



## Ford Motor Company announces availability and pricing strategy for Sync

Aug-16-2007

Ford Motor Company has announced the availability and pricing strategy for Sync, a voice-activated in-car communications and entertainment system that works with most Bluetooth mobile phones and digital music players.

The availability of this new technology is being phased into Ford, Lincoln and Mercury models in Ford's job #2 actions, being offered as optional on many base line models and standard equipment on high-series models.

### Pricing:

- Where optional, the price of Sync is approximately \$350, but may require additional equipment also at an extra charge.
- Where standard, the base price of the vehicle will increase by approximately \$350 and this charge will not be price protected for CPA clients.

The chart below outlines the roll-out of Sync as part of Ford's Job #2 actions, by model and series, indicating whether optional or standard. Also included is the last date for ordering Job #1 equipped vehicles (without Sync) as well as the order bank opening date for Job #2 equipped vehicles (with Sync).

Your PHH NVAC or Account Consultant will be contacting you to discuss changes impacting your orders and order templates, where necessary. We were unable to provide advance notice for the Explorer, Mountaineer and Sport Trac. However if you had impacted orders, you would have been contacted by your NVAC or Account Consultant.

Model/Series	Standard/Optional	Job #1 Orders Due	Job #2 Order Bank Opening
<b>Ford</b>			
Explorer XLT Eddie Bauer Limited	Optional Standard Standard	Built-out Built-out Built-out	Aug-08-2007 Aug-08-2007 Aug-08-2007
Fusion SE SEL	Optional Standard	Aug-20-2007 Aug-20-2007	Sep-07-2007 Sep-07-2007
Sport Trac XLT Limited	Optional Standard	Built-out Built-out	Aug-08-2007 Aug-08-2007

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# News Update

Taurus SEL Limited	Optional Standard	Aug-20-2007 Aug-20-2007	Sep-07-2007 Sep-07-2007
Taurus X SEL Eddie Bauer Limited	Optional Standard Standard	Aug-20-2007 Aug-20-2007 Aug-20-2007	Sep-07-2007 Sep-07-2007 Sep-07-2007
<b>Lincoln</b>			
MKZ	Standard	Aug-20-2007	Sep-07-2007
<b>Mercury</b>			
Milan Base Premier	Optional Standard	Aug-20-2007 Aug-20-2007	Sep-07-2007 Sep-07-2007
Mountaineer Base Premier	Optional Standard	Built-out Built-out	Aug-08-2007 Aug-08-2007
Sable Base Premier	Optional Standard	Aug-20-2007 Aug-20-2007	Sep-07-2007 Sep-07-2007