

Hudson
Rouge



THE LINCOLN MOTOR COM[ANY

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LINCOLN MKZ /EXPERIENCE /
INTERACTIVE QUESTIONNAIRE Q/1 2014
v.11

11.Dec.2014

Two routes to get into the questionnaire

- self identify via some sort of interactive info graphic : the self identify will be taken from the 6 question areas, but will be a bit more granular. Ideally these graphic representation will be mapped back to specific features that will be called out in the following experience
- use Facebook connect and scrape profile

Both of these route places the user in one of the 5 characters :

1. Adventurer
2. Connoisseur
3. Practical
4. Gearhead
5. Techie

There will be a primary & secondary character for each user, e.g. *I'm primarily and Adventurer, but I also have Techie interests*

There are 6 questions areas :

1. Design/Craft
2. Performance
3. Safety
4. Technology
5. Comfort
6. Cost

Each area will have 5-7 questions that could be presented to the user, we need a variety of questions for each area so we can tailor the experience vis-a-vis Primary/Secondary character makeup

- Any area that is a primary area we want to present 2-3 questions
- Any area that is a secondary area we want to present 1 question

At the end of the questionnaire supporting content will be presented in a 3D model of the vehicle that the user can explore if they wish. The vehicle will have 40-50 "hot-spots" for a deeper dive into information on a particular area.

Based on the results of the questionnaire we will surface 10-16 of these hot-spots to the user.



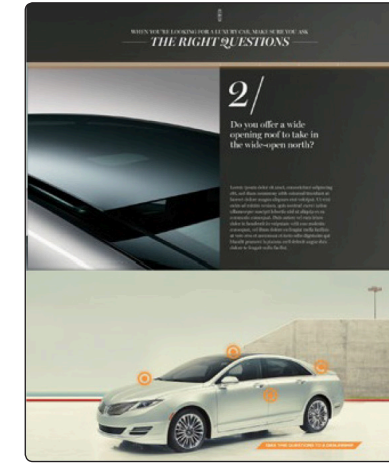
John is in the market for a new car, and is specifically looking to upgrade. He's been driving a used Lexus for the last 5 years



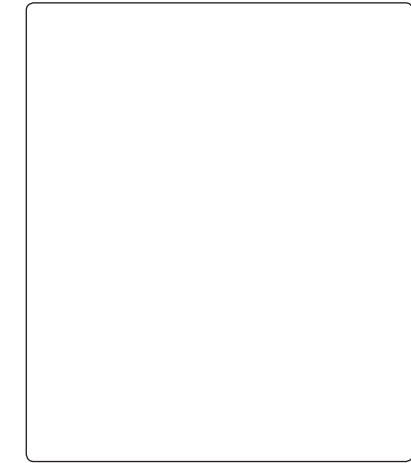
Find out what you need, the luxury uncovered questionnaire

He is directed to the landing page via one of the following :

- OLA
- In market banners
- Product pages (MKZ+ MKZ hybrid)
- Promo tile on LinkedIn.com
- Social spaces
- Retail POS
- Paid Social



On the mini-site he decides to use the Facebook option to go through the questionnaire



Using Facebook connect the algorithm uses a combination of keywords and location to place John in one of the 5 character routes



Sample question for design highlighting the design of the sun-roof, a Connoisseur highlight.

TECHIE
 Work Employer : Technical Director at IBM
 Check-ins : IEEE & TED tech talks
 Likes : Microsoft Surface, iPhone

CONNOISSEUR
 About : Gourmet food
 Inspirational People : Philip Stark

Per John's Facebook profile he is classified as Techie primarily, and a connoisseur.

The algorithm will identify John's primary and secondary characteristic. The idea being to serve up a holistic questionnaire that reflects John's overall interests & lifestyle.

- The 5 character types are
- Adventurer
 - Connoisseur
 - Gearhead
 - Practical
 - Techie



