

LINCOLN MOTOR COMPANY
MONDAY, DECEMBER 3, 2012





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2013 LINCOLN MKZ HYBRID TECHNICAL
SPECIFICATIONS



Welcome to The Lincoln Motor Company

From Jim Farley, executive vice president of Global Marketing, Sales and Service and Lincoln



Today is truly historic for Lincoln.

After catering to luxury customers for more than 90 years, we're taking a bold new step. It's a step rooted in a renewed focus on what it means and what it takes to be a luxury automotive company.

Lincoln is undergoing a bottom-to-top brand reinvention to become a true premium automotive segment competitor with an entire new range of stunning and compelling vehicles and a highly personalized ownership experience to match.

We have a dedicated team of engineers and designers housed in a separate creative space – the first Lincoln design studio since the 1970s.

The renewed vigor in product development – which will see four new Lincoln vehicles in the next four years - is complemented by dedicated marketing, sales and service teams. Lincoln now is supported by people who are 100 percent focused and dedicated to once again make our brand true to its core – creating beautiful, refined and elegant vehicles for unique individuals.

All of this effort is aimed at a new luxury customer, one who demands a wonderful buying and owning experience in addition to an outstanding vehicle. They feel no pressure to follow the crowd, but instead search for experiences, products and brands that help them celebrate their uniqueness.

We're working constantly to better understand today's luxury customer. We know there is a real trend to be more discreet with their purchases, and at the same time their expectations for an ever-better service and ownership experience is still underserved. This is our real opportunity.

This sea change in our approach and execution demands a new name, and so today we are now The Lincoln Motor Company.

We have a challenging journey ahead of us, but one filled with excitement and opportunity.

In short, we all look to fulfill the vision of Edsel Ford after he and his father purchased Lincoln in 1922: "Father made the most popular car in the world. I would like to build the best car in the world."



Lincoln Division History and Milestone Vehicles

1917

August

After departing a management position at the Cadillac Division of General Motors, Henry Leland and his son Wilfred Leland form the Lincoln Motor Company, which produces aircraft engines to fill World War I government contracts. Leland is a staunch patriot and feels industry should support the war effort. He names the company after Abraham Lincoln, his hero and for whom he cast his first vote in 1864.

1920

January 26

The Lincoln Motor Company (and the brand name) is founded in Detroit. This company is a successor of the 1917 company.

September 14

Leland completes the first Lincoln car - called the "L" series. These first Lincolns were large and luxurious. They also cost 10 times the price of a Model T. Styling of the Model L was conservative to the point of stodgy. Over the model's long life, a variety of custom bodies were offered from builders like Brunn, Judkins, Dietrich and LeBaron.

1921

W.W. "Bill" Bramlette drives his 1921 Lincoln Road Runner to finish first in the 1921 Nevada 1000-Mile road race.

Henry Leland produces only 3,407 Lincolns before he is forced to offer his company for sale.



1922

February 4

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

Lincoln Motor Company headquarters erects a statue of Abraham Lincoln to stand by the main entrance. The statue is later removed to the Detroit Public Library.



1924

By 1924 the Lincoln Model “L” becomes a combination of Henry Leland’s precision production of his company’s best chassis, Henry Ford’s assembly line manufacturing and Edsel Ford’s dedication to stylish coachwork.

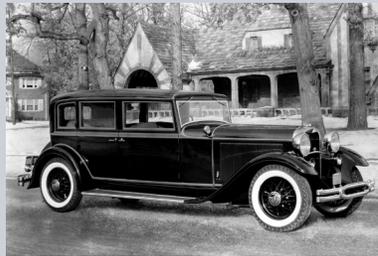
Lincoln Model ‘L’ is the first car to be used by a United States president; it is President Calvin Coolidge’s favorite car.

1926

The greyhound mascot and hood ornament for the “L” and the “K” series Lincolns is produced by the famed silversmith Gorham from 1926 to 1939; the greyhound is chosen by Edsel Ford to symbolize grace, elegance and speed.

1931

The Lincoln Models K, KA, and KB are introduced to replace the Model “L”. The first redesigned Lincoln, the Model K, was lower and sleeker. Mechanical improvements included a new carburetor, new brakes, a fuel pump and shock absorbers. For 1932, the models were split into a medium-priced KA and luxury KB.



1932

Edsel Ford drives a 1932 Lincoln KB Murphy Model 248 two-door Convertible Roadster as a pace car at the 1932 Indianapolis 500.

1934

The last model year for the Lincoln series Models K, KA, and KB.

1935

The Lincoln “K” series is introduced to the public; this series runs until 1939 and then is discontinued.



1936

The Lincoln Zephyr is the first mid-priced vehicle offered by Ford Motor Company. The streamlined Zephyr was radically modern in appearance both inside and out. It was powered by a V12 engine developed from the Ford V8. The Zephyr is discontinued in 1942 due to World War II, but is reproduced after the war only identified as a Lincoln until the newly redesigned Fords are introduced for the 1949 model year.



1938

September

Edsel Ford returns from Europe inspired to have a new car that is “strictly Continental” in its design. He and Bob Gregorie, who is in charge of the styling and design department, talk over design ideas.

1939

Franklin D. Roosevelt’s “Sunshine Special” is ordered by the Secret Service. The car is one of the most long-lived of any Presidential Lincoln. It is leased in 1939 and is 6 feet high, 21-½ feet long, and weighed an armor-plated 9,300 pounds. It is in service for a total of 11 years and even toured such places as Yalta, Casablanca, Tehran and Malta.

March 1

The original Lincoln Continental (Mark I) is delivered for Edsel Ford’s personal use while he is vacationing in Florida. According to legend, the car is so popular that Edsel received 200 blank checks from friends to order the same car for themselves.

October 6

The 1940 Lincoln Continental Cabriolet, the top of line for the Lincoln Zephyr car line and bearing the Lincoln-Zephyr script, is introduced to the public at Ford’s guest and display center in Dearborn, the Rotunda. The first of these cars is presented by Edsel Ford to Mickey Rooney, who played the part of “Young Tom Edison,” which is filmed at Greenfield Village. A total of 404 vehicles are produced.



1940

The Town Car name appears on the Lincoln Zephyr.

