

2020 CONTINENTAL



ALWAYS BEGIN ON A BRIGHT NOTE

Beauty and elegance surround us in life – and illuminating their presence can inspire us to make our way with optimism and confidence. The 2020 Lincoln Continental embodies this philosophy, greeting you with its stunning form and a warm embrace each time you approach. The available Lincoln Dynamic Signature Lighting flows beneath the adaptive HID headlamps, while luminous welcome mats quietly appear on the ground. Grasp the available backlit Light Touch Handle, and your door opens with ease. As you relax inside, the available autofold sideview mirrors return themselves to your personalized settings. Start every journey in a positive mindset within the sanctuary of Continental.





REVITALIZE WHILE YOU TRAVEL

Crafted to be luxuriously comforting and peacefully quiet, the spacious interior of Continental is filled with thoughtful amenities. Relax into the available 30-way front Perfect Position Seats with Active Motion® massage functionality that helps reduce muscle fatigue in your upper legs and lower back. Inspired by private aircrafts, these heated and ventilated seats feature a patented comfort-carrier design that flexes around you in a personalized embrace. The available Head-Up Display¹ is customizable and automatically adjusts the prominence of information as priorities change, plus it's easily seen in various light conditions. The available twin-panel moonroof invites all to bask in the sun. And as the available soft-close doors cinch closed, you can nestle in and prepare to enjoy every moment of your ride.

STAY INFORMED AND ENTERTAINED

SiriusXM® gives you ad-free music, plus sports, comedy, news and talk – inside your Continental and on the go – with a 6-month All Access trial subscription.² With the available Voice-Activated Touchscreen Navigation System, you'll also enjoy a 6-year subscription² to SiriusXM Traffic and Travel Link® services.

¹Don't drive while distracted. See owner's manual for details and system limitations. ²All SiriusXM services require a subscription, sold separately by SiriusXM after the trial period. Fees and taxes apply. See SiriusXM Customer Agreement for complete terms at <http://www.siriusxm.com>. All fees, content and features are subject to change. Traffic information not available in all markets. SiriusXM satellite service for 2020 model-year Lincoln vehicles is not available in Puerto Rico; SiriusXM streaming service is available for purchase.



