



THE LINCOLN MOTOR COMPANY



OURS IS A STORY ABOUT LIFE.

It's a story filled with unforgettable journeys and experiences, spontaneous celebrations and limitless possibilities. One about recognizing your strengths and drawing upon them as you travel to exciting new places. Confidently making your mark as you make your way – in comfort and style. At Lincoln, we recognize the precious nature of time and the value of loyalty. Which is why we strive to make them both worth your while with personalized dealer experiences and thoughtful, innovative vehicle designs. This is how we define luxury. It's the story of Lincoln. And we welcome you to share in it.



THE LINCOLN NAVIGATOR CONCEPT

NAVIGATE CONFIDENTLY through the voyage of life. Inspired by the art of sailing, the elegant design of the Lincoln Navigator Concept evokes the grandeur and craftsmanship of the world's elite seagoing vessels. Gull-wing doors gracefully rise to reveal its inner sanctuary. A spacious place designed to support your well being, the stunning interior is filled with amenities intended to make each journey effortless and enjoyable. Our latest innovations in entertainment, comfort, driver assistance and safety come together in this powerful vision for the future of overland travel – the Lincoln Navigator Concept.





THE ALL-NEW 2017 LINCOLN CONTINENTAL



EXPERIENCE YOUR JOURNEY ELEGANTLY AND SEAMLESSLY. The 2017 Continental embodies a timeless definition of beauty, balancing strength and elegance, power and control. Within its impressively quiet interior, you'll discover our innovative **Perfect Position Seats** – 30-way power multicontour front seats with Active Motion^{®1} featuring a patented comfort-carrier design that flexes around you in a personalized embrace. Your rear-seat companions will enjoy **power-reclining heated and cooled seats¹** with power lumbar. **SYNC[®] 3** helps keep you connected with its easy-to-use new design and new features.² And the **19-speaker Revel Ultima[®] audio system¹** immerses you in a brilliant listening experience. Its thoughtful array of technologies also includes **Advanced Electronic Door Handles, Pre-Collision Assist with Pedestrian Detection,¹** and a **360-Degree Camera.¹** Beneath its sculpted hood breathes your choice of 3 engines, including a refined **3.0-liter GTDI V6¹** with twin turbochargers. Travel on your own terms – in the all-new Lincoln Continental.

Coming Fall 2016. Pre-production model shown. ¹Available feature. ²Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so.

THE NEW 2017 LINCOLN MKZ AND MKZ HYBRID



THIS MOMENT IS ALL YOURS. Make the most of it in the newly refined 2017 Lincoln MKZ. Inside its carefully crafted cabin, you'll find elevated styling and plenty of innovations. **SYNC® 3**, our enhanced voice-activated technology, helps keep you connected with its easy-to-use new design and new features! The **20-speaker Revel Ultima®** audio system² offers an emotionally evocative listening experience. Thoughtful technologies like **Adaptive Cruise Control with Stop and Go²** and the **Enhanced Active Park Assist System²** can help ease your day.³ MKZ offers a brilliant driving experience utilizing twin turbochargers in its **3.0-liter GTDI V6 engine^{2,4}** and a **Driver's Package^{4,5}** that features a sport-tuned suspension, **Dynamic Torque Vectoring**, and unique design touches inside and out. MKZ Hybrid also offers rewarding performance with its **2.0-liter Atkinson-cycle I-4 engine** and electric traction motor. Take some time for yourself and get into the new MKZ.

Coming Spring 2016. Pre-production model shown. ¹Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ²Available feature. ³Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ⁴Available Summer 2016. ⁵Available on 3.0-liter AWD models only.





THE ENTIRELY NEW 2016 LINCOLN MKX



THE FEELING OF REJUVENATION is yours for the taking. Simply slip behind the wheel of the 2016 Lincoln MKX. Embrace the quiet confidence offered by its remarkable collection of new features including a 360-Degree Camera^{1,2} and Pre-Collision Assist with Pedestrian Detection.^{1,2} Get help parallel parking and backing into perpendicular spots from its Enhanced Active Park Assist System.^{1,2} Stay connected with the easy-to-use new design and new features of SYNC[®] 3 – our enhanced voice-activated technology.³ Treat your ears to the 19-speaker Revel Ultima[®] audio system!¹ Customize your comfort using the power thigh extenders included in the 22-way multicontour front seats with Active Motion.^{®1} And take command of its twin-turbocharged direct-injected 2.7L EcoBoost[®] V6 engine¹ to enjoy 335 hp⁴ and 380 lb.-ft. of torque.⁴ The most advanced Lincoln MKX yet is designed to inspire extraordinary drives – and exceptional experiences. The entirely new Lincoln MKX. The feeling stays with you.

