



Michael A. Berardi
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Ford Customer Service Division

Ford Motor Company
P. O. Box 1904
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March 5, 2012

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A01**
Certain 2011 Model Year Explorer, 2011-2012 Model Year Edge, MKX, and 2012
Model Year Focus Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Containing Early Vehicle Interface Processor (VIP) Level Software
Performance Upgrade

**IMPORTANT INFORMATION REGARDING THE MY FORD/MY LINCOLN TOUCH
PERFORMANCE UPGRADE FIELD SERVICE ACTIONS**

Ford is introducing a new Field Service Action program type "A", which covers system application software upgrades and may include a customer option for self-repair.

This Performance Upgrade requires reprogramming of the Accessory Protocol Interface Module (APIM) and the installation of an upgraded Navigation Map SD Card for Navigation equipped vehicles. To simplify repair and claiming instructions, the vehicles have been assigned to the following separate FSA programs:

- 11A01 Contains early VIP software level vehicles that require the full APIM image reprogramming using IDS. For Navigation equipped vehicles, dealers are authorized to claim a Navigation Map SD Card against the FSA.

- 11A02 Contains stock and certain sold fleet and retail vehicles that will be upgraded by the dealer through the use of a USB flash drive. For Navigation equipped vehicles, dealers are authorized to claim a Navigation Map SD Card against the FSA.

- 11A03 Contains sold vehicles for which the vehicle owner will soon be provided the option to perform a self-installation of the system upgrade by using a USB flash drive, or have the upgrade performed by their dealer.

PROGRAM TERMS

This program will be in effect through May 1, 2013. There is no mileage limit for this program.

AFFECTED VEHICLES

Certain 2011 model year Explorer, 2011-2012 model year Edge, MKX, and 2012 model year Focus vehicles equipped with My Ford/My Lincoln Touch containing early Vehicle Interface Processor (VIP) level software.

Affected vehicles are identified in OASIS. In addition, for a list of vehicles assigned to your dealership, visit <https://web.fsavinlists.dealerconnection.com>. This information will be available on March 5, 2012.

REASON FOR THIS PROGRAM

The My Ford Touch/My Lincoln Touch software has been upgraded to improve overall system functionality, voice recognition, screen refresh rates, response to touch, and to simplify screens for ease of use.

SERVICE ACTION

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to perform a **Full Image Reprogram of the APIM using IDS**. Note: These early VIP level vehicles are not upgradeable with the USB flash drive used in FSA 11A02 and 11A03.

This service must be performed on all affected vehicles at no charge to the vehicle owner.

OWNER NOTIFICATION MAILING SCHEDULE

Owner Letters are expected to be mailed the week of March 5, 2012. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter. The owner mailing will include a Customer Letter, updated User Guide, and Navigation Map Licensing Agreement for vehicles equipped with Navigation.

ATTACHMENTS

- Attachment I: Administrative Information
- Attachment II: Labor Allowances and Parts Ordering Information
- Attachment III: Technical Information
- Attachment IV: Dealer Q & A
- Owner Notification Letters

QUESTIONS & ASSISTANCE

Special Service Support Center (Dealer Assistance Only)	1-800-325-5621
Navigation Map SD Card Questions (Ford Component Sales)	1-313-390-3635

Sincerely,



Michael A. Berardi

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OASIS ACTIVATED?

Yes, OASIS will be activated on March 5, 2012.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on March 5, 2012. Owner names and addresses will be available by March 12, 2012.

NOTE: Your FSA VIN list may contain owner names and addresses obtained from motor vehicle registration records. The use of such motor vehicle registration data for any purpose other than in connection with this program is a violation of law in several states, provinces, and countries. Accordingly, you must limit the use of this listing to the follow-up necessary to complete this service action.

STOCK VEHICLES

- Correct all affected units in your new vehicle inventory before delivery.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

SOLD VEHICLES

- Owners of affected vehicles will be directed to dealers for repairs.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.

TITLE BRANDED / SALVAGED VEHICLES

Affected title branded and salvaged vehicles are eligible for this service action.

RELATED DAMAGE

If a related damage condition exists that you believe to be caused by the covered condition, call the Special Service Support Center to request approval prior to the repair of any related damage. Requests for approval after completion of the repair will not be granted.

