



Michael A. Berardi
Director
Service Engineering Operations
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 11A02**
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year Focus
Vehicles Equipped with SYNC® and MyFord/MyLincoln Touch™
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 2011-2012 model year Explorer, Edge, MKX, and 2012 model year Focus vehicles equipped with My Ford/My Lincoln Touch.

NOTE: Some 2011 Explorer vehicles built on or before May 1, 2011 are covered in FSA 11A02, and those built after May 1, 2011 are covered in FSA 11A03.

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

Stock Vehicles

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to reprogram the APIM using a supplied USB Flash Drive, and insert a new User Guide and Navigation Map Card Licensing Agreement (for Navigation equipped vehicles) into the vehicle glove box.

Sold Vehicles

Dealers are to reprogram the APIM using a supplied USB Flash Drive (User Guides and Licensing Agreements are being mailed to vehicle owners).

This Application Upgrade was specifically designed to be performed with a simple procedure that requires no tools or specific technical training and can be completed virtually anywhere the vehicle can be running safely. The software download will take approximately 45-60 minutes to complete. In the event that the upgrade is unsuccessful, the vehicle should be diagnosed and repaired by a technician using normal diagnostics and claimed as related damage.

EXCEPTION: 2011 Explorer vehicles built on or before May 1, 2011 may be susceptible to cooling issues during periods of extended idle as described in TSB 11-7-21. As such, cooling system performance on these vehicles must be monitored using IDS throughout the USB software update. If symptoms of overheating occur, please contact the Special Service Support Center for direction.

USB Flash Drives were shipped to dealers the week of February 27th, to the attention of the Service Manager. The quantity shipped was based upon the number of assigned VINs. The Flash Drives are reusable on any affected Ford or Lincoln vehicle and can be duplicated by dealers through the use of a computer with multiple USB ports. 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 begin mailing 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 SD Card 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

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year
Focus Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

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 the week of 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.

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.

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year
Focus Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

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 Warranty Assistance Team 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.

DEMONSTRATION / DELIVERY HOLD Application Performance Upgrade 11A02

Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year
Focus Vehicles Equipped with SYNC[®] with MyFord/MyLincoln Touch™
Performance Upgrade

LABOR ALLOWANCES

Description	Labor Operation	Labor Time
<u>All affected Edge, MKX and Focus Navigation equipped vehicles, and 2011 Explorer Navigation equipped vehicles built after May 1, 2011:</u> - Perform reprogramming of the APIM using the USB Flash Drive - Insert new Navigation Map SD Card - Insert new User Guide and Navigation Map Card Licensing Agreement into glove box (stock vehicles only). Navigation Map SD Card <u>Can</u> Be Claimed	11A02B	0.3 Hour
<u>All affected Edge, MKX and Focus Non-Navigation equipped vehicles, and 2011 Explorer Non-Navigation equipped vehicles built after May 1, 2011:</u> - Perform reprogramming of the APIM using the USB Flash Drive - Insert new User Guide into glove box (stock vehicles only). Navigation Map SD Card <u>Cannot</u> Be Claimed	11A02C	0.3 Hour
<u>2011 Explorer Navigation equipped vehicles built on or before May 1, 2011:</u> - Using IDS, command the engine cooling fan on, and monitor the ECT PID throughout the APIM reprogramming process - Perform reprogramming of the APIM using the USB Flash Drive - Insert new Navigation Map SD Card - Insert new User Guide and Navigation Map Card Licensing Agreement into glove box (stock vehicles only). Navigation Map SD Card <u>Can</u> Be Claimed	11A02D	1.3 Hour
<u>2011 Explorer Non-Navigation equipped vehicles built on or before May 1, 2011:</u> - Using IDS and command the engine cooling fan on, and monitor the ECT PID throughout the APIM reprogramming process - Perform reprogramming of the APIM using the USB Flash Drive - Insert new User Guide into glove box (stock vehicles only). Navigation Map SD Card <u>Cannot</u> Be Claimed	11A02E	1.3 hour

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02
 Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year
 Focus Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
 Performance Upgrade

PARTS REQUIREMENTS / ORDERING INFORMATION

Navigation Map SD Cards

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 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 Card availability should be directed to 313-390-3635 or fesq@ford.com.

