



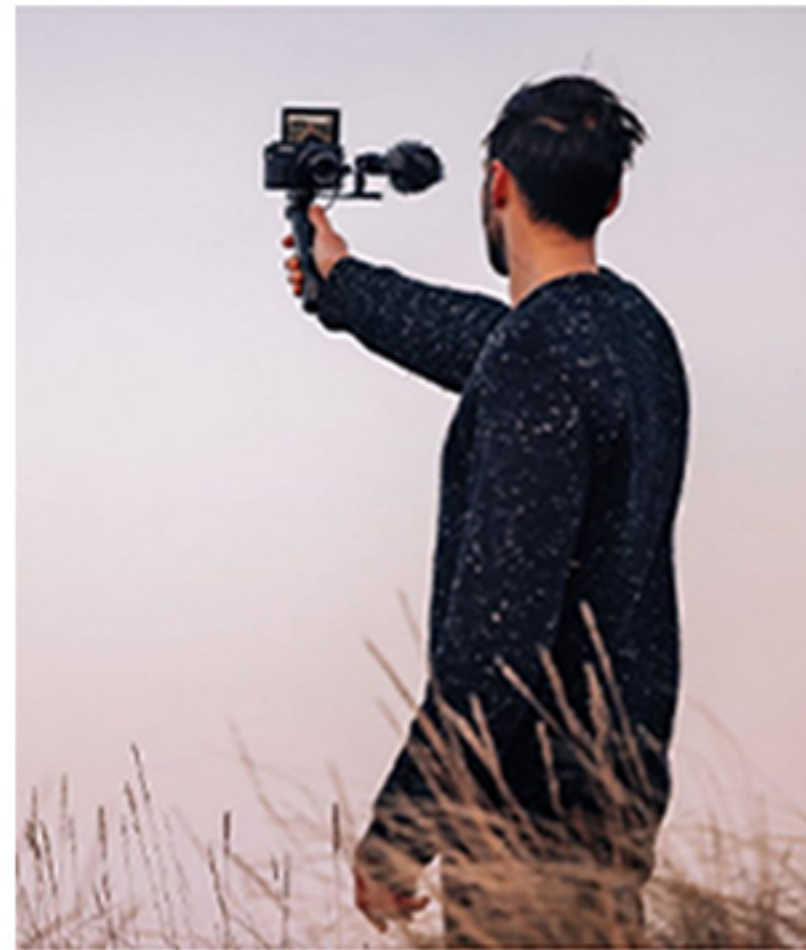
L I N C O L N

LINCOLN MISSION L

2030 Future classic concept

LUIS JHONSON

29 YEARS OLD
SINGER
IRVINE, CA
300K/YEAR



' I'm a singer, focusing on singing.
My contents cover widely. Usually I go outside to work and discuss about
the song with friends. Sometimes I travel around to find some inspiration,
record interesting things, and drive to concert sometimes.'



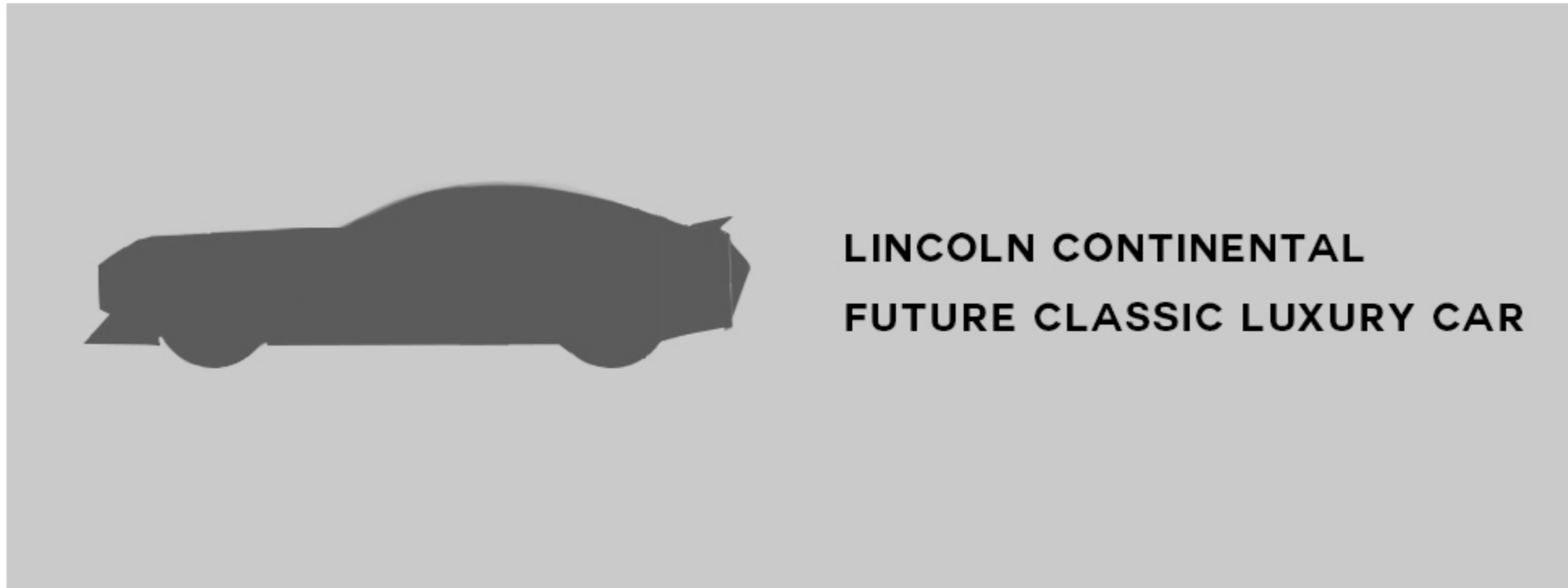


LINCOLN CONTINENTAL

1940 LINCOLN FIRST LUXURY CAR

More Elegant
More Luxury
More Iconic

SPLENDER



LINCOLN CONTINENTAL

FUTURE CLASSIC LUXURY CAR

ARCHITECTURAL



INTERGRATE



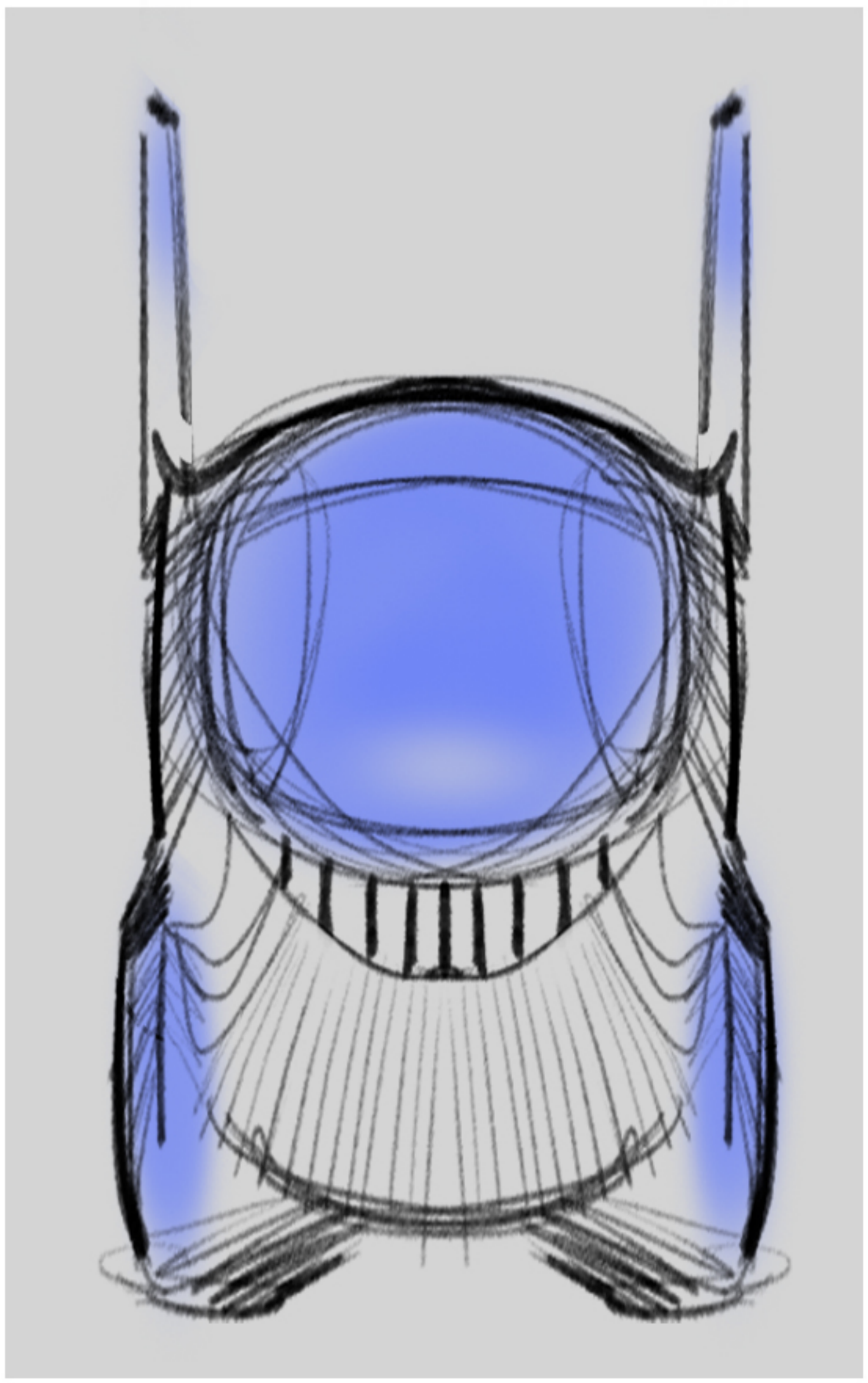
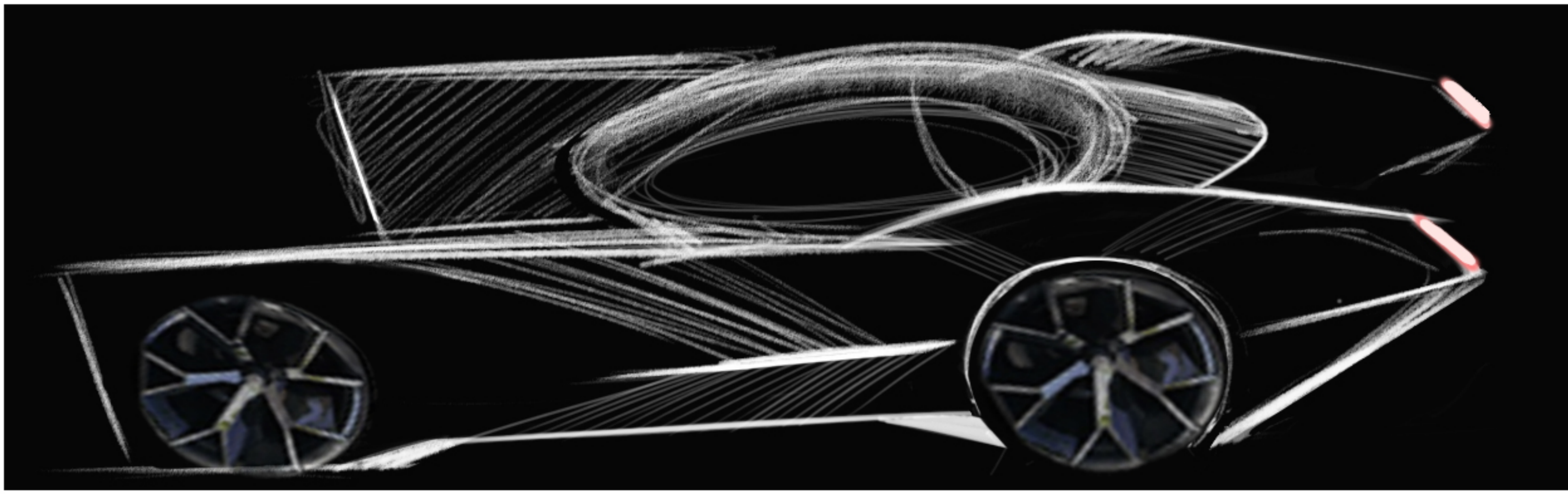
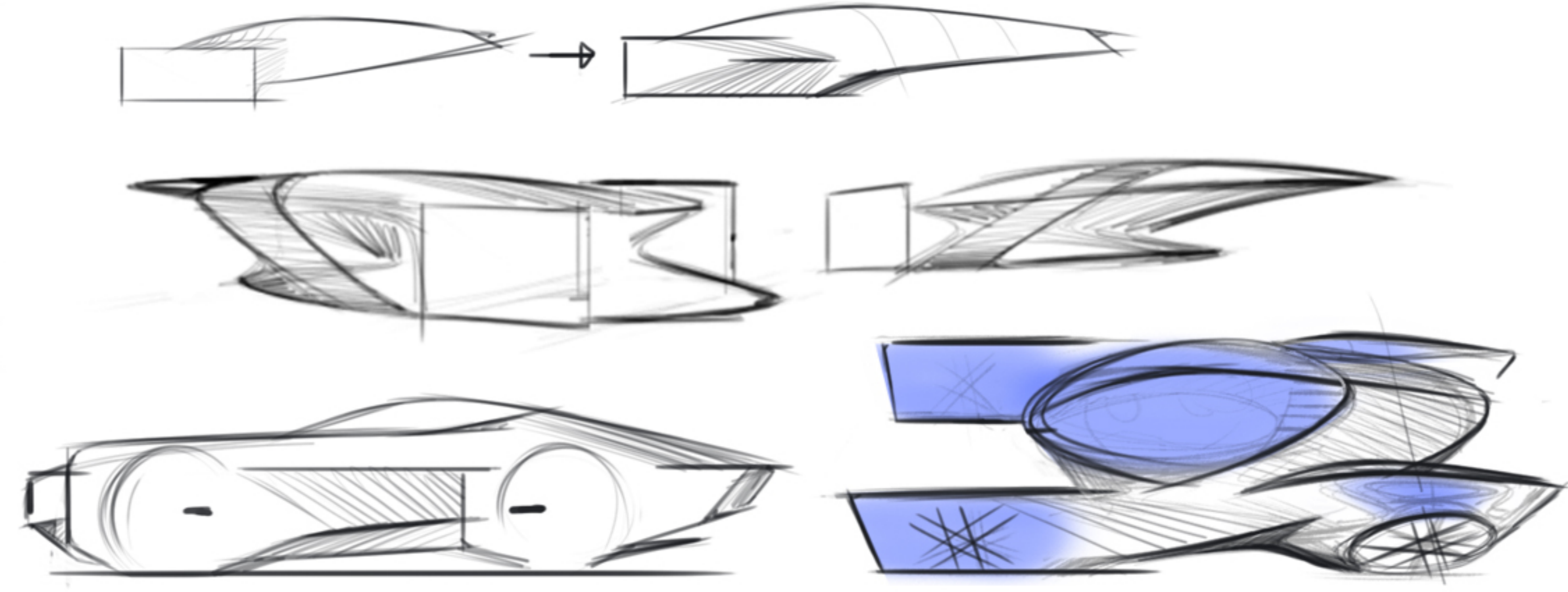
CHRISPNESS



