



SYNC HANDBOOK

Quick Access to Frequently Used Features and Services





HOW TO USE THIS SYNC HANDBOOK

This SYNC Handbook is designed to provide you quick access to the frequently used capabilities of SYNC. It provides step-by-step “how-tos” for you to practice and become adept at showing your customers how SYNC is simple, intuitive and easy to use. This replaces any previous Handbook or Handbook Supplement you may be using.

This handbook is divided into three main sections — each color-coded — to help you find the information you want, when you need it:

- SYNC Phone and Media Player Capabilities
- SYNC with 911 Assist™ and Vehicle Health Report Capabilities
- SYNC with Traffic, Directions and Information Capabilities

Depending on your level of knowledge and experience with SYNC, you may use this in different ways:

- If you are new to SYNC, please take the time to walk through and learn each important step in setting up and using SYNC
- If you have a good working knowledge of the SYNC basics for phones and media players, you may wish to spend some time becoming familiar with 911 Assist and Vehicle Health Report
- Most of you will want to learn everything you can about Traffic, Directions and Information, which debuts exclusively on 2010 model year vehicles *without* a factory Navigation System

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OVERVIEW

Since its introduction in the fall of 2007, SYNC® has become one of the most exciting technologies in the Ford and Lincoln Mercury lineups. SYNC has been praised by customers, car experts and techies alike. It's an exclusive, fully integrated, voice-activated communications and entertainment system that has revolutionized the mobile connection capabilities customers now expect from their vehicles. One of the things that makes SYNC so compelling is the ongoing ability to offer customers exciting new features each model year. 911 Assist™ and Vehicle Health Report (VHR) have increased the functionality of SYNC, as well as the value of the system for your customers. And, later in 2009, SYNC with Traffic, Directions and Information will connect customers with a suite of services all at the tip of the tongue. For complete details on the SYNC features offered by model year, visit syncmyride.com.

Important Points to Understand and Communicate

It's a good idea to share some important points about SYNC with your customers.

First, SYNC is secure. No one else can access phonebooks or hack into the system. Also, when SYNC plays music through the vehicle's audio system, it does not transfer the actual music files. Instead, it streams the music directly from the device, which is made possible by a procedure called indexing. So there's no file copying involved.

As you learn about the system, keep in mind that there are a number of different radio configurations for SYNC controls. While you see a common example in this handbook, keep in mind that, although the position of buttons may vary from vehicle to vehicle, the procedure will usually be similar. For more information about using the buttons on the steering wheel, see the Owner's Guide for the vehicle.

INTRODUCTION TO SYNC FOR PHONES AND MEDIA PLAYERS



In the most basic terms, SYNC is an in-vehicle entertainment and communications system that lets people stay connected while they're behind the wheel, thanks to voice-activated technology. It is changing the way drivers and their vehicles interact with Bluetooth®-enabled mobile phones and personal music devices. SYNC is available exclusively on Ford, Lincoln and Mercury vehicles.

SYNC gives drivers the ability to use a variety of Bluetooth-enabled mobile phones, digital media players and other electronic storage devices to stay connected, both for entertainment and in time of need. It uses advanced technology to connect and control these devices. But the most important part of all is the voice-activated-command technology that allows drivers to keep their eyes on the road and hands on the wheel.

SYNC PHONE FEATURES

PAIRING A BLUETOOTH®-ENABLED MOBILE PHONE

As we go through these demonstrations, keep in mind the difference between *pairing* and *connected*.

Pairing means activating the partnership between the Bluetooth-enabled phone and the SYNC system. It needs to be completed only once, and after the pairing is complete, the SYNC system can connect to the Bluetooth-enabled mobile phone. Up to 12 Bluetooth phones can be paired to SYNC.

Connected means the partnership is active and SYNC can communicate wirelessly with the phone. As far as procedures, let's start with Bluetooth-enabled mobile phones and then we'll cover the media devices that play digital music.

HOW TO PAIR A BLUETOOTH-ENABLED MOBILE PHONE

Here's how to pair a Bluetooth-enabled mobile phone and download the phonebook contacts. Simply follow the prompts and the system guides you.

1. Ensure that the vehicle ignition and radio are ON and that your vehicle is in Park (P).
2. Press  to enter the PHONE MENU. SYNC will attempt to connect and the radio display will indicate that no phone is paired.

(CONT.)



Note: Not all phones support all the SYNC calling features. See syncmyride.com for full phone compatibility information.

(HOW TO PAIR A BLUETOOTH®-ENABLED MOBILE PHONE CONT.)