September 20

The 1941 Lincoln Continental (also known as the Lincoln Continental Mark I) becomes its own car line. Bob Gregorie, head of styling and design, placed an entirely new (to the vehicle but not new in 1941 model year) hood ornament on the Continental - he referred to it as a "speared golf ball."

1942

Lincoln participates in the war effort by producing tank engines and bodies for jeeps and amphibious vehicles during the years 1942-45.

1945

October 22

Lincoln-Mercury Division is established. With the war over, Mercury is slowly resuming production with 1942 models. By year's end, Mercury production total is 2,848 vehicles.

1946

Henry Ford II drives a 1946 Lincoln Continental Cabriolet pace car at the start of the 1946 Indianapolis 500.

1949

Lincolns for the first time in the company's history offer as an option an automatic transmission; the transmission is manufactured by Borg & Warner. The first new Lincolns introduced after World War II, the Lincoln and the Cosmopolitan, feature the same "slab-sided" design as the new Ford and Mercury. Lincoln was the base model, while the Cosmopolitan replaced the Continental as the top of the line.

1950

Lincolns participate in the first Carrera Panamericana (Mexican Road Race).

1951

In 1951, the Museum of Modern Art in New York City chose the 1941 Lincoln Continental to be one of eight automobiles exhibited "for excellence as works of art."



1952

Automatic transmission are now standard for all Lincoln; manual is not offered even as option.

The restyled Lincoln was sleeker with wraparound front and rear windows. The Cosmopolitan was now the base Lincoln, with the Capri as the top of the line.



Lincoln, racing 1953 models, takes the first four places in the production car division of the Carrera Panamericana.

1953

Lincoln takes first four places in the heavy stock car division of the Carrera Panamericana.

1954

Lincoln entry into the Carrera Panamericana places first.

1955

The Lincoln four-point star badge was originally designed in 1955 for the 1956 Continental Mark II. The design team had not determined that a new emblem would even be used when the board of directors asked to be shown sketches for it at the board meeting the following day. Robert Thomas designs the star overnight, and it is unanimously approved. Thomas is inspired to create a simple, elegant design for an elegant car.



Lincoln-Mercury is split into separate divisions. A new Continental Division also is established.

October 6

The 1956 Lincoln Continental Mark II is introduced to the public at the Paris Auto Show. Like the original Continental, the Mark II is considered by many to be one of the most beautiful cars ever designed. With perfect proportions and standard equipment that included power steering, power brakes, radio and heater, as well as an asking price of around \$10,000, the Mark II was clearly a special vehicle.



1957

April 15

Lincoln's manufacturing home, the Wixom Assembly Plant, is opened.

September

Lincoln-Mercury division is recombined.

1959

In 1959 Time magazine published a list of "100 best designed commercial products of modern times" and ranked the Lincoln Continental Mark I at No. 6.

1961

The Kennedy Presidential car, the X-100, is produced

For 1961, there was only one Lincoln offered: the new Continental. It featured another striking, award-winning design and distinctive "suicide" front-opening rear doors.



Lincoln Continental offers industry's first 12-month/12,000-mile warranty.

1968

March 25

The one millionth Lincoln Continental is produced at the Wixom Assembly Plant.

April 15

The all-new 1968-1/2 Lincoln Continental Mark III is introduced with a long hood, short deck and classic Continental spare tire hump.

1969

Sure-Track Brake System is offered on the Mark III. This anti-skid device is an American first.

1970

Steel-belted radial tires are standard on the Mark III; this is an American first.



1971

Industry firsts for the Ford Motor Company are the automatic seat back release and the powered sun roof.

September 17

The 1972 Lincoln Continental Mark IV is introduced.

1974

Outstanding feature of the Continental for the model year is the Hydro-boost brake system.



An industry first for the Continental Mark IV is the Quick Defrost system for the windshield and rear window.

1976

An AM/FM/MPX Search radio with Quadrasonic eight-track tape player is an industry first in the Town Car and Town Coupe

Lincoln begins using designers to create special edition series automobiles. These include:

- Bill Blass for Mark IV, V, VI and VII from 1976 - 1992
- Cartier for Mark IV, V, VI, and Town Car from 1976 to present
- Givenchy for Mark IV, V and VI and Continental from 1976 - 1987
- Pucci for Mark IV, V, and VI from 1976 - 1983

1978

Diamond Jubilee Edition Continental Mark V is built to commemorate Ford Motor Company's 75th Anniversary.

1979

July 23

Job 1 date of the new Lincoln Continental Mark VI.

October 12

The 1980 Lincoln Continental Mark VI is introduced to the public.

1980

The new Automatic Overdrive Transmission, the first of its kind in the domestic industry, is standard on the new Lincoln.

The first Electronic Instrument Panel in the industry, complete with a message center, is offered on the Mark VI.



1983

Valentino designs a special edition Continental from 1983 - 1985.

November 10

The 1984 Lincoln Mark VII is introduced; it is the first Mark to drop the word “Continental” from its title. The Mark VII featured aerodynamic styling including a dramatically raked windshield, wedge shaped and sloped rear window. Lincoln literature described it as “the most airflow-efficient luxury car built in America.” Continuing the downsizing trend, it was also almost six inches shorter and 400 pounds lighter than the Mark VI.

1984

Versace creates special designer series for Mark VII from 1984 - 1985.

First LSC (Luxury Sports Coupe) series introduced for Mark VII.

1985

ABS brake system is introduced on the Mark VII LSC and Continental Sedan.

1987

December 26

Front-wheel drive Lincoln Continental introduced as a 1988 model. The redesigned Continental was the first to feature front wheel drive and a six-cylinder engine.

1989

Driver and passenger-side airbags are standard equipment on the Lincoln Continental.

Aerodynamically styled Town Car introduced for the 1990 model year. The first redesign in a decade resulted in a rounder shape and dramatically-increased aerodynamics. The Town Car was named Motor Trend’s Car of the Year for 1990.

1990

October

Lincoln Continental celebrates 50th anniversary.





1992

Jack Nicklaus signs his name to specially designed Lincolns for the 1992-1993 Town Car Signature Series.

December 26

Introduction of the last of the Mark series - the 1993 Lincoln Mark VIII. The new Mark VIII was offered only as a coupe. It continued the 1990s trend of rounder styling.

1993

June 1

Industry first - dual airbags standard in most cars.

1995

January 26

Memory Profile System— which allows drivers to preset of a number of driving options - is introduced.

