

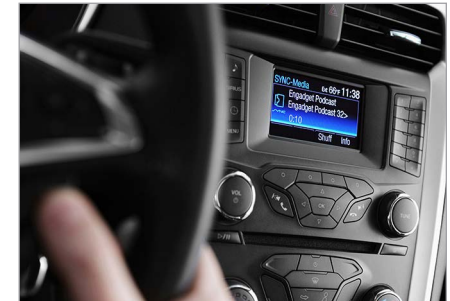
# MYFORD® COMPETITIVE COMPARISON









## MYFORD VS. THE COMPETITION

What are your advantages when you compare MyFord against the competition? You've got plenty. Use this for key talking points when working with your customers to help them understand the many benefits, features and services Ford vehicles offer over your key competitors.

This analysis focuses on entry-level systems with basic phone and entertainment features on vehicles equipped with a non-touch screen. For touch screen comparisons, please refer to the analysis of MyFord Touch® vs. the competition. And for the newest system debuting on 2015 Edge, F-150, Focus and Mustang, see SYNC® vs. the competition.



## KEY COMPETITORS

 <b>CHEVROLET</b>	 <b>CHRYSLER</b>	 <b>TOYOTA</b>	 <b>HYUNDAI</b>	 <b>KIA</b>	 <b>HONDA</b>
OnStar® and MyLink®	Uconnect®	Entune® and Safety Connect®	Bluetooth® System	UVO	Bluetooth HandsFreeLink® and HondaLink™



# MYFORD® COMPETITIVE COMPARISON



Chevrolet OnStar and MyLink



MyFord

## MyFord vs. Chevrolet OnStar® and MyLink®

Chevy encourages customers to opt up for the MyLink touch-screen system because there's not much consistency on the base levels beyond OnStar, and offering to extend their six-month subscription. With MyFord, you get better consistency among features and services, more capability and features for the life of the vehicle. Check out the details that follow.

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Chevrolet says, "it's your life simply connected," with its MyLink system.

Ford offers either MyFord or SYNC on all models. Chevy doesn't even offer any Bluetooth® technology on some vehicles unless you opt for the upgraded MyLink touch-screen system. So, on some models like Spark, Sonic, Cruze or Malibu, there's no base-level system capable of making hands-free calls with your own phone.

All 2015 model year Ford vehicles feature MyFord or SYNC, which provide hands-free calling from your own mobile phone. Just pair and connect and you're ready to simply say, "Call Joe on cell," with your eyes on the road and hands on the wheel.

Chevy states, "Life doesn't stop while you're in the car, why should you?"

With MyFord, you have access to dozens of smartphone apps for music, navigation/travel, news/information, sports and health/wellness through SYNC AppLink™.

Life may not stop while you're in a Chevy, but it sure does slow down. While SYNC AppLink integrates with dozens of apps, MyLink only provides access to a few popular ones, like Pandora®.

Chevrolet's available OnStar system provides automatic crash response, emergency services and crisis assist.

MyFord provides standard 911 Assist® for the life of the vehicle with no additional subscriptions or fees required for use. One of the main benefits is that it connects directly to a 911 Operator and not some third party to direct the emergency call.

Chevy offers emergency assist through OnStar, but remember the main limitations:

1. They make you pay additional subscription fees, in the neighborhood of \$200/year, after the six-month trial expires.
2. They connect to an OnStar rep first, who then directs the emergency to a 911 Operator.



# MYFORD® COMPETITIVE COMPARISON



Chrysler Uconnect

## MyFord vs. Chrysler Uconnect®

Chrysler is all about Uconnect, which comes in many different varieties, most with a touch screen. Only Chrysler 200 offers Uconnect without a touch screen. As you'll see, MyFord has many clear advantages when it comes to the full range of features and services offered, some not even available on Uconnect, like 911 Assist®, Vehicle Health Report and SYNC® AppLink™.



MyFord

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Chrysler tells you, "Your Uconnect Phone is integrated with your Navigation, Entertainment and Voice Command systems to provide a beautifully seamless experience."

MyFord or SYNC is available on every Ford, which gives owners the ability to make hands-free phone calls via Bluetooth® technology. Chrysler's base Uconnect doesn't even come standard with Bluetooth technology; it's a \$495 extra-cost option to get any phone functionalities on the Chrysler 200.

*When you get MyFord or SYNC, you get hands-free calling, Bluetooth audio streaming and texting, 911 Assist and Vehicle Health Report.*

Chrysler promotes Uconnect as, "emergency assistance simplified."

MyFord provides 911 Assist standard with no additional fees or subscriptions. Chrysler's base Uconnect system doesn't have any emergency assist feature. Only models with a higher-priced touch screen offer a similar feature — Uconnect Access — but that is a subscription-based service after the one-year trial expires (~ \$400/year).

*Want peace of mind? MyFord provides standard 911 Assist, which connects directly with a 911 Operator in a crash where the airbags deploy.*

Chrysler affirms their Uconnect with, "Popular Apps. Reimagined for the road."