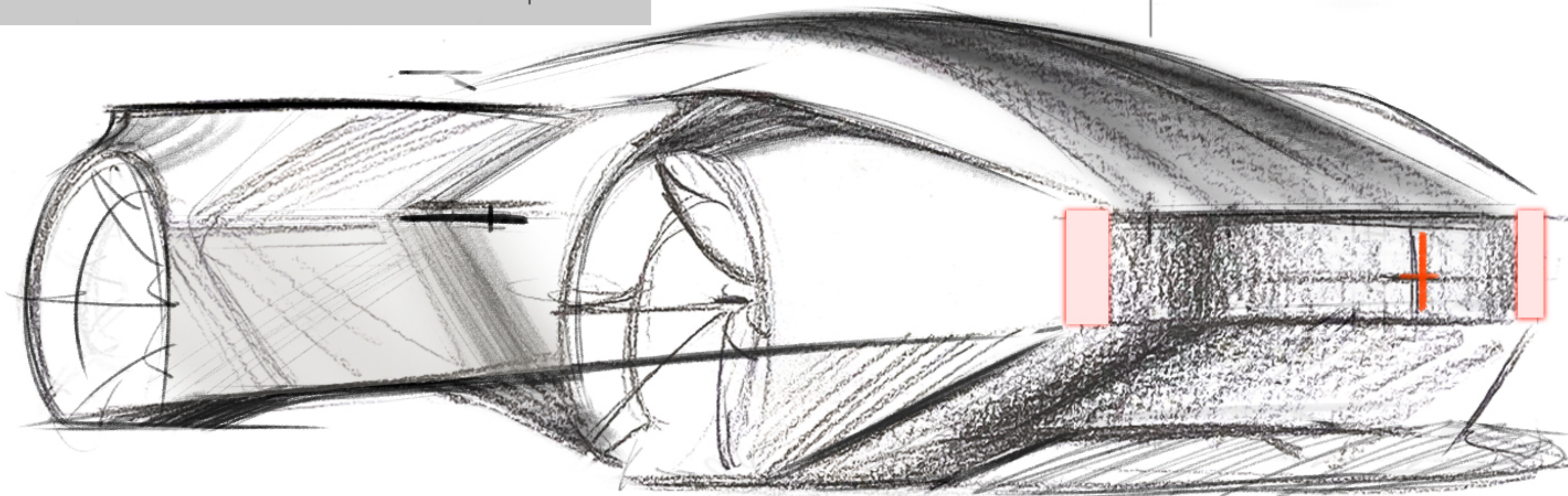
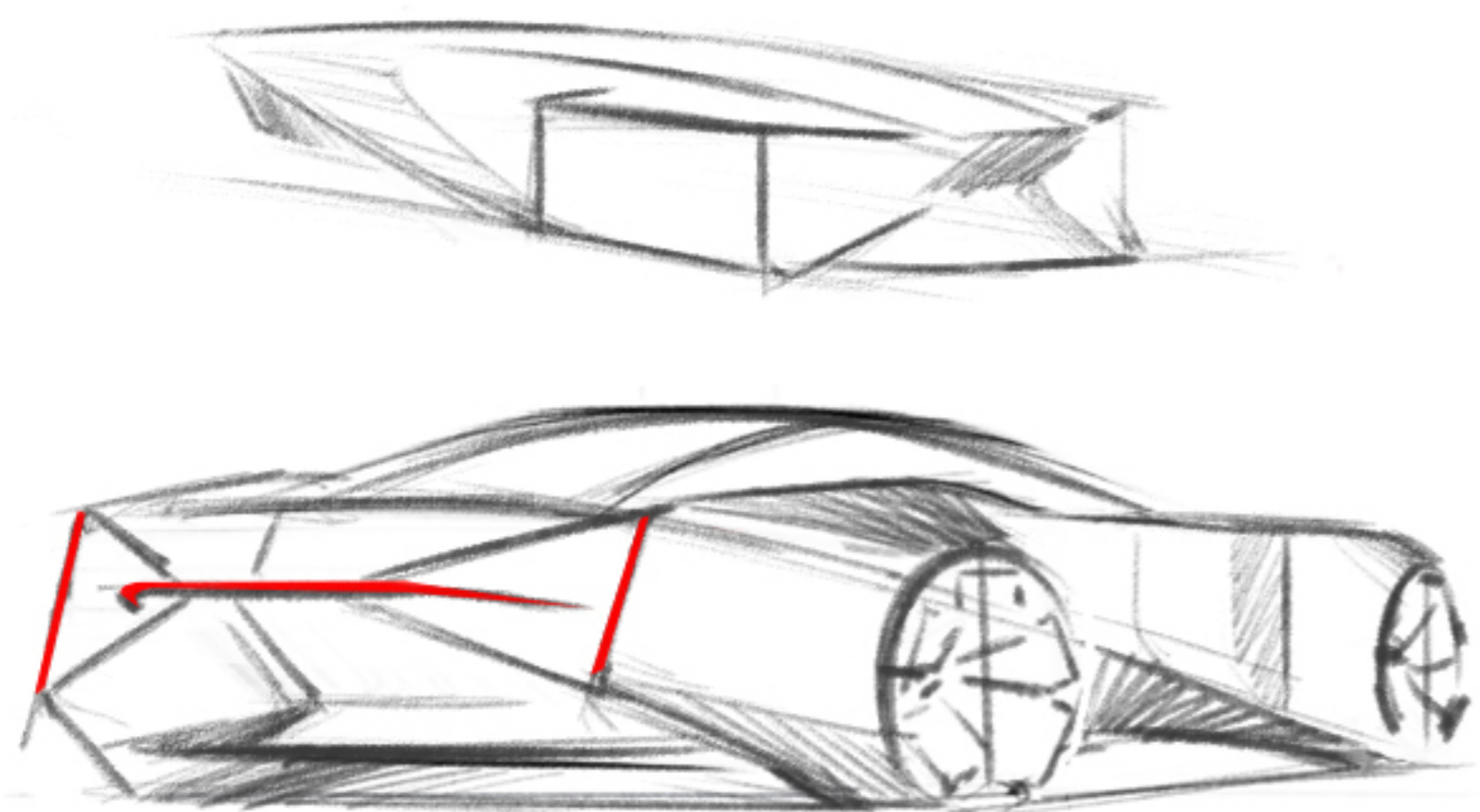
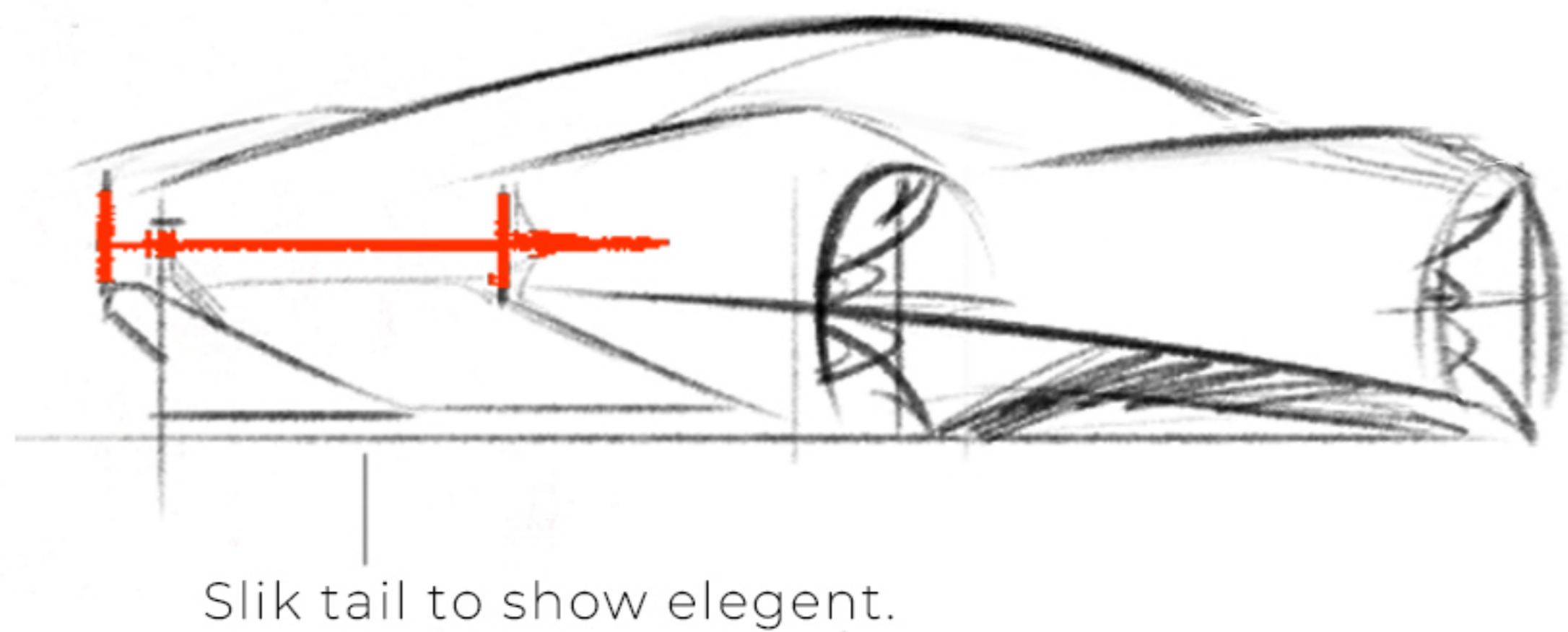
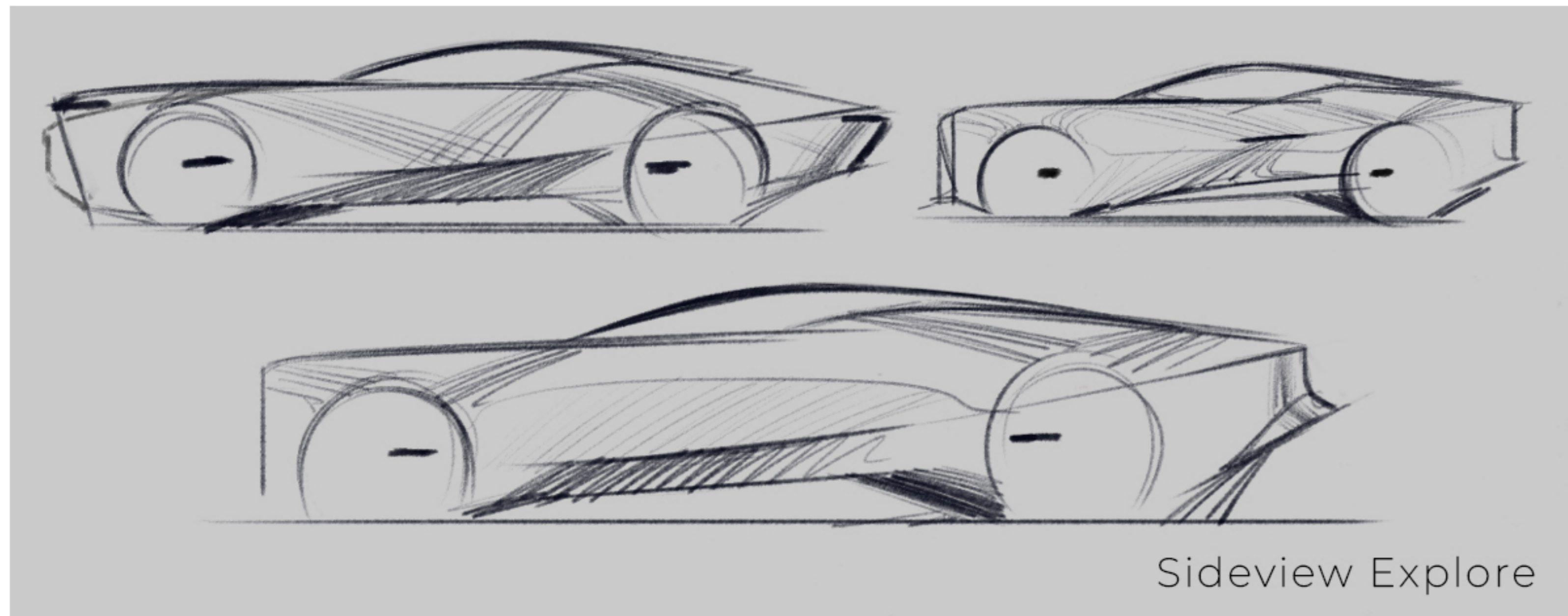
BORDER-Direction A



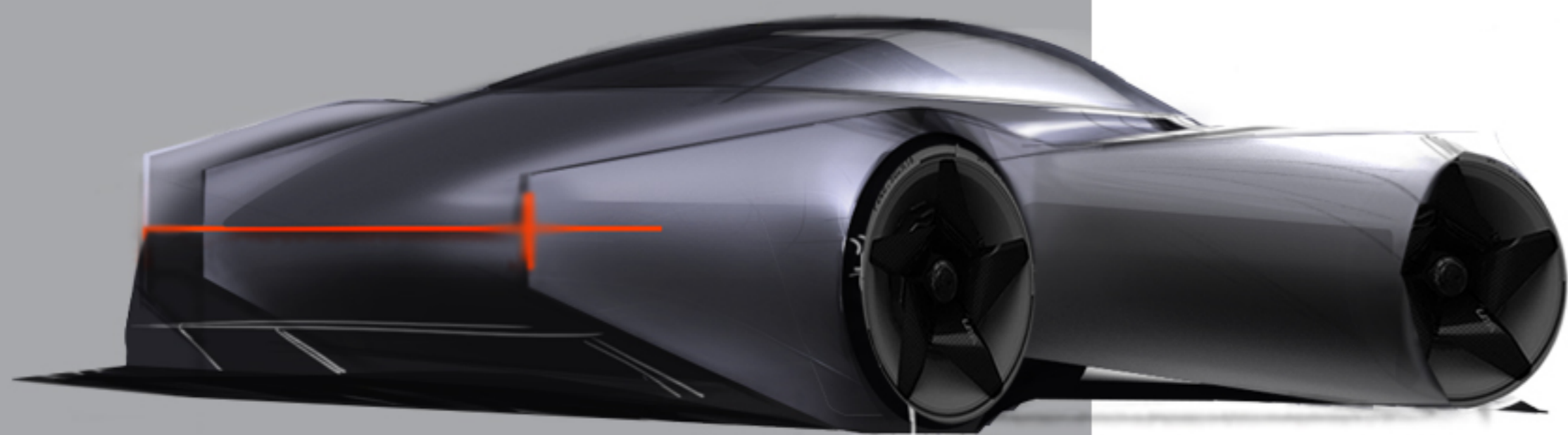
Use surrounded shape and insert shape to show the luxury and Lincoln design language.



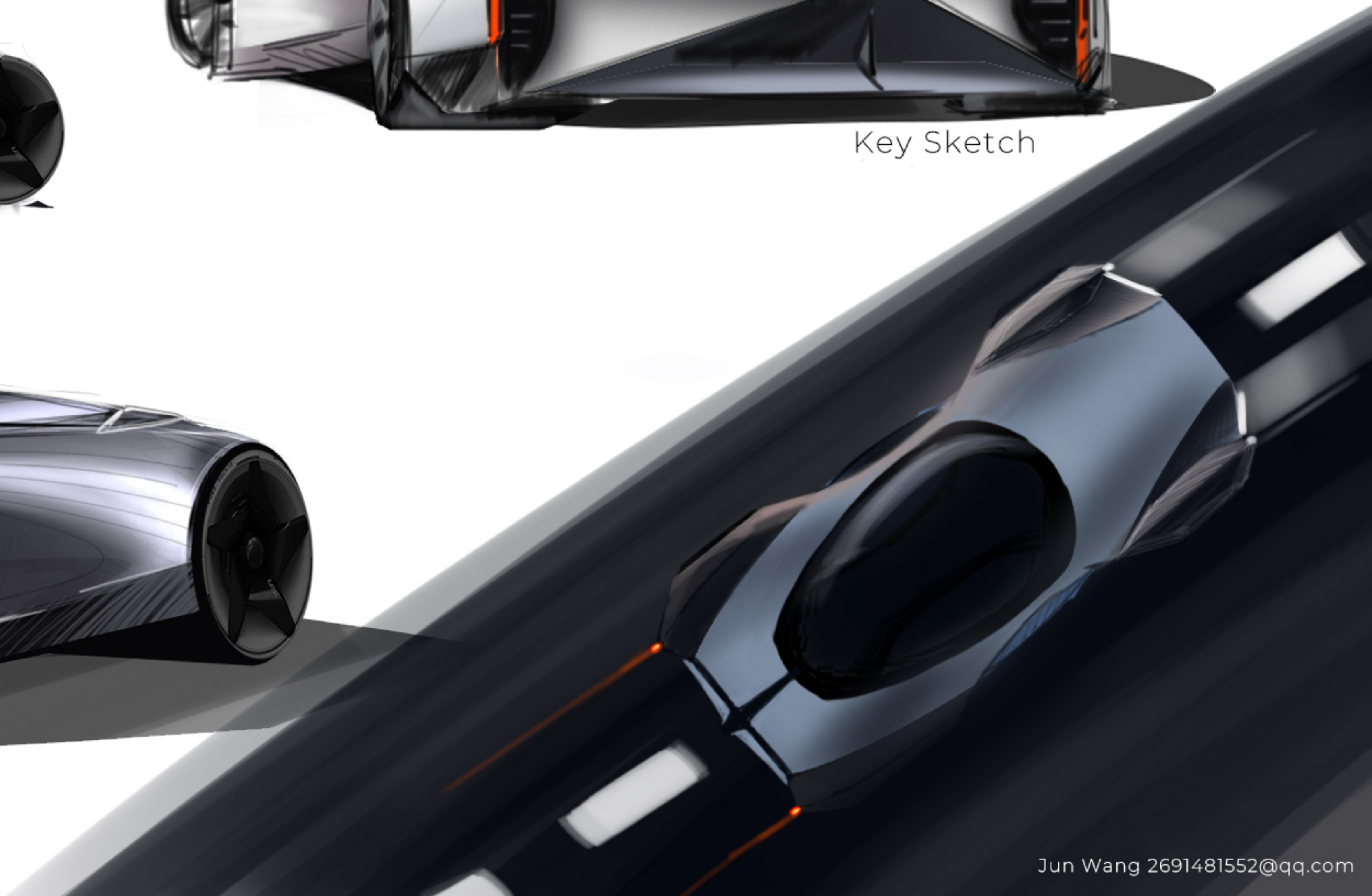
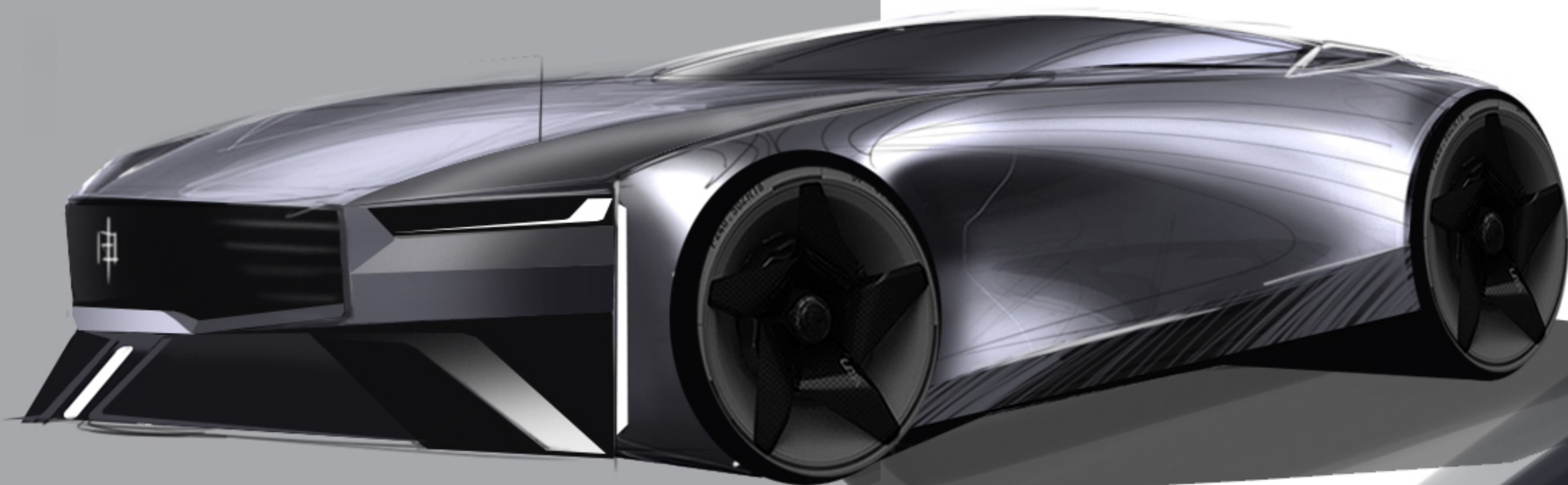
FORM IDEATION



THEME REFINEMENT



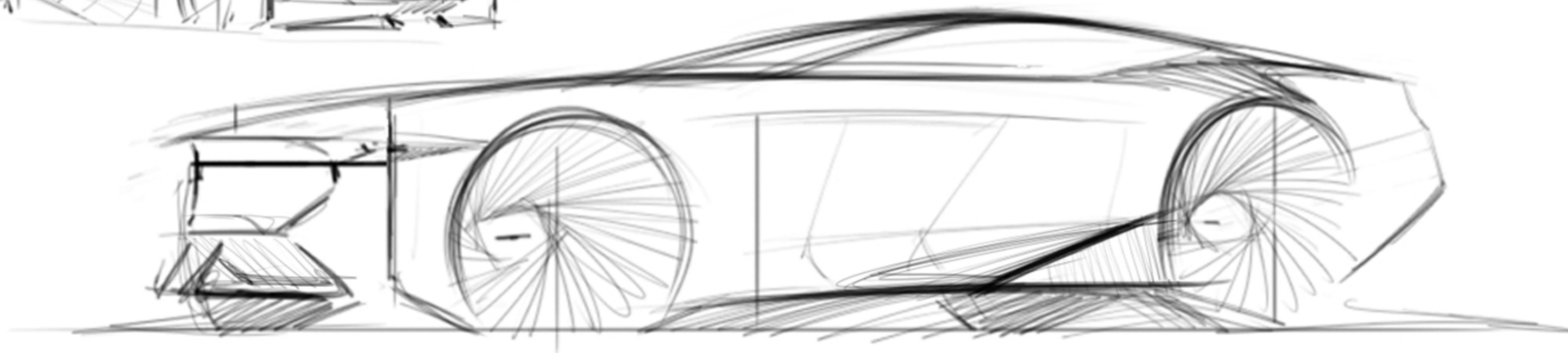
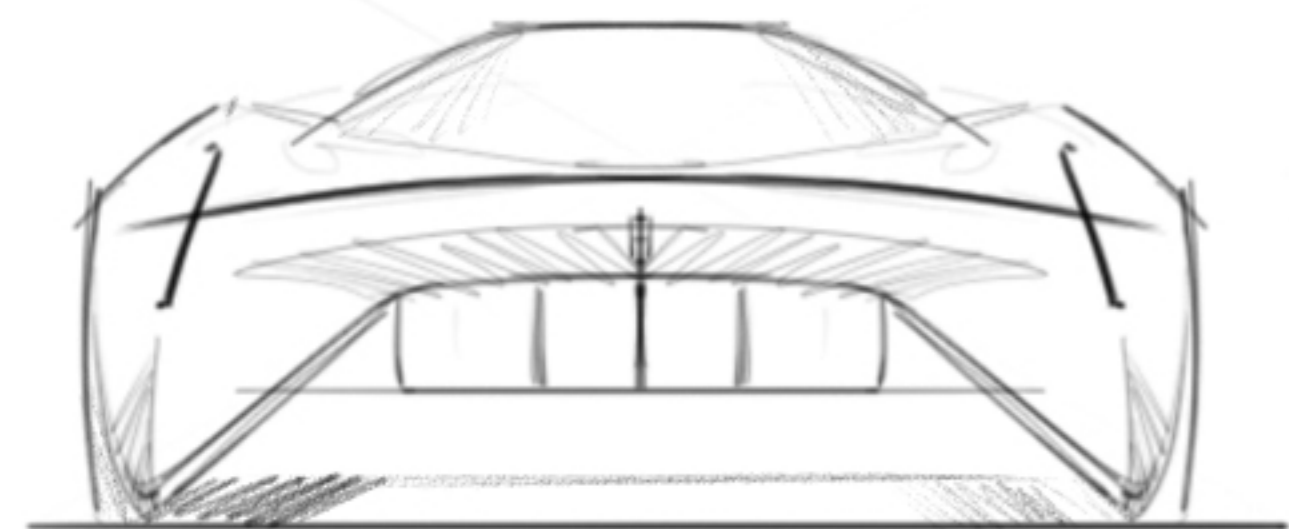
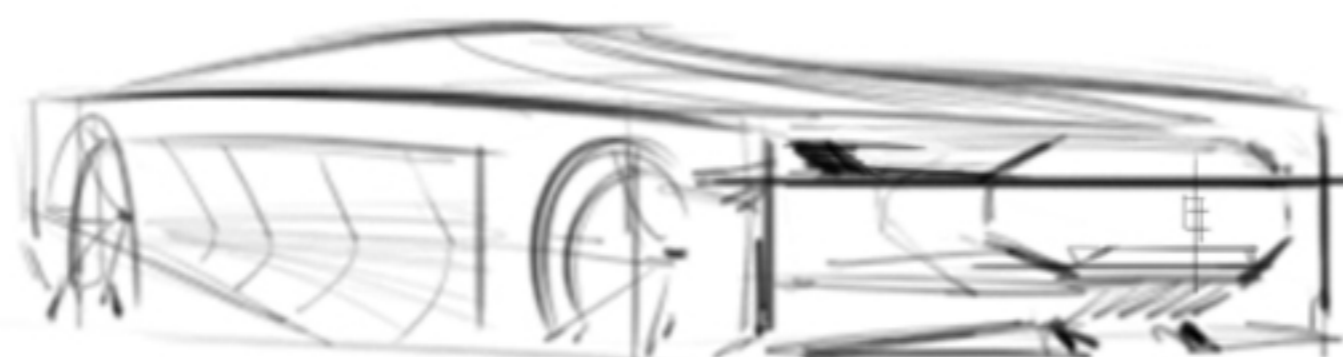
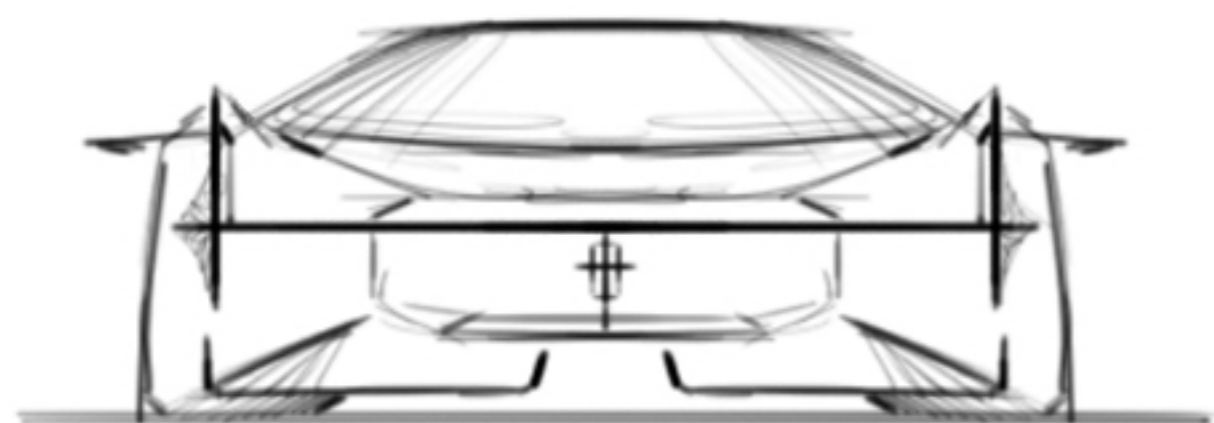
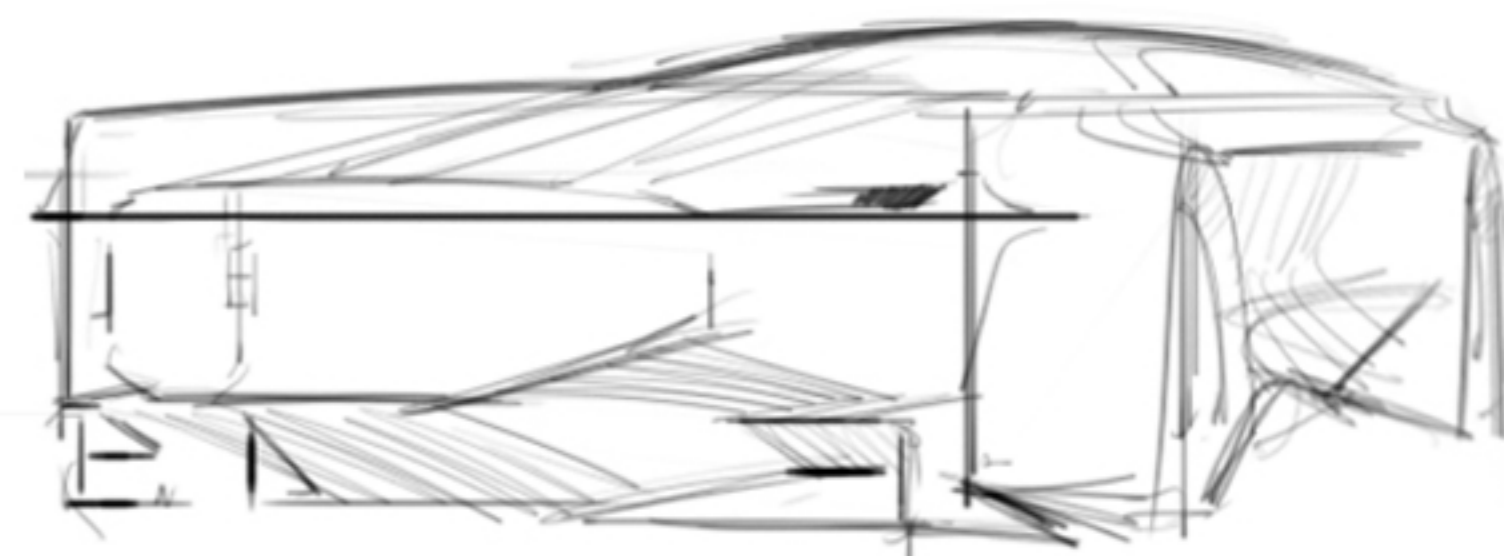
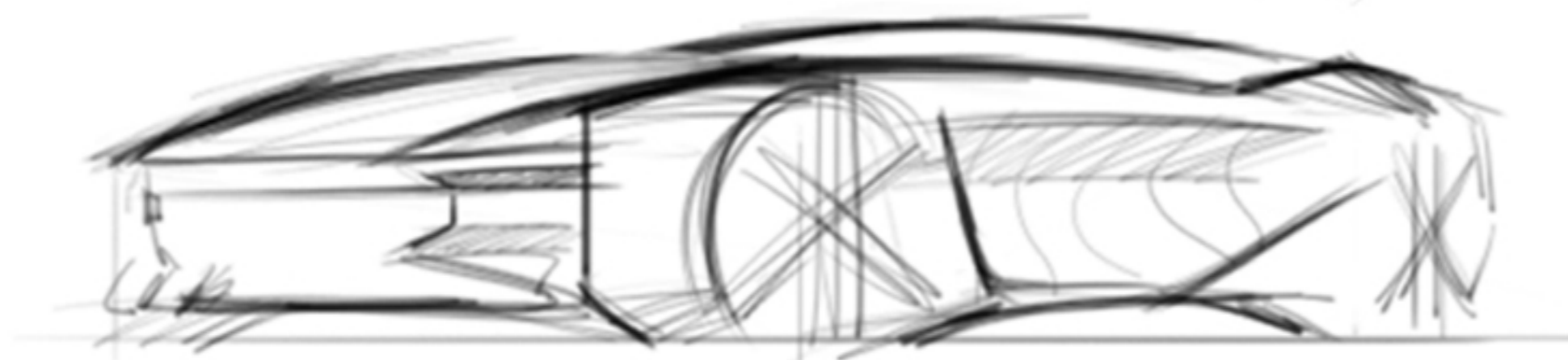
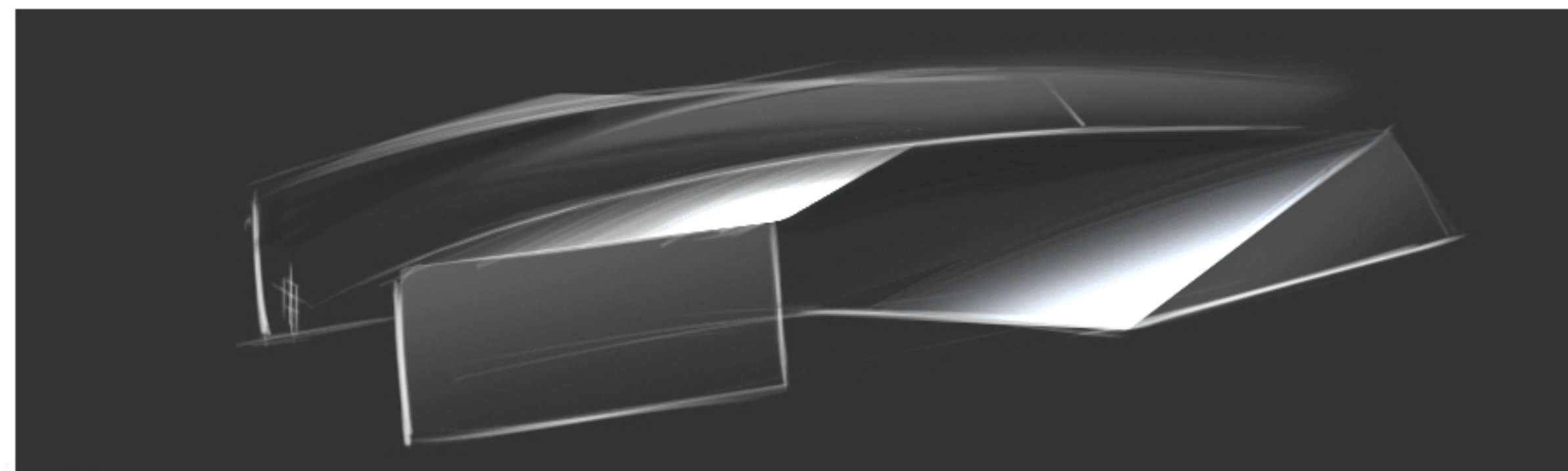
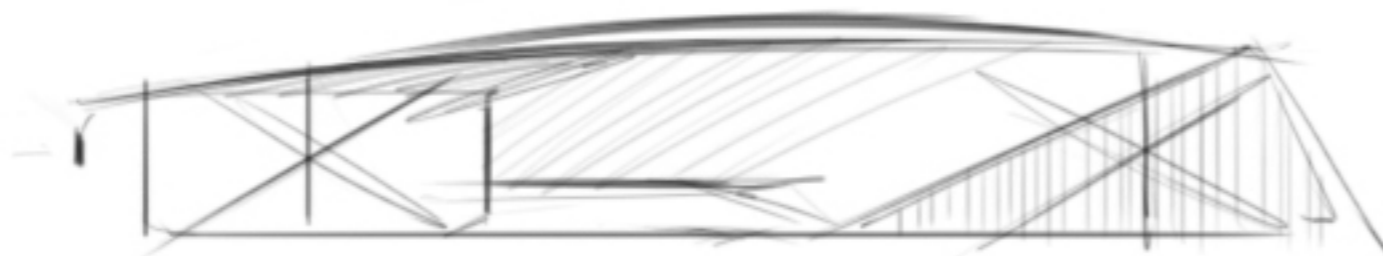
Key Sketch