USB Flash Drives

USB Flash Drives were shipped to dealers the week of February 27th, to the attention of the Service Manager. The quantity shipped was based upon the number of assigned VINs.

The Flash Drives are reusable on any affected Ford or Lincoln vehicle, and can be duplicated by dealers through the use of a computer with multiple USB ports. Successful duplication of the Flash Drives is subject to the use of reliable high-quality drives comparable to the original drives provided by Ford. Low-quality drives may not be readable by SYNC or may cause installation failures. The following specific best practices apply to Flash Drive duplication:

- Use a 2 GB Flash Drive which is USB 2.0-certified.
- The Flash Drive should be COMPLETELY empty.
- Do NOT use a Flash Drive which requires a password, is biometrically protected, or is locked.
- Do NOT use a Flash Drive with special software on it, such as a U3 USB drive.

User Guides

User Guides for stock vehicles were shipped to dealers in the same package as the USB Flash Drives. If additional User Guides are required, contact the Special Service Support Center at 1-800-325-5621.

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02

Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year

Focus Vehicles Equipped with SYNC[®] with MyFord/MyLincoln Touch™

Performance Upgrade

Navigation Map SD Card Licensing Agreements

Licensing agreements for stock vehicles equipped with Navigation were shipped to dealers in the same package as the USB Flash Drives. If additional licensing agreements are required, contact the Special Service Support Center at 1-800-325-5621.

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 2011-2012 MODEL YEAR EXPLORER, EDGE, MKX, AND 2012 MODEL YEAR FOCUS VEHICLES EQUIPPED WITH SYNC® AND MY TOUCH TECHNOLOGY™ — PERFORMANCE UPGRADE

OVERVIEW

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to reprogram the APIM using a supplied USB Flash Drive (and install a new Navigation Map SD Card for Navigation equipped vehicles), and insert a new User Guide (and Navigation Map Card Licensing Agreement for Navigation equipped vehicles) into the vehicle glove box for stock vehicles only. USB Flash Drives were shipped to dealers the week of February 27th, to the attention of the Service Manager. The Flash Drives are reusable on multiple vehicles and can be duplicated by dealers through the use of a computer with multiple USB ports.

NOTE: 2011 Explorer vehicles built on or before May 1, 2011 may be susceptible to cooling issues during periods of extended idle as described in TSB 11-7-21. As such, cooling system performance on these vehicles must be monitored using IDS throughout the USB software update. If symptoms of overheating occur, please contact the Special Service Support Center for direction.

SERVICE PROCEDURE

2011 Explorer Vehicles Built On Or Before May 1, 2011

1. Using IDS, start a new session and select Data Logger. Adjust the Cooling Fan Speed Desired (FAN_DSD#) PID and monitor the Engine Coolant Temperature (ECT) PID, throughout the USB software update.
 - Using Output State Control, command the FAN_DSD# to High for the duration of the re-programming process.
 - If the ECT exceeds 105° C (221° F), turn the engine off and call the Special Service Support Center at 1-800-325-5621.



All Vehicles

SYNC/MyTouch Master Reset Procedure

NOTE: Before proceeding with the "USB Reflash Procedure", you will need to perform the "SYNC/MyTouch Master Reset Procedure".

2. Perform the SYNC/MyTouch Master Reset.

- a. Select the "Menu" button.
- b. Select "Settings".
- c. Select "System".
- d. Select "Master Reset" and then "Yes" then "Yes" to start the reset procedure.

NOTE: You must scroll down on Select System screen to see the Master Reset option.

