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Ford Motor Company
P. O. Box 1904
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April 10, 2012

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **DEMONSTRATION / DELIVERY HOLD**
Application Performance Upgrade 11A03 – Supplement #1
Certain 2011-2012 Model Year Edge, MKX, and 2012 Model Year Focus Sold Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
Performance Upgrade

REF: **DEMONSTRATION / DELIVERY HOLD – Application Performance Upgrade 11A03**
Dated March 5, 2012

REASON FOR THIS SUPPLEMENT

- *Remind dealers to inform vehicle owners when scheduling service appointments that they must bring the SD Card they received in the mail into the dealer if they choose to have the dealer perform the upgrade procedure.*
- *Inform dealers that Navigation Map SD Cards can no longer be claimed under this FSA. Upgrade Packages (including Navigation Map SD Cards) have been mailed to all affected vehicle owners.*
- *Inform dealers that all Explorer vehicles have been moved from 11A03 to 11A02 due to a potential concern with the engine cooling fan operation.*

New! 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.

- ***11A03 Contains sold vehicles for which the vehicle owner has been 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.***
 - ***Supplement #1***
 - ***USB Flash drives and Navigation Map SD Cards have been sent to vehicle owners.***

- For Navigation equipped vehicles, the Navigation Map SD Card will need to be brought into the dealer by the vehicle owner in order for the dealer to perform the upgrade (Dealers are no longer authorized to claim Navigation Map SD Cards against FSA 11A03).

PROGRAM TERMS

This program will be in effect through May 1, 2013. There is no mileage limit for this program.

New! AFFECTED VEHICLES

Certain 2011-2012 model year Edge, MKX, and 2012 model year Focus Vehicles Equipped with My Ford Touch or My Lincoln Touch.

NOTE: *All Explorer vehicles have been transferred from FSA 11A03 to FSA 11A02.*

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 simplify screens for ease of use.

SERVICE ACTION

Vehicle owners will be given the option of performing the upgrade themselves, or having it performed by their dealer. The owner mailing will contain all of the items necessary for the vehicle owner to perform the system upgrade.

For vehicles brought into dealers for the upgrade, dealers are to inspect the software level of the APIM and, if necessary, reprogram the APIM using a supplied USB Flash Drive and insert an updated Navigation Map SD Card.

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.

Note: USB Flash Drives for the Application Upgrade 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, and average five per dealer. 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.

Dealers are authorized to perform the upgrade on any affected vehicle at the request of the vehicle owner.

New! OWNER NOTIFICATION MAILING SCHEDULE

Owner Letters were mailed to the original population in March 2012.

New! 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
In Vehicle Technology Center (Customer Concerns with the Update Process)1-800-392-4040

Sincerely,



Michael A. Berardi

DEMONSTRATION / DELIVERY HOLD**Application Performance Upgrade 11A03 – Supplement #1**

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

New! OASIS ACTIVATED?

Yes, OASIS will be activated on March 5, 2012. *Explorer vehicles were reclassified in OASIS from 11A03 to 11A02 on April 10, 2012.*

New! FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be updated and available through <https://web.fsavinlists.dealerconnection.com> on April 10, 2012. *Owner names and addresses will be available the week of April 16, 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.

SERVICE PLAN

Vehicle owners will be given the option of performing the upgrade themselves, or having it performed by their dealer. Dealers are authorized to perform the upgrade on any affected vehicle, at the request of the vehicle owner. Use OASIS to identify any affected vehicles in your used vehicle inventory.

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.

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

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.

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 the Warranty Assistance Team at 800-423-8851.

New! CLAIMS PREPARATION AND SUBMISSION

- *Because Upgrade Packages (including Navigation Map SD Cards) have been mailed to all affected vehicle owners, Navigation Map SD Cards can no longer be claimed under this FSA on a Repair Order dated on or after April 16, 2012.*
- 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 11A03 – Supplement #1**

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Focus Sold Vehicles Equipped with SYNC® with MyFord/MyLincoln Touch™
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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Inspect APIM software level, update not required	11A03A	0.2 Hours(s)
Navigation equipped vehicles: - Inspect APIM software level, update required - Perform reprogramming of the APIM using the USB Flash Drive - Insert new Navigation Map SD Card	11A03B	0.3 Hour(s)
Non-Navigation vehicles: - Inspect APIM software level, update required - Perform reprogramming of the APIM using the USB Flash Drive	11A03C	0.3 Hour(s)

New! PARTS REQUIREMENTS / ORDERING INFORMATION**Navigation Map SD Cards**

Navigation Map SD Cards were mailed to vehicle owners the week of March 12, 2011. Vehicle owners should be advised when scheduling service appointments to bring their SD cards at the time of service.

