



LINCOLN BLACK LABEL

YOUR INVITATION TO A UNIQUELY ELEVATED AUTOMOTIVE EXPERIENCE,
ONE THAT REVOLVES AROUND YOU. OUR 2021 COLLECTION FEATURES
CAREFULLY CURATED DESIGN THEMES INSPIRED BY THE LOVE OF TRAVEL,
THE ARTS, CULTURE, ARCHITECTURE AND MORE.

RECOGNIZING YOUR LOYALTY

Lincoln Access Rewards™ makes it easy for you to earn and redeem points toward benefits and experiences offered by your dealer and Lincoln. You'll start earning points right away – with the purchase of your new vehicle! Lincoln Black Label owners can redeem points toward **Culinary Collection** dining experiences,² **Annual Vehicle Detailings**,³ and much more.

CONTROL ON YOUR SMARTPHONE

For an effortless ownership experience, download the **Lincoln Way™ App**⁴ on your phone. It works with Lincoln Connect,™ which is standard on every Lincoln Black Label vehicle, to let you remotely start, stop, lock and unlock your vehicle – even schedule remote starts – all from your phone.⁵ You can check your vehicle's fuel level, oil life, tire pressure and mileage, and locate where it's parked. The app also lets you activate your vehicle's Wi-Fi hotspot capability.⁶ Plus, it makes it easy to redeem Lincoln Access Rewards points.

UPGRADING YOUR GETAWAYS

Lincoln Black Label owners also receive an invitation to the elite **AVIS® President's Club**. Benefits include a double upgrade when available, a guaranteed rental with 48-hour advance notice reservation, and more.⁷ Plus, exclusively for Lincoln Black Label clients, a complimentary vehicle for up to 7 days at select airports within the first year of ownership.⁸

EFFORTLESS MAINTENANCE

Your new Lincoln Black Label vehicle features a **Premium Maintenance Plan** for 4 years/50,000 miles/4 service visits, whichever occurs first. It covers required scheduled maintenance for original equipment and wear items⁹ and includes complimentary **Lincoln Pickup & Delivery™** within a 50-mile radius.¹⁰ We'll even leave you with a complimentary **Lincoln Loaner**¹¹ during your service. It's an effortless door-to-door experience.

COMPLIMENTARY CAR WASHES

Just visit any participating Lincoln Black Label Dealer during regular business hours.¹²

LINCOLN ROADSIDE ASSISTANCE

Travel confidently with 24/7 assistance nationwide.¹³

LINCOLN BLACK LABEL CONCIERGE

Contact a trained representative, any time, day or night.

Vehicles available at Lincoln Black Label Dealers only. Vehicle imagery throughout this brochure may be computer-generated and may include available and aftermarket equipment. ¹Modem must be activated within 60 days of purchase on 2020 or newer model-year Lincoln vehicles through the Lincoln Way App on a smartphone and remain active for at least 180 days after activation. Visit a participating dealer today for details. ²Reservation must be made in advance with Lincoln Black Label Concierge. Offer not available on used or Certified Pre-Owned Lincoln Black Label vehicles. Offer is not available to walk-in diners. Owners of 2020 vehicles and newer will need to redeem Points through Lincoln Access Rewards for reservation. Terms and restrictions apply. Visit <https://owner.lincoln.com> for complete details. ³Available at any Lincoln Black Label Dealer. ⁴Compatible with select smartphone platforms, is available via download. Message and data rates may apply. ⁵Lincoln Connect and complimentary Connected Service are required for remote features (see Lincoln Way Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. ⁶Wi-Fi hotspot includes wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the trial subscription period for remote features. To activate, go to www.att.com/lincoln. ⁷All taxes, fees (including but not limited to Air Conditioning Excise Recovery Fee, Concession Recovery Fee, Vehicle License Recovery Fee, Energy Recovery Fee, Tire Management Fee and Frequent Traveler Fee) and surcharges (included but not limited to Customer Facility Charge and Environmental Fee Recovery Charge) are at the client's expense. Double upgrade excludes Class X vehicles. ⁸Maximum of 1 complimentary rental. ⁹Wear items such as shock absorbers, engine belts, hoses and hose clamps, brake pads and linings, wiper blades and spark plugs (except CA). See your participating Lincoln Black Label Dealer for complete details. ¹⁰Complimentary Lincoln Pickup & Delivery service is available for 2017 model-year and newer Lincoln vehicles with the 4-year/50,000-mile New Vehicle Limited Warranty. Owners of 2016 and prior model-year vehicles may arrange for the service at a cost. Mileage limitations may apply. ¹¹Service is available for retail and warranty repair. Mileage limitations may apply. See a participating Lincoln Black Label Dealer for complete details. ¹²During ownership by first registered Lincoln Black Label owner. ¹³Coverage, for original owner, varies based on vehicle model year. Non-transferable. For complete details, go to lincolnowner.com or your Lincoln Dealer.

