

AUTOMOTIVE

Lincoln joins other luxury automakers in drive to electrification

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Lincoln has released few details about its upcoming EV. Image credit: Lincoln

By LUXURY DAILY NEWS SERVICE

U.S. automaker Lincoln is debuting its first fully electric vehicle in 2022 as part of its centennial celebrations.

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The new model is part of the brand's push to offer a fully electric vehicle lineup by 2030. Lincoln is also expanding its personalized experience offerings as it looks to accelerate growth in key markets.

"As we accelerate Lincoln's transformation in North America and China, there is no better time to propel the Lincoln brand forward with electrification," said Joy Falotico, president at Lincoln, in a statement. "Electrification will take Quiet Flight to a new level with the smooth, exhilarating take-off feel and serene quietness our clients expect from a Lincoln."

Electric transformation

Aside from industry disruptor Tesla, U.S. automakers have lagged behind their European counterparts when it comes to electric mobility.

Earlier this year, rival Cadillac teased its electric ambitions in a Super Bowl campaign featuring the upcoming Lyriq SUV. Scheduled to become available in the first half of 2022, it is the first fully-electric Cadillac sport utility vehicle and is expected to have a price tag of about \$60,000 ([see story](#)).

Lincoln's new EV will join the plug-in hybrid Aviator and Corsair SUVs as part of the automaker's first wave towards electrification. By 2025, the brand expects half of its global volume will be zero-emissions vehicles.

The Zephyr Reflection concept, which was unveiled at Auto Shanghai earlier this year, hinted at the forthcoming Lincoln EV's design and features.

A jolt of inspiration. Our first-ever fully electric vehicle is making its debut next year, leading the charge as we add new connected features and electrify our global lineup by the end of the decade. Learn more about our commitment to electrification: <https://t.co/hsOkfVqZ9B>

pic.twitter.com/5KoJBHjXEG

Lincoln (@LincolnMotorCo) June 16, 2021

Lincoln has begun to tease the EV

The production vehicle will offer a more spacious interior for a tranquil experience representative of Lincoln's Quiet Flight philosophy. It will also have a coast-to-coast display, a panoramic vista roof and clever storage solutions, enhanced by a minimalist and airy design.

Lincoln vehicles will also include new technology to help the automaker build more interconnected experiences with drivers.

The Lincoln Intelligence System is a cloud-based platform that will integrate electrical, power distribution and computing systems so a vehicle's performance can be improved with software updates rather than new hardware. Drivers of the 2021 Lincoln Nautilus can expect their first software updates this summer, which will enhance the navigation system, Apple CarPlay and the digital owner's manual.

The Lincoln Intelligence System will also allow for more sensory experiences, allowing drivers to personalize and save their sensory environments by adjusting display, lighting, climate, seat, massage, scent and audio settings.

Lincoln will also build its collection of advanced driver-assist features, beginning with Lincoln Active Glide hands-free highway driving technology.

Lincoln Way, the automaker's services and benefits program for drivers, will also introduce custom, on-demand retail experiences in China by the end of 2021. The brand will also introduce the Lincoln Charging Network to help drivers finding chargers through the Lincoln Way mobile app.

"Our clients deserve the very best from Lincoln," Mr. Falotico said. "Our world-class vehicles, effortless services and advanced connected technology will allow us to create an always-on relationship with them and help transform the Lincoln brand for the future."

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