November 28

Ford 10,000th crash test (41 years after the first test).

1997

June 2

The 1998 Continental debuts, offering 400 improvements. New styling, a poised ride and a more spacious and luxurious interior define a new balance for the contemporary front-wheel drive luxury sedan.

July 1

Lincoln Navigator a full-size luxury sport-utility vehicle goes on sale. Lincoln's first SUV combines the luxury and comfort of a premium sedan with the confident go-anywhere mobility of an advanced utility vehicle. Navigator instantly becomes the top-selling luxury SUV.



October 13

For the first time, Lincoln offers the Town Car Signature Touring Sedan, featuring more horsepower, larger tires and a sportier ride.

October

The 5 millionth Lincoln sold.



1998

April 8

Lincoln goes global with the world reveal of the Lincoln LS & LS luxury sport sedans at the New York Auto Show

June

A special commemorative Mark VIII Collector's Edition is offered. Limited in number, the car features special paint and colors, two-tone leather seating surfaces, unique badging and a wood-trimmed steering wheel. Production of Mark VIII ceases, June 26.

The Mark VIII ended its production.

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

2000

The Lincoln LS and LS luxury sport sedans are to be introduced for the model year 2000. It is the first Lincoln in 48 years to offer a manual transmission.

2007

The Lincoln MKX crossover helps make Lincoln the fastest-growing luxury brand in America.

2009

3.5-liter EcoBoost V6 introduced on the MKS.

2010

MyLincoln Touch introduced on the MKX.

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

2011

Significantly refreshed MKS full-size premium sedan and MKT seven-passenger crossover revealed at Los Angeles International Auto Show.

2012

April 2

The all-new Lincoln MKZ debuts at the New York International Auto Show.

December 3

The Lincoln Motor Company is announced.



NEW MKZ



L I N C O L N

Lincoln Forges Dynamic New Path with the Introduction of “The Lincoln Motor Company” and All-New MKZ Luxury Vehicle

- 90-year-old brand poised to reinvent and capture premium automotive market
- New creative strategy features brand’s first-ever Super Bowl ad

NEW YORK, Dec. 3, 2012 — The Lincoln brand of the Ford Motor Company today announced its intent to once again be a major competitor in the premium automotive marketplace. The company, introduced as The Lincoln Motor Company, unveiled its all-new MKZ midsize luxury sedan and a strategic plan to reinvent the premium automotive marketplace during a dazzling event at New York City’s iconic Lincoln Center Plaza.

“Today we are announcing a new beginning for a brand that has been part of our company and the American fabric more than 90 years,” said Ford Motor Company CEO Alan Mulally. “The new Lincoln brand will be defined by great new luxury vehicles, such as the new MKZ, that feature quality, unique style with substance and innovative technology. These elements, coupled with a new level of warm, personal and surprising experiences, will enable Lincoln to appeal to today’s new luxury customer.”

The Origins of the New Lincoln Motor Company

Mulally said the seeds of this announcement were planted several years ago when the company divested itself of other luxury brands and made the decision to continue to develop the Ford and Lincoln brands. Since then, a major rejuvenation of Ford occurred and now the time is right for Lincoln to stand on its own and move in the same direction.



The Lincoln Motor Company signifies the new future being built on the foundation that originally made Lincoln an inspiration for premium brands and a source of growth and value to its corporate parent. With its focus on attracting a new market of individual-minded luxury consumers, Lincoln will deliver a range of vehicles that combine stunning elegant design with technical innovation.

A New and Powerful Consumer for the New MKZ

“The time is now for Lincoln,” said Jim Farley, executive vice president of Global Marketing, Sales and Service and Lincoln. “The ‘Great Recession’ changed people and their view of luxury. Today, luxury consumers make decisions based on what appeals most to their passions and not what they believe will impress others. We know we need to continually surprise and delight these new clients.”

The all-new MKZ will be the first of four new Lincoln vehicles in the next four years created to appeal to these new luxury consumers who are emerging as a powerful economic force. Called progressive luxury consumers, they are responsible for nearly 25 percent of all luxury vehicle sales in America. They are affluent individuals who no longer purchase to maintain an image for others, but instead seek fresh new alternatives that appeal to them because they found a truly unique choice.

The quality and design of the product is paramount, but so, too, is the opportunity for discovery and the reward of great service and continual surprising experiences throughout the entire ownership cycle. To this end, Farley said the company is introducing two innovative new experiences.

The first is The Lincoln Host and 24/7 Concierge Service, now available at Lincoln.com. This delightful brand experience and discovery, not available from other competitors, provides the opportunity to speak with, and have assigned, a personal concierge to guide an interested client through the entire shopping process. The personal concierge stays with the client through ownership, creating a customized relationship. The second is Lincoln Date Night, a celebration offered to those down the path to ownership of a new Lincoln. It will provide the opportunity to spend a weekend with a new vehicle and take that special someone for a night on the town courtesy of the brand.



Going to the Big Game in a Big Way

In one example of how the brand intends to break through, Farley announced that for the first time in the brand's history, Lincoln will advertise during the broadcast of the upcoming Super Bowl, and will do it in an unprecedented way. Lincoln has asked comedian Jimmy Fallon to lead the first-ever Super Bowl commercial written entirely by social media, with consumers participating through Twitter. Consumers will provide their best 140 character thoughts to a script, and Fallon will then lead the curation of the best contributions that will create the ad to run during the broadcast of the big game.

As another highlight, all-time NFL rushing leader and three-time Super Bowl champion Emmitt Smith joined Farley for the MKZ launch and has signed on as a brand ambassador to help Lincoln continue to put MKZ in the spotlight at the game in New Orleans.

"It's an honor to join Lincoln Motor Company on its comeback journey and I'm excited that the MKZ will star in Lincoln's first-ever Super Bowl commercial," said Smith. "Enlisting the help of consumers to develop the spot is extremely clever. Throughout my career, I've been driven by the support of the fans and now they'll have the chance to do the same for Lincoln."

In celebration of the introduction of the Lincoln Motor Company and the new MKZ, a collection of new Lincoln vehicles was on display at Lincoln Center Plaza ending with a stunning sound and light projection show onto Avery Fisher Hall in the evening.



