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

March, 2012

(Letter version A – Ford / Late VMCU / with Navigation)
Software Application Upgrade Program 11A03

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567
SYNC® with MyFord Touch™ Application Performance Upgrade **11A03**

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 is pleased to provide a software Performance Upgrade for the MyFord Touch™ system in your vehicle on the enclosed reusable USB flash drive at no additional charge. In addition, the SD card which accompanies this letter contains updated map data to enhance the performance of your vehicle's Navigation System.

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. Moreover, your MyFord Touch™ system will qualify for a SYNC® module warranty extension once you report successful installation of the new software.*

You can easily install both the Performance Upgrade and updated navigation map data by following the enclosed step-by-step instructions. Installation of the software may take up to one hour and can be performed while your vehicle is parked with the parking brake engaged and the engine running, or while it is being driven. It is important that your vehicle remain running during the entire installation procedure. Please do not leave your vehicle unattended. To extend your MyFord Touch™ system SYNC® module warranty, you must report your software upgrade either by:

1. Internet:
 - Log onto syncmyride.com/support, and access or create your SYNC® Owner Account.
 - On the *SYNC Owners* page, navigate to the *Manage SYNC* section, select *Update and Customize*, and click on *Report Successful Installations*.
 - Using the same USB flash drive you used to update your vehicle, follow the on-screen instructions to automatically upload to our database confirmation of your successful upgrade: or
2. Phone: Contact the Ford In Vehicle Technology Center at 1-800-392-4040.

If you prefer, your dealer can also install the upgrade for you at no additional charge. Your dealer will need the map data SD card enclosed in this package to perform your upgrade--so **please remember to bring it with you to the dealership. Without the SD card, your dealer will not be able to complete the software installation.**

If you have questions, or need further assistance, please refer to the enclosed instructions and User Guide. Alternatively, you may also contact the Ford In Vehicle Technology Center at 1-800-392-4040. Representatives are available Monday through Saturday 8:30AM – 10:00PM ET and Sunday 11:30AM – 10:00PM ET. If you wish to contact us through the internet, our address is www.Fordowner.com. Additionally we recommend you retain this USB to download future updates and new features via syncmyride.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
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(Letter version B – Ford / Late VMCU / without Navigation)
Software Application Upgrade Program 11A03

Mr. John Sample
123 Main Street
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Your Vehicle Identification Number: 12345678901234567
SYNC® with MyFord Touch™ Application Performance Upgrade **11A03**

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You can easily install the Performance Upgrade by following the enclosed step-by-step instructions. Installation of the software may take up to one hour and can be performed while your vehicle is parked with the parking brake engaged and the engine running, or while it is being driven. It is important that your vehicle remain running during the entire installation procedure. Please do not leave your vehicle unattended. To extend your MyFord Touch® system SYNC® module warranty, you must report your software upgrade either by:

1. Internet:
 - Log onto syncmyride.com/support, and access or create your SYNC® Owner Account.
 - On the *SYNC Owners* page, navigate to the *Manage SYNC* section, select *Update and Customize*, and click on *Report Successful Installations*.
 - Using the same USB flash drive you used to update your vehicle, follow the on-screen instructions to automatically upload to our database confirmation of your successful upgrade: or
2. Phone: Contact the Ford In Vehicle Technology Center at 1-800-392-4040.

If you prefer, your dealer can also install the upgrade for you at no additional charge.

If you have questions, or need further assistance, please refer to the enclosed instructions and User Guide. Alternatively, you may also contact the Ford In Vehicle Technology Center at 1-800-392-4040. Representatives are available Monday through Saturday 8:30AM – 10:00PM ET and Sunday 11:30AM – 10:00PM ET. If you wish to contact us through the internet, our address is www.Fordowner.com. Additionally we recommend you retain this USB to download future updates and new features via syncmyride.com.

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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.*

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(Letter version C – Lincoln / Late VMCU / with Navigation)
Software Application Upgrade Program 11A03

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567
SYNC® with MyLincoln Touch™ Application Performance Upgrade 11A03

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 is pleased to provide a software Performance Upgrade for the MyLincoln Touch™ system in your vehicle on the enclosed reusable USB flash drive at no additional charge. In addition, the SD card which accompanies this letter contains updated map data to enhance the performance of your vehicle's Navigation System.

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. Moreover, your MyLincoln Touch™ system will qualify for a SYNC® module warranty extension once you report successful installation of the new software.*

You can easily install both the Performance Upgrade and updated navigation map data by following the enclosed step-by-step instructions. Installation of the software may take up to one hour and can be performed while your vehicle is parked with the parking brake engaged and the engine running, or while it is being driven. It is important that your vehicle remain running during the entire installation procedure. Please do not leave your vehicle unattended. To extend your MyLincoln Touch™ system SYNC® module warranty, you must report your software upgrade either by:

1. Internet:
 - Log onto syncmyride.com/support, and access or create your SYNC® Owner Account.
 - On the *SYNC Owners* page, navigate to the *Manage SYNC* section, select *Update and Customize*, and click on *Report Successful Installations*.
 - Using the same USB flash drive you used to update your vehicle, follow the on-screen instructions to automatically upload to our database confirmation of your successful upgrade: or
2. Phone: Contact the Lincoln In Vehicle Technology Center at 1-800-392-4040.

If you prefer, your dealer can also install the upgrade for you at no additional charge. Your dealer will need the map data SD card enclosed in this package to perform your upgrade--**so please remember to bring it with you to the dealership. Without the SD card, your dealer will not be able to complete the software installation.**

If you have questions, or need further assistance, please refer to the enclosed instructions and User Guide. Alternatively, you may also contact the Lincoln In Vehicle Technology Center at 1-800-392-4040. Representatives are available Monday through Saturday 8:30AM – 10:00PM ET and Sunday 11:30AM – 10:00PM ET. If you wish to contact us through the internet, our address is www.Lincolnowner.com. Additionally we recommend you retain this USB to download future updates and new features via syncmyride.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.*

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Mr. John Sample
123 Main Street
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SYNC® with MyLincoln Touch™ Application Performance Upgrade 11A03

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You can easily install the Performance Upgrade by following the enclosed step-by-step instructions. Installation of the software may take up to one hour and can be performed while your vehicle is parked with the parking brake engaged and the engine running, or while it is being driven. It is important that your vehicle remain running during the entire installation procedure. Please do not leave your vehicle unattended. To extend your MyLincoln Touch™ system SYNC® module warranty, you must report your software upgrade either by:

1. Internet:
 - Log onto syncmyride.com/support, and access or create your SYNC® Owner Account.
 - On the *SYNC Owners* page, navigate to the *Manage SYNC* section, select *Update and Customize*, and click on *Report Successful Installations*.
 - Using the same USB flash drive you used to update your vehicle, follow the on-screen instructions to automatically upload to our database confirmation of your successful upgrade: or
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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.*