

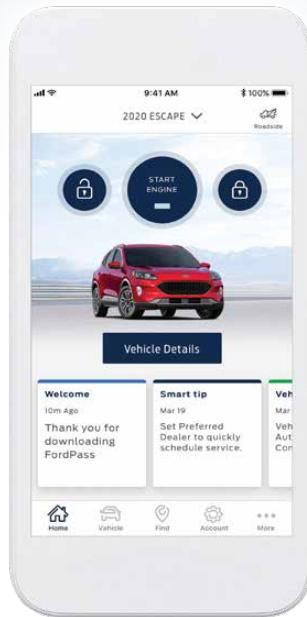


FORDPASS™ AND FORDPASS™ CONNECT

WHAT IS FORDPASS?

FordPass⁽¹⁾ is our ownership app that helps Ford owners remotely interact with their vehicle, dealership and Ford. Using FordPass, owners can:

- ✓ **Operate Remote Control Vehicle Features.** Owners can operate helpful features, like unlocking the doors or starting their vehicle⁽²⁾, right from the app, which are now complimentary connected services
- ✓ **Monitor the Vehicle.** FordPass allows owners to check fuel and fluid levels, maintenance schedule and more — anytime, anywhere
- ✓ **Connect with Preferred Dealer.** Provides contact information or enables owners to set appointments and communicate through the app



- ✓ **Locate Helpful Products and Services Nearby.** A map-based tool directs owners to Ford dealerships, fuel, parking and more
- ✓ **Engage with Ford.** Owners can access their Ford Credit account, make a payment and track their FordPass Rewards Points totals and available offers

Availability

- **For remote vehicle interactivity:** 2019 and 2020 Ford vehicles equipped with an activated FordPass Connect⁽³⁾ (modem)
- **For helpful features (like finding fuel):** Anyone can download the FordPass App, even those who don't own a Ford

Technical Requirements

Smartphone

- **Apple® iPhone®:** Model 5s or newer with Apple iOS 11.0 or newer
- **Android™ smartphones:** Models with Android OS 5.0 or newer

FordPass Connect (modem)

2019 or newer Ford vehicles equipped with activated FordPass Connect to operate remote control vehicle features.

WHAT IS FORDPASS CONNECT?

FordPass Connect (modem) enhances convenience by allowing customers to connect to and control certain vehicle functions, like starting the engine, using the FordPass App on their smartphones. Plus, certain vehicle software updates can be downloaded and installed. Owners will also appreciate the expanded capability of FordPass Connect — a 4G LTE Wi-Fi⁽⁵⁾ hotspot that allows customers to connect up to 10 wireless devices to the internet.

How does it work? FordPass Connect uses an onboard modem integrated into the vehicle, allowing it to communicate with the secure Ford cloud service through cellular technology. While its FordPass functions come standard, the 4G LTE Wi-Fi hotspot requires a monthly service contract through AT&T wireless. Owners can try this feature for up to 3 GB of data or three months, whichever comes first.

NOTE: Certain 2020 vehicles will arrive at dealerships with their FordPass Connect partially activated⁽⁴⁾ and sharing diagnostic and vehicle health data. Vehicles will need to be fully activated in order to use remote vehicle features.

NOTE: Connected services are complimentary for 2017 to Current vehicles.

FORDPASS™ AND FORDPASS™ CONNECT

HOW TO DOWNLOAD FORDPASS AND ACTIVATE FORDPASS CONNECT

1 Download FordPass.

- Go to the App Store® or Google Play™ Store
- Download FordPass

NOTE: Keep the FordPass App up-to-date through the App Store or Google Play.

