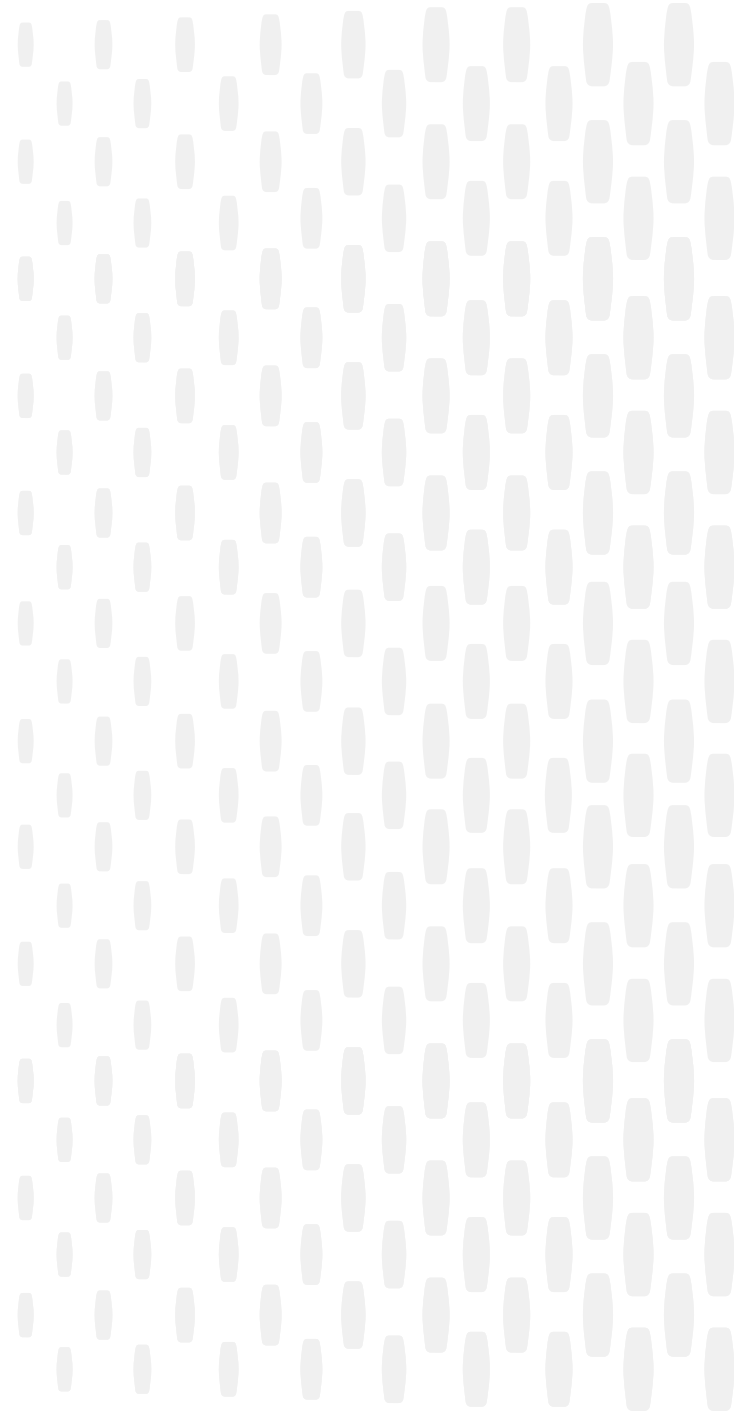




2020 AVIATOR



ALWAYS BEGIN ON A BRIGHT NOTE

Whether your day ahead is filled with places to be, or as open as a big blue sky, the all-new 2020 Lincoln Aviator starts it with a warm embrace. As you approach, Lincoln Dynamic Signature Lighting¹ flows beneath the headlamps, while the illuminated¹ Lincoln Star on the grille glows from within. Illuminated welcome mats and backlit door handles extend an invitation, while the Dynamic Lower Entry feature of the Air Glide Suspension¹ eases access for all. Whether you select Aviator or Aviator Grand Touring² with its advanced hybrid electric technology, every drive starts with beautiful chimes orchestrated by a world-renowned symphony as the LCD screen animation takes you soaring through blue skies. Elevate life's journey in the all-new Aviator.