Lincoln Announces Its New 2013 Campaign: Introducing the Lincoln Motor Company

NEW YORK, Dec. 3, 2012 — Lincoln, the luxury automotive brand, today announced the launch of its new advertising campaign: “Introducing the Lincoln Motor Company.”

Lincoln was originally called the Lincoln Motor Company in 1922, when Edsel Ford signed the agreement purchasing the company from its founder Henry Leland. During its early years, Edsel worked with numerous custom-body suppliers to make Lincoln one of the most distinctive luxury brands in the industry, with motorcars that were urbane, sleek and elegant – the epitome of understated luxury.

By reintroducing “The Lincoln Motor Company,” the campaign captures the founding principles of the company and brings them forward to a new generation of progressive luxury buyers.

“Befitting this new chapter in the life of Lincoln we are making a complete new start in every aspect of consumer communication to emotionally welcome our new target customer into our brand,” said Matt VanDyke, Director of Global Lincoln Brand. “It’s not often this opportunity comes around so we intend to make the most of it and have our work in every medium be as fresh, surprising and distinctive as the new Lincoln vehicles and customer experiences will be.”

The new campaign features the all-new MKZ premium midsize sedan and MKZ Hybrid, the first transformational vehicles for the new Lincoln brand. They will be arriving in dealerships by the end of the month.

The Introducing the Lincoln Motor Company theme will be carried across print, broadcast, digital media and Lincoln’s own online platforms starting Dec. 3.

The first print ads will break in major national newspapers and online media on Dec. 3 as well. National print ads will appear in January 2013 issues of select business and consumer lifestyle magazines.



New Print Advertising

The newspaper print announcement features two all-type treatments. The first begins with the provocation, “Does the World Need Another Luxury Car?” debuting on Dec. 3, followed by “Hello. Again” debuting on Dec. 10. Both emphasize the values that once made Lincoln the leader in luxury automobiles and how these same values will be the key to its future development. These ads feature no images. A white, minimalist page with black typeface emphasizes simplicity in design.

The magazine print campaign offers an introduction to the brand and its focus on individuality. Each ad features a group of people who, at first glance, could easily be categorized, but who Lincoln recognizes as unique individuals in their own right. This campaign launches the all-new Lincoln MKZ midsize premium sedan.

Television

The new television campaign weaves together examples of Lincoln’s past with those highlighting present design innovation. The spots evoke what has historically made Lincoln stand apart in the luxury category, while using the new MKZ as the face of the reinvented brand. There are a number of quick-cutting, artfully composed images that continue to add visual interest over multiple viewings.

New Digital Communications

A redesign of Lincoln.com, LincolnNow.com, and a brand-new app for Lincoln, Experience Lincoln, will become the portals through which a new generation can experience the grace and elegance of Lincoln’s legacy and its link to the excitement of the all-new MKZ. Through Parallax layering, an elegant display will have continual running video, dynamic movement, and full-screen video and photos that allow one to experience the vehicle in an immersive way.

New Catalogs

The new catalogs feature contemporary, lush photography of the all-new MKZ. But a unique element has been added to provide a richer and more immersive experience. Using the new Lincoln app on a mobile device focused on the image (rather than a code or tag), the user can access iconic past Lincoln ads reimagined in a fresh new way, and even scroll back and forth between the two.

Introducing the Lincoln Motor Company is the first Lincoln campaign developed by HudsonRouge, the new WPP-owned Lincoln agency based in New York. All of the new creative work is intended to be an example of the fresh, new and surprising direction of Lincoln by embracing its iconic heritage with a new and exciting future.



Lincoln Design Center Opening Marks New Milestone in Brand's Reinvention

- > Lincoln celebrates Design Center opening today; new studio houses approximately 150 designers, craftspeople and engineers dedicated solely to Lincoln production and concept vehicles
- > All disciplines – creative and technical – work collaboratively in one space; first new dedicated Design Center for Lincoln since the 1970s
- > All-new Lincoln MKZ midsize sedan, arriving later this year, first vehicle emerging from the new studio

DEARBORN, Mich., Oct. 18, 2012 – Lincoln celebrates another element of its reinvention journey today with the formal opening of the new Lincoln Design Studio in Dearborn, Mich., the brand's first new fully dedicated design center in four decades.

This major facility, located on the campus of Ford Motor Company's Product Development Center, is home to a skilled, co-located global team of designers, sculptors, math sculptors and modelers representing a dozen nationalities – and with experience in just as many design centers around the world.

This team is part of a dedicated Lincoln Product Development organization, creating four all-new Lincoln vehicles by 2015 to ensure the reinvented brand has a presence in the highest growth segments of the premium market.



“We have spent considerable time to develop strong integrated design, engineering and product programs into a common Product Development vision for Lincoln,” said Raj Nair, group vice president, Global Product Development, speaking at the opening program. “Lincoln’s advantage is we can build on the company’s tremendous global product development resources and ensure we continually innovate to develop the best technology and apply it to support the unique Lincoln difference.”

Nair pointed out two significant examples of this approach, highlighting the all-new Lincoln MKZ’s push-button shift and panoramic glass roof.

Creating a facility dedicated to Lincoln is an essential step in the reinvention of the brand.

“During the great recession, the U.S. luxury market had changed. Now, there is opportunity for a fresh, new alternative in the premium market,” said Jim Farley, executive vice president of, Global Marketing, Sales and Service and Lincoln. “Lincoln’s renaissance is built on our new product lineup and is a personalized experience with designs that deliver on our promise of a personalized motor car: beautiful, elegant, and most of all, surprising.”

The new design studio is located in the nerve center of Lincoln vehicle development, allowing engineers and designers to be co-located. Approximately 150 design team members who work exclusively for Lincoln are also in the center.

Max Wolff, Lincoln’s Director of Design, is responsible not only for the design of all Lincoln vehicles but also the environment in which they will be created.

The new home is an environment where designers and engineers truly collaborate. The loft-like studio replaces walls with glass. Cubicles are banished in favor of open workspaces where designers sit across from one another. The entire space is configured to allow Product Development team members to drop in, have ad-hoc discussions and make impromptu innovative brainstorm sessions the order of the day and not the exception.

“We also made it a priority to fit interior and exterior design teams into one space because often they are two separate work streams and therefore, two different sensibilities,” Wolff said. “Now everyone collaborates on one harmonious vehicle.”

The first vehicle to emerge from the new studio, the 2013 MKZ, goes on sale late this year.



