



**THE LINCOLN  
MOTOR COMPANY**

## Stand apart from the crowd.

There is luxury for the masses. And then there is luxury for the individual.

Lincoln vehicles are designed to convey a sense of subtle elegance and tasteful design that lets you express exactly who you are: nobody else. And they're backed by power options that include hybrid and EcoBoost,<sup>®</sup> as well as a plethora of sophisticated technologies.

At the leading edge is the new 2015 Lincoln MKC. With its stunning design and inviting array of welcoming features, it's made to create the kind of experiences that are as unique as our drivers.



## The new 2015 Lincoln MKC – Embrace change. It will return the favor.

We're pleased to introduce you to the new Lincoln MKC. From the moment you meet it, you'll sense the warmth of Lincoln Experiences – elegant touches designed to invite you in, every time you drive. As you approach, MKC positively lights up. The door handles glow, bathed in light with an intensity tuned specifically to the exterior vehicle color. A welcome mat, cast upon the ground, illuminates your path. Inside, ambient lighting<sup>1</sup> lights the interior, which is open and flowing, thanks to an innovative push-button shift transmission.



With its wide track and solid, athletic stance, MKC is made for hugging curves. And to embrace your cargo needs, MKC has a brilliantly convenient solution: To access the rear when your arms are full, just kick your foot underneath the rear bumper, and the wraparound liftgate opens.<sup>1</sup> **Highlights:** Fully turbocharged lineup featuring the new 2.3L EcoBoost® I-4 engine,<sup>1</sup> Intelligent all-wheel drive,<sup>1</sup> push-button transmission, 7 standard airbags,<sup>2</sup> Lane-Keeping System,<sup>1</sup> adaptive cruise control,<sup>1</sup> SYNC® with MyLincoln Touch,<sup>™</sup> MyLincoln Mobile<sup>™</sup> app,<sup>1</sup> active park assist featuring park-out assist,<sup>1</sup> enhanced THX® audio,<sup>1</sup> hands-free liftgate,<sup>1</sup> Bridge of Weir<sup>™</sup> leather with French stitching,<sup>1</sup> and real wood accents.<sup>1</sup>

Coming Summer 2014. Pre-production model shown. <sup>1</sup>Available feature. <sup>2</sup>Always wear your safety belt and secure children in the rear seat.

## 2015 Lincoln Navigator – Strength and beauty emanate – inside and out.

Even from afar, you'll feel welcomed by the redesigned Lincoln Navigator. Complete with a refreshed exterior, a signature Lincoln front grille, and a newly designed interior with all of the comforts you've come to expect from Lincoln. A refined twin-turbocharged engine boasts the power to move you anywhere, while an LED welcome mat illuminates the ground in front of you as you approach, making it easy to see why there's nowhere else you'd rather be.



Its exterior lines are as alluring as the many new features that unfold when you step inside. **Highlights:** 3.5L twin-turbo, direct-injection EcoBoost® V6 engine; Intelligent Access with push-button start; BLIS® (Blind Spot Information System); rear view camera; SYNC® with MyLincoln Touch™; hill start assist<sup>1</sup>; Lincoln Drive Control featuring continuously controlled damping (CCD)<sup>1</sup> and electronic power-assisted steering (EPAS); ambient lighting; and THX® II Certified Audio System.

Coming Summer 2014. Pre-production model shown. <sup>1</sup>Available feature.

## 2014 Lincoln MKZ and MKZ Hybrid – Different perspectives. Same starting price.

With an EPA-estimated 45/45/45 city/highway/combined mpg, MKZ hybrid is the most fuel-efficient luxury hybrid in America.<sup>1</sup> Is hybrid power right for you? To make your choice easier, we've leveled the proverbial playing field. Unlike other luxury cars, MKZ hybrid is offered at the exact same starting price as the gasoline-powered model.



