



The Mark of Distinction

Welcome to Lincoln Black Label. Made for those who appreciate fine design. And for those who place the highest value on things that cannot be bought – like time and experiences.

When imagining Lincoln Black Label, we gave our hand-selected team free rein to create something inspired by love for the automobile, as well as passion for the arts, architecture, fashion, fine food and culture. What resulted were 4 unique Black Label themes designed not for the masses, but for the select few. And along with that – an extraordinary level of personal service, starting with a more convenient and comfortable shopping process. A personal Lincoln Black Label Experience Liaison can meet you at your leisure at either your home or office for a unique, one-to-one shopping experience. And when your new vehicle is ready, we'll promptly deliver it to the location of your choice.¹ A dedicated Sales and Service Liaison Team at your participating Lincoln Black Label Dealership will be pleased to assist you and handle all of your needs.

THE ULTIMATE EXPRESSION
OF LINCOLN LUXURY



At Your Service



Because you are a Lincoln Black Label customer, for 4 years or 50,000 miles, your vehicle is protected by an Extended Premium Maintenance plan. All required maintenance – including wear items like brake pads and linings, wiper blades and more – is covered.¹

Enjoy access to the Black Label Culinary Collection – a curated list of restaurants from coast to coast, with noted chefs who will provide an at-your-service dining experience.² Savor a night on the town in your new Lincoln Black Label – courtesy of the Lincoln Motor Company.

Whenever service is required, we'll pick up your vehicle, provide a complimentary loaner, and then return your vehicle once service is complete. It's just another way of demonstrating our commitment to respecting your time – and to making service hassle-free.

To keep your vehicle looking its best, we'll provide a complimentary car wash at your selling dealership as often as you like, during service hours. And, once a year, you'll enjoy a complete interior and exterior detailing. Give us a call to let us know when you want to come in, and we'll take it from there.

¹Covers all required maintenance, including wear items such as: shock absorbers, engine belts, hoses and hose clamps, brake pads and linings, wiper blades and spark plugs (except CA). See your participating Lincoln Black Label Dealer for details. ²Must call Black Label Restaurant Reservation Center to book your experience.



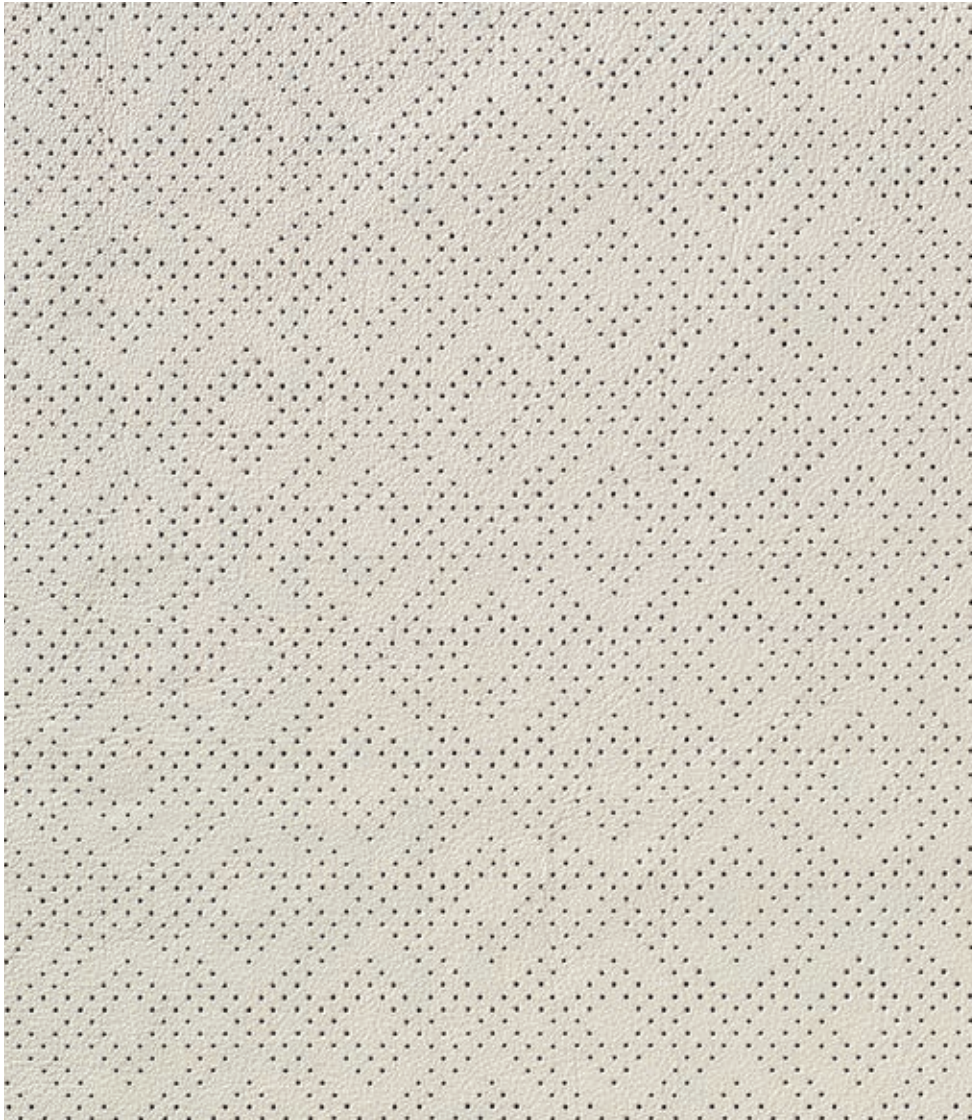
ONLY 1% OF HIDES ARE CHOSEN. Very few rawhides manufactured globally will become the Venetian leather that is chosen for our vehicles. Known for its lightly finished, supple and fine-grained texture, it's created by Eagle Ottawa – a tanner since 1865 – and hand-selected by a third-generation leather craftsman. The leathers are form-fitted to the interior, wrapping the seats, steering wheel and door armrests, and then creatively stitched in subtle accents and perforation patterns with threads chosen to complement or contrast our unique Black Label design themes.

