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Elegance Meets Tech in the New Lincoln Aviator

2025 Aviator Combines Dynamic Design with New Connected Technologies such as the Lincoln Digital Experience, BlueCruise Hands-Free Highway Driving

The new 2025 Lincoln Aviator® SUV combines elevated design and connected experiences including the all-new Lincoln Digital Experience and BlueCruise¹ hands-free highway driving technology, available on Aviator for the first time.

Lincoln enhances its popular three-row SUV by showcasing the brand's evolved design language and focusing on signature features and connected experiences. The 2025 Aviator now wears a bold new face, with an updated grille, headlamps and available sequentially animated daytime running lamp light strips – all contributing to the vehicle's confident and commanding stance.

Aviator helped evolve the Lincoln lineup when it was introduced in 2019 with elegant and dynamic styling, attracting new clients to the brand.

“With the new Aviator, technology takes an even larger role in helping create a relaxing, luxurious space that our clients have come to appreciate and expect from Lincoln. With advanced, connected features like the Lincoln Digital Experience and BlueCruise hands-free driving technology, we are creating a new, digital sanctuary on the road.” – *Heidi Shaffer, director, Lincoln*

Connected Sanctuary

Aviator brings together thoughtful design, attention to detail and new connected technologies.

Effortless Experiences

Lincoln Digital Experience and hands-free highway driving with available Lincoln BlueCruise¹ hands-free highway driving technology elevate life's journeys.

Understated Elegance

Lincoln Black Label Aviator Invitation theme gives clients an elegant new design option.

Enhance your drive

The all-new Lincoln Digital Experience enables clients to access their favorite apps and services from Google and Amazon through the new integrated native experience², as well as with Apple CarPlay[®] powered by iPhone, and Android Auto™ using a compatible Android™ device³.

From the moment clients enter their Aviator, it becomes a personalized experience, with their favorite apps and content easily displayed front and center to help make time behind the wheel more enjoyable, even when parked. Plus, Aviator features an easy-to-control and larger 13.2-inch touchscreen over the center stack and a new 12.4-inch digital cluster screen.

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Designed to prioritize the use of voice, customers can select either the Google Assistant or Alexa in-vehicle controls such as to set in-vehicle temperature, search information, find and set a destination and request a specific broadcast or satellite radio station. They can also help with making calls, sending texts, setting a meeting, or controlling connected home devices. When using CarPlay, Siri voice control is specially designed for driving scenarios, like announcing or making calls, responding to messages using just voice, playing music, or sharing an ETA while navigating with Apple Maps.

Getting around town is simple, using integrated Google Maps for real-time traffic, road conditions, dynamic and eco-friendly routes and points of interest, it is also displayed on both the touchscreen and the digital cluster.

The Lincoln Digital Experience connects to the client's digital life to make the cabin more personalized. Clients can enjoy streaming music, audiobooks, and podcasts using entertainment apps downloaded on Google Play, including Spotify, Amazon Music, Audible, and iHeartRadio, as well as embedded SiriusXM⁴ with 360L for a personalized listening experience so they are always available in the vehicle, regardless of whether a smartphone is connected in the vehicle.

While parked, clients can surf the web using the available Vivaldi Browser app – as well as Chrome coming soon in Beta – including a Bluetooth-connected keyboard to make typing easier. Clients can also watch videos and stream their favorite movies when parked with apps such as YouTube, Prime Video and more to stay entertained. To stay productive on the go and never miss a work call, clients can stay connected with leading video conferencing apps coming soon, which enable audio access while driving and display the incoming video feed of participants while parked.

5G wireless technology⁵ brings incredibly fast connectivity and with a Lincoln Premium Connectivity plan, it will provide the best possible in-vehicle experience. It is also designed to enable more new apps and services in the future thanks to over-the-air software update capability, which will help make the Aviator better over time.

Aviator comes standard with Lincoln Co-Pilot 360[®] 2.1⁶, a suite of driver-assist features that includes Evasive Steering Assist, Lane-Keeping System with Blind Spot Information System, and Lincoln Co-Pilot360 2.1 Vision, which includes a 360-degree camera, front and rear parking sensors, and Reverse Brake Assist.

Other convenience features include the wireless charging pad for compatible mobile phones newly located in the front-row center media bin, making it easier for our clients to stay charged.⁷ Multiple power outlets and USB capability in all three rows keep occupants connected wherever the journey may take them.

