



Deepsoft Leather

Exclusive Lincoln product debuts on all-new Lincoln MKC small premium utility vehicle

To underscore its commitment to quality and craftsmanship, Lincoln turned to an old friend to create an all-new, unique-to-Lincoln seating surface for its all-new MKC small utility.

Deepsoft leather was created exclusively for Lincoln by Bridge of Weir® Fine Scottish Leather, a valued supplier in the brand's storied history. As with the Continental Mark II in 1956, Bridge of Weir was asked to create a unique seating surface that would elevate the luxurious feel of the new vehicle.

Lincoln designers drew inspiration from luxury handbags and furnishings when they collaborated with Bridge of Weir.

The result is available Deepsoft leather, a seating surface that debuts on the MKC. The material is a premium, naturally milled leather, crafted from the finest cattle hides in northern Europe. It is chromium-free and not embossed. It's a high-performance automotive leather, lightly finished to retain its natural beauty. Because it is given extra attention during the drying, conditioning and softening processes, it delivers comfort typically reserved for luxury furniture.



2015 Lincoln MKC

The Lincoln Motor Company and Bridge of Weir leather

Following up on the success of the original Lincoln Continental, designers were given a simple directive: "Take inspiration from the original Continental – acknowledged to be the most beautiful car of its day – and design a car that will be the most distinguished car in the world."

The result was the Continental Mark II in 1956.

In the course of building it, the directive from William Clay Ford and company executives to the Continental design team ignited a worldwide search for the most luxurious automotive materials. They scoured Paris for fabric designs and colors. They visited airplane factories and were inspired by the design of various instruments.

And they ultimately found themselves in a small town in rural Scotland, where longtime leather supplier Bridge of Weir had established itself as a leader in leather-making for luxury furniture, automotive and commercial travel.

Bridge of Weir contributed to the legend of the Mark II by supplying upholstery leathers that were handworked to a rich softness, exceeding anything the automotive industry had known to that point.

The Mark II began a Lincoln-Bridge of Weir relationship that lasted decades and was rekindled in 2009 with the Lincoln MKS. Their products appear in the Lincoln MKX, MKT, and now – with all-new Deepsoft leather – the MKC.



Continental Mark II

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