2013 Lincoln MKZ: Quick Reference Guide

The all-new 2013 Lincoln MKZ represents the future of Lincoln in both style and substance: stunning design wrapped around intuitive, purposeful technology. The first vehicle from the dedicated Lincoln Design Studio, the MKZ signifies the introduction of the reinvented Lincoln brand to attract an emerging large new body of premium automotive consumers.

Unlike other manufacturers, Lincoln does not charge a premium for its hybrid offering. The 2013 Lincoln MKZ Hybrid carries the same base price as the gas-powered 2013 Lincoln MKZ: \$35,925, plus \$875 destination and delivery charge. It delivers more miles per gallon – 45 mpg city, highway and combined – than any luxury vehicle in America.

2013 LINCOLN MKZ HIGHLIGHTS

> Standard equipment includes 2.0-liter EcoBoost® engine, SYNC® with MyLincoln Touch™ driver connect technology, Lincoln Drive Control, unique push-button shift, remote start, LED headlamps and taillamps, and 60/40 split rear seat; class-exclusive retractable panoramic roof makes production debut

> 2013 Lincoln MKZ boasts nine class-exclusive features, six of which are standard: push-button shift, LED headlamps, 10.1-inch LCD instrument cluster, Active Noise Control, 8-inch touch screen and Easy Fuel® capless fuel filler. Available features are the retractable panoramic roof, inflatable rear seat belts and multicontour front seats with Active Motion®

> The visually and technically stunning retractable panoramic roof of the MKZ becomes a Lincoln signature, offering a 15.2-square-foot glass panel and one of the largest rooftop openings available on any modern sedan



- > Standard on the 2013 Lincoln MKZ, Lincoln Drive Control orchestrates the performance of multiple systems (including suspension, steering and noise control) to deliver totally new Lincoln driving quality that is the optimal blend of engaging driving and refined ride
- > Push-button shift is a unique execution that replaces the traditional mechanical transmission shift lever with a contemporary five-button interface and dramatically opens up the center console of the new MKZ
- > Lincoln-exclusive THX® II Certified Audio System, with 700 watts, 14 channels and 14 speakers, is available
- > The new MKZ is the only sedan in its class to offer inflatable outboard rear seat belts, which spread impact forces across more than five times the area of conventional belts. This reduces pressure on the chest while helping to control head and neck motion and reduce the risk of injuries

Hybrid-specific information

- > The 2013 MKZ Hybrid delivers more miles per gallon than any luxury vehicle in America: EPA-certified at 45 mpg city, 45 mpg highway and 45 mpg combined
- > The MKZ Hybrid carries the same price as the standard MKZ. This is different from all other automakers that charge a premium for a hybrid choice
- > The MKZ Hybrid has been a key component to bringing new customers into Lincoln showrooms, with 72 percent of hybrid buyers being new to the brand last year alone
- > Lincoln MKZ Hybrid customers receive the same key features as Lincoln MKZ gas customers in their respective equipment groups. That means in the standard Hybrid Premiere equipment group, for example, customers receive SYNC® with MyLincoln Touch™ with 8-inch touch screen, premium leather-trimmed seats (heated front seats), class-exclusive LED headlamps, 18-inch premium painted wheels and Lincoln Drive Control.
- > New lithium-ion batteries save weight and generate more power than the previous nickel-metal-hydride batteries. An all-new 2.0-liter Atkinson-cycle four-cylinder gas engine retains performance with more efficiency than the previous 2.5-liter unit, and the 88-kilowatt electric traction motor alone can power the car up to 62 mph



> The electric traction motor during launch allows for a smaller gasoline engine and significantly reduces fuel consumption. In addition, when it is used as a generator, it helps recover vehicle energy during deceleration or braking to recharge the battery pack. Projected total system power is 188 horsepower

> The 2013 Lincoln MKZ is built at Hermosillo (Mexico) Stamping and Assembly Plant and will be on sale in late 2012

POWERTRAIN

Engine	Horsepower	Fuel Economy
2.0-liter EcoBoost four-cylinder	240 @5,500 rpm (premium fuel)	FWD: 22 mpg city/33 mpg highway AWD: 22 mpg city/31 mpg highway
3.7-liter V6	300 @ 6,500 rpm	FWD: 19 mpg city/28 mpg highway AWD: 18 mpg city/26 mpg highway
2.0-liter four-cylinder hybrid	188 (combined engine and motor) 141 (engine only)	FWD: 45 mpg city/45 mpg highway

PRICING

MODEL	MSRP
2013 Lincoln MKZ 2.0-liter EcoBoost four-cylinder, FWD	\$35,925
2013 Lincoln MKZ 2.0-liter EcoBoost four-cylinder, AWD	\$37,815
2013 Lincoln MKZ 3.7-liter V6, FWD	\$37,155
2013 Lincoln MKZ 3.7-liter V6, AWD	\$39,045
2013 Lincoln MKZ Hybrid, FWD	\$35,925
Destination charge:	\$875



Lincoln MKZ Hybrid: America's Luxury MPG Leader Delivers Personal, Unique Experience

- > All-new Lincoln MKZ Hybrid delivers more miles per gallon than every other luxury vehicle in America: EPA-certified 45 mpg city, 45 mpg highway and 45 mpg combined
- > MKZ delivers 5 mpg better city and combined as well as 6 mpg better highway than more-expensive all-new Lexus ES Hybrid
- > Lincoln is the only brand offering an advanced hybrid model at the same price as non-hybrid model

The dynamic, all-new Lincoln MKZ Hybrid delivers more miles per gallon than any luxury vehicle in America with an EPA-certified 45 mpg across the board – city, highway and combined.

“The all-new MKZ Hybrid proves that thoughtful customers who prioritize fuel economy and reducing emissions do not need to compromise on luxury, driving quality or advanced technology,” said Jim Farley, executive vice president of Global Marketing, Sales and Service and Lincoln. “MKZ is our strongest proof yet on what the reinvented Lincoln stands for – beautiful vehicles with compelling and warm experiences that create a clear alternative in today’s increasingly competitive luxury marketplace.”

EPA ratings put MKZ Hybrid ahead of its key competitors in the luxury midsize sedan market – 5 mpg city and 6 mpg highway ahead of Lexus ES 300h; 18 mpg city and 13 mpg highway ahead of Infiniti M35h and 20 mpg city and 16 mpg highway ahead of BMW ActiveHybrid 3.



