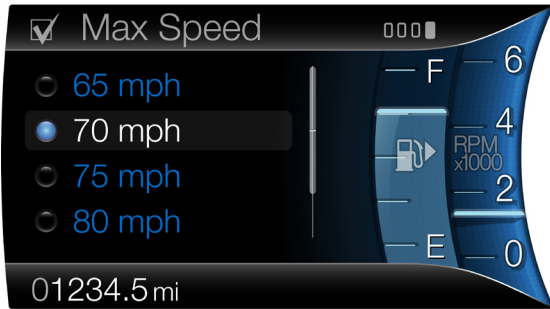




# World-First Ford Technology Lets Parents Block Explicit Radio Content For Teens

Ford is upgrading its MyKey innovation with technology that lets parents block explicit radio programming while their teens are driving. The upgrade will debut as a standard feature by late next year on the Ford Taurus and Explorer, followed quickly by other Ford and Lincoln models.



## New Top Speed Settings

The new MyKey upgrade also will allow parents to limit a vehicle's top speed at any of four different settings – 65, 70, 75 or 80 mph, with chimes sounding at 45, 55 and 65 mph.



## Screening Content

Ford has upgraded its MyKey innovation with the world's first technology that allows parents to screen explicit radio content. The radio-blocking feature works by screening out all programs labeled by Sirius Satellite Radio as "explicit." While similar technology is used for blocking inappropriate content on televisions and computers, the option has never before been available for radio programming.

The feature will block 16 stations, including Liquid Metal, Hip Hop Nation, Hardcore Sports Radio, Playboy Radio, Maxim Radio, Howard Stern's stations, Blue Collar Radio, Raw Dog comedy and the VIRUS.



Ford Explorer



Drive safe.

## ADDITIONAL MYKEY FEATURES:



### Belt-Minder®

The MyKey Belt-Minder "No Belt, No Tunes" feature provides a six-second reminder chime every 30 seconds and mutes the audio system until the safety belts for the front occupants have been locked into place. A message center display, "Buckle Up to Unmute Radio," reminds the driver of the issue.



### Low Fuel

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



### Driving Aids

If MyKey is in the ignition, features such as Park Aid and BLIS® (Blind Spot Information System) with cross-traffic alert cannot be deactivated.