3. Press OK. ADD DEVICES will appear in the radio display.
NOTE: Press ▲/▼ repeatedly if ADD DEVICES does not first appear in the radio display.
4. Press OK to confirm your selection and enter the ADD DEVICES MENU.
5. When FIND SYNC appears in the radio display, press OK. Follow the instructions in your cellular phone's user guide to put your phone into *Bluetooth* discovery mode. A six-digit PIN will appear in the radio display.
6. When prompted on your phone's display, enter the six-digit PIN provided by SYNC.
7. The radio display will read CONNECTED when the pairing process is successful.
8. SYNC will ask you if you'd like to set this phone as your Primary. If you want this phone to be the Primary phone, press OK.
9. If your phone supports phonebook and call-history downloading via Bluetooth, you may download the phonebook to SYNC at this time, or exit Pairing Your Phone. DOWNLOAD PHONEBOOK? will display. Press OK. You can choose to download your phonebook by pressing OK when YES displays.
10. Alternate choice if you do not wish to download your phonebook or call history: press ARROWS until NO appears, then press OK.

Note: This is a phone-dependent feature. For phones unable to download or not compatible for phonebook download, contacts may be added manually.

Important note: This section is a guide to SYNC functions for non-navigation vehicles. Navigation System instructions can be found in the Navigation System section of this handbook (pp. 11–20).

HOW TO ANSWER AND END A CALL

1. To answer incoming calls, simply press [📞].
2. To end calls, press and hold [📞].

HOW TO MAKE A CALL

There are two ways to make a call. You can tell SYNC to DIAL a number or CALL a contact.

First, we'll DIAL a number.

1. To initiate a call, press [📞] or VOICE, then say "Phone."
2. When prompted, say "Call <phone book name>" or say "Dial" and, when prompted, the desired number. When SYNC confirms the number, say "Dial" again.

Note:

To erase the last spoken digit, say "Delete" or press ◀ SEEK.

To erase all spoken digits, say "Clear" or press and hold ◀ SEEK.



HOW TO SWITCH BETWEEN PAIRED PHONES

1. Press [PHONE] to enter PHONE MENU.
2. Scroll repeatedly until SYSTEM SETTINGS appears in the radio display.
3. Press OK to confirm and enter the SYSTEM SETTINGS menu.
4. Scroll repeatedly until BT DEVICE appears in the radio display.
5. Press OK to confirm the selection. This will take you into the BT DEVICE menu.
6. Scroll repeatedly until CONNECT DEVICE appears in the radio display.
7. Press OK to confirm and view the list of previously paired phones.
8. Select the desired device and press OK to connect to the phone.

HOW TO KEEP A CALL WHILE ENTERING/EXITING

SYNC provides uninterrupted connections while entering or exiting your vehicle:

1. If you're in the middle of a phone call while entering your car, there's no need to hang up.
2. If your phone has been previously paired, SYNC will instantly connect to your Bluetooth® phone and automatically transfer the call to a hands-free environment.
3. The system can also transfer the call back to your phone as you exit your vehicle.



HOW TO ENTER PRIVACY MODE DURING A HANDS-FREE CALL

When you're in hands-free mode on a call and you need privacy, it's easy to switch to the Privacy Mode:

1. Press the MENU button and scroll by pressing the SEEK button on the radio display until you see PRIVACY, then select OK. PRIVACY ON? then appears on the radio display. Use the SEEK button to change options and confirm your choices with YES or NO. Press OK again to confirm your selection.
2. To return to hands-free mode from Privacy Mode, press the MENU button and then scroll by pressing the SEEK button on the radio display until you see PRIVACY, then select OK. PRIVACY OFF? then appears in the radio display. You'll use the SEEK button to change options and confirm your choices with YES or NO. Press OK to confirm your selection.

Note: This is a phone-dependent feature. Privacy Mode is locked out during a 911 Assist™ call.



SYNC MEDIA FEATURES

HOW TO CONNECT A USB DIGITAL MEDIA PLAYER

1. Ensure that the vehicle ignition and radio are ON.
2. Plug the device into the USB port. Refer to your Owner's Guide for exact location.
Note: If your digital media player has an ON/OFF switch, ensure that the device is ON.
3. Press [] or VOICE.
Note: If your digital media player contains many media files, INDEXING may appear in the radio display. When the indexing process is complete, you may access the media content in your digital media player using voice commands.
4. When prompted, say "USB."
5. Play music by saying any of the following commands: "Play All," "Play Artist <name>," "Play Album <name>," "Play Genre <name>," "Play Playlist <name>" or "Play Track <name>."
Note: At any time, you may press [] or VOICE and say "Help" for more options.



HOW TO USE VOICE COMMANDS WITH A USB DIGITAL MEDIA PLAYER

Remember, you can always say "Help" for more options.

1. With the ignition and radio ON, plug the player into the USB port.
2. Press [] or VOICE on the steering wheel controls.
3. After the audio prompt, say "USB."
4. Then you can play music by artist, album, genre or playlist by saying one of the following commands: "Play All," "Play Artist <name>," "Play Album <name>," "Play Genre <name>," "Play Playlist <name>," or "Play Track <name>."
5. To play similar music, say "Play Similar."
6. You can always say "Help" for more options.