2 Enroll — Create Account or Log In.

- Create an Owner Account by entering basic information into FordPass
- Those with an existing Owner Account can log in using their existing username and password

3 Create a PIN (Personal Identification Number).

- Enter and confirm a 4-digit PIN for added security
- iPhone® users can also choose to use Touch ID®

4 Add FordPass Connect-Equipped Vehicle (4G Embedded Modem).

- Add a vehicle to FordPass by manually entering it or scanning the VIN (Vehicle Identification Number) barcode, located on the driver's door frame or window label
- Assign the vehicle a nickname. This name will appear in a personal welcome on the start-up screen
- Enter a "Preferred Dealer," ensuring the customer receives communications and offers from your dealership

5 Activate FordPass Connect-Equipped Vehicle (4G Embedded Modem).

- **In FordPass:** Enter a FordPass Connect-equipped vehicle, select "Vehicle Details" or the Vehicle icon, then, select "Activate Vehicle" and follow the steps
- **In the Vehicle:** Start the vehicle and select "Allow" when the pop-up message appears on the SYNC 3 touchscreen⁽⁶⁾. It may take a couple of minutes for the system to complete the process. For more information about data sharing, see the Benefits of Fully Activating FordPass Connect Job Aid

6 Sign-Up and Start Wi-Fi Hotspot (optional).

- Select "Vehicle Details", or the Vehicle icon, then "Vehicle Hotspot" and follow the steps
- Select the AT&T-provided link on screen to activate the trial period
- No credit card is required to activate the complimentary Wi-Fi hotspot data trial

7 Activate Phone As A Key (If equipped)

- Tap the "Key Controls" button at the top of the FordPass homescreen to begin Phone As A Key⁽⁷⁾ setup. The customer can also click "Vehicle Details" or the Vehicle icon, scroll down and click "Phone As A Key Setup Required"
- Input the customer's FordPass user name and password
- Name the virtual key and click "Next." The virtual key will download to the FordPass App
- Follow the prompts in the app to secure a Bluetooth® low-energy connection between the smartphone and the vehicle
- When the Bluetooth connection has been established, Phone As A Key setup is complete and a Backup Start Passcode can be created

NOTE: Assist the customer with setting up the Backup Start Passcode before they leave the dealership.

- The SYNC touchscreen will remind the customer to set up the Backup Start Passcode for five key ignition cycles. Follow the prompts on the SYNC touchscreen to create the passcode, which can be used if the smartphone is lost or phone battery is dead

Tips for Successful FordPass Connect Activation

- Use Master Reset (*steps below*) if vehicle was initially activated for demo purposes
- Park vehicle outdoors to help ensure proper signal reception
- Connect to Wi-Fi for consistent, strong data feeds
- Scan the VIN with camera function while the vehicle is OFF
- Once "Activate Vehicle" is pressed on the app, wait 15 seconds and start the vehicle
- If the pop-up does not appear on the SYNC 3 screen within two minutes:
 - Turn the vehicle OFF and open the driver's door to power down vehicle
 - Wait 30 seconds and press "Activate Vehicle" again in the app
 - Start the vehicle again — this cycles the modem and pings the cloud for updates

Master Reset

Owners should perform a Master Reset to deactivate FordPass Connect when transferring ownership of the vehicle. This resets SYNC 3 and FordPass Connect to factory default settings. All changes made, including paired Bluetooth devices, contact lists and saved points (*if the vehicle is equipped with Navigation*) will be lost.

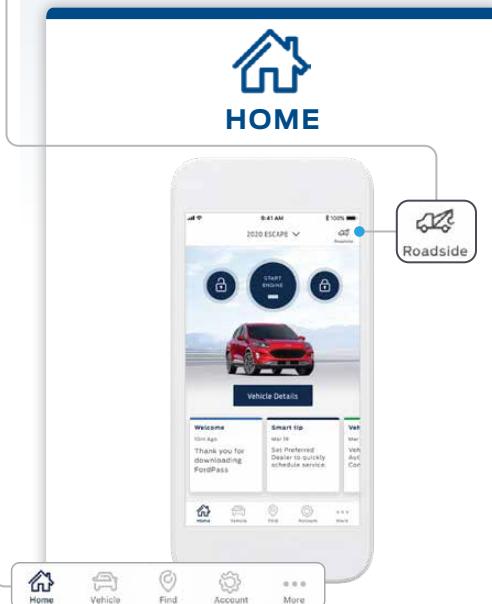
1. Touch **Settings** in bottom feature bar on the SYNC 3 touchscreen.
2. Touch **General** and scroll down to **Master Reset**.
3. Touch the **Master Reset** button.
4. Touch **Continue** on the pop-up message.