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, and averaged five per dealer.

The Flash Drives are reusable on any affected 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.

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.

NEW! CERTAIN 2011-2012 MODEL YEAR EDGE, MKX, AND 2012 MODEL YEAR FOCUS VEHICLES EQUIPPED WITH SYNC® WITH MYFORD/MYLINCOLN TOUCH™ — PERFORMANCE UPGRADE

OVERVIEW

For vehicles brought into dealers for the Performance Upgrade, dealers are to inspect the software level of the APIM and, if necessary, reprogram the APIM using a supplied USB Flash Drive and insert a *new* Navigation Map SD Card on vehicles equipped with navigation. USB Flash Drives were shipped to dealers the week of February 27th, to the attention of the Service Manager (average 5 USBs per dealer). The Flash Drives are reusable on multiple vehicles and can be duplicated by dealers through the use of a computer with multiple USB ports.

SERVICE PROCEDURE

Verify The Vehicles APIM Software Level

1. Determine the vehicle's current Accessory Protocol Interface Module (APIM) software level (CCPU/CIP level). See Figure 1.
 - a. On the Front Display Interface Module (FDIM), select "Menu" then select "Help".
 - b. Select "System Information".
 - c. Note the last five digits of the CCPU/CIP#. See Figure 1.
- If the last five digits **are "12023"** or higher, the APIM is at the latest level. Return the system to the home screen, and release the vehicle to the customer.
- If the last five digits **are less than "12023"** (e.g. 11134), proceed to the "SYNC/MyTouch Master Reset Procedure" on Page 2.

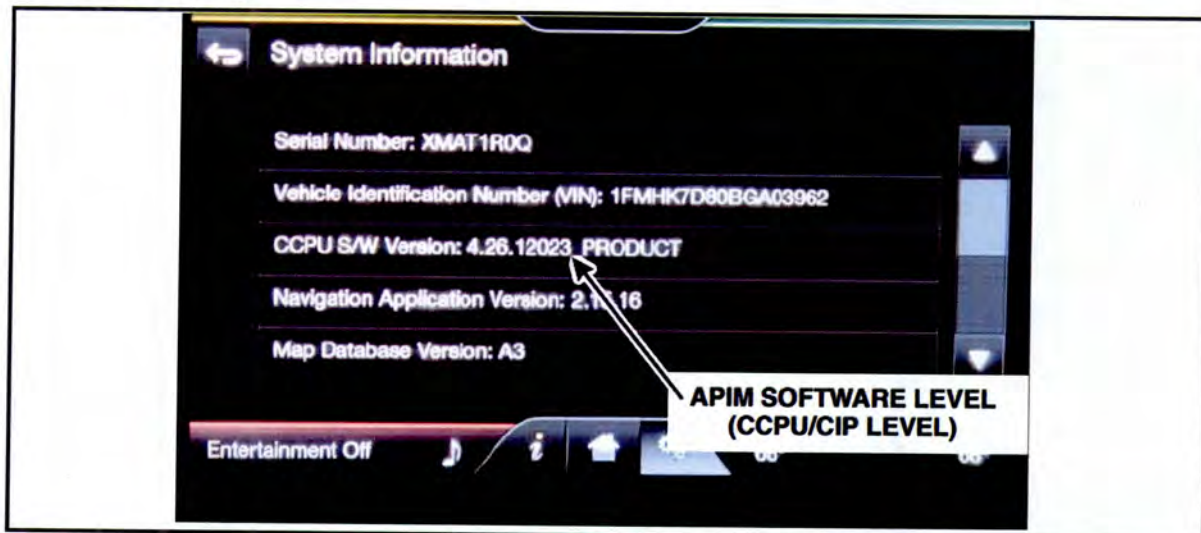


FIGURE 1



SYNC/MyTouch Master Reset Procedure

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

1. 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.

All Vehicles

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.

1. Start the vehicle so that the battery saver mode will not activate while performing the reprogramming procedure.
2. Wait for the system to boot up, remove any connected devices, and for the home screen to appear on the FDIM.



