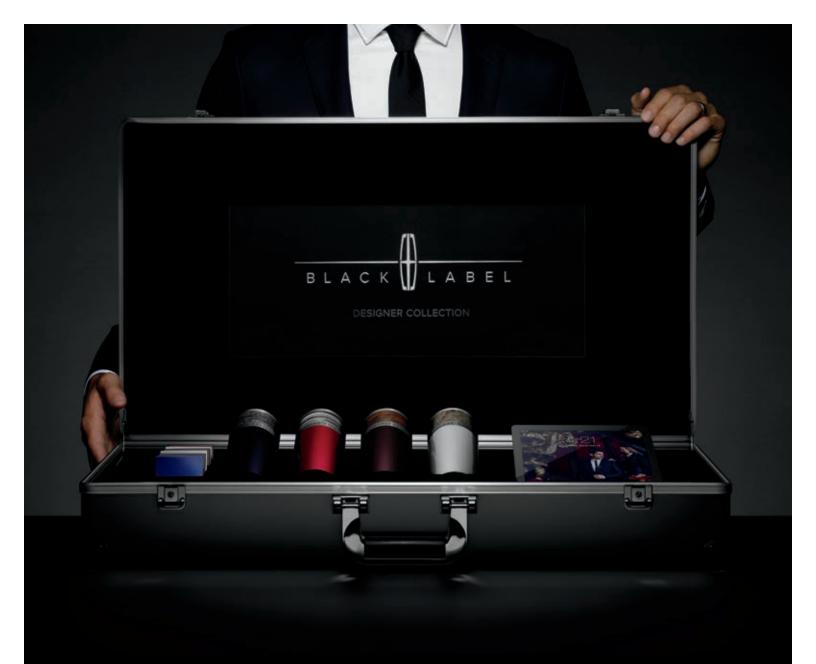


Lincoln Black Label

2016 Member Privileges& Design Themes

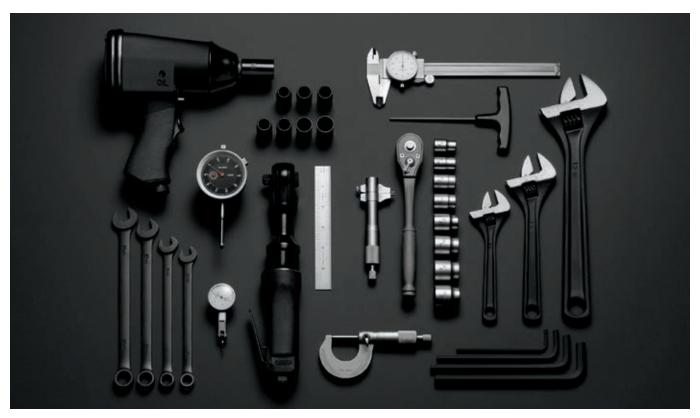
The Ultimate Expression of Lincoln Luxury



Welcome. To the Lincoln Black Label Experience.

More than a mark of distinction, Lincoln Black Label signifies your access to a uniquely elevated automotive experience. One that extends beyond the purchase of a luxuriously appointed vehicle to enhance your life in unexpected ways. From the moment you first meet with your dedicated Lincoln Black Label Experience Liaison, through each and every interaction you have with any Lincoln Black Label Dealership, you can expect the highest levels of personal service and attention to detail. Rest assured, we'll always have the utmost respect for your time, and we're firmly committed to your satisfaction. We look forward to introducing you to the **extraordinary member privileges** that comprise the Lincoln Black Label Experience.

Each design theme in the 2016 Lincoln Black Label collection has been meticulously curated not for the masses, but for the select few, by an elite team of designers inspired by love of the automobile, as well as passion for the arts, architecture, fashion, fine food and culture. To help you thoroughly experience each, we'll arrange a **one-to-one consultation at your leisure** – in the private Lincoln Black Label studio at our dealership, or in your home, office, or other location of your choosing! You can explore the entire Designer Collection portfolio, including exterior paints and interior samples, before selecting your new Lincoln Black Label vehicle. And when it's ready, we'll deliver it to the location of your choice!

