

CSC-10044853-4454

Ford Motor Company
Ford Customer Service Division
P. O. Box 1904
Dearborn, Michigan 48121

March, 2012

(Letter version A – Ford)
Software Application Upgrade Program 11A02

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

At the Ford Motor Company, we continue exploring ways to make your driving experience more rewarding. And now, in this spirit of continuous improvement, Ford has authorized your dealer to install a software Performance Upgrade for the MyFord Touch[®] system in your vehicle. This service is provided at no cost to you.

Our goal is to make the MyFord Touch[®] system more enjoyable than ever by making it faster and simpler to use. With this Performance Upgrade, you'll immediately notice the benefits of a faster system, simpler graphics, easier controls, enhanced voice recognition capability, tablet compatibility and support for Audible.com Audiobooks. If your vehicle is equipped with the optional Navigation System, your dealer will also install updated map data to enhance the performance of the system. Moreover, your MyFord Touch[®] system will qualify for a SYNC[®] module warranty extension once you have this service completed.*

Please call your dealer without delay and request a service date for Customer Satisfaction Program 11A02. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle, which is printed near your name at the beginning of this letter.

The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time. If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

An updated MyFord Touch[®] User Guide is enclosed with this letter. Please take the time to familiarize yourself with the new system functionality and features, and place this in the glove box of your vehicle for future reference. Additionally, we recommend that you visit syncmyride.com for information on new features and future software updates. If your vehicle is equipped with the optional Navigation System, a new Map Card Licensing Agreement is also enclosed with this letter.

If you have any concerns, please contact the Ford In Vehicle Technology Support Center at 1-800-392-4040. Representatives are available Monday through Saturday 8:30AM – 10:00PM ET and on Sunday 11:30AM – 10:00PM ET. If you wish to contact us through the Internet, our address is www.Fordowner.com.

Thank you for your loyalty to Ford. We greatly appreciate your business, and know you will enjoy the enhancements to your MyFord Touch[®] system.

Ford Motor Company

*Program 12M01 extends the coverage on the SYNC[®] module to four years from the warranty start date of your vehicle (unlimited mileage). This coverage exceeds the original warranty coverage provisions of your vehicle for the SYNC[®] module. If you paid to have a SYNC[®] module (Accessory Protocol Interface Module) replaced prior to the date of this letter, you may be eligible for a refund. To verify eligibility, give your paid original receipt to your dealer before December 31, 2012.

Ford Motor Company
Ford Customer Service Division
P. O. Box 1904
Dearborn, Michigan 48121

March, 2012

(Letter version B – Lincoln)
Software Application Upgrade Program 11A02

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

At the Ford Motor Company, we continue exploring ways to make your driving experience more rewarding. And now, in this spirit of continuous improvement, Ford has authorized your dealer to install a software Performance Upgrade for the MyLincoln Touch[®] system in your vehicle. This service is provided at no cost to you.

Our goal is to make the MyLincoln Touch[®] system more enjoyable than ever by making it faster and simpler to use. With this Performance Upgrade, you'll immediately notice the benefits of a faster system, simpler graphics, easier controls, enhanced voice recognition capability, tablet compatibility and support for Audible.com Audiobooks. If your vehicle is equipped with the optional Navigation System, your dealer will also install updated map data to enhance the performance of the system. Moreover, your MyLincoln Touch[®] system will qualify for a SYNC[®] module warranty extension once you have this service completed.*

Please call your dealer without delay and request a service date for Customer Satisfaction Program 11A02. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle, which is printed near your name at the beginning of this letter.

The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time. If you do not already have a servicing dealer, you can access www.Lincolnowner.com for dealer addresses, maps, and driving instructions.

An updated MyLincoln Touch[®] User Guide is enclosed with this letter. Please take the time to familiarize yourself with the new system functionality and features, and place this in the glove box of your vehicle for future reference. Additionally, we recommend that you visit syncmyride.com for information on new features and future software updates. If your vehicle is equipped with the optional Navigation System, a new Map Card Licensing Agreement is also enclosed with this letter.

If you have any concerns, please contact the Lincoln In Vehicle Technology Support Center at 1-800-392-4040. Representatives are available Monday through Saturday 8:30AM – 10:00PM ET and on Sunday 11:30AM – 10:00PM ET. If you wish to contact us through the Internet, our address is www.Lincolnowner.com.

Thank you for your loyalty to Lincoln. We greatly appreciate your business, and know you will enjoy the enhancements to your MyLincoln Touch[®] system.

Ford Motor Company

*Program 12M01 extends the coverage on the SYNC[®] module to five years from the warranty start date of your vehicle (unlimited mileage). This coverage exceeds the original warranty coverage provisions of your vehicle for the SYNC[®] module. If you paid to have a SYNC[®] module (Accessory Protocol Interface Module) replaced prior to the date of this letter, you may be eligible for a refund. To verify eligibility, give your paid original receipt to your dealer before December 31, 2012.