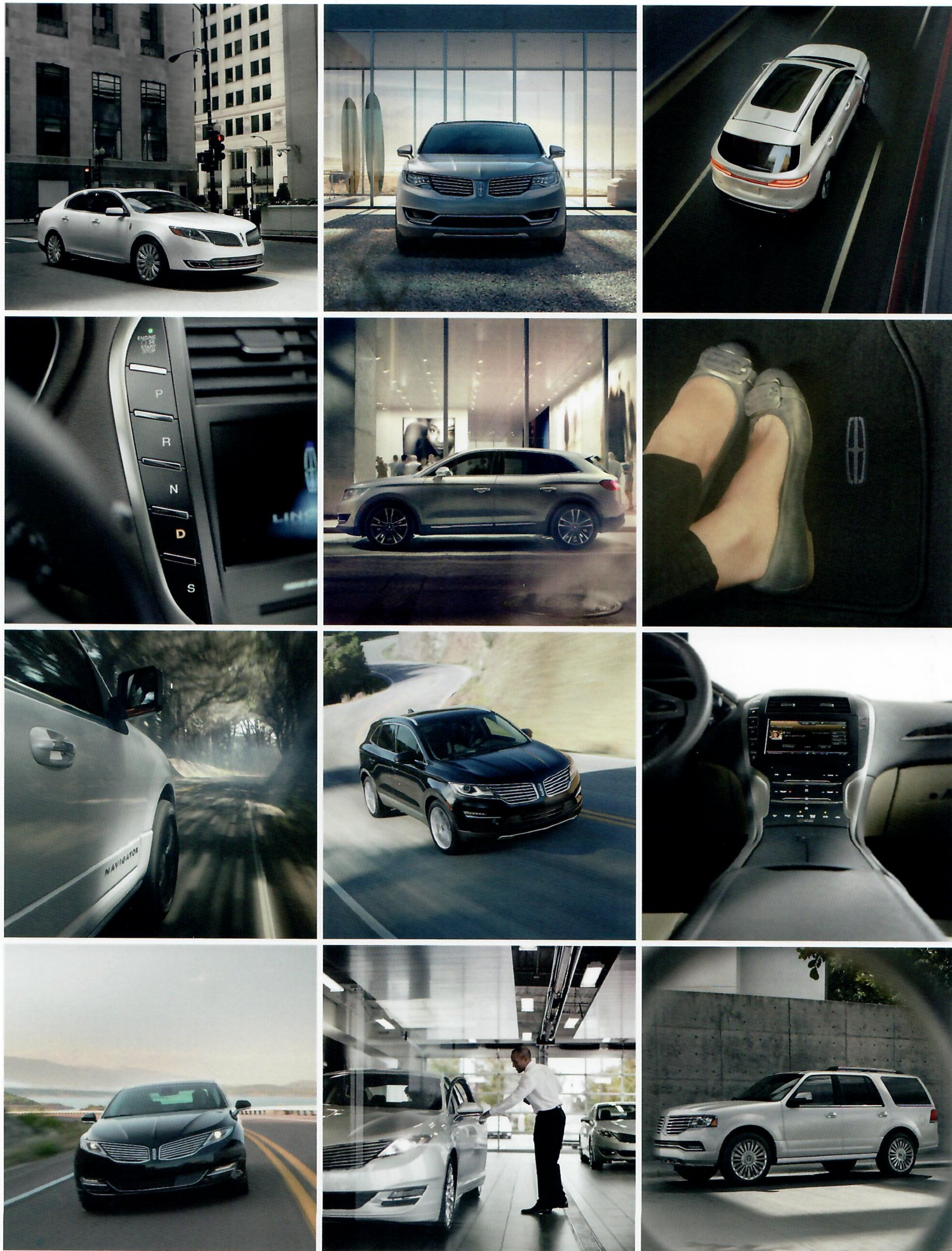




THE LINCOLN
MOTOR COMPANY



Ours is a story about life. About unforgettable journeys and experiences – and celebrating possibilities. It's a story about remembering where you came from, yet never being afraid to go somewhere new. In style and comfort.

And our pledge – The Lincoln Pledge – is a collective promise of everyone at the Lincoln Motor Company to be there for you and your Lincoln whenever, if ever, you need us. From our Bumper-to-Bumper Limited Warranty¹ and complimentary maintenance,² to our expert technicians and the voice on the other end of the line should you call, you can count on us.

It's how Lincoln has always operated – and how we intend to operate in the future. This is the face of luxury, and this is the Lincoln Motor Company. We invite you to join us on the journey.

¹Lincoln reserves the right to change program details at any time without obligations. See your dealer for limited warranty details.
²Lincoln reserves the right to change program details at any time without obligations. See Service Advisor for complete details.



