



Upgrade Connected Features on Your Older-Model Ford with New FordPass SmartLink™, Available Nationwide Mid-2018

- FordPass SmartLink enables owners of non-modem-equipped 2010-17 Ford vehicles to extend the range of their key fob to their smartphone; it provides a Wi-Fi hotspot, plus vehicle health, security and location alerts
- Components of FordPass SmartLink include a Verizon 4G LTE-enabled OBD II plug-in device and smartphone control through FordPass
- FordPass SmartLink enrollment is now open to dealers across the United States with national availability expected by mid-2018

DEARBORN, Mich., March 21, 2018 – Millions of customers can soon upgrade the connectivity in their older-model Ford vehicles to include a 4G LTE Wi-Fi hotspot, smartphone control of existing key fob features, vehicle health and security alerts, and vehicle location tracking.

Using a simple device that plugs into the OBD II port below the steering wheel, the new FordPass SmartLink experience gives owners of 2010-17 model year Ford vehicles those connectivity features normally available only on newer vehicles equipped with modems.

“Vehicle connectivity has improved at a rapid rate in recent years,” said Frederiek Toney, president, Global, Ford Customer Service Division. “We believe offering an affordable way for our customers to upgrade their older-model vehicles to include more modern technology will improve their ownership experience for years to come.”

FordPass SmartLink is available exclusively through Ford dealerships nationwide starting in mid-2018 and is the latest example of Ford’s aggressive connected vehicle plan. By 2019, 100 percent of Ford’s new U.S. vehicles will be built with connectivity.

With more than two years of research and development invested, FordPass SmartLink engineers, in collaboration with Aptiv and Verizon Connect, have worked to make the technology function seamlessly on 2010-17 Ford vehicles.

“From security to performance, we’ve conducted extensive testing and made a number of improvements to ensure FordPass SmartLink enhances the customer experience for our Ford vehicle owners,” said Don Butler, Executive Director, Connected Vehicle and Services, Ford Motor Company.

FordPass SmartLink customers pay \$16.99 a month, plus installation, for 24 months to purchase the device and receive telematics services that enable remote key fob, location and vehicle health features. Also included is a complimentary trial of a Verizon 4G LTE Wi-Fi hotspot with 1 gigabyte or 30 days of data – whichever comes first.

To continue use of the Wi-Fi hotspot beyond the initial trial period, customers can add their FordPass SmartLink device to their existing Verizon account or establish a new one.

“Having reliable Wi-Fi on the go is no longer just ‘nice to have’ – it’s become a ‘must-have,’ and Ford recognizes that,” said Susan Heystee, senior vice president, worldwide OEM business at Verizon Connect. “Streaming music and podcasts in the front seat or keeping kids entertained on their mobile devices in the back is now as easy as turning on FordPass SmartLink’s Verizon 4G LTE hotspot.”

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About Verizon Connect

Verizon Connect is guiding a connected world on the go by automating, optimizing and revolutionizing the way people, vehicles and things move through the world. Our full suite of industry-defining solutions and services put innovation, automation and connected data to work for customers and help them be safer, more efficient and more productive. With more than 3,500 dedicated employees in 15 countries, we deliver leading mobile technology platforms and solutions. For more on Verizon Connect, visit verizonconnect.com.

About Aptiv

Aptiv is a global technology company that develops safer, greener and more connected solutions, which enable the future of mobility. Headquartered in Gillingham, England, Aptiv has 147,000 employees and operates 14 technical centers, as well as manufacturing sites and customer support centers in 45 countries. Visit aptiv.com.