



L I N C O L N

NEWS

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NEW LINCOLN LIVERY SOLUTIONS BASED ON MKT TO OFFER ALL-WHEEL DRIVE, STANDARD WI-FI

- Lincoln is offering two new livery vehicles based on the Lincoln MKT for operators and customers looking for a modern luxury ride. Both the standard livery and modified heavy-duty chassis for limousine modification offer a higher roofline, sophisticated seating, a spacious trunk and superior ingress and egress
- As an evolution beyond the Lincoln Town Car, the new Lincoln livery solutions will deliver abundant technologies such as Lincoln SYNC[®], hands-free navigation, standard Wi-Fi capability and a rear view camera system to create a comfortable working environment for the driver and passenger
- In addition to the standard livery version with available all-wheel drive, a limo chassis version also will be available for aftermarket upfitting into a limousine, which comes with unique components such as heavy-duty suspension, wheels and tires, brake system and transmission. Equipped with standard all-wheel drive, the chassis will support a wheelbase increase of up to 120 inches (10 feet) for a limousine

CHICAGO, Sept. 29, 2010 – Working from a proven platform that offers a luxury interior with modern technologies, Lincoln has created the next generation of livery solutions based off the Lincoln MKT. Modern, distinctive and high-tech, the new form of limousine and livery transportation offers everything owners and passengers are looking for in a luxury ride.

“Livery operators are looking for reliable and stylish transportation, and the new Lincoln livery and limousine solutions fit the bill in every capacity,” said Mark Fields, Ford president of The Americas. “The new solutions from Lincoln will be the best available, working off a solid base as the perfect way to achieve the versatility needed for executive transportation or a night out on the town that customers are looking for.”

The proportions of the Lincoln MKT provide easier ingress and egress, allow for all-wheel drive and provide the latest in-car Wi-Fi technologies for passengers to remain productive.

The craftsmanship taken from the Lincoln MKT is reflected in the livery and limousine versions with precise panel margins and high tactile quality of interior surfaces and trim. Inside, high-quality materials and precision-stitched craftsmanship are evident on every surface, such as the leather-trimmed seating. The vehicle also delivers luxurious ride quality consistent with Lincoln brand character.

The livery version is available in both FWD and on-demand AWD configurations, with engine availability to be announced later. The heavy-duty limousine chassis will feature standard all-wheel drive for stretch limousine construction up to an additional 120 inches (10 feet) in wheelbase.

To develop the new livery vehicle, engineers worked hand in hand with the Limo Livery Advisory board, which provided key input on vehicle attributes such as performance, comfort and functionality, in addition to the quality, reliability and durability the industry demands. They also went straight to the people who would be using the vehicles most – owners, drivers and passengers – to get a better understanding of their wants and needs.

“We conducted research to make sure we designed the new Lincoln livery solutions to truly deliver on the needs of operators to improve their business and provide end users modern transportation capable of full connectivity,” said Gerry Koss, fleet marketing manager.

“These industry stakeholders made it clear that this vehicle was the right direction because of the

great body proportions, choice of AWD with the livery version and standard AWD with the limousine version. Not to mention Lincoln's reputation for dependability, especially with specialty vehicles."

Luxurious comfort on the go

With modern attention to detail, the Lincoln livery and limousine solutions will put passengers on the move at ease thanks to the redesigned second row. The seat has been repositioned for additional legroom, and a switch controls the front passenger seat, providing even more legroom if necessary. The three-person seat also reclines for an additional level of comfort.

"A luxury car owner will not miss a beat sitting in the rear seat in the new Lincoln livery vehicles," said Scott Tobin, Lincoln vehicle line director. "We've enhanced the rear passenger experience so the rider is both extremely comfortable and can be very efficient at the same time."

A USB charging port and 110-volt plug in the second row helps riders stay connected while on the road. There are audio controls within reach from the second row. This will ensure that the vehicles are capable of supporting passengers wishing to remain connected and productive, together with Wi-Fi hot spot capability.

Additional features include:

- Puddle lamps on the rear doors
- Map and newspaper pockets on the back of the front seats
- Vanity mirrors in the headliner with integrated task light
- Continuous rear floor mat for both footwells

The Lincoln MKT-based livery product provides operators cargo capacity of 39.6 cubic feet, a significant improvement over the traditional sedans used in the industry today. With capacity to haul golf clubs or several pieces of baggage, the luggage area exceeds that of the current Town Car. An option of both a full and mini spare tire is available to help maximize the space. There's even a driver's storage area that has been incorporated into the luggage area.

High-tech touches

The Lincoln livery solution delivers abundant technologies aimed at making life easier for the driver. Navigation and Lincoln SYNC provides a smart, safe, simple way to connect drivers with in-car technologies and their digital lives.

“All of these tools will help drivers accomplish just as much in their car as they do now, but with less distraction,” said Tobin. “They’ll never have to take their hands off the steering wheel when putting an address into the Navigation System, for example.”

The livery vehicle also features:

- **BLIS[®] (Blind Spot Information System) with cross-traffic alert:** The system uses two radar sensors located in the rear quarter panels to detect vehicles in the surrounding lanes. If a vehicle is detected in the driver’s blind spot zones, the system alerts the driver with a warning light in the sideview mirror.
- **Rear view camera:** When the vehicle is in rear camera mode, a color image with guidance markers on the rearview mirror will assist the driver in backing up.

Limousine option available

In addition to the new Lincoln livery solution, a specially engineered heavy-duty limousine chassis also is available. By stretching up to 120 inches or 10 feet extra length to support the standard all-wheel-drive powertrain, engineers have created a capable limousine chassis that will satisfy both operators and customers in all seasons.

The limousine chassis comes complete with several heavy-duty components, such as upgraded suspension, electric power-assisted steering (EPAS) and transmission. It’s offered with on-demand AWD, and has everything from unique wheels and tires to unique wheel bearings and an upsized brake system.

The limousine also has the third row removed, and comes equipped with a full-size spare tire. Available technology includes a rear view camera system and Lincoln SYNC.

“The limousine complements the livery vehicle so that we have a vehicle ready for every passenger situation,” said Koss. “Both vehicles will deliver the features and content this industry requires in addition to the quality, reliability and durability they demand.”

Technology under the skin

The new Lincoln livery solutions feature safety technologies from the Lincoln MKT, including Ford’s Trinity Front Crash Body Architecture. The energy-absorbing body structure is optimized for strength and stiffness and features octagonal front frame rails, engine cradle/front subframe and “shotgun” front structural members designed to absorb and redirect crash forces away from the passenger compartment.

It also includes Side Protection And Cabin Enhancement Architecture (SPACE[®]) to optimize side-impact occupant protection. The SPACE system integrates a hydroformed high-strength steel tube in the floor that runs the width of the vehicle from B-pillar to B-pillar and reinforcements along the rocker panels to help protect passengers in side-impact incidents.

The Personal Safety System[™] also is available, which combines multiple technologies to tailor the airbag package and seat belt functions to the individual passenger and the accident circumstances. The system can identify variables, such as severity of the crash, weight of the individual passenger and seat belt usage, to adjust airbag deployment force.

Lincoln’s new livery solutions will be manufactured at Oakville Assembly Complex starting in the first quarter of 2012. Town Car production ends in late August 2011, at which time livery owners and operators should begin working with their dealer partners to ensure their fleet planning needs are met between now and 2012.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 159,000 employees and about 70 plants worldwide, the company’s automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford’s products, please visit www.ford.com.