

LINCOLN BLACK LABEL is your invitation to a uniquely elevated automotive experience, one that revolves around you. Our 2020 collection features carefully curated design themes inspired by the love of travel, the arts, culture, architecture and more. We welcome you to explore each theme and its premium materials at your leisure with a one-on-one consultation in the Lincoln Black Label studio at your dealership or another place of your choosing! We will be pleased to bring a test-drive vehicle to your choice of location as well! When your new Lincoln is ready, we will deliver it directly to you,¹ so you may begin accessing your extraordinary member privileges. This is ownership on your terms. It's luxury exemplified, inside and out.

Vehicles available at Lincoln Black Label Dealers only. ¹Restrictions may apply. See a participating Lincoln Black Label Dealer for complete details.

MEMBER PRIVILEGES

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,¹ **Annual Vehicle Detailings**² and much more.

CONTROL ON YOUR SMARTPHONE

For an effortless ownership experience, download the **Lincoln Way™ App**³ 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.⁴ 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.⁵ Plus, it makes it easy to redeem Lincoln Access Rewards points.

PUTTING TRAVEL STRESS ON STANDBY

As a Lincoln Black Label owner, you and your spouse or significant other can enjoy a complimentary 12-month **CLEAR® Membership**.⁶ CLEAR biometric technology helps you bypass security lines at 50+ of the busiest airports, stadiums and other venues nationwide.



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.¹⁷ 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 items, and includes complimentary **Lincoln Pickup & Delivery™** within a 50-mile radius.⁹ We'll even leave you with a complimentary **Lincoln Loaner**² 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.¹⁰

LINCOLN ROADSIDE ASSISTANCE

Travel confidently with 24/7 assistance nationwide.¹¹

LINCOLN BLACK LABEL CONCIERGE

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

¹Reservation 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. ²Restrictions may apply. See a participating Lincoln Black Label Dealer for complete details. ³Available via download and compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply. ⁴At 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 (standard on select vehicles) 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. ⁵Wi-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. For 2020 Aviator and Navigator models, Wi-Fi hotspot includes unlimited wireless data trial for 1 month that begins upon AT&T activation. To activate, go to www.att.com/lincoln. ⁶CLEAR is currently available to U.S. citizens and legal permanent residents with valid photo I.D. Program eligibility for new retail purchases of 2018 and newer model-year Lincoln vehicles (12 months on Lincoln Black Label models; 6 months on all other Lincoln models). Full CLEAR enrollment, including biometrics, required to be completed within 120 days of vehicle delivery. 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. ⁹Service is available for retail and warranty repair. ¹⁰During ownership by first registered Lincoln Black Label owner. ¹¹Coverage, 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
Coastal Blue Venetian/Whitewashed Teak

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 are wrapped in Coastal Blue Venetian leather 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 seats. 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. Espresso and Alpine colored leathers commingle in this alluring space featuring Venetian leather seats with Lincoln Star perforation pattern inserts and a luxurious Alpine colored Dinamica headliner. Soothingly linear Silverwood appliqué guide you toward rejuvenating peace.



DESTINATION
Mahogany Red Venetian/Khaya



CHALET
Alpine Venetian/Silverwood



LINCOLN BLACK LABEL
AVIATOR

FLIGHT

Take control with the all-new Flight theme offered exclusively on Lincoln Black Label Aviator. Luggage Tan colored Savannah leather 1st- and 2nd-row seats 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 Savannah leather 1st- and 2nd-row seats with dazzling diamond-weave perforation pattern inserts. Khaya wood accentuates the horizontal forms of the instrument panel and more. 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 Savannah leather 1st- and 2nd-row seats and the Lincoln Black Label Star logo etched into the instrument panel's Silverwood appliqué exemplify the luxuries within this striking space.



FLIGHT
Luggage Tan Savannah/Darker Full Engine Turn



DESTINATION
Mahogany Red Savannah/Khaya



CHALET
Alpine Savannah/Silverwood

LINCOLN BLACK LABEL
NAUTILUS

GALA
Treat yourself to the sparkle and mystique of a prestigious cosmopolitan event with the glamorous Gala theme. Within this gorgeous space, Carmine Venetian and Onyx leathers mingle in decadent contrast, while Linking-L perforation pattern seat inserts, intricate Nouveau Armor aluminum appliqués and the sueded feel of the Alcantara® headliner add to the seductively tailored details that create the Gala experience.