USB Reflash Procedure

Reprogramming Notes

- The installation may take up to 60 minutes.
- The vehicle must be running and in "Park" with the park brake applied, when you begin the installation process.
- Do not remove the flash drive or turn off the vehicle until the installation process has completed.
- During the reflash process, the system may verbally notify you that portions of the reflash process are complete.
- The reflash process is completed after the "Installation Complete!" message appears and "OK" is pressed on the center screen.

NOTE: The reprogramming procedure can take up to 60 minutes. Do not remove the USB drive or turn the vehicle off, until the "Installation Complete!" screen appears.

3. Start the vehicle so that the battery saver mode will not activate while performing the reprogramming procedure.
4. Remove any connected devices and wait for the system to boot up and for the home screen to appear on the Front Display Interface Module (FDIM).



5. Install the USB drive into one of the vehicle's USB ports. The reprogramming procedure will start automatically. See Figure 1.

- The USB ports are either located in the center console (Edge and Focus) or behind an access door in the front of the center console (Explorer and MKX).

NOTE: This installation procedure may cause the system to reboot several times and/or cause the screen to go dark/blank for a period of time, this is normal. The USB drive needs to remain installed during this time and should not be removed until the "Installation Completed!" screen appears.



FIGURE 1

6. After the installation starts, a verbal and onscreen message will confirm that the installation is about to start, tap "OK". See Figure 2.

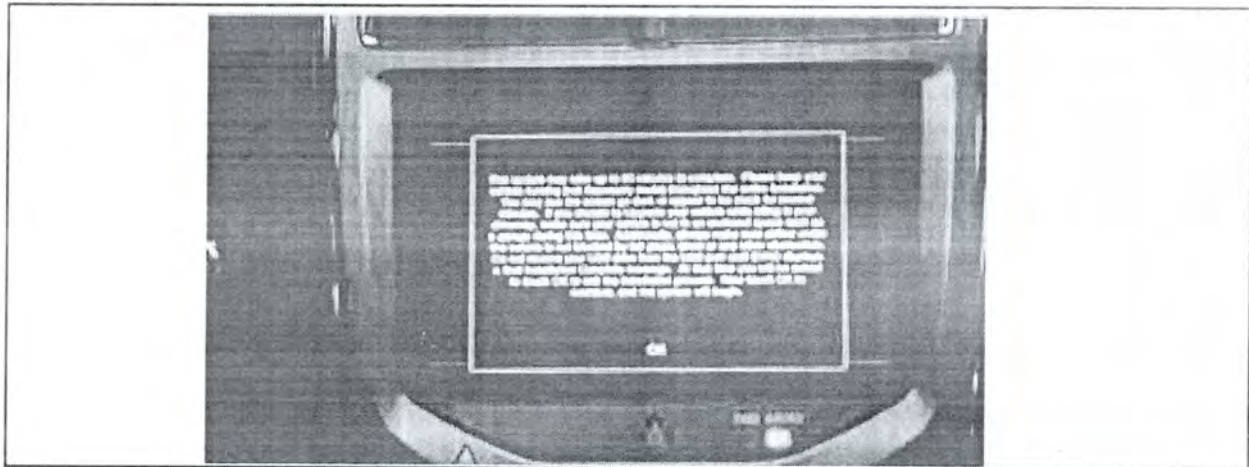


FIGURE 2



7. During the reprogramming process a series of screens may appear and/or the system will reboot with a blank screen. See Figures 3, 4, and 5.

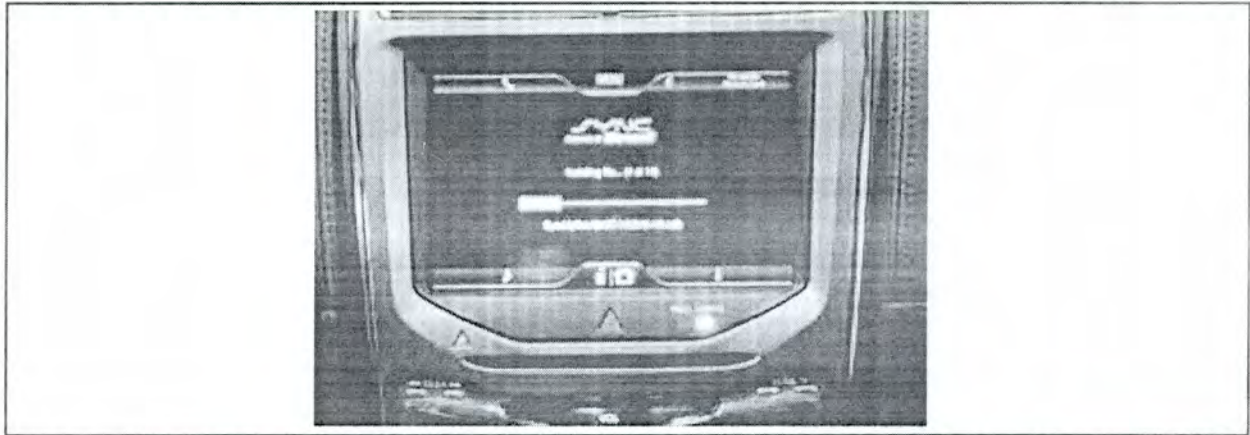


FIGURE 3



FIGURE 4

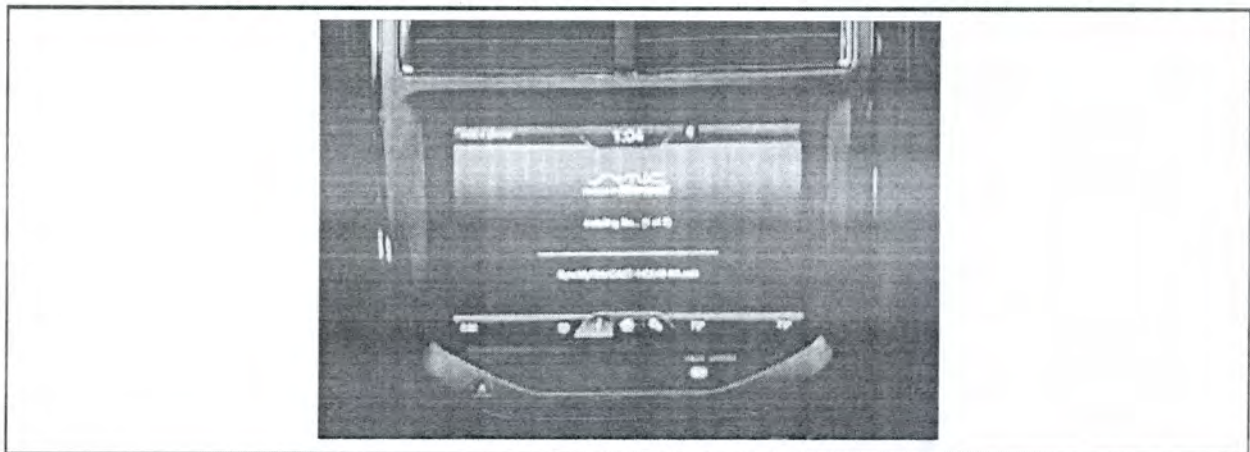


FIGURE 5



8. When the programming is completed, a screen stating the software update was successful will appear, tap "OK". See Figure 6.

- DO NOT remove the USB flash drive.

