



Go Further



ED PLEET

**CONNECTED SERVICES DIRECTOR
FORD ASIA PACIFIC, AFRICA AND EUROPE**



MOBILE ASIA EXPO CONNECTED CITY



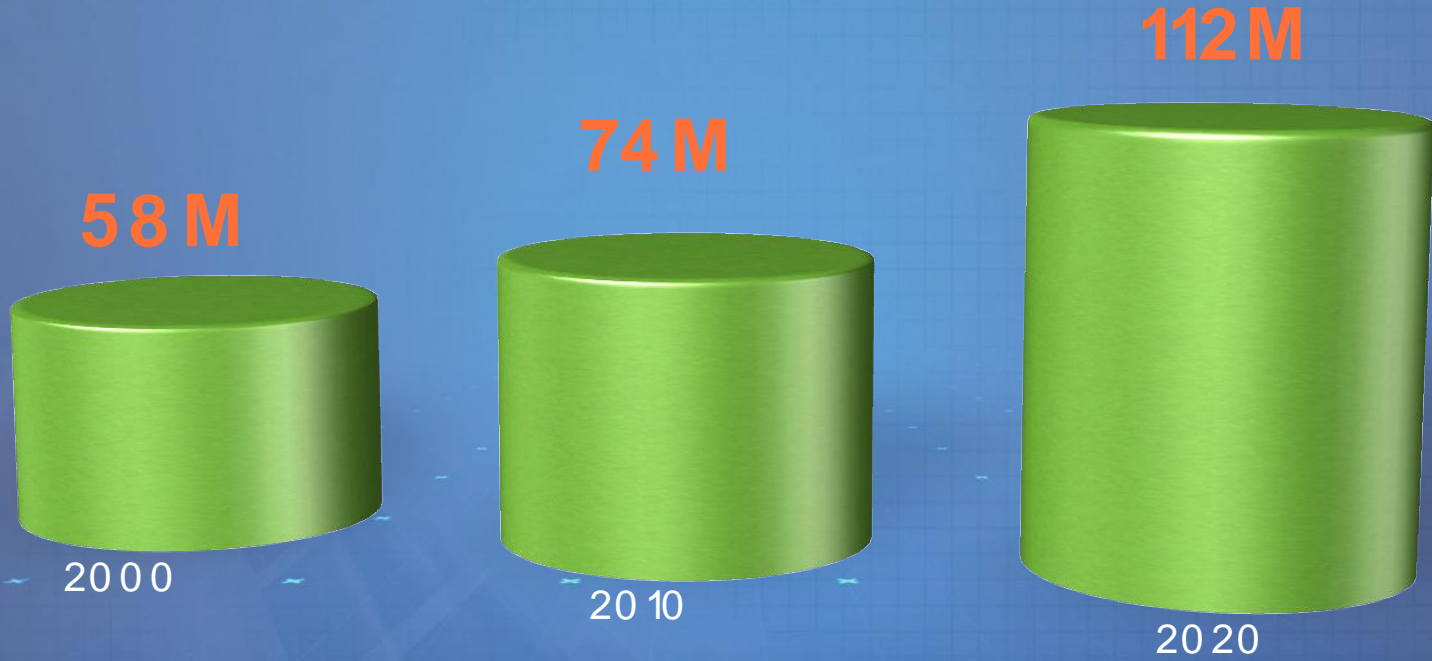



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HITTING THE MOBILE ROAD

GLOBAL INDUSTRY VOLUME





50% BY 2015



8million
VEHICLES PER YEAR



DOUBLE