THE BEAUTY OF USING RENEWABLE RESOURCES. It's difficult to match the look, feel and luxurious durability of premium Alcantara®. This carbon-neutral material is crafted with sustainable consciousness, and has long been a favorite in some of the world's most exquisite fashion houses – as well as in the interior design arena. Lincoln designers selected it for specific properties, elegantly incorporating it in their designs to wrap headliners, visors and pillars, and to accent the floor mats and seat trim.

DIVINE DETAILS. Every inch gets special attention. The inserts and map pockets on the front seats are perforated to form a pattern exclusive to Lincoln Black Label. The Diamond-L pattern¹ overlays an Ebony seat, which shows a peek of Foxfire Red for a surprising hint of color underneath, while the Linking-L pattern¹ adds an additional, tantalizing element of style.

This attention to detail is carried over into tightly controlled, coordinated stitch seams and color-coordinated thread colors. Tuxedo stripes and piping also add a tailored touch to the Lincoln Black Label MKZ.

¹Diamond-L pattern available on Center Stage and Modern Heritage themes. Linking-L pattern available on Oasis and Indulgence themes.



Vianca White Venetian Leather with Diamond-L Pattern on Modern Heritage theme



Oasis Venetian Leather with Linking-L Pattern on Oasis theme



Left to right: Argento, Ziricote, Black Stripe, Onyx and American Walnut Burl

EXOTIC WOODS FROM EXOTIC PLACES. Lincoln Black Label designers sought out and selected premium woods for maximum richness of color, grain and pattern. Like Argento, which is available on the Modern Heritage theme, and is infused with metallic dust between the layers to create a sparkling effect, then ultimately inlaid on a diagonal or chevron pattern to bring out its beauty even more. And Ziricote – a naturally colored, heavily grained, beautiful wood from South America that has long inspired artisans, and has been used in furniture, musical instruments and yachts. New to the auto industry, it's now being used in the Lincoln Black Label Indulgence theme.

Other specially selected Lincoln Black Label woods include Black Stripe¹ and Onyx² – both are reconstructed woods infused with layers of dyed veneer in specific patterns that create dramatic stripes, and enhance the architectural design of Lincoln Black Label MKC and MKZ even more. And American Walnut Burl, which is harvested from the most beautiful of the walnut species, and is available on the Oasis theme.

¹Available on Lincoln Black Label MKC. ²Available on Lincoln Black Label MKZ.



A TOUCH OF FLARE. Lincoln Black Label has 6 available custom exterior paint colors that complement the designer interiors perfectly. Choose from Chroma Flame, Chroma Couture, Notorious, Confidential White, Black Tie or Crystal Silver.