THOROUGHBRED
This dynamic theme is for those with a penchant for sporting refinement. Richly toned Chestnut leather is accented by Chilean Maple open-pore wood trim. The suede-like headliner is wrapped in Jet Black Alcantara. Jet Black Venetian leather seats feature Diamond-L perforation pattern inserts and Terra Cotta accent stitching. Honoring American equine culture, Thoroughbred exudes the majesty and strength of a champion.

CHALET
The breathtaking Chalet theme evokes the contrasting pleasures of cool, crisp mountain air and the warmth of an après-ski lodge. Alpine Venetian leather seats feature the Lincoln Star perforation pattern inserts. Alpine and Espresso colored leathers combine with the softness of an Alcantara headliner and the beauty of Silverwood appliqués to create a welcoming space that inspires rejuvenation.



GALA
Carmine Venetian/Nouveau Armor



THOROUGHBRED
Jet Black Venetian/Chilean Maple



CHALET
Alpine Venetian/Silverwood

LINCOLN BLACK LABEL
CONTINENTAL

COACH DOOR
Travel at the height of glamour in the limited-edition 2020 Lincoln Black Label Continental Coach Door.¹ Paying tribute to the iconic style of the 1960s with its expansive center-opening doors, this remarkable sedan invites you to enter in the style of presidents, royalty and superstars. Available in limited quantities, this encore edition of a timeless classic is offered in your choice of Thoroughbred or Chalet theme.

RHAPSODY
A symphony of sensations, the enchanting Rhapsody theme is inspired by the world of music, sound and style. Venetian leather seats feature suede-like Alcantara® inserts with the Linking-L perforation pattern. Alcantara also accents the carpeted floor mats and wraps the headliner – all in brilliant Rhapsody Blue – while Silver Mesh appliqués evoke the dazzling shimmer of twinkling high notes.

THOROUGHbred
The regal Thoroughbred theme honors the distinguished lifestyle of elite horse racing. Richly toned Belmont leather is complemented by the dynamic grain of Chilean Maple wood trim, while the graceful forms of the Jet Black Venetian leather seats are accented by Diamond-L perforation pattern inserts. Alcantara gives the Jet Black headliner and carpeted floor mat accents a smooth finish reminiscent of a fine steed.

CHALET
This thrilling theme features an engaging combination of Alpine and Espresso colored leathers. The instrument panel, steering wheel, luxury console and doors are graced by sparkling Silverwood appliqués. Venetian leather seats with Lincoln Star perforation pattern inserts are combined with an Alcantara headliner and carpeted floor mat accents to evoke the comforting welcome of a mountainside Chalet.



COACH DOOR¹
Chalet (shown) or Thoroughbred



RHAPSODY
Rhapsody Blue Venetian & Alcantara/Silver Mesh



THOROUGHbred
Jet Black Venetian/Chilean Maple

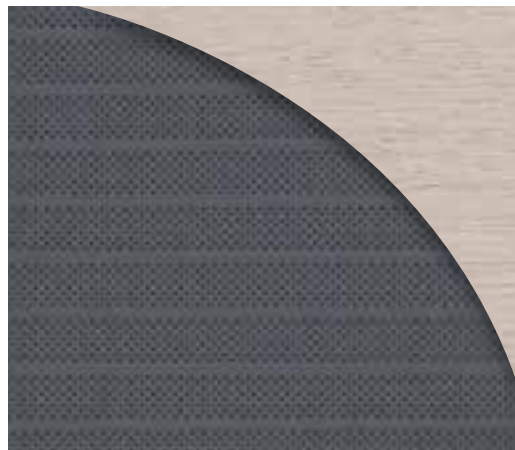


CHALET
Alpine Venetian/Silverwood

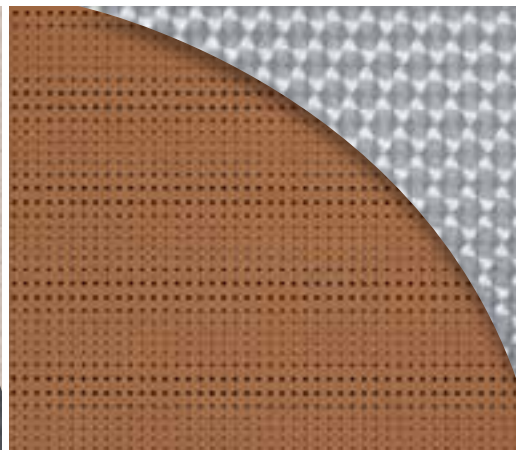
¹Coming Spring 2020. Limited quantities. Pre-production model shown.