Vehicle capacity

DOUBLE

Dealer network



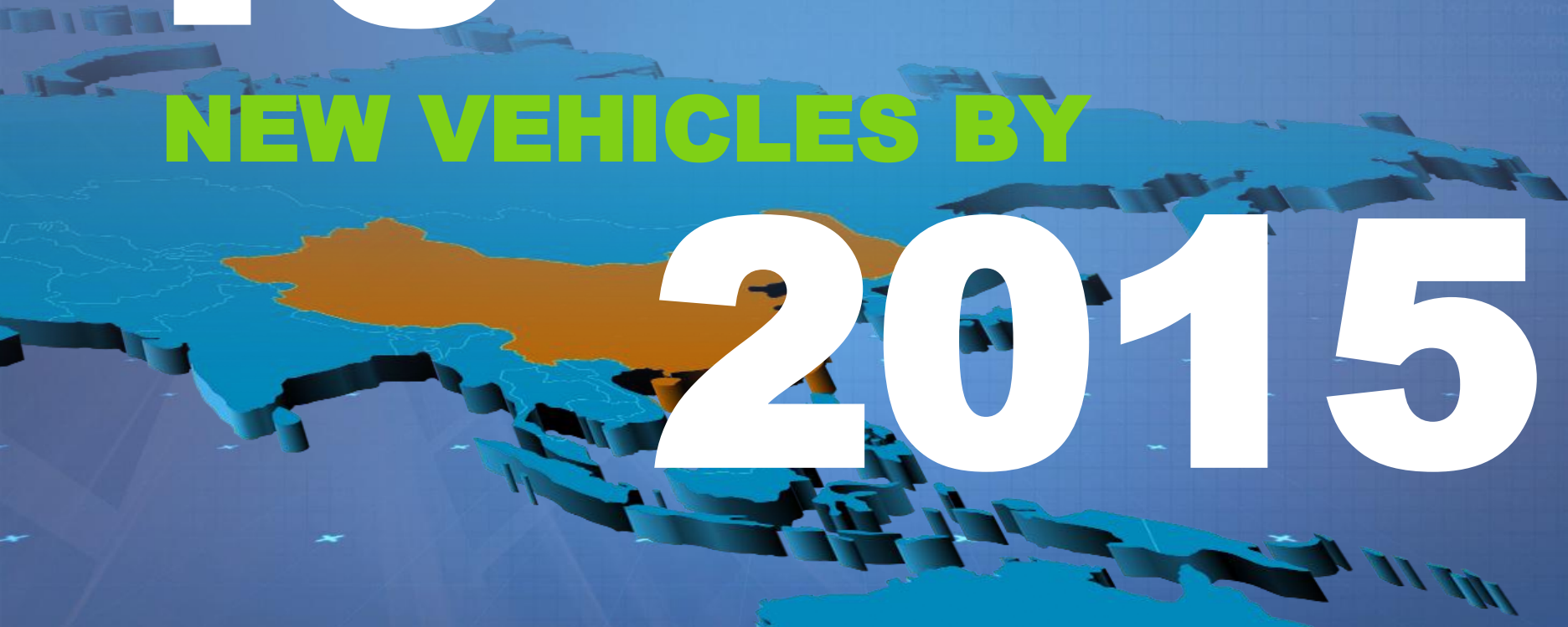
WORLD'S BEST-SELLING VEHICLE

2012

15

NEW VEHICLES BY

2015







Quality



Green



Safe



Smart





1.1 BILLION
MOBILE SUBSCRIBERS

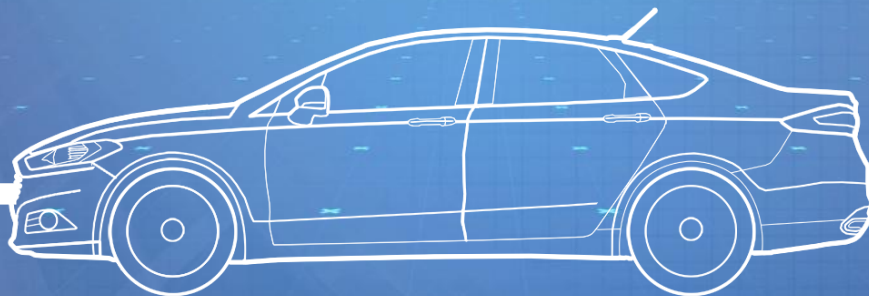
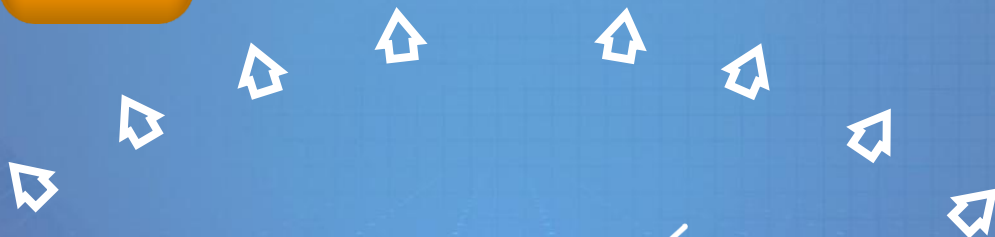
3x NUMBER OF US
SUBSCRIBERS



SYