

## **Lincoln Adds MKS Sedan to Already Strong Livery Lineup**

DEARBORN, Mich., Feb. 28, 2013 – Lincoln Limousine & Livery Vehicles recently announced that the 2013 Lincoln MKS sedan will be offered as part of its Livery vehicle fleet program.

“We listened to market needs to enable the Lincoln MKT Town Car to become a worthy successor to the Town Car Executive L, and now look forward to doing the same with the new MKS Livery sedan,” said Matt VanDyke, Director, Lincoln Global. “This new model will continue our long presence in this industry, and Lincoln remains committed to this segment going forward.”

Livery operators will be able to buy the MKS sedan with the same comprehensive four-year/150,000-mile extended warranty, proven reliability, support and incentives that apply to the other vehicles in the Lincoln Livery lineup: MKT Town Car and Navigator L.

The MKT Town Car already has gained wide acceptance by the limousine and livery markets due to its innovative technology, AWD capability, superior durability, spacious and luxurious second-row package and exceptional luggage capacity. The addition of the MKS Livery sedan provides a complementary vehicle to the MKT Town Car, which remains Lincoln’s primary livery vehicle offering and is now in service in markets across the U.S.

The MKS Livery sedan officially debuted on Feb. 5 at the opening of the 2013 International LCT Show at the MGM Grand Hotel in Las Vegas. Initial response has been very favorable.

“In meeting with our livery partners, we recognize that there remains a segment of the market that wants to provide their clients a sedan offering to complement the MKT Town Cars in their fleet,” said Craig Hall, manager of Lincoln’s Limousine/Livery program.

“The devotion to the former Town Car Exec L sedan left a sizable client base who wants a Lincoln Livery sedan larger than the MKZ Hybrid,” Hall added. “We are responding directly to the wants of our customers with the introduction of the MKS Livery sedan.”

The 2013 MKS Livery sedan begins with an MSRP of \$43,865 and will be available in both AWD and FWD versions. There are three different types of product packages – each includes Lincoln’s four-year/150,000-mile extended service plan. The fleet discount incentive for the MKS is \$3,000 per vehicle, the same as on the MKT Town Car. Lincoln will allow QVM-certified manufacturers to extend the MKS sedan up to 4-to-6 inches based on Ford engineering recommendations.

Owner/operators already have embraced the MKS. “This is the car for the industry. We have been testing MKS in New York and Boston for the past two years, along with a number of other cars, and the MKS is the car,” said Dawson Rutter of Commonwealth Worldwide Transportation. “We are going to buy a lot of them.”

Rich Badalamente of Music Express said, “It’s a great addition to the Lincoln Livery lineup and complements the MKT Town Car. It’s a very handsome car that will suit the bill for 80 to 90 percent of the work. It has tremendous trunk room.”

The MKS sedan has superior rear seat legroom, large trunk capacity, an AWD option, attractive styling and an extensive warranty – all packaged in the brand the industry has relied on successfully for many years.

“With those credentials, along with Lincoln’s proven reliability and durability, the MKS Livery sedan is sure to be a winner,” VanDyke said.