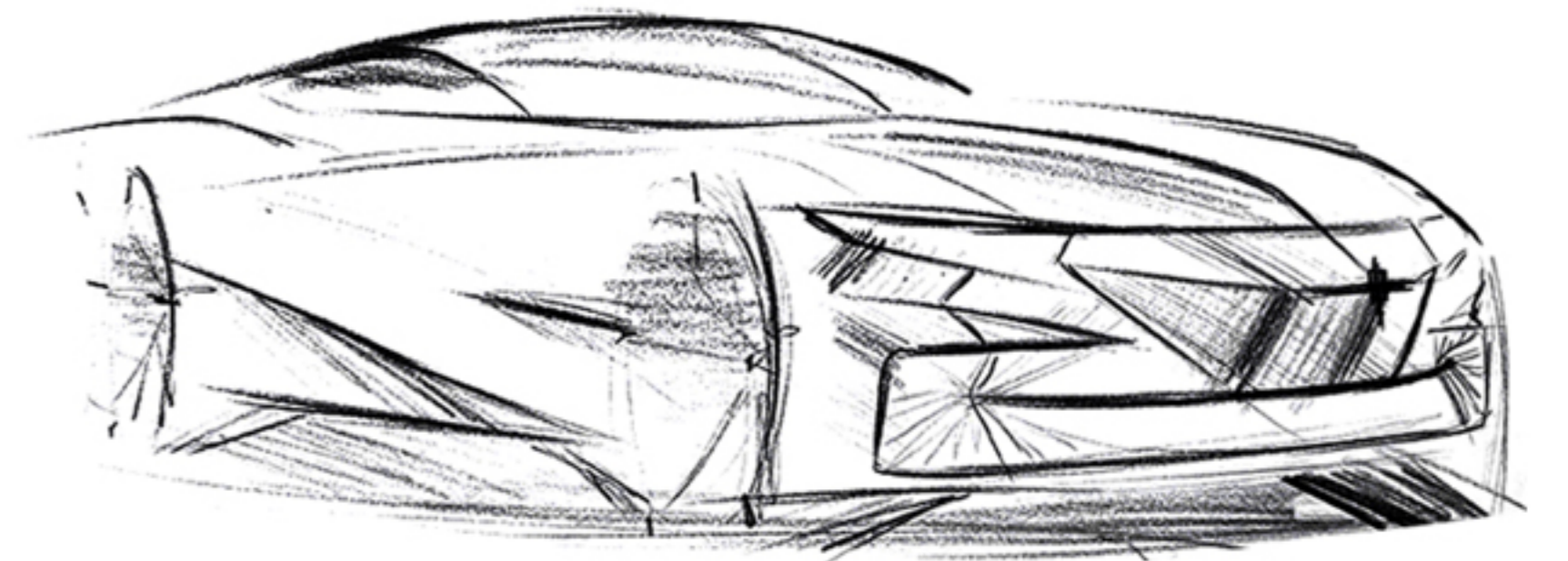
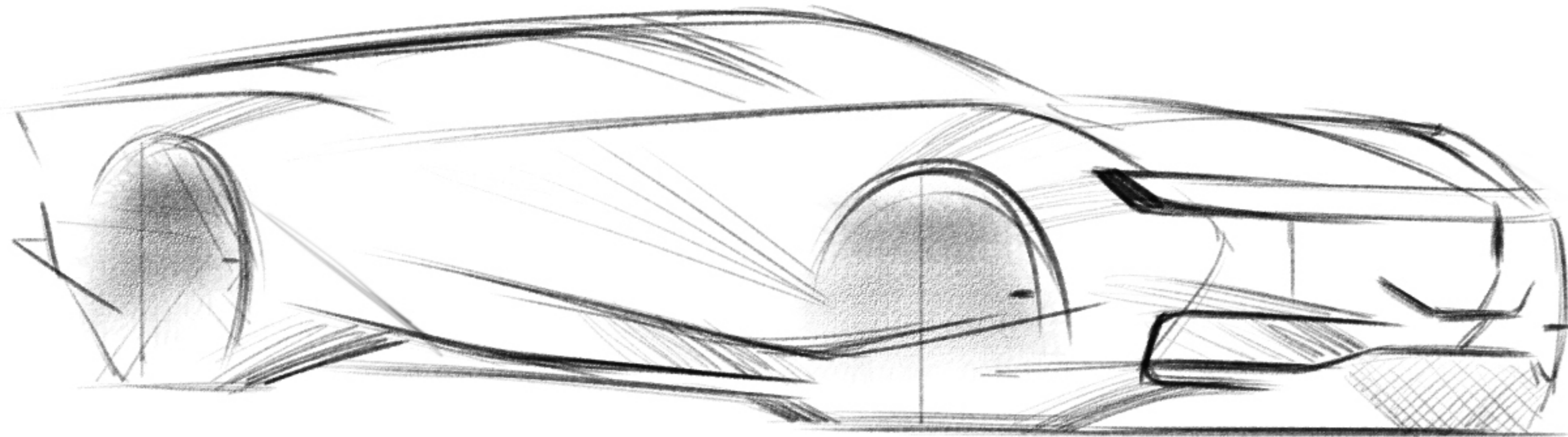
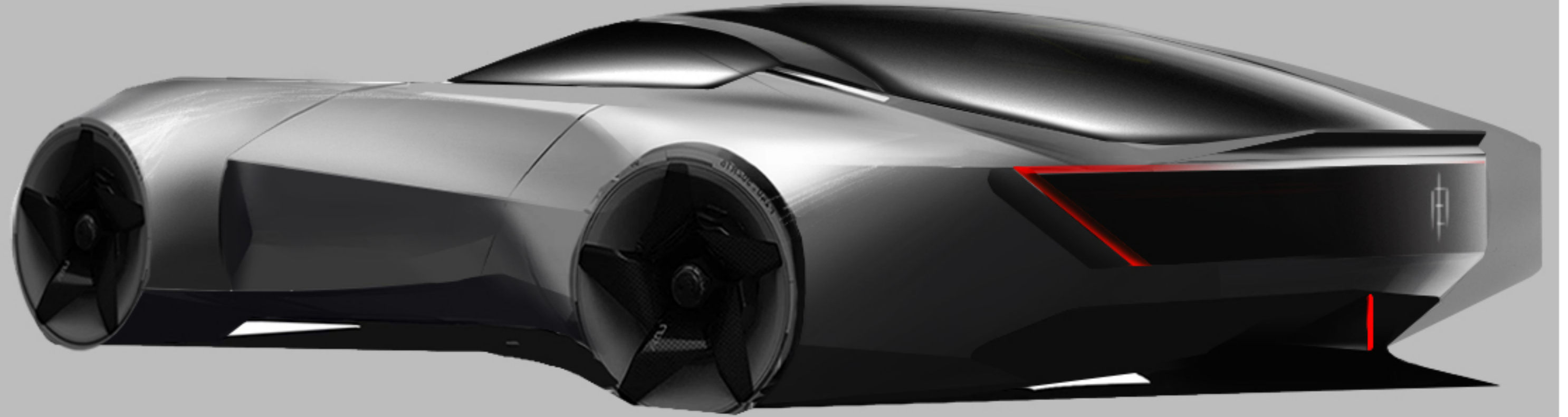
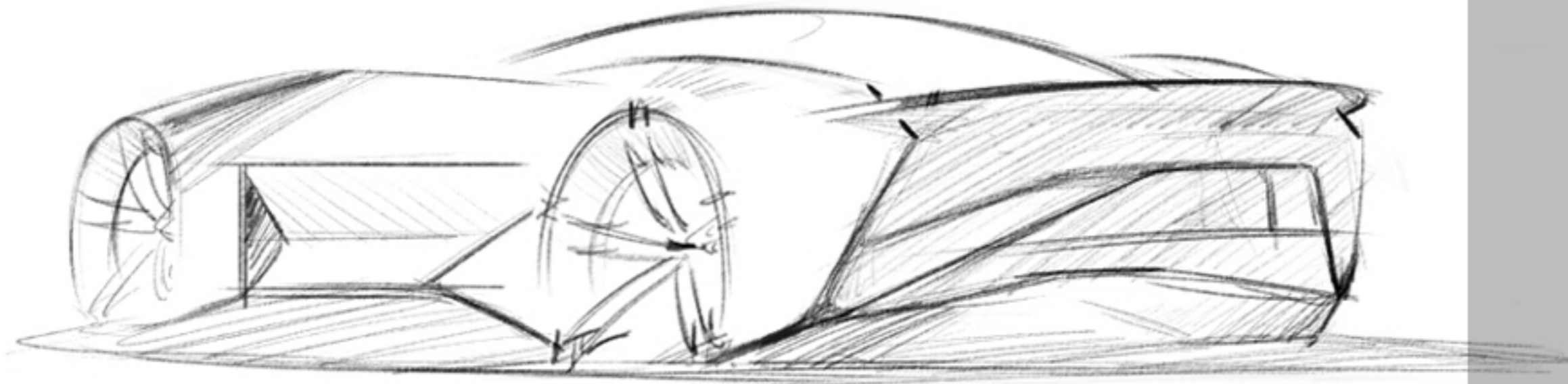
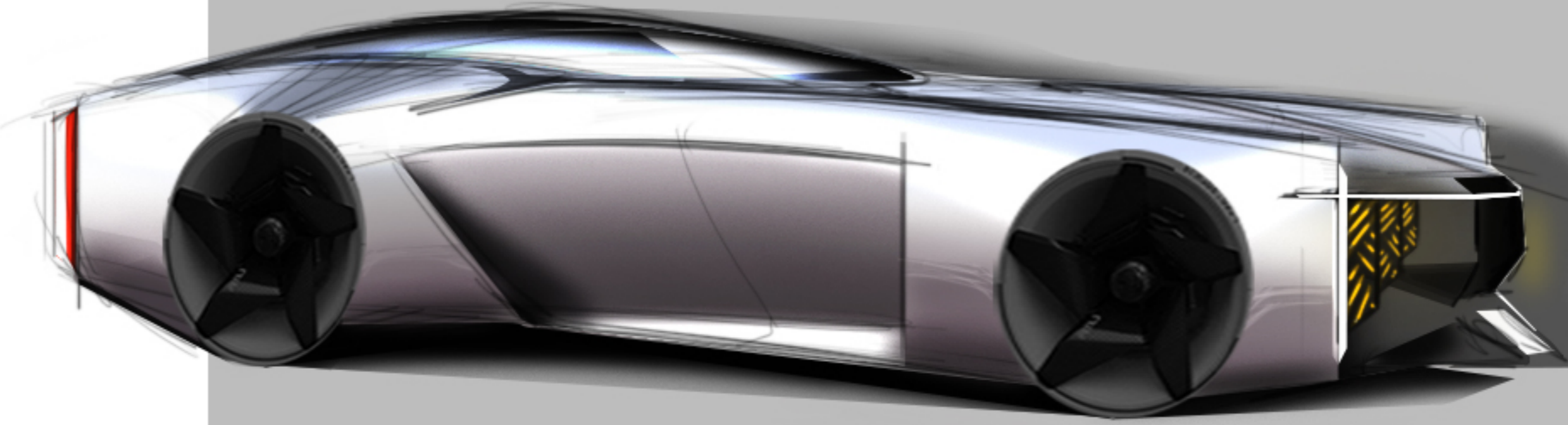
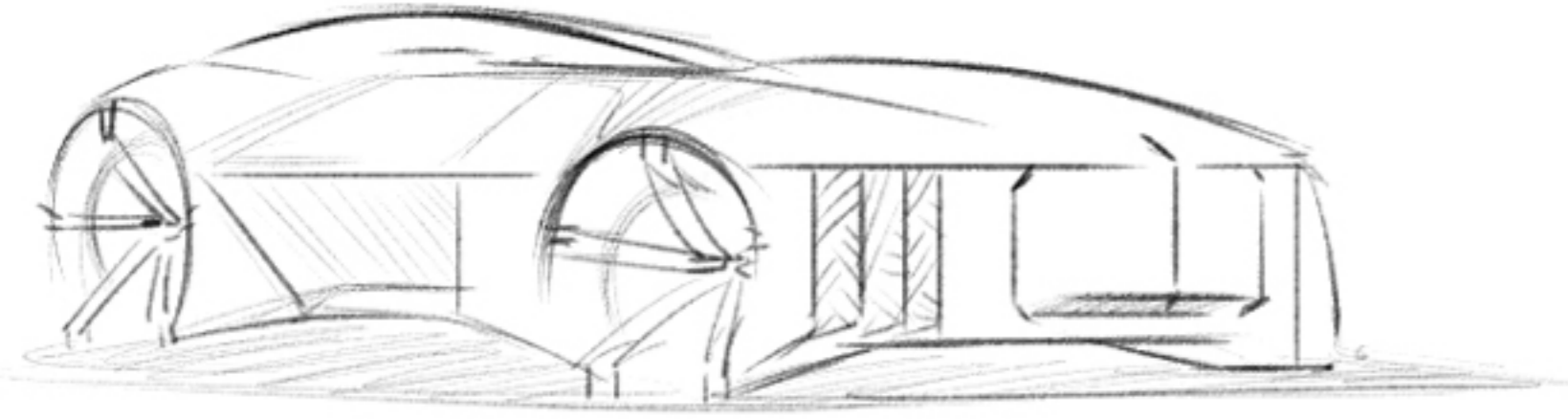
SPLENDED-Direction B