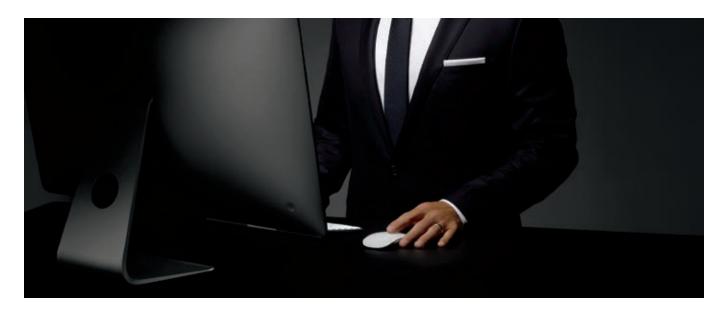






Comprehensively. At your service.

The dedicated Service Liaison Team at your Lincoln Black Label Dealership is pleased to assist with all of your service and maintenance needs. In fact, we'll pick up your vehicle when it needs service, provide you with a courtesy vehicle, and return your vehicle to you when it's ready.¹ These are just a few of the ways we demonstrate our commitment to respecting your time – and to making your entire ownership experience as enjoyable as possible. Another outstanding benefit of your Lincoln Black Label membership is the protection your new vehicle receives through the 4-year/50,000-mile premium maintenance plan. It covers all required maintenance – including wear items like shock absorbers, brake pads and linings, wiper blades and more¹ – to help keep your Lincoln Black Label vehicle operating at its best. We also welcome you to visit any Lincoln Black Label Dealer for complimentary car washes as often as you like, during service hours, so your new vehicle can always be looking its best. We understand the contribution simple luxuries make toward a life well lived.



Annually. In for detailing.

We make it easy to keep your new Lincoln Black Label vehicle in pristine condition – both inside and out. In addition to unlimited washes, any Lincoln Black Label Dealer can provide your vehicle with a **complete interior and exterior detailing** once each year for the first 4 years of ownership. Performed near your purchase anniversary, or in preparation for an evening out if you prefer, the service includes carpet and seat cleaning, hand waxing the exterior and more. Your Lincoln Black Label Experience Liaison will arrange it all at your leisure.



Tastefully. On the town.

Your new Lincoln Black Label vehicle is the ideal transportation for a special occasion. And the **Lincoln Black Label Culinary Collection** is your members-only connection to the ideal venue. It's our curated list of restaurants from coast to coast featuring chefs ready to create an exclusive dining experience¹ for you. Los Angeles to Miami. Dallas to Detroit. Savor a night on the town courtesy of the Lincoln Motor Company. You'll also receive special consideration for future reservations and seating through your Lincoln Black Label Concierge.







Coats designed to dazzle. Exclusively for Lincoln Black Label.

The 2016 Lincoln Black Label collection features a specially selected palette of custom, multifinish, premium paints designed to further enhance your vehicle's exterior beauty while complementing its designer interior perfectly. Several of this year's gleaming coats also employ revolutionary ChromaFlair® and SpectraFlair® technologies that allow each flake to exhibit a wide range of hues depending upon the angle of the surrounding light and the angle at which you're viewing the vehicle. The result? The paint appears to dance.





Among the world's finest materials. Meticulously handcrafted.