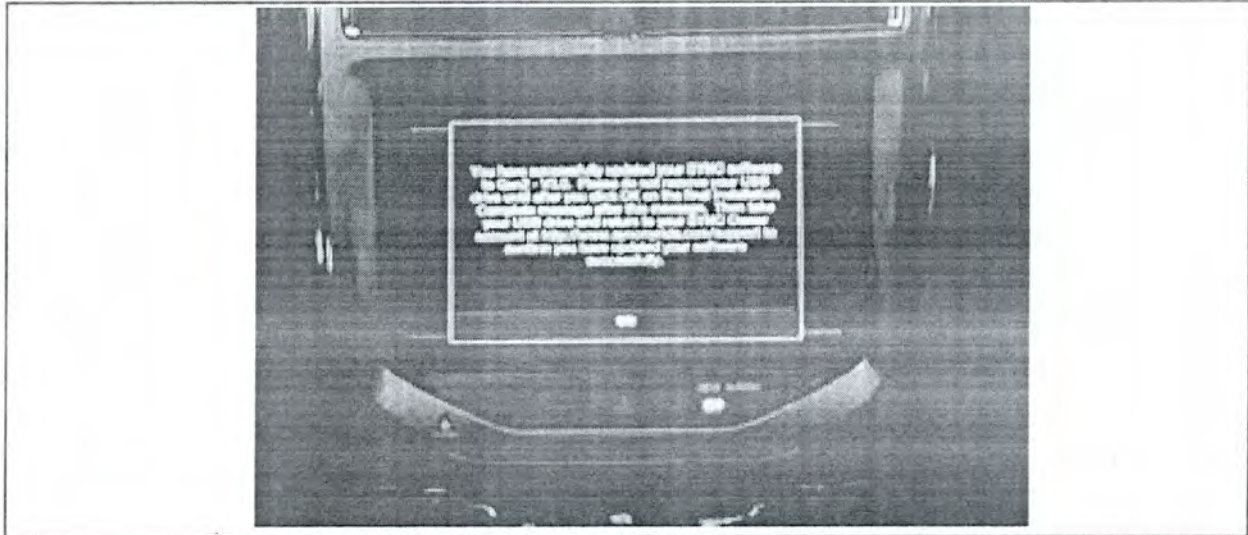


FIGURE 6

9. When the "Installation Complete!" screen appears, tap "OK". See Figure 7.

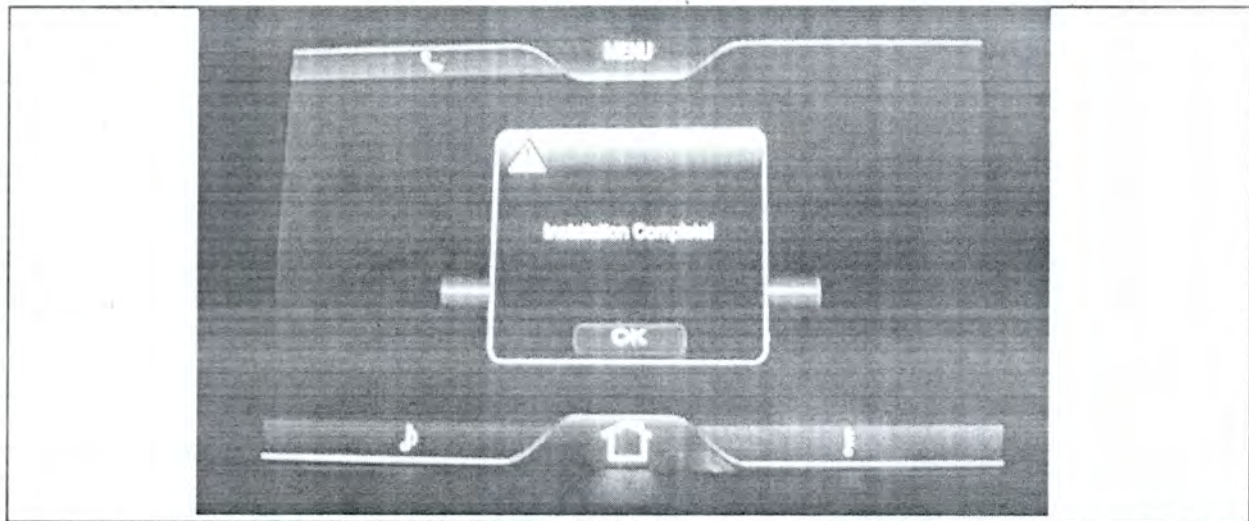


FIGURE 7

NOTE: The entire upgrade is complete when you see an "Installation Complete!" message and you press "OK" on the center screen or when the home screen appears.

