



The 2017 Lincoln MKZ (Reserve model shown) gets a new grille and optional LED headlight treatment which unclutters the nose compared to the outgoing model.

## New MKZ turning Lincoln brand around

By Jim Robinson  
Metroland Media

**HALIFAX, NS:** It's time for a change at Lincoln and the 2017 MKZ is leading the way. Conceived in the 1930s as a counter to Cadillac, the brand

has had moments of glory, but never quite the greatness of its GM nemesis. The Lincoln brand was bought by Ford in 1922 and has had its ups and down ever since, such as the first Conti-

mental in 1942 which resulted in 1956 Continental Mark II, still to my mind, one of the loveliest designs of the post war period. After that, Lincoln receded into the luxury car shadows

with products such as the Town Car, which fueled the limo fleet market for years but did little to heighten the brand image. The harbinger of change is the 2017 version of the MKZ

which comes with a number of improvements, starting with the grille that does away with the previous butterfly design inspired by the pre-war Lincoln Zephyr.

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