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# Press Release

## American Trim collaborates with Lincoln on the interior of the new MKS "Moda" Concept Car for the SEMA Show

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American Trim announced that the company played a collaborative role on the interior of the Lincoln MKS "Moda" concept vehicle. American Trim created the gold patterned metallic instrument panel accent trim exclusively for the project.



"I really enjoyed working with Ford on this project. They gave us the opportunity to challenge the boundaries of beautiful design.

I am very pleased with the result," commented Audra Keiber, American Trim Designer.



"The pattern brings into the interior a soft elegance, using an organic element. The warmth of this particular color married the use of the organic patterning with the high class, high quality feel that Ford was looking for," added Keiber.

The Lincoln MKS "Moda" concept vehicle is in the Ford Motor Company display area at SEMA.

### About American Trim

American Trim specializes in the forming, decorating, and coating of metal and composite substrates and is Tier 1 supplier to the transportation and appliance markets. These core competencies are supported and enhanced by American Trim's Design and Research and Development activities ensuring the most advanced and cost effective solutions for its customer partners.

For more information, please visit our website at <http://www.amtrim.com>