Additionally, the new MKZ Hybrid is 2 mpg city and 5 mpg better highway than the smaller Lexus CT 200h. The 2013 Lincoln MKZ Hybrid also is more fuel efficient than Audi, BMW and Mercedes-Benz diesel vehicles.

Lincoln is offering the new MKZ Hybrid at the same price as the equivalent non-hybrid model, giving luxury midsize sedan customers maximum choice as well as top fuel economy, true luxury sedan performance and superb value.

Lincoln was the first automaker to offer a premium hybrid vehicle with a suggested retail price matching its conventional-powered sibling.

Other competitors charge a premium for their hybrid models. The 2013 Lexus ES 300h, for example, is priced at \$38,850, representing a \$2,750 premium over the 2013 Lexus ES 350.

All hybrids are not available with all the options of their non-hybrid-powered models, but the Lincoln MKZ Hybrid is. This provides the opportunity to tailor one's own MKZ Hybrid and make it a real personal statement.

The standard Hybrid Premiere equipment group features SYNC® with MyLincoln Touch™ with 8-inch touch screen, premium leather-trimmed seats (heated front seats), class-exclusive LED headlamps, 18-inch premium painted wheels and Lincoln Drive Control.

Always on, Lincoln Drive Control orchestrates the performance of the Continuously Controlled Damping (CCD) adjustable suspension, electric power-assisted steering (EPAS) and Active Noise Control (ANC). This ensures true Lincoln dynamic characteristics and not a lesser dynamic hybrid experience as is the case with some others.

The result is an unsurpassed combination of refined ride and engaging driving dynamics. CCD contributes to Lincoln Drive Control's transparent action by "reading" the road and adjusting the shocks in the blink of an eye to precisely tune, refine and balance to deliver more controlled handling with a smoother ride.

The new Lincoln MKZ and MKZ Hybrid will go on sale later this year, and customers can configure their own virtual MKZ at <http://www.lincoln.com/cars/mkz/2013>.

The new MKZ is the first of four all-new vehicles Lincoln is introducing in the next four years.



All-New Lincoln MKZ Offers More Standard Features, Lower Price Than New Lexus ES 350

MKZ Hybrid, available at same price as base gasoline-powered model, projected to remain America's most fuel-efficient premium midsize sedan

> The all-new Lincoln MKZ midsize premium sedan, representing the style and substance of the future of Lincoln, delivers more features and lower starting price than the new Lexus ES 350; dealer order banks now open

> Standard equipment includes 2.0-liter EcoBoost® engine, SYNC® with MyLincoln Touch™ driver connect technology, Lincoln Drive Control, unique push-button shift, remote start, LED headlamps and taillamps, and 60/40 split rear seat; class-exclusive retractable panoramic roof makes production debut

> No price premium for new MKZ Hybrid

The all-new Lincoln MKZ premium midsize sedan comes standard with more content and a lower starting price than the new Lexus ES 350.

“The new MKZ and MKZ Hybrid are proof of our commitment to reinvent the Lincoln brand for a new generation of Lincoln customers,” said Jim Farley, executive vice president of Global Marketing, Sales and Service and Lincoln. “There’s a large group of thoughtful individuals who take great pride in planning and following their own unique paths, and the MKZ is the first of a number of all-new vehicles designed with this same attitude to be a compelling choice for these independent-minded consumers.”



The 2013 Lincoln MKZ includes several segment-firsts, plus features such as all-wheel drive that buyers cannot have on a new Lexus ES 350, whose starting price is \$175 more than the new Lincoln MKZ's.

MKZ's key standard features include:

- Lincoln Drive Control, which orchestrates the performance of the Continuously Controlled Damping (CCD) adjustable suspension, electric power-assisted steering (EPAS), engine, transmission, Active Noise Control, traction control and stability control systems
- 2.0-liter EcoBoost® engine, projected to produce 240 horsepower and fuel economy of 22 mpg city, 33 mpg highway (front-wheel drive)
- Push-button shift, a unique execution that replaces the traditional mechanical transmission shift lever with a contemporary five-button interface and dramatically opens up the center console of the car
- SYNC® with MyLincoln Touch™ driver connect technology
- LED headlamps (segment-first) and taillamps
- Intelligent Access with push-button start

The 2013 Lincoln MKZ boasts 10 class-exclusive features, seven of which are standard: push-button shift, LED headlamps, 10.1-inch LCD instrument cluster, Active Noise Control, 8-inch touch screen, remote start and Easy Fuel® capless fuel filler. Available features are the retractable panoramic roof, inflatable rear seat belts and multicontour front seats with Active Motion®.

Base price for all of this is \$35,925, excluding \$875 delivery and destination charge.

Plus, customers still can choose the MKZ Hybrid – projected to remain America's most fuel-efficient premium midsize sedan – for the same price, unlike other luxury competitors.

Dealer order banks are now open, and customers can configure their own virtual MKZ at <http://www.lincoln.com/cars/mkz/2013>.



2013 MKZ Hybrid best price in class and improved performance

Lincoln became the first automaker to offer luxury customers a premium hybrid vehicle with a suggested retail price matching its conventional gas sibling, starting with the MKZ Hybrid in 2010.

This model has been a key component to bringing new customers into Lincoln showrooms, with 72 percent of hybrid buyers being new to the brand last year alone.

Lincoln MKZ Hybrid customers receive the same key feature as Lincoln MKZ gas customers in their respective equipment groups. That means, for example, customers opting for the Hybrid Premiere Package receive SYNC with MyLincoln Touch with 8-inch touch screen, leather-trimmed heated front seats, class-exclusive LED headlamps and Lincoln Drive Control.

Other competitors charge a premium for their hybrid models. The 2013 Lexus ES 300h, for example, is priced at \$38,850, representing a \$2,750 premium over the 2013 Lexus ES 350 and nearly \$3,000 (\$2,925) more than the 2013 Lincoln MKZ Hybrid.

Exclusive to the Lincoln MKZ Hybrid is SmartGauge® with EcoGuide. This instrument cluster coaches drivers to become more fuel efficient, creating visual rewards in the form of the growth of virtual flowers on the system's right-most screen for the driver's efforts to operate the car in a fuel-efficient manner on a long-term, day-to-day basis.