The entirely new 2016 Lincoln MKX

Chart a new course. Wherever your travels take you, you'll arrive in uncompromised style in the all-new 2016 Lincoln MKX. You are greeted with an inviting welcome mat cast upon the ground, and lighting that comes on in sequence¹ and wraps your vehicle in a warm glow. A sculptured hood adds to the graceful exterior, while the interior boasts an adjustable, 22-way multicontour driver's seat with power head restraint and power thigh extender¹ for extra comfort. A 360° exterior camera¹ gives you exceptional views of your surroundings, and an exclusive Revel[®] Audio System¹ with up to 19 speakers and QuantumLogic[®] Surround Sound delivers an immersive listening experience to the entire vehicle.



Available Highlights: 2.7L EcoBoost[®] V6 engine, adaptive cruise control and collision warning, Lincoln Drive Control, 360 Camera with Split-view Display, 19-speaker Revel Ultima[®] Audio System, enhanced active noise control, Vista Roof[®], MyLincoln Mobile[™] app² with embedded modem,¹ and 21" premium painted bright-machined aluminum wheels.

Coming Summer 2015. Pre-production model shown. ¹Available feature. ²MyLincoln Mobile App is available through a free download. The embedded modem is included in the Reserve Equipment Group only. Service included for 4 years. Text and data rates apply to usage.

The 2015 Lincoln MKZ and MKZ Hybrid

Know your options. Whether you prefer the rewarding power of the standard 240-horsepower¹ 2.0L EcoBoost® I-4 engine, or the thrill of the 300-horsepower V6,² you'll enjoy finely tuned performance with Lincoln MKZ. But, if you're looking for something a bit more environmentally conscious, the MKZ Hybrid with a 2.0L Atkinson-cycle engine has an EPA-estimated rating of 41 city/39 hwy/40 combined mpg,³ a lithium-ion battery, and up to 85 mph in electric mode. Gasoline? Hybrid? The choice is yours.



Available Highlights: 3.7L Ti-VCT V6 engine, fully retractable panoramic glass roof, Lane-Keeping System, active park assist, adaptive cruise control and collision warning with brake support, BLIS® (Blind Spot Information System) with cross-traffic alert, and inflatable rear outboard safety belts.

¹Using 93-octane fuel. ²Available feature. ³Actual mileage will vary.





The 2015 Lincoln MKS

Embrace beauty. Outside, a signature Lincoln grille exudes the subtle elegance you'd expect from a luxury sedan, while beautiful, flowing lines create the perfect entry to an open interior complete with rich woods and handcrafted premium Bridge of Weir® leather-trimmed seating – vented in front for your comfort. Lincoln Drive Control constantly adjusts the suspension for a smooth ride and great handling. The 3.7L Ti-VCT V6 engine has Active Grille Shutters that automatically close to improve aerodynamics and enhance fuel efficiency¹ – making every ride a beautiful adventure.

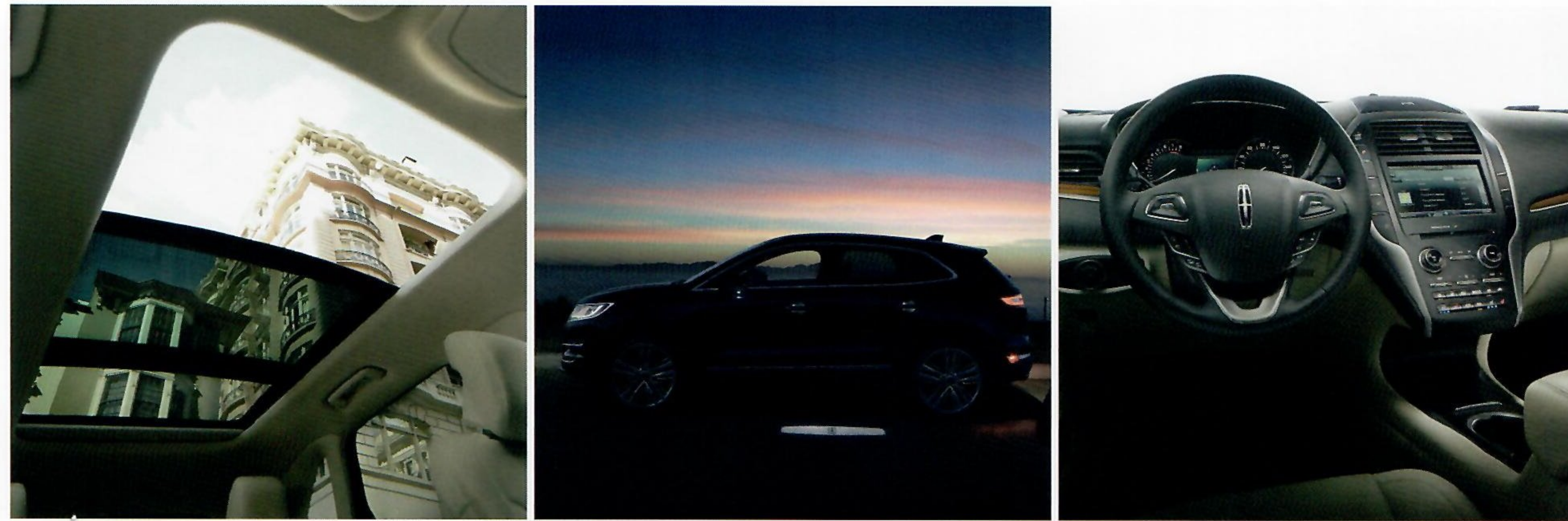


Available Highlights: 3.5L EcoBoost® V6, BLIS® (Blind Spot Information System) with cross-traffic alert, adaptive cruise control and collision warning with brake support, Lane-Keeping System, active park assist, Navigation System, dual-panel moonroof, and THX® II Certified Audio System.

