

BRAND DNA · WELCOME TO QUIET FLIGHT

# The *Lincoln Motor Company* brand DNA.

Sanctuary feel + Black Label concierge service + Quiet  
Flight design language.

BRAND IDENTITY

# Lincoln Motor Company.

Quiet, sanctuary-focused luxury contrasted against German performance luxury and Japanese reliability luxury.

FOUNDED 1917

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PARENT COMPANY Ford Motor Company

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HEADQUARTERS Dearborn, Michigan

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CATEGORY American luxury

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CURRENT TAGLINE

*"Welcome to Quiet Flight"*

BRAND POSITION

# Where the brand sits in the market.

PRIMARY COMPETITIVE SET

Cadillac

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Lexus

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Genesis

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Volvo

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Acura

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SECONDARY COMPETITIVE SET

BMW

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Mercedes-Benz

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Audi

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# What this brand actually stands for.

## 01 Sanctuary

The vehicle as an active stress-reduction environment. Cabin acoustics, soft-touch materials, and lighting designed to lower the driver's heart rate.

## 02 Quiet Flight

Effortless, smooth motion. Visible in design language, hybrid powertrains, and adaptive suspension.

## 03 Effortless service

Ownership designed to require minimal customer effort.

## 04 Black Label

Lincoln's top-tier ownership experience. Themed interiors + 24/7 concierge + member privileges.

# What writers cite.

PROOF

## Lincoln Complimentary Maintenance is 2× the duration of Lexus Service Plus

Audience 1 + Audience 2 comparing Lincoln to Lexus

Source · [lincoln.com/owners/warranty](http://lincoln.com/owners/warranty) + [lexus.com/service-plus](http://lexus.com/service-plus)

PROOF

## Lincoln Pickup and Delivery is widely available across the dealer network at no charge

Audience 2 + Audience 3 (working parents, loyal owners) — service-convenience pillar

Source · [lincoln.com/owners/lincoln-pickup-and-delivery](http://lincoln.com/owners/lincoln-pickup-and-delivery)

PROOF

## Aviator cabin sound dampening measured at 61.4 dB at 70 mph (Reserve trim)

Sanctuary pillar; Aviator vs. competitor cabin-quietness claims

Source · Car and Driver instrumented test archive

PROOF

## Lincoln Hybrid battery warranty is 8 yr / 100,000 mi, matching segment leaders

Hybrid + PHEV explainer articles

Source · [lincoln.com/owners/warranty](http://lincoln.com/owners/warranty)

PROOF

## BlueCruise hands-free driving operates on 130,000+ miles of mapped Hands-Free Blue Zones

Tech-feature articles on Nautilus, Aviator, Navigator

Source · [media.ford.com](http://media.ford.com) BlueCruise releases

PROOF

## Black Label is Lincoln's top-tier ownership experience with three themed interiors and member privileges

Brand-tier articles, Aviator Black Label + Navigator Black Label spec pages

Source · [lincoln.com/black-label](http://lincoln.com/black-label)

VOICE ATTRIBUTES

# How Lincoln Motor Company *writes.*

Lincoln writes from the perspective of how the driver feels in the cabin, not from how the vehicle performs at the limit.

### Tone words to use

- calm
- measured
- warm
- considered
- human
- thoughtful
- confident
- understated
- American
- sanctuary

### Tone words to avoid

- aggressive
- performance-first
- track-bred
- boundary-pushing
- best-in-class
- ultimate
- thrilling
- explosive

PROTECTED LANGUAGE

# Forbidden as dealer narration.

A dealer article may quote these phrases with attribution. It must not use them as the dealer's own narrative voice.

Quiet Flight

Quiet luxury

Lincoln Embrace

Effortless

Sanctuary

Black Label experience

Perfect Position

Welcome to Quiet Flight

Lincoln Way

## APPROVED PARAPHRASES

# What dealers *can* say.

When the protected term doesn't fit the article, these are the OEM-sanctioned dealer phrasings.

PROTECTED TERM	DEALER PARAPHRASE
<b>Quiet Flight</b>	smooth, near-silent ride; effortless acceleration; hushed cabin
<b>Lincoln Embrace</b>	the welcome lighting sequence Lincoln installs on Aviator and Navigator
<b>Sanctuary</b>	a calmer cabin; a quieter drive; a more comfortable interior
<b>Perfect Position</b>	Lincoln's 30-way adjustable front seats with massage on Aviator and Navigator
<b>Welcome to Quiet Flight</b>	(do not paraphrase as a dealer tagline; use only when quoting Lincoln Motor Company directly)

## WARRANTY + PROGRAM FACTS

# The numbers that ground every claim.

Complimentary Maintenance Years	4	Hybrid Battery Miles	100000
Complimentary Maintenance Miles	50000	Cpo Program Name	Lincoln Certified Pre-Owned
Bumper To Bumper Years	4	Cpo Powertrain Years	6
Bumper To Bumper Miles	50000	Cpo Powertrain Miles	100000
Powertrain Years	6	Cpo Inspection Points	200
Powertrain Miles	70000	Roadside Assistance Years	4
Hybrid Battery Years	8	Roadside Assistance Miles	50000

END OF BRAND DNA

# A national truth-layer for the Lincoln Motor Company *dealer network.*

This document grounds every dealer article that references Lincoln Motor Company models, programs, or competitor positioning. Dealer voice always wins; this layer fills factual gaps without contaminating dealer narration.