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ADDITIONAL LABOR TIME

- If a condition exists that requires additional labor to complete the repair, call the Special Service Support Center to request approval **prior** to performing any additional labor. Requests for approval after completion of the repair will not be granted.
- If you encounter aftermarket equipment or modifications to the vehicle which might prevent the repair of the covered condition, call the Special Service Support Center.

OWNER REFUNDS

Refunds are not authorized for this program.

RENTAL VEHICLES

The use of rental vehicles is not authorized under this FSA.

Note: Customers are eligible for one (1) day of rental coverage while having the upgrade performed. Dealers may claim one (1) Transportation Assistance Program (TAP) day using program code TAP5 for Ford rental vehicles and TAP6 for Lincoln vehicles. These claims will be funded by Ford and will not affect your TAP budget or utilization. For questions regarding TAP allowance, call the Warranty Assistance Center at 800-423-8851.

CLAIMS PREPARATION AND SUBMISSION

- Navigation Map SD Cards can only be claimed for a vehicle equipped with Navigation.
- For Navigation Map SD Cards claiming, use service part number CT4Z-19H449-AA.
- Enter claims using Direct Warranty Entry (DWE).
- Refer to ACESII manual for claims preparation and submission information.
- Related damage must be claimed on a repair line that is separate from the repair line on which the FSA is claimed. Related damage requires prior approval from the Special Service Support Center.
- "MT" labor should be submitted on a separate repair line with the related damage flag checked. "MT" labor requires prior approval from the Special Service Support Center.
- PROGRAM TERMS: This program will be in effect through May 1, 2013. There is no mileage limit for this program.

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Navigation equipped vehicles: Perform Full Image reprogramming of the APIM using IDS and insert new Navigation Map SD Card Navigation Map SD Card <u>Can</u> Be Claimed	11A01B	1.3 Hour(s)
Non-Navigation vehicles: Perform Full Image reprogramming of the APIM using IDS Navigation Map SD Card <u>Cannot</u> be Claimed	11A01C	1.3 Hour(s)

PARTS REQUIREMENTS / ORDERING INFORMATION

To ensure that dealers have a sufficient initial supply of Navigation Map SD Cards, a one-time seed stock was sent to dealers based on approximately 30% of Navigation equipped stock and assigned fleet vehicles the week of February 27, 2012. Navigation Map SD Cards will be shipped to dealers in a box with a bright orange label to the attention of the Service Manager.

To order additional Navigation Map SD Cards:

- Go to FMCDealer.com
- Select the Parts & Service tab
- Select Parts Department Tools
- Select Parts Inquiries & Forms
- Select Navigation Maps Update Order Form
- Select MyFord/MyLincoln Touch Performance Upgrade Map Upgrade
- Follow the on-screen instructions

Part Number	Description	Quantity
CT4T-19H449-AB (Use for <u>ordering</u>)	Navigation Map SD Card (if equipped with Navigation)	1
CT4Z-19H449-AA (Use for <u>claiming</u>)		

Questions regarding Navigation Map SD Cards should be directed to 313-390-3635 or fesq@ford.com.

DEALER PRICE

For latest prices, refer to DOES II.

EXCESS STOCK RETURN

Excess Navigation Map SD Cards to be returned for credit must have been purchased from Ford Customer Service Division/Ford Component Sales. Only new, unopened (still in shrink wrap) product will be eligible for return. Return policies and instructions will be posted to the Navigation Map SD Card ordering site during the second quarter of 2012.

CERTAIN 2011 MODEL YEAR EXPLORER, 2011-2012 MODEL YEAR EDGE, MKX, AND 2012 MODEL YEAR FOCUS VEHICLES EQUIPPED WITH SYNC® WITH MY TOUCH TECHNOLOGY™ CONTAINING EARLY VEHICLE INTERFACE PROCESSOR (VIP) LEVEL SOFTWARE — PERFORMANCE UPGRADE

OVERVIEW

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to perform a Full Image Reprogram of the APIM using IDS and insert a *new* Navigation Map SD Card on vehicles equipped with navigation. Note: These early VIP level vehicles are not upgradeable with the USB flash drive provided for in FSA 11A02 and 11A03.

SERVICE PROCEDURE

All Vehicles

NOTE: Use this procedure to update the APIM and any installed applications to the latest level.