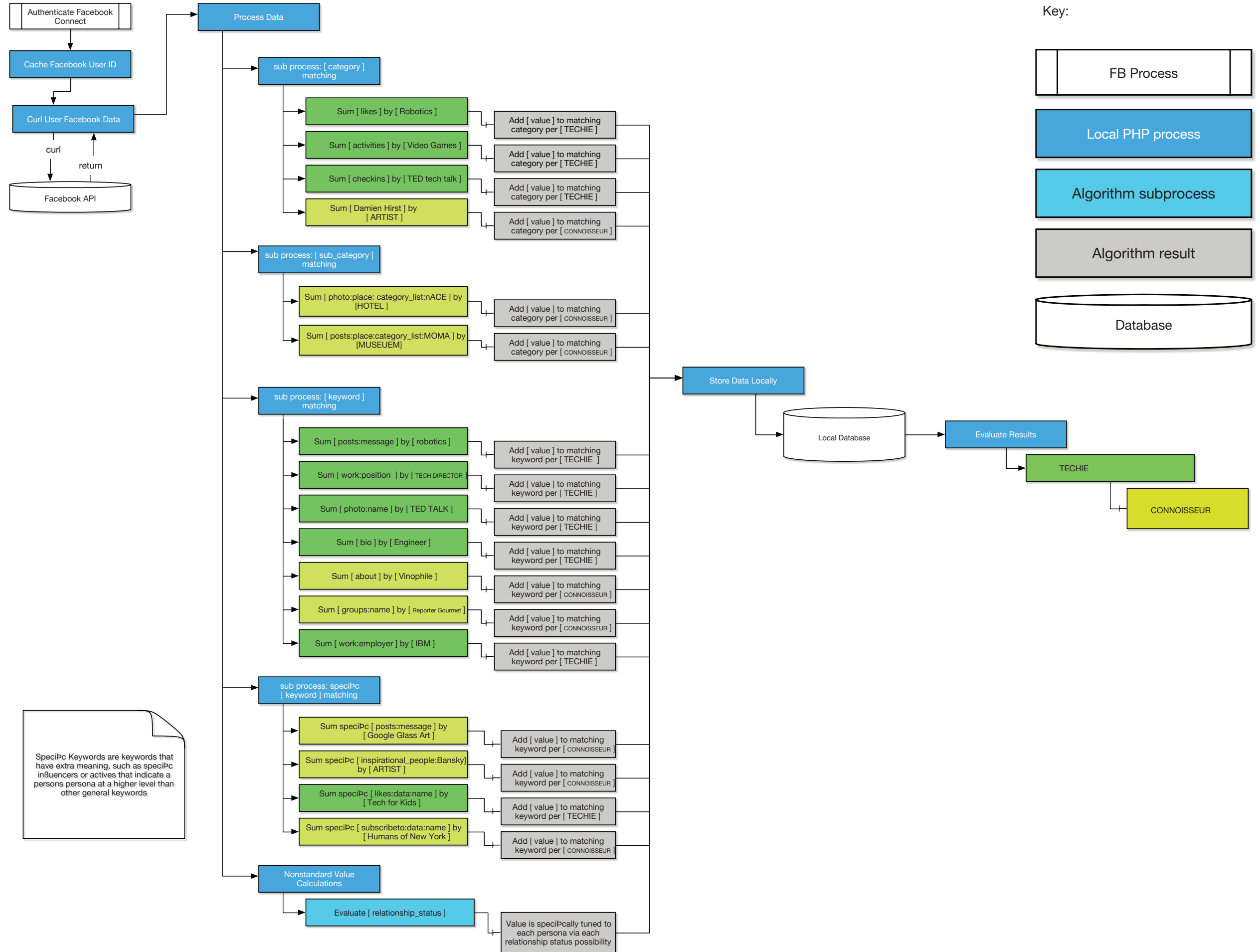
The finale is a 3D rendering of the car with interactive hot-spots that highlight features that are relevant to John.

Based on John's location he may be directed to one of the following areas :