LINCOLN BLACK LABEL NAVIGATOR



YACHT CLUB

Capture the magic of a light breeze and calm seas on a warm summer day with the Yacht Club theme offered exclusively on Navigator. All 3 rows of seats have Coastal Blue Venetian leather seating surfaces with linear micro-perforation patterned inserts. Whitewashed Teak trim reinforces the nautical tone, while Sand colored Dinamica® gives the headliner its soft finish. It's all inspired by the finest yachts.



DESTINATION

Travel becomes art with this adventurous theme. A carefully curated blend of elements gives the Mahogany Red cabin texture and depth. Inserts featuring a stunning Diamond Weave perforation pattern complement the Venetian leather seating surfaces. The suede-like feel of Dinamica wraps the headliner, and eye-catching Khaya wood accents help to make this sumptuous environment a Destination unto itself.



CHALET

The majestic Chalet theme is designed to awaken your senses to the invigorating luxuries of a mountainside getaway. Alpine and Espresso colored leathers commingle in this alluring space featuring Venetian leather seating surfaces with Lincoln Star perforation pattern inserts and a luxurious Alpine colored Dinamica headliner. Soothingly linear Silverwood appliqué guide you toward rejuvenating peace.



LINCOLN BLACK LABEL AVIATOR



Lincoln Black Label Aviator Grand Touring shown. Available only at EV-certified Lincoln Dealers.

FLIGHT

Take control with the Flight theme offered exclusively on Lincoln Black Label Aviator. Luggage Tan colored Savannah leather seating surfaces for the 1st and 2nd rows feature Runway perforation patterned inserts beckoning to your inner pilot. The suede-like feel of the Ebony Dinamica® headliner further elevates cabin ambience, while Darker Full Engine Turn aluminum appliqué feature a circular pattern that pays homage to the instrumentation inside early aircraft.



DESTINATION

The sumptuous Destination theme makes every trip a richly textured journey. The Mahogany Red leather-wrapped interior features premium 1st- and 2nd-row seats with Savannah leather seating surfaces with bold Diamond Weave perforation pattern inserts, while genuine Khaya wood accentuates the striking horizontal forms of the instrument panel. From the Dinamica headliner to the carpeted floor mats, the warmth of Mahogany Red envelops you.



CHALET

Awaken your senses to the invigorating contrasts of the Chalet theme. This bold Alpine and Espresso colored interior is inspired by crisp mountain air and the comfort of an après-ski lodge. Lincoln Star perforation pattern inserts on the leather seating surfaces of the 1st- and 2nd-row seats and the Lincoln Black Label Star logo on the instrument panel's Silverwood appliqué exemplify the luxuries within this striking space.



LINCOLN BLACK LABEL NAUTILUS



CHALET

Invoke the breathtaking contrasts of cool, crisp mountain air and the warmth of a luxurious lodge. With calming touches throughout, like Alpine Venetian leather seating surfaces with Lincoln Star perforations that hug your contours, you can feel fully ensconced with comfort. Your only wish would be to not disembark.



EFFORTLESSLY. YOUR WAY.

Make your drive a seamless and serene experience. With the Lincoln Way™ App,¹ you are granted access to essential information about your vehicle wherever you may be. What does this afford you? Simple. Peace of mind when you are away, and a greater bond with your vehicle. Welcome to an effortless ownership experience. Welcome to the Lincoln Way.