¹Available feature. ²Available only at EV-certified Lincoln Dealers. Late availability.



IMMERSE YOURSELF IN ELEGANCE

Imagine a place specially designed to evoke a sense of serenity, a sanctuary where you can relax and unwind after a challenging day. The 3-row Aviator cabin is carefully crafted to be that place. Enter using your Phone As A Key,^{1,2} while Aviator recalls your saved Personal Profile settings for the driver's seat and so much more. Tuck your phone into the wireless charging pad³ inside the center console. Then, relax into the 30-way Perfect Position Seats¹ with the most adjustability in the class,⁴ plus Active Motion[®] massage functionality, and heated and ventilated settings. You'll also enjoy best-in-class 1st-row leg and shoulder room.⁵ The customizable head-up display^{1,6} automatically adjusts the prominence of information as priorities change, and it's easily seen in various light conditions.

STAY INFORMED AND ENTERTAINED

SiriusXM[®] gives you ad-free music, plus sports, comedy, news and talk – inside your Aviator and on the go – with a 6-month All Access trial subscription.⁷ With the Voice-Activated Touchscreen Navigation System,¹ you'll also enjoy a 6-year prepaid subscription⁷ to SiriusXM Traffic and Travel Link[®] services.



ENGAGE WITH EXCLUSIVE 3D AUDIO

You won't just hear it – you'll feel the exceptional level of precision and musical accuracy offered by the expertly engineered Revel[®] Ultima 3D Audio System.¹ Enjoy your favorites through a network of 28 speakers – including 8 in the headliner – finely tuned to the Aviator interior. It's as if you're seated in a concert hall, and listening modes like "Audience" and "On Stage" let you choose your level of immersion. Outstanding, multi-dimensional sound in every seat is courtesy of advanced cabin correction tuning, QuantumLogic[®] 3D Surround Sound Technology, and Revel Waveguides. Patented Clari-Fi[™] music restoration technology enhances satellite radio, streaming services, MP3s and other digital sources – for clear, crisp, wide, dynamic sound. With 127 steps of adjustment, the immersion control slider lets you customize how much the music envelops you for a personalized sound experience.

¹Available feature. ²Requires feature activation. Available late summer 2019. ³Qi wireless charging may not be compatible with all mobile phones. ⁴Class is Large Crossover Premium Utilities starting at under \$75,000 based on Lincoln segmentation. ⁵Based on advertised dimensions. ⁶Don't drive while distracted. See owner's manual for details and system limitations. ⁷All 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.



TRANSPORT UP TO 7 PASSENGERS

From short jaunts around town to epic getaways, the 3 spacious rows of seating inside Aviator make it easy to travel with family and friends. Seat up to 7 when you combine the 2nd-row bench seat with the standard 3rd-row PowerFold[®] bench seat. Or seat up to 6 with the heated¹ and ventilated¹ 2nd-row captain's chairs¹, which pair with your choice of a full center console¹, or a step-over mini console¹ with convenient pass-through to the 3rd row.

Helping you maintain harmony on long trips, Aviator offers Lincoln Connect^{™2} with 4G LTE Wi-Fi hotspot capability² that passengers can use to stream content on their mobile devices. Plus, up to 6 smart-charging USB ports¹, a 110V/150W AC power outlet, and two 12V powerpoints to keep everyone's devices charged up. A panoramic Vista Roof^{®1} and best-in-class 2nd-row shoulder room³ bring even more joy.

ADAPT WITH REMARKABLE EASE

You'll enjoy effortless loading and unloading of people, pets and so much more using the power tip-and-slide feature on the 2nd-row outboard seats. To access the best-in-class cargo room^{3,4} behind the 3rd row, simply kick your foot beneath the hands-free liftgate.¹ You can also press the PowerFold 3rd-row seat buttons in the rear cargo area to quickly expand your cargo-carrying possibilities.