The 2013 MKZ was awarded "Highest Ranked Vehicle Appeal among Compact Premium Cars" by J.D. Power.<sup>2</sup> Not surprising for a car that offers such impressive features. **Highlights:** 2.0L EcoBoost® I-4 engine, 3.7L Ti-VCT V6 engine<sup>3</sup> or hybrid, Lincoln Drive Control, retractable panoramic glass roof,<sup>3</sup> push-button transmission, Lane-Keeping System,<sup>3</sup> active park assist,<sup>3</sup> adaptive cruise control,<sup>3</sup> SYNC® with MyLincoln Touch™ and inflatable rear outboard safety belts.<sup>3</sup>

<sup>1</sup>EPA-estimated rating of 45 city/45 hwy/45 combined mpg. Actual mileage will vary. <sup>2</sup>The Lincoln MKZ received the highest numerical score among compact premium cars in the proprietary J.D. Power 2013 Automotive Performance, Execution and Layout Study.<sup>™</sup> Study based on 83,442 total responses from new-vehicle owners of 230 models, and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February–May 2013. Your experiences may vary. Visit [jdpower.com](http://jdpower.com). <sup>3</sup>Available feature.

## 2014 Lincoln MKS – The most exquisite experiences are crafted one at a time.

And they seem effortless. Like the ease of driving Lincoln MKS. Beautiful, flowing lines open to an interior of handcrafted leather and rich woods. Its signature grille exudes the subtle elegance you'd expect from a luxury sedan that takes your personal time seriously.



Soak it all in. Peaceful, tranquil and timeless. Step inside, and a commanding seating position gives you a clear view of what lies ahead. The roomy back seat and spacious trunk provide plenty of room, too. **Highlights:** 3.5L EcoBoost® V6<sup>1</sup> or 3.7L Ti-VCT V6 engine, Lincoln Drive Control, Blind Spot Information System,<sup>1</sup> adaptive cruise control,<sup>1</sup> Lane-Keeping System,<sup>1</sup> active park assist,<sup>1</sup> heated and cooled front seats, Bridge of Weir™ leather trim, Navigation System<sup>1</sup> and dual-panel moonroof.<sup>1</sup>

<sup>1</sup>Available feature.

## 2014 Lincoln MKX – Forward thinking moves you ahead, beautifully.

It's not just the ease of folding rear seats that provide more space with the touch of a button, or the flowing cockpit-style interior that puts technology right at your fingertips. With Lincoln MKX, it's also the modern style of aluminum appliques, and impeccably tailored leather-trimmed seating with dark Tuxedo stripes<sup>1</sup> and red accent stitching.<sup>1</sup>

