



SYNC with Traffic, Directions and Information

the latest development of Ford's award-winning communications and entertainment system

Technology Highlights

- SYNC with Traffic, Directions and Information leverages industry-leading voice-recognition software, integrated GPS technology and a Bluetooth-capable mobile phone to deliver personalized traffic reports, precise turn-by-turn directions and up-to-date information including business listings, news, sports and weather – without the need for a built-in navigation system.
- New features launch later this year on select 2010 models and will roll out across the entire Ford, Lincoln, and Mercury lineup by 2011 – with no monthly subscription fees and complimentary for the first three years.
- Ford is partnering with Microsoft and other recognized technology leaders – INRIX, TeleNav, Tellme, M/A-COM and Airbiquity – to enable new services to connect to real-time data.

What Is SYNC?

- SYNC is an advanced software platform that provides consumers the convenience and flexibility to bring digital media players and Bluetooth-enabled mobile phones into their vehicles and operate the devices via voice commands or with steering-wheel redundant radio controls.
- Developed by Ford and Microsoft, SYNC became one of the widest technology introductions in the industry, launching initially in 12 vehicles simultaneously.
- SYNC is upgradeable. Customers can add new features and applications using simple download features. Ford introduced two new SYNC features, 911 Assist and Vehicle Health Reports, on select 2009 models with the ability for certain earlier models to upgrade through a dealer.
- A new study shows that SYNC significantly reduces the level of distraction when drivers select a phone number or choose a song on their MP3 player compared with the same operations with hand-held cell phones, music players and portable navigation devices.



2010 Ford Fusion

Traffic



- SYNC's new traffic feature literally will save drivers time and money by providing personalized traffic reports based on best-in-class content.
- In a text message to the user's device, drivers will get the location and severity of accidents or new road construction causing areas of heavy congestion. Users also can get information at their computer, to view traffic on a map at www.syncmyride.com, or in their vehicle.

Directions



- Drivers requesting directions now can use a variety of search criteria including a 14-million-plus business directory to find a destination, such as a movie theatre. Through a set of more conversational voice commands, the user need only speak the name, category or "nearest".
- Turn-by-turn directions are downloaded to the vehicle, spoken to the user over the vehicle's audio system and displayed on the radio.
- Like the new traffic service, directions incorporate real-time traffic information in case of a road closure or unexpected detour.

Information



- Drivers can personalize and categorize their favorite media topics using voice commands or through www.syncmyride.com, such as:
- Personalized sports reports featuring scores and highlights for most professional and college teams.
 - Current weather conditions and forecasts based on city, state or zip-code.
 - News of all types – entertainment, business, top stories, sports and technology.

