

Publish Date: December 2, 2021 Due Date (If Applicable): N/A

Information: *Ford Co-Pilot360™ Active Drive Assist Prep Kit (BlueCruise* Prep Kit)– Late Software Availability Notification and Complimentary BlueCruise* Service*

Target Dealer Group: All Ford Dealerships

Target Audience: Dealer Principals, Sales Managers, Sales Consultants, F&I Managers, Service Managers

Target Dept(s): ☒ New Sales ☐ CPO/Used Sales ☐ Fleet Sales ☐ Finance ☐ Parts ☐ Service

ACTION REQUESTED

- Customers who purchase a 2021 F-150 or 2021 Mustang Mach-E with the Ford Co-Pilot360™ Active Drive Assist Prep Kit (BlueCruise* Prep Kit) (43C/50G) will start receiving Ford Power-Up software updates over the air that includes BlueCruise hands-free driver assist in late first quarter of 2022 (details to follow). Customers will also have the option of dealer installation of the BlueCruise hands-free driver assist feature in late first quarter of 2022 (details to follow).
- Job 1 2021 F-150 or 2021 Mustang Mach-E with Ford Co-Pilot360™ Active Drive Assist Prep Kit (BlueCruise*) will receive 1yr of complimentary BlueCruise* service once software is activated and functioning (details to follow).

SUMMARY

BlueCruise* hands-free highway driving allows drivers to operate their vehicle hands-free while a driver-facing camera monitors that their eyes remain on the road. This technology is available on certain sections of prequalified, divided highways referred to as “Hands-Free Blue Zones.” This feature grants an additional level of comfort during long drives and is designed to reduce stress while driving with the driver’s eyes on the road.

The Active Drive Assist (BlueCruise*) hands-free feature is not fully functional on Job 1 vehicles that include the Prep Kit. The Ford Co-Pilot360™ Active 2.0 Prep Package was created to ensure early customers have access to this feature when software is available. Vehicles equipped with the Ford Co-Pilot360™ Active 2.0 Prep Package (F-150 (43C) / Mustang Mach-E (50G)) have a package that contains hardware through the Active Drive Assist (BlueCruise*) Prep Kit that will enable the activation of the full BlueCruise* hands-free feature once the software is available. Given the importance of this technology upgrade, we’ve retimed the BlueCruise software update to late first quarter of 2022.

While many Ford Power-Up software updates will be delivered in one step, multiple updates will be required to enable BlueCruise functionality while also strengthening our capability and accelerating the pace of future features and enhancements. Most BlueCruise updates will happen in the background while customers are driving, so feature activation timing will vary based on driving patterns.

To help customers receive their BlueCruise* software updates faster please continue to encourage customers to connect their vehicle to WIFI and have them set a schedule for their software updates in their vehicle. For more information on Ford Power Up Software Updates, please visit:

Availability and Timing

We are already delivering full BlueCruise* functionality in current Mustang Mach-E and F-150 models leaving our plants today. Ford owners of early 2021 models will start receiving their BlueCruise* Power-Up software updates over the air starting in late first quarter of next year. Given the importance of this technology upgrade, we’ve retimed the BlueCruise software update so we can deliver the highest-quality software update experience for customers while strengthening our capability and accelerating the pace of future features and enhancements. Mustang Mach-E and F-150 customers who are eager to have

BlueCruise capability on their eligible vehicles ahead of the software updates will be able to receive their upgrades at dealers, also in late first quarter. Customers will receive one year of complimentary BlueCruise service once software is activated.

*Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. BlueCruise is a hands-free highway driving feature. Only remove hands from the steering wheel when in a Hands-Free Blue Zone. Always watch the road and be prepared to resume control of the vehicle. It does not replace safe driving. See Owner's Manual for detail and limitations.

See the Ford Privacy Policy on Ford.com

QUESTIONS

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