Less than 1% of all hides produced globally are chosen for use in Lincoln Black Label vehicles. The few that meet our standards are personally selected by a 3rd-generation leather craftsman at Eagle Ottawa – a tanner since 1865 – then transformed into our exclusive **Venetian leather** through a uniquely designed process that results in the softest "hand" of the leather along with outstanding durability. This exquisite, naturally grained leather is form-fitted to the seats, steering wheel, door armrests and more. Custom perforation patterns and precisely stitched threads add the finishing touches within each Lincoln Black Label design theme. Prized in many circles – from the world's most respected fashion houses to the poshest interior design studios – **Alcantara**® is a premium material known for its luxurious look, feel and durability. Lincoln Black Label designers selected this carbon-neutral material, which is crafted with sustainability-consciousness, to grace the headliners, visors and pillars, as well as to accent floor mats. They also sought out **exotic woods** from exotic places, basing their selections on maximum richness of color, grain and pattern. Ziricote is a beautiful, naturally colored, heavily grained wood from South America that's long inspired artisans of furniture, musical instruments and yachts. Metallic dust infused between the layers of Argento wood¹ gives it an ethereal, sparkling effect. You'll find these and other eye-catching woods, such as Black Stripe,² Onyx³ and open-pore Chilean Maple,⁴ artfully accenting the impeccable interiors of the 2016 Lincoln Black Label collection.







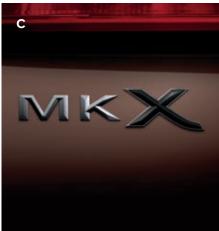
THOROUGHBRED is a regal Lincoln Black Label design theme inspired by the distinguished and elite lifestyle of horse racing. Perfect for those with an eye for detail, this theme pays tribute to the traditional American heritage of equine culture with a striking mix of deep, dark tones designed to evoke the majesty and strength of a champion. Available exclusively on Lincoln MKX.

- A Take the lead in a Thoroughbred themed Lincoln Black Label Lincoln MKX featuring a winning combination of Chestnut and Jet Black Venetian leather, open-pore Chilean Maple wood accents, and the luxuriously soft look and feel of a Jet Black Alcantara® headliner.
- **B** The Lincoln Star insignia tops off Jet Black Venetian leather seats that feature our exclusive Diamond-L perforation pattern inserts and tuxedo striping.
- **C** A high-gloss black accent on the exterior badging subtly marks the distinction of each Lincoln Black Label vehicle.
- **D** The upper portion of each door is wrapped in Jet Black leather with Terracotta stitching, underscored by a Chilean Maple wood accent and eye-catching metallic trim.

Available exclusively on Lincoln MKX.













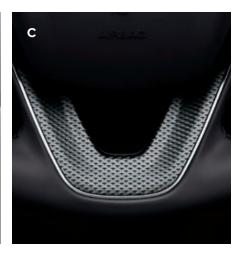


THE MUSE is a striking Lincoln Black Label design theme inspired by the relationship between a renowned artist of the Dada movement and his muse. This beautifully embellished theme explores the artistic culture of the Roaring Twenties, with a nostalgic duotone palette and fine details reminiscent of the intricate Art Nouveau designs of the era. Available exclusively on Lincoln MKX.

- **A** The Muse themed Lincoln Black Label Lincoln MKX features gracefully contoured seats in Quartz Venetian leather with our exclusive Linking-L perforation pattern on the inserts and a tuxedo stripe in the center, topped by the Lincoln Star insignia.
- **B** Rouge Noir and Quartz colored leather is met by the delicate, rhythmic pattern of Artesian aluminum accents and underscored by metallic trim on each door.
- **C** The gleaming beauty of the Lincoln Star badge on the Rouge Noir leather-wrapped steering wheel is also enhanced by an Artesian aluminum accent.
- D Rouge Noir leather with Deep Amethyst stitching adds visual depth to the instrument panel and center console lid, while a Rouge Noir Alcantara® headliner caps off The Muse themed interior, reigniting the romance of a bygone era.
 Available exclusively on Lincoln MKX.









