





REDEFINING THE IUXURY EXPERIENCE

At Lincoln, we believe that luxury extends far beyond material possessions. Which is why, along with the intuitive features and luxury appointments of your MKC, you will receive an exclusive collection of services we call the Lincoln Way!^M These liberating benefits are designed to help uncomplicate your life. Making each day more effortless – and empowering you to soak up every brilliant, wonderful moment along the way.

ITS WELCOMING EMBRACE MARKS YOUR ARRIVAL

Your presence is cause for celebration. Each time you approach, MKC senses your key fob and warmly greets you with a series of illuminating gestures. Dynamic signature lighting beneath each HID headlamp gracefully flows outward, while other exterior LED lamps fade on, and luminous welcome mats quietly appear on the ground. The LED lights in its door handle pockets glow with an intensity that's fine-tuned to your chosen exterior color. Ambient lighting¹ puts on a show inside, followed by the autofold¹ sideview mirrors deploying to your personalized settings. The overall experience is one of comforting reassurance. Your MKC has been expecting you.



You're in for a spirited ride with MKC. Thanks to the boost of turbocharging and the precision of direct fuel injection, its 2.3-liter¹ and 2.0-liter engines both deliver the kind of performance you might expect from a V6. They also feature twin independent variable camshaft timing (Ti-VCT) to help optimize efficiency. With the 2.0-liter and Auto Start-Stop Technology,¹ MKC has an EPA-estimated rating of 28 hwy mpg.²

For inspiring performance all around, the 2.3-liter is paired with Intelligent all-wheel drive (AWD)¹ and Lincoln Drive Control featuring Adaptive Suspension! Select the system's Sport drive mode to tighten suspension tuning, firm up steering calibration, and enjoy a more powerful engine sound inside the cabin – all while feeling connected to the road. For an engaging drive, the SelectShift[®] automatic transmission puts the control of a manual at your fingertips with steering wheel-mounted paddle shifters. Change gears whenever you want, or leave it to MKC.

GIVE YOUR SPIRITS A BOOST



Turbocharged 2.3-liter I-4¹

Turbocharged 2.0-liter I-4

285 hp $\!/305$ lb.-ft. torque³

245 hp $\!/275$ lb.-ft. torque _3

2018 LINCOLN MKC Lincoln.com

1Available feature. ²EPA-estimated rating of 21 city/28 hwy/23 combined mpg, 2.0-liter FWD. Actual mileage will vary. ³Horsepower and torque ratings achieved with 93-octane fuel.



DISCOVER YOUR NEW PEACEFUL PLACE

Surround yourself with tranquility inside MKC. Relax into your heated and cooled¹ driver's seat with its power-adjustable lumbar support and convenient memory feature. Notice the luxurious feel of the Bridge of Weir Deepsoft[™] leather¹ created exclusively for Lincoln. A premium, naturally milled leather made from the finest hides in northern Europe, it's chromium-free and offers a level of comfort typically reserved for upscale furniture. French seams on the seats and genuine wood¹ accents further elevate your experience. A particulate air filter traps pollen and other irritants to help you breathe easy. Plus, Active Noise Control enhances cabin ambiance and helps to refine engine sound. The meticulously crafted interior of your MKC is the perfect place to gather your thoughts and find your focus.

Features like the Hands-Free Liftgate¹ can help ease your day. A simple kick of your foot beneath the rear bumper opens or closes it. Inside, the 60/40 split-folding rear seat, flat load floor and abundant space empower you to live in your moment.







That's the empowering place you'll find yourself each time you slide behind the hand-stitched Wollsdorf¹ leather-wrapped steering wheel of your MKC. A convenient memory¹ feature recalls your personalized settings for the driver's seat, heated sideview mirrors and more, upon your return. Ambient lighting¹ bathes the doors, cupholders and footwells in your preference of 7 soothing hues. A press of the push-button start brings the engine to life. And the class-exclusive² Push-Button Shift Transmission displays each gear as a button of its own – making it easy for you to select Drive and begin your next journey.

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Feel free to speak your mind. MKC listens. With its SYNC 3 enhanced voice-activated technology,¹ you can control calls, music and more with just a touch and your voice. You'll find audio, phone, navigation² and other features concisely presented on the responsive touchscreen in the middle of your instrument panel. SYNC AppLink^{®3} lets you control compatible mobile apps by voice. Plus, seamless integration with Siri[®] Eyes Free brings the power of your paired iPhone[®] into your vehicle. SYNC 3 also includes Apple CarPlay[™] compatibility⁴ and Android Auto[™] compatibility.⁴ The Voice-Activated Touchscreen Navigation System² features vivid 3-D maps with pinch-to-zoom capability. And automatic updates over Wi-Fi⁵ provide the latest SYNC 3 software as new updates become available.

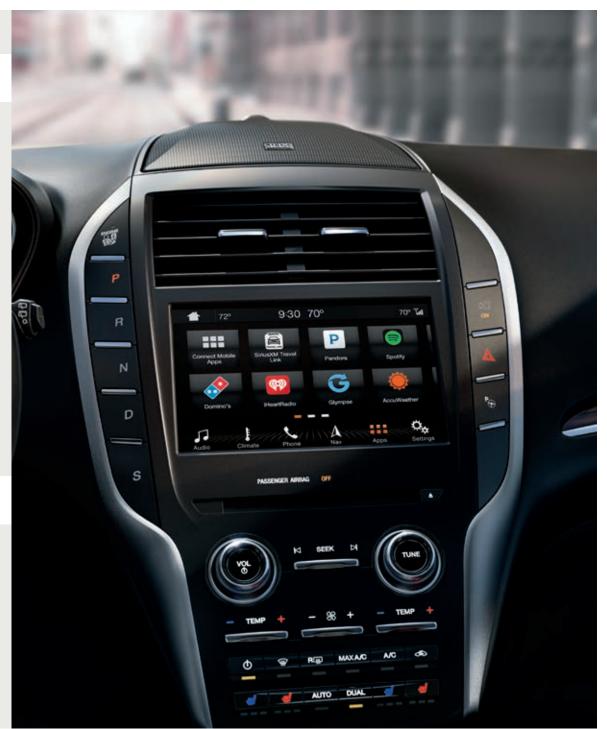
Passengers can connect up to 10 devices at a time using the 4G LTE Wi-Fi hotspot capability of new Lincoln Connect^{™6} Let them surf the web, stream music and more while you're on the go, and up to 50' away from the vehicle when it's parked. For help making the most of this or any other MKC feature, remember your Lincoln Concierge is available 24/7.

STAY CONNECTED WITH VOICE-ACTIVATED SIMPLICITY



Every person in your MKC gets a front-row seat to the concert, courtesy of the Enhanced THX[®] II Certified Audio System² – a U.S. automotive industry first. Patented sound-processing technology distributes your music's bass evenly throughout the interior and, together with 14 speakers, brings the rich, full sound of the studio to every drive.

TUNE IN TO THE DETAILS



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 ²Available feature. ³Certain restrictions, 3rd-party terms, or message and data rates may apply. See your Lincoln Dealer for details. Commands may vary by phone and AppLink software. ⁴Requires phone 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. ⁵Optional Navigation System map updates cannot be received via Wi-Fi and require a separate update. ⁶See footnote 1 on "Your 2018 MKC Standard Features" page, and your Lincoln Dealer for details.

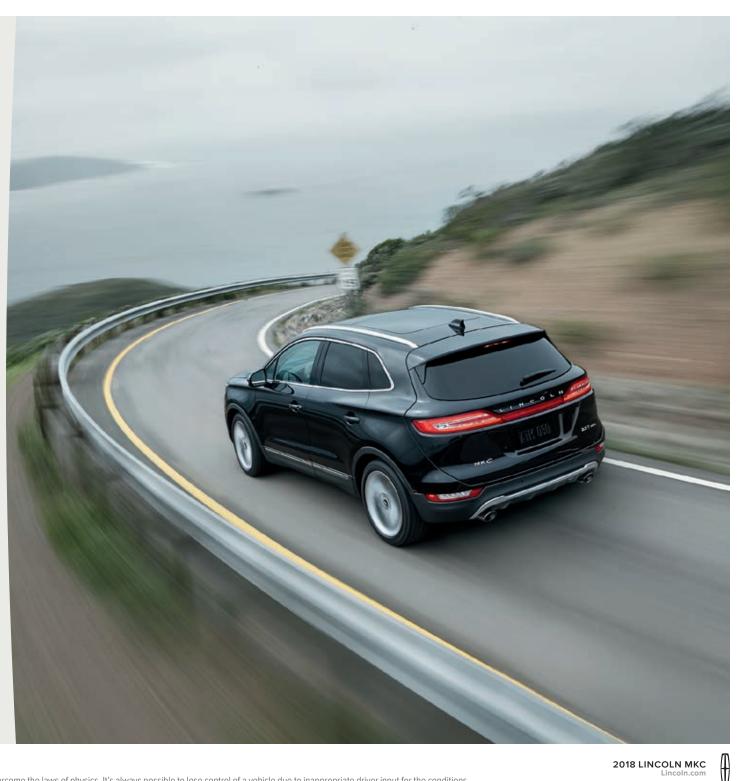


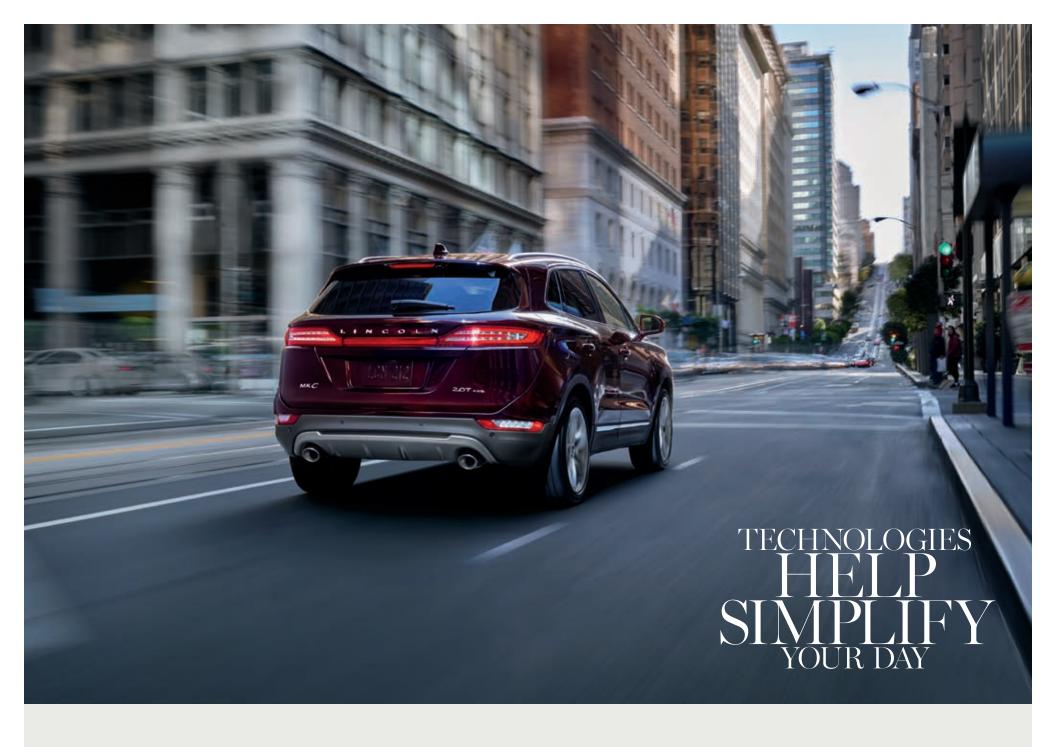
Imagine yourself gliding along - blissfully at peace. MKC can take you there, courtesy of its Lincoln Drive Control¹ featuring Adaptive Suspension, which helps isolate your vehicle from road imperfections. To personalize your ride, explore each of the 3 drive modes -Comfort, Normal and Sport. With any of them, Electric Power-Assisted Steering (EPAS) provides steering response and feedback that helps you feel confident behind the wheel.

GLIDE EFFORTLESSLY

Handle life's twists and turns with poise and confidence in MKC. Through advanced software and engineering, standard Torque Vectoring Control actively adjusts the speed between your front wheels for enhanced cornering agility.² MKC does this seamlessly behind the scenes, without any need for driver input, so you can stay focused on enjoying the ride.

CORNER CONFIDENTLY







AUTO HOLD¹ – You don't need to hold down the brake pedal for long stoplights or extended waits in MKC. Just activate this technology, then come to a complete stop. Even on a hill, the system can hold the vehicle in place until you press the accelerator.



BLIS® (BLIND SPOT INFORMATION SYSTEM) WITH CROSS-TRAFFIC ALERT^{1,2} – Some vehicles may be out of your line of sight, but they can be detected by this technology. It warns you if it detects a vehicle in your blind spots while driving forward, or approaching from the sides while in Reverse.



ADAPTIVE CRUISE CONTROL & FORWARD COLLISION WARNING WITH BRAKE SUPPORT^{1,2} – When highway cruising, this system can adjust the speed of your vehicle to maintain a preset gap from the vehicle in front of you. If a potential collision is detected, MKC can visually and audibly alert you and, if needed, precharge the brakes and increase brake sensitivity to help you reach full braking, faster.



LANE-KEEPING SYSTEM^{1,2} – If you start to drift out of your lane, this technology can help alert you. Using a forward-facing camera to detect road lane markings, the system can apply steering wheel torque and even alert you with a steering wheel vibration to help direct you to return to your lane.³ If it detects that you've crossed the line repeatedly, it can prompt the Driver Alert System^{1,2} to chime and display a coffee cup image to remind you that it's break time.



ACTIVE PARK ASSIST WITH PARK OUT ASSIST^{1,2} – For help parallel parking, simply activate this system. It uses ultrasonic sensors to help you locate an appropriate space, then steers the vehicle into it. All you do is follow on-screen prompts and control the shifter, brake and accelerator pedals. It even provides assistance when pulling out of a parallel spot. For additional guidance during parking maneuvers, the Forward² and Reverse Sensing Systems can alert you to objects near the front or rear of your vehicle. Plus, a rear view camera¹ is standard on every MKC.



THE LINCOLN WAY™ APP4 AND LINCOLN CONNECT™5 – Together, they provide effortless control of your mobility. Simply download the app to your mobile device, then use it to start your vehicle remotely, schedule a recurring daily or weekly start time, locate your vehicle, remotely lock or unlock its doors and more. The app is also an easy way to reach our Lincoln Concierge team. They're always ready to assist you with personalized vehicle solutions, roadside assistance and more.

¹Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ²Available feature. ³Lane-Keeping System does not control steering. ⁴The Lincoln Way app, compatible with select smartphone platforms, is available via a download. Message and data rates may apply. ⁵Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 on "Your 2018 MKC Standard Features" page, and your Lincoln Dealer for details.

BEAUTY IS TO BE FOUND ALLAROUND

Every aspect of MKC is designed to help you travel in a uniquely elegant way. The gracefully sweeping LED taillamps illuminate quickly and crisply. The spacious cabin is easily transformed to offer up to 53.1 cu. ft.¹ of space for your cargo-carrying needs. The bright-white light of its HID headlamps provides better visibility than conventional halogen lamps. And the power panoramic Vista Roof^{°2} offers up magnificent views, day after day. Treat yourself to more of life's beautiful experiences in the 2018 Lincoln MKC.





For more information, visit LINCOLN.COM/LINCOLNWAY



PICKUP & DELIVERY

AN EFFORTLESS DOOR-TO-DOOR EXPERIENCE

We know your time is valuable. That's why we designed Lincoln Pickup & Delivery^{1,2} to help you move seamlessly through life. We'll pick up your vehicle when it's time for service, and bring it back to you when the work is complete. In between, we'll also provide a complimentary Lincoln loaner² – so your time remains distinctly yours.

You specify the time and location, and we do everything else. With convenient texts or emails, we'll keep you informed about your vehicle and provide timely updates. To complete the experience, we'll deliver your Lincoln back to you serviced, washed and ready for your next journey. When it comes to owning a Lincoln, we make it simple.

- Schedule a day, time and location for pickup of your Lincoln
- We'll pick up your vehicle and provide you with a Lincoln loaner
- We'll deliver your Lincoln back to you, serviced and washed



THE LINCOLN WAY[™] APP³

Download the app to your mobile device to enjoy the flexibility and convenience of connecting with Lincoln services and features from wherever life takes you. The app makes it easy to schedule Pickup & Delivery. Find fuel and compare prices. Find, reserve and pre-pay for parking in select cities. Call or chat one-on-one with a Lincoln Concierge anytime. Securely manage your Lincoln Automotive Financial Services account, and more.



LINCOLN CONCIERGE

Always available to answer vehicle questions, help you with roadside assistance⁴ and beyond.



LINCOLN EXPERIENCE CENTERS

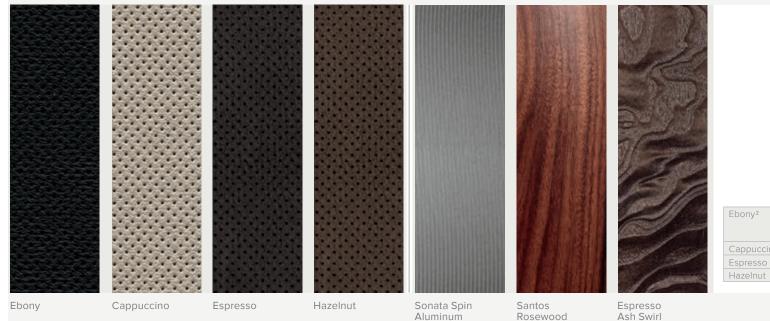
Exclusive events, vehicle demonstrations and curated experiences await you in select cities.

A unique range of services designed to make Lincoln ownership effortless

EXPERIENCE THE



INTERIOR PALETTE



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YOUR 2018 MKC STANDARD FEATURES

POWER AND HANDLING

- 6-speed SelectShift® automatic transmission with paddle activation
- Active Grille Shutters
- Electric parking brake
- Electric Power-Assisted Steering (EPAS)
- Power disc brakes with Anti-Lock Brake System (ABS)
- Torque Vectoring Control

DRIVER-ASSIST TECHNOLOGY

- Autolamp automatic on/off headlamps
- Hill start assist
- Reverse Sensing System
- SYNC[®] 3 Enhanced Voice Recognition Communications and Entertainment System with 8" color LCD capacitive touchscreen, 911 Assist,[®] AppLink,[®] Apple CarPlay[™] compatibility, Android Auto[™] compatibility, and 2 smartcharging USB ports

DRIVER CONTROLS

- Auto Hold
- Dual-zone electronic automatic temperature control
- Intelligent Access with push-button start
- Lincoln Connect[™] powered by the Lincoln Way[™] app¹ (includes 4G LTE Wi-Fi hotspot capability)
- Push-button shift transmission
- Remote Start System
- Steering wheel-mounted audio and cruise controls
- EXTERIOR
- Anodized roof-rack side rails
- Body-color rear spoiler
- Dual bright exhaust tips
- Easy Fuel® capless fuel filler
- HID headlamps with LED signature lighting
- LED taillamps
- Lincoln split-wing grille with chrome surround and Satin bars
- Power, heated, body-color sideview mirrors with memory and integrated blind spot mirrors