Lincoln Black Label MKC shown in Chroma Couture



ALL THAT GLITTERS. A palette of unique, multi-finish, premium exterior paint colors has been specially selected for Lincoln Black Label. Two of them are Chroma colors that use innovative ChromaFlair® and SpectraFlair® technologies that change in appearance depending on the angle you are viewing the vehicle from and the amount of light present. The result? The paint appears to dance.

Lincoln Black Label MKZ shown in Chroma Flame

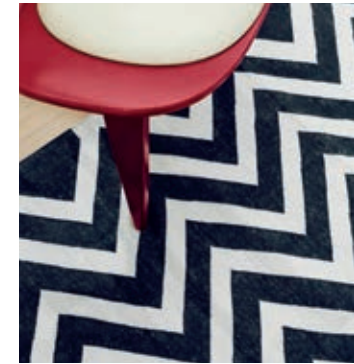


One Look and You'll Know

Drawing their inspiration from scents, sounds, haute couture fashion, gourmet food, the performing arts and architecture, our Lincoln Black Label designers created 4 distinct design themes. Modern Heritage is a contemporary twist on the classic elegance that defines Lincoln. Indulgence exudes the rich allure of luxurious chocolate. Oasis is a retreat to a desert resort, or the sands of a tropical paradise. And Center Stage dramatically reflects the excitement of the curtain rising on the opening night of a theater performance.



Lincoln Black Label MKC



MODERN HERITAGE

REDEFINING A CLASSIC. For those who appreciate a tasteful, tailored look, the Lincoln Black Label Modern Heritage theme delivers a fresh take on timeless black and white. The Jet Black and Vianca White interior with an Alcantara® headliner is highlighted by Crimson Red stitching – connecting the rich, storied heritage of Lincoln with the modern vision of its future. The theme also gives a nod to European tastes, with a clean interior and Argento wood trim that complements the avant-garde design.



Lincoln Black Label MKC



Lincoln Black Label MKC



A TWIST ON THE TRADITIONAL. Dramatic black-and-white striped wood on the steering wheel sets the tone for the Modern Heritage theme. The Lincoln Star seat insignia and a Diamond-L perforation pattern perfectly accent the climate-controlled Vianca White Venetian leather front seats. Argento wood and Crimson Red stitching highlights the modern lines. And an open, flowing console adds to the non-traditional design.



Lincoln Black Label MKC



Lincoln Black Label MKZ Hybrid

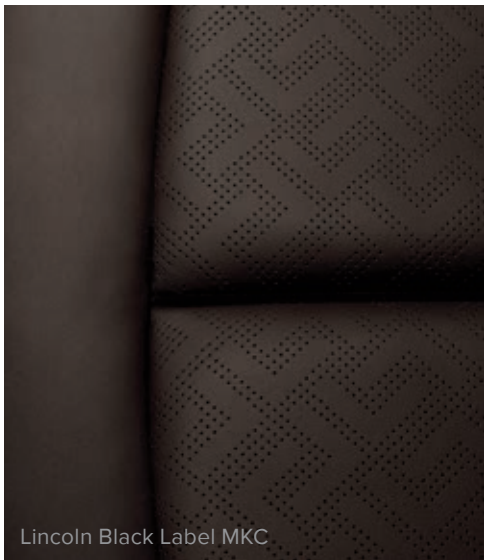


INDULGENCE

TREAT YOURSELF RIGHT. Indulge yourself – and your senses – with the Lincoln Black Label Indulgence theme. Inspired by the allure of fine chocolate, the decadent interior boasts an Alcantara® headliner, Venetian soft leather seats and Ziricote wood trim that's usually reserved for high-end yachts and fine musical instruments.



Lincoln Black Label MKZ



Lincoln Black Label MKC



Lincoln Black Label MKZ



IT'S TEMPTING. The Indulgence theme will entice you. Truffle leather seats with a Linking-L perforation pattern enhance the already sumptuous interior. Rich Ziricote wood flows around the vents. And the graceful Ganache leather-wrapped upper instrument panel seems to unfold before you.



Lincoln Black Label MKC



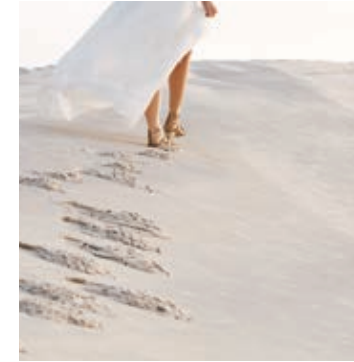
Lincoln Black Label MKZ



Lincoln Black Label MKC



Lincoln Black Label MKC



OASIS

EMBRACE SERENITY. Inspired by the restorative feeling that comes from being surrounded by sun and sand, the Lincoln Black Label Oasis theme resonates with those looking to simplify their lives and escape to a luxurious, peaceful environment. Taking its cues from Eastern influences, the theme is characterized by a subtle, two-tone interior in soothing shades that are reminiscent of a desert spa sanctuary or the dunes of a tropical paradise. Oasis is a placid retreat in today's hectic, schedule-driven world.