FORDPASS™ AND FORDPASS™ CONNECT

FORDPASS TOUR

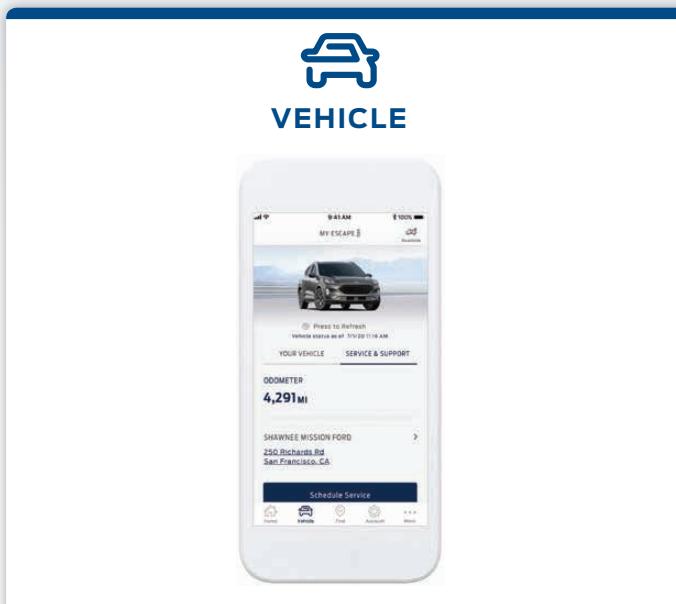
Available on Every FordPass Screen:

- **Menu** — Quick and easy access to HOME, VEHICLE, FIND and ACCOUNT features, available from anywhere in the app . The MORE icon allows quick access to Guides, FordPass Rewards and Shop New Vehicles
- **Roadside Assistance⁽⁸⁾**: A tap-to-call button enables owners to receive help quickly, available from anywhere in the app



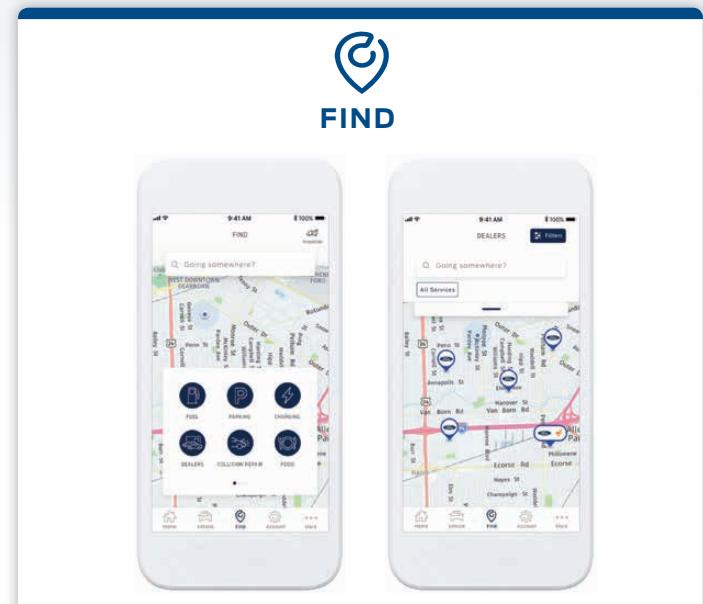
A convenient starting point,
providing quick access to:

- **Vehicle Controls** — Start, lock and unlock a FordPass Connect-equipped and activated vehicle
- **Vehicle Details** — By pressing the **Vehicle Details** button, users will be able to access vehicle information and service history
- **Message Tiles** — Welcome users and highlight helpful features and offers