¹Available feature. ²Certain restrictions, 3rd-party terms and data rates may apply. See footnote 6 on the page titled Standard Features, and your Lincoln Dealer for details.
³Based on advertised dimensions. ⁴Cargo and load capacity limited by weight and weight distribution.

494_{HP¹}

BEHOLD THE MOST POWERFUL LINCOLN YET

Aviator Grand Touring² is engineered to thrill. It brilliantly blends the power of a Twin-Turbocharged 3.0-liter V6 engine with that of a battery-powered electric motor to offer you nearly instantaneous torque. Its exhilarating output is channeled to the road via Adaptive Steering and Intelligent all-wheel drive. And it's easy to charge your Aviator Grand Touring if you wish, using either a Level 1 or Level 2 charging cord. A unique grille design and your preference of 20" or available 21" wheels enhance its stunning elegance. Experience a flowing sense of power in Aviator Grand Touring.

Prototype charging cord shown. ¹Grand Touring 3.0-liter Plug-In Hybrid combined system net horsepower and torque. Ratings based on premium fuel per SAE J1349[®] standard. Your results may vary. ²Available only at EV-certified Lincoln Dealers. Late availability.

630_{LB.-FT. TORQUE¹}

THRIVE WITH LINCOLN DRIVE MODES

Aviator puts the power to adapt right at your fingertips. Simply turn the knob to select a Lincoln Drive Mode, and the system adjusts suspension settings, ride height, steering, shift points and more to help provide a remarkable driving experience. In addition to the 5 main modes, Grand Touring models also feature a "Preserve EV" mode that can save stored energy for use later and help recharge the vehicle up to as much as 75%, as well as a "Pure EV" mode that offers a quiet, all-electric drive well-suited to your shorter trips around town.



TURBOCHARGE YOUR TRAVELS

Treat yourself to one of the most powerful and compelling engines in the Lincoln lineup: the Twin-Turbocharged 3.0-liter V6 that gives Aviator best-in-class standard 400 horsepower and 415 lb.-ft. of torque.¹ This gasoline direct-injected engine is driven by your choice of rear-wheel drive or Intelligent all-wheel drive.² And it's mated to the 10-speed SelectShift[®] automatic transmission, which can adapt in real time, engaging the right gear at the right time to deliver the performance you seek.

400_{HP}¹ 415_{LB.-FT. TORQUE}¹



ILLUMINATE A NEW PATH

See things in a whole new light with the groundbreaking technology in the Illumination Package. Adaptive Pixel LED Headlamps use Speed Dependent Lighting to provide additional light, and spread it more widely at slower speeds to emphasize the area around and directly in front of the vehicle. Their Adaptive Dynamic Bending can even illuminate an upcoming curve before you steer into it. This enlightening package also includes the illuminated Lincoln Star on the grille.

GLIDE WITH EFFORTLESS GRACE

Imagine if every stretch of road could feel freshly paved. In Aviator, it can, thanks to the advanced technologies in the Dynamic Handling Package. Adaptive Steering helps optimize steering response at all speeds. Adaptive Suspension with Road Preview helps Aviator detect upcoming road irregularities, then carry you comfortably over them. Air Glide Suspension optimizes the vehicle's ride height and spring rates as your load and operating conditions change. With the Dynamic Lower Entry feature activated, the vehicle appears to “kneel” as you approach, graciously lowering by 50 mm to ease your entry. In Deep Conditions mode, it raises 30 mm above normal ride height to improve ground clearance. In Excite mode, it lowers to increase aerodynamics. Quite simply, this system helps Aviator deliver the most gliding ride experience of any vehicle in the Lincoln lineup.

¹Aviator 3.0-liter V6. Horsepower and torque ratings based on premium fuel per SAE J1349[®] standard. Your results may vary. ²Available feature.