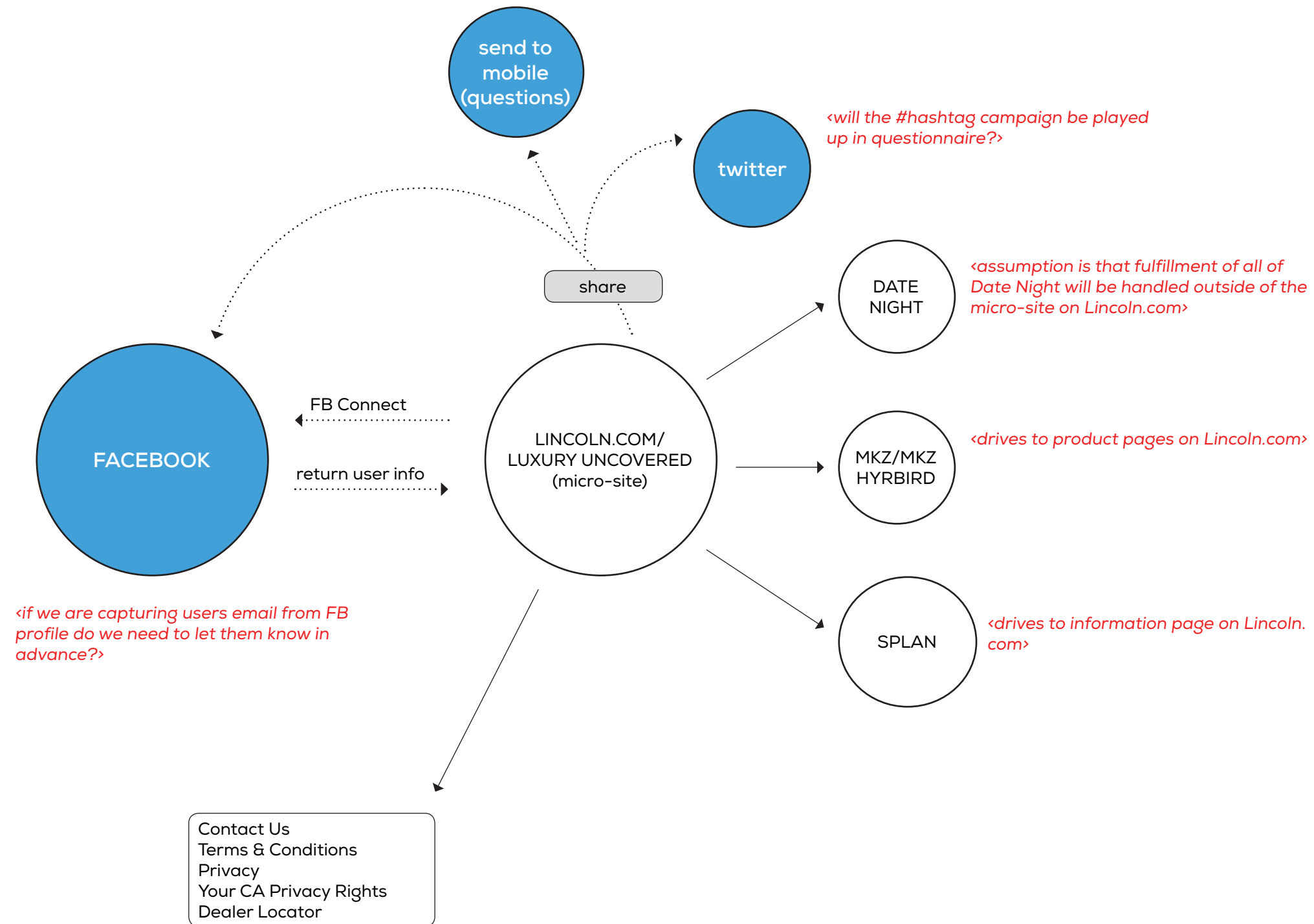
- Date Night
- SPLAN

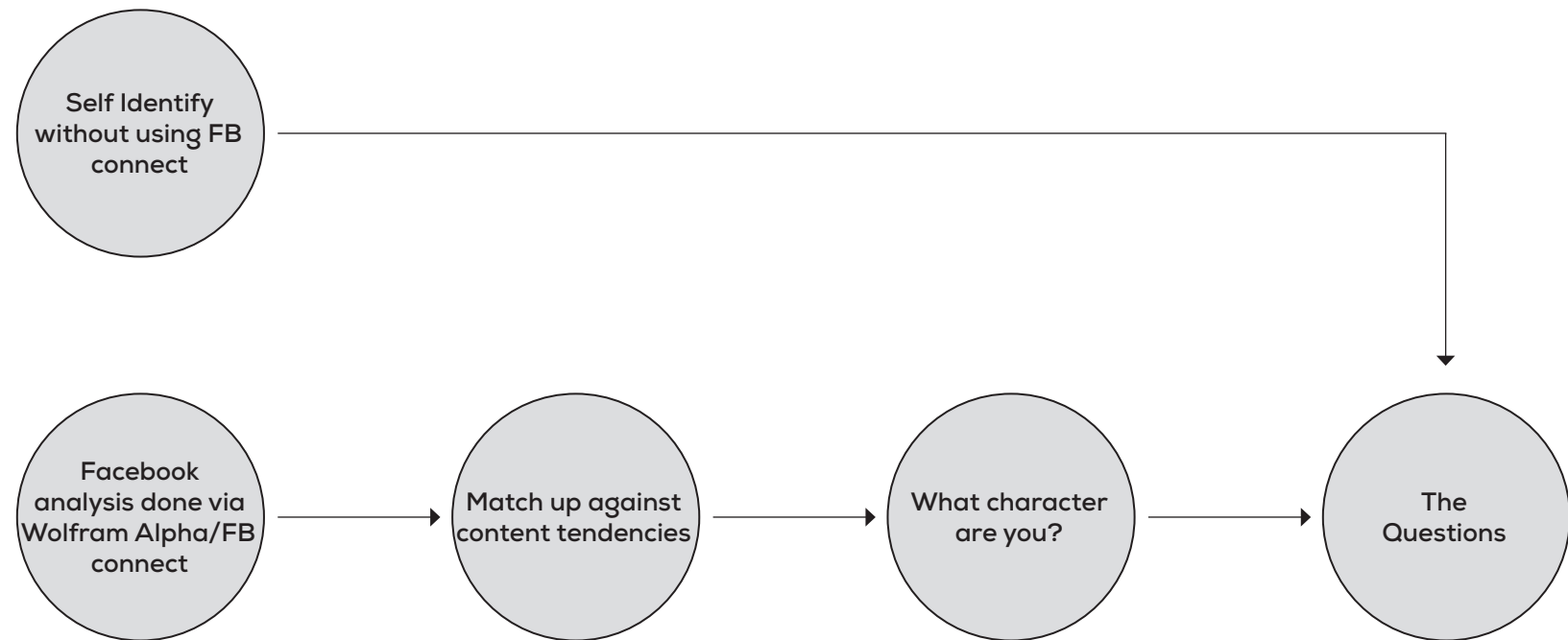
Dealer locator will be a constant presence throughout the experience.