3. 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 Complete!" screen appears.



FIGURE 1

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

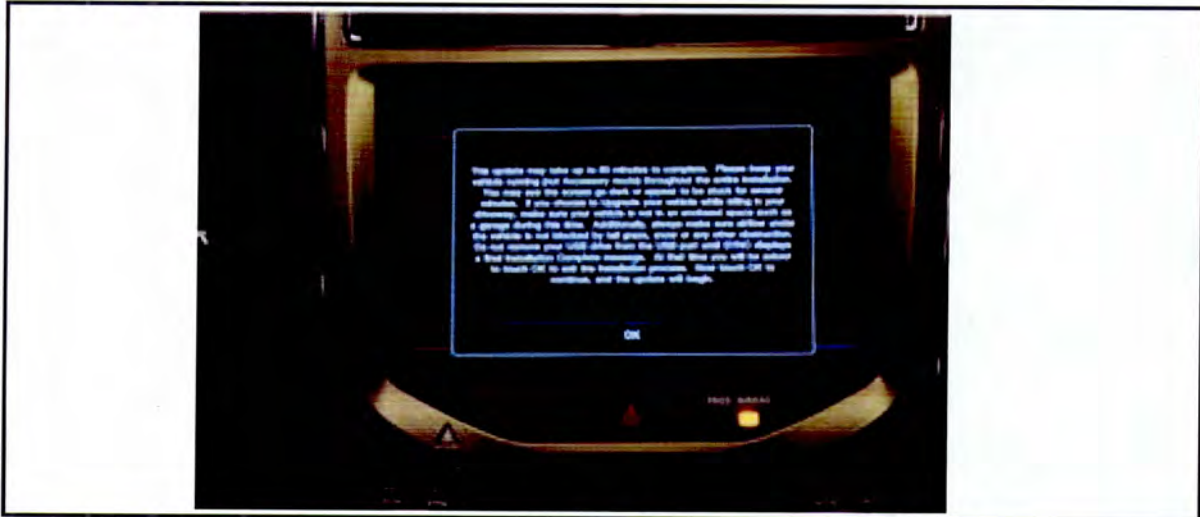


FIGURE 2



5. 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

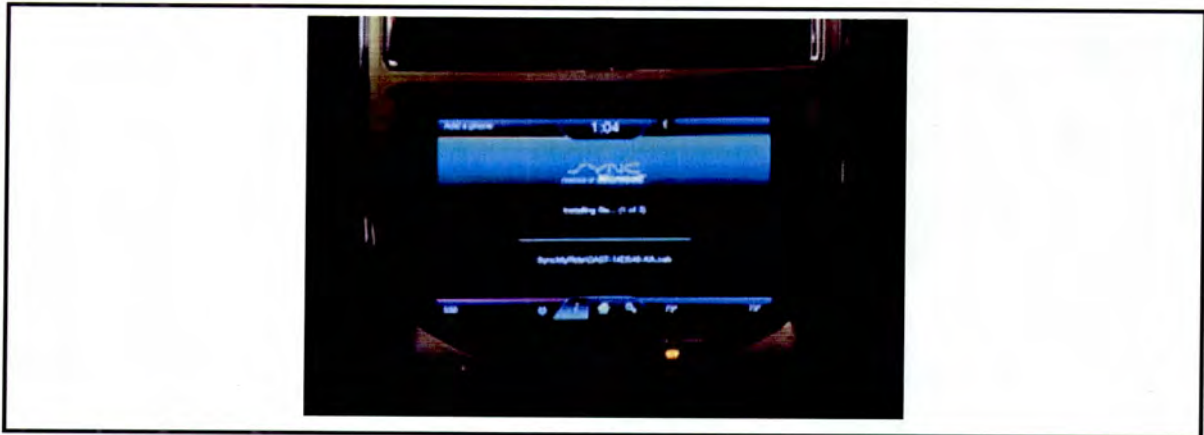


FIGURE 5



6. 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.

