



MEDIA ADVISORY

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IMMEDIATE RELEASE

LINCOLN DEBUTS “REACH HIGHER” RED CARPET EVENT IN MIAMI

WHAT: Lincoln is bringing luxury and style to Miami with the premiere of its signature “*Reach Higher*” Red Carpet event. These exclusive events were designed to showcase the essence of luxury in urban fashion, music and lifestyle, as well as to spotlight innovation, creativity, and success among individuals who have reached higher to achieve the American Dream. The event will also feature an elite mix of luxury partners and celebrity chefs.

Making their official debut in Miami, and joining the stars on the red carpet, will be the redesigned **2007 Lincoln Navigator**; the newest member of the Lincoln family - the **Lincoln MKX** – a luxury crossover that delivers on elegance, comfort and performance; and the new **Lincoln MKZ**, an enhanced version of the Lincoln Zephyr. Spotlighted will be the **DUB Edition Lincoln Navigator L**, a fully customized version of the all-new Lincoln Navigator L, tricked out by urban auto industry experts at DUB®.

Celebrities, sports figures, media personalities and VIPs will join Lincoln at this exclusive event hosted by **Miami Heats superstar Gary Payton**. Special entertainment will be provided by J Records’ **Grammy-winning R & B sensation Monica** whose fourth album “The Making of Me” was recently released on September 19.

WHEN: **THURSDAY, NOVEMBER 2** (Television crews should arrive by 5:00 p.m. for set-up)
Celebrity/Press Ride and Drive, 5:30 p.m. – 6:30 p.m. E.S.T
Event, 7:00 p.m. – 10:00 p.m. E.S.T.

WHERE: **NIKKI BEACH**, One Ocean Drive, Miami Beach, FL

SUMMARY: The *Reach Higher* Red Carpet events kicked off in Atlanta on September 13. It was staged in Dallas on September 20, and closes in Miami on November 2. These events are part of a lifestyle event series launched by Lincoln to celebrate urban fashion, music and lifestyle. The series launched in 2005, with “*Step into Unexpected Luxury*” events hosted by Magic Johnson.

On October 15, 2006, Lincoln unveiled its new campaign “Entrepreneur”, a celebratory spotlight on Black entrepreneurs who embody innovation, excellence and success and who reached higher and achieved the American Dream. The campaign involves television, radio and print executions with on-line extensions via Lincoln’s urban website, www.lincolnlounge.com.

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