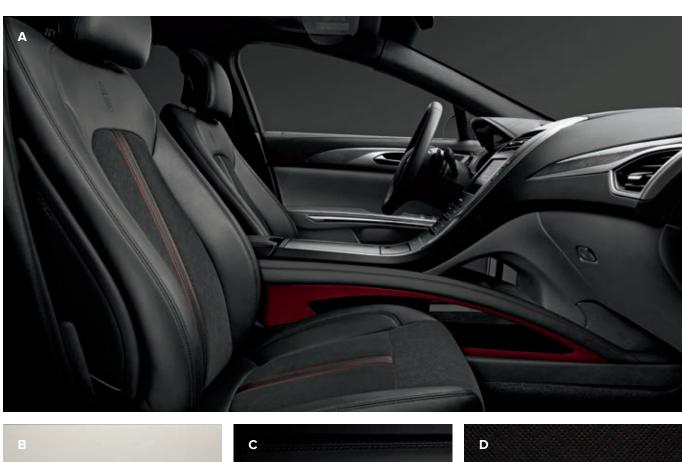






CENTER STAGE is a showstopper. Inspired by the fashionable theatre scene, this Lincoln Black Label design theme is for those with a flair for the dramatic. In keeping with the magical energy that rises with the striking red curtains on opening night, Center Stage imparts a sense of excitement to every drive with its intensely deep backdrop and vivid accents. Available on Lincoln MKC and MKZ (shown).

- A Lincoln Black Label Center Stage themed vehicles make you the star of every scene, with luxurious interiors trimmed in dramatic Jet Black Venetian leather accented by eye-catching Foxfire Red in all the right places. Alcantara® also wraps the headliner in Jet Black and trims the carpeted floor mats in Foxfire Red.
- **B** A high-gloss black accent on the exterior badging elegantly identifies each Lincoln Black Label vehicle.
- **C** Exotic wood accents on the doors, steering wheel and instrument panel are Onyx in MKZ (shown) and Black Stripe in MKC. Both are reconstructed woods layered in a specific pattern to enhance the architectural design of each interior.
- **D** Jet Black leather seats feature our exclusive Diamond-L perforation pattern on the Alcantara inserts overlaying Foxfire Red. They're finished with precisely stitched tuxedo striping on MKZ (shown) and Foxfire Red piping on MKC. Available on Lincoln MKZ and MKZ (shown).











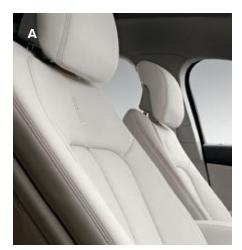




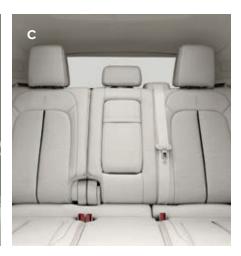
MODERN HERITAGE is a contemporary twist on a timeless classic. This Lincoln Black Label design theme features a clean aesthetic and avant-garde styling in line with European tastes. Its elegant, high-contrast environment and standout stitching connect the rich, storied heritage of Lincoln with the modern vision of its future. Available on Lincoln MKX, MKC (shown) and MKZ.

- **A** Lincoln Black Label Modern Heritage themed vehicles feature beautifully supportive seats in Vianca White Venetian leather finished with the Lincoln Star insignia.
- B Seats, doors and even the center console are trimmed in leather creatively accented by Crimson Red stitching.
- **C** Jet Black piping down the center of each Diamond-L perforation pattern seat insert adds visual interest to MKC, while the smooth Alcantara® headliner offers an unexpected tactile pleasure. Lincoln MKX and MKZ seats feature tuxedo striping.
- **D** To bring out the sparkling beauty even more, Argento wood on the steering wheel, instrument panel and doors inside MKC and MKZ is inlaid diagonally. Piano Black wood accents these areas inside Lincoln MKX.