Ford offers SYNC AppLink on MyFord, which provides voice access to dozens and dozens of apps. For Chrysler, you must opt up for a touch-screen Uconnect system first, plus add on the extra-cost Uconnect Access to get any apps. Apps are limited to a few, like Pandora®, iHeartAuto®, Aha™ and Slacker®.

*SYNC AppLink provides voice access to all of the popular apps that Uconnect does and many more. Plus, you don't have to opt for a higher-priced system to get it all.*



# MYFORD® COMPETITIVE COMPARISON



Toyota Entune and Safety Connect

## MyFord vs. Toyota Entune® and Safety Connect®

Toyota's story is pretty similar to Chevy's, although with better consistency on the low end with basic Bluetooth® and digital media player connectivity. Entune is offered in a number of configurations, but all have a touch screen, while some offer Entune App Suite only available with navigation. When it comes to their entry system vs. MyFord, you'll see some clear advantages stand out for Ford.



MyFord

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Toyota suggests, "Safety Connect helps drivers stay secure on the road. Drivers can be in touch with our 24/7 response center at the touch of a button."

MyFord provides standard 911 Assist® for the life of the vehicle, with no additional subscriptions or fees required for use. Toyota's base Bluetooth audio system doesn't have an emergency assist feature. Only models equipped with the higher-priced Entune do, but customers must also pay extra for Safety Connect (~ \$139.95/year).

*MyFord provides standard 911 Assist with no additional fees or subscriptions, and the system can automatically connect with a 911 Operator, not some third-party person.*

Toyota offers app integration with its available Entune App Suite.

Ford offers SYNC® AppLink™ on MyFord, which provides voice access to dozens and dozens of apps. For Toyota, Entune App Suite is available only on the higher-priced touch-screen radios, which must also be equipped with the navigation option. Apps are also limited to ones like Pandora®, Bing™, iHeartAuto® and OpenTable, but do offer more than Chevy or Chrysler, just not as many as MyFord.

*SYNC AppLink provides voice access to all of the popular apps that Entune does and many more. Plus, you don't have to opt for a higher-priced system to get it.*

Toyota says, "Entune App Suite connects you and your Toyota with apps and data services."

MyFord offers subscription-based SYNC Services, which provides access to traffic, directions, information, business search and live Operator Assist to help determine your location. For Toyota, equivalent features are only available through Entune App Suite, which requires the higher-priced Navigation System.

*With MyFord, you don't need to upgrade to a Navigation System in order to get around town, stay connected with the latest traffic, weather and news. With SYNC Services, info is just a phone call away.*





# MYFORD® COMPETITIVE COMPARISON



Hyundai Bluetooth System

## MyFord vs. Hyundai Bluetooth® System

Hyundai offers a basic Bluetooth hands-free phone system and very basic voice control over connected USB devices. They also offer subscription-based services through three types of Blue Link packages. Discover your advantages below.



MyFord

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Hyundai offers USB ports and auxiliary audio jacks to connect digital media players.

Hyundai only offers very basic voice commands — pause/play, next/previous, repeat, shuffle and scan — limiting the ability to quickly call up a song or album by name like you can with MyFord.

*MyFord provides voice access to the entire music library of your iPod® or other music sources. Just speak the name of an artist, album, song, genre or even say “play similar” to shuffle similar song styles. It’s your jukebox on wheels.*

Hyundai invites customers to push the button with their Blue Link telematics system.

MyFord provides standard 911 Assist® and Vehicle Health Report across all models with no additional subscriptions or fees. Hyundai offers emergency assist and vehicle diagnostics through the Blue Link Assurance Package. What to notice? It’s not available on all models and it costs extra after the three-year trial expires.

*MyFord provides standard Vehicle Health Report and 911 Assist with no additional fees or subscriptions, and the system can automatically connect with a 911 Operator, not some third-party person.*

Hyundai says their Blue Link Guidance Package is, “Ideal for drivers who frequent new towns or are always looking for new local knowledge. More than just providing the quickest route to your destination, this package provides traffic alerts, restaurant ratings, points of interest and more.”

MyFord offers subscription-based SYNC® Services, which provides access to traffic, directions, information, business search and live Operator Assist to help determine your location. Hyundai offers something similar through Blue Link, but only for a three-month trial, or for \$99/year. Remember, too, that Blue Link is not offered on all models, and the Guidance Package doesn’t include information categories or the ability to save Favorites.

*SYNC Services is available on all MyFord-equipped vehicles, and is a more comprehensive suite of driver-connected services.*



# MYFORD® COMPETITIVE COMPARISON



Kia UVO

## MyFord vs. Kia UVO

Powered by Microsoft®, Kia's UVO system is most like MyFord, but don't think you don't have advantages above and beyond their version – you do. Kia offers two versions, depending on model: UVO and UVO eServices. While some basic features are equivalent, read on to find where your key talking points are.



MyFord

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Kia offers its UVO or UVO eServices system depending on model and says, "You can drive with confidence knowing that help is just a call away when you need it most."

MyFord provides standard 911 Assist® and Vehicle Health Report across all models with no additional subscriptions or fees. Kia also offers subscription-free emergency assist and vehicle diagnostics, but only on their UVO eServices, which is not offered on all models.

