

COMPETITOR DNA

What *Lincoln Motor Company* competes against.

Brand-vs-brand positioning frame. Local dealer cross-shop is separate; this is the national truth-layer for OEM-tier comparisons.

COMPETITIVE SET

Who's in the consideration set.

PRIMARY · TOP 5

#01 Cadillac

#02 Lexus

#03 Genesis

#04 Volvo

#05 Acura

SECONDARY · CONSIDER-SET

BMW

Mercedes-Benz

Audi

Lincoln Motor Company vs Cadillac

LINCOLN MOTOR COMPANY ADVANTAGE

Black Label concierge experience deeper than Cadillac's equivalent

Pickup-and-Delivery service is widely available; Cadillac's Premium Care covers fewer touchpoints

Cabin quietness rated higher in third-party tests on Aviator vs. XT6

CADILLAC ADVANTAGE

EV lineup (Lyriq, Escalade IQ, Optiq) is broader than Lincoln's

GM dealer network density

CT5-V Blackwing performance halo (Lincoln has no performance halo)

THE PITCH AGAINST THEM

Cadillac is going EV-first. Lincoln stays luxury-first. If you want the Sanctuary cabin and the Pickup-and-Delivery service, Lincoln. If you want a top-tier EV today, Cadillac.

DO NOT ATTACK ON

~~GM platform reliability (their Powertrain warranty is comparable)~~

~~Tax incentives on EVs (Cadillac currently advantaged)~~

Lincoln Motor Company vs Lexus

LINCOLN MOTOR COMPANY ADVANTAGE

Lincoln Complimentary Maintenance Program (4 yr / 50,000 mi) vs. Lexus Service Plus (2 yr / 25,000 mi) — 2x the duration

Pickup-and-Delivery service

Larger cabin in Aviator vs. RX (3-row Aviator vs. 2-row RX) and competitive against TX

Lincoln Way app remote-start range and feature depth

LEXUS ADVANTAGE

Reliability reputation (J.D. Power VDS leadership)

Resale value

Hybrid system maturity (Lexus has been hybrid-first since 2005)

Dealer network density nationally

THE PITCH AGAINST THEM

Lexus has the reliability story. Lincoln has the service-experience story. Compare Lincoln Complimentary Maintenance (4 yr / 50K) against Lexus Service Plus (2 yr / 25K) and let the buyer choose.

DO NOT ATTACK ON

Long-term reliability (Lexus VDS leadership is well-established)

Resale at 5+ years (Lexus advantaged)

Lincoln Motor Company vs Genesis

LINCOLN MOTOR COMPANY ADVANTAGE

Established brand history (1917 vs. Genesis 2015)

Black Label luxury tier deeper than Genesis Signature

Larger 3-row offering (Aviator vs. GV80 — Genesis has no true 3-row until GV90)

Established dealer network for service

GENESIS ADVANTAGE

10-year / 100K powertrain warranty (Lincoln 6 yr / 70K)

Genesis at-home service on select touchpoints

Aggressive pricing on GV70 + GV80 vs. equivalent Lincoln

THE PITCH AGAINST THEM

Genesis is the value story. Lincoln is the experience story. If a buyer values the longest warranty on paper, Genesis. If a buyer values the established service relationship, Lincoln.

DO NOT ATTACK ON

~~Warranty length on paper (Genesis is genuinely longer)~~

~~Initial quality awards (Genesis has won several J.D. Power IQS years recently)~~

Lincoln Motor Company vs Volvo

LINCOLN MOTOR COMPANY ADVANTAGE

3-row family SUV depth (Aviator and Navigator vs. XC90 only)

Cabin volume on Navigator vs. XC90

Pickup-and-Delivery service network

VOLVO ADVANTAGE

Safety reputation (Volvo brand equity)

Recharge PHEV maturity

Scandinavian-design appeal for design-conscious buyers

THE PITCH AGAINST THEM

Volvo wins on perceived safety equity. Lincoln wins on cabin space and the ownership-experience programs. They aren't the same buyer in most markets.