For a complete explanation of this feature and details on how to use it, visit syncmyride.com.



HOW TO CONNECT A USB MUSIC STORAGE DEVICE

The USB port allows users to plug and play their music stored on flash drives and other digital devices through voice-activated commands or by using the MENU.

1. Plug the device into the USB port.
2. Press AUX until SYNC appears.
3. Press MENU to enter the MEDIA MENU, which will appear briefly in the display.
4. Scroll until SELECT SRC appears in the radio display. Press OK to confirm selection.
5. Scroll until SYNC USB appears in the radio display. Press OK to confirm selection.
6. The radio display will show USB CHOSEN to confirm the selection. The music will then begin to play.

If the music stored on the thumb drive is in an MP3 playlist format, you can use voice commands similar to the digital media player instructions on page 8.



HOW TO USE BLUETOOTH® AUDIO STREAMING

SYNC allows users to stream music from their Bluetooth-enabled mobile phone and play it through the SYNC audio system in the vehicle.

1. Ensure that the desired music is playing on your paired phone and the phone is in Bluetooth Audio Streaming mode.
2. Press AUX until SYNC appears.
3. Press MENU to access the MEDIA MENU. MEDIA MENU momentarily appears in the radio display. Press OK to access the PLAY MENU.
4. Scroll until SELECT SRC appears. Press OK to confirm.
5. Scroll until BT STEREO appears. Press OK to confirm.
6. The radio display will show the name of the Bluetooth-enabled mobile phone connected to SYNC. MEDIA STREAM will appear in the radio display.

While music is streaming through the audio system, you can also use SEEK to access the previous or next track, or pause the currently playing song.

For additional information, visit syncmyride.com, consult the vehicle supplement Owner's Guide, and the documentation that comes with the Bluetooth-enabled mobile phone or media device.

For Bluetooth audio voice-command operation:

1. Press [] or VOICE to activate voice recognition. Wait for the tone, then LISTENING will appear in the radio display.
2. Say "Bluetooth Audio." The radio display will show the name of the Bluetooth-enabled mobile phone connected. MEDIA STREAM will appear in the radio display.



SYNC PHONE FEATURES

PAIRING A BLUETOOTH®-ENABLED MOBILE PHONE

As we go through these demonstrations, keep in mind the difference between *pairing* and *connected*.

Pairing means activating the partnership between the Bluetooth-enabled device and the SYNC system. It needs to be completed only once, and after the pairing is complete, the SYNC system can connect to the Bluetooth-enabled mobile phone. Up to 12 Bluetooth phones can be paired to SYNC.

Connected means the partnership is active and SYNC can communicate wirelessly with the phone. As far as procedures, let's start with Bluetooth-enabled mobile phones and then we'll cover the media devices that play digital music.

HOW TO PAIR A BLUETOOTH-ENABLED MOBILE PHONE

Here's how to pair a Bluetooth-enabled phone and download the phonebook contacts. Simply follow the prompts and the system guides you.

1. Ensure that the vehicle ignition and radio are ON and that your vehicle is in Park (P). Press PHONE on the navigation bezel.
2. The screen will read NO PHONE CONNECTED. Press SETTINGS to go to the SETTINGS tab.



Note: Not all phones support all the SYNC calling features. See syncmyride.com for full phone compatibility information.

(HOW TO PAIR A BLUETOOTH®-ENABLED MOBILE PHONE CONT.)

3. Press ADD.
4. If Bluetooth is on, SYNC will begin the pairing process between the Bluetooth-enabled phone or device and SYNC. Please refer to the phone's user guide for specific pairing instructions.
5. SYNC will give you a six-digit Pass-key (PIN) that you will need to enter into your phone or device when prompted. When the pairing is complete, PAIRING SUCCESSFUL and then DEVICE NAME CONNECTED will appear on the screen.
6. Press YES or NO when SYNC prompts you to set the phone as the FAVORITE PHONE. As a FAVORITE or Primary phone, SYNC will search for this phone upon each connection cycle. If a phone is not set as a FAVORITE, it will still be stored in the device listing to enable you to reconnect to it at any time.
7. If supported by the Bluetooth-enabled mobile phone, SYNC will prompt you to download your phonebook/call history. Press YES or NO. Selecting YES will tell SYNC to re-download the phonebook and call history information from your Bluetooth-enabled mobile phone (if supported) every time the phone reconnects to SYNC. If the user has made any changes to the phonebook/call history in SYNC, they will be overwritten with the new download. SYNC will confirm when the phonebook and call history are downloaded.

Note: This is a phone-dependent feature.

Important note: This section is a guide to SYNC functions for Navigation System vehicles. Non-navigation system instructions can be found in the non-navigation system section of this handbook (pp. 1–10).