METICULOUSLY CRAFTED

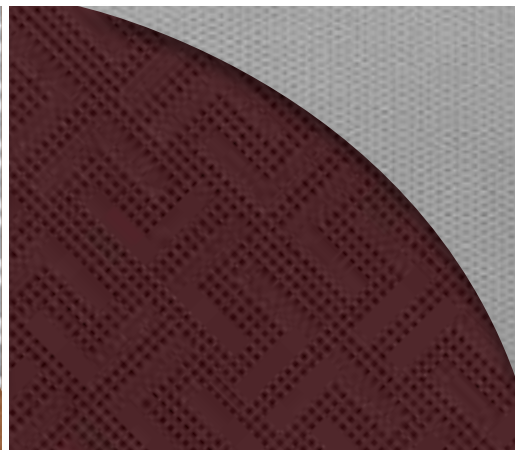
Less than 1% of hides produced globally are selected by a 3rd-generation craftsman at Eagle Ottawa – a tannery since 1865 – then transformed into our exclusive Venetian leather through a process that imparts the softest “hand” and outstanding durability. Custom perforation patterns and precise stitching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



YACHT CLUB
Coastal Blue Venetian/Whitewashed Teak
Navigator
2-6



FLIGHT
Luggage Tan Savannah/Darker Full Engine Turn
Aviator
2-4, 7, 11



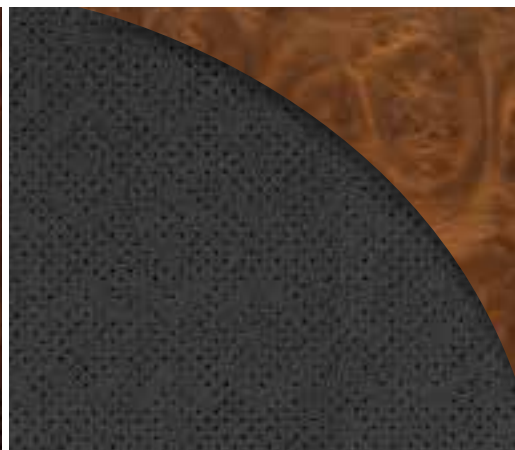
GALA
Carmine Venetian/Nouveau Armor
Nautilus
1-4



RHAPSODY
Rhapsody Blue Venetian & Alcantara®/Silver Mesh
Continental
2-6



DESTINATION
Mahogany Red Venetian/Khaya
Navigator Aviator
1-4 1-4, 7



THOROUGHbred
Jet Black Venetian/Chilean Maple²
Nautilus Continental
2-4, 8 2-4, 7
Coach Door³
2, 4



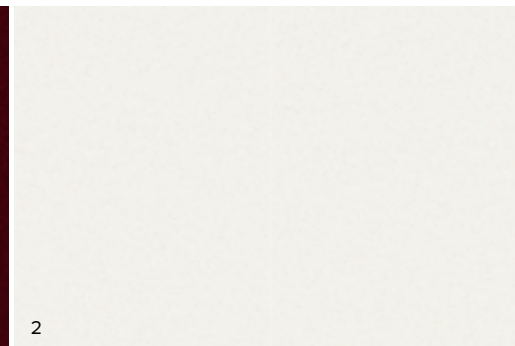
CHALET
Alpine Venetian/Silverwood
Navigator Aviator Nautilus Continental
1-6, 9 1-4, 7, 11 1-5, 8, 10 2-7
Coach Door³
2, 4, 6