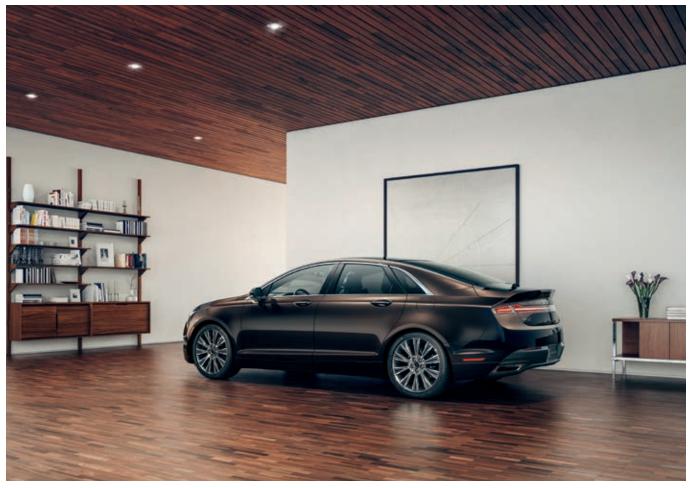
Available on Lincoln MKX, MKC (shown) and MKZ.













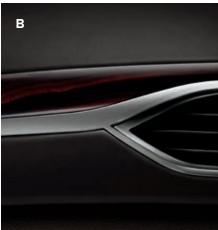


INDULGENCE is a decadent Lincoln Black Label design theme inspired by the rich allure of chocolate. Through a luxurious blend of flavors and textures, this theme invites you to treat yourself to its singular sensory experience. The deliciously deep environment evokes a warmth similar to enjoying a gourmet cocoa, while the warm wood accents add the perfect hint of spice. Available on Lincoln MKX, MKC and MKZ (shown).

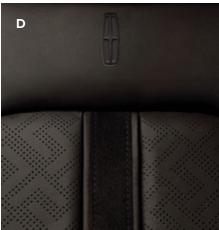
- **A** Lincoln Black Label Indulgence themed vehicles visually entice you with surfaces trimmed in Venetian leather and Alcantara® in tempting hues like Truffle and Ganache.
- **B** Rich Ziricote wood, often seen in high-end yachts and on fine musical instruments, flows around the air registers.
- **C** Ganache leather wraps the upper instrument panel, steering wheel and more, while coordinated floor mats grace the space below.
- **D** MKZ seats feature an Alcantara tuxedo stripe framed by the Linking-L perforation pattern seat inserts and topped with the Lincoln Star insignia.

Available on Lincoln MKX, MKC and MKZ (shown).















OASIS is a place of peace and serenity. This refreshing Lincoln Black Label design theme resonates with those seeking a calming retreat in which to recharge and rejuvenate. Taking its cues from Eastern influences, the subtle two-tone environment of Oasis surrounds you in soothing shades reminiscent of a desert spa sanctuary or the dunes of a tropical paradise. Available on Lincoln MKC (shown) and MKZ.

- A Seated at the exquisitely designed steering wheel of a Lincoln Black Label Oasis themed vehicle is an excellent place to center one's self.
- **B** The subtle elegance of a high-gloss black accent marks each Lincoln Black Label exterior badge.
- **C** Harvested from a particularly beautiful example of the walnut species, open-pore American Walnut Burl wood trims the instrument panel, steering wheel and doors.
- **D** The flowing instrument panel design adds to the feeling of serenity, as does the Alcantara® headliner. Rich, soft Venetian leathers in soothing natural tones like Island and Oasis wrap the seats with their Linking-L perforation pattern inserts, the center console armrest, the door trim and more.

Available on Lincoln MKC (shown) and MKZ.









