Convenience from Your Couch: Remote Vehicle Setup for Mustang Mach-E Makes Pre-Delivery Personalization a Breeze

- Debuting on the all-new, all-electric Mustang Mach-E, Remote Vehicle Setup lets customers quickly and confidently pre-configure their vehicle for a more personalized ownership experience even before the vehicle arrives
- Remote Vehicle Setup via the FordPass App or Ford Owner Web lets customers create a driver profile, establish favorite destinations, pre-set climate control preferences and even choose preferred drive experience mode
- Additional Remote Vehicle Setup features will roll out for future Mustang Mach-E orders via over-the-air updates including radio presets

DEARBORN, Mich., Sept. 4, 2020 – The all-new, all-electric Ford Mustang Mach-E delivers easy and convenient personalization with Remote Vehicle Setup on your smartphone or computer, letting customers set favorite destinations, find nearby charging stations, tweak cabin temperature settings and input commute schedules from the comfort of their own home – all before the car even arrives.

Create a profile, set navigation destinations, set climate control preferences and even choose a preferred drive experience. Remote Vehicle Setup configurations live in the cloud before the customer' sends the profile to their Mustang Mach-E using their smart phone to apply the personalized settings.

"'One-size fits all' fits no one," says Sheryl Connelly, Ford's chief futurist. "Consumers want personalized products, services and experiences. Mustang Mach-E's Remote Vehicle Setup lets them customize their own profile before they ever slide into the driver's seat, meaning every Mach-E can be unique."

Saving time in the setup process means customers can get driving as soon as they take delivery of their vehicle. When customers collect their new Mustang Mach-E from their Ford dealer, they simply send these personal settings to their vehicle from their smartphone. After sending their preferences to the vehicle, users can manage the features configured in Remote Vehicle Setup via the FordPass^{TM} App or in their vehicle.

And as vehicle connectivity options continue to expand, so does the ability to have custom settings specific to driver preference.

"Our customers want to personalize their vehicles to meet their busy lives," said Erika Raia, Ford global EV digital experience manager. "In our research, we found that 94 percent of customers ranked navigation and finding charging locations as the top features that they would want to set up remotely. They want their new vehicle to be 'theirs' as soon as possible and this app lets them pre-set features and educate themselves about their Mustang Mach-E weeks before delivery – meaning less time adjusting settings and more time enjoying their new vehicle."

Remote Vehicle Setup sends these settings to SYNC 4A, which uses machine learning to quickly learn drivers' preferences, and gets even better over time thanks to advanced over-the-air updates – including a planned update that allows for personalization of radio presets before delivery.

These advanced connectivity features – on top of the ability to find convenient charging stations along a route using the FordPass App – give customers confidence that their Mustang Mach-E ownership experience will be hassle-free.

Place your order for the all-new Mustang Mach-E here. The all-electric Mustang starts hitting the streets in the U.S. near the end of the year.

About Ford Motor Company

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