



MyKey

Ford Motor Company is introducing MyKey™, a standard new technology designed to allow parents to encourage teen-agers to drive safer and more fuel efficiently, and increase safety-belt usage. Ford's MyKey feature – which will launch on the Focus and be offered standard across many Ford, Lincoln and Mercury models in 2009 – allows owners to designate a key that can limit the vehicle's top speed and audio volume.

Speed Control

Limited top speed of 80 mph

Volume Control

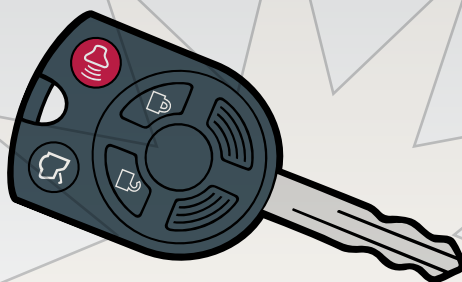
Limited audio volume to 44 percent of maximum volume

Beltminder™

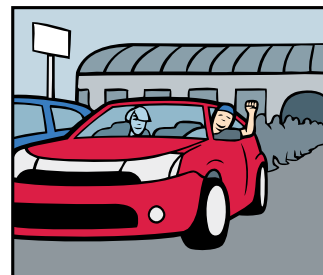
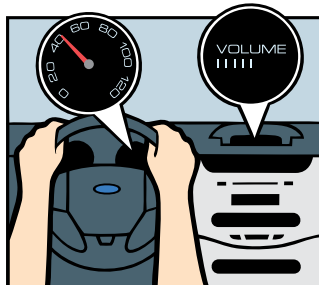
Ford's Beltminder system typically provides a six-second reminder chime every minute for five minutes. With MyKey, the Beltminder chime continues at the regular interval and the audio system is muted until the safety belt is buckled

Additional Features

- Earlier low-fuel warning. Rather than a warning at 50 miles to empty, MyKey provides a warning at 75 miles to empty
- Traction control system that cannot be deactivated to limit spinning tires
- A speed alert chime at 45, 55 or 65 mph



On the Road with MyKey





Drive safe.

MyKey



MyKey Start Up Message



When MyKey is used to start the vehicle, a MyKey greeting is displayed.

MyKey Insistent Beltminder



If the MyKey driver and/or front passenger does not buckle, then the vehicle will display a warning and mute the audio system.

MyKey Speed Limit (Vehicle Start)



When MyKey is used to start the vehicle, the vehicle warns the driver that the vehicle speed is limited to 80 mph.

MyKey Speed Limit (Near Top Speed)



The vehicle warns the driver as the vehicle speed approaches the limit.

MyKey Low Fuel Warning



The MyKey driver will get a low fuel warning at 75 miles to empty rather than 50 miles to empty.

MyKey Audio Volume Limit



The audio system will display a 'MyKey, Volume Limited' message if the MyKey user attempts to turn the volume up past the fixed limit.