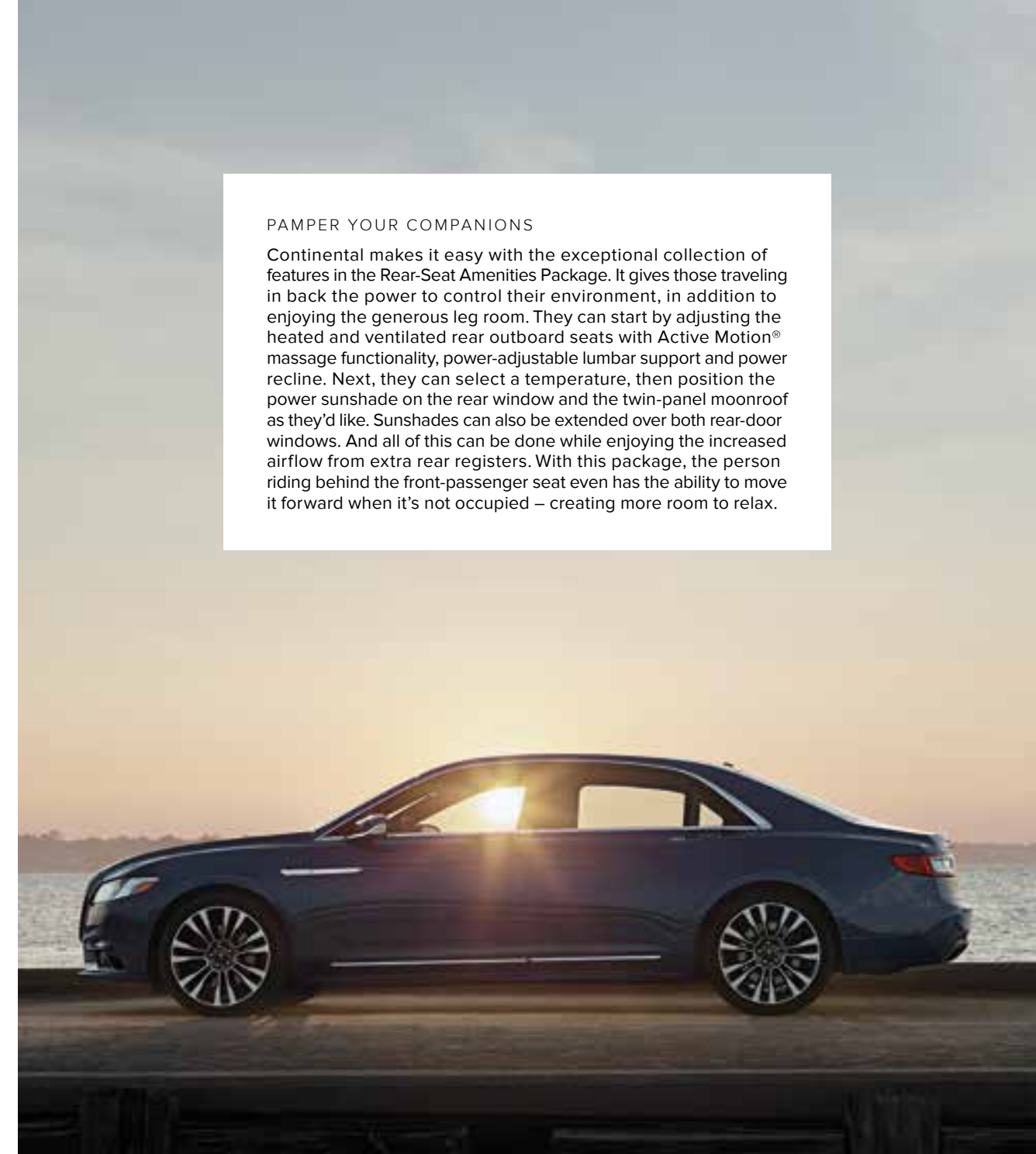
ENGAGE WITH EXCLUSIVE AUDIO

Lincoln is the only automaker to offer you the available Revel® and Revel Ultima Audio Systems. You won't just hear their expertly engineered level of precision and musical accuracy – you'll feel it. With personalized listening modes, it can seem like you're in the "Audience" or up "On Stage." The outstanding, multi-dimensional sound is courtesy of advanced cabin correction tuning, QuantumLogic® Surround sound technology, and Revel Waveguides. Revel Ultima features 19 speakers and patented Clari-Fi™ music restoration technology that enhances satellite radio, streaming services, MP3s and other digital sources – for clear, wide, dynamic sound.



PAMPER YOUR COMPANIONS

Continental makes it easy with the exceptional collection of features in the Rear-Seat Amenities Package. It gives those traveling in back the power to control their environment, in addition to enjoying the generous leg room. They can start by adjusting the heated and ventilated rear outboard seats with Active Motion® massage functionality, power-adjustable lumbar support and power recline. Next, they can select a temperature, then position the power sunshade on the rear window and the twin-panel moonroof as they'd like. Sunshades can also be extended over both rear-door windows. And all of this can be done while enjoying the increased airflow from extra rear registers. With this package, the person riding behind the front-passenger seat even has the ability to move it forward when it's not occupied – creating more room to relax.





STANDARD LINCOLN CO-PILOT360™

From help lighting up the night to staying on course, taking the guesswork out of what's behind your vehicle and more, every Continental driver can benefit from our Lincoln Co-Pilot360 suite of driver-assist technologies,¹ which includes:

- AUTO HIGH-BEAM HEADLAMPS
- BLIND SPOT DETECTION WITH CROSS-TRAFFIC ALERT
- LANE-KEEPING SYSTEM
- PRE-COLLISION ASSIST WITH AUTOMATIC EMERGENCY BRAKING
- REAR VIEW CAMERA

ADDITIONAL ASSISTANCE

Who hasn't been frustrated by a traffic backup? Or by trying to find a parking space – and maneuver into it – on a busy street? These features¹ are designed to help with those moments and more:

- ADAPTIVE CRUISE CONTROL WITH STOP-AND-GO
- FORWARD AND REVERSE SENSING SYSTEMS
- RAIN-SENSING WINDSHIELD WIPERS

Continental Reserve adds:

- 360-DEGREE CAMERA
- ENHANCED ACTIVE PARK ASSIST
- HEAD-UP DISPLAY



JOURNEY WITH CONFIDENCE

Our extensive collection of standard and available driver-assist technologies¹ utilizes a network of sensors and sophisticated cameras to offer you support during many scenarios. These advanced features are all aimed at helping you feel confident in the 2020 Lincoln Continental.

