

MAIL

## Lincoln highlights service upgrades to entice affluent clientele

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2017 Lincoln Continental

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By FORREST CARDAMENIS

U.S.-based Lincoln Motor Company is appealing to the affluent with the 2017 Lincoln Continental.

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Lincoln has mailed out print pamphlets to announce that orders for the vehicle are being accepted and has introduced a Black Label Experience that will appeal to more affluent consumers. The Ford-owned brand is working to reposition itself and appeal more directly to affluent consumers, competing with brands such as Audi and Mercedes.

"Since the brand re-launch in 2012, Lincoln has made considerable strides to being a primary luxury brand consideration," said John Emmert, group marketing manager at [Lincoln](#). At that time we promised to deliver a broader product portfolio and introduce four all-new products in four years, starting with the 2013 Lincoln MKZ, then our first-ever small luxury utility vehicle, the Lincoln MKC, then our Lincoln MKX and now the all-new Continental.

"With each vehicle introduction we continue to elevate the Lincoln brand within the luxury space," he said. "Our Lincoln Continental, with such a recognized name, has garnered an incredible response from consumers and journalists alike and is generating enthusiasm for the brand as well as for the vehicle.

"Our Lincoln Continental marketing campaign will be a multi-tier campaign that supports our goal as a brand to be warmer, more personal and even more aware of the customers' needs and wants and their busy schedules. It's every bit about the overall client experience pre-, during and post-sale as it is about the vehicles."

Moving on up

The 2017 Lincoln Continental is now accepting orders and will arrive at dealerships this coming fall. The price has not yet been announced but is expected to begin at around \$50,000.



*2017 Lincoln Continental*

In the mailer, the brand promises door-to-door pickup. Lincoln will pick up the vehicle for routine maintenance and will wash the vehicle before returning it to the owner.

Given the emphasis on customer service in the luxury sector, the offer will help reposition the brand in the eyes of consumers.



*2017 Lincoln Continental interior*

Additionally, the first 1,500 consumers to place an order on the vehicle will receive a limited-edition, framed rendering of a Continental, numbered and signed by David Woodhouse, Lincoln's design director. As with door-to-door service, limited-edition offers are particularly attractive to the affluent and will help Lincoln cement itself in the luxury space.

On the technology front, the Continental is equipped with Lincoln's Approach Detection technology, which detects when the key is within eight feet of the vehicle. Among other responses, mats will light up the ground beneath the front doors, helping driver and passenger to avoid puddles in unfavorable weather.

#### *New Lincoln Continentals Approach Detection Tech*

Lincoln's Black Label Experience further improves the service, including anytime car washes, access to a curated list of restaurants and complimentary dinner for two at a chosen location and, most recently, complimentary grooming at a Fellow Barber location in New York or San Francisco.

The Black Label Experience, such as the initiatives of several other upscale automakers, promotes a Lincoln lifestyle that extends beyond its vehicles. Crafting a fuller brand image that extends beyond products will help Lincoln establish itself in the luxury space.

"Since revealing the Continental Concept last year in New York and the all-new Continental in January at the Detroit Auto Show there has been unprecedented interest in our flagship vehicle," Mr. Emmert said. "Over 44,000 people have contacted us to express their desire to learn more and be kept in the loop with all updates, more than we have seen for any other vehicle. It's a very exciting time for us."

#### *Automotive lifestyles*

Automakers frequently move beyond their native sector to broaden the audience and become a fuller part of

consumers' daily lives.

For example, German automaker Mercedes-Benz has recently given its fashion interests a home with the launch of dedicated social media accounts.

Newly created Instagram, Twitter, Periscope and Snapchat accounts under the name Mercedes-Benz Fashion provide an inside perspective to the world of designers and runway shows through the lens of the car brand. Fashion has become an important part of the Mercedes' identity through the brand's sponsorship of a number of international fashion weeks, making these new platforms an opportunity to delve further into its sartorial connections ([see story](#)).

Also, Italian automaker Ferrari has found a new way to stay in consumers' lives with the launch of the Ferrari Magazine mobile application.

TOFM, The Official Ferrari Magazine, launched in the app store on May 1 and largely comprises articles exploring the relationship that various artists have with their Ferrari vehicles. A mobile application will help enthusiasts and prospects to interact with the brand more thoroughly in their leisure time ([see story](#)).

"Lincoln Continental is the future of what we call 'Quiet Luxury,'" Mr. Emmert said. "Quiet Luxury is defined by the warm, human, personalized experiences offered in our vehicles and services and people are responding to this.

"This helps Lincoln stand out in a luxury market that is typically defined by speed and raw horsepower," he said. "Our brand essence is about quietly exceeding customer's expectations with their vehicle, their purchasing and their ownership experience.

"Our dealerships are designed for a warmer engagement; each of our all-new vehicles are designed to provide a sanctuary inside, effortless performance under the hood and include customer-centric technologies that are easy to use, making the journey for all occupants comfortable, engaging and enjoyable."

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