NOTE: A blank USB flash drive with a minimum storage size of 2 gigabyte (GB) will be required for this procedure (obtain locally).

NOTE: Some programming files are large (greater than 2 gigabytes). It is important that the scan tool have enough available hard drive free space to accommodate the programming file download. If a "Disk Space Error" is received, additional free space must be created on the hard drive.

NOTE:

- To prevent timeout errors and to minimize programming time, a hardwired internet connection is strongly recommended when programming.
- During programming, the vehicle display may go blank momentarily.
- Make sure the scan tool is plugged into a power supply due to the length of programming time.
- The IDS program must be closed before attempting to perform this procedure.

1. Connect a battery charger to the vehicle.

- When connecting the charger, the negative battery charger lead must be connected to a clean chassis ground, not the negative battery post.

2. Place the ignition in the "RUN" position, "ON" for Intelligent Access (IA) vehicles.

3. Connect the scan tool and Vehicle Communication Module (VCM) to the vehicle.

4. Open Internet Explorer on the scan tool and go to the technician service publication web site. On the OASIS tab, select "Read VIN & DTCs", and select "Go".



5. **NOTE:** This procedure will clear all CMDTCs. The DTCs must be recorded now if other diagnoses are to be performed after this procedure.

Select Toolbox from the technician service publication web site to retrieve and record all CMDTCs.

6. **NOTE:** If unable to complete programming because the operation stops or errors are received, the web browser settings may need to be configured. Refer to "Software Programming v1.1" on the technician service publication web site "Service Tips" tab.

From the OASIS tab, select the "SYNC" button. The Last Recorded State — Software is displayed.

7. Scroll to the bottom of the screen, select "Standard" and click the "Read SYNC" button to compare the current APIM VIP, CIP, and application software levels to the last reported state in the Ford online database.

- After the compare is performed, the scan tool automatically selects software for programming. Applications with check marks next to them indicate the APIM already has the latest level installed (no re-installation required).
- Depending on the software level required, the scan tool automatically selects either the Service Pack or Full Flash programming method.
- For vehicles equipped with Navigation, verify that the Navigation application has been selected. See Figure 1.



FIGURE 1



8. **NOTE:** Only applications on a flash drive may be loaded to the APIM through the media hub.

Remove the media hub. For additional information, refer to Workshop Manual (WSM) Section 415-00.

9. **NOTE:** Do not disconnect the scan tool or cable from the APIM during programming unless directed by the scan tool on-screen prompts.

Connect the CCMSYNC-KIT between the scan tool USB port and the vehicle USB cable.

10. **NOTE:** Scan tools that have never been used to program SYNC may encounter a Hardware Wizard pop-up requesting a "WMA SBOOT" driver installation. If this request is encountered, install the driver and click the scan tool retry button to continue programming.

Select the "Program SYNC" button to begin the APIM programming process.

- When prompted by the scan tool, disconnect the battery charger, start the engine, and select OK. Once OK is selected, do not interrupt this step (which may take up to 20 minutes or longer).
- The updates are downloaded to the scan tool or to the USB flash drive.

11. **NOTE:** If the scan tool does not have an available USB port, the cable from the CCMSYNC-KIT can be unplugged at this time to make room for the USB flash drive. Do not disconnect the VCM from the scan tool.

Connect the USB flash drive to the scan tool and follow the on-screen instructions for downloading service packs and applications onto the USB flash drive.

- This step may take up to 20 minutes or longer.

12. **NOTE:** If the media hub was removed, install it before connecting the USB flash drive to the vehicle. For additional information, refer to WSM Section 415-00.

When prompted by the scan tool, remove the USB flash drive and connect it to the media hub in order to install the applications into the APIM.

- The update should start automatically, and may take up to 20 minutes or longer once begun.
- It is normal for the APIM to reset during this step.

13. Once scan tool programming and USB flash drive programming are complete, re-install the flash drive into the scan tool and select "OK" to report software installation to the Ford online database.



14. Recalibrate the touchscreen by following the scan tool prompts or the steps below.
 - a. While in AM/FM mode, press and hold the EJECT button, and within 1 second, press the SEEK UP button.
 - b. Press and hold SEEK DOWN to enter Touch Screen Calibration.
 - c. Touch the touch points (a stylus is not required) as instructed by the touchscreen.
 - d. To accept the new settings, touch anywhere on the screen once "Press the Enter key to accept the new settings" is displayed.