¹Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.

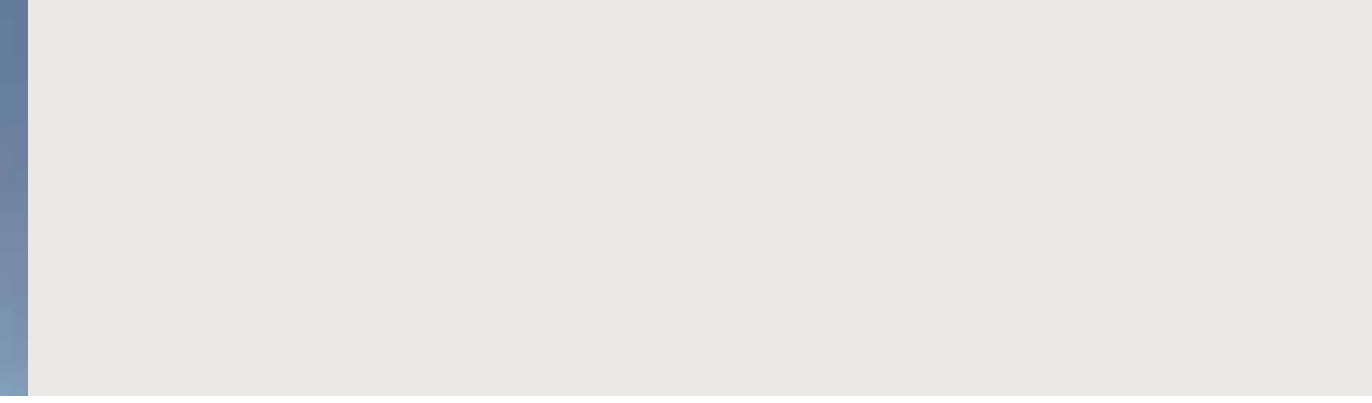




MOVE WITH PURPOSE

Continental empowers you with an available Twin-Turbocharged 3.0-liter V6 engine that delivers a spirited 400 horsepower¹ and 400 lb.-ft. of torque.¹ Dynamic Torque Vectoring,² included with the 3.0-liter, works in tandem with available Intelligent all-wheel drive (AWD) to enhance performance by sending up to 100% of the available rear-axle torque to the outside rear wheel while cornering. The result is smooth and seamless – the driving experience of your dreams.

With the available Twin-Turbocharged 2.7-liter V6 engine, you'll enjoy 335 horsepower¹ and 380 lb.-ft. of torque.¹ This engine and the 3.0-liter both use twin-turbocharging and direct-injection technology to help generate virtually instantaneous on-demand power. The standard 3.7-liter Ti-VCT V6 engine uses twin independent variable camshaft timing to help optimize fuel combustion. Whichever V6 you choose, Continental is engineered to inspire exploration.



¹Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary. ²Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.



GLIDE EFFORTLESSLY

Imagine yourself calmly in command – at peace with your surroundings. Lincoln Drive Control with Adaptive Suspension can take you there by helping to isolate your Continental from road imperfections. To personalize your ride, explore each of the 3 drive modes – Comfort, Normal and Sport. With any of them, Electric Power-Assisted Steering provides steering response and feedback that helps you feel confident behind the wheel.

ENJOY EVERY DRIVE

No matter which V6 engine you choose, Continental pairs it with an engaging SelectShift® automatic transmission that puts the control of a manual at your fingertips. Just tap the steering wheel-mounted paddle shifters to change gears when you want, or leave it to Continental. Available Intelligent all-wheel drive provides you with a dynamic driving experience – rain or shine.



ENHANCE ITS ELEGANCE

To accentuate the beautifully clean exterior design, select the new Monochromatic Appearance Package, available exclusively on Continental Reserve in Pristine White (shown above) or Infinite Black. It features a color-keyed painted finish on the upper grille mesh and side badges, as well as Infinite Black-painted fog lamp bezels and lower grille. Finished off with striking 20" Ebony-painted aluminum wheels, this package takes your Continental to the next level.