HOW TO ANSWER AND END A CALL

1. To answer incoming calls, simply press [📞].
2. To end calls, press and hold [📞].

HOW TO MAKE A CALL

There are two ways to make a call. You can tell SYNC to "DIAL" a number or "CALL" a contact.

Making a Call Using Your Navigation System

Press PHONE and select from one of the following:

1. Use the keypad on the PHONE tab to manually enter a phone number and press SEND.
2. Select the PHONEBOOK tab (if the desired number is saved in the downloaded phonebook information).
3. Use the QUICK SORT buttons to browse to the desired contact.
4. Select the desired contact and press [📞] DIAL.

Note: This is a phone-dependent feature.



(HOW TO MAKE A CALL CONT.)

Making a Call Using Voice Commands

1. Press [🗣️] or VOICE. A tone will sound and the system will say, "Main menu."
2. Say "Phone."
3. When prompted, say "Call <phonebook contact name>" or say "Dial" and the desired number.
 - To erase the last spoken digit, say "Delete"
 - To erase all spoken digits, say "Clear"
4. Once the desired number/contact is confirmed by SYNC, say either "Call" if dialing by contact name or "Dial" if using digits. SYNC will attempt to connect to the desired number.





HOW TO SWITCH BETWEEN PAIRED PHONES

1. With the ignition ON, press PHONE on the navigation bezel.
2. Press the SETTINGS tab and then choose the desired device.
3. Press CONNECT.

HOW TO CONNECT A PREVIOUSLY PAIRED PHONE TO SYNC

1. Press PHONE on the navigation bezel.
2. Press the SETTINGS tab on the touchscreen.
3. Press the desired device.
4. Press CONNECT. SYNC will confirm it is connecting to the selected phone.

Note: When SYNC connects the newly selected phone, it will disconnect the previously connected phone.



HOW TO KEEP A CALL WHILE ENTERING/EXITING

SYNC provides uninterrupted connections while entering or exiting your vehicle:

1. If you're in the middle of a phone call while entering your car, there's no need to hang up.
2. If your phone has been previously paired, SYNC will instantly connect to your Bluetooth® phone and automatically transfer the call to a hands-free environment.
3. The system can also transfer the call back to your phone as you exit your vehicle.

HOW TO ENTER PRIVACY MODE DURING A HANDS-FREE CALL

When you're in hands-free mode on a call and you need privacy, it's easy to enter Privacy Mode and transfer the call to your phone handset.

1. Press PHONE on the navigation screen (if not in the PHONE menu).
2. Press PRIVACY MODE to activate Privacy Mode.
3. To return to hands-free mode, press PRIVACY MODE again.

Note: This is a phone-dependent feature. Privacy Mode is locked out during a 911 Assist™ call.



SYNC MEDIA FEATURES

HOW TO CONNECT A USB DIGITAL MEDIA PLAYER

1. Ensure that the vehicle and Navigation System are ON.
2. Plug the media device into the USB port and ensure that the device is ON. (Refer to your vehicle's Owner's Guide for exact USB port location.)
3. Press the MEDIA hard button on the Navigation System.
4. Select the USER DEVICE tab.
5. Press SOURCE repeatedly until USB appears.
6. Press MUSIC LIBRARY.
7. Select from the listed features on screen.



HOW TO USE VOICE COMMANDS WITH A USB DIGITAL MEDIA PLAYER

1. Ensure that the vehicle and Navigation System are ON.
2. Plug the media player into the USB port and ensure that the device is ON. (Refer to the vehicle's Owner's Guide for exact USB port location.)
3. Press VOICE. SYNC will say "Main menu" and the LISTENING icon will appear in the display.
4. Say "User device." The system will say "USB, please say a command." SYNC will begin indexing the music media when the device is plugged into the USB port. If the digital media player contains many media files, INDEXING may appear in the display. When the indexing process is complete, you may access the media content in the digital media player using voice commands.
5. Once the music is indexed, you can play music on the digital media player by saying any of the following commands: "Play All," "Play Artist <name>," "Play Album <name>," "Play Genre <name>," "Play Playlist <name>" or "Play Track <name>."



EXPLORING MEDIA ON YOUR USB DIGITAL MEDIA PLAYER OR MUSIC STORAGE DEVICE

The USER DEVICE tab provides you access and control over the SYNC media sources: USB, BT AUDIO and LINE IN. Once you choose which SYNC media source you would like to listen to, you can then use SYNC's many other features to make playing adjustments. To access:

1. Ensure that your playing device is plugged into the USB port or Auxiliary input jack (LINE IN) and your device is ON.
Note: If you already have a device connected to the USB port, you cannot access the LINE IN feature. Some digital media players require both USB and LINE IN ports to stream data and music separately.
2. Press the MEDIA hard button on the Navigation System.
3. Select the USER DEVICE tab on the touchscreen.
4. Press SOURCE repeatedly to cycle through the possible media sources of USB, BT AUDIO and LINE IN.