¹EPA-estimated rating: 19 city/28 hwy/22 combined mpg, 3.7L V6, FWD. Actual mileage will vary.

The first-ever 2015 Lincoln MKC

Enjoy the moment. Now, stunning design is infused with equally purposeful function. Like the luxurious seats trimmed with available, class-exclusive¹ Bridge of Weir® Deepsoft leather.² Dramatic HID headlamps that are more visible than conventional headlamps. A class-exclusive push-button shift transmission that is seamlessly integrated into the instrument panel. And Lincoln Drive Control² that lets you choose between 3 drive modes – Comfort, Normal or Sport – to match your driving style. With your smartphone and MyLincoln Mobile™ app³ – enabled by an embedded modem² – you can program your vehicle to start remotely at a specified time with your customized climate settings.⁴ And the warmth of Lincoln Experiences – elegant touches like a welcome mat cast upon the ground to illuminate your path, and door handles that glow just so – is what makes every minute in MKC your own.



Available Highlights: Turbocharged direct-injected 2.3L EcoBoost® I-4 engine with 285 horsepower⁵ and 305 lb.-ft. of torque,⁵ Intelligent all-wheel drive, Lane-Keeping System, adaptive cruise control, active park assist with class-exclusive park out assist, Enhanced THX® II Certified Audio System, hands-free power liftgate, panoramic Vista Roof® with sunshade, class-exclusive Bridge of Weir leather with French stitching and real wood accents.

¹Class is Luxury Small Utilities. ²Available feature. ³MyLincoln Mobile App is available through a free download. The embedded modem is included in the Reserve Equipment Group only. Service included for 4 years. Text and data rates apply to usage. ⁴Allows you to adjust to 72°, or the last temperature set. ⁵Using 93-octane fuel.





The 2015 Lincoln MKT

Find your comfort zone. Inside, seating for up to 7, heated and cooled 1st-row seats, heated 2nd-row outboard seats, and best-in-class 2nd-row leg room¹ give new meaning to comfort. Front airbags and side-curtain airbags² for all 3 rows add a sense of security – as does the SOS Post-Crash Alert System™ that can unlock doors and flash lights to let others know you need help.³ SYNC® with MyLincoln Touch™⁴ makes keeping in touch seamless. And the 303 horsepower from the standard 3.7L V6 engine gives you the power to make your drive your own.



Available Highlights: 3.5L EcoBoost® V6 engine; Lincoln Drive Control; Lane-Keeping System; 3rd-row PowerFold® bench seat; power, panoramic Vista Roof;® THX® II Certified Audio System; active park assist; 2nd-row refrigerated console; and Dual-Headrest DVD Entertainment System.

¹Class is Luxury Large Utilities. ²Always wear your safety belt and secure children in the rear seat. ³SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner. ⁴Driving while distracted can result in loss of vehicle control. Only use SYNC/MyLincoln Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

The reimagined 2015 Lincoln Navigator

Exude confidence. From the redesigned exterior with a signature Lincoln grille and bi-functional HID headlamps with LED signature accent lamps and daytime running lamps to the graceful wraparound taillamps, Navigator is both stylish and functional. A glowing welcome mat greets you upon your arrival, while a spacious interior with 3 rows of seating and plenty of cargo room boasts genuine wood accents and rich, leather-trimmed driver and front-passenger seats – heated and cooled – and adjustable in 10 ways. Push-button start fires up the standard 3.5L EcoBoost® V6 engine with twin turbochargers and gives Navigator smooth power on demand with 380 horsepower¹ and 460 lb.-ft. of torque¹ for impressive power, overall performance, best-in-class fuel economy,² and best-in-class towing.³ And Lincoln Drive Control⁴ lets you choose between 3 drive modes – Comfort, Normal or Sport – to confidently match your driving style.



Available Highlights: Lincoln Drive Control with continuously controlled damping (CCD), Control Trac® 4-wheel drive (4WD), power moonroof, power running boards, power liftgate, THX® II Certified Audio System, and Lincoln Navigator L.

¹Using 93-octane fuel. ²EPA-estimated rating: 16 city/22 hwy/18 combined mpg, RWD. Actual mileage will vary. Class is Luxury Extended Utilities. ³When properly equipped. ⁴Available feature.



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