10. Remove the USB drive from the vehicle's USB port.



NOTE: For vehicles not equipped with navigation, proceed to step 14.

Vehicles Equipped With Navigation

NOTE: After the reprogramming procedure has completed, an SD card fault will appear on the screen. This is normal.

11. Remove the Navigation Map SD Card from the vehicle's map card slot.
12. Tap "SD Nav" on the FDIM to clear the SD card fault.
13. Install the *new* Navigation Map SD Card into the vehicle's map card slot. See Figure 8. Wait for the *new* Navigation Map SD Card to be recognized and tap "OK" when the "SD Card Detected" screen appears on the FDIM.

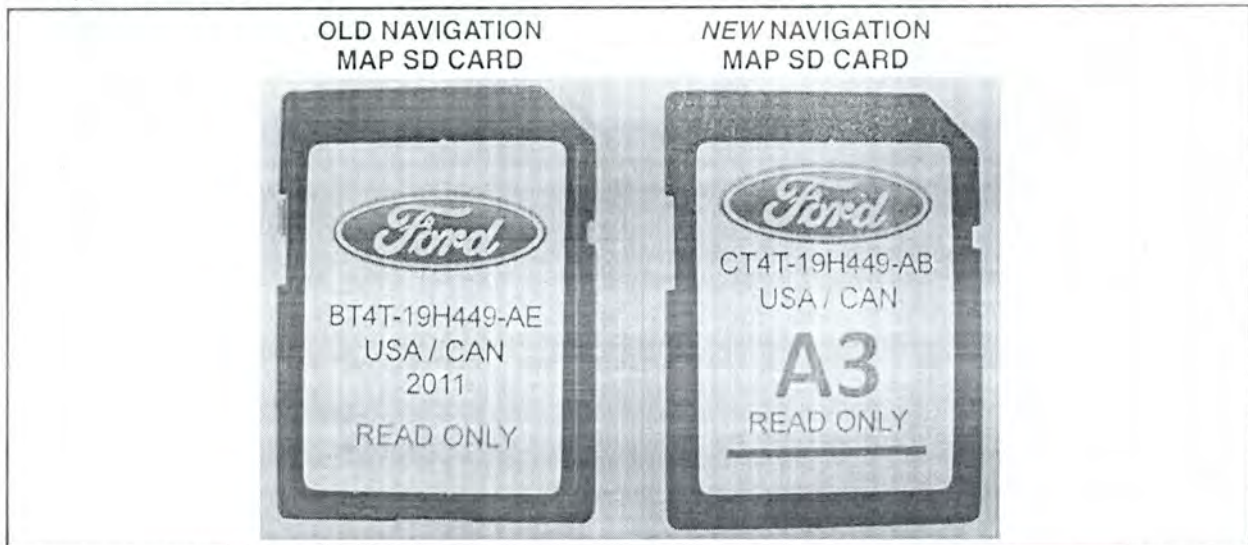


FIGURE 8

All Vehicles

14. Install User Guides and Navigation Map SD Card Licensing Agreements (if equipped with navigation) for stock vehicles.

NOTE: User Guides and Navigation Map SD Card Licensing Agreements were shipped to dealers in the same package as the USB Flash Drives. If additional User Guides are required, contact the Special Service Support Center at 1-800-207-2444.

15. Return the vehicle to the customer.



DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year Focus
Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

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.

DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A02
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year Focus
Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

- 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 11A02
Certain 2011-2012 Model Year Explorer, Edge, MKX, and 2012 Model Year Focus Vehicles
Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

- 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)
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.