Hands-free highway driving

Aviator clients will be able to experience the ease of hands-free highway driving with BlueCruise. With BlueCruise assisting with the braking, accelerating and steering, it takes sanctuary to a whole new level, helping reduce some of the stress of driving whether it is a daily commute or a long road trip, allowing clients to arrive to their destination more energized.

The system includes features such as Lane Change Assist, allowing a driver to switch lanes hands-free with the tap of the turn signal when the path is clear and In-Lane Repositioning, which helps provide more space by subtly shifting away from vehicles in adjacent lanes.



A feature for the first time on Aviator, BlueCruise is standard on all models with four years of hands-free highway driving at vehicle purchase. With the addition of Aviator, BlueCruise is now available across the entire Lincoln portfolio.

A new level of sophistication

The 2025 Aviator wears a powerful and confident new face, with an updated contoured mesh grille inspired by the Lincoln logo. The grille has been raised slightly so that its top edge aligns with the newly designed LED headlamps.

The headlamps and daytime running lamp strips accentuate the width of the vehicle, fronted by the Lincoln Star™ at the center of the grille. The light strips use available sequential animations to welcome an Aviator owner via Lincoln Embrace as they approach the vehicle and reverses the lighting sequence to put the vehicle to sleep when it is powered off.

The Illumination Package, now standard on Reserve and Lincoln Black Label models, includes an illuminated Lincoln star on the grille, adaptive pixel LED headlamps, speed dependent lighting, adaptive bending lighting, and Lincoln dynamic signature lighting with LED daytime running lamps.

Aviator introduces two new exterior color options for Lincoln Black Label models, including Cenote Green and Whisper Blue Metallic.⁸

“The new Aviator looks more planted with a more dynamic presence than ever before. The changes we made to our signature grille shows our laser-focus on details and design that pulls you in. And with our new lighting features which we call ‘jewelry,’ the Lincoln star comes to life and immediately catches your attention.” – *Kemal Curic, design director, Lincoln*

More personalization and choice

The new Jet Package, available on all trims, features unique wheels for each series. Premiere models get 21-inch bright-machined aluminum wheels with dark alloy-painted pockets, Reserve models get 22-inch black aluminum wheels, and Lincoln Black Label models get 22-inch Ebony black bright-machined wheels. For all trims, the Jet Package also features all-season tires and black exterior accents such as grille insert, fender and door badging, front and rear door spears, window surrounds and roof rack side rails. Body color elements include lower front and rear fascia, door cladding and wheel lips.

The available Lincoln Black Label Special Edition package presents another option, with a black painted roof, 22-inch Ebony Black bright-machined wheels with adaptive suspension and black exterior elements including grille insert, fender and door badging, front and rear door spears, window surrounds and roof rack side rails.

Aviator Reserve models will offer four new interior color schemes: Onyx, Light Space Gray, Harvest Bronze with Onyx accents, and Hot Chocolate with Onyx accents.

Two new wheel designs

Standard

20-inch bright machined aluminum wheel with Magnetic-painted pockets.

Available

22-inch Ebony Black bright machined aluminum wheel with gloss black-painted pockets and center cap



An Invitation to elegance

New for 2025, Aviator clients can opt for the Lincoln Black Label Invitation theme. A reinterpretation of the design theme that has been popular with Navigator® clients – the Black Onyx leather seating surfaces provides a sense of intrigue, with the quality of a crafted black paper invitation – handwritten calligraphy that welcomes you to an exquisite home for an intimate evening of celebration.

Featuring open-pore Khaya wood across the instrument panel and center console top panel finish, Invitation showcases dual-laser-etched shapes, rich wood and supple Black Onyx leather seating surfaces. Abstract branches are delicately balanced through graduated trellis structures. A pergola-inspired perforation appears on Savannah luxury leather seating surfaces in black, with detailed Brandy-colored stitching.

The popular Lincoln Black Label Flight theme continues in the 2025 model year, harmoniously combining a Luggage Tan and Ebony color scheme with dark full engine turn appliquéés that replicate the finish of early flight instrument panels.

An immersive audio experience

The true experience of Aviator is leaving the day-to-day pressures behind and entering a soothing sanctuary. The vehicle's spacious, airy cabin accentuates horizontal lines, minimizing visual clutter and offering a relaxing ambiance.