15. Clear all CMDTCs.

Vehicles Equipped With Navigation

16. After the reprogramming procedure is completed, remove and discard the vehicle's Navigation Map SD Card and install a *new* Navigation Map SD Card. See Figure 2.

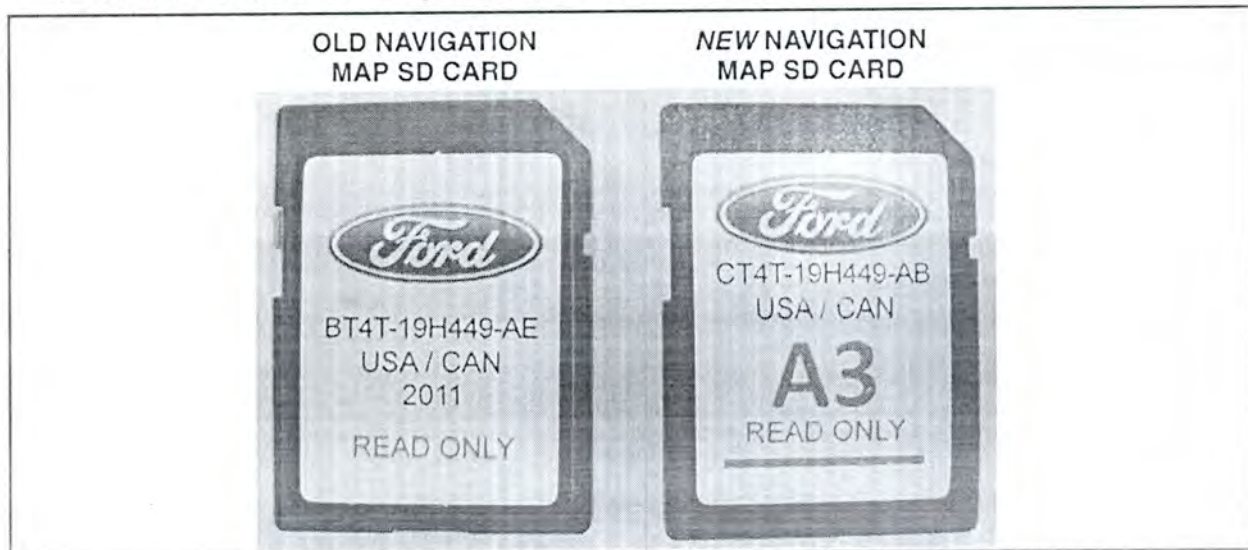


FIGURE 2

All Vehicles

17. Return the vehicle to the customer.



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DEALER Q & A

- Q1. What's different? How is the new Application Performance Upgrade better?**
A. In addition to improving system response time and enhancing voice recognition, Ford has redesigned the graphics of the touchscreen by removing low priority information, using larger and bolder fonts, clearly identifying buttons, simplifying the home screen, and using a consistent, grid-based layout for all four corners (Navigation, Phone, Entertainment, and Climate). User Guides provided to dealers and owners highlight the enhancements.
- Q2. What new features have been added with the upgrade?**
A. Owners will now be able to connect compatible tablet devices to SYNC and access content such as music and podcasts. Also, we've enabled Audible.com audiobooks to be accessible via SYNC. Owners having vehicles equipped with the optional navigation system will receive new and improved map data, as well as updated point-of-interest and Gracenote album cover art databases.
- Q3. Why does 11A01 have a different repair procedure than 11A02 and 11A03?**
A. The vehicles in 11A01 contain a software level within the Vehicle Interface Processor that cannot be properly upgraded with a USB flash drive. Therefore, a full image reprogram using IDS is required for these vehicles. The vehicles in 11A02 and 11A03 can take full advantage of the simplified new application upgrade process.
- Q4. Why are the vehicles in 11A02 and 11A03 in different programs if the repair is the same?**
A. As outlined in the respective bulletins, there are some differences in the materials supplied and how the repairs are claimed. Separate programs were developed to assist dealers in knowing how to treat VINs consistently within each program via OASIS. Vehicles in 11A01 and 11A02 must be serviced at a dealership. In contrast, once the mailing of USB flash drives and Navigation Map SD Cards is complete for 11A03 vehicles (estimated mid-April), owners will have the option of self-repair or dealer repair.
- Q5. Why is it necessary to command the engine cooling fan on and monitor the cooling system on early built 2011 Explorers in 11A02?**
A. Some Explorer vehicles built prior to May 1, 2011, may be susceptible to overheating during periods of extended idle. Therefore, the cooling system performance must be monitored throughout the procedure. Labor operations for these VINs were adjusted accordingly. In the event that symptoms of overheating occur, please contact the Special Service Support Center for direction.
- Q6. Why are some fleet vehicles in 11A02 while others are in 11A03?**
A. The fleet vehicles having specific vehicle user contact information are included in 11A03 to allow the vehicle user the opportunity to install the Performance Upgrade themselves.