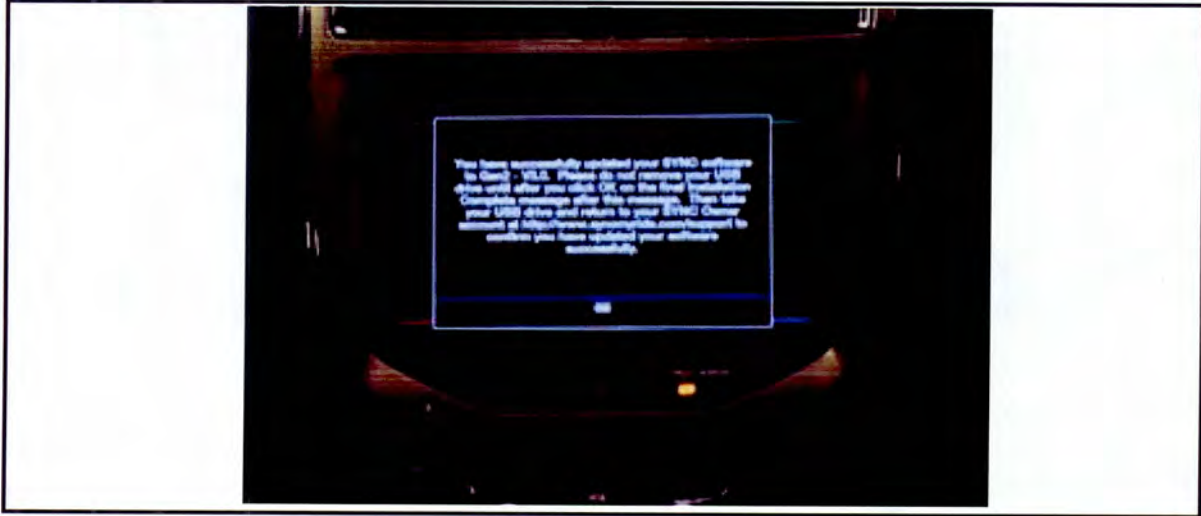


FIGURE 6

7. 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.

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



NOTE: For vehicles not equipped with navigation, proceed to step 12.

Vehicles Equipped With Navigation

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

9. Remove the Navigation Map SD Card from the vehicle's map card slot.
10. Tap "SD Nav" on the FDIM to clear the SD card fault.
11. 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.

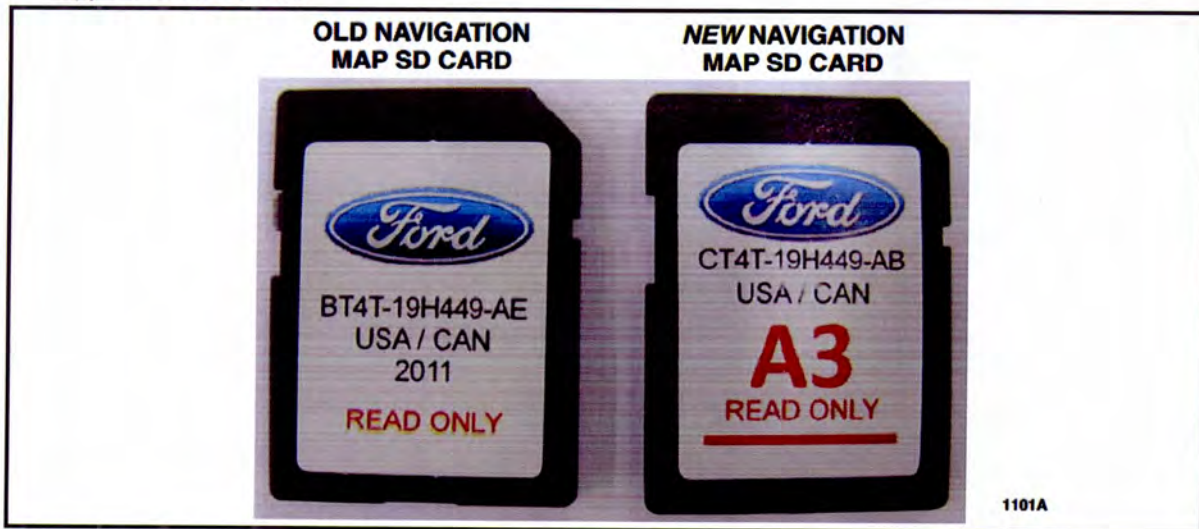


FIGURE 8

All Vehicles

12. Return the vehicle to the customer.



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

March, 2012

(Letter version B – Ford / Late VMCU / without 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.

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 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.

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 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.*

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

March, 2012

(Letter version D – Lincoln / Late VMCU / without 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.

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 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
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.

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.*