Regardless of which model you choose, with MyFord, you get standard 911 Assist and Vehicle Health Report.

Kia says, "With its innovative technology, UVO makes infotainment remarkably easy to enjoy."

Ford offers SYNC® AppLink™ on MyFord, which provides voice access to dozens and dozens of apps. Kia doesn't offer any app integration on the base UVO system, although some app integration is available with the optional touch-screen Navigation System.

With SYNC AppLink, you can stay connected to your favorite apps while you drive, with simple voice commands to operate each app, so you can keep your hands on the wheel and eyes on the road.

Kia lets you know that, "UVO, short for 'your voice,' is an available infotainment system that combines voice-command navigation with UVO eServices."

MyFord offers subscription-based SYNC Services, which provides access to traffic, directions, information, business search and live Operator Assist to help determine your location. Kia only offers something similar through UVO eServices when customers also upgrade to the Navigation System.

With SYNC Services, you don't need to opt for a Navigation System to get all the features and benefits that a Navigation System can provide.



# MYFORD® COMPETITIVE COMPARISON



Honda Bluetooth HandsFreeLink and HondaLink

## MyFord vs. Honda Bluetooth® HandsFreeLink® and HondaLink™

Honda offers their Bluetooth HandsFreeLink on most vehicles, along with a USB audio interface. You'll notice where they fall short, including limited vehicles with any voice control over a digital media player, no emergency assist, no vehicle diagnostics feature and nothing along the lines of SYNC® Services, either.



MyFord

### COMPETITIVE CHATTER

### FORD FACTS

### SIMPLY STATED

Honda suggests that, "The USB port will keep your player charged up, and you can operate your player through the audio system."

MyFord offers full voice access to connected digital media players through the USB port. Honda only offers voice control over digital media players on models with the Song By Voice feature, which is only available on select Accord, Crosstour, Odyssey and Pilot models. Others use either the steering wheel or audio system controls to find their favorite songs.

*With all MyFord-equipped vehicles, you get voice access to your digital media player for hands-free convenience to play your favorite artists, albums, songs or genres.*

Honda conveys, "By using HondaLink featuring Aha™ compatibility, you can access your personal music, information, social media and more with your compatible phone."

MyFord offers all of the same and more. Honda doesn't offer any emergency assist or vehicle diagnostics feature.

*MyFord provides standard 911 Assist® for the life of the vehicle, with no additional subscriptions or fees required for use, and provides standard Vehicle Health Report with the ability to run vehicle diagnostics to stay ahead of potential service needs.*

Honda asserts that, "HondaLink featuring the Aha app connects quickly and easily to cloud-based servers to provide content through your dashboard, so you don't have to hassle with your mobile phone."

Ford offers SYNC AppLink™ on MyFord, which provides voice access to dozens and dozens of apps. Honda does offer a feature called HondaLink, which provides access to the Aha Radio app. This is a cloud-based service that organizes favorite Web content into live radio stations. Users can access podcasts, Internet radio, location-based services and audio updates from social media sites.

*Ford offers SYNC AppLink on a wider range of models with many more apps that customers use every day. With AppLink, you get voice control over the operation of your apps.*

# MYFORD® COMPETITIVE COMPARISON



## SUMMARY OF KEY WINS

When you add it all up, nobody is providing the complete range of features and services consistently across their entire vehicle lineup like MyFord. Sure, there are some equivalent features – especially with hands-free calling – but many others fall short of what MyFord can provide customers to stay connected, with their eyes on the road and hands on the wheel.

Details and key talking points are included on the previous pages. Use this as a quick-glance reference for your key advantages.

FEATURE	MyFord®	CHEVROLET OnStar® and MyLink®	CHRYSLER Uconnect®	TOYOTA Entune® and Safety Connect®	HYUNDAI Bluetooth® System	KIA UVO	HONDA Bluetooth HandsFreeLink® and HondaLink™
More consistent set of features on vehicles	✓	✗	✗	✗	✗	✗	✗
Pair up to 12 phones	✓	✗	✗	✗	✗	✗	✗
Standard USB with voice access	✓	✗	✗	✗	✗	~	✗
Subscription-free emergency assist for life of vehicle	✓	✗	✗	✗	✗	~	✗
Subscription-free vehicle diagnostics	✓	✗	✗	✗	✗	~	✗
Voice access to dozens of smartphone apps	✓	✗	✗	✗	✗	✗	✗
Traffic, directions, business search and information services without having to opt for a Navigation System	✓	✗	✗	✗	✗	✗	✗

KEY: ✓ Advantage ✗ Disadvantage ~ Equivalent

SYNC Services varies by trim level and model year, and may require a subscription. Traffic Alerts and turn-by-turn directions available in select markets. Message and data rates may apply. Ford Motor Company reserves the right to change or discontinue this product service at any time without prior notification or incurring any future obligation.

SYNC AppLink is available on select models and compatible with select smartphone platforms. Commands may vary by phone and AppLink software.

Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is activated.

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