HOW TO USE BLUETOOTH® AUDIO STREAMING

SYNC allows users to stream music from their Bluetooth-enabled mobile phone and play it through the SYNC audio system in the vehicle. The music must be on a previously paired and connected Bluetooth-enabled mobile phone. Follow these steps:

1. Ensure that the desired music is playing on the paired phone and that it is in Bluetooth Audio Streaming mode.
2. Press the MEDIA hard button on the Navigation System.
3. Select the USER DEVICE tab on the touchscreen.
4. Press SOURCE repeatedly until BT AUDIO appears in the line above SOURCE.

Note: This is a device-dependent feature.



INTRODUCTION TO 911 ASSIST™ AND VEHICLE HEALTH REPORT (VHR)

Beginning in fall of 2008, Ford expanded the capabilities of its SYNC technology by adding two game-changing, new features: 911 Assist and Vehicle Health Report (VHR). These additions represent even more reasons for customers to select SYNC-equipped Ford, Lincoln and Mercury vehicles. Even SYNC customers who don't currently have these features can take advantage of them by having you install a vehicle software upgrade, creating a unique opportunity to reconnect with owners and lessees who have not recently visited your dealership. This section is designed to help you create compelling presentation and delivery points — and assist your customers in becoming successful and satisfied SYNC users and advocates.

HOW TO USE 911 ASSIST

With 911 Assist, you gain peace of mind knowing SYNC® will assist in connecting you to a local 911 Operator in the event of an accident involving airbag deployment or, on certain vehicles, an emergency fuel pump shut-off is triggered.



HOW TO SET 911 ASSIST ON

For 911 Assist to operate, you must have a Bluetooth®-enabled mobile phone paired and connected with SYNC and have 911 Assist set ON in the vehicle.

1. When a Bluetooth-enabled phone is paired with SYNC, SYNC will display a 911 Assist prompt.
2. Make the selection to set 911 Assist ON.
3. Once set ON, SYNC remembers the setting and applies it to all subsequent paired and connected phones.

HOW 911 ASSIST WORKS

1. The vehicle's ignition system must be ON and the SYNC system must have electrical power to it and be fully operational.
2. A paired mobile phone must be ON in the vehicle and Bluetooth-connected with SYNC. SYNC will briefly display the name of the mobile phone after connecting to it and display a warning message if 911 Assist is set to OFF.
3. If the above conditions are met, 911 Assist will activate if a vehicle airbag deploys or, on certain vehicles, if the emergency fuel pump shut-off is triggered.

(CONT.)

(HOW 911 ASSIST™ WORKS CONT.)

4. SYNC announces it will initiate a 911 call and gives the vehicle occupants a chance to cancel the call if it is unwanted.
5. Vehicle occupants may cancel the call by pressing and holding the PHONE button on the steering wheel or dash, or by confirming a Cancel message on vehicles equipped with navigation. Otherwise, SYNC assists the vehicle occupants in calling 911 using the Bluetooth®-paired and connected mobile phone.
6. Shortly after the 911 call is successfully made, SYNC plays a prerecorded announcement to the 911 Operator that a vehicle has been in a crash.
7. After playing the announcement, SYNC opens the SYNC microphone and vehicle audio system so occupants can directly communicate hands-free with the 911 Operator.
8. If on-site help is required and no occupant is able to provide vehicle location, the 911 Operator can, in some cases, determine the vehicle's location by way of the mobile phone's GPS (if equipped), or mobile phone signal triangulation.

Note: If the Primary paired phone is not present or the phone SYNC was connected to prior to the event is not operational, SYNC will automatically attempt to connect with another phone that has been paired with that vehicle's SYNC system.

See syncmyride.com for more consumer information on 911 Assist, including FAQs and How-tos.



System limitations include: 911 Assist must be activated/set ON in the vehicle. The vehicle's electrical system (including adequate battery power), the wireless service provider's signal, and a paired mobile phone all must be available and operating for 911 Assist to function properly. The paired mobile phone must be connected to SYNC in order for 911 to be dialed. In the event that a previously connected mobile phone is unavailable, damaged, or loses its connection to SYNC, 911 Assist will search for and attempt to connect to any previously paired mobile phone in order to dial 911. 911 Assist is activated under two (2) conditions only: (1.) an airbag deployment and, on certain vehicles, (2.) a fuel pump shut-off; not all accidents will result in these conditions. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.