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
Burgundy Velvet



2
Pristine White



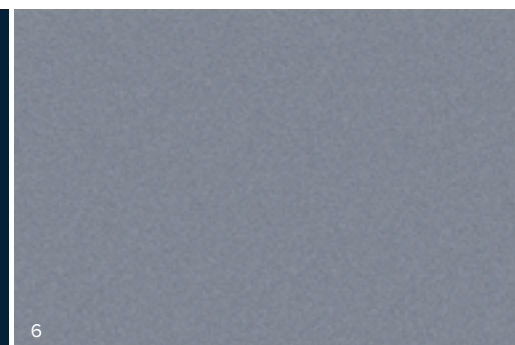
3
Silver Radiance



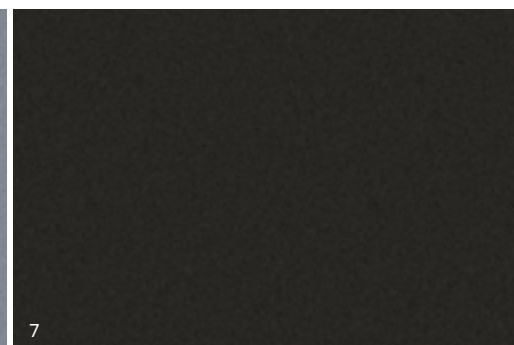
4
Infinite Black



5
Rhapsody Blue



6
Chroma Crystal Blue⁴



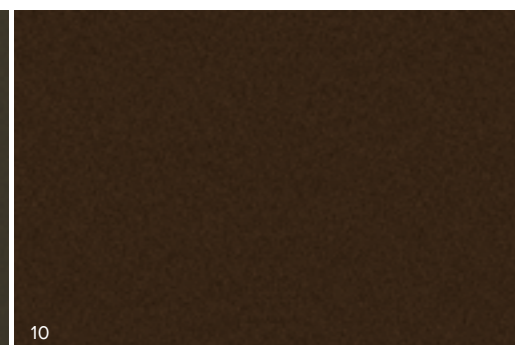
7
Chroma Caviar Dark Gray⁴



8
Chroma Elite Copper⁴



9
Chroma Molten Gold⁴



10
Ochre Brown



11
Flight Blue

Exterior and interior colors shown are representative only. ¹Savannah leather on Aviator. ²Open-pore finish on Nautilus. ³Coming Spring 2020. Limited quantities. ⁴Additional charge.

STANDARD FEATURES

LINCOLN CO-PILOT360™

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

DRIVER-ASSIST TECHNOLOGY

360-Degree Camera
Auto Hold
Autolamp Automatic On/Off Headlamps
Forward and Reverse Sensing Systems
Hill Start Assist
Rain-Sensing Windshield Wipers

DRIVER CONTROLS

Leather-wrapped steering wheel with controls for audio, media and cruise
Remote Start System
Universal garage door opener

CONNECTIVITY & ENTERTAINMENT

Lincoln Connect™¹ with 4G LTE Wi-Fi hotspot capability (enables Lincoln Way™ App² features when activated)
SiriusXM® with 6-month All Access trial subscription³
SYNC® 3 Enhanced Voice Recognition Communications and Entertainment System with LCD capacitive touchscreen, 911 Assist® SYNC 3 AppLink® Apple CarPlay® and Android Auto™ compatibility, and 2 smart-charging USB ports
Voice-Activated Touchscreen Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 6-year subscription³

LINCOLN EMBRACE

LED-illuminated exterior door handle pockets
Lincoln Approach Detection System
Lincoln Signature Lighting
Lincoln logo illuminated welcome mats

SAFETY & SECURITY

Personal Safety System™ with dual-stage front airbags⁴
Front-seat side airbags⁴
Safety Canopy® System with side-curtain airbags⁴ and rollover sensor
MyKey® technology
Perimeter alarm
SecuriCode™ invisible keypad
SecuriLock® Passive Anti-Theft System
SOS Post-Crash Alert System™
Tire Pressure Monitoring System (excludes spare)

NAVIGATOR & NAVIGATOR L

YACHT CLUB DESTINATION CHALET

PERFORMANCE & HANDLING

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
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)
Lincoln Drive Modes: Normal, Conserve, Excite, Slippery, Deep Conditions and Slow Climb

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 digital instrument cluster
Revel® Ultima Audio System with 20 speakers

TECHNOLOGICAL CONVENIENCES

Adaptive Cruise Control with Stop-and-Go
Enhanced Active Park Assist with Park Out Assist
Head-Up Display

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 with 2 pairs of wireless headphones)⁸
Cargo Convenience Package: Tiered Cargo Management System with 4-way configurable partition and roof-rack crossbars