LINCOLN EXPERIENCES

- Approach Detection
- Fade-up ambient lighting (not available on Base/Premiere)
- LED-illuminated exterior door handle pockets
- Lincoln logo welcome mat
- Lincoln signature fade-on exterior lighting

AUDIC

- Lincoln Premium Sound System with AM/FM stereo/single-CD player, MP3 capability, 9 speakers and a subwoofer
- SiriusXM[®] Radio with 6-month All-Access trial subscription²

INTERIOR

- 12V powerpoints (4)
- Active Noise Control
- Leather-wrapped steering wheel (Wollsdorf leather on Select and Reserve)
- Power windows with one-touch-up/-down feature for all 4 windows

SEATING

- Comfort front driver's seat with 12-way power adjustability and memory feature
- 60/40 split-fold flat rear seat with recline

SAFETY AND SECURITY

- Personal Safety System[™] for driver and front passenger with dual-stage front airbags,³ safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Driver's knee airbag³
- Front-seat side airbags³
- Side-curtain airbags³ with roll-fold technology
- AdvanceTrac[®] with RSC[®] (Roll Stability Control[™])
- Individual tire pressure monitoring system (excludes spare)
- LATCH (Lower Anchors and Tether Anchors for Children)
- MyKey® technology to help parents encourage responsible driving
- Perimeter alarm
- Rear view camera
- ◆ SecuriCode™ invisible keypad
- SecuriLock[®] Passive Anti-Theft System
- SOS Post-Crash Alert System[™]

¹Lincoln Connect with Lincoln Way includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and activates with vehicle sale date. Subscription requires compatible 4G cellular network and is subject to 4G network availability. Evolving technology/cellular networks may affect future functionality. Message and data rates may apply. Lincoln Way[™] is on the App Store[®] and Google Play[™] Wi-Fi hotspot includes complimentary wireless data trial that begins at time of activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first. For more information, see your Lincoln Dealer. ²After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ³Always wear your safety belt and secure children in the rear seat.

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Comparisons based on competitive models (class is Luxury Small Utilities starting under \$53,000 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.

DIMENSIONS WHEEL BASE 105.9" LENGTH 179.2" HEIGHT 65.2" WIDTH 84.1" (including mirrors) 76.3" (mirrors folded) HEAD ROOM 39.6" front/38.7" rear LEG ROOM 42.8" (max.) front/36.8" rear HIP ROOM 54.4" front/52.8" rear SHOULDER ROOM 56.0" front/55.3" rear CARGO VOLUME 53.1 cu. ft. behind front seats

25.2 cu. ft. behind rear seats FUEL TANK CAPACITY 15.7 gal.

Turbocharged 2.0-liter I-4

(Auto Start-Stop Technology included on FWD, available on AWD)

245 hp @ 5,500 rpm¹ 275 lb.-ft. of torque @ 3,000 rpm¹

EPA-estimated fuel economy ratings²

Standard: FWD

21 city/28 hwy/23 combined mpg (with Auto Start-Stop Technology)

Optional: AWD 19 city/25 hwy/21 combined mpg

Available: AWD

19 city/25 hwy/22 combined mpg (with Auto Start-Stop Technology)

Turbocharged 2.3-liter I-4

(Requires AWD)

