

ADVERTISING

Lincoln attempts entry in luxury market with consumer-focused concept car

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By TRICIA CARR

In a step towards reinventing the automaker as a high-end brand, Ford Motor Co.'s Lincoln is marketing the ultra-luxe MKZ concept car towards luxury consumers.

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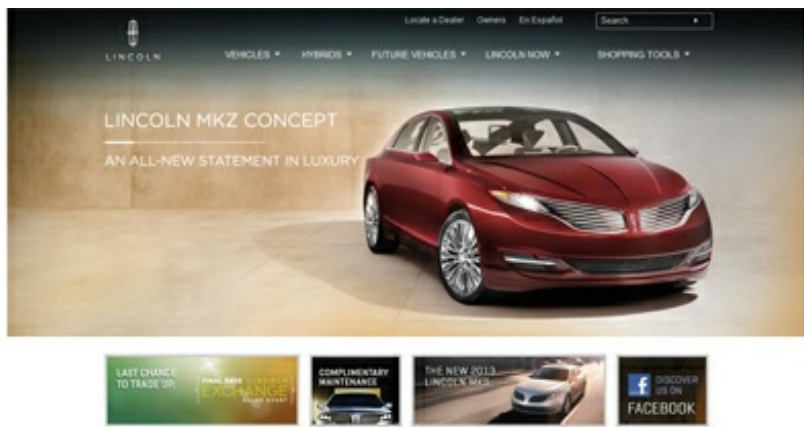
Lincoln hopes to use the introduction of the new luxury-status vehicle to introduce Lincoln to the public as a new brand. The MKZ is expected to arrive at dealerships later this year.

"We will continue to focus on targeted, meaningful partnerships, innovative experiential ideas and luxury-focused programs that will support the reinvention of Lincoln," said Jim Peters, marketing manager at Lincoln, Detroit.

Lincoln was created in 1917 and acquired by Ford Motor in 1922.

A new concept

Lincoln is in the midst of a rebranding project and created a luxury car that would be released in time with the reinvention, claims the brand.



Lincoln's MKZ Concept car Web site

Lincoln's MKZ Concept was first revealed in January at the North American International Automobile Show in Detroit, MI.

The prototype has been shared with the public at venues such as the TED Active 2012 in Palm Springs, CA, and SXSW Music Festival in Austin, TX.

The concept car was revealed to consumers in New York at the Architectural Digest Home Show over the weekend.

The MKZ is the first of many transformational vehicles, claims the brand.

Marketing plans for the MKZ have not been revealed by Lincoln.

Display of class

The entire vehicle design was done with the luxury consumer in mind, claims the brand.

The split-wing grille was redesigned to be understated but still captures the classic look from the 1938 Lincoln-Zephyr.

The Lincoln brand name is prominently placed across the back of the vehicle.

The aerodynamic roofline was specially created to steer away from Lincoln's traditional sedan three-box shape, claims the brand.



Exterior of the Lincoln MKZ

Other unique exterior features include a Cognac paint job that varies in hue, a panoramic glass roof and handle-less doors.

Champagne-colored leather lines the interior of the four-seated MKZ and is illuminated with minimalized lighting.



Interior of the Lincoln MKZ

Luxury elements such as the push-button transmission and a 10-inch LCD touch screen add to the consumer-focused car.

The sedan has multiple powertrain options in front-wheel-drive and all-wheel-drive configurations.

The car will come equipped with Lincoln Drive, a system that synchronizes the vehicle's suspension, steering, engine and gearbox.

"The MKZ Concept strongly hints at the design direction of the all-new Lincoln MKZ to be introduced later this year, as well as future Lincoln models," said Timothy Elliott, assistant communications manager at Lincoln, New York.

“What [the unveiling of the MKZ] is really signaling is where Lincoln design is heading,” he said.

Final Take

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