LINCOLN BLACK LABEL STANDARDS

PERFORMANCE

Dual exhaust with bright tips

Electronic parking brake

Front-wheel drive (FWD)

Power disc brakes with Anti-Lock Brake System (ABS)

and ventilated rotors

Torque Vectoring Control

Traction control

WELCOMING AND WARM

Ambient lighting

Heated and cooled front seats

Intelligent Access with push-button start

DESIGN AND COMFORT

10-way power driver and front-passenger seats

Alcantara® headliner and pillar wraps

Alcantara trimmed floor mats

Black accented exterior badging

Bright beltline moldings

Daytime running lamps

Leather- and wood-trimmed interior

LED signature taillamps

Power-tilt/-telescoping steering column with memory

Unique Lincoln Black Label grille treatment

Venetian leather seats

TECHNOLOGICAL CONVENIENCES

Auto-dimming rearview mirror

BLIS® (Blind Spot Information System) with cross-traffic alert

Dual-zone electronic automatic temperature control

Power-folding, heated sideview mirrors with memory

and auto-dimming driver's side

Push-button shift transmission

Remote Start System

Reverse Sensing System

Universal garage door opener

STAY CONNECTED

Embedded modem

HD Radio™ Technology

SiriusXM® Satellite Radio, including 6-month All Access trial subscription, plus service on a computer, smartphone or tablet

SYNC® voice-activated, in-vehicle connectivity system²

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link®1 with a 6-year prepaid subscription – the longest of any automobile manufacturer³

CONFIDENCE WITH SAFETY

Anti-theft perimeter alarm

Front-seat side airbags4

LATCH (Lower Anchors and Tether Anchors for Children)

MyKey®

Personal Safety System™ for driver and front passenger with dual-stage front airbags,4 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

Rear view camera

SecuriCode™ invisible keypad

SecuriLock® Passive Anti-Theft System

Side-curtain airbags⁴ with roll-fold technology

SOS Post-Crash Alert System™

Tire Pressure Monitoring System (excludes spare)



Discover more at Lincoln.com/blacklabel

¹SiriusXM Satellite Radio, SiriusXM Traffic and SiriusXM Travel Link subscriptions are sold separately or as a package by SiriusXM after your trial period, and are continuous until you call SiriusXM at 1-866-635-2349 to cancel. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. All fees and programming subject to change. See Customer Agreement for complete terms and more information at www.siriusxm.com. ²Driving while distracted can be controlled to the controlled controlled to the controlled controlled to the controlled to the controlled controlled to the controlled controlled to the controlled to the controlled controlled to the result in loss of vehicle control. Only use mobile phones and 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. 3 Source: February 2015 analysis of satellite data service offers by Sirius XM to full-line luxury brand vehicles offered in the U.S.A. 4 Always wear your safety belt and secure children in the rear seat.

Comparisons based on competitive models (Lincoln MKX class is Luxury Midsize Utilities; Lincoln MKC class is Luxury Small Utilities; Lincoln MKZ class is Luxury Midsize Sedans; Lincoln MKZ Hybrid class is Luxury Midsize Hybrid Sedans), publicly available information and Ford 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. Ford 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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DESIGN THEMES

Thoroughbred, The Muse, Modern Heritage and Indulgence

PERFORMANCE

3.7L Ti-VCT aluminum V6 engine 303 hp @ 6,500 rpm 278 lb.-ft. of torque @ 4,000 rpm EPA-estimated fuel economy rating¹ FWD 17 city/26 hwy/20 combined mpg (18.0-gal. capacity)

Or opt for:

2.7L EcoBoost® V6 turbocharged direct-injection engine 335 hp @ 5,500 rpm² 380 lb.-ft. of torque @ 3,000 rpm² EPA-estimated fuel economy rating¹ AWD 17 city/24 hwy/19 combined mpg (18.0-gal. capacity)

WELCOMING AND WARM

Hands-free power liftgate

Lincoln Experiences: Approach Detection with exterior door handle illumination; ambient and signature lighting fade up; and Lincoln Black Label logo welcome mat (shown above)

Vista Roof® with power shade

DESIGN AND COMFORT

60/40~split-fold-flat rear seat with recline and EasyFold® rear seat back release

Adaptive LED headlamps with LED signature lamps

Revel Ultima® Audio System with 19 speakers and Clari-Fi™ Technology

CONFIDENCE WITH SAFETY

AdvanceTrac® with RSC® (Roll Stability Control™)

