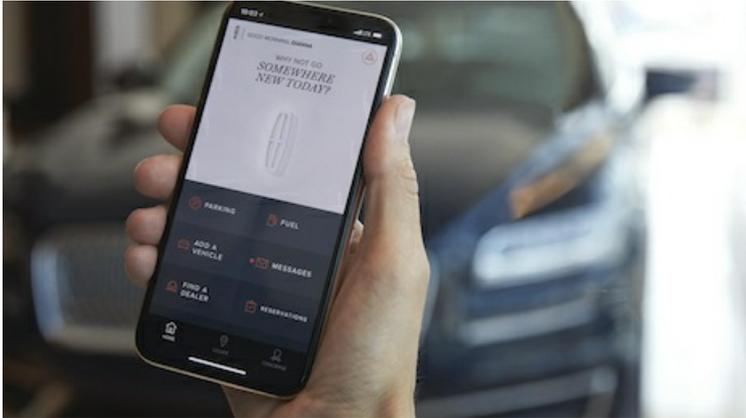


AUTOMOTIVE

Lincoln launches rewards program to elevate ownership experience

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Lincoln is encouraging use of its mobile app through its new reward program. Image courtesy of Lincoln

By STAFF REPORTS

U.S. automaker Lincoln is introducing an enhanced loyalty program as an extension of its commitment to hospitality.

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Though Lincoln Access Rewards, owners and lessees can earn points by scheduling services with Lincoln's mobile application to be used on future maintenance or unique client experiences. As ideas of vehicle ownership evolve, automakers are looking for new ways to engage drivers and elevate the ownership experience.

"The Lincoln Access Rewards program builds on our portfolio of effortless experiences," said Rebecca Anderson, client experience manager at Lincoln, in a statement. "It's about giving our clients back time the resource they value most and then offering personalized experiences that reward them for being with Lincoln."

Rewarding drivers

Lincoln Access Rewards has three tiers Standard, Reserve and Black Label offering members more flexibility and opportunities to earn points. Lincoln's previous loyalty program was branded as Owner Advantage Rewards.

Drivers earn points by using the Lincoln Way app to schedule services. Members have the option to bank points to move up and earn higher tier level rewards.



New owners can earn Lincoln Access Rewards points. Image credit: Lincoln

Consumers can also earn rewards points with the purchase or lease of a new 2020 model year Lincoln, ranging from 40,000 to 70,000 based on vehicle.

Points can be used towards vehicle services and maintenance, including Lincoln's Pickup and Delivery service. Black tier members can also redeem points for detailing services and special culinary experiences.

The program dashboard also makes recommendations for members' vehicles and suggests future rewards.

British automaker Jaguar Land Rover also recently launched a rewards program, but took an entirely different approach.

Jaguar Land Rover's Smart Wallet is making paying for services and goods while driving easier with the use of cryptocurrency, as well as allowing drivers to earn rewards.

Drivers who agree to share information regarding traffic and road conditions will be able to earn cryptocurrency as they drive. The idea is to better serve the company's drivers with more information, driven by real information from real customers.

Consumers will be able to redeem cryptocurrency earned from Jaguar Land Rover while driving for services and goods such as coffee, tolls, parking fees and electric vehicle charging ([see story](#)).

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