Lincoln Black Label MKZ



Lincoln Black Label MKZ



SIT BACK AND RELAX. Welcome to the retreat. Inside, a flowing instrument panel adds to the feeling of serenity, as do an Alcantara® headliner, rich, soft leathers in soothing natural tones like Island and Oasis, and American Walnut Burl accents on the steering wheel and door panels. It is at once calming – and rejuvenating.



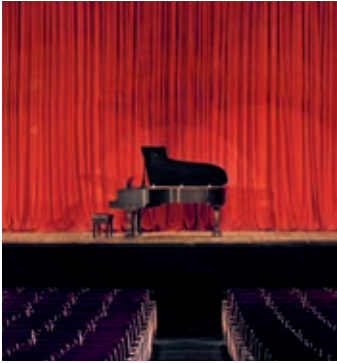
Lincoln Black Label MKZ



Lincoln Black Label MKZ



Lincoln Black Label MKZ



CENTER STAGE

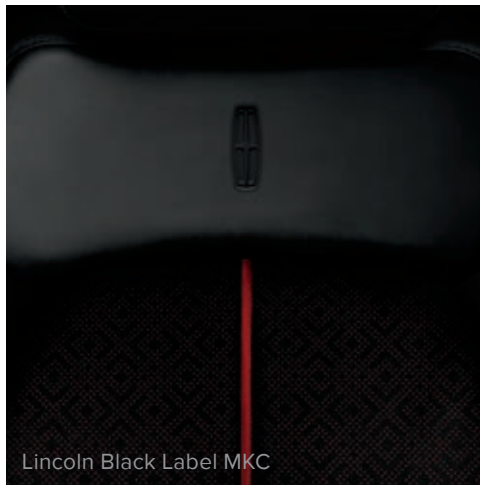
IT'S A SHOWSTOPPER. Inspired by the worlds of theater and fashion, the Lincoln Black Label Center Stage theme is for those with a taste for the dramatic – and for those who want a vehicle that is a stylish extension of their personality. In keeping with the magical energy of an opening night performance, Center Stage captures a sense of excitement with dramatic wood accents, rich leathers and custom stitching.



Lincoln Black Label MKZ



Lincoln Black Label MKZ



Lincoln Black Label MKC



IN THE SPOTLIGHT. Dramatic exterior colors set the stage for the Lincoln Black Label Center Stage theme. The interior features Jet Black Venetian leather seats with Jet Black Alcantara® inserts overlaying Foxfire Red, and a Jet Black leather-wrapped upper instrument panel and door trim. Onyx or Black Stripe wood interior accents, as well as a Jet Black Alcantara headliner overhead, bring even more elegance to this bold design.



Lincoln Black Label MKC



Lincoln Black Label MKZ



Lincoln Black Label MKC with Black Stripe Wood Accents



2015 LINCOLN BLACK LABEL MKZ & MKZ HYBRID

PERFORMANCE

2.0L EcoBoost® I-4 turbocharged direct-injection engine with 6-speed SelectShift® automatic transmission with paddle activation (MKZ only)

2.0L iVCT Atkinson-cycle I-4 HEV engine with permanent-magnet AC-synchronous electric motor (MKZ Hybrid only)

Electronically controlled continuously variable transmission (eCVT) (MKZ Hybrid only)

Regenerative Braking System (MKZ Hybrid only)

State-of-the-art lithium-ion battery (MKZ Hybrid only)

Or opt for:

3.7L Ti-VCT V6 engine (MKZ only)

DESIGN AND COMFORT

10-way driver and front-passenger seats

Adaptive LED headlamps with auto on/off

Alcantara® headliner and pillar wraps

Alcantara-trimmed floor mats

Premium leather- and wood-trimmed interior

LED signature taillamps

Power-tilt/-telescoping steering column

Venetian leather seats

TECHNOLOGICAL CONVENIENCES

10.1" configurable color LCD instrument cluster screen (MKZ only)

