



SHOPPING LINCOLN BLACK LABEL

At Your Leisure, On Your Terms

In addition to unique showroom accommodations (see page on the Studio/the Club), Lincoln Black Label emphasizes customers' convenience by offering shopping opportunities and ownership benefits that work around their busy schedules.

Remote Shopping

A Lincoln Black Label sales staff member will meet prospective clients at their convenience, whether in their home, at their place of business or virtually anywhere they desire within 30 miles of the showroom.

Sales personnel use a tablet presentation to showcase Lincoln Black Label benefits, in addition to presenting elements that better demonstrate the luxurious feel of the four vehicle themes, including:

- Alcantara® and Venetian leather material swatches
- Wood appliqué samples
- Vehicle exterior paint samples

Sales personnel also take clients through member privileges and how they can save time and deliver on-your-terms benefits.

Online Concierge

Lincoln Black Label clients have access to a dedicated online concierge who is specially trained on the vehicles, design themes and Lincoln Black Label member privileges. The concierge will facilitate each client's introduction to a participating Lincoln Black Label Dealer.

Lincoln Black Label Experience Liaison

The purchase process puts Lincoln Black Label customers in control of elements that matter most to them.

A Lincoln Black Label Experience Liaison acts as a personal shopper, meeting with clients on their terms, whether remote or in-store. The liaison helps guide customers through the purchase process and answer any questions they may have along the way.