- About
- Activities
- Bio
- Birthday
- Check-in
- Education
- Email
- First Name
- Gender
- Groups
- Hometown
- Inspirational People
- Inspirational People By Name
- Likes
- Likes
- Photo Name
- Likes By Name
- Links
- Locations
- Music
- Photo Place
- Posts Messages
- Posts Place
- Relationship Status
- Significant Other
- Sports
- Subscribed To
- Work Employer
- Work Position



Understanding at this time is that the entire experience will be housed within Lincoln.com, with data gathered from Facebook to enhance the users experience if need be.





determined at time of session

- basic personal info : DOB, **relationship status**
- **activity** (check-ins, videos, postings, followed advertisers, playlists, magazines, blogs, etc) Need to work with Bossa on a further breakdown of post-types
- **word analysis**
- top commentators : possibility of communication here
- **top share** : possibility of communication here
- photos (what can we pull from photos)
- gender make up of friends
- relationship status of friends
- friends ages
- **geographic makeup**
- friend network : interesting : possibility of communication here

- food
- artisan/craftsmanship
- music
- design
- style/fashion
- art
- entertainment
- geo-location (where you live vs. where you travel)
- driving style
- flexibility (gas vs. hybrid)
- safety
- ecology
- economy
- sports/fitness
- travel
- performance
- comfort
- technology
- relationship status

This is something that will be arrived at by the combination of the Facebook analysis & the type of the content tendencies the user has within the profile.

Characters in this sense take the place of a persona. By mapping the user to a particular "character" type (e.g. Adventurer, Design lover, etc), we facilitate a narrative that the end user can easily follow.

- **ADVENTURER** (performance)
- **CONNOISSEUR** (design/craft,music)
- **GEARHEAD** (hybrid)
- **PRACTICAL/FAMILY** (cost)
- **TECH HEAD** (technology)

5-7 questions.

The questions should be a mix of questions that will appear the same for all & questions that will change based on "character" type

1. Design/Craft
2. Performance
3. Cost
4. Safety
5. Comfort
6. Technology

YES

- about
- age_range
- bio
- birthday
- education
- email
- favorite_athletes
- favorite_teams
- first_name
- gender
- hometown
- inspirational_people
- locale
- location
- quotes
- relationship_status
- significant_other
- sports
- timezone
- website
- work
- connections
- activities
- books
- checkins
- events
- family
- feed
- games
- groups
- interests
- likes
- links
- locations
- movies
- music
- mutual_friends
- photos
- picture
- posts
- questions
- subscribed_to
- subscribers
- television
- updates
- videos
- link
- albums

MAYBE

- statuses
- tagged
- notes
- ad_accounts
- can_send_to_mobile
- interested_in

NO

- languages
- cover
- political
- video_upload_limits
- address
- currency
- devices
- install_type
- installed
- is_eligible_promo
- is_verified
- last_name
- meeting_for
- middle_name
- name_format
- payment_engagement
- payment_instruments
- payment_mobile_pricepoints
- payment_pricepoints
- payment_test_group
- religion
- security_settings
- shipping_information
- startnow_hashed_id
- third_party_id
- updated_time
- username
- verified
- viewer_can_send_gift
- voip_info
- accounts
- app_requests
- friend_lists
- friend_requests
- friends
- home
- inbox
- notifications
- outbox
- payments
- permissions
- scores

ADVENTURER

someone who seeks adventure

An adventure is an exciting or unusual experience; it may also be a bold, usually risky undertaking, with an uncertain outcome

Connoisseur

someone who has a great deal of knowledge about the fine arts, design, cuisines, or an expert judge in matters of taste.

Gearhead

someone who is mechanically inclined enthusiasts who as a hobby or past time a passion for and/or work on cars

Practical

someone who lives in the real world, focused on useful, realistic and doable things. Not idealistic.

TECHIE

someone who studies or is highly interested or proficient in a technical field, especially electronic

ADVENTURER

- food
- artisan/craftsman-ship
- music
- design
- style/fashion
- art
- entertainment
- **geo-location (where you live vs. where you travel)**
- driving style
- flexibility (gas vs. hybrid)
- safety
- **ecology**
- economy
- **sports/fitness**
- **travel**
- performance
- comfort
- technology
- relationship status

- adventure
- travel
- tours
- holidays
- tourism
- trips
- holiday
- quest
- tour
- vacation
- camping
- games
- expedition
- games
- camping
- hiking
- white water
- mountains
- skiing
- bmx
- biking
- cycling
- walkabout
- rafting

- lodge
- roadtrip
- football
- baseball
- soccer
- lacrosse
- hockey
- rustic
- forest
- tundra
- hotels
- horses
- awards

Connoisseur

- **food**
- **artisan/craftsman-ship**
- music
- **design**
- **style/fashion**
- art
- **entertainment**
- geo-location (where you live vs. where you travel)
- driving style
- flexibility (gas vs. hybrid)
- safety
- ecology
- economy
- sports/fitness
- travel
- performance
- **comfort**
- technology
- relationship status

- wine
- art
- design
- food
- foodie
- gourmet
- French
- Italian
- design
- graphic design
- beer
- chocolate
- fashion
- watches
- boating
- yachts
- club
- cruising
- town car
- restaurants
- brandy
- champagne
- silk

