



From Smartphone to Big Screen: New App Partners Help Ford Drivers Get the Best from Their Mobiles on The Move

- Community-based traffic and navigation app Waze coming to Ford SYNC 3 in April
- Audio-on-demand company Acast curates in-car audio, recommendations fit commute
- Ford makes further SYNC 3 AppLink announcements at Mobile World Congress 2018

BARCELONA, Spain Feb. 26, 2018 – Ford today announced, at Mobile World Congress, in Barcelona, that the popular navigation and traffic app **Waze** will be available to Ford owners globally from April 2018. *

With more than 100 million active users, Waze is the world’s largest community-based navigation app, helping drivers to outsmart traffic together. First announced at CES, the collaboration means that Apple iPhone owners will be able to project Waze from their smartphone to the big screen in their car. Ford already offers mobile navigation app **Sygie** on the AppLink platform, and the SYNC 3 Navigation System with FordPass Live Traffic.

“We know that people enjoy a range of navigation apps to help them reach their destination safely and more efficiently and have worked closely with partners to make this happen,” said Don Butler, executive director, Connected Vehicle and Services. “With the SYNC 3 AppLink platform, drivers can access their favourite apps safely and seamlessly while keeping their eyes on the road and their hands on the wheel.”

Ford SYNC AppLink enables drivers to use supported smartphone apps on their vehicle’s integrated touchscreen; with advanced voice and steering wheel controls. AppLink is powered by SmartDeviceLink (SDL) an open source software solution promoted by a number of auto makers. SDL provides a common interface between apps and vehicles.

“Waze works as a personal heads-up from 100 million of your friends on the road – and now that will include the many Ford drivers who will be able to safely access our app while on the move through the car display,” said Jens Baron, product lead, In-Car Applications, Waze. “Waze is more than just red lines on the map – it reflects a huge community of drivers on the go, outsmarting traffic together all around the world.”

Ford, also in Barcelona, announced that the mobile app from audio-on-demand podcast app **Acast** would be made available to drivers. This offers offline downloads and an intelligent recommendation engine analyses commute times to suggest podcasts which best fit journey length. Acast was one of the winners of Ford’s 2017 “Make it Driveable” Paris AppLink Challenge, a start-up focused event to help companies develop ideas that make journeys better.

Ford also confirmed that the following apps will be coming soon to AppLink:

- **BPme** – find BP petrol stations and pay for fuel from the comfort of your car
- **Radioplayer** – from next month, discover and stream favourite radio shows, podcasts
- **Cisco WebEx** – safely join and participate in meetings on the go with voice commands **

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** 2018 model year Ford vehicles running SYNC 3 version 3.0 or greater will be able to run Waze on its touch screen at launch. Other SYNC 3-enabled Ford vehicles can receive an over-the-air update or an update via USB to enable Waze functionality. For more info on region availability go to <https://www.waze.com>*

***WebEx is available in the following markets globally: Denmark, Germany, US, UK, Australia, Canada, Spain, France, Italy, Japan, Korea, Netherlands, South America, Russia, Sweden, Turkey and China*