Lincoln's white flowers, inspired by apple blossoms, remain permanently unless lifetime fuel economy is reset.

On the all-new Lincoln MKZ Hybrid, new lithium-ion batteries save weight and generate more power than the previous nickel-metal-hydride batteries. An all-new 2.0-liter Atkinson-cycle four-cylinder gas engine retains performance with more efficiency than the previous 2.5-liter unit, and the 70-kilowatt electric traction motor alone can power the car up to 62 mph.

The electric traction motor during launch allows for a smaller gasoline engine and significantly reduces fuel consumption. In addition, when it is used as a generator, it helps recover the vehicle energy during deceleration or braking to recharge the battery pack. Projected total system power is 188 horsepower.



Four levels of choice available

The 2013 Lincoln MKZ will be available in four executions: Premiere, Select, Reserve and Preferred.

The Select package includes the Premiere package plus:

- Rear view camera
- Wood steering wheel
- Ambient lighting
- Rear park sensors
- HD Radio™ technology, which provides better audio quality, improved reception performance and more choices
- Accent lighting in headlamps
- Auto-dimming driver's side mirror

The Reserve package includes the Select package plus:

- Navigation System with voice recognition
- Blind Spot Information System (BLIS®) with cross-traffic alert. BLIS alerts when a vehicle enters a blind spot; cross-traffic alert warns of traffic approaching from the sides, such as leaving a parking space in reverse
- Power decklid
- Cooled seats
- Power tilt and telescoping steering wheel

The Preferred package includes the Reserve package plus:

- 19-inch polished wheels with painted pockets
- Premium floor mats
- Heated steering wheel
- Heated rear seats
- 110-volt powerpoint (standard on MKZ Hybrid)
- THX® II Certified Audio System

Thoughtful and intuitive technology

Meaningful technology applied in an intuitive manner is a key component of this new Lincoln.

Consider, for instance, the MKZ's retractable panoramic roof. This visually and technically stunning feature becomes a Lincoln signature, offering a 15.2-square-foot glass panel and one of the largest rooftop openings available on any modern sedan. [Click here](#) to learn more about this available roof, which is priced at \$2,995.

For audio enthusiasts, MKZ offers the available Lincoln-exclusive THX II Certified Audio System. It features 700 watts, 14 channels and 14 speakers.



THX audio engineers spent more than 200 hours custom-tuning the THX-certified equipment to deliver home-theater surround sound, creating one of the industry's most powerful audio systems.

To aid drivers, the new Lincoln MKZ offers a Lane Keeping System, a suite of advanced driving aids that helps drivers avoid drifting from their lane due to distraction or fatigue. Consisting of Lane Keeping Aid, Lane Keeping Alert and Driver Assist, the Lane Keeping System utilizes a mono-vision camera integrated into the rearview mirror to read the lane markers ahead.

The Lane Keeping System is available as part of the Technology Package, which also includes adaptive cruise control, active park assist, auto high beams and rain-sensing wipers. For a more complete description of the Lane Keeping System, [click here](#).

The new MKZ is the only sedan in its class to offer inflatable outboard rear seat belts. Rear-seat passengers – often children or mature passengers – can be more vulnerable to head, chest and neck injuries.

These inflatable second-row, outboard seat belts spread impact forces across more than five times the area of conventional belts, reducing pressure on the chest while helping to control head and neck motion and helping reduce the risk of injuries.

Emphasizing performance and efficiency, the optional 3.7-liter V6 engine produces a projected 300 horsepower, an increase of 37 horsepower over the previous MKZ V6, while improving fuel economy approximately 5 percent to an estimated 18 mpg city, 26 mpg highway (all-wheel drive).

“The all-new Lincoln MKZ represents a new day for Lincoln and we consider it a worthy new calling card for a reinvented brand,” said Farley. “Along with a reinvented customer experience of delightful personal service, we are confident Lincoln will be on the leading edge of attracting a new class of premium buyers who delight in discovering new and better ways of rewarding and distinguishing themselves from the norm.”

The 2013 Lincoln MKZ will be in dealerships in late fall.

For a full press kit on the 2013 Lincoln MKZ, [click here](#). Information on the all-new MKZ also can be found by downloading the Experience Lincoln app available now for free in the App Store and Google Play.

2013 Lincoln MKZ Technical Specifications



BODY		
Construction	Unitized welded steel body	
Final assembly location	Hermosillo Stamping and Assembly Plant, Mexico	
ENGINE		
Type	2.0-liter EcoBoost® I-4	3.7-liter Ti-VCT V6
Production location	Valencia, Spain	Lima Engine Plant, Ohio
Configuration	In-line 4, aluminum block/heads	60-degree V6, aluminum block/heads
Displacement	2.0 liter/122 cu. in.	3.7-liter/227.4 cu. in.
Bore x stroke	3.44 x 3.27 in./87.5 x 83.1 mm	3.7 x 3.4 in./95.5 x 86.7 mm
Crankshaft	Cast iron	Forged steel
Redline	6,800 rpm	6,750 rpm
Valvetrain	DOHC, four valves per cylinder, twin independent variable camshaft timing	DOHC, four valves per cylinder, intake variable camshaft timing
Compression ratio	9.3:1	10.5:1
Horsepower	240 @ 5,500 rpm	300 @ 6,500
Torque	270 lb.-ft. @ 3,000 rpm	277 lb.-ft. @ 4,000 rpm
Recommended fuel	87 octane	87 octane
Fuel capacity	16.5 gallons (FWD); 17.5 gallons (AWD)	17.5 gallons
Fuel delivery	Direct gasoline injection	Sequential multiport electronic injection
Oil capacity	5.7 quarts with filter	5.5 quarts with filter
Federal standards	Tier 2/Bin 5 tailpipe, LEVII evaporative	Tier 2/Bin 5 tailpipe, LEVII evaporative
California standards	ULEVII tailpipe, LEVII evaporative	ULEVII tailpipe, LEVII evaporative
EPA fuel economy	FWD: 22 mpg city/33 mpg highway AWD: 22 mpg city/31 mpg highway	FWD: 19 mpg city/28 mpg highway AWD: 18 mpg city/26 mpg highway
DRIVETRAIN		
Layout	Front-wheel drive/All-wheel drive	Front-wheel drive/All-wheel drive
TRANSMISSION		
	Electronic 6F-35 six-speed with SelectShift Automatic™ with paddle shift activation	Electronic 6F-50 six-speed with SelectShift Automatic™ with paddle shift activation
Gear ratios:		
First	4.584:1	4.484:1
Second	2.964:1	2.872:1
Third	1.912:1	1.842:1
Fourth	1.446:1	1.414:1
Fifth	1.000:1	1.000:1
Sixth	0.746:1	0.742:1
Reverse	2.943:1	2.882:1
Final drive ratio	FWD 3.21:1; AWD 3.36:1	FWD 3.39:1; AWD 3.65:1

