



TECHNICAL SERVICE BULLETIN

Various SYNC Performance Related Concerns

25-2570

25 November
2025

This bulletin supersedes 24-2165. Reason for update: update the TSB Service Procedure.

Model:

Ford	SYNC 3
2016-2018 C-MAX Hybrid	
2018-2019 EcoSport	SYNC 3
2016-2018 Edge	SYNC 3
2016-2019 Escape	SYNC 3
2016-2019 Expedition	SYNC 3
2017-2019 Explorer	SYNC 3
2016-2018 F-150	SYNC 3
2016-2019 F-Super Duty	SYNC 3
2016-2019 Fiesta	SYNC 3
2016-2019 Flex	SYNC 3
2016-2018 Focus	SYNC 3
2017-2018 Fusion	SYNC 3
2016-2018 Mustang	SYNC 3
2016-2019 Taurus	SYNC 3
2016-2019 Transit	SYNC 3
2016-2018 Transit Connect	SYNC 3
Lincoln	SYNC 3
2017-2018 Continental	
2016-2019 MKC	SYNC 3
2016 MKS	SYNC 3
2016-2019 MKT	SYNC 3
2017-2018 MKZ	SYNC 3
2016-2018 Nautilus	SYNC 3
2016-2017 Navigator	SYNC 3

Markets: North American markets only

Issue: Some vehicles listed in the Model statement above may exhibit various SYNC performance related concerns including but not limited to:

- Display operation concerns
- Navigation inoperative
- Voice recognition concerns
- Phone connection issues
- Dropped phone connections
- Applink related performance
- Travel Link not present or showing incorrect traffic

- Slow system response

NOTE: Ford has found some of the APIMs replaced and returned for inspection contained an outdated software level and the APIM did not require replacement. The customer concern may have been resolved by updating the APIM with latest level of software. The SYNC 3 universal thumb drive will be able to update the APIM software without the use of a scan tool and does not require the process to be monitored. Ford will be monitoring APIM replacements to confirm TSB directed software updates have been performed.

Action: For vehicles that meet all of the criteria in the Issue and Model statements, follow the Service Procedure to update the APIM.

Warranty Status: Warranty coverage limits and policies are not altered by a TSB. Warranty coverage limits are determined by the identified causal part.

Labor Times

Description	Operation No.	Time
Reprogram The APIM Using The SYNC 3 Universal Thumb Drive (Do Not Use With Any Other Labor Operations)	252570A	0.3 Hrs.

Repair/Claim Coding

Causal Part:	14G371
Condition Code:	04

Service Procedure

1. Verify that the SYNC 3 universal thumb drive is titled SG3v202505 or later (later software levels will have a higher numerical value). Is the SYNC 3 universal thumb drive title SG3v202505 or later?

(1). Yes - proceed to Step 2.

(2). No - download the SYNC 3 Universal USB Updater Application (1.0.5.1) under the Service Tips section of PTS using at least a 64GB USB 3.2 Gen 2 flash drive or higher. The USB drive must be formatted to exFAT. Review the instructions and use Scan for Updates and Update USB. Proceed to Step 2.

NOTE: If needed, this is a one-time upload to the thumb drive. Instructions can be found on PTS under Service Tips. Downloading the files to laptop and updating the thumb drive could take up to 2 1/2 hours depending on internet speed. Once the thumb drive is updated, it can be used repeatedly to update all vehicles in this article. The thumb drive must be synced with the Updater Application every 30 days in order to retain usage permissions.

2. Disconnect all customer connected USB items from all media hub locations in the vehicle.

3. Start the vehicle.

4. Insert the SYNC 3 universal thumb drive into the USB port on the media hub.

5. The module automatically updates with no user input required.

(1). Modules already at the latest software level will indicate this after approximately 30 seconds.

(2). Module programming for a non-updated module does not need to be monitored and can take approximately 20-30 minutes.

(3). Once the reprogramming has completed, the screen will display a message indicating the module is up to date.

6. Remove the SYNC 3 universal thumb drive when complete. The screen returns to the SYNC 3 home screen. Reconnect any of the customer USB items. No vehicle or system restarts are required.

The information in this Technical Service Bulletin (TSB) was current at the time of printing. Ford Motor Company reserves the right to supersede this information with updates. The most recent information is available through Ford Motor Company's on-line technical resources.