



VEHICLE HEALTH REPORT DELIVERS ASSISTANCE WITH VEHICLE MAINTENANCE AND MONITORING

Proper vehicle monitoring and maintenance can save time, money, and improve the ownership experience. SYNC™ has added functionality which will make staying up to speed with vehicle maintenance easier than ever.

Award-winning Ford SYNC™ system – developed with Microsoft – is upgraded with Vehicle Health Report (VHR) for vehicle maintenance – and no monthly fees.

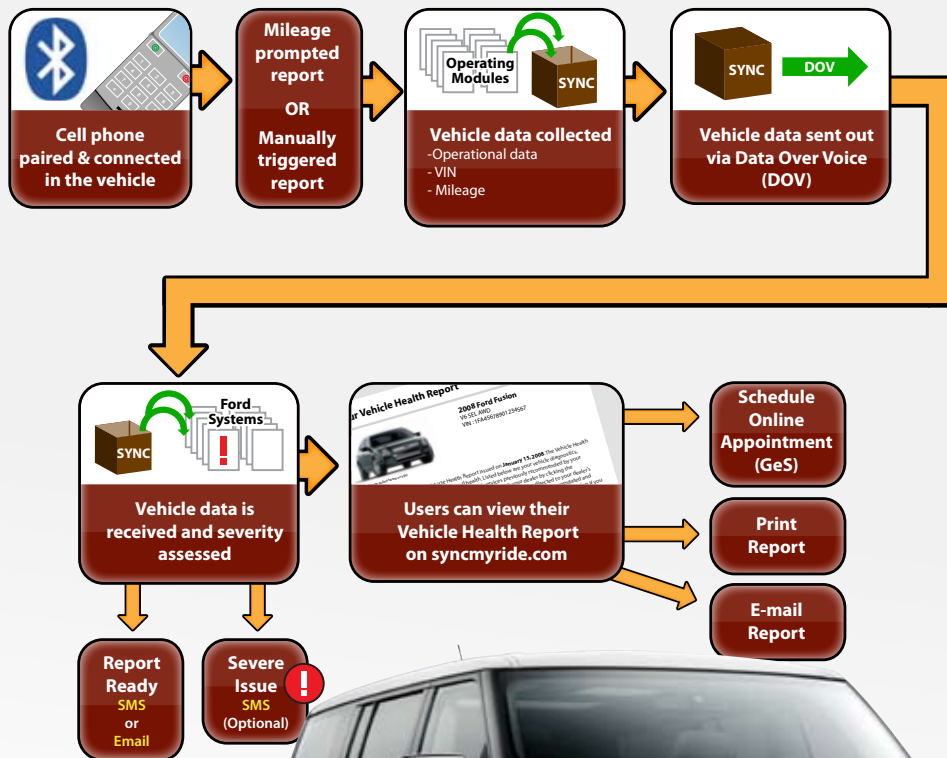
How it Works

After users register at syncmyride.com and activate VHR, they can conveniently generate reports using simple voice commands in the vehicle for display on syncmyride.com.

When the user initiates VHR, SYNC collects the vehicle's mileage and diagnostic data from the major electronic systems and transfers the data to Ford using the customer's Bluetooth-paired and connected mobile phone.

A comprehensive report is generated from vehicle data and includes system information and recommended actions for any displayed vehicle warning indicators, open recalls, Ford scheduled maintenance, and unserviced maintenance and wear items from previous dealer visits.

Users can select to receive a text message or e-mail when their report is ready on syncmyride.com. They can print the report, e-mail it to others or, in one click be, at their preferred dealer's Web site with their health report information waiting to schedule service online. Depending on the user's preference settings, SYNC can also deliver a text message alert to the user's cell phone if a severe issue exists with one of the SYNC-monitored systems.



Simple and Convenient

The VHR system translates complicated codes and descriptions into easy-to-understand language for users and provides recommended actions specific to vehicle's operating condition and service history.

It also gives users background information on what specific warning indicators mean and details beyond a light. This helps them learn more about their car and provides additional security and peace of mind with their ownership experience.

Even if the SYNC-monitored vehicle systems are "all green", VHR provides valuable information about systems operation, maintenance and more.

Users also have the option to set up SYNC to automatically remind them to run a VHR when it's time to perform scheduled maintenance.

Through a single button click, users can also reproduce their VHR and profile information in Ford's online appointment system to schedule service directly with their preferred dealership.