- Connect and control your Lincoln from virtually anywhere with remote features including start/stop, lock/unlock and scheduled starts.²
- Phone As A Key³ lets your smartphone act as a key fob even if you leave your keys behind.
- Vehicle Details empower you to monitor your vehicle's health, oil life, tire pressure and more.
- Earn Points toward Lincoln Priority Service and exclusive experiences with Lincoln Access Rewards.⁴



¹Lincoln Way App, compatible with select smartphone platforms, is available via download. Message and data rates may apply. ²Lincoln Connect and complimentary Connected Service are required for remote features (see Lincoln Way Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. ³Requires feature activation. Not compatible with all smartphones. ⁴See your dealer for details.

METICULOUSLY CRAFTED Less than 1% of hides produced globally are selected by a 3rd-generation craftsman at Eagle Ottawa – a tannery since 1865 – then transformed into our exclusive Venetian leather through a process that imparts the softest “hand” and outstanding durability. Custom perforation patterns and precise stitching give our exquisite interiors the perfect finishing touches.

NAVIGATOR



22" Bright Machined Aluminum with Ebony Black-Painted Pockets Standard



22" Black Aluminum Available

AVIATOR



22" Bright Machined Aluminum with Ebony-Painted Pockets

AVIATOR GRAND TOURING



21" Bright Machined Aluminum with Ebony-Painted Pockets

NAUTILUS



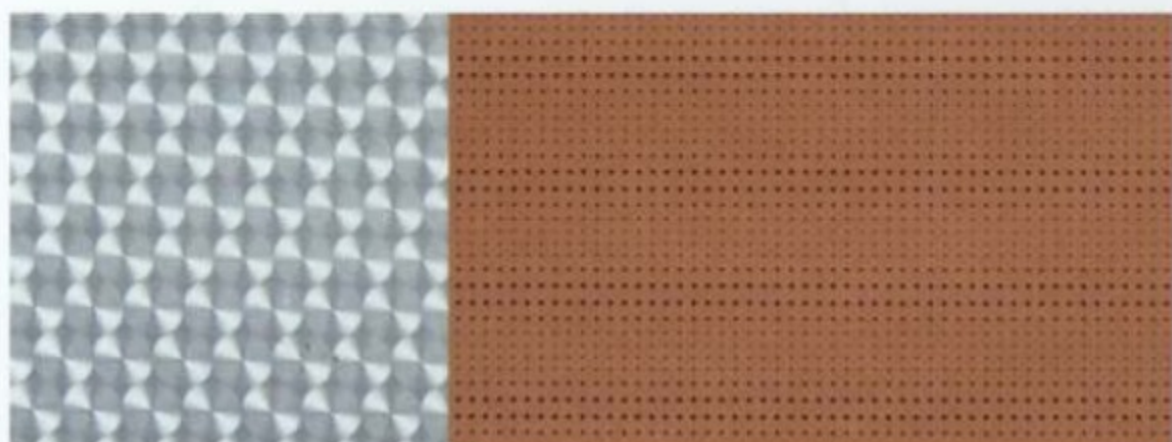
21" Painted Bright Machined Aluminum



YACHT CLUB

Coastal Blue Venetian
Whitewashed Teak

Navigator 1, 3-5, 7



FLIGHT

Luggage Tan Savannah
Darker Full Engine Turn

Aviator 1-6



DESTINATION

Mahogany Red Venetian¹
Khaya

Navigator 2-5

Aviator 2-6



CHALET

Alpine Venetian¹
Silverwood

Navigator 1-5, 7, 8

Aviator 1-6

Nautilus 1-5, 9, 10

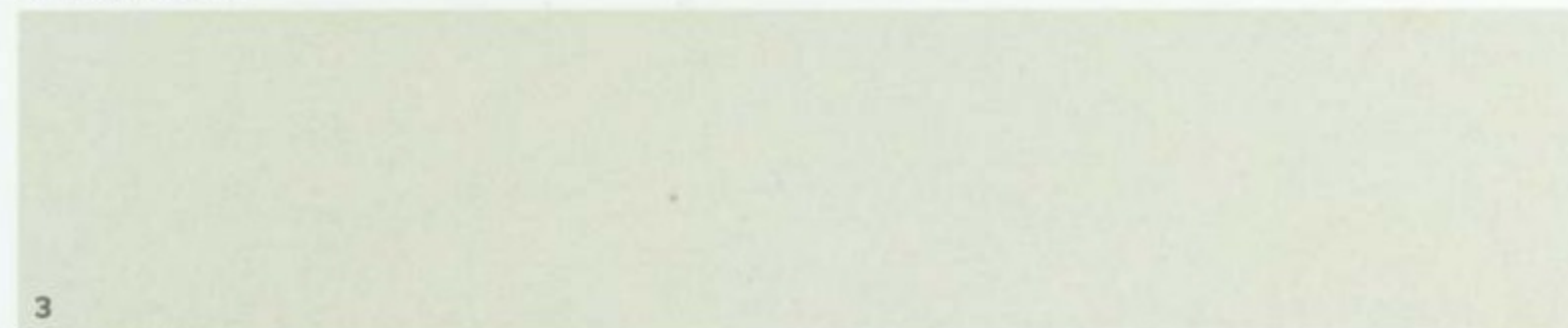
LUXURIOUSLY FINISHED A specially selected palette of premium multifinish paints is designed to enhance the beauty of every Lincoln Black Label vehicle. Among our collection are several ChromaFlair[®] paints, which exhibit a wide range of hues depending upon your viewing perspective and the angle of the light. These spectacular paints are truly a sight to behold.