COMMAND: WITH YOUR VOICE

SYNC 3 voice-activated technology¹ connects your tech with your Aviator, 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 10.1" touchscreen. SYNC 3 AppLink^{®2} (shown) gives you voice control of compatible mobile apps, too – including the Lincoln Way[™] App³ specially designed for Lincoln owners. To see your phone's familiar interface on the large screen, you can take advantage of compatibility with Apple CarPlay^{®4} for your iPhone[®] or Android Auto^{™4} for your Android[™] smartphone.

CONTROL: FROM NEARLY ANYWHERE

Lincoln Connect^{™5} and the Lincoln Way App³ for your smartphone let you take control of your vehicle with Phone As A Key,⁶ start, stop, lock and unlock features. Need service? You can use the app to schedule vehicle pickup and Lincoln Loaner[™] delivery when and where you choose.⁷ Forget where you parked? Locate your vehicle with the app.⁵ Need assistance? You can request fuel delivery, a flat-tire change and more.⁸ The app even helps you enjoy premium services like Key by Amazon in-car delivery.⁹ It's designed to make your ownership experience effortless.

CONNECT: WITH IN-VEHICLE WI-FI

Since Aviator has the ability to seat up to 7 people, it's possible for a vast array of smartphones, tablets, gaming systems and computers to come along for the ride. Lincoln Connect⁵ with 4G LTE Wi-Fi hotspot capability provides a strong connection for up to 10 devices at once.¹⁰ So everyone can enjoy their favorites – from inside of Aviator and up to 50' away.

APPLE CARPLAY & ANDROID AUTO COMPATIBILITY | WAZE[™] | LINCOLN+ALEXA | TIDAL | LINCOLN WAY APP | 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. ²Certain restrictions, 3rd-party terms and data rates may apply. See your Lincoln Dealer for details. Commands may vary by phone and AppLink software. ³Available via download and compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply. ⁴Requires 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. ⁵Certain restrictions, 3rd-party terms and data rates may apply. See footnote 6 on the page titled "Standard Features," and your Lincoln Dealer for details. ⁶Available feature. Requires activation. Available late summer 2019. ⁷Lincoln 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. ⁸Coverage, for original owner, varies based on vehicle model year. Non-transferable. For complete details, go to lincolnowner.com or your Lincoln dealer. ⁹Available 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. ¹⁰Don't drive while distracted or while using handheld devices. Use voice controls.



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 Aviator 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 WITH WASHER

LINCOLN CO-PILOT360 PLUS

A number of driver-assist technologies¹ are conveniently packaged together as Lincoln Co-Pilot360 Plus,² including Adaptive Cruise Control with Traffic Jam Assist, which combines Lane Centering, Stop-and-Go, and Speed Sign Recognition, to help keep your travels as seamless as possible. Lincoln Co-Pilot360 Plus includes:

- ACTIVE PARK ASSIST PLUS
- ADAPTIVE CRUISE CONTROL WITH TRAFFIC JAM ASSIST
- EVASIVE STEERING ASSIST
- REVERSE BRAKE ASSIST



JOURNEY WITH CONFIDENCE

Our extensive collection of driver-assist technologies^{1,2} 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 all-new 2020 Lincoln Aviator.

¹Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. ²Available feature.

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.^{1,2} 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,³ **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**⁴ 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.

UPGRADING YOUR GETAWAYS

Lincoln Black Label owners also receive an invitation to the elite **AVIS® President's Club**. Benefits include a double upgrade when available, a guaranteed rental with 48-hour advance notice reservation, and more!⁵ Plus, exclusively for Lincoln Black Label clients, a complimentary vehicle for up to 7 days at select airports within the first year of ownership.⁶

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.⁷ 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.⁸

LINCOLN BLACK LABEL CONCIERGE

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

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. ⁵All taxes, fees (including but not limited to Air Conditioning Excise Recovery Fee, Concession Recovery Fee, Vehicle License Recovery Fee, Energy Recovery Fee, Tire Management Fee and Frequent Traveler Fee) and surcharges (included but not limited to Customer Facility Charge and Environmental Fee Recovery Charge) are at the client's expense. Double upgrade excludes Class X vehicles. ⁶Maximum of 1 complimentary rental. ⁷Service is available for retail and warranty repair. ⁸During ownership by first registered Lincoln Black Label owner.

