



### SYNC-savvy Resources: New Fast Facts

There are new *Fast Facts* coming soon to Product Portfolio Online and eSource-Book. You'll find feature information, customer presentation tips, additional resources and competitive information.

- Service Enhancements — Specifically, new information, such as horoscopes, stocks, movies, and travel services for Traffic, Directions and Information
- SYNC Voice Recognition and Commands
- SYNC Next-generation Voice Recognition and Commands
- How SYNC Powers MyFord Touch and MyLincoln Touch ✨

### FAQ of the Issue

**Question:** Do I have to pair my iPod® or MP3 player with SYNC?

**Answer:** No, you don't have to pair your iPod or MP3 player to SYNC. You can play music through SYNC by connecting your media player through your USB port. You also can play your media device through SYNC wirelessly by pairing it to SYNC if your music player supports Bluetooth® Audio Streaming (A2DP) Profiles. For a frequently updated list of our tested media players, view "Media Players We've Tested So Far" at the vehicle-specific information under Owner Support at [SyncMyRide.com](http://SyncMyRide.com). ✨

### Super-charged Voice Control With MyFord Touch™ and MyLincoln Touch™

SYNC powers your customers' experience with MyFord Touch and MyLincoln Touch by providing more voice control than ever before.<sup>(1)</sup> Where the original SYNC recognized around 100 simple voice commands for using the phone and the media player, SYNC in MyFord Touch and MyLincoln Touch recognizes over 10,000 voice commands. It's as simple as pressing the Voice button and saying what you want. For instance, with the original SYNC system, you had to be in the Phone menu to use the phone features. With MyFord Touch and MyLincoln Touch, you simply press the Voice button and use voice commands to get anywhere in the system. In addition to the phone and media player, SYNC voice commands now power Navigation and Climate functions as well.

The MyFord Touch/MyLincoln Touch handbook arrives in your dealership this month. You'll want to take the time to review it so that you can effectively demonstrate its features to customers. You'll immediately notice that the SYNC first-level voice functions are remarkably expanded and easier to use. ✨



### SYNC Quick Tip: Media Devices and Warm Temperatures

Your SYNC customers are pairing their media devices with the system for convenient, voice-activated use. But with summer upon us, advise your customers that they should follow the manufacturer's instructions for their media device with regard to extreme temperatures if they intend to leave the device in the car.

In hot weather, the interior of a vehicle can heat up well past 100 degrees in just a few minutes. Exposing media devices to temperatures — hot or cold — may cause problems when attempting to use them with SYNC. Sharing this advice upon delivery will help avoid issues down the road.

For more user tips, be sure to direct your customers to the Owner Support section on [SyncMyRide.com](http://SyncMyRide.com). ✨

### The Benefits of Eyes-on-the-Road Technology

Here's an interesting study worth sharing with your customers: The Center for Automotive Safety Research at the Virginia Tech Transportation Institute found that drivers who use voice controls for cell phone and music players took their eyes off the road less often than drivers who used hand-held devices. Taking your eyes off the road is a contributor to accidents.

The study monitored 22 drivers using the Ford SYNC system and hand-held devices

in real-world driving situations. It found that these drivers looked away from the road 2.5 times more using hand-held rather than voice-activated cell phone controls. For music, these drivers took their eyes off the road 10 times more often to adjust a music player that was not voice activated.

These are compelling facts to support the convenience and safety benefits of SYNC technology. ✨

(1) 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. To avoid driver distraction, some features are unavailable while driving. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. iPod is a registered trademark of Apple Inc. All rights reserved. Microsoft is a registered trademark of Microsoft Corporation.