Access vehicle details and
set a Preferred Dealer:

- **Vehicle Details** — Access vehicle information and service history. Plus, with FordPass Connect and SYNC AppLink-equipped vehicles, owners can receive Vehicle Health Alerts
- **Schedule Remote Starts** — Customers will have the ability to set the time they would like their vehicle to remote start, such as in the morning before heading to work
- **Preferred Dealer Information** — By setting a dealership as a **Preferred Dealer**, owners see hours of operation, contact information and can even easily schedule service appointments



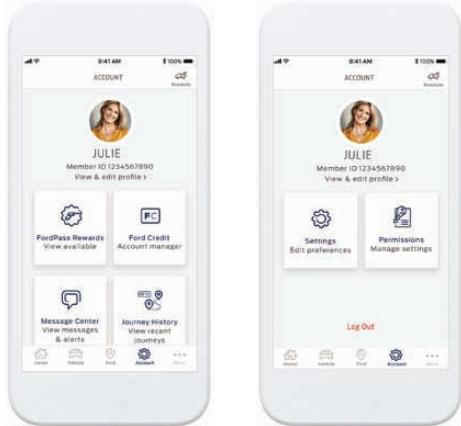
A map-based tool helps locate important
products and services nearby:

- **Fuel** — Find stations within your local area
- **Parking** — Search for parking in select cities
- **Dealers** — Locate and/or contact Ford Dealers by searching in the immediate area
- **Food** — Locate and/or contact local places to eat
- **Coffee** — Locate and/or contact local coffee houses
- **Collision Repair** — Contact local repair shops and get directions
- **Entertainment** — Locate and/or contact movie theaters and restaurants
- And more ...



FORDPASS TOUR

ACCOUNT



Provides easy, secure access to:

- **FordPass Rewards** — View Points balance, transaction history and learn more about FordPass Rewards
- **Ford Credit** — Stay on top of vehicle's financing, make a payment, schedule future payments and review account history
- **Message Center** — Receive timely messages such as important notifications and service alerts
- **My Journeys** — When enabled, users can record their trips and work to improve good driving habits
- **Settings** — Where to go to update username, password and more
- **Permissions** — Control communication and privacy options

(1) FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

(2) Automatic transmission only. All-electric and plug-in hybrid vehicles replace remote start with preconditioning (heat or cool the vehicle).

(3) FordPass Connect (optional on select vehicles), the Ford Pass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Service excludes Wi-Fi hotspot.

(4) At purchase, the FordPass Connect modem is connected and sending vehicle data (e.g., diagnostics) to Ford. To disable, or for more information, see in-vehicle connectivity settings. Learn more at www.FordConnected.com.

(5) Wi-Fi hotspot includes wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the trial subscription period for remote features. To activate, go to www.att.com/ford.

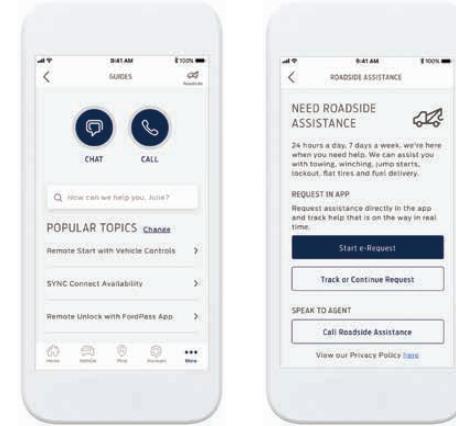
(6) Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

(7) Available on select vehicles. Requires feature activation.

(8) Roadside assistance is included for certain owners and available to everyone for a per-service fee.

GUIDES

Now Located under "MORE"



The FordPass virtual help desk

- **Chat or Call** — Access to one-on-one help from a friendly and knowledgeable Guide. Ford Guides are always happy to help with any FordPass needs or questions
- **My Vehicles** — Find information in order to manage, access and enter vehicle information
- **Search** — Customers can search for information or scroll through popular topics
- And more ...

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