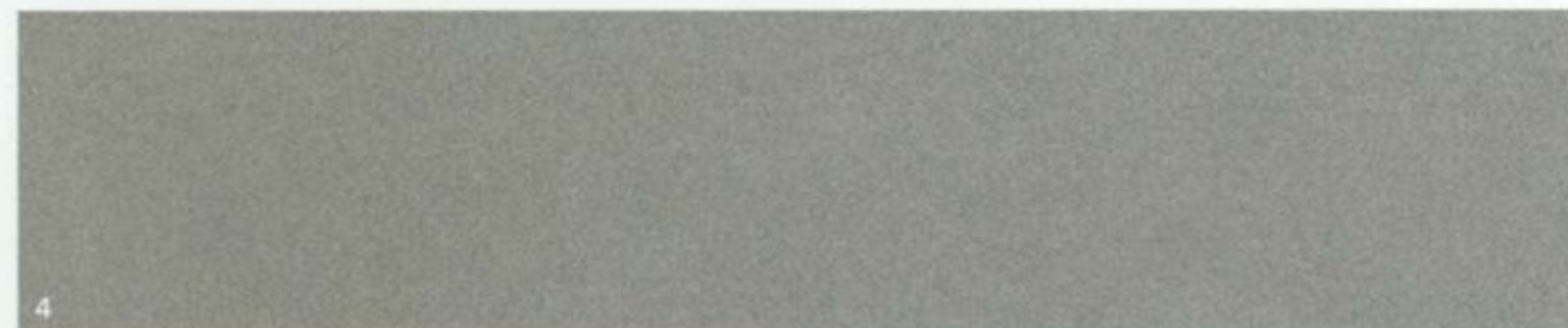
1 Flight Blue



2 Burgundy Velvet



3 Pristine White



4 Silver Radiance



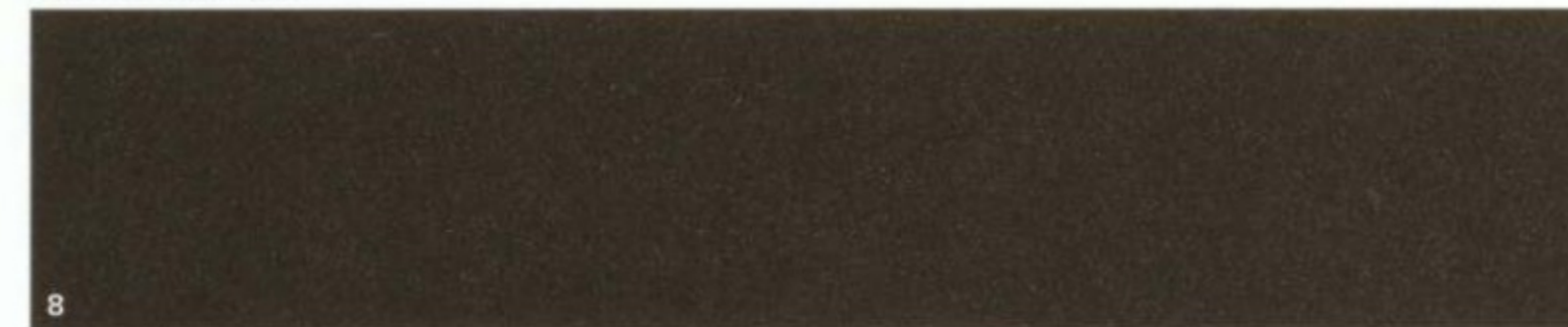
5 Infinite Black



6 Chroma Caviar Dark Gray²



7 Chroma Crystal Blue²



8 Chroma Molten Gold²



9 Chroma Elite Copper²



10 Green Gem

Exterior and interior colors shown are representative only. ¹Savannah on Aviator. ²Additional charge.

LINCOLN BLACK LABEL
STANDARD FEATURES

LINCOLN CO-PILOT360™
Auto High-Beam Headlamps
Blind Spot Detection with Cross-Traffic Alert
Lane-Keeping System (includes Lane-Keeping Aid, Lane-Keeping Alert and Driver Alert System)
Pre-Collision Assist with Automatic Emergency Braking (AEB) (includes Pedestrian Detection, Forward Collision Warning and Dynamic Brake Support)
Rear View Camera

PERFORMANCE & HANDLING

NAVIGATOR & NAVIGATOR L
YACHT CLUB DESTINATION CHALET

Twin-Turbocharged 3.5-liter V6 engine with Auto Start-Stop Technology
450 hp @ 5,500 rpm⁵ 510 lb.-ft. of torque @ 3,000 rpm⁵
4-wheel drive (4WD)
Adaptive Suspension
Lincoln Drive Modes: Normal, Conserve, Excite, Slippery, Deep Conditions and Slow Climb
Heavy-Duty Trailer Tow Package: electronic traction assist, heavy-duty radiator, transmission oil cooler, 2-speed transfer case, Trailer Sway Control, Pro Trailer Backup Assist™ and trailer brake controller; 8,300 lbs. max.⁶ (Navigator), 8,100 lbs. max.⁶ (Navigator L)

WARM & WELCOMING

Hands-free liftgate