- cashmere
- café
- jazz
- classic
- expert
- authority
- savant
- maestro
- festival
- film
- exhibition
- travel
- auctions
- detailing
- designer
- luxury
- artisan

Gearhead

- food
- artisan/craftsman-ship
- music
- design
- style/fashion
- art
- entertainment
- **geo-location (where you live vs. where you travel)**
- **driving style**
- **flexibility (gas vs. hybrid)**
- **safety**
- ecology
- **economy**
- **sports/fitness**
- **travel**
- **performance**
- technology
- relationship status

- cars
- trucks
- monster rally
- nascar
- mechanic
- mechanical
- rally
- motor
- gears
- automotive
- classic car
- auctions
- Mustang (car)
- T-bird (car)
- Car Talk
- Click & Clack
- performance
- speed
- Indianapolis 500
- LeMans
- Formula 1
- fast

- speed
- durability
- engine
- exhaust
- mile
- kilometre
- hybrid
- gas
- charge
- body
- emmissions

Practical

- food
- artisan/craftsman-ship
- music
- design
- style/fashion
- art
- entertainment
- **geo-location (where you live vs. where you travel)**
- driving style
- **flexibility (gas vs. hybrid)**
- **safety**
- **ecology**
- **economy**
- sports/fitness
- travel
- **performance**
- comfort
- technology
- **realionship status**

- family
- station wagon
- kids
- suburbs
- 4H
- grandchild- ren
- son
- daughter
- school
- university
- soccer
- football
- baseball
- little league
- grocery
- groceries
- cost
- safety
- hybrid
- gas
- sedan
- deals

- price
- resale
- range
- emissions
- practical
- city
- middle class
- ???

TECHIE

- food
- artisan/craftsman-ship
- **music**
- **design**
- style/fashion
- art
- entertainment
- geo-location (where you live vs. where you travel)
- driving style
- **flexibility (gas vs. hybrid)**
- safety
- **ecology**
- economy
- sports/fitness
- travel
- **performance**
- comfort
- **technology**
- relationship status

- technology
- gadgets
- Wired
- wired
- programming
- Apple
- iPad
- emerging
- new
- cutting edge
- Mashable
- techno
- element
- blueprint
- research
- design
- lab
- engineering
- electrical
- digital
- interactive
- blue tooth
- mobile
- wireless

- iPhone
- integrated
- modern
- ???

ADVENTURER

DESIGN/CRAFT

what to highlight :

- Fluid exterior with sweeping roofline as if “designed in one breath.”
- Retractable glass panoramic roof.
- Adaptive LED headlamps with auto on/off
- LED tail lamps
- Push-button shift creates flowing and open interior with architectural center console.
- Dramatic sweep of instrument panel ties to exterior.
- Interior inspired by the Manta ray
- Retractable Panoramic Roof
- Single Panel Moonroof
- Leather interior w/ French stitching
- Power Rear Sunshade
- Ambient lighting
- Auto-dimming exterior driver-side mirror
- Power tilt/telescoping steering column
- Heated rear seats
- Front console with armrest storage bin and two upholders
- Dual-zone electronic automatic temperature control (DEATC)
- Global open/close windows
- Driver and front-passenger illuminated visors with mirrors
- Auto-dimming rearview mirror
- 1st and 2nd-row dome lamps
- 10-way heated power front seats with 2-way power lumbar
- Exterior pedestal mirrors
- Responsibly-harvested genuine-wood details.
- Detail in trunk interior (covered hinges)
- 18" Premium Painted Aluminum Wheels /Painted Pockets
- Wood steering wheel insert
- Accent lights in the front fascia
- Dual integrated bright exhaust tips
- Split-wing grille
- High-gloss black roof ditch molding
- Bridge of weir leather
- Hand-wrapped surfaces

PERFORMANCE

what to highlight :

- Fuel efficient luxury hybrid
- Lincoln Drive Control delivers more controlled handling with a smoother ride
- Ride can be customized to comfort, normal or sport mode.
- Continuously Controlled Damping (CCD) adjustable suspension monitors suspension settings 500 x second (only sedan in its class to include CCD as standard equipment).
- Std 2.0L 4-cyl EcoBoost engine delivers performance of a V6 (240 HP/270 Tq).
- Optional 3.7L V6 with 300 HP/277 Tq
- AdvanceTrac electronic stability control (ESC) with Curve control
- Mini spare tire and wheel
- 6-speed SelectShift automatic with paddle shifters
- Active grill shutters close at highway speeds to increase fuel economy by ~5%

SAFETY

what to highlight :