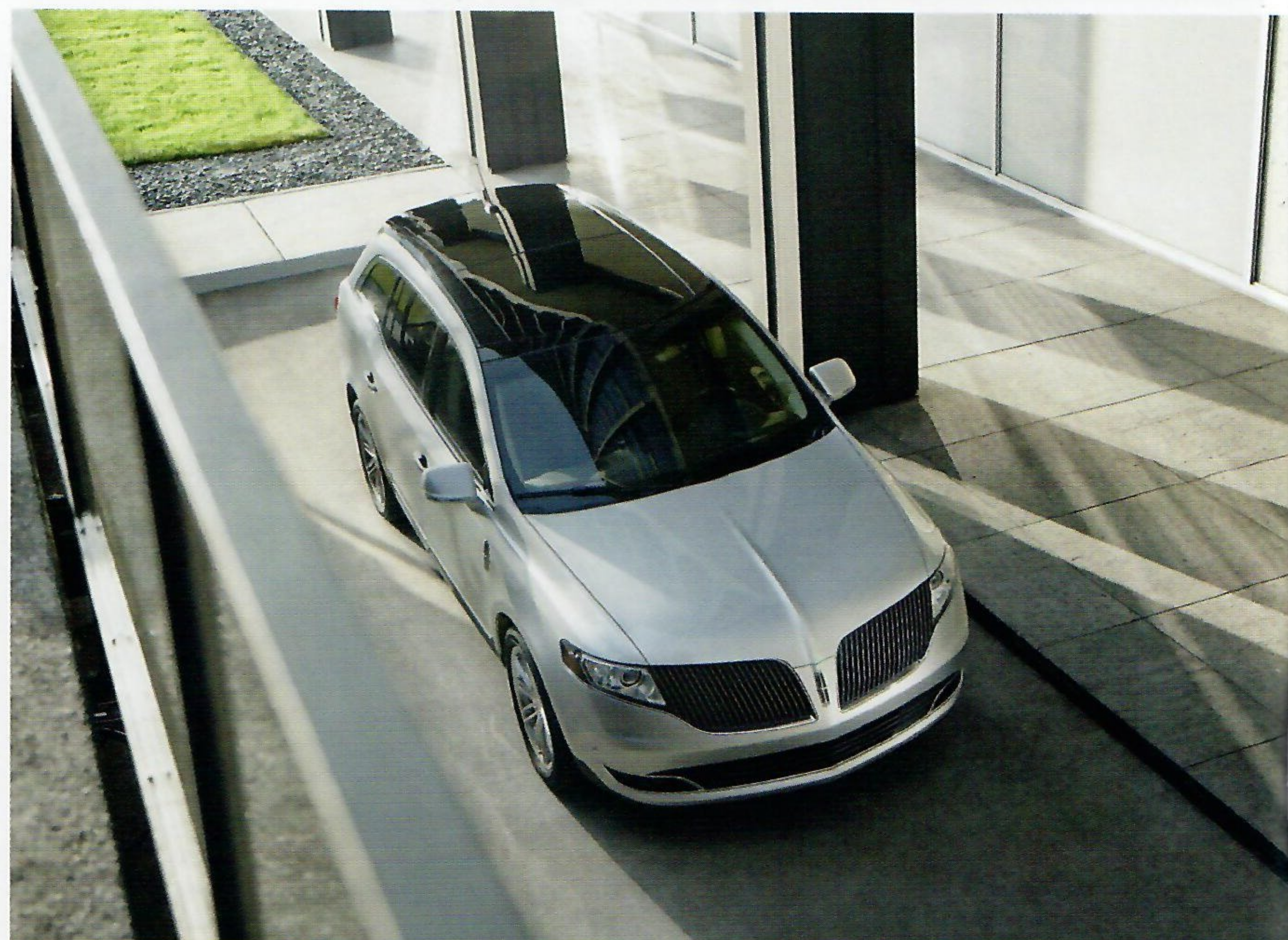


The modern design is indicative of its progressive character and flexible attitude. The versatile Lincoln MKX easily accommodates passengers and cargo, whether the journey is a planned trip or impromptu adventure. **Highlights:** 3.7L Ti-VCT V6 engine, 6-speed SelectShift<sup>®</sup> automatic transmission, adaptive cruise control,<sup>1</sup> Blind Spot Information System with cross-traffic alert,<sup>1</sup> 10-way heated and cooled front seats, heated steering wheel,<sup>1</sup> adaptive HID headlamps,<sup>1</sup> THX<sup>®</sup> II Certified Audio System,<sup>1</sup> and Remote Start System.

<sup>1</sup>Available feature.

## 2014 Lincoln MKT – The invitation simply says, “Everyone is welcome.”

MKT is progressive in its form, and spacious enough to seat up to 7. An open, flowing console sweeps from front to back just as elegantly as the body lines extend from the intricate front grille to the shapely rear. From beginning to end, Lincoln MKT makes every journey worth taking.



Inside, the space is surprisingly expansive and includes 2nd-row inflatable rear outboard safety belts<sup>1</sup> (a luxury-automotive first), climate-controlled seating<sup>1</sup> and best-in-class 2nd-row leg room.<sup>2</sup> And here's something you wouldn't expect: a refrigerated 2nd-row console! **Highlights:** 3.5L EcoBoost® V6 engine,<sup>1</sup> Lincoln Drive Control,<sup>1</sup> Lane-Keeping System,<sup>1</sup> 3rd-row PowerFold® bench seat,<sup>1</sup> power panoramic Vista Roof,<sup>1</sup> THX® II Certified Audio System,<sup>1</sup> SYNC® with MyLincoln Touch,<sup>1</sup> active park assist,<sup>1</sup> adaptive HID headlamps, and a Dual-Headrest DVD Entertainment System.<sup>1</sup>

<sup>1</sup>Available feature. <sup>2</sup>Class is Luxury Large Utilities.





