



SYNC 911 Assist Delivers Direct Connection to Emergency Services

Research shows that safety continues to be a leading driver of purchase consideration, and Ford is already a safety leader. In fact, Ford Motor Company has earned more National Highway Traffic Safety Administration (NHTSA) five-star safety ratings and more Insurance Institute for Highway Safety (IIHS) Top Safety Picks than any other manufacturer.

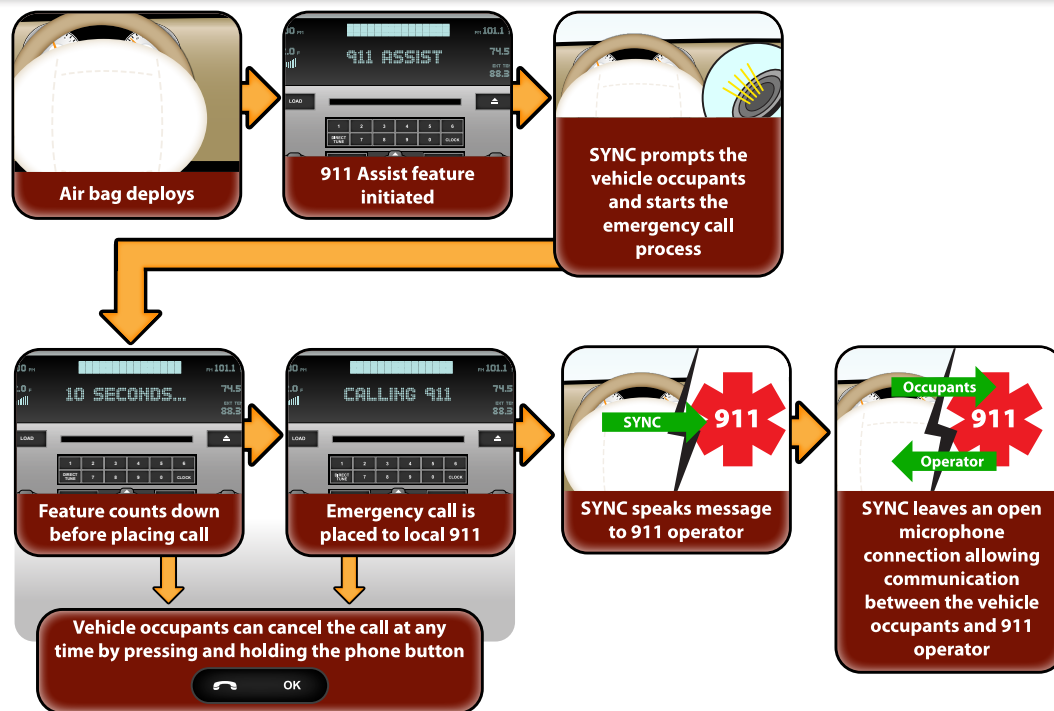
But, in the event of a serious accident with an air bag deployment, the ability to directly contact the local 911 emergency operator could be a critical need – for both vehicle occupants and the first responders. SYNC® with 911 Assist can help.

How it works

911 Assist is designed to assist occupants to place a call to a local 911 emergency operator should an accident occur that activates an air bag or the emergency fuel cutoff.

911 Assist is active when a phone is properly Bluetooth-paired, turned on and connected to SYNC – which normally happens every time the driver enters the vehicle with his or her phone. Before initiating the emergency 911 call, SYNC will provide a 10-second window to allow the driver or passenger to decide whether to cancel the call. If not manually cancelled within the 10-second window, SYNC will place the emergency call. A brief pre-recorded message will play when the call is answered, and occupants in the vehicle will then be able to talk directly with the 911 operator.

Once the call is connected, 911 operators can respond to the situation exactly as they would with any 911 call. Emergency services can determine the medical priority and dispatch the appropriate assistance based on the situation. The wireless phone service involved can provide car location information as required by federal law, which may be used to help locate the vehicle, if occupants are non-responsive, for example.



No monthly fee

There is no additional monthly fee for 911 Assist since SYNC utilizes a customer's existing mobile phone.

SYNC is updatable

Since SYNC is updatable, customers who already own SYNC-equipped vehicles will be able to have their systems improved with 911 Assist.

Fast and direct

The key advantage of SYNC 911 Assist is speed, as calls are placed directly to local 911 operators. A SYNC-assisted call should reach 911 operators faster than competitive systems, as there are no handoffs and no need to speak to a call-center operator.