285 hp @ 5,500 rpm¹ 305 lb.-ft. of torque @ 2,750 rpm¹

EPA-estimated fuel economy ratings² AWD

18 city/25 hwy/20 combined mpg

Optional: Select and Reserve

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	SEL	ECT	-						
RESERVE									
			POWER AND HANDLING						
0	0	0	Intelligent all-wheel drive (AWD) (includes Lincoln Drive Control featuring Adaptive Suspension)						
	0	0	Lincoln Drive Control featuring Adaptive Suspension						
			(FWD only; included with AWD)						
		DRIVER-ASSIST TECHNOLOGY							
		A	Active Park Assist with Park Out Assist						
		A Adaptive Cruise Control & Forward Collision Warning with Brake							
	Α								
	7.	A	Forward Sensing System						
		A	Lane-Keeping System with Driver Alert System						
		A							
			DRIVER CONTROLS						
	S	S	Universal garage door opener						
			EXTERIOR						
	S	S	Autofold sideview mirrors with turn signal indicators						
0	S	S	Configurable daytime running lamps						
		S	Hands-Free Liftgate						
S	S								
0	0	0	Wheel-locking lug nuts						
		0							
			AUDIO AND NAVIGATION SYSTEMS						
	0	0	Enhanced THX [®] II Certified Audio System with 14 speakers, 700 watts of power, and a 14-channel amplifier with THX Distributed Bass [™] Technology; includes HD Radio [™] Technology						
	Α	S	Voice-Activated Touchscreen Navigation System with integrated SiriusXM Traffic and Travel Link® with 6-year prepaid subscription ⁴						
			INTERIOR						
	A	S	110V/150W AC power outlet						
0	0	0	Cargo area protector						
0	0	0	Floor liners						
	S	S	Genuine wood accents on the instrument panel and door panels						
	S	S	Interior cargo cover						
S			Manual-tilt/-telescoping steering column						
	S	S	Power-tilt/-telescoping steering column with memory feature						
<u> </u>	0	S	Panoramic Vista Roof® with power sunshade						
0	0	0	Premium reversible cargo mat						
S	A	A	Sonata Spin aluminum accents on the instrument panel and door panels						
_			·						
	SEATING								
S	S Comfort front-passenger seat with 6-way power adjustable								
	S	S	Comfort front-passenger seat with 12-way power adjustability						
S	S	0	Heated front seats⁵						
		S	Heated and cooled front seats						
	Α	Α	Heated rear outboard seats						

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	RES	
		PACKAGES
0	0	Class II Trailer Tow Package: 110V/150W AC power outlet on Select; 3,000 lbs. max.
0	0	Climate Package: heated rear outboard seats, heated steering wheel, auto high-beam headlamps, rain- sensing windshield wipers and windshield wiper de-icer
0		Select Plus Package: Voice-Activated Touchscreen Navigation System and BLIS (Blind Spot Information System) with cross-traffic alert ³
0	0	Sonata Spin Aluminum Trim Package (Ebony interior only)
	0	Technology Package: Adaptive Cruise Control & Forward Collision Warning with Brake Support, Active Park Assist with Park Out Assist, Forward Sensing System, Lane-Keeping System with Driver Alert System (includes Auto Start-Stop Technology on 2.0-liter AWD)

(((SiriusXM))) Enjoy a 6-month All Access trial subscription⁴

(**(SITUSATIO**)) including commercial-free music, plus sports, news, talk and comedy – it's the freedom of over 150 channels to enjoy from coast to coast. Vehicles equipped with a Navigation System⁶ also receive a 6-year prepaid SiriusXM Traffic and Travel Link subscription⁴ – the longest of any automobile manufacturer⁷ – that gives you detailed traffic and weather information, fuel station locations and prices, sports scores and much more.

¹Horsepower and torque ratings achieved with 93-octane fuel. ²Actual mileage will vary. ³BLIS replaces standard integrated blind spot mirrors. ⁴After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁵Available Fall 2017 on Reserve. ⁶Available feature. ⁷Source: May 2017 analysis of satellite data service offers by Sirius XM to full-line luxury brand vehicles offered in the U.S.A.