COMMAND: WITH YOUR VOICE

SYNC 3 voice-activated technology¹ connects your tech with your Continental, and puts you in control of calls, music and more with the tap of a button on your steering wheel and simple voice commands. You can also tap or swipe the stunning 8" touchscreen. To see your phone's familiar interface on the large screen, you can take advantage of compatibility with Apple CarPlay^{®2} for your iPhone[®] or Android Auto^{™2} for your Android[™] smartphone.

LINK: TO WHAT MATTERS MOST

Continental also lets you enjoy voice control of compatible mobile apps on your connected phone using SYNC 3 AppLink.^{®3} The system works with your Lincoln Way[™] App⁴ and many others. You can use it with the Waze^{™5} community-based traffic and navigation app on your iPhone. It also works with the Lincoln+Alexa app,⁶ so you can ask Alexa to play music, listen to audiobooks, check the weather, control smart home devices and more while inside your Continental.

CONNECT: WITH IN-VEHICLE WI-FI

Since Continental has the ability to seat up to 5 people, a vast array of smartphones, tablets, gaming systems and computers may come along for the ride. Lincoln Connect^{™7} with 4G LTE Wi-Fi hotspot capability provides a strong connection for up to 10 devices at once.⁸ So everyone can enjoy their favorites – from inside of Continental and up to 50' away.

APPLE CARPLAY & ANDROID AUTO COMPATIBILITY | LINCOLN WAY APP | WAZE | LINCOLN+ALEXA | 4G LTE WI-FI HOTSPOT CAPABILITY

¹Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. ²Requires device with active data service and compatible software. SYNC 3 does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. ³Commands may vary by phone and AppLink software. ⁴Available via download and compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply. ⁵Waze is available via iPhone with SYNC 3 and on Android Auto. Commands may vary by phone and AppLink software. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply. ⁶Don't drive while distracted or while using handheld devices. Use voice controls. Certain Alexa functionality is dependent on smart phone and home technology. ⁷Certain restrictions, 3rd-party terms and data rates may apply. See footnote 3 on the page titled "Standard Features," and your Lincoln Dealer for details. ⁸Don't drive while distracted or while using handheld devices. Use voice controls.

LINCOLN BLACK LABEL is your invitation to a uniquely elevated automotive experience, one that revolves around you. Our 2020 collection features carefully curated design themes 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.¹ We will be pleased to bring a test-drive vehicle to your choice of location as well.¹ When your new Lincoln is ready, we will deliver it directly to you,¹ so you may begin accessing your extraordinary member privileges. This is ownership on your terms. It's luxury exemplified, inside and out.

LINCOLN BLACK LABEL

RECOGNIZING YOUR LOYALTY

Lincoln Access Rewards™ points earned by Lincoln Black Label owners can be redeemed toward distinctive benefits offered by your dealer and Lincoln, including **Culinary Collection** dining experiences,² **Annual Vehicle Detailings**¹ and much more.

PUTTING TRAVEL STRESS ON STANDBY

You and your spouse or significant other can enjoy a complimentary 12-month **CLEAR® Membership**³ as another benefit of your Lincoln Black Label purchase. CLEAR biometric technology helps you bypass security lines at 50+ of the busiest airports, stadiums and other venues nationwide.

EFFORTLESS MAINTENANCE

Your new Lincoln Black Label vehicle features a **Premium Maintenance Plan** for 4 years/50,000 miles/4 service visits, whichever occurs first. It covers required scheduled maintenance for original equipment and wear items, and includes complimentary **Lincoln Pickup & Delivery™** within a 50-mile radius.⁴ We'll even leave you with a complimentary **Lincoln Loaner**¹ during your service. It's an effortless door-to-door experience.

COMPLIMENTARY CAR WASHES

Just visit any participating Lincoln Black Label Dealer during regular business hours.⁵

LINCOLN BLACK LABEL CONCIERGE

Contact a trained representative, any time, day or night.

Vehicles available at Lincoln Black Label Dealers only. ¹Restrictions may apply. See a participating Lincoln Black Label Dealer for complete details. ²Reservation must be made in advance with Lincoln Black Label Concierge. Offer not available on used or Certified Pre-Owned Lincoln Black Label vehicles. Offer is not available to walk-in diners. Owners of 2020 vehicles and newer will need to redeem Points through Lincoln Access Rewards for reservation. Terms and restrictions apply. Visit <https://owner.lincoln.com> for complete

details. ³CLEAR 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 (12 months on Lincoln Black Label models; 6 months on all other Lincoln models). Full CLEAR enrollment, including biometrics, required to be completed within 120 days of vehicle delivery. ⁴Service is available for retail and warranty repair. ⁵During ownership by first registered Lincoln Black Label owner.