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 @ 2,750 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 Hybrid engine
494 hp @ 5,500 rpm⁵ 630 lb.-ft. of torque @ 2,250 rpm⁵
Intelligent all-wheel drive (AWD)
Dynamic Handling Package: Adaptive Steering, 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, and Lincoln Dynamic Signature Lighting
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, 2-way 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,⁹ Soft Close Doors, and Wireless Charging Pad
Lincoln Co-Pilot360 Plus: Active Park Assist Plus, Adaptive Cruise Control with Traffic Jam Assist, Evasive Steering Assist, and Reverse Brake Assist

OPTIONS⁷

2nd-row 35/30/35 split bench seat with power tip-and-slide
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 and Wiring, Blind Spot Detection with Trailer Coverage, Smart Trailer Tow Connector, and Trailer Sway Control
Dynamic Handling Package: Adaptive Steering, Adaptive Suspension with Road Preview, and Air Glide Suspension with Dynamic Lower Entry (available on Aviator; standard on Grand Touring)

NAUTILUS

GALA THOROUGHbred CHALET

PERFORMANCE & HANDLING

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 LED signature lighting
Heated and ventilated front Comfort seats with 10-way power adjustability
Heated rear outboard seats and EasyFold® rear seat back release
Power-tilt/-telescoping steering column with memory
Revel Ultima Audio System with 19 speakers

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, Enhanced Active Park Assist, and Adaptive Cruise Control with Stop-and-Go and Lane Centering
Wireless Charging Pad

OPTIONS⁷

Heated and ventilated front Ultra Comfort Seats with Active Motion massage functionality and 22-way power adjustability including thigh extenders and head restraints
Satin roof-rack side rails
Cargo Utility Package: Rear Cargo Management System, below-floor molded-plastic storage bins and spare tire cover, reversible cargo mat, 110V/150W AC power outlet, and interior cargo cover
Class II Trailer Tow Package: Trailer Sway Control; 3,500 lbs. max.⁶ (requires Cargo Utility Package)

CONTINENTAL

COACH DOOR¹⁰ RHAPSODY THOROUGHbred CHALET

PERFORMANCE & HANDLING

Twin-Turbocharged 2.7-liter V6 engine
335 hp @ 5,700 rpm⁵ 380 lb.-ft. of torque @ 3,500 rpm⁵
Lincoln Drive Control featuring Adaptive Suspension

WARM & WELCOMING

Hands-free, foot-activated trunk lid
Heated steering wheel
Light Touch Door Handles with soft close
Power rear-window sunshade
Twin-panel moonroof with power sunshade

DESIGN & COMFORT

Heated and ventilated front Perfect Position Seats with Active Motion massage functionality and 30-way power adjustability including thigh extenders and head restraints
Heated rear outboard seats
Premium LED headlamps with Dynamic Lincoln Embrace
Revel Ultima Audio System with 19 speakers

SAFETY & SECURITY

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

TECHNOLOGICAL CONVENIENCES

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

OPTIONS⁷

Twin-Turbocharged 3.0-liter V6 engine and Intelligent all-wheel drive (AWD) (includes Dynamic Torque Vectoring)
400 hp @ 5,750 rpm⁵ 400 lb.-ft. of torque @ 2,750 rpm⁵
Rear-Seat Package: 40/20/40 split rear seat; rear center armrest with LCD screen, rear climate controls and cupholders; heated and ventilated rear outboard seats with Active Motion massage functionality, door-mounted controls for power recline and 4-way power lumbar; manual rear head restraints with adjustable bolsters; inflatable rear outboard safety belts;⁴ rear-door window sunshades; and rear climate control B-pillar registers



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 (standard on select vehicles) 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. Wi-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. For 2020 Aviator and Navigator models, Wi-Fi hotspot includes unlimited wireless data trial for 1 month that begins upon AT&T activation. To activate, go to www.att.com/lincoln. ²Lincoln Way smartphone app, for use with Lincoln Connect, is available via download and compatible with select smartphone platforms. Lincoln Way is on the App Store® and Google Play.™ Learn more at lincolnway.com. Message and data rates may apply. ³All SiriusXM services require a subscription, sold separately by SiriusXM after the trial period. Fees and taxes apply. See SiriusXM Customer Agreement for complete terms at <http://www.siriusxm.com>. All fees, content and features are subject to change. Traffic information not available in all markets. SiriusXM satellite service for 2020 model-year Lincoln vehicles is not available in Puerto Rico; SiriusXM streaming service is available for purchase. ⁴Always wear your safety belt and secure children in the rear seat. ⁵Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary. ⁶When properly equipped. ⁷Availability varies. Restrictions may apply. See your dealer for details. ⁸Lincoln Licensed Accessory. ⁹Requires feature activation. Not compatible with all smartphones. ¹⁰Coming Spring 2020. Limited quantities.