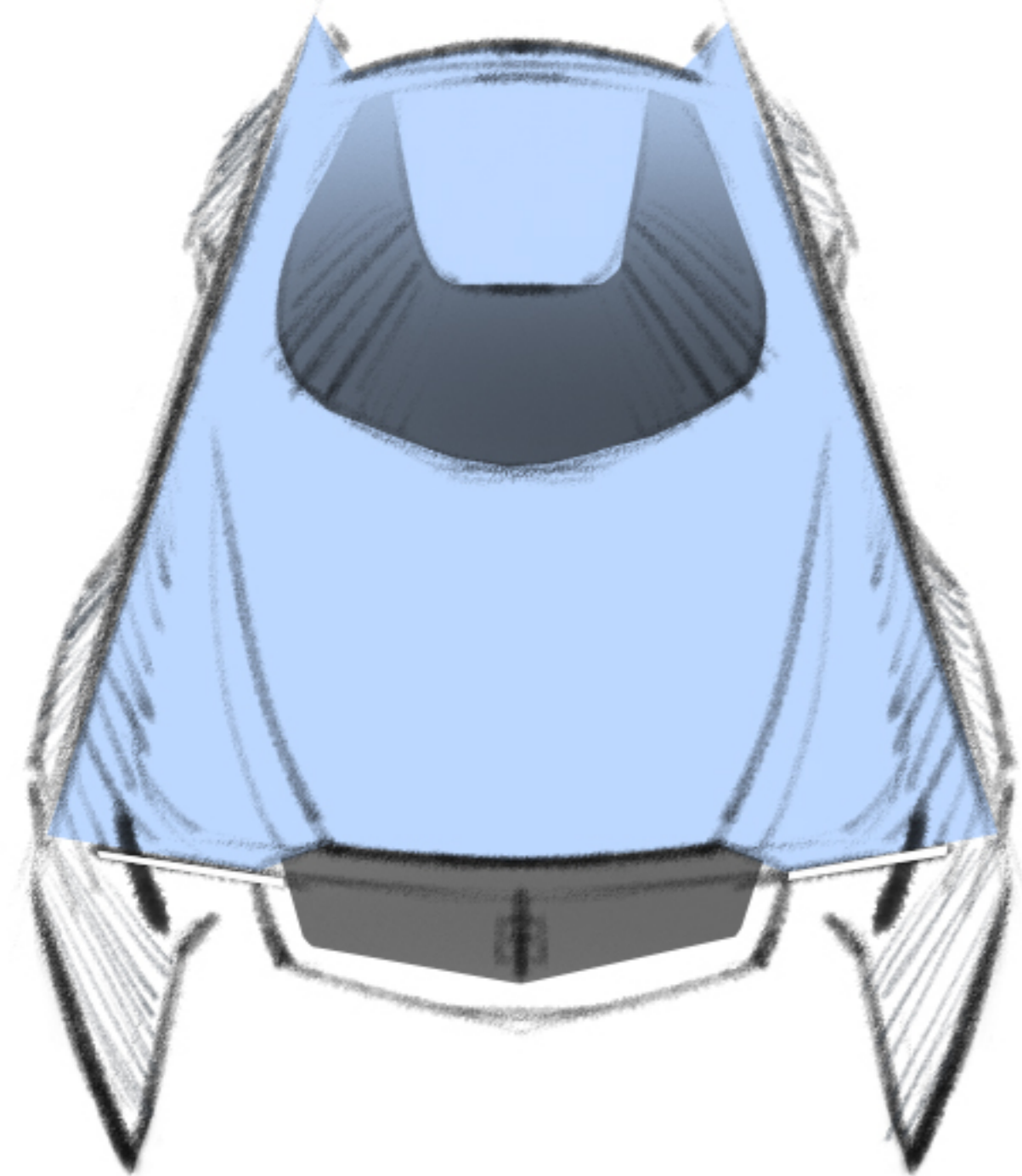
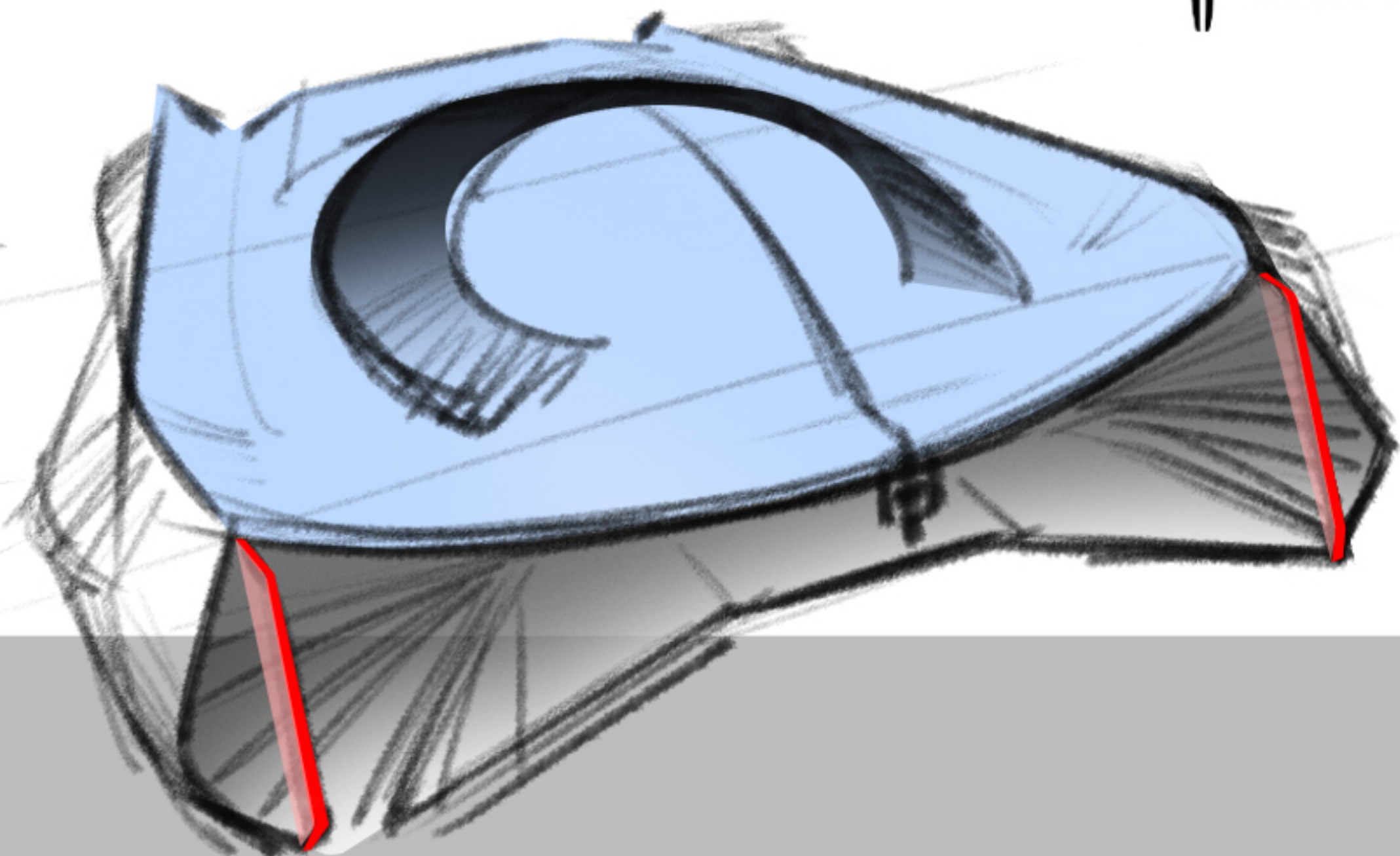
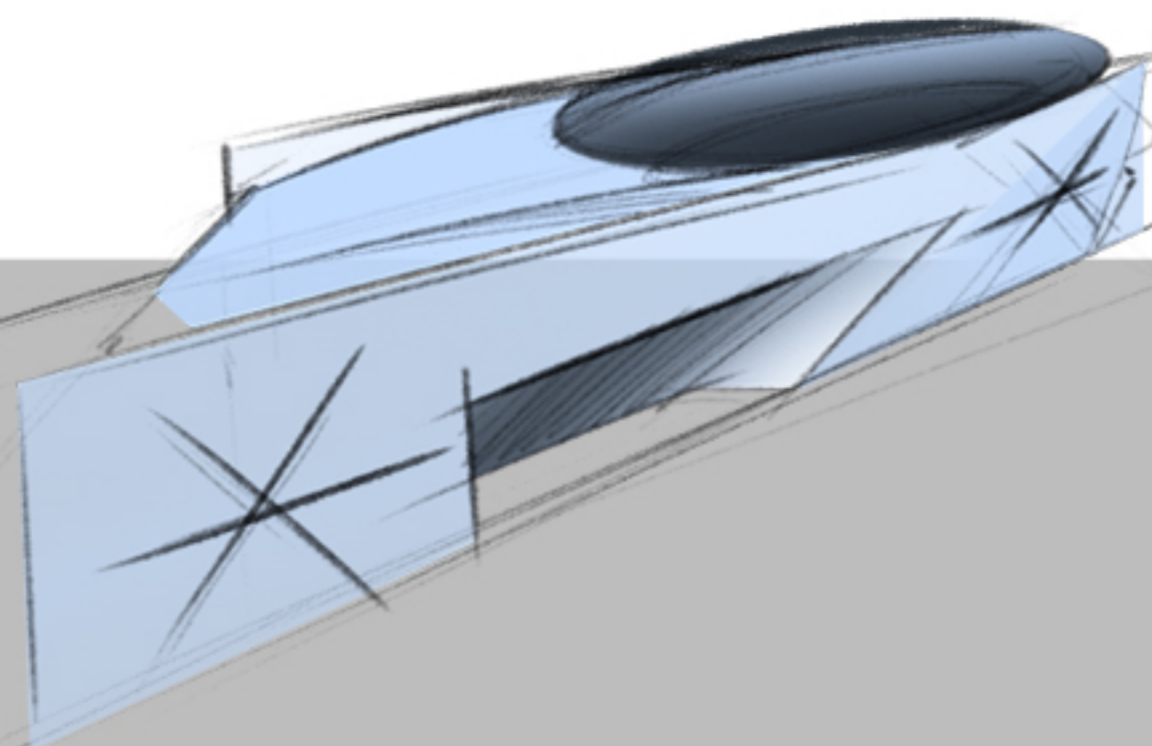
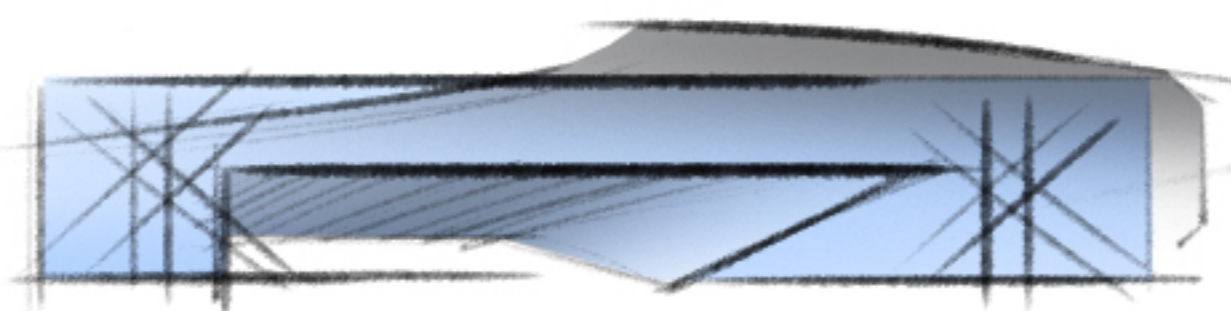
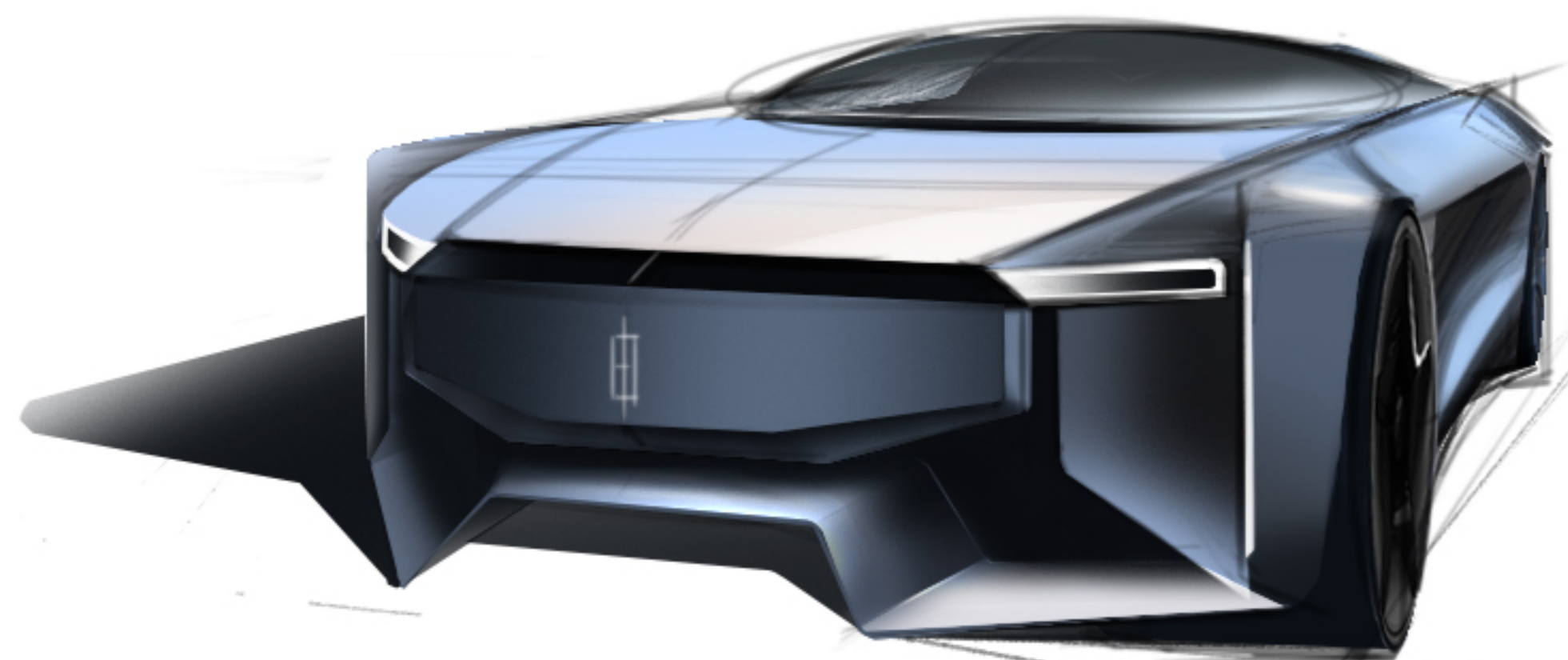
Use the overhead structure and rotate fold the surface to renew the complete flat surface, to create a new design language.