**Lincoln Drive Control – Every second, you'll feel its dynamic interaction.**

Like life, roads have their ups and downs. Their twists and turns. The heart-racing curves are accompanied by long, sometimes potholed stretches. The secret is adapting, at every moment. We have this down to a science. Literally. Using a suite of advanced sensors, Lincoln Drive Control<sup>1</sup> constantly adjusts its suspension in the blink of an eye to give you the best of both worlds. It helps you carve corners with agility, and travel comfortably over harsh surfaces. At any point, if you choose to dial up the yin or the yang, the choice is yours: Select Sport<sup>2</sup> or Comfort for a change from Normal.

<sup>1</sup>Available on select vehicles. <sup>2</sup>Not available on MKZ Hybrid.



### Available driver-assist systems<sup>1</sup> – Wonder what you've been missing?

There's so much intrigue in this world. The question of what's beside you, behind you or in front of you on a busy road shouldn't be part of the mysterious unknown. Allow us to shed some light on the subject.

Equipped with ultrasonic sensing<sup>1</sup> and miniature cameras,<sup>1</sup> Lincoln vehicles can help detect certain things that you may not. For instance, they can alert you to objects in your blind spots.<sup>1</sup> When backing out of driveways and parking spots, an audible alert system can help warn if traffic is crossing the path behind you.<sup>1</sup> And also display guidelines and full-color images of the area behind your vehicle to assist you, and to keep a mindful eye to guard the recycling bin.<sup>1</sup> In addition, they can watch for lane drift, then offer a gentle nudge or shudder of the steering wheel to alert you to steer back toward the middle of your lane if necessary.<sup>1</sup> The more you know, the better.

<sup>1</sup>Reverse Sensing System, BLIS® (Blind Spot Information System) with cross-traffic alert, rear view camera and Lane-Keeping System are available on select vehicles. Lane-Keeping System does not control steering. Driver-assist features are supplemental and do not replace the driver's judgment.