Aviator will continue to offer the available Revel® Ultima 3D Audio System, which features 28 speakers that envelop each occupant in rich, precise, and multidimensional sound. Paired with the available 30-Way Perfect Position Front Seats, Aviator creates a premium, concert-like experience on the road. Second-row passengers now have the power to control sound with the rear audio control screen.

Luxury comes standard

More of the features that Aviator clients have said they value are now standard on the 2025 model. Standard features include:

- BlueCruise hands-free highway driving for four years
- All-new Lincoln Digital Experience
- Lincoln Connected Service for one year
- Lincoln Co-Pilot 360® 2.1 driver-assist features
- Auto Air Refresh
- Panoramic Vista Roof
- Power, heated steering wheel
- Heated, ventilated first-row seats
- Wireless phone charging
- Phone as a Key
- 20-inch wheels
- Adaptive Suspension
- Class III Trailer Tow Package

Confident discovery

Based on rear-wheel-drive architecture – with Intelligent Four-Wheel Drive available – Aviator offers a compelling combination of responsive performance and capability.

The standard twin-turbocharged 3.0-liter V6 engine, paired with a 10-speed SelectShift® automatic transmission, delivers 400 horsepower and 415 ft.-lbs. of torque⁹ for effortless acceleration and



performance – the highest standard horsepower and torque in its class.¹⁰ Aviator also has an available Air Glide Suspension which offers a more comfortable and smooth riding experience.

The 2025 Lincoln Aviator, assembled at Chicago Assembly Plant¹¹, will be available this summer. Ordering for the new Aviator is now open; clients can visit www.lincoln.com for more information.

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¹Available feature. Lincoln BlueCruise requires a Connected Services plan, Lincoln Way app, and modem activation. Equipped Lincoln vehicles come with either a complimentary trial period or an included BlueCruise Connected Service plan duration, after which purchase is required. See your Lincoln retailer for more details. BlueCruise driver-assist features are supplemental and do not replace safe driving or driver's attention, judgement and need to control the vehicle. Only remove hands in a Hands-Free Blue Zone. Always watch the road and be prepared to resume control. See Owner's Manual for details and limitations.

²Requires phone with active data service and compatible software. Lincoln Digital Experience does not control third-party products while in use. Third parties are solely responsible for their respective functionality.

³Eligible vehicles receive 3 years of complimentary access to Alexa. Lincoln Premium Connectivity offered on eligible vehicles with a 1-year complimentary service. Trials begin upon New Vehicle Warranty start date. Access to Alexa requires an Amazon account, Lincoln Digital Experience, Lincoln Way® activated through the Lincoln Way® App (see Lincoln Way Terms for details). Some Google Assistant, Google Maps, Google Play, and Alexa features require Lincoln Premium Connectivity connected service plan or Wi-Fi network. Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Lincoln Way® App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

⁴SiriusXM trial subscription will stop at the end of the trial period. Trial is non-transferable. If you do not wish to enjoy your trial, cancel by calling the number below. Service subject to the SiriusXM Customer Agreement and Privacy Policy; visit www.siriusxm.com for full terms and how to cancel, which includes online methods or calling 1-866.635-2349. Services, content and features are subject to change.

Available in the 48 contiguous United States, D.C., and Puerto Rico (with coverage limits and capable receiver). Visit listenercare.siriusxm.com for most current service area information. Radio features, content, and display may vary by vehicle. Some features may not be available while driving.

⁵Connected service and features depend on AT&T network availability and compatible plan. 5G not available everywhere. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. Available Wi-Fi hotspot requires separate AT&T subscription.

⁶Driver-assist features are supplemental and do not replace driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

⁷Available Qi wireless charging may not be compatible with all mobile phones.

⁸Extra-cost color options.

⁹Horsepower and torque ratings based on premium fuel per SAE J1349 standard. Your results may vary. Horsepower and torque are independent attributes and may not be achieved simultaneously.

¹⁰Class is Large Crossover Premium Utility.

¹¹Assembled in the USA with domestic and foreign parts.

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About Lincoln

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Contacts:

Kelly Wysocki
313-378-2688
kwysoc5@ford.com

Anika Salceda-Wycoco
313.283.2957
asalceda@lincoln.com

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