



THE LINCOLN MOTOR COMPANY

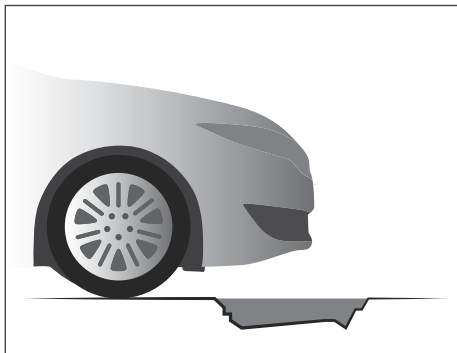
## FROM POLAR TO POTHOLE VORTEX

Elegant Lincoln MKZ uses intelligent suspension to mitigate pothole damage

While the polar vortex has had much of the country in a vise grip, its impact has created a new condition: the pothole vortex.

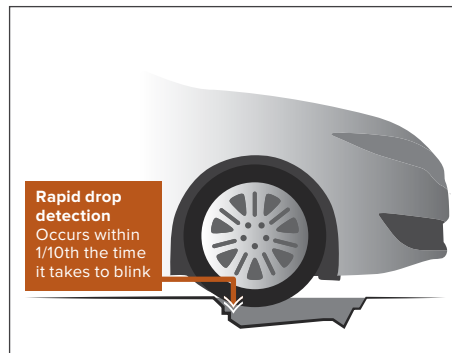
Road divots that turn the infrastructure into mega-holed golf courses do not allow for a luxury experience to say the least...unless, of course, one is driving the 2014 Lincoln MKZ.

MKZ has a special pothole defense mechanism within its standard continuously controlled damping (CCD) suspension, which provides some protection against jarring impact and costly wheel/tire repairs from the dreaded highway pitfalls.



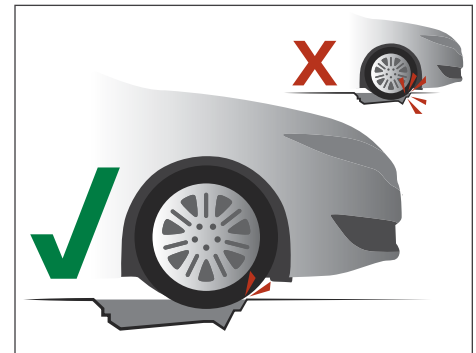
### NORMAL CONDITIONS

The CCD system on the Lincoln MKZ monitors 46 inputs every two milliseconds, providing real-time data to quickly adjust the shocks to deliver an optimum blend of ride and handling.



### POTHOLE DETECTED

In the event a wheel drops rapidly, indicating it is dropping into a pothole, the specially developed pothole algorithm software applies additional damping to the shocks that keeps the tire and wheel from dropping as deeply into the pothole.



### LESS-HARSH REACTION

Because the tire and wheel do not drop as deeply into the pothole, the tire and wheel do not strike the opposite side of the pothole as harshly, mitigating the effects of many events.

Think of this pothole algorithm as an app for Lincoln's CCD system. It is always on, and works in any of the driver-selectable modes of normal, comfort and sport.

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