## **SYNC with MyLincoln Touch – One seamless system connects all sides of you.**

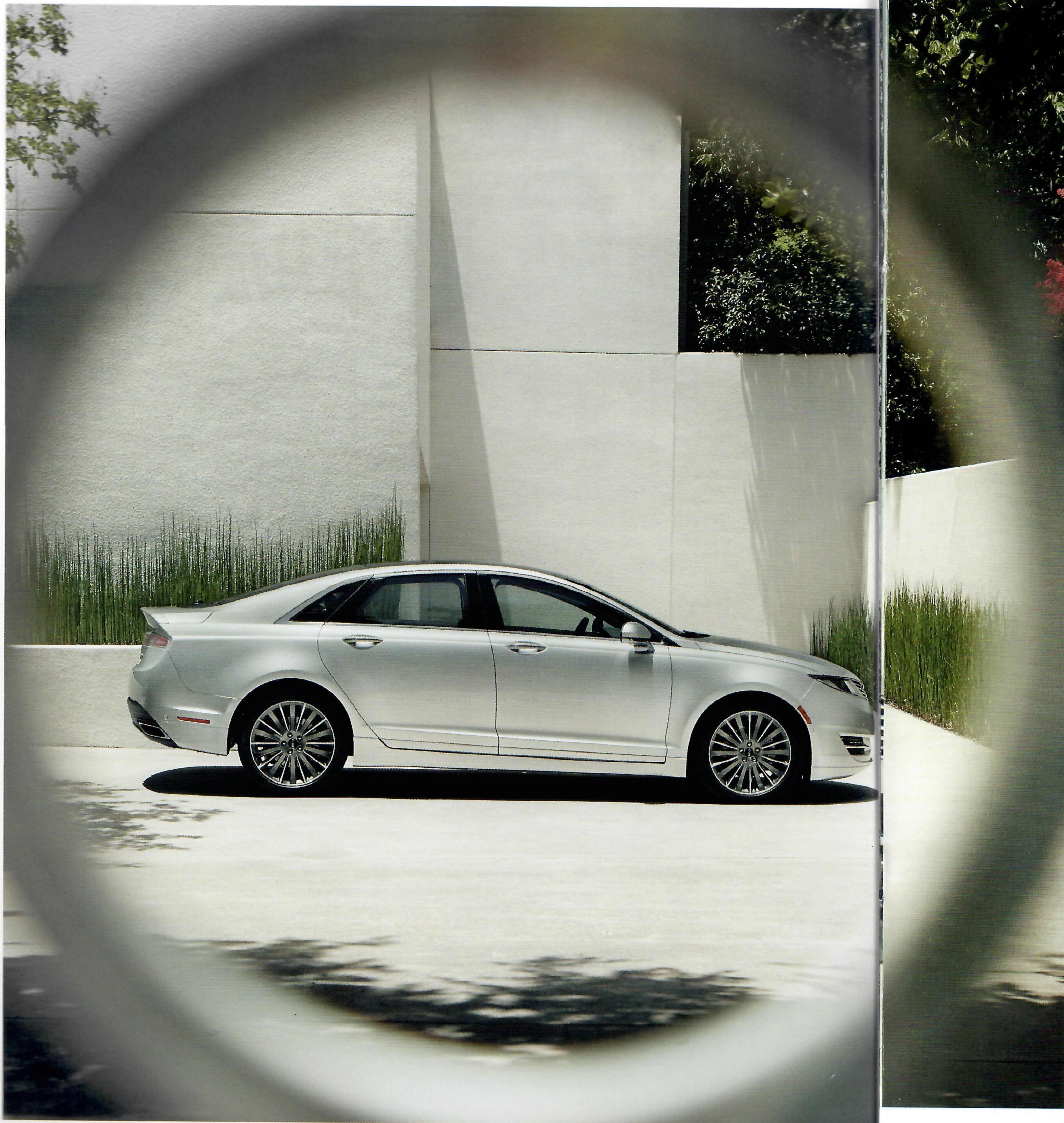
The conversationalist. The audiophile. The protector. The provider. Phone, entertainment, navigation,<sup>1</sup> climate. See the connection? For the many things you do, we offer a single, simple interface: SYNC<sup>®</sup> with MyLincoln Touch.<sup>™2</sup>

With vibrant, color-coded graphics, your choices are clear. A large, full-color center screen and crisp LCD gauges are supported by intuitive buttons on the steering wheel. Touch what you need, or control it with easy voice commands.

Dial numbers and answer calls without picking up your phone. Your contacts download automatically. Request music from favorite sources, including your MP3 player, phone, USB or SD card, then achieve auditory bliss compliments of the THX<sup>®</sup> II Certified Audio System.<sup>1</sup> Simply state a street address, and the Navigation System<sup>1</sup> will direct you to your destination, even while you are en route. SYNC with MyLincoln Touch brings it all together, beautifully.

<sup>1</sup>Available feature. <sup>2</sup>Driving 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.





### **Active park assist – Tight spot? We'll maneuver you into it.**

Thanks to active park assist,<sup>1</sup> you can leave your parallel parking concerns at the curb. Let us handle the steering for you. Using ultrasonic sensors, this advanced system locates an appropriate space, then literally steers into it for you while you control the brake and accelerator pedals. Here's another feature designed to take the stress out of driving: adaptive cruise control.<sup>1</sup> When cruising on the expressway, you can't control the driver in front of you. Are you too close? Is he slowing down? To ease these concerns, adaptive cruise control<sup>1</sup> can detect the vehicle in front of you, then smoothly adjust your speed to maintain your preset gap from it. Smart. And simple.

<sup>1</sup>Available on select vehicles. Driver-assist features are supplemental and do not replace the driver's judgment.

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