- Inflatable rear safety belts (award winning)
- Available active features—adaptive cruise control with collision warning with brake support,
- Lane Keeping System (LKS) including lane keeping aid and lane keeping alert features,
- Blind Spot Information System (BLIS) with Cross-Traffic Alert.
- Eight standard air bags plus category exclusive rear inflatable safety belts and front knee air bags.
- Available Intelligent AWD.
- HID adaptive swiveling headlights provide increased visibility.
- Retractable Panoramic roof retains structural strength of a steel-roof vehicle.
- Pedestal mirrors allow front glass to extend and improves visibility.
- Daytime Running Lamps
- Rear View Camera
- Power four-wheel disc brakes with anti-lock brake system (ABS) and electronic brake force distribution
- Remote Keyless Entry System with trunk release
- SecuriCode keyless entry keypad
- Battery saver
- Anti-theft perimeter alarm
- Securi-lock Passive Anti-Theft System (PATS)
- Child-safety rear door locks
- Emergency trunk release
- LATCH (Lower Anchors and Tether Anchors for Children)
- SOS Post-Crash Alert System

TECHNOLOGY

what to highlight :

- Push-button shift.
- Intelligent Access with push-button start.
- Available Active Park Assist makes parallel parking easier.
- Twin five-way controls on the steering wheel manages essential systems, and many functions can be voice-activated.
- Full-color 10.1" LCD instrument cluster and 8" touch display.
- Active grille shutters on 3.7L and Hybrid make MKZ more aerodynamic and fuel efficient.
- Efficient Electric Power-Assisted Steering (EPAS).
- Rear Park Sensors
- Navigation with Voice Recognition
- Portable DVD player (single/dual)
- THX® II Certified Car Audio System with 700-watt and 14 speakers.
- HD Radio vs. Premium Sound System with Single CD/MP3 capability
- SYNC with MyLincoln Touch
- Sirius XM Radio
- Universal garage door opener
- (3) 12V powerpoints
- MyKey
- Instrument cluster with message center
- Remote start system

COMFORT

what to highlight :

- Multi-contour Front Seats with Active Motion
- Adaptive suspension for comfortable ride
- Well appointed interior with leather
- Heated front seats.
- Heated Steering Wheel
- Cooled perforated leather-trimmed driver and front passenger seats
- Cabin air filtration system
- Leather-wrapped steering wheel
- Body-color door handles with chrome insert
- Windshield-acoustic-laminated glass
- Solar tinted glass
- Active Noise Control cancels unwanted cabin noise and optimizes powertrain sound.
- Acoustic laminated glass reduces outside road noise & reduces the weight of the glass

COST

what to highlight :

- Hybrid option, at no additional charge, with expected 45 city/45 highway MPG, for best in class fuel economy.
- EcoBoost engine delivers segment-leading fuel economy (22/33 MPG).
- CCD
- Adaptive headlamps
- Full LED headlamps
- Integrated spotter mirrors
- 18" wheels
- Genuine Wood Trim
- 10-way power front seats
- 2nd row 60/40 split bench seats
- 10.1 inch LCD cluster screen (Cadillac has a 5.7 inch standard with a 12.)
- Push button shifter
- Three-mode drive control (only available in Vsport model)

Connoisseur

DESIGN/CRAFT

what to highlight :

- Fluid exterior with sweeping roofline as if "designed in one breath."
- Retractable glass panoramic roof.
- Adaptive LED headlamps with auto on/off
- LED tail lamps
- Push-button shift creates flowing and open interior with architectural center console.
- Dramatic sweep of instrument panel ties to exterior.
- Interior inspired by the Manta ray
- Retractable Panoramic Roof
- Single Panel Moonroof
- Leather interior w/ French stitching
- Power Rear Sunshade
- Ambient lighting
- Auto-dimming exterior driver-side mirror
- Power tilt/telescoping steering column
- Heated rear seats
- Front console with armrest storage bin and two upholders
- Dual-zone electronic automatic temperature control (DEATC)
- Global open/close windows
- Driver and front-passenger illuminated visors with mirrors
- Auto-dimming rearview mirror
- 1st and 2nd-row dome lamps
- 10-way heated power front seats with 2-way power lumbar
- Exterior pedestal mirrors
- Responsibly-harvested genuine-wood details.
- Detail in trunk interior (covered hinges)
- 18" Premium Painted Aluminum Wheels /Painted Pockets
- Wood steering wheel insert
- Accent lights in the front fascia
- Dual integrated bright exhaust tips
- Split-wing grille
- High-gloss black roof ditch molding
- Bridge of weir leather
- Hand-wrapped surfaces

PERFORMANCE

what to highlight :

- Fuel efficient luxury hybrid
- Lincoln Drive Control delivers more controlled handling with a smoother ride
- Ride can be customized to comfort, normal or sport mode.
- Continuously Controlled Damping (CCD) adjustable suspension monitors suspension settings 500 x second (only sedan in its class to include CCD as standard equipment).
- Std 2.0L 4-cyl EcoBoost engine delivers performance of a V6 (240 HP/270 Tq).
- Optional 3.7L V6 with 300 HP/277 Tq
- AdvanceTrac electronic stability control (ESC) with Curve control
- Mini spare tire and wheel
- 6-speed SelectShift automatic with paddle shifters
- Active grill shutters close at highway speeds to increase fuel economy by ~5%

SAFETY

what to highlight :

