



# MyFord® Mobile: Communicate with Your Ford Focus Electric

MyFord® Mobile is a smartphone app and website that enhances the Focus Electric\* experience. The app helps you manage the charging process, and notifies you if a planned trip is within your vehicle's range. MyFord® Mobile allows you to view and monitor your vehicle's battery state of charge, and remotely access your car from nearly anywhere, anytime. Enabled by MyFord® Mobile, you will also be able to optimize your use of electricity from the grid with a value charging feature, powered by Microsoft®, and get up-to-date charge station information and customized trip planning from MapQuest®.

\*Will soon be available for other plug-in vehicles such as the C-MAX Energi, coming in Fall 2012, and Fusion Energi, coming in early 2013.



MyFord® Mobile uses an onboard wireless module integrated into the Focus Electric allowing the car to communicate with the Ford cloud-computing service through familiar cellular technology.

Owners will use a smartphone app or website to communicate with the Ford cloud-based secure server, helping to ensure up-to-the-minute access to vehicle information and a full suite of remote-controlled functionality.

## What can I do with MyFord® Mobile?

Owners can use smartphone app or web-based portal to:

- Find current and projected state of charge information including estimated range and the amount of charge time necessary for additional distances
- Through MapQuest, locate charging stations and send locations to the vehicle, learn if vehicle can reach a specific charge station from its current location with the current charge level. The app also can create a journey with multiple stops, and determine if the car has adequate charge to reach a designated charge point destination
- Receive alerts if the vehicle isn't charging when it's scheduled to, or if charging stops unexpectedly due to a power outage, plug removal or other event

- Receive alerts during recharge when the vehicle has reached a particular preset charge level or to reach a particular destination
- Engage remote vehicle preconditioning, using grid power to heat or cool the battery and vehicle interior
- Program charging with utility input, allowing the car to charge when it's most convenient or when electricity prices are lowest using a value charging feature, powered by Microsoft
- Remotely lock/unlock doors
- Use the built-in GPS system to locate the car
- Download performance and system data
- Receive information personalized to the driver, depending on which key the driver used

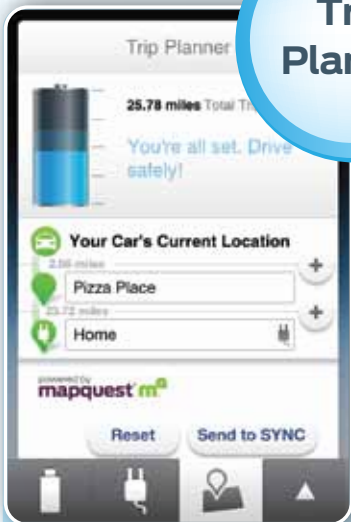


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Customers can also experience MyFord® Mobile on the web @ [MyFordMobile.com](http://MyFordMobile.com)



## Trip Planner



- Provides peace of mind by confirming the planned destinations are within the battery's current range, based on previous driving history
- Provides tips specific to driving habits to help ensure route feasibility
- Defaults route to a charge station as the final destination
- Send to SYNC: Select from waypoints sent to your vehicle's on-board navigation system

- Powered by MapQuest®
- Optimize route to minimize range consumption

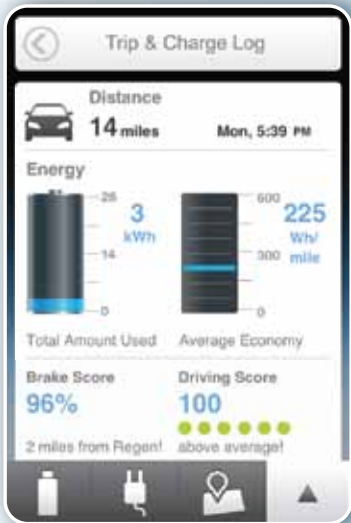
## Charge Settings



- My GO Times: Schedule your vehicle to be cozy (preconditioned) and ready to go (fully charged)
- Value Charge Profiles: Charge based on electricity rates (powered by Microsoft®)
- Provides a list of electrical plans from local utility companies to maximize your charging needs affordably.

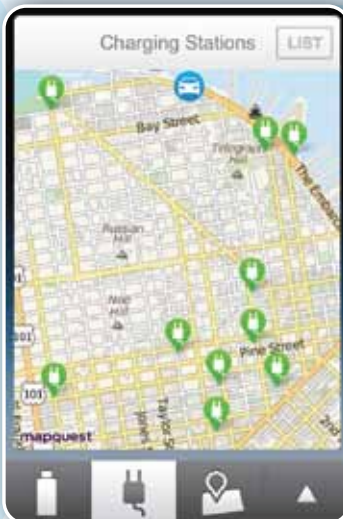
# Inside the MyFord® Mobile Application

## Trip & Charge Log



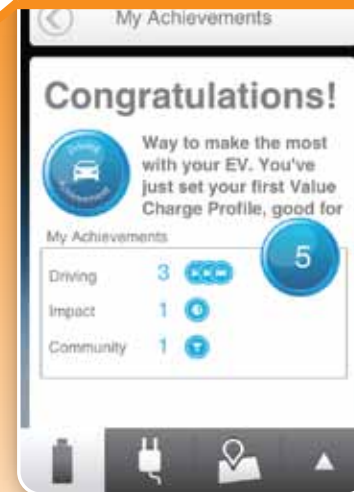
- Displays your vehicle's most recent charge and trip events
- Tracks trip distance, overall efficiency, energy consumption, braking regeneration and driving scores

## Charging Stations



- Locates nearby charging stations and shows locations at a glance
- Station Information: Includes street address, telephone number and other information including hours of operation and charging rates
- Powered by MapQuest®

## My Achievements



- Earn achievements for good EV driving behavior, positive environmental impact, and community involvement
- Share on Facebook, Twitter, or through e-mail
- Compete in local contests for extra achievements