Driver's knee airbag³

SPECIAL ADDITIONS

Opt for:

22-way multicontour front seats with Active Motion,® power head restraints and power thigh extenders

Adaptive steering (requires Driver Assistance Package; available Fall 2015)

Cargo Accessories Package: cargo area protector and rear bumper protector

Cargo Utility Package: Rear Cargo Management System, below-floor

molded plastic storage bin and spare tire cover, reversible cargo mat,

110-volt power outlet, and cargo area tonneau cover

Climate Package: heated rear seats, heated steering wheel, rain-sensing windshield wipers, and auto high-beam headlamps

Driver Assistance Package: Lane-Keeping System and Driver Alert System, and adaptive cruise control and Pre-Collision Assist with Pedestrian Detection

Dual Headrest DVD by INVISION™4

Enhanced Security Package: secondary horn, lockable interior storage, vehicle inclination sensor and enhanced valet mode

Intelligent all-wheel drive (AWD) (includes Lincoln Drive Control featuring continuously controlled damping)

Satin roof-rack side rails

Technology Package: enhanced active park assist with park out assist, Forward Sensing System, and 360 Camera with Split-view Display

Trailer Tow Package including prep



20" Premium Painted Aluminum Wheels with Chrome Inserts Standard



21" Polished Aluminum Wheels Optional (late 2015)



DESIGN THEMES

Center Stage, Modern Heritage, Indulgence and Oasis

PERFORMANCE

2.0L EcoBoost® I-4 turbocharged direct-injection engine 240 hp @ 5,500 rpm¹ 270 lb.-ft. of torque @ 3,000 rpm¹ EPA-estimated fuel economy rating²

FWD 20 city/29 hwy/23 combined mpg (15.5-gal. capacity) AWD 19 city/26 hwy/22 combined mpg (15.5-gal. capacity)

Active Grille Shutters

Lincoln Drive Control featuring continuously controlled damping

Or opt for:

2.3L EcoBoost I-4 turbocharged direct-injection engine 285 hp @ 5,500 rpm¹ 305 lb.-ft. of torque @ 2,750 rpm¹ EPA-estimated fuel economy rating²

AWD 18 city/26 hwy/21 combined mpg (15.5-gal. capacity)

WELCOMING AND WARM

Hands-free liftgate

Lincoln Experiences: Approach Detection with exterior door handle illumination, ambient and signature lighting fade up, and Lincoln Black Label logo welcome mat (shown above)

Vista Roof® with power shade

DESIGN AND COMFORT

60/40 split-fold-flat rear seat with recline

Anodized roof-rack side rails

HID headlamps with LED signature lamps

CONFIDENCE WITH SAFETY

AdvanceTrac® with RSC® (Roll Stability Control™)

Driver's knee airbag³

SPECIAL ADDITIONS

Opt for:

Class II Trailer Tow Package (3,000 lbs. max.)

Climate Package: heated rear seats, heated steering wheel, auto high-beam headlamps, rain-sensing windshield wipers and heated wiper park

Enhanced THX® II Certified Audio System with HD Radio™ Technology, 14 speakers and Distributed Bass Technology

Intelligent all-wheel drive (AWD)

Technology Package: adaptive cruise control and collision warning with brake support, active park assist with park out assist, Forward Sensing System, Lane-Keeping System and Driver Alert System



19" Premium Dark Satin Aluminum Multifinish Wheels Standard



20" Polished Aluminum Wheels with Dark Stainless-Painted Pockets Optional (requires 2.3L EcoBoost engine)



DESIGN THEMES

Center Stage, Modern Heritage, Indulgence and Oasis

PERFORMANCE - MKZ

2.0L EcoBoost I-4 turbocharged direct-injection engine 240 hp @ $5,500 \, \text{rpm}^1$ 270 lb.-ft. of torque @ $3,000 \, \text{rpm}^1$ EPA-estimated fuel economy rating²