18" Bright Machined Aluminum with Dark Stainless-Painted Pockets RESERVE



19" Premium Painted Aluminum RESERVE Optional with FWD

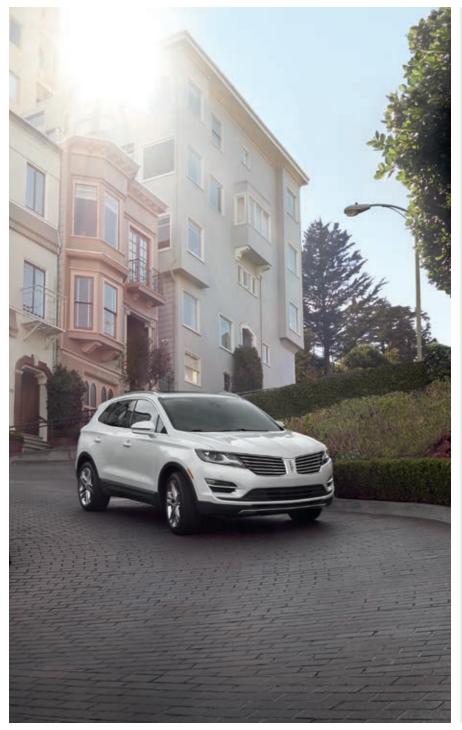


19" Premium Painted 5-Spoke Aluminum R E S E R V E Optional with AWD



20" Polished Aluminum with Ebony-Painted Pockets R E S E R V E Optional with 2.3-liter AWD





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Express your personal preference in style, convenience and protection: Shop the complete collection at accessories.lincoln.com



ELECTRONICS

- NextBase[®] Duo Cinema by VOXXHirschmann^{SM1}
- Remote start systems
- Vehicle Security System
- Wireless charging by JVIS^{®1}

EXTERIOR

- Full vehicle cover by Covercraft^{®1}
- Molded splash guards
- Racks and carriers by THULE®1.2 (A)
- Side window deflectors by EGR¹ (B)
- Sportz[®] tent by Napier¹
- Sportze terit by Napier
- Trailer towing accessories
- Wheel lock kit

INTERIOR

- Ash cup/coin holders
- Cargo area protector (C)
- Cargo net
- Carpeted cargo mat
- Carpeted floor mats
- First aid and roadside assistance kits by DC safety^{™1}
- Floor liners (D)
- Interior cargo cover
- Soft cargo cooler bag
- Soft cargo organizers (large and standard sizes)
- Tablet cradle by Lumen^{®1}

Lincoln Original Accessories will be warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 4-year/50,000-mile New Vehicle Limited Warranty. Lincoln Licensed Accessories (LLA) are warranted by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Lincoln Dealer for details and/or a copy of all limited warranties. 'Lincoln Licensed Accessory. ²Consult owner's manual for details on roof-rack load limits.

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LINCOLN PROTECT™ EXTENDED SERVICE PLANS	ROADSIDE ASSISTANCE FOR LIFE	LINCOLN AUTOMOTIVE FINANCIAL SERVICES	B U M P E R - T O - B U M P E R W A R R A N T Y	LUXURY VALIDATION
Insist on genuine Lincoln Protect extended service plans, whether you purchase or lease your Lincoln vehicle. Lincoln Protect has a variety of plans to give you peace- of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Lincoln and honored at all Lincoln dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Lincoln Protect extended service plans.	We'll be there for you as long as you own your Lincoln – with 24-hour/7-day-a-week assistance nationwide.	Whether you decide to purchase or lease, you'll find a plan designed to fit your individual needs. Visit LincolnAFS.com or your Lincoln Showroom to explore your financing options.	Be assured that your Lincoln is covered for 4 years/50,000 miles. ²	In order to provide a highly refined MKC ownership experience, the Lincoln Luxury Validation Center meticulously inspects the materials, craftsmanship, fit and finish, and function of each MKC that leaves our manufacturing facility. This process ensures that it meets Lincoln standards in every way, before you see that it meets yours.