Personal Profiles (memory settings for positions of driver's seat, sideview mirrors, power-adjustable pedals, power-tilt/-telescoping steering column, audio, climate and displays)
Power, panoramic Vista Roof® with power sunshade

DESIGN & COMFORT

Heated and ventilated 1st-row Perfect Position Seats with Active Motion® massage functionality and 30-way power adjustability including thigh extenders and head restraints
Heated 2nd-row PowerFold® captain's chairs with center console
3rd-row PowerFold 60/40 split bench seat with power recline
12" configurable LCD instrument cluster
Revel® Ultima Audio System with 20 speakers

TECHNOLOGICAL CONVENIENCES

Adaptive Cruise Control with Stop-and-Go
Enhanced Active Park Assist
Head-Up Display
Wireless charging pad

CONNECTIVITY & ENTERTAINMENT

SYNC® 3 Enhanced Voice Recognition Communications System with 10" LCD capacitive touchscreen, 911 Assist®, SYNC AppLink®, Apple CarPlay® compatibility and Android Auto™ compatibility

OPTIONS⁷

2nd-row 40/20/40 split-folding bench seat with PowerFold, outboard heat and recline, and sliding middle section
2nd-row heated, low-back, PowerFold captain's chairs with pass-through to 3rd row
Floor liners in 1st and 2nd rows
Inflatable safety belts in 2nd-row outboard seating positions⁴
Lincoln Play (Rear-Seat Entertainment System)⁸
Cargo Convenience Package: Tiered Cargo Management System with 4-way configurable partition and roof-rack crossbars
Special Edition Package

