as a modern, progressive new American luxury facility design and new retail format pilots. Leveraging China's best practices for a digital, always-on approach, the Lincoln Way in North America will play an important role in helping to advance connected services.

Today, nearly one third of U.S. sales are completed online through Lincoln's remote sales platform. Now, Lincoln is working on a fully integrated, digital sales platform to meet the changing needs of clients, providing them with a convenient suite of services to be used for routine maintenance and repair through Lincoln Service Connect. The brand will also introduce the Lincoln Charging Network leveraging partners such as Electrify America to deliver a seamless, connected charging experience for clients via the Lincoln Way app.

“Technology allows us to enhance the traditional transaction and make the ownership experience for our clients as convenient and effortless as possible,” said Michael Sprague, North America director, Lincoln. “Meeting clients on their terms is important today, and will be even more so in a digital, connected future.”

Lincoln continues to pilot new offerings recognizing that time is luxury. The brand is testing a mobile fuel and vehicle spa subscription-based service in Houston, leveraging real-time data through the vehicle’s connected features to proactively remind clients if their Lincoln requires fuel or routine maintenance. The service also offers the convenience of vehicle detailing from anywhere.

With a focus on the top 130 luxury markets, Lincoln is also growing its network of brand-exclusive Vitrine dealerships. Along with simplifying the buying process, this model moves away from the traditional transaction space to a modern layout centered around the client. To date, 28 all-new Vitrine facilities, including Lincoln’s first boutique establishment in Arizona, have opened across the country, with another 50 in process.

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.