BLACK LABEL

LINCOLN BLACK LABEL
CONTINENTAL

COACH DOOR

Travel at the height of glamour in the limited-edition 2020 Lincoln Black Label Continental Coach Door.¹ 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 brilliant Rhapsody Blue – while Silver Mesh appliqué evoke the dazzling shimmer of twinkling high notes.

THOROUGHBRED

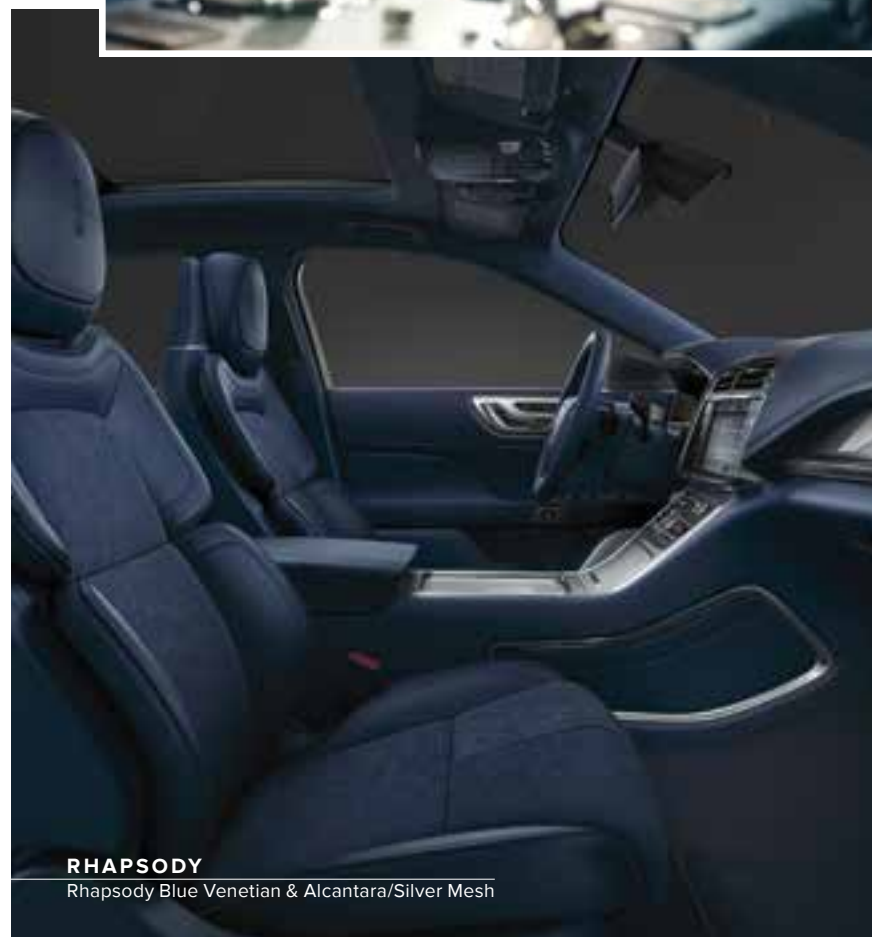
The regal Thoroughbred theme honors the distinguished lifestyle of elite horse racing. Richly toned Belmont leather is complemented by the dynamic grain of Chilean Maple wood trim, while the graceful forms of the Jet Black Venetian leather seats are accented by Diamond-L perforation pattern inserts. 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 console and doors are graced by sparkling Silverwood appliqué. 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.



COACH DOOR
Chalet (shown) or Thoroughbred



RHAPSODY
Rhapsody Blue Venetian & Alcantara/Silver Mesh



THOROUGHBRED
Jet Black Venetian/Chilean Maple



CHALET
Alpine Venetian/Silverwood

See Lincoln.com for features and options.
¹Coming Spring 2020. Limited quantities. Pre-production model shown.



ENJOY THE BENEFITS OF THE LINCOLN WAY™

EFFORTLESS
Download the Lincoln Way App³ to your mobile device to enjoy an effortless vehicle ownership experience.