AVIATOR & AVIATOR GRAND TOURING
FLIGHT DESTINATION CHALET

PERFORMANCE & HANDLING

AVIATOR
Twin-Turbocharged 3.0-liter V6 engine with Auto Start-Stop Technology
400 hp @ 5,500 rpm⁵ 415 lb.-ft. of torque @ 3,000 rpm⁵
Intelligent all-wheel drive (AWD) with Adaptive Suspension
Lincoln Drive Modes: Normal, Conserve, Excite, Slippery and Deep Conditions

AVIATOR GRAND TOURING
Twin-Turbocharged Grand Touring Plug-in Hybrid engine
494 hp @ 5,500 rpm⁹ 630 lb.-ft. of torque @ 2,250 rpm⁹
Intelligent all-wheel drive (AWD) with Adaptive Suspension
Dynamic Handling Package: Adaptive Suspension with Road Preview, and Air Glide Suspension with Dynamic Lower Entry
Lincoln Drive Modes: Normal, Conserve, Excite, Slippery, Deep Conditions, Pure EV and Preserve EV

WARM & WELCOMING

Adaptive Pixel LED Headlamps with Adaptive Dynamic Bending, Speed Dependent Lighting, Lincoln Dynamic Signature Lighting, and illuminated Lincoln Star on grille
Personal Profiles (memory settings for positions of driver's seat, sideview mirrors, audio, climate, driver-assist features and displays)

DESIGN & COMFORT

Heated and ventilated 1st-row Perfect Position Seats with Active Motion massage functionality and 30-way power adjustability including thigh extenders, lumbar and head restraints
Heated and ventilated 2nd-row outboard seats
Revel Ultima 3D Audio System with 28 speakers, HD Radio™ Technology and 2nd-row audio controls

TECHNOLOGICAL CONVENIENCES

Convenience Package: Head-Up Display, Phone As A Key,¹⁰ and wireless charging pad
Lincoln Co-Pilot360 Plus: Active Park Assist Plus; Adaptive Cruise Control with Traffic Jam Assist, which includes Lane Centering, Stop-and-Go, and Speed Sign Recognition; Evasive Steering Assist; and Reverse Brake Assist
Soft Close Doors

CONNECTIVITY & ENTERTAINMENT

SYNC 3 Enhanced Voice Recognition Communications System with 10.1" LCD capacitive touchscreen, 911 Assist, SYNC AppLink, Apple CarPlay compatibility and Android Auto compatibility

OPTIONS⁷

2nd-row 35/30/35 split bench seat with power tip-and-slide release (not available on Grand Touring)
2nd-row full center console with Vista Roof power shade controls, 2 USB ports, cupholders and storage
Lincoln Play (Rear-Seat Entertainment System with 2 pairs of wireless headphones)⁸
Class IV Trailer Tow Package: 4-/7-pin connector, Class IV trailer hitch receiver and wiring, Blind Spot Detection with Cross-Traffic Alert, Trailer Coverage, Smart Trailer Tow Connector, and Trailer Sway Control
Dynamic Handling Package: Adaptive Suspension with Road Preview, and Air Glide Suspension with Dynamic Lower Entry (available on Aviator; standard on Grand Touring)

PERFORMANCE & HANDLING

NAUTILUS
CHALET

Twin-Turbocharged 2.7-liter V6 engine with Auto Start-Stop Technology
335 hp @ 5,500 rpm⁵ 380 lb.-ft. of torque @ 3,250 rpm⁵
Adaptive Suspension
Intelligent all-wheel drive (AWD) with AWD Disconnect

WARM & WELCOMING

Hands-free liftgate
Illuminated front door-sill scuff plates
Power, panoramic Vista Roof with power sunshade

DESIGN & COMFORT

Auto-dimming driver's sideview mirror
Full LED multi-projector headlamps with Adaptive Dynamic Bending and Speed Dependent Lighting
Heated and ventilated front Comfort seats with 10-way driver and 8-way front-passenger power adjustability
Heated rear outboard seats with EasyFold® seat back release
Power-tilt/-telescoping steering column with memory
Revel Ultima Audio System with 19 speakers and HD Radio Technology