Comparisons based on competitive models (Navigator class is Large Traditional Premium Utilities based on Lincoln segmentation; Aviator class is Large Crossover Premium Utilities starting at under \$75,000 based on Lincoln segmentation; Nautilus class is Medium Premium Utilities based on Lincoln segmentation; Continental class is Luxury Full-Size Sedans based on Lincoln segmentation), publicly available information and Lincoln certification data at time of release. 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.

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IT ALL STARTS with our SYNC® 3 voice-activated technology¹ connecting your tech with your Lincoln. It puts you in control of calls, music and more with the tap of a button on your steering wheel and simple voice commands. SYNC 3 AppLink^{®2} gives you voice control of compatible mobile apps on your connected phone. You can use it with the Waze^{™1,2,3} community-based traffic and navigation app on your iPhone.[®] It also works with the Lincoln+Alexa app;⁴ so you can ask Alexa to play music, control smart home devices and more while inside your vehicle. The system also features compatibility with Apple CarPlay^{®5} for your iPhone, or Android Auto^{™5} for your Android[™] smartphone. Lincoln Connect^{™6} with 4G LTE Wi-Fi hotspot capability lets you connect up to 10 devices at once.⁷ So everyone can enjoy their smartphones, tablets, gaming systems and more – from inside your Lincoln and up to 50' away.

REMAIN CONNECTED



¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Commands may vary by phone and AppLink software. ³Waze is available via iPhone with SYNC 3 and on Android Auto. Message and data rates may apply. ⁴Certain Alexa functionality is dependent on smart phone and home technology. ⁵Requires device with active data service and compatible software. SYNC 3 does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ⁶Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the page titled "Standard Features," and your Lincoln Dealer for details. ⁷Don't drive while distracted or while using handheld devices. Use voice controls.