BLIS® (Blind Spot Information System) with cross-traffic alert

Dual-zone electronic automatic temperature control

Power-folding, heated, body-color sideview mirrors and auto-dimming driver's side

Power-up/-down decklid

Push-button shift

Rear view camera

Remote Start System

Reverse Sensing System

SmartGauge® with EcoGuide instrument cluster with 2 configurable 4.2" color LCD screens (MKZ Hybrid only)

STAY CONNECTED

Embedded modem

SiriusXM® Satellite Radio, including 6-month All Access trial subscription, plus service on a computer, smartphone or tablet

SYNC® with MyLincoln Touch™ voice-activated, in-vehicle connectivity system with 8" color LCD touch screen

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 6-year subscription

CONFIDENCE WITH SAFETY

AdvanceTrac® electronic stability control (ESC)

Anti-theft perimeter alarm

Driver and front-passenger knee airbags¹

Front-seat side airbags¹

Inflatable rear outboard safety belts

Personal Safety System™ for driver and front passenger with dual-stage front airbags¹

SecuriCode™ invisible keypad

Side-curtain airbags¹ with roll-fold technology

SOS Post-Crash Alert System™

Tire Pressure Monitoring System

SPECIAL ADDITIONS

Opt for:

Fully retractable panoramic moonroof

Intelligent all-wheel drive (AWD) (MKZ only)

Multicontour front seats with Active Motion®

Single-panel power moonroof with power rear sunshade

Technology Package: adaptive cruise control and collision warning with brake support, active park assist with Forward Sensing System, Lane-Keeping System, auto high-beam headlamps and rain-sensing windshield wipers

THX® II Certified Audio System with HD Radio™ Technology and 14 speakers

19" polished aluminum wheels with painted pockets

¹Always wear your safety belt and secure children in the rear seat.



19" Premium Painted Aluminum Wheels with Painted Pockets and Chrome Inserts
Standard on Lincoln Black Label MKZ





2015 LINCOLN BLACK LABEL MKC

PERFORMANCE

2.0L EcoBoost® I-4 turbocharged engine with 6-speed SelectShift® automatic transmission with paddle activation

Active Grille Shutters

Or opt for:

2.3L EcoBoost I-4 turbocharged engine (requires all-wheel drive)

WELCOMING AND WARM

Ambient lighting

Heated and cooled front seats

Intelligent Access with push-button start

Lincoln Experiences: Approach Detection with exterior door handle illumination, ambient and signature lighting fade up, and Lincoln logo welcome mat

Vista Roof® with power shade

DESIGN AND COMFORT

10-way power driver and front-passenger seats

60/40 split-fold-flat rear seat with recline

Alcantara® headliner and pillar wraps

Alcantara-trimmed floor mats

Anodized roof-rack side rails

HID headlamps with LED signature lamps

Leather- and wood-trimmed interior

LED signature taillamps

Lincoln split-wing smoked chrome grille

Power-tilt/-telescoping steering column

Venetian leather seats

TECHNOLOGICAL CONVENIENCES

BLIS® (Blind Spot Information System) with cross-traffic alert

Dual-zone electronic automatic temperature control

Easy Fuel® capless fuel filler

Hands-free power liftgate

Power-folding, heated sideview mirrors with memory and auto-dimming driver's side

Push-button shift

Rear view camera

Remote Start System

Reverse Sensing System

STAY CONNECTED

Embedded modem

SiriusXM® Satellite Radio, including 6-month All Access trial subscription, plus service on a computer, smartphone or tablet

SYNC® with MyLincoln Touch™ voice-activated, in-vehicle connectivity system with 8" color LCD touch screen

Voice-activated Navigation System with integrated SiriusXM Traffic and Travel Link® with 6-year subscription

CONFIDENCE WITH SAFETY

AdvanceTrac® with RSC® (Roll Stability Control™)

Anti-theft perimeter alarm

Driver's knee airbag¹

Front-seat side airbags¹

MyKey®

Personal Safety System™ for driver and front passenger with dual-stage front airbags¹

SecuriCode™ invisible keypad

Side-curtain airbags¹ with roll-fold technology

SOS Post-Crash Alert System™

Tire Pressure Monitoring System

SPECIAL ADDITIONS

Opt for:

20" wheels (requires 2.3L EcoBoost engine)

Class II Trailer Tow Package (3,500 lbs. max.)