- Inflatable rear safety belts (award winning)
- Available active features—adaptive cruise control with collision warning with brake support,
- Lane Keeping System (LKS) including lane keeping aid and lane keeping alert features,
- Blind Spot Information System (BLIS) with Cross-Traffic Alert.
- Eight standard air bags plus category exclusive rear inflatable safety belts and front knee air bags.
- Available Intelligent AWD.
- HID adaptive swiveling headlights provide increased visibility.
- Retractable Panoramic roof retains structural strength of a steel-roof vehicle.
- Pedestal mirrors allow front glass to extend and improves visibility.
- Daytime Running Lamps
- Rear View Camera
- Power four-wheel disc brakes with anti-lock brake system (ABS) and electronic brake force distribution
- Remote Keyless Entry System with trunk release
- SecuriCode keyless entry keypad
- Battery saver
- Anti-theft perimeter alarm
- Securi-lock Passive Anti-Theft System (PATS)
- Child-safety rear door locks
- Emergency trunk release
- LATCH (Lower Anchors and Tether Anchors for Children)
- SOS Post-Crash Alert System

TECHNOLOGY

what to highlight :

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- Intelligent Access with push-button start.
- Available Active Park Assist makes parallel parking easier.
- Twin five-way controls on the steering wheel manages essential systems, and many functions can be voice-activated.
- Full-color 10.1" LCD instrument cluster and 8" touch display.
- Active grille shutters on 3.7L and Hybrid make MKZ more aerodynamic and fuel efficient.
- Efficient Electric Power-Assisted Steering (EPAS).
- Rear Park Sensors
- Navigation with Voice Recognition
- Portable DVD player (single/dual)
- THX® II Certified Car Audio System with 700-watt and 14 speakers.
- HD Radio vs. Premium Sound System with Single CD/MP3 capability
- SYNC with MyLincoln Touch
- Sirius XM Radio
- Universal garage door opener
- (3) 12V powerpoints
- MyKey
- Instrument cluster with message center
- Remote start system

COMFORT

what to highlight :

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- Adaptive suspension for comfortable ride
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- Heated front seats.
- Heated Steering Wheel
- Cooled perforated leather-trimmed driver and front passenger seats
- Cabin air filtration system
- Leather-wrapped steering wheel
- Body-color door handles with chrome insert
- Windshield-acoustic-laminated glass
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- Push button shifter
- Three-mode drive control (only available in Vsport model)

Gearhead

DESIGN/CRAFT

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- Power Rear Sunshade
- Ambient lighting
- Auto-dimming exterior driver-side mirror
- Power tilt/telescoping steering column
- Heated rear seats
- Front console with armrest storage bin and two upholders
- Dual-zone electronic automatic temperature control (DEATC)
- Global open/close windows
- Driver and front-passenger illuminated visors with mirrors
- Auto-dimming rearview mirror
- 1st and 2nd-row dome lamps
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- **Std 2.0L 4-cyl EcoBoost engine delivers performance of a V6 (240 HP/270 Tq).**
- **Optional 3.7L V6 with 300 HP/277 Tq**
- **AdvanceTrac electronic stability control (ESC) with Curve control**
- **Mini spare tire and wheel**
- **6-speed SelectShift automatic with paddle shifters**
- **Active grill shutters close at highway speeds to increase fuel economy by ~5%**

SAFETY

what to highlight :

- Inflatable rear safety belts (award winning)
- Available active features—adaptive cruise control with collision warning with brake support,
- **Lane Keeping System (LKS) including lane keeping aid and lane keeping alert features,**
- Blind Spot Information System (BLIS) with Cross-Traffic Alert.
- Eight standard air bags plus category exclusive rear inflatable safety belts and front knee air bags.
- Available Intelligent AWD.
- HID adaptive swiveling headlights provide increased visibility.
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- Pedestal mirrors allow front glass to extend and improves visibility.
- Daytime Running Lamps
- Rear View Camera
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- SecuriCode keyless entry keypad
- Battery saver
- Anti-theft perimeter alarm
- Securi-lock Passive Anti-Theft System (PATS)
- Child-safety rear door locks
- Emergency trunk release
- LATCH (Lower Anchors and Tether Anchors for Children)
- SOS Post-Crash Alert System

TECHNOLOGY

what to highlight :

- **Push-button shift.**
- Intelligent Access with push-button start.
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- SYNC with MyLincoln Touch
- Sirius XM Radio
- Universal garage door opener
- (3) 12V powerpoints
- MyKey
- Instrument cluster with message center
- Remote start system

COMFORT

what to highlight :

- Multi-contour Front Seats with Active Motion
- **Adaptive suspension for comfortable ride**
- Well appointed interior with leather
- Heated front seats.
- Heated Steering Wheel
- Cooled perforated leather-trimmed driver and front passenger seats
- Cabin air filtration system
- Leather-wrapped steering wheel
- Body-color door handles with chrome insert
- Windshield-acoustic-laminated glass
- Solar tinted glass
- Active Noise Control cancels unwanted cabin noise and optimizes powertrain sound.
- Acoustic laminated glass reduces outside road noise & reduces the weight of the glass