DO NOT ATTACK ON

Safety perception (Volvo's brand equity is unshakeable)

Lincoln Motor Company vs Acura

LINCOLN MOTOR COMPANY ADVANTAGE

True luxury positioning (Acura sits below Lincoln in most consumer perception)

Larger 3-row in Aviator + Navigator vs. MDX

Black Label tier above anything Acura offers

ACURA ADVANTAGE

Honda-platform reliability inheritance

MDX value pricing vs. Aviator base

Type-S performance trims (Lincoln has no equivalent)

THE PITCH AGAINST THEM

Acura is the upscale-Honda story. Lincoln is the American-luxury story. The buyer who chooses Acura usually wasn't going to buy Lincoln anyway, and vice-versa.

DO NOT ATTACK ON

MDX reliability scores (Honda platform is well-regarded)

SECONDARY SET

Beyond the primary tier.

Brands that don't dominate cross-shop volume but show up in specific buyer-stage decisions — defection-source brands, EV cross-shop, or sister-brand internal competition.

BMW

Mercedes-Benz

Audi

Lincoln Motor Company vs BMW

Audience 1 (Quiet Luxury Buyer) frequently defects FROM BMW to Lincoln after fatigue with stiff suspension and M-Sport-aggressive cabin design. Lincoln's defection narrative is...

LINCOLN MOTOR COMPANY ADVANTAGE

Cabin quietness and ride comfort (BMW tunes firm; Lincoln tunes plush)

Lincoln Complimentary Maintenance 4 yr / 50K vs. BMW Ultimate Care 3 yr / 36K — 33% longer duration, 39% more miles

Larger 3-row family SUVs (Aviator + Navigator vs. X5 5-passenger only; X7 competes against Navigator)

Pickup and Delivery service standard; BMW Service Pickup varies by dealer

BMW ADVANTAGE

Performance reputation and M-variant halo

Steering feel and driving dynamics

EV lineup depth (iX, i4, i5, i7)

Resale value through 5 years (BMW advantaged in luxury segment)

THE PITCH AGAINST THEM

BMW is the driver's car. Lincoln is the passenger's sanctuary. If the buyer's commute is 45+ minutes and they care more about how they arrive than how fast they get there, Lincoln. If the buyer wants the back roads of the Hill Country, BMW.

DO NOT ATTACK ON

- Performance metrics or 0-60 times
- Lap times or dynamic credentials
- EV breadth

Lincoln Motor Company vs Mercedes-Benz

Audience 1 cross-shops Mercedes when looking for prestige + comfort balance. Lincoln's pitch is sanctuary + service over Mercedes' status + complexity.

LINCOLN MOTOR COMPANY ADVANTAGE

Lincoln Complimentary Maintenance 4 yr / 50K vs. Mercedes Pre-Paid Maintenance Plan (optional, paid)

Lower cost of ownership across the warranty period (no consumables paywall)

Simpler MBUX-style infotainment (Lincoln's interface is less feature-dense)

American manufacturing for buyers who care about US assembly

MERCEDES-BENZ ADVANTAGE

Prestige equity (Mercedes star brand recognition globally)

Powertrain breadth (gas, hybrid, plug-in, EV across most lines)

AMG performance halo

Maybach ultra-luxury tier above anything Lincoln offers

THE PITCH AGAINST THEM

Mercedes carries global prestige. Lincoln carries American sanctuary luxury at a lower cost of ownership. If status is the goal, Mercedes. If comfort + service is the goal, Lincoln.

DO NOT ATTACK ON

Brand prestige perception

AMG performance lineup

Global service network

Lincoln Motor Company *vs* Audi

Audi competes for Audience 1 with design-led luxury. Lincoln's pitch is American craftsmanship + sanctuary feel against Audi's restrained European modernism.

LINCOLN MOTOR COMPANY ADVANTAGE

Larger 3-row luxury SUVs (Aviator + Navigator vs. Q7 only; Q8 is 5-passenger)

Lincoln Complimentary Maintenance 4 yr / 50K vs. Audi Care (optional, paid)

Cabin comfort tuning (Audi tunes firmer; Lincoln tunes plush)

Pickup-and-Delivery service network

AUDI ADVANTAGE

Interior material quality perception (Audi consistently rated top-tier)

Virtual Cockpit + MMI infotainment

Quattro AWD reputation

e-tron EV lineup

THE PITCH AGAINST THEM

Audi is European minimalism. Lincoln is American sanctuary. If the buyer values restrained, design-led luxury, Audi. If the buyer values warm, comfort-led luxury with a deeper service program, Lincoln.

DO NOT ATTACK ON

Interior material quality

Quattro AWD legacy

END OF COMPETITOR 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.