



# MyKey

Ford Motor Company's MyKey™ is a new technology designed to allow parents to encourage teenagers to drive safely and more fuel efficiently, and increase safety belt usage. The MyKey feature – which will be offered as standard equipment across many Ford, Lincoln and Mercury models – allows owners to designate keys that can limit the vehicle's top speed and audio volume.

## Getting the Message

The MyKey system allows a parent to program any key through the vehicle message center. When the MyKey is inserted into the ignition, the system reads the transponder chip in the key and immediately identifies the MyKey code, which enables certain default driving modes.

MY KEY ACTIVE  
DRIVE SAFELY

## Speed Control

Limits top speed to 80 mph, and provides speed alert chimes at 45, 55 or 65 mph.

SPEED LIMITED  
TO 80 MPH

## Low Fuel

Earlier low-fuel warning. Rather than a warning that there are 50 miles to empty, MyKey provides a warning at 75 miles to empty.

75 MILES TO E  
FUEL LEVEL LOW

## Persistent Belt-Minder®

Ford's Belt-Minder system typically provides a six-second reminder chime every minute for five minutes. With MyKey, the Belt-Minder chime continues at the regular interval and the audio system is muted until the safety belt is buckled.

BUCKLE UP TO  
UNMUTE AUDIO

## Freedom to Drive

Surveyed teens said they are largely open to MyKey if it means they will have more freedom to drive. Initially, 67 percent of teens polled said they did not like MyKey features. However, if using MyKey would lead to greater driving privileges, 64 percent said they would be more accepting of the technology.

(Source: Harris Interactive)

## Traction Control

The traction control system cannot be deactivated to limit spinning tires.

ADVTRAC ON  
MY KEY SETTING



2010 Ford Taurus