SAFETY & SECURITY

Driver's knee airbag⁴
Enhanced Security Package: secondary horn, lockable interior storage, vehicle inclination sensor, and enhanced valet mode
Glove-box-door-integrated knee airbag⁴

TECHNOLOGICAL CONVENIENCES

Lincoln Co-Pilot360 Plus: 360-Degree Camera, Adaptive Cruise Control with Stop-and-Go and Lane Centering, Enhanced Active Park Assist, Distance Alert, Evasive Steering Assist, and Forward Sensing System
Phone As A Key¹⁰
Wireless charging pad

CONNECTIVITY & ENTERTAINMENT

SYNC 4 with Enhanced Voice Recognition, 13.2" LCD capacitive touchscreen, conversational voice command recognition, cloud connectivity, wireless phone connection, 911 Assist, AppLink with App Catalog, Apple CarPlay compatibility, Android Auto compatibility, and digital owner's manual
Connected Built-In Navigation System with pinch-to-zoom capability, live traffic, predictive destinations, route guidance and 3-year trial¹¹

OPTIONS⁷

Ultra Comfort front seats with Active Motion massage functionality and 22-way power adjustability including thigh extenders and head restraints
Cargo Utility Package: Rear Cargo Management System, below-floor molded-plastic storage bins, reversible cargo mat, 110V/150W AC power outlet, and interior cargo cover
Class II Trailer Tow Package: Trailer Sway Control; 3,500 lbs. max.⁵ (requires Cargo Utility Package)

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Horsepower, torque and towing are independent attributes and may not be achieved simultaneously. ¹At purchase, the Lincoln Connect modem is connected and sending vehicle data (e.g., diagnostics) to Lincoln. To disable, or for more information, see in-vehicle connectivity settings. Learn more at www.ConnectedLincoln.com. Lincoln Connect and complimentary Connected Service are required for remote features (see Lincoln Way Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. ²Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary subscription period for remote features. To activate, go to www.att.com/Lincoln.

³Trial length and service availability may vary by model, model year or trim. All SiriusXM services require a subscription, each sold separately by SiriusXM after the trial period. Service will automatically stop at the end of your trial unless a subscription is purchased. See the SiriusXM Customer Agreement at www.siriusxm.com for complete terms. Some services and features are subject to device capabilities and location availability. All fees, content and features are subject to change. ⁴Always wear your safety belt and secure children in the rear seat. ⁵Horsepower and torque ratings based on premium fuel per SAE J1349⁹ standard. Your results may vary. ⁶When properly equipped. Max. towing varies based on cargo, vehicle configuration, accessories and number of passengers. ⁷Availability varies. Restrictions may apply. See your dealer for details. ⁸Lincoln Licensed Accessory. ⁹Calculated via combined performance of the engine and electric motor with peak battery power. The calculations utilize SAE J1349 engine results and Lincoln electric motor dyno testing. Your results may vary. ¹⁰Requires feature activation. Not compatible with all smartphones. ¹¹Navigation services require SYNC 4 and Lincoln Connect, complimentary connect service and the Lincoln Way App (see LincolnWay Terms for details). Eligible vehicles receive a complimentary 3-year trial of navigation services that begins on the new vehicle warranty start date. Customers must unlock the navigation service trial by activating the eligible vehicle with a Lincoln Way member account. If not subscribed by the end of the complimentary period, the connected navigation service will terminate, and the system will revert to embedded offline navigation. Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Lincoln Way App, compatible with select smartphone platforms, is available via download. Message and data rates may apply.







LINCOLN



Comparisons based on competitive models (Navigator class is Large Traditional Premium Utilities; Aviator class is Large Crossover Premium Utilities starting at under \$75,000; Nautilus class is Medium Premium Utilities), publicly available information and Lincoln certification data at time of printing. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Lincoln makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Lincoln reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Lincoln Dealer is the best source of the most up-to-date information on Lincoln vehicles.



    Discover more at [Lincoln.com](https://www.lincoln.com)

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