LINCOLN BLACK LABEL is your invitation to a uniquely elevated automotive experience, one that revolves around you. Inspired by the love of travel, the arts, culture, architecture and more, we welcome you to explore each theme and its premium materials at your leisure with a one-on-one consultation in the Lincoln Black Label studio at your dealership or another place of your choosing. We will be pleased to bring a test-drive vehicle to your choice of location as well. When your new Lincoln is ready, we will deliver it directly to you, so you may begin accessing your extraordinary member privileges. This is ownership on your terms. It’s luxury exemplified, inside and out. Vehicles available at Lincoln Black Label Dealers only. Restrictions may apply. See a participating Lincoln Black Label Dealer for complete details.
MEMBER PRIVILEGES

RECOGNIZING YOUR LOYALTY

Lincoln Access Rewards™ makes it easy for you to earn and redeem points toward benefits and experiences offered by your dealer and Lincoln. With Lincoln Access Rewards, you'll start earning points right away – with the purchase of your new vehicle. Lincoln Owners are eligible for Lincoln Way™, the Lincoln Way Annual Vehicle Detailing experience, and Annual Vehicle Inspection. Lincoln Access Rewards offers Lincoln Black Label members exclusive benefits such as the Lincoln Culinary Collection dining experiences.

CONTROL ON YOUR SMARTPHONE

For an effortless ownership experience, download the Lincoln Way™ app on your phone. It works with Lincoln Connect™ which is standard on every Lincoln Black Label vehicle, to let you remotely start, stop, lock and unlock your vehicle – even schedule remote starts – all from your phone. You can check your vehicle’s tire, air, tire pressure, and locate where it’s parked. The app also lets you include your vehicle in a Lincoln Black Label vehicle data trial, which means Lincoln can use this information to improve your vehicle’s performance.3,4

PUTTING TRAVEL STRESS ON STANDBY

As a Lincoln Black Label owner, you and your spouse or significant other can enjoy a complimentary 12-month CLEAR® Membership. CLEAR biometric technology helps you bypass security lines at 50+ of the busiest airports, stadiums and other venues nationwide.5

UPGRADING YOUR GETAWAYS

Your new Lincoln Black Label vehicle features a Premium Maintenance Plan for 4 years/50,000 mile service visits, whichever occurs first. It covers required scheduled maintenance for original equipment and wear items, and includes complimentary Lincoln Pickup & Delivery™ service within a 50-mile radius.6 Lincoln Black Label owners also receive an invitation to the elite AVIS® President’s Club. Benefits include a double upgrade when available, a guaranteed rental with 48-hour advance notice reservation, complimentary Club Elite status for all trips, and exclusive access to AVIS® Executive Privileges.1,7

EFFORTLESS MAINTENANCE

Your new Lincoln Black Label vehicle includes a Lincoln Black Label 30/30/50 Maintenance Plan, covering scheduled maintenance for original equipment and wear items. It includes complimentary Lincoln Black Label Service for up to 50,000 miles/4 service intervals, whichever occurs first, for original equipment and wear items.

MEMBER PRIVILEGES

Member privileges are available to Lincoln Black Label Owners. Offers are not available to dealers. Owners of LCO (Light-Duty) vehicles must visit their Lincoln Black Label dealer to inquire about membership. Lincoln Access Rewards is not available to commercial vehicles, including taxi, limousine, and private transportation and rental vehicles. Lincoln Access Rewards is not available in certain U.S. jurisdictions (e.g., the District of Columbia and New York State). Lincoln Black Label owners can redeem points toward Culinary Collection dining experiences,1 Annual Vehicle Detailings2 and much more. All offers subject to change. Some restrictions may apply. Offers may be combined.11

PORCHFISHING YOUR QUESTION

For assistance, contact your dealer or 1-800-LINCOLN. Lincoln (“Lincoln”) makes no representation or warranty of any kind, express or implied, or any nature, with respect to the information contained herein, including without limitation, the accuracy or completeness thereof. Lincoln disclaims all liability for any loss, damage, or expense arising out of or in connection with the use of the information contained herein. This offer may not be combined with any other offers. Offer may not be modified, extended or suspended without prior notice. Lincoln Black Label Concierge is available to new Lincoln Black Label owners at any time and without notice. To the extent allowed by applicable law, Lincoln reserves the right to change, suspend, or cancel this program at any time. The Lincoln Way™ app is available for download and is compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply.3

