

Frequently Asked Questions

We have prepared this list of frequently asked questions to help you prepare for your time at the Lincoln Brand Champion Immersion:

Q: If I already attended a previous Brand Champion Immersion event, can I come again?

A: No. We appreciate your enthusiasm to want to immerse yourself in the training a second time. However, we want to provide this opportunity for Brand Champions who have never attended. Due to limited space, we only allow each Brand Champion to attend the training once.

Q: What is the Brand Champion Immersion?

A: The Brand Champion Immersion is a 3-day event that takes one (1) sales and one (1) service team member from each store and equips them to take their game to the next level, and in turn, motivate the rest of their store's team.

Q: Is the Brand Champion Immersion open to anyone?

A: No. The Dealer Principal and General Manager should identify their Brand Champion attendee and update their role in STARS to "Brand Champion."

Q: Is registration required to attend the Brand Champion Immersion?

A: Yes, registration is required to attend the LBC Immersion. For assistance please contact Program Headquarters at 800-816-6130 or PHQ@LincolnBC.com.

Q: Are there any prerequisite activities required for attending the event?

A: Yes. As a prerequisite, all designated Brand Champions need to have the Brand Champion Role assigned in STARS.

Q: What is the cost for attending the Lincoln Brand Champion Immersion?

A: There is no cost to you for the program itself; however, you (your store) are responsible for your own transportation to the event. The Brand Champion program covers all food and (2) nights of lodging during your stay in Dearborn.

Q: Do I need to bring a driver's license to the event?

A: Yes, a valid driver's license is required to attend.

Q: What is the event attire?

A: Business casual is recommended for all daytime and evening event sessions. Closed-toe shoes are required for entry in many of the Dearborn facilities, so please plan accordingly. Remember that the Detroit climate can become quite chilly at night. Please check the weather reports in advance of your arrival and plan your attire appropriately.

Q: Is photography permitted at the Brand Champion Immersion?

A: No. As the event takes place in restricted areas of the Lincoln Motor Company, security protocols forbid photography of any kind.

Q: How long will I be away from my Lincoln store?

A: The Brand Champion Immersion is a 3-day event. You should plan on being away for the entire duration of the event, plus travel time to and from Dearborn, MI.

Q: Can my dealership send more than one (1) sales and one (1) service person to the Brand Champion Immersion?

A: No. Please contact your Lincoln Brand Specialist if your store wishes to send more than one person from each department to the Immersion.

Q: Where do I get picked up at the Detroit Metro Airport?

A: Upon arrival at Detroit Metro Airport, a greeter with a Lincoln Brand Champion sign will meet you at the following locations within your terminal.

McNamara Terminal (Delta):

Driver will be standing near luggage carousel #6 with the sign. This is between the luggage monitors and the coffee stand.

North Terminal (American, Air Canada, Air Tran, Frontier, Southwest, Spirit, United, US Air):

Driver will be standing near the information booth at the edge of the baggage claim department.

If you are unable to find your driver, please call the Metro Cars hotline at 800-456-1701. You may also use any of the phone kiosks to speak with a Customer Service Representative in order to locate the driver.

If there are any changes or cancellations to your travel plans, please contact Program HQ.

Q: If I have Food Allergies or special religious/dietary needs, who do I speak with?

A: In order to ensure an enjoyable dining experience for all attendees, we must order special meals in advance. If you require any special meals due to allergy or dietary restriction, please contact Program HQ prior to your arrival.

- Program Headquarters at (800) 816-6130 or
- Email: PHQ@LincolnBC.com