

## **COMMITMENT TO LINCOLN STRENGTHENS WITH ADDITION OF EXPERIENCED NEW DESIGN DIRECTOR**

- Max Wolff joins Lincoln as director of Design, effective Jan. 3, bringing extensive global perspective and luxury design experience in line with the brand's plans to deliver world-class luxury
- Wolff joins a growing list of Lincoln top managers with global professional experience; his includes assignments in Asia, Europe and North America
- Lincoln's plan accelerates with more investment and attention to standout product design, class-leading technology and powertrains delivering top performance and fuel efficiency

DEARBORN, Mich., Dec. 1, 2010 – Lincoln today announced an important next step in its growth into a world-class luxury brand with the addition of a dedicated Design director to help shape the brand's future. Max Wolff, 38, joins Lincoln with luxury and global automotive design experience that has taken him from Australia to Asia and America.

"Hiring a Lincoln design director with global experience was a given," said Derrick Kuzak, group vice president, Global Product Development, Ford Motor Company. "Max Wolff brings a fresh perspective that will challenge us internally and take Lincoln to new levels of prestige."

Wolff most recently worked for General Motors, where he was Design director, Cadillac Exterior.

During his career with General Motors, Max held key design positions including assignments in the U.S. with Cadillac, in Australia with Holden and in Korea with GM Daewoo.

Wolff joins a growing list of Lincoln top managers, which include C.J. O'Donnell, Lincoln Group marketing manager, and Scott Tobin, Lincoln director of Product Development, with global experience. All have lived and worked in Asia, Europe and North America.

"Max's drive, talent and knowledge of automotive design within the premium segment of the market make him a great addition to the global design team." said J Mays, chief creative officer and Ford Motor Company's group vice president of Design. "He is a recognized design leader and has a successful track record in the development of production and concept vehicles, including the Holden SSX show car."

A graduate of Monash University in Victoria, Australia, Wolff will report to Moray Callum, Ford Motor Company's executive director of Design, The Americas. He will help the Lincoln team expand and enhance its brand lineup, which will include seven all-new or significantly refreshed vehicles in the next four years and its first-ever C-segment vehicle.

Lincoln's hallmarks will be refined, modern design, the most fuel-efficient premium powertrains and industry-leading technology that create a unique driver experience both in the cabin and on the road. The future of Lincoln is building from a strong base that includes the flagship MKS large sedan, the significantly freshened 2011 MKX crossover, the MKT seven-passenger crossover and a significantly refreshed MKZ midsize sedan with a hybrid powertrain.

"Working with a young, motivated and internationally experienced team with the opportunity of taking a brand to the next level is very exciting, as is the opportunity to work with J Mays and Moray Callum," said Wolff.

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### ***About Ford Motor Company***

*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 163,000 employees and about 70 plants*

*worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).*