NAVIGATOR



22" ULTRA-BRIGHT MACHINED ALUMINUM
WITH EBONY BLACK-PAINTED POCKETS
Standard



22" EBONY BLACK-PAINTED ALUMINUM
Optional

AVIATOR



22" ULTRA-BRIGHT MACHINED ALUMINUM
WITH EBONY-PAINTED POCKETS
Aviator



21" ULTRA-BRIGHT MACHINED ALUMINUM
WITH EBONY-PAINTED POCKETS
Grand Touring

NAUTILUS



21" PAINTED ULTRA-BRIGHT MACHINED ALUMINUM

CONTINENTAL

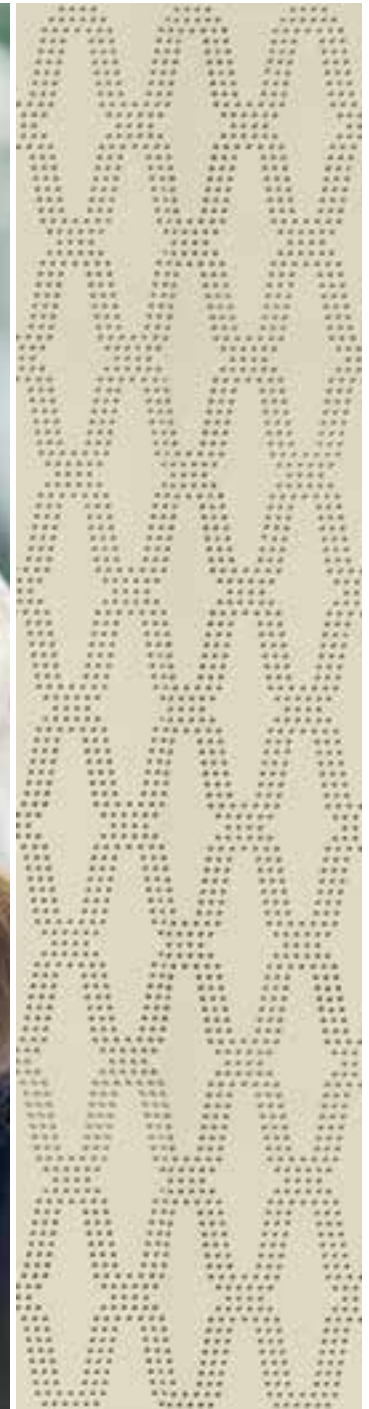
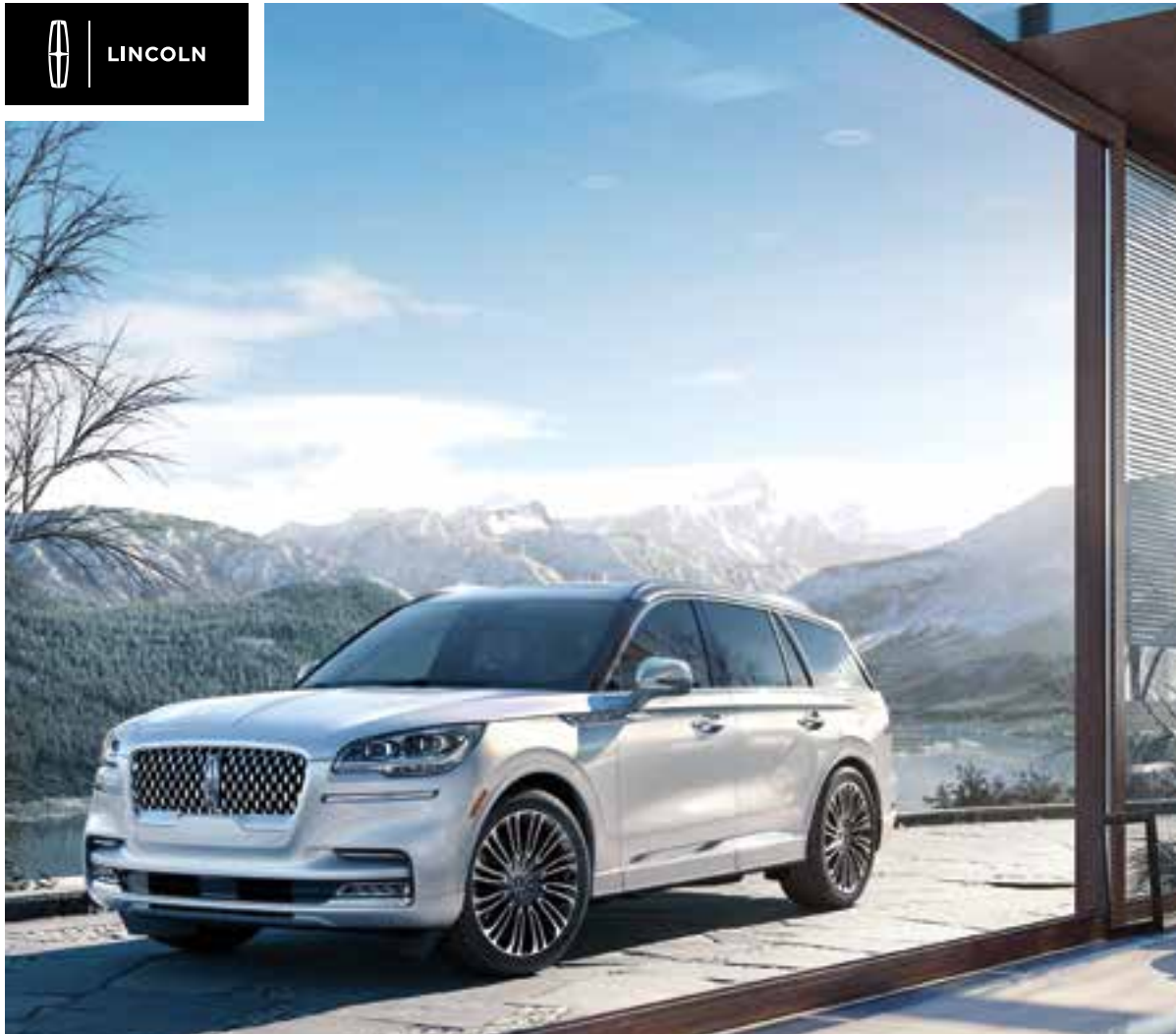






20" POLISHED ALUMINUM





LINCOLN



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