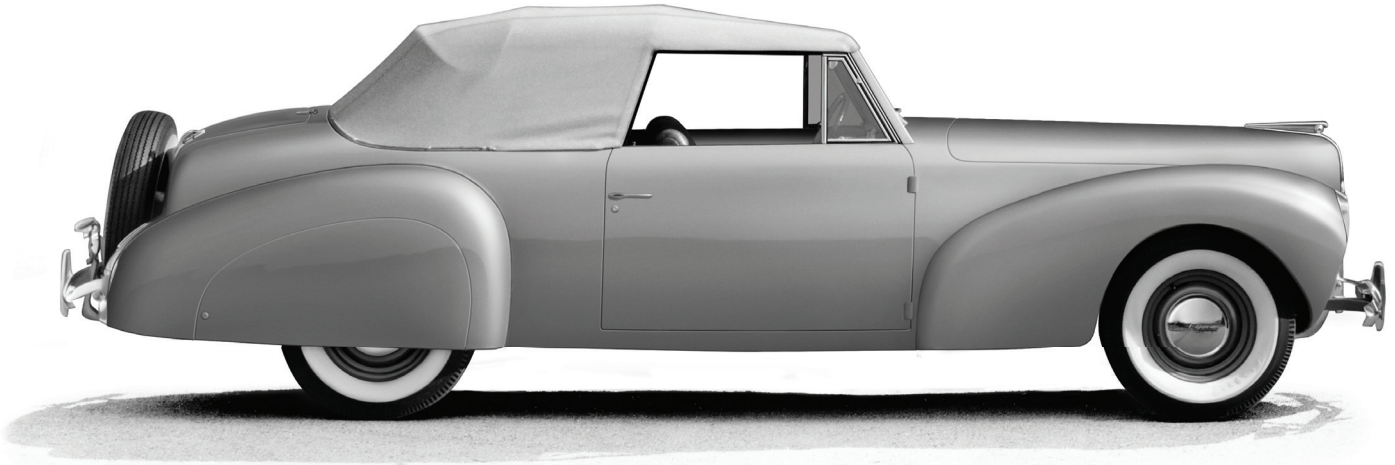




LINCOLN CONTINENTAL

THE ULTIMATE EXPRESSION OF LUXURY



1940 LINCOLN CONTINENTAL

Under the direction of Edsel Ford, designer E.T. "Bob" Gregorie conceived the original Continental design by modifying a Lincoln Zephyr with more elegant proportions. Renowned for its long hood and clean side panels, it has been hailed as one of the most beautiful cars of all time.



1956 CONTINENTAL MARK II

William Clay Ford resurrected the Continental nameplate and, in the process, introduced the Continental Division. The Mark II's expansive hood and classic, clean sides and roofline were consistent with the original, while its front end and rear taillight are often credited with helping usher in modern automobile design.

1961 LINCOLN CONTINENTAL ▶

The "suicide doors" make the 1961 model instantly recognizable. Its crisp, understated style, highlighted by the slab-sided design, eschewed the trends of the day. It remains an icon of American pop culture, continuing to appear in movies and television that seek to evoke the unbridled enthusiasm of that era.



For more information, visit media.lincoln.com or contact Debbie Chennells at 313.323.9708 or dchennel@lincoln.com.



THE LINCOLN MOTOR COMPANY

LINCOLN MILESTONES

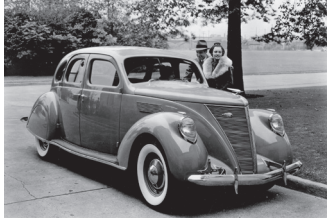
The Lincoln Motor Company is dedicated to the vision summed up by Edsel Ford in 1922, when he and Henry Ford bought the company: "My father made the most popular car in the world. I would like to build the best car in the world." In its 90-plus years, Lincoln has introduced some of the world's most iconic luxury cars, including the Zephyr, Continental and Town Car.



◀ 1922

Feb. 4

At Edsel Ford's urging, Ford Motor Company buys the Lincoln Motor Car Company for \$8 million.



◀ 1936

The streamlined Lincoln Zephyr is radically modern in appearance both inside and out.

1938

Edsel Ford returns from Europe in September, inspired to have a new car that is "strictly Continental" in its design.

1939

March 1

The original Lincoln Continental (Mark I) is delivered for Edsel Ford's personal use.

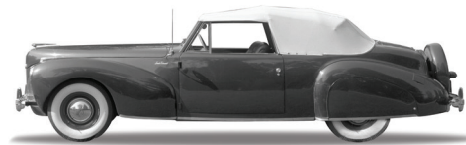
1940

Sept. 20

Lincoln Continental becomes its own car line.

1951 ▶

The Museum of Modern Art in New York chooses the 1941 Lincoln Continental to be one of eight automobiles exhibited "for excellence as works of art."



1955

Oct. 6

The 1956 Continental Mark II is introduced at the Paris Auto Show.



◀ 1961

New Lincoln Continental features another striking, award-winning design and distinctive "suicide" rear doors.

1976

Lincoln begins using fashion designers to create special-edition series automobiles. These include Bill Blass, Cartier, Givenchy and Pucci.

1989

Lincoln Town Car is named Motor Trend Car of the Year for 1990.

1997

Lincoln Navigator goes on sale.

1998

Lincoln becomes the luxury sales leader in the United States for the first time in its history.

2010

Lincoln MKZ Hybrid is the most fuel-efficient luxury sedan in America.

2012

April 2

All-new Lincoln MKZ debuts at New York International Auto Show.

Dec. 3

The Lincoln Motor Company is announced.

2013

Jan. 13

The Lincoln MKC Concept debuts at North American International Auto Show.

▼ 2014

April

Lincoln announces details for expansion in China. Lincoln MKX Concept revealed in Beijing.

Nov. 1

Lincoln Black Label launches on Lincoln MKZ and Lincoln MKC.

Nov. 6

Lincoln opens first stores in China.

December

Lincoln posts its best U.S. annual sales since 2008 – a 16 percent increase for the brand.

2015

Jan. 13

All-new Lincoln MKX is revealed at North American International Auto Show in Detroit.

April 1

All-new Lincoln Continental Concept, which demonstrates the future of "quiet luxury," is revealed at the New York International Auto Show.

