



# LINCOLN

- Lincoln is expanding its brand lineup with seven all-new or significantly refreshed vehicles in the next four years, including its first-ever C-segment vehicle
- Lincoln has started gaining traction with customers, as evidenced by market share gains over the past five years. Lincoln's retail U.S. luxury vehicle market share has grown from 4.5 percent in 2005 to 6.3 percent through the first quarter of 2010.
- Lincoln's reputation with consumers has risen, with favorable opinion and purchase consideration reaching its highest level in the past five years
- The new Lincoln MKZ Hybrid is expected to be the most fuel-efficient luxury sedan in America
- Lincoln's long-term durability was second only to Porsche in the 2010 J.D. Power and Associates Vehicle Dependability Survey



### New Lincoln

will be the brand's first-ever C-segment vehicle when it debuts.

### Lincoln MKZ

is a premium midsize sedan featuring the award-winning 3.5-liter V-6 Duratec® engine, delivering 263 horsepower and 249 ft.-lbs. of torque on regular gasoline while remaining among the segment's leaders in fuel economy.

### Lincoln MKZ Hybrid

is expected to be the most fuel-efficient luxury sedan in America with at least 41 mpg in the city.

### Lincoln MKS

is Lincoln's flagship sedan offering a 3.5-liter EcoBoost™ V6 engine that provides V8 power with V6 fuel economy.



### Lincoln MKX

will be the first vehicle to launch with the new MyLincoln Touch driver connect technology and comes equipped with a new 3.7-liter V6 engine.



### Lincoln MKT

offers a full-size, three-row luxury crossover with the optimal blend of distinctive design, interior spaciousness, fuel economy and technology.



### Lincoln Navigator

is the luxury SUV leader with such standard features as Trailer Sway Control for improved towing confidence and the MyKey™ programmable vehicle key technology.



### Active Park Assist

helps drivers parallel park with the touch of a button and without ever touching the steering wheel.



### MyLincoln Touch™

redefines the luxury interior with three customizable full-color displays, touch-sensitive buttons and slider controls.



### SmartGauge™ with EcoGuide

is a unique instrument cluster that gives hybrid owners a more connected driving experience by coaching them on how to maximize their fuel efficiency.