HOW TO USE VEHICLE HEALTH REPORT (VHR)

VHR integrates data from multiple sources to communicate diagnostic, recall and maintenance information for a SYNC®-equipped vehicle. VHR contains:

- Scheduled maintenance
- Dealer inspection items
- Open recalls and field service actions
- Diagnostics for monitored electronic systems in the following areas:
 - Brakes and suspension
 - Checks, fluids and filters
 - Engine, transmission and emissions
 - Restraints and driver assistance



HOW TO ACTIVATE VEHICLE HEALTH REPORT (VHR)

- Create an Owner Account at syncmyride.com and set all VHR preferences to activate the service:
 - When activating the service, an optional preference can be set to receive a text message, after a health report is run in the vehicle, regarding urgent diagnostic concerns for SYNC-monitored vehicle systems
- An in-vehicle preference can also be set for SYNC to remind you to run a VHR at mileage intervals when scheduled maintenance should be performed

Note: SYNC uses mobile phone voice minutes to send Vehicle Health Report data from the vehicle to Ford Motor Company.



HOW TO REQUEST A VHR

1. With the engine running and the Bluetooth®-enabled mobile phone ON, properly paired and connected to SYNC, press the VOICE button, wait for SYNC's "Command" prompt, then say "Vehicle health."
2. SYNC will confirm the request, collect the vehicle's Vehicle Identification Number (VIN), mileage and diagnostic information, then use the mobile phone to transmit the data to Ford Motor Company.



HOW TO VIEW A VHR

1. With the right VHR preference settings on syncmyride.com, an e-mail or text message will be sent to notify you when the report is ready. E-mail notifications contain a link that will take you directly to the health report on syncmyride.com.
2. Go to syncmyride.com and log in to the Owner Account.
3. Go to "Vehicle Health Report" and click on the VIEW REPORT button.
4. Thoroughly review each section of the report.

Note: Customers can also choose to print or e-mail their Vehicle Health Report (VHR).



HOW TO SCHEDULE A SERVICE APPOINTMENT

1. Click one of the ONLINE APPOINTMENT buttons located throughout the VHR to schedule service online at the preferred dealership saved in the SYNC® Owner Account.
2. The SYNC Owner Account and VHR information will be automatically reproduced on the dealership's Web site appointment screens for the customer's convenience.
3. Select to see a Service Advisor or to drop off the vehicle.
4. Select a date and time for the appointment request.
5. Confirm and send the appointment information.



IMPORTANT NOTE ON SYNC VEHICLE UPGRADES

Dealerships can upgrade SYNC-equipped vehicles without 911 Assist and VHR, using the SYNC section of OASIS on the Professional Technician Society (PTS) Web site, accessible at FMCDDealer.com/Parts&Service. For details on the upgrade procedure, contact your dealership Service Manager. Complete the upgrade process by helping the customer create an Owner Account at syncmyride.com and set all VHR preferences to activate the service.



INTRODUCTION TO TRAFFIC, DIRECTIONS AND INFORMATION

Later in 2009, Ford Motor Company once again expands SYNC's industry-leading voice-recognition software with connectivity to a wide variety of services called Traffic, Directions and Information. The connectivity and services are provided by industry-leading technology companies such as Microsoft, Tellme, TeleNav, INRIX and Airbiquity. Available exclusively on 2010 SYNC-equipped, non-navigation units, this suite of services allows customers to keep their hands on the wheel and eyes on the road by providing simple voice commands to access traffic reports, driving directions, business listings, sports scores, weather forecasts and news. Additional, voice-activated services will be added over time, so encourage customers to stay in touch with syncmyride.com for all the latest.

WHAT IS SYNC SERVICES?

Traffic, Directions and Information is truly an impressive co-pilot, and it's also a whole lot more.

With advanced vehicle sensors, integrated GPS technology and comprehensive map and traffic data, Traffic, Directions and Information provides:

- Personalized traffic reports with text-message Traffic Alerts
- Precise turn-by-turn driving directions using real-time traffic conditions and alternate routes around traffic incidents like accidents and construction
- Business search, news, sports and weather — all at the tip of the tongue
- Portability: You can use the services in any 2010 SYNC-equipped Ford, Lincoln* or Mercury vehicle

What's more, business listings and map data are constantly updated at no additional charge, so there's no need to purchase new map or business-listings DVDs.

* Not available on Lincoln MKT.



ACTIVATING SYNC SERVICES

In order to get the services, vehicles are produced or can be updated with Traffic, Directions and Information. Customers need to activate the services online, in their SYNC Owner Account, and then connect to the services in the vehicle.

- Customers activate the services by registering online at syncmyride.com
- Customers connect to the services by pressing VOICE in the vehicle and then saying the voice command, "Services"

Second owners of a vehicle with Traffic, Directions and Information, or customers adding the services to an additional mobile phone, can purchase a subscription at syncmyride.com and follow the directions online to activate the services.