Climate Package: heated rear seats, heated steering wheel, auto high-beam headlamps and rain-sensing windshield wipers

Enhanced THX® II Certified Audio System with HD Radio™ Technology, 14 speakers and distributed bass

Intelligent all-wheel drive (AWD)

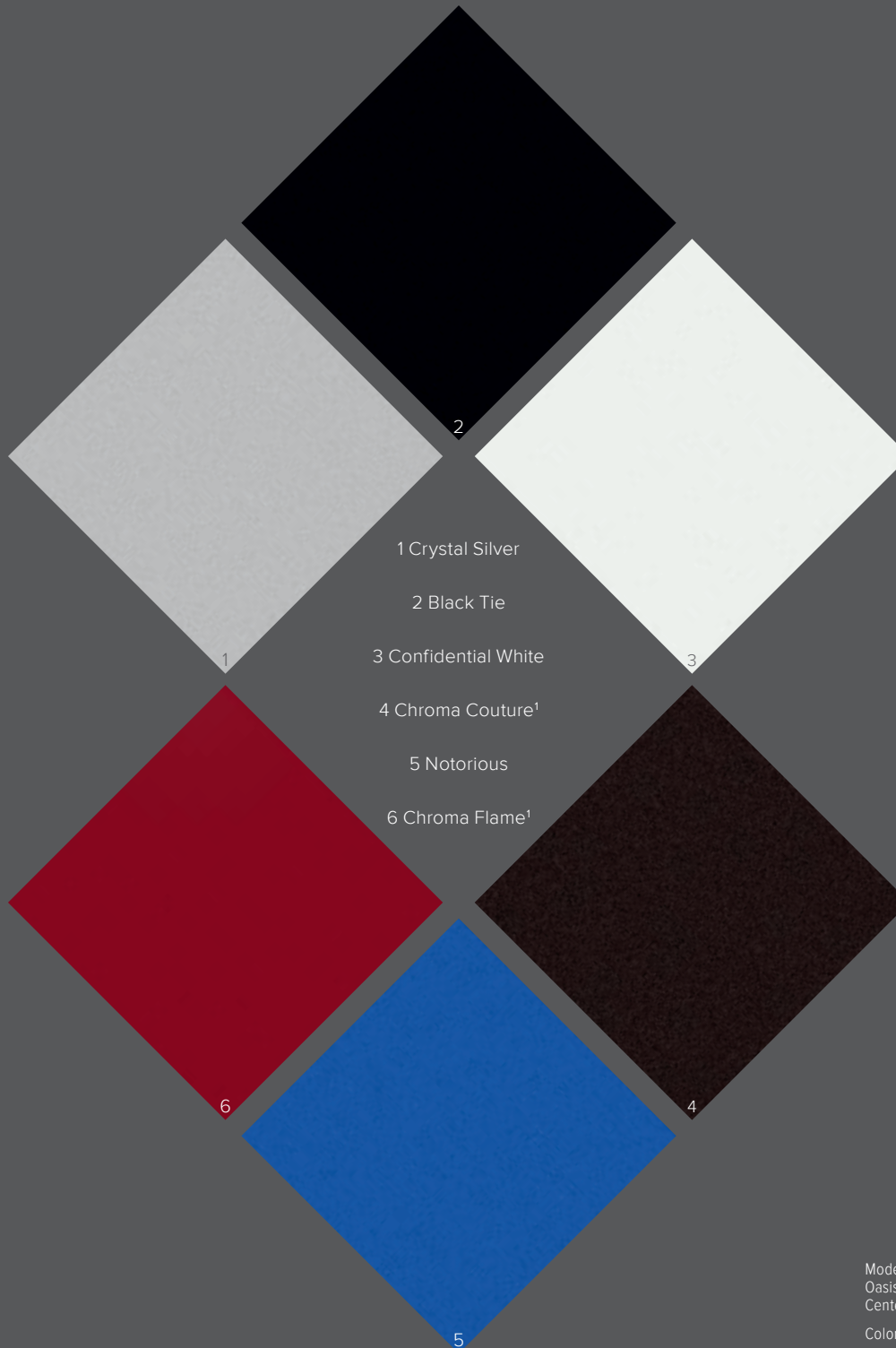
Technology Package: adaptive cruise control and collision warning with brake support, active park assist and Lane-Keeping System

¹Always wear your safety belt and secure children in the rear seat.

BLACK LABEL



19" Premium Dark Satin Aluminum Multi-finish Wheels
Standard on Lincoln Black Label MKC



1 Crystal Silver

2 Black Tie

3 Confidential White

4 Chroma Couture¹

5 Notorious

6 Chroma Flame¹