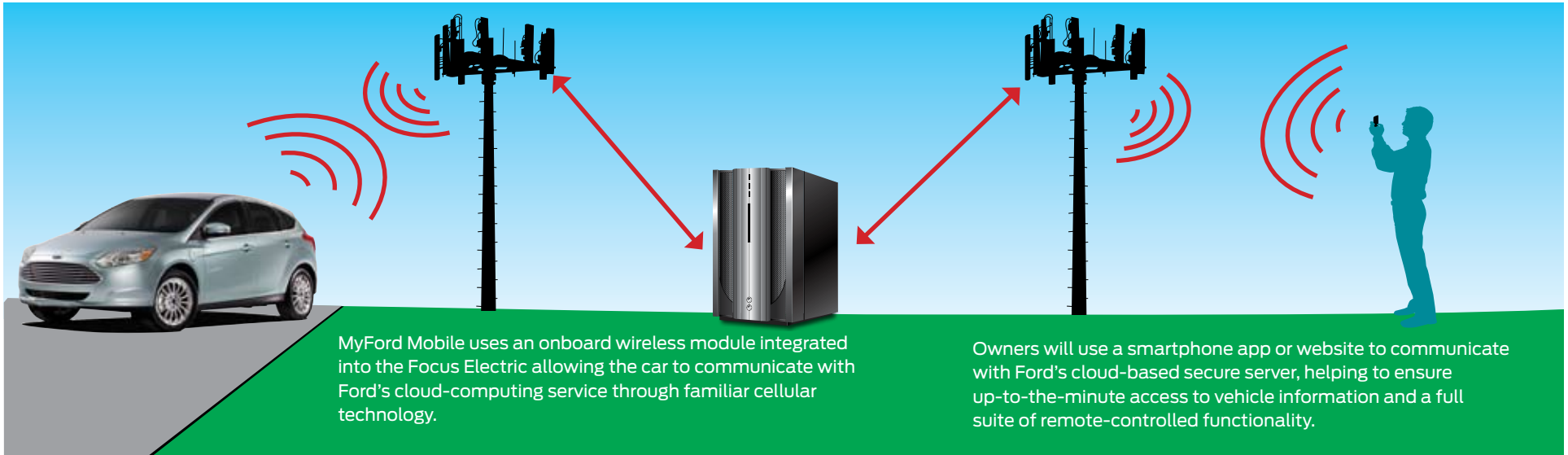




# MyFord Mobile: Communicate with Your Ford Focus Electric

MyFord Mobile is the primary feature in the suite of tools Focus Electric owners will have to help them manage the charging process, plan trips and evaluate if they can get there with their current state of charge, monitor battery state of charge and control the car from nearly anywhere, anytime. Enabled by MyFord Mobile, owners also will be able to optimize their use of electricity from the grid with a value charging feature, powered by Microsoft, and get up-to-date charge station information and customized trip planning from MapQuest.



## What can I do with MyFord Mobile?

Owners can use smartphone app or web-based portal to:

- Find current and projected state of charge information including estimated range and the amount of charge time necessary for additional distances
- Through MapQuest, locate charging stations and send locations to the vehicle, learn if vehicle can reach a specific charge station from its current location with the current charge level. The app also can create a journey with multiple stops, and determine if the car has adequate charge to reach a designated charge point destination
- Receive alerts if the vehicle isn't charging when it's scheduled to, or if charging stops unexpectedly due to a power outage, plug removal or other event
- Receive alerts during recharge when the vehicle has reached a particular preset charge level or to reach a particular destination
- Engage remote vehicle preconditioning, using grid power to heat or cool the battery and vehicle interior
- Program charging with utility input, allowing the car to charge when it's most convenient or when electricity prices are lowest using a value charging feature, powered by Microsoft
- Remotely lock/unlock doors
- Use the built-in GPS system to locate the car
- Download performance and system data
- Receive information personalized to the driver, depending on which key the driver used