- Take control with start, stop, lock, unlock and scheduled remote start features enabled by Lincoln Connect™⁴
- Schedule Lincoln Pickup & Delivery™ of your vehicle for dealer service appointments⁵
- Get help with 24/7 Roadside Assistance⁶
- Activate your vehicle's Wi-Fi hotspot capability⁴

PERSONALIZED
Driving and maintaining your new Lincoln is an easy, personalized experience with the Lincoln Way App.

- Locate where your vehicle is parked
- Check your vehicle's fuel level, tire pressure and oil life
- View how-to videos, your vehicle owner's manual and warranty information
- Learn more about your vehicle with Vehicle Health Reports

REWARDING
Designed to celebrate Lincoln owners, the Lincoln Way App is your exclusive access to unique privileges.

- Enjoy Lincoln Access Rewards™ – our premier loyalty program – featuring benefits and distinctive experiences offered by your dealer, Lincoln and others
- Receive secure deliveries to your vehicle with Key by Amazon in-car delivery⁷
- Connect with your Lincoln Concierge for answers to questions about your vehicle, help with your account and more

PRIORITIZED
Lincoln is also collaborating with CLEAR® biometric technology to help you put travel stress on standby.

- Bypass security lines at 50+ of the busiest airports, stadiums and other venues nationwide using your biometrics
- As a 2020 Lincoln Continental owner, you and your spouse or significant other can enjoy a 6-month complimentary CLEAR membership⁸
- Start taking the fast, smart and friendly way through security with CLEAR



Exterior and interior colors shown are representative only. Actual interiors may vary. ¹Additional charge. ²Non-perforated Lincoln Soft Touch Seats standard on Continental. ³Available via download and compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply. ⁴Certain restrictions, 3rd-party terms and data rates may apply. See footnote 3 below "Standard Features" on previous page, and your Lincoln Dealer for details. ⁵Lincoln Pickup & Delivery is valid for owners of 2017 or newer model-year Lincoln vehicles. Service available for retail and warranty repairs. Mileage limitations may apply. See dealer for details. ⁶Coverage, for original owner, varies based on vehicle model year. Non-transferable. For complete details, go to lincolnowner.com or your Lincoln Dealer. ⁷Available for select Lincoln 2018 and later model-year vehicles equipped with Lincoln Connect. The Lincoln Way App and Key by Amazon App require iOS 10.0 or higher on select iPhone® models and Android™ 5.0 or higher on select phones. Lincoln Way, compatible with select smartphone platforms, is available via a download. Lincoln Connect service required for remote features (see Lincoln Way Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Message and data rates may apply. In-car delivery is available only to Amazon Prime members in select U.S. cities and surrounding areas. Check your eligibility at www.amazon.com/keyforcar. ⁸CLEAR 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 (12 months on Lincoln Black Label models; 6 months on all other Lincoln models). Full CLEAR enrollment, including biometrics, required to be completed within 120 days of vehicle delivery.



LINCOLN

LINCOLN PROTECT® EXTENDED SERVICE PLANS

Whether you purchase or lease your Lincoln, Lincoln Protect offers peace of mind with a variety of plans for vehicle component and maintenance coverage. Fully backed by Lincoln, plans are honored at all Lincoln dealerships in the U.S., Canada and Mexico. Visit your Lincoln Dealer today, and request a genuine Lincoln Protect extended service plan.




ROADSIDE ASSISTANCE FOR LIFE We'll be there for you as long as you own your Lincoln – with 24-hour/7-day-a-week assistance nationwide. Coverage provided for the original owner only. Non-transferable. Please see your dealer for complete details.

LINCOLN AUTOMOTIVE FINANCIAL SERVICES

Whether you decide to purchase or lease, you'll find a plan designed to fit your individual needs. Visit Lincoln.com/finance or your Lincoln Showroom to explore your financing options.

NEW VEHICLE LIMITED WARRANTY Your new Lincoln has the following coverage: 4-year/50,000-mile bumper-to-bumper coverage, 6-year/70,000-mile powertrain coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion perforation (aluminum panels do not require perforation) coverage. Whichever comes first. Please ask your dealer for a copy of these limited warranties.

Comparisons based on competitive models (class is Luxury Full-Size Sedans based on Lincoln segmentation), publicly available information and Lincoln certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Lincoln makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Lincoln reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Lincoln Dealer is the best source of the most up-to-date information on Lincoln vehicles.

    Discover more at Lincoln.com