FWD 22 city/33 hwy/26 combined mpg (16.5-gal. capacity) AWD 22 city/31 hwy/25 combined mpg (17.5-gal. capacity)

Or opt for:

3.7L Ti-VCT aluminum V6 engine
300 hp @ 6,500 rpm 277 lb.-ft. of torque @ 4,000 rpm
EPA-estimated fuel economy rating²

FWD 18 city/27 hwy/22 combined mpg (16.5-gal. capacity) AWD 17 city/24 hwy/20 combined mpg (17.5-gal. capacity)

PERFORMANCE – MKZ HYBRID

2.0L iVCT Atkinson-cycle I-4 HEV engine with permanent-magnet AC-synchronous electric motor $\,$

188 combined system hp 129 lb.-ft. of torque @ 4,000 rpm EPA-estimated fuel economy rating²

FWD 41 city/39 hwy/40 combined mpg (13.5-gal. capacity)

Electronically controlled continuously variable transmission (eCVT)

Regenerative Braking System

State-of-the-art, lithium-ion battery

TECHNOLOGICAL CONVENIENCES

10.1" configurable color LCD instrument cluster screen (MKZ only)

Adaptive LED headlamps with auto on/off

Power-open and -close trunk

SmartGauge® with EcoGuide instrument cluster with 2 configurable 4.2" color LCD screens (MKZ Hybrid only)

CONFIDENCE WITH SAFETY

AdvanceTrac® electronic stability control

Driver and front-passenger knee airbags³

Inflatable rear outboard safety belts

SPECIAL ADDITIONS

Opt for:

All-weather floor mats

Fully retractable panoramic moonroof

Intelligent all-wheel drive (AWD) (MKZ only)

Multicontour front seats with Active Motion®

Single-panel power moonroof with power rear-window sunshade

Technology Package: adaptive cruise control and collision warning with brake support, active park assist with Forward Sensing System, Lane-Keeping System, auto high-beam headlamps, and rain-sensing windshield wipers

THX II Certified Audio System with HD Radio Technology and 14 speakers



19" Premium Painted Aluminum Wheels with Painted Pockets and Chrome Inserts Standard



19" Polished Aluminum Wheels with Painted Pockets Optional



- 1. Black Tie
- 5. Chroma Flame Premium Metallic1
- 2. Notorious
- 6. Chroma Couture Premium Metallic1
- 3. Crystal Silver
- 7. Chroma Quartz Premium Metallic1
- 4. Confidential White Tri-coat
- 8. Chroma Elite Premium Metallic1

Thoroughbred



Jet Black leather seats with Diamond-L perforation Terracotta stitching



Chilean Maple wood

Lincoln MKX Available with exterior colors 1, 3, 4, 8

The Muse



Quartz leather seats with Linking-L perforation Deep Amethyst stitching



Artesian aluminum

Lincoln MKX Available with exterior colors 1, 3, 4, 6, 7

Center Stage



Jet Black leather seats and Alcantara® inserts with Diamond-L perforation Foxfire Red stitching



Onyx wood

MKZ Available with exterior colors 1, 3, 4, 5

Black Stripe wood

Available with exterior colors 1, 3, 4, 5

Modern Heritage



Vianca White leather seats with Diamond-L perforation Crimson Red stitching



Argento wood

MKZ & MKC Available with exterior colors 1, 2, 3, 4, 5, 6



Piano Black wood

Lincoln MKX Available with exterior colors 1, 3, 4, 6

Indulgence



Truffle leather seats with Linking-L perforation Black stitching



Ziricote wood

MKZ & MKC Available with exterior colors 1, 2, 3, 4, 5, 6

Lincoln MKX Available with exterior colors 1, 3, 4, 6, 8

Oasis



Oasis leather seats with Linking-L perforation



American Walnut Burl wood

MKZ & MKC Available with exterior colors 1, 3, 4, 5, 6