



MyKey

Ford Motor Company's MyKey® is a new technology designed to encourage safe driver operation. The MyKey feature – which is offered as standard equipment across many Ford and Lincoln 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 fleet administrator or owner 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 seat belt is buckled.

BUCKLE UP TO
UNMUTE AUDIO

Traction Control

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

ADVTRAC ON
MY KEY SETTING



2012 Ford Edge SEL

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)