¹Available feature. ²Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ³Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ⁴Tested with 93-octane fuel.

THE 2016 LINCOLN MKC



IT'S AMAZING WHAT CAN HAPPEN when you focus on the here and now. Recognizing and honoring the beauty that surrounds you. Lincoln MKC designers found their inspiration in modern architecture and nature. As you approach, Lincoln Experiences begin with elegant touches including a welcome mat cast upon the ground, and door handles that glow. Inside, you'll find **real wood accents**¹ and seats trimmed in **Bridge of Weir Deepsoft™ leather**.¹ Our enhanced voice-activated technology – **SYNC® 3** – helps keep you connected with its easy-to-use new design and new features.² Your choice of a turbocharged direct-injected 2.3L EcoBoost®¹ or 2.0L EcoBoost engine powers you down the road, while technologies like the **foot-activated hands-free liftgate**¹ and **active park assist with park out assist**¹ can help ease your day.³ Empowering you to live in your moment – Lincoln MKC.

¹Available feature. ²Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ³Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.





THE 2016 LINCOLN MKS



IN ITS MOST COVETED FORM, beauty extends far beyond the surface. Just as it does in MKS. Inside its spacious cabin, you'll enjoy the rich wood accents and handcrafted premium Bridge of Weir™ leather trimming the seats, which are both heated and cooled up front. SYNC® 3, our enhanced voice-activated technology, helps keep you connected with its easy-to-use new design and new features.¹ Plentiful power comes from the standard 3.7L Ti-VCT V6 engine, or a twin-turbocharged direct-injected 3.5L EcoBoost® V6.² Adaptive cruise control and collision warning with brake support,² active park assist,² and a Lane-Keeping System² are conveniently gathered together in the Technology Package. Lincoln Drive Control constantly adjusts the suspension for a smooth ride and great handling. A dual-panel moonroof,² multicontour front seats with Active Motion^{®2} and a THX® II Certified Audio System² are some of the ways to further enhance your experience. A commanding presence and beauty that flows from within – that's Lincoln MKS.

¹Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ²Available feature.

THE 2016 LINCOLN NAVIGATOR



THERE'S A CERTAIN, QUIET POWER to which many of us aspire. It's this stalwart strength that inspired the design of Navigator. From its adaptive HID headlamps to its graceful wraparound taillamps, Navigator surrounds you in exquisitely crafted comfort. With premium leather-trimmed heated and cooled 1st-row seats and best-in-class¹ 3rd-row leg room, the luxurious interior seats up to 8² comfortably. Need extra room? Enjoy up to 128.2 cu. ft. of cargo space³ inside the long-wheelbase Navigator L. Our enhanced voice-activated technology, SYNC[®] 3 helps keep you connected with its easy-to-use new design and new features.⁴ The twin-turbocharged, direct-injected 3.5L EcoBoost[®] gives you 380 hp,⁵ 460 lb.-ft. of torque⁵ and best-in-class 9,000-lb. towing capability.⁶ You can also shift between 3 driving modes within Lincoln Drive Control² to suit your style. Elevate your travels with understated confidence – in Lincoln Navigator.

¹Class is Luxury Premium Utilities based on Lincoln segmentation. ²Available feature. ³Behind 1st-row seats with the 2nd- and 3rd-row seats folded flat. Cargo and load capacity limited by weight and weight distribution. ⁴Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ⁵Tested with 93-octane fuel. ⁶When properly equipped.





THE 2016 LINCOLN MKT



GIFTED WITH OPTIMISM AND DRIVE, some individuals confidently express their authentic selves. Lincoln MKT can relate. A sophisticated fusion of progressive design and purposeful function, MKT seats up to 7 and offers luxurious touches like heated and cooled 1st- and 2nd-row bucket¹ seats, a 2nd-row refrigerated console¹, a PowerFold^{®1} seat in the 3rd row, and best-in-class² 2nd-row leg room. SYNC^{® 3}, our enhanced voice-activated technology, helps keep you connected with its easy-to-use new design and new features.³ Technologies such as active park assist¹ can help steer into parallel parking spots and more.⁴ Lincoln Drive Control¹ with continuously controlled damping lets you select between 3 drive modes – Comfort, Normal or Sport – to match your driving style. Plus, a choice of the standard 3.7L Ti-VCT V6 engine or a twin-turbocharged direct-injected 3.5L EcoBoost^{® V6}¹ lets you power your MKT your way. Captivating. Rewarding. Lincoln MKT.

¹Available feature. ²Class is Luxury Large Utilities based on Lincoln segmentation. ³Driving while distracted can result in loss of vehicle control. Only use SYNC/other devices, even with voice commands, when it is safe to do so. ⁴Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.



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