CLEAR® is currently available to U.S. citizens and legal permanent residents with valid photo I.D. Program eligibility for new retail purchases of 2018 and newer model-year Lincoln vehicles (except in California) is limited to the original owner of the vehicle. Full CLEAR enrollment, including biometrics, required to be completed within 120 days of vehicle delivery. See Lincoln Black Label Concierge for complete details.11

All taxes, fees (including but not limited to Air Conditioning Excise Recovery Fee, Concession Recovery Fee, Vehicle Registration Fee, Tire Management Fee and Frequent Traveler Fee) and surcharges (including but not limited to Customer Facility Charge and Environmental Fee Recovery Charge) are at the client’s expense. Double upgrade excludes Class X vehicles. Maximum of 1 complimentary rental. Service is available for retail and warranty repair. During ownership by first registered Lincoln Black Label owner. Coverage, for original owner, varies based on vehicle model year. Non-transferable. For complete details, go to lincolnowner.com or your Lincoln Dealer.
YACHT CLUB
Capture the magic of a light breeze and calm seas on a warm summer day with the Yacht Club theme offered exclusively on Navigator. All 3 rows of seats are wrapped in Coastal Blue Venetian leather with linear micro-perforation patterned inserts. Whitewashed Teak trim reinforces the neutral tone, while Sand colored Dinamica® gives the headliner its soft finish. It’s all inspired by the finest yachts.

DESTINATION
Travel becomes art with this adventurous theme. A carefully curated blend of elements gives the Mahogany Red cabin texture and depth. Inserts featuring a stunning diamond-weave perforation pattern complement the Venetian leather seats. The suede-like feel of Dinamica wraps the headliner, and eye-catching Khaya wood accents help to make this sumptuous environment a Destination unto itself.

CHALET
The majestic Chalet theme is designed to awaken your senses to the invigorating luxuries of a mountainside getaway. Espresso and Alpine colored leathers commingle in this alluring space featuring Venetian leather seats with Lincoln Star perforation pattern inserts and luxurious Alpine colored Dinamica headliner. Soothingly show Silverwood appliqués guide you toward rejuvenating peace.
FLIGHT
Take control with the all-new Flight theme offered exclusively on Lincoln Black Label Aviator. Luggage Tan colored Savannah leather 1st- and 2nd-row seats feature Runway perforation patterned inserts beckoning to your inner pilot. The suede-like feel of the Ebony Dinamica® headliner further elevates cabin ambience, while Darker Full Engine Turn aluminum appliqués feature a circular pattern that pays homage to the instrumentation inside early aircraft.

DESTINATION
The sumptuous Destination theme makes every trip a richly textured journey. The Mahogany Red leather-wrapped interior features premium Savannah leather 1st- and 2nd-row seats with dazzling diamond-weave perforation pattern inserts. Khaya wood accentuates the horizontal forms of the instrument panel and more. From the Dinamica headliner to the carpeted floor mats, the warmth of Mahogany Red envelops you.

CHALET
Awaken your senses to the invigorating contrasts of the Chalet theme. This bold Alpine and Espresso colored interior is inspired by crisp mountain air and the comfort of an après-ski lodge. Lincoln Star perforation pattern inserts on the Savannah leather 1st- and 2nd-row seats and the Lincoln Black Label Star logo etched into the instrument panel’s Silverwood appliqué exemplify the luxuries within this striking space.
Treat yourself to the sparkle and mystique of a prestigious cosmopolitan event with the glamorous Gala theme. Within this gorgeous space, Carmine Venetian and Onyx leathers mingle in decadent contrast, while Linking-L perforation pattern seat inserts, intricate Nouveau Armor aluminum appliqués and the sueded feel of the Alcantara® headliner add to the seductively tailored details that create the Gala experience.

The dynamic Thoroughbred theme is for those with a penchant for sporting refinement. Richly toned Chestnut leather is accented by Chilean Maple open-pore wood trim. The suede-like headliner is wrapped in Jet Black Alcantara. Jet Black Venetian leather seats feature Diamond-L perforation pattern inserts and Terra Cotta accent stitching. Honoring American equine culture, Thoroughbred exudes the majesty and strength of a champion.