HOW TO ACTIVATE A SYNC SERVICES ACCOUNT

1. **Click on "Create Your SYNC Owner Account" from syncmyride.com.**
2. **Verify Vehicle Addition:** Enter the Vehicle Identification Number (VIN) and give the vehicle a name in the fields provided. Then, click "Next" to continue.
3. **Radio & Steering Wheel:** Click "Select" to identify the radio and steering wheel of the vehicle.
4. **Profile Information:** Fill in all Log In and Owner Profile Information in the fields provided. Then, click "Next" to continue.
5. **My Mobile Number:** Enter the mobile phone number and confirm the number in the fields provided. Click "Next" to continue.
6. **Terms & Conditions:** Read through the Terms & Conditions and click "Accept" to continue for activation.





PERSONALIZING SYNC SERVICES

Your SYNC Services can be personalized with an active account on syncmyride.com. Personalization provides quicker access to the information you are interested in receiving.

HOW TO PERSONALIZE TRAFFIC AND DIRECTIONS

SYNC Services allows you to manage Saved Points and Alerts. You can define up to 25 Saved Points to personalize your traffic report or make getting directions easier in the car. You can also set up text message Alerts. Here's how:

SETTING SAVED POINTS

1. From the SYNC Owner Account page, select "Personalize Your Services."
2. From the Personalize Your Services page, select "Manage Saved Points and Alerts."
3. Type in a name and address in the "Create New Saved Point" fields, such as "Home" and "100 Main St., New York, NY 10018." Name the address point so that you can easily pronounce it and that it has a unique sound.
4. Enter other Saved Points as desired, such as for "Work," "Kid's school," "Grandma's house," etc.

Saved Points allow you to access traffic reports and directions, such as "Traffic to work" or "Directions to kid's school."



SETTING TRAFFIC ALERTS

1. Click on "Add Traffic Alert" from a Saved Point, such as "Home."
2. Select the following in the "Add Traffic Alert" fields:
 - a. **Status:** On/Off
 - b. **From:** Select a location such as "Work" or create a new Saved Point
 - c. **Days:** Select the days of week to send the Traffic Alert
 - d. **Departure Time:** Select the time of day to initiate a Traffic Alert
 - e. **Trip Duration:** Estimate the expected time spent on the route
3. You may Turn On, Edit or Delete any Saved Point & Traffic Alert to manage your services.



HOW TO PERSONALIZE FAVORITES

SYNC Services allows you to manage Favorites with an active account on syncmyride.com. You can set up Favorites for easy access to your personalized information for sports, news and weather. Setting up Favorites allows you to simply say "Favorites" from the Services menu to access all of your Favorites. Here's how:

SETTING FAVORITES

1. Click on MANAGE FAVORITES from the "SYNC Services" tab on syncmyride.com.
2. Select "Add Sports Favorites," "Add News Favorites" or "Add Weather Favorites."
3. For Sports, select a specific team or sport.
4. For News, select from a range of categories, including "Top Stories," "Business," "Technology," "Entertainment" or "Sports Update."
5. For Weather, select a specific city, state or ZIP such as "New York, NY," "Brooklyn, NY" or "48103."
6. You may Reorder, Add or Delete any Favorites to manage your services.

Note: The following sports require team names along with the sports category when setting Favorites on syncmyride.com: College Football; College Hockey; Men's College Basketball; Professional Baseball, Basketball, Football and Hockey; Women's College Basketball and Women's Professional Basketball.



USING SYNC SERVICES

Connecting to SYNC Services is simple and easy. Here's how:

HOW TO CONNECT USING VOICE COMMANDS

1. Press VOICE.
2. When prompted, say "Services."
3. Once connected, follow the voice prompts to request your desired Services such as "Traffic" or "Directions." You can also say "What are my choices?" to receive a complete list of available services from which to choose.

HOW TO CONNECT USING THE PHONE MENU

1. Press [PHONE] to enter PHONE MENU.
2. Scroll repeatedly until SERVICES appears in the radio display.
3. Press OK to confirm and enter the SERVICES menu. CONNECT will appear in the radio display.
4. Press OK. SYNC will initiate the call to the Services portal.
5. Once connected, follow the voice prompts to request your desired Services such as "Traffic" or "Directions." You can also say "What are my choices?" to receive a complete list of available services from which to choose.



HOW TO DISCONNECT USING VOICE COMMANDS

1. Press and hold [PHONE] or
2. Say "Goodbye" from the Services menu.

HOW TO RECEIVE TURN-BY-TURN DIRECTIONS

1. Connect using either voice commands or the phone menu (see page 35 for directions).
2. When prompted, say "Directions," "Directions to <saved point>" for a shortcut or "Business Search" to locate a business.
3. Follow the voice prompts to identify your desired destination.
4. Once your destination is selected, a route is downloaded to your SYNC system.
5. For example, simply say "Directions to home" to receive hands-free driving directions for anywhere in the United States.

Note: Directions only work with an activated SYNC Services account at syncmyride.com. See page 30 for instructions.