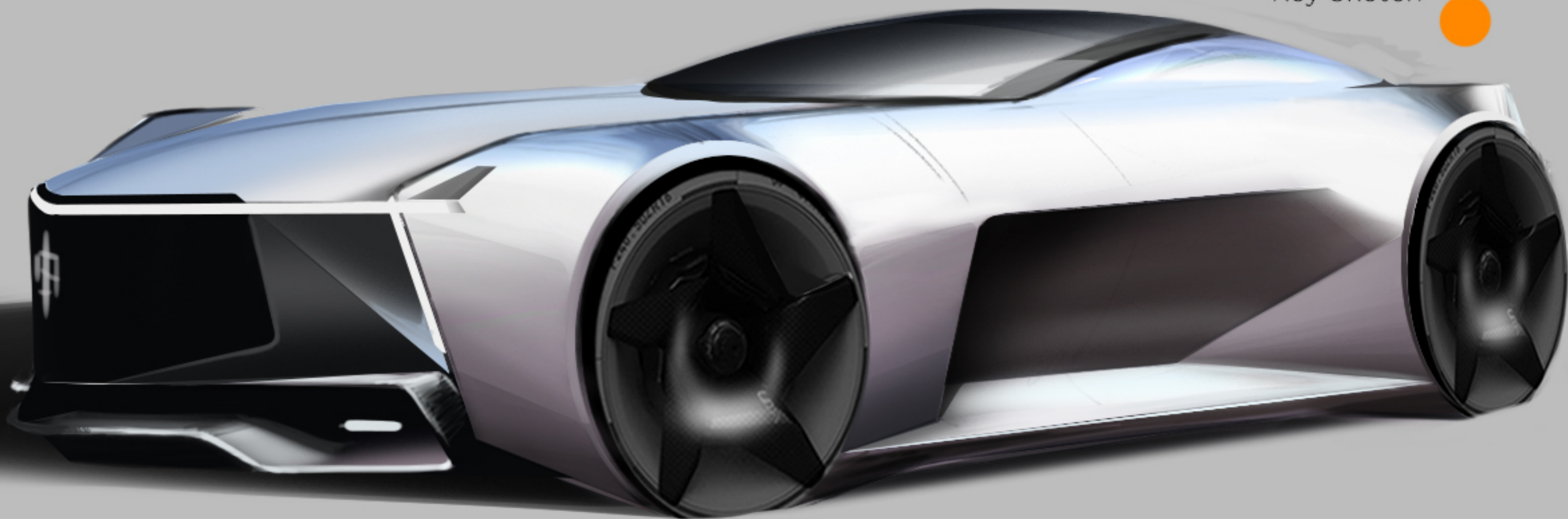
FORM IDEATION



THEME REFINEMENT



Key Sketch



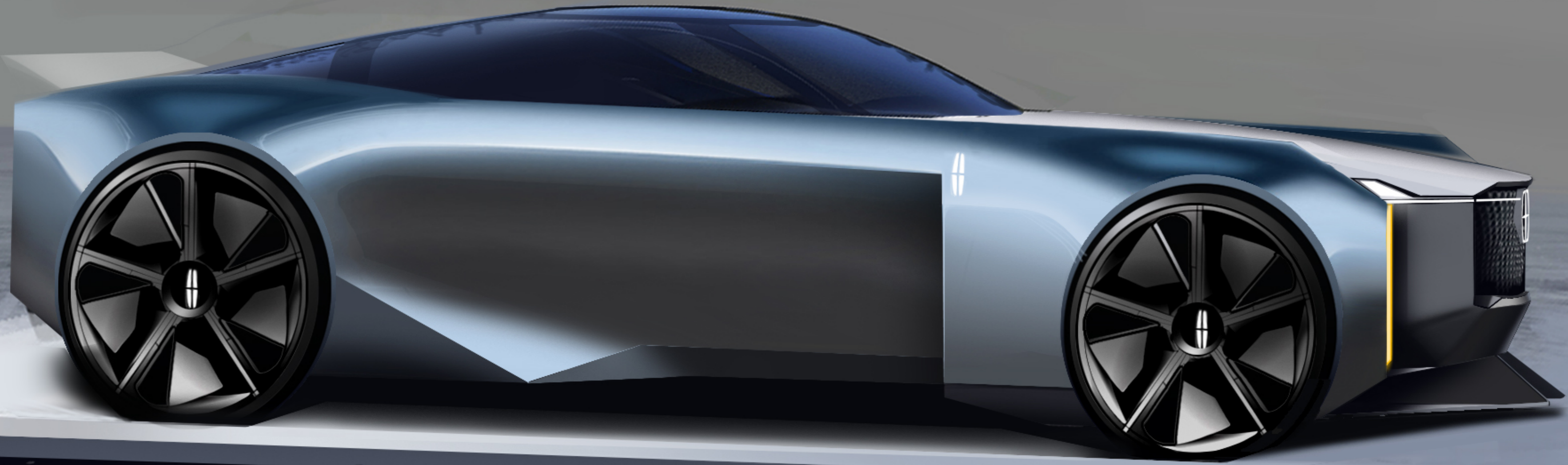
Final Proposal



Lincoln Mission L

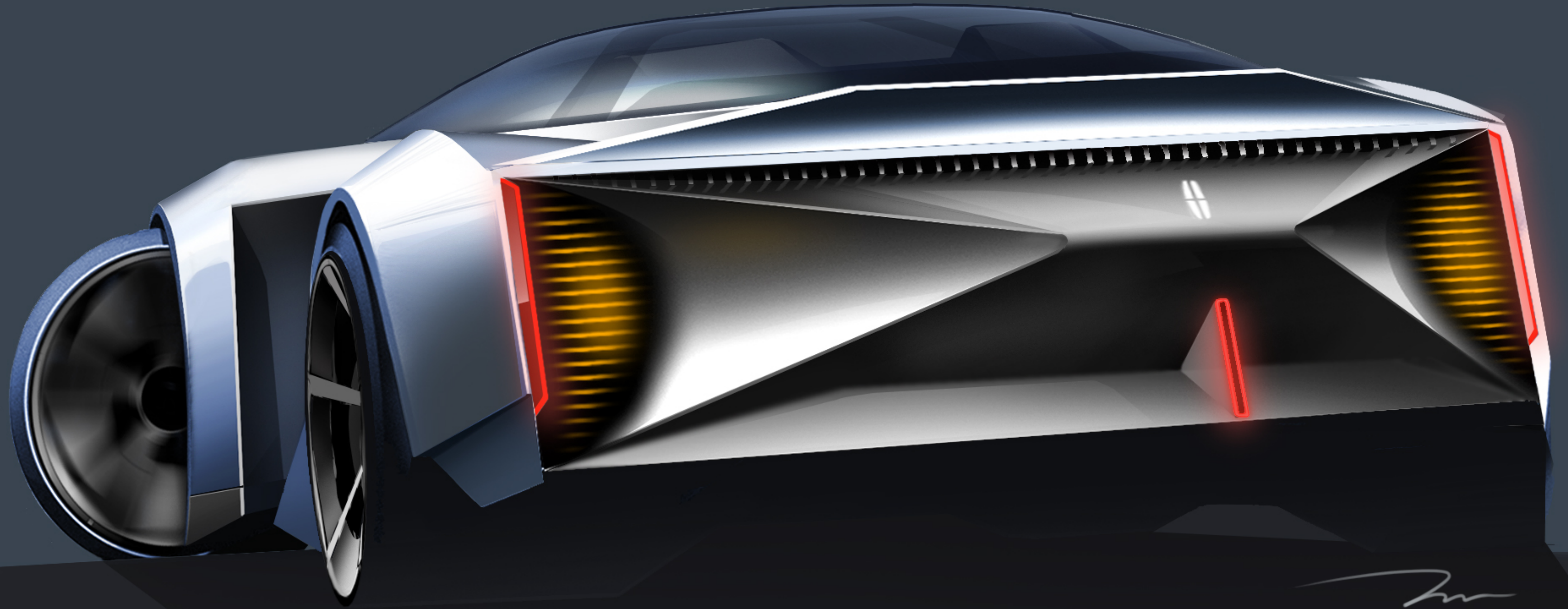


Final Proposal

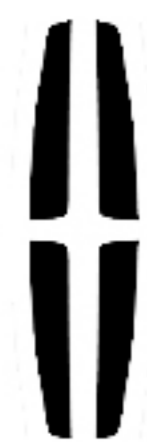


2023/8/30

Final Proposal



[Signature]
2023/8/3



L I N C O L N

Thanks For Watching.