The breathtaking Chalet theme evokes the contrasting pleasures of cool, crisp mountain air and the warmth of an après-ski lodge. Alpine Venetian leather seats feature the Lincoln Star perforation pattern. Alpine and Espresso colored leathers combine with the softness of an Alcantara headliner and the beauty of Silverwood appliqués to create a welcoming space that evokes anticipation.
Travel at the height of glamour in the limited-edition 2020 Lincoln Black Label Continental Coach Door. Paying tribute to the iconic style of the 1960s with its expansive center-opening doors, this remarkable sedan invites you to enter in the style of presidents, royalty and superstars. Available in limited quantities, this encore edition of a timeless classic is offered in your choice of Thoroughbred or Chalet theme.

Rhapsody
A symphony of sensations, the enchanting Rhapsody theme is inspired by the world of music, sound and style. Venetian leather seats feature suede-like Alcantara® inserts with the Linking-L perforation pattern. Alcantara also accents the carpeted floor mats and wraps the headliner – all in vibrant Rhapsody Blue – while Silver Mesh appliqués evoke the dazzling shimmer of twinkling high notes.

Thoroughbred
The regal Thoroughbred theme honors the distinguished lifestyle of elite horse racing. Richly toned Belmont leather is complemented by the dynamic grain of Chilean Maple wood trim, while the graceful forms of the Jet Black Venetian leather seats are accented by Diamond-L perforation pattern inserts. Alcantara gives the Jet Black headliner and carpeted floor mat accents a smooth finish reminiscent of a fine steed.

Chalet
This thrilling theme features an engaging combination of Alpine and Espresso-colored leathers. The instrument panel, steering wheel, luxury accents and doors are graced by sparkling Silverwood appliqués. Venetian leather seats with Lincoln Star perforation pattern inserts are combined with an Alcantara headliner and carpeted floor mat accents to evoke the comforting welcome of a mountainside Chalet.

METICULOUSLY CRAFTED

Less than 1% of hides produced globally are selected by a 3rd-generation craftsman at Eagle Ottawa – a tannery since 1865 – then transformed into our exclusive Venetian leather through a process that imparts the softest “hand” and outstanding durability. Custom perforation patterns and precise stitching give our exquisite interiors the perfect finishing touches.

LUXURIOUSLY FINISHED

A specially selected palette of premium multifinish paints is designed to enhance the beauty of every Lincoln Black Label® vehicle. Among our collection are several ChromaFlair® paints, which exhibit a wide range of hues depending upon your viewing perspective and the angle of the light. These spectacular paints are truly a sight to behold.

Exterior and interior colors shown are representative only. Select colors may not be available on all vehicles. Colors may vary slightly from actual vehicle. Additional charge.
**It all starts** with our SYNCR® 3 voice-activated technology connecting your tech with your Lincoln. It puts you in control of calls, music and more with the tap of a button on your steering wheel or simple voice commands. SYNCR® 3 AppLink® gives you voice control of compatible mobile apps on your connected phone. You can sync with the Waze® community-based traffic and navigation app on your smartphone 1 so you can see Alarms to pay music, control your home devices and more while in your Lincoln. The system also features compatibility with Apple CarPlay® 5 for your iPhone, or Android Auto™ for your Android™ smartphone. Lincoln Connect™ with 4G LTE Wi-Fi hotspot capability lets you connect up to 10 devices at once! So everyone can enjoy their smartphones, laptops, gaming systems and more — from inside your Lincoln and up to 50' away.

Don’t drive while distracted. Use voice operated systems when possible; don’t use handheld devices while driving. Not all features are compatible with all phones.

Commands may vary by phone and AppLink software.

Waze is available via iPhone with SYNCR 3 and on Android Auto. Message and data rates may apply.

Certain Alexa functionality is dependent on smart phone and home technology.

Requires device with active data service and compatible software. SYNCR 3 does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality.

Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the page titled “Standard Features,” and your Lincoln Dealer for details.

Don’t drive while distracted or while using handheld devices. Use voice controls.