LINCOLN BLACK LABEL
AVIATOR

FLIGHT

Take control with the all-new Flight theme offered exclusively on Lincoln Black Label Aviator. Luggage Tan colored Savannah leather 1st- and 2nd-row seats feature Runway perforation patterned inserts beckoning to your inner pilot. The suede-like feel of the Ebony Dinamica® headliner further elevates cabin ambience, while Darker Full Engine Turn aluminum appliques feature a circular pattern that pays homage to the instrumentation inside early aircraft.

DESTINATION

The sumptuous Destination theme makes every trip a richly textured journey. The Mahogany Red leather-wrapped interior features premium Savannah leather 1st- and 2nd-row seats with dazzling diamond-weave perforation pattern inserts. Khaya wood accentuates the horizontal forms of the instrument panel and more. From the Dinamica headliner to the carpeted floor mats, the warmth of Mahogany Red envelops you.

CHALET

Awaken your senses to the invigorating contrasts of the Chalet theme. This bold Alpine and Espresso colored interior is inspired by crisp mountain air and the comfort of an après-ski lodge. Lincoln Star perforation pattern inserts on the Savannah leather 1st- and 2nd-row seats and the Lincoln Black Label Star logo etched into the instrument panel's Silverwood appliqué exemplify the luxuries within this striking space.



Aviator Grand Touring

See Lincoln.com for features and options.



FLIGHT
Luggage Tan Savannah/Darker Full Engine Turn



DESTINATION
Mahogany Red Savannah/Khaya



CHALET
Alpine Savannah/Silverwood



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 Phone As A Key,⁴ start, stop, lock, unlock and scheduled remote start features enabled by Lincoln Connect^{™5}

Schedule Lincoln Pickup & Delivery[™] of your vehicle for dealer service appointments⁶

Get help with 24/7 Roadside Assistance⁷

Activate your vehicle's Wi-Fi hotspot capability⁵

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 delivery⁸

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 Aviator owner, you and your spouse or significant other can enjoy a 6-month complimentary CLEAR membership⁹

Start taking the fast, smart and friendly way through security with CLEAR



Aviator
19" Bright-Machined Aluminum with Dark-Tarnish Premium Painted Pockets
Standard



Aviator Reserve
20" Ultra Bright-Machined Aluminum with Magnetic-Painted Pockets
Standard



Aviator Reserve
22" Ultra Bright-Machined Aluminum with Magnetic-Painted Pockets
Included with Reserve II Equipment Collection
Available with Reserve I Equipment Collection



Aviator Grand Touring
20" Ultra Bright-Machined Aluminum with Dark Alloy-Painted Pockets
Standard



Aviator Grand Touring
21" Ultra Bright-Machined Aluminum with Dark Alloy-Painted Pockets
Included with Grand Touring II Equipment Collection
Available on Grand Touring and with Grand Touring I Equipment Collection

Exterior and interior colors shown are representative only. Actual interiors may vary. ¹Additional charge. ²Lincoln Soft Touch Seats standard on Aviator. ³Available via download and compatible with select smartphone platforms. Learn more at lincolnway.com. Message and data rates may apply. ⁴Available feature. Requires activation. Available late summer 2019. ⁵Certain restrictions, 3rd-party terms and data rates may apply. See footnote 6 below "Standard Features" on previous page, and your Lincoln Dealer for details. ⁶Lincoln 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. ⁷Coverage, for original owner, varies based on vehicle model year. Non-transferable. For complete details, go to lincolnowner.com or your Lincoln dealer. ⁸Available 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. ⁹CLEAR 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 insist on genuine Lincoln Protect extended service plans.

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. 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. Unique electric components come with 8-year/100,000-mile hybrid/electric unique coverage. Please ask your dealer for a copy of these limited warranties.

Comparisons based on competitive models (class is Large Crossover Premium Utilities starting at under \$75,000 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