HOW TO USE TURN-BY-TURN DIRECTIONS BY VOICE COMMAND

Once directions are downloaded, the following voice commands are available when prompted by pressing VOICE:

- Say "Next turn" to repeat the next turn instruction
- Say "Route status" to hear the number of miles and approximate time to destination
- Say "Route summary" to hear the full list of remaining turn instructions
- Say "Cancel route" to cancel turn-by-turn driving directions
- Say "Update route" to download an updated route to a destination
- Say "Voice guidance on" to hear spoken directions and visual display
- Say "Voice guidance off" to hear turn-by-turn tones and visual display without spoken directions



HOW TO USE TURN-BY-TURN DIRECTIONS BY PHONE MENU

Once directions are downloaded, the following steps allow you to access the turn-by-turn directions feature:

1. Press  to enter the PHONE MENU.
2. Scroll repeatedly until SERVICES appears in the radio display.
3. Press OK to confirm and enter the SERVICES menu.
4. Scroll repeatedly until your desired feature appears in the display.
5. Press OK to confirm and initiate the feature.

Note: To scroll, press SEEK or [/].

HOW TO RECEIVE TRAFFIC REPORTS

1. Connect using either voice commands or the phone menu (see page 33 for directions).
2. When prompted, say "Traffic," "Traffic to <saved point>" for a shortcut or "What are my choices?".
3. For example, simply say "Traffic to work" to receive hands-free traffic information, including traffic incidents, construction notifications, speed alerts, drive times and alternate routes.

The system helps you stay informed for the daily commute and become a better planner before unexpected delays may ruin the day. For example, based on a specific Saved Point, like "Traffic to work," you can ask SYNC to help direct you. For example:

- Should I leave now or later?
- Should I go this way or that way?
- Should I change my route based on a new traffic incident?

When on a route during the specified time and day of a Saved Point, Traffic Alerts help alert you about changing road conditions. It's like having your own personal traffic reporter who anticipates your driving routine and helps you avoid a potential tie-up. See page 32 for Setting Traffic Alerts.

Standard text-message rates may apply. Please consult your mobile phone service plan. Visit syncmyride.com for more details.



HOW TO USE BUSINESS SEARCH

Business Search is a feature of Traffic, Directions and Information that allows you to say the name of a business or business category and hear the search results in your vehicle.

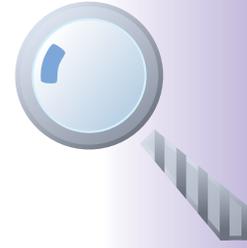
Business Search is like 411 from your vehicle. Look up a business and then you can call them, get turn-by-turn directions or send a text message to yourself with the info. With Business Search, you can find a specific business like your favorite coffee shop or search by category like "Coffee." You can also search for a business nearby by saying "Search near me."

Business Search provides you with the following:

- The telephone number and the ability to call the business hands-free using the voice command, "Connect me"
- Turn-by-turn directions to the business
- An optional text message* with a link to a mapped location of the business

1. Connect using either voice commands or the phone menu (see page 33 for directions).
2. When prompted, say "Business search" or "What are my choices?"
3. Follow the voice prompts to find a business by name, category or nearest
4. When finding a business, simply say "Driving directions," "Text me the info" or "Connect me."

Note: *Standard phone and text-message rates may apply.



HOW TO USE SPORTS, NEWS OR WEATHER

1. Connect to SYNC Services (see page 33 for instructions).
2. Simply say "Sports," then say the name of the sport you want to hear about like "Boxing," "College Football," "College Hockey," "Golf," "Men's College Basketball," "Professional Baseball, Basketball, Football or Hockey," "Soccer," "Tennis," "Women's College Basketball," "Professional Women's Basketball" or "Wrestling."
3. Simply say "News" and then say a category like "Top stories," "Business," "Technology," "Entertainment" or "Sports update."
4. Simply say "Weather," then say the name of the city and state that you want the weather for, or say "What are my choices?"
5. Say "Help" at any time to hear available voice commands or "Services" to return to the Main Services menu.



HOW TO ADD TO FAVORITES WHILE IN VEHICLE

1. Connect to SYNC Services (see page 33 for instructions).
2. SYNC will prompt you to speak additional voice commands depending on whether you want traffic, directions or other information like news, sports or weather.
3. Simply say "Add to my Favorites" after listening to a team, a news category or a weather report.
4. SYNC will confirm your request and add that news, sports or weather information to your Favorites. Then, when you're in the vehicle, just say "Favorites" to hear your selections. You can also use syncmyride.com to manage Favorites.



Driving while distracted can result in loss of vehicle control, accident and injury. Ford strongly recommends that drivers use extreme caution when using any device that may take their focus off the road. The driver's primary responsibility is the safe operation of the vehicle. Use mobile phones and other devices not essential to the driving task only when it is safe to do so.

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