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Q7. Why are SD cards claimed differently in 11A03?

A. Initially, they are not. To facilitate self-repair, owners in 11A03 with Navigation equipped vehicles will be provided Navigation Map SD Cards directly in their mailer package. Owners who choose to have their dealer perform the repair will need to bring the SD card they received in their upgrade package to the dealer. Navigation Map SD Cards can be claimed against 11A03 during the initial period of time until owner mailings are complete. The end of the initial period when SD cards can no longer be claimed will be announced in advance through a dealer bulletin supplement.

Q8. How were the labor times for the three FSAs developed?

A. The labor times were developed in accordance with Ford's Service Labor Time Standards. The 11A01 reprogramming procedure with IDS requires use of a computer, a battery charger, and the regular attention of the servicing technician throughout the download process. The reprogramming procedure with the USB flash drive can be performed on all 11A03 vehicles and some 11A02 vehicles by a non-technical individual anywhere the vehicle can be safely left running. On most vehicles in FSA 11A02 and 11A03, once the download is started, the procedure requires essentially no action on the part of the installer until the download has completed. The 11A02 program contains a special labor operation for certain early 2011 Explorers to include monitoring the cooling system performance throughout the reprogramming procedure.

Q9. Why is there an inspection prior to performing the repair in 11A03?

A. Vehicle owners that choose the self-repair option are asked in the Owner Letter to report the successful completion of their system upgrade either via the SyncMyRide.com website, or by calling the Ford In Vehicle Technology Center. This confirmation will be used to close their VIN out of the FSA. In the event that a vehicle owner does not report their successful completion to Ford, the VIN will remain open in the FSA even though the vehicle may be at the latest software level. The inspection labor operation will compensate dealers for confirming the software level when no further service action is required and will close the FSA. The inspection for software level can be performed quickly in the service lane.

Q10. What if a USB flash drive download process for 11A02 and 11A03 fails to update the system?

A. The published procedures have been fully validated and proven very reliable. In the instance that the standard procedure is unsuccessful, the vehicle should be dispatched to a service technician for normal diagnosis and repair.

Q11. Will phone settings and navigation preferences be lost when the upgrade is performed?

A. Yes – All personalized information will be deleted from the system when the performance upgrade is installed. Owners will need to re-pair their phone and re-enter their favorite navigation settings.

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A01

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- Q12. Will system upgrades continue to be offered on an on-going basis?
- A. Yes – Ford will continue to evolve and improve the software as we add the product to other vehicle lines. Software updates and upgrades will be offered as appropriate through the SyncMyRide.com website.
- Q13. What do I do if my customer has not yet received his/her MyFord/MyLincoln Touch PERFORMANCE UPGRADE letter/package?
- A. Direct the customer to contact the In-Vehicle Technology Team at 1-800-392-4040 and the agent will be able to research when/if the letter/package was mailed or reorder a new package if necessary.
- Q14. What if my 11A03 customer does not want to wait for his/her MyFord/MyLincoln Touch PERFORMANCE UPGRADE letter/package to arrive?
- A. The customer may come into the dealership to have the upgrade performed at no cost. If the customer has a navigation-equipped vehicle, he/she should contact the dealership Service Department in advance to verify that an SD card would be available for installation.

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

March, 2012

(Letter version A – Ford / Early VMCU)
Software Application Upgrade Program 11A01

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 11A01. 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 / Early VMCU)
Software Application Upgrade Program 11A01

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 11A01. 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.

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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.*