COST

what to highlight :

- **Hybrid option, at no additional charge, with expected 45 city/45 highway MPG, for best in class fuel economy.**
- **EcoBoost engine delivers segment-leading fuel economy (22/33 MPG).**
- CCD
- Adaptive headlamps
- Full LED headlamps
- Integrated spotter mirrors
- **18" wheels**
- Genuine Wood Trim
- 10-way power front seats
- 2nd row 60/40 split bench seats
- 10.1 inch LCD cluster screen (Cadillac has a 5.7 inch standard with a 12.)
- Push button shifter
- **Three-mode drive control (only available in Vsport model)**

Practical

DESIGN/CRAFT

what to highlight :

- Fluid exterior with sweeping roofline as if “designed in one breath.”
- Retractable glass panoramic roof.
- Adaptive LED headlamps with auto on/off
- LED tail lamps
- Push-button shift creates flowing and open interior with architectural center console.
- Dramatic sweep of instrument panel ties to exterior.
- Interior inspired by the Manta ray
- Retractable Panoramic Roof
- Single Panel Moonroof
- Leather interior w/ French stitching
- Power Rear Sunshade
- Ambient lighting
- Auto-dimming exterior driver-side mirror
- Power tilt/telescoping steering column
- Heated rear seats
- Front console with armrest storage bin and two upholders
- Dual-zone electronic automatic temperature control (DEATC)
- Global open/close windows
- Driver and front-passenger illuminated visors with mirrors
- Auto-dimming rearview mirror
- 1st and 2nd-row dome lamps
- 10-way heated power front seats with 2-way power lumbar
- Exterior pedestal mirrors
- Responsibly-harvested genuine-wood details.
- Detail in trunk interior (covered hinges)
- 18" Premium Painted Aluminum Wheels /Painted Pockets
- Wood steering wheel insert
- Accent lights in the front fascia
- Dual integrated bright exhaust tips
- Split-wing grille
- High-gloss black roof ditch molding
- Bridge of weir leather
- Hand-wrapped surfaces

PERFORMANCE

what to highlight :

- **fuel efficient luxury hybrid**
- Lincoln Drive Control delivers more controlled handling with a smoother ride
- Ride can be customized to comfort, normal or sport mode.
- Continuously Controlled Damping (CCD) adjustable suspension monitors suspension settings 500 x second (only sedan in its class to include CCD as standard equipment).
- Std 2.0L 4-cyl EcoBoost engine delivers performance of a V6 (240 HP/270 Tq).
- Optional 3.7L V6 with 300 HP/277 Tq
- AdvanceTrac electronic stability control (ESC) with Curve control
- Mini spare tire and wheel
- 6-speed SelectShift automatic with paddle shifters
- **Active grill shutters close at highway speeds to increase fuel economy by ~5%**

SAFETY

what to highlight :

- **Inflatable rear safety belts (award winning)**
- Available active features—adaptive cruise control with collision warning with brake support,
- **Lane Keeping System (LKS) including lane keeping aid and lane keeping alert features,**
- **Blind Spot Information System (BLIS) with Cross-Traffic Alert.**
- **Eight standard air bags plus category exclusive rear inflatable safety belts and front knee air bags.**
- Available Intelligent AWD.
- HID adaptive swiveling headlights provide increased visibility.
- Retractable Panoramic roof retains structural strength of a steel-roof vehicle.
- Pedestal mirrors allow front glass to extend and improves visibility.
- Daytime Running Lamps
- Rear View Camera
- Power four-wheel disc brakes with anti-lock brake system (ABS) and electronic brake force distribution
- **Remote Keyless Entry System with trunk release**
- SecuriCode keyless entry keypad
- **Battery saver**
- Anti-theft perimeter alarm
- **Securi-lock Passive Anti-Theft System (PATS)**
- **Child-safety rear door locks**
- Emergency trunk release
- LATCH (Lower Anchors and Tether Anchors for Children)
- SOS Post-Crash Alert System

TECHNOLOGY

what to highlight :

- Push-button shift.
- Intelligent Access with push-button start.
- **Available Active Park Assist makes parallel parking easier.**
- Twin five-way controls on the steering wheel manages essential systems, and many functions can be voice-activated.
- Full-color 10.1" LCD instrument cluster and 8" touch display.
- Active grille shutters on 3.7L and Hybrid make MKZ more aerodynamic and fuel efficient.
- **Efficient Electric Power-Assisted Steering (EPAS).**
- **Rear Park Sensors**
- **Navigation with Voice Recognition**
- Portable DVD player (single/dual)
- THX® II Certified Car Audio System with 700-watt and 14 speakers.
- HD Radio vs. Premium Sound System with Single CD/MP3 capability
- SYNC with MyLincoln Touch
- Sirius XM Radio
- Universal garage door opener
- (3) 12V powerpoints
- MyKey
- Instrument cluster with message center
- Remote start system

COMFORT

what to highlight :

- Multi-contour Front Seats with Active Motion
- Adaptive suspension for comfortable ride
- Well appointed interior with leather
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