2013 Lincoln MKZ Technical Specifications



L I N C O L N

SUSPENSION	
Front	MacPherson strut with aluminum control arm and stabilizer bar; Continuously Controlled Damping (CCD)
Rear	Advanced multi-link suspension with Continuously Controlled Damping (CCD)
STEERING	
Type	Electric power assisted steering (EPAS)
Steering column	Manual tilt and telescoping
Ratio	14.8:1
Turns, lock-to-lock	2.7
Turning circle, curb-to-curb	38 ft.
BRAKES	
Type	Standard four-channel, four-wheel disc with Anti-lock Brake System (ABS); AdvanceTrac® ESC; Electric parking brake
Front	17-in. vented disc; rotors: 12.4 in. x 1.1 in.
Front swept area	500.7 sq. cm.
Rear	17-in. solid disc; rotors: 12.4 in. x .43 in.
Rear swept area	384.9 sq. cm.
WHEELS AND TIRES	
Wheel sizes and type	18-in. premium painted aluminum (standard)
	19-in. polished aluminum with painted pockets (optional)
	19-in. polished 18-spoke aluminum (optional)
	19-in. polished 10-spoke aluminum (late availability)
Tire size	P245/45R18
	P245/40R19
DIMENSIONS (inches unless otherwise noted)	
Exterior	
Wheelbase	112.2
Overall length	194.1
Overall width (excluding mirrors)	73.4
Overall width (including mirrors)	83.3
Overall height (without options)	58.2
Track width (front/rear)	62.3/62.0
Interior	
Seating capacity	Five
Headroom	
First row	37.9
Second row	36.6

2013 Lincoln MKZ Technical Specifications



L I N C O L N

Legroom		
First row (maximum)	44.3	
Second row	37.0	
Shoulder room		
First row	57.7	
Second row	55.3	
Hip room		
First row	55.1	
Second row	53.8	
WEIGHTS AND CAPACITIES		
Curb weight	FWD: 3,719 lbs; AWD: 3,874 lbs.	FWD: 3,829 lbs.; AWD: 4,002 lbs.
Cargo volume	15.4 cu. ft.	
Total passenger volume	96.5 cu. ft.	
Total EPA volume	111.9 cu. ft.	
Towing capacity	1,000 lbs.	2,000 lbs.

2013 Lincoln MKZ Hybrid Technical Specifications



BODY	
Construction	Unitized welded steel body
Final assembly location	Hermosillo Stamping and Assembly Plant, Mexico
GASOLINE ENGINE	
Type	2.0-liter inline four-cylinder, 16 valve Atkinson-cycle
Manufacturing location	Dearborn, Michigan
Configuration	Aluminum block and head
Valvetrain	DOHC, four valves per cylinder, intake variable camshaft timing (iVCT)
Bore x stroke	3.44 x 3.27 in.
Displacement	122 cu. in./1,999 cc
Compression ratio	12.3:1
Horsepower	141 hp
Torque	129 lb.-ft. @ 4,000 rpm
Net system power	188 hp @ 6,000 rpm
Recommended fuel	87 octane unleaded
Fuel capacity	13.5 gallons
Fuel injection	Sequential multiport electronic
Oil capacity	5.0 quarts with filter
ELECTRIC MOTOR	
Type	Permanent magnet AC synchronous motor
Power	88 kW
Transmission	Electronic Continuously Variable Powersplit (HF 35)
HIGH-VOLTAGE BATTERY	
Type	1.4 kWh lithium Ion
Power	35 kW
DRIVETRAIN	
Layout	Front-wheel drive
FUEL ECONOMY	
FWD	45 mpg city/45 mpg highway

2013 Lincoln MKZ Hybrid Technical Specifications



SUSPENSION	
Front	MacPherson strut with aluminum control arm and stabilizer bar; Continuously Controlled Damping (CCD)
Rear	Advanced multi-link suspension with Continuously Controlled Damping (CCD)
STEERING	
Type	Electric power-assisted steering (EPAS)
Steering column	Manual tilt and telescoping
Ratio	14.8:1
Turns, lock-to-lock	2.7
Turning circle, curb-to-curb	38.0 ft.
BRAKES	
Type	Standard four-channel, four-wheel disc with Anti-lock Brake System (ABS); Regenerative Braking, AdvanceTrac® ESC; Electric parking brake
Front	17-in. vented disc; rotors: 11.8 in. x 1.1 in.
Front swept area	463.6 sq. cm.
Rear	17-in. solid disc; rotors: 11.9 in. x .43 in.
Rear swept area	356.6 sq. cm.
WHEELS AND TIRES	
Wheel sizes and type	18-in premium painted aluminum (standard)
	19-in polished aluminum with painted pockets (optional)
	19-in polished 10-spoke aluminum (late availability)
Tire size	P245/45R18
	P245/40R19
DIMENSIONS (inches unless otherwise noted)	
Exterior	
Wheelbase	112.2
Overall length	194.1
Overall width (excluding mirrors)	73.4
Overall width (including mirrors)	83.3
Overall height (without options)	58.1
Track width (front/rear)	62.3/62.0
Interior	
Seating capacity	Five
Headroom	
First row (maximum)	37.9
Second row	36.6

2013 Lincoln MKZ Hybrid Technical Specifications



L I N C O L N

Legroom	
First row	44.3
Second row	37.0
Shoulder room	
First row	57.7
Second row	55.3
Hip room	
First row	55.1
Second row	53.8
WEIGHTS AND CAPACITIES	
Curb weight	3,828 lbs.
Cargo volume	11.1 cu. ft.
Total passenger volume	96.4 cu. ft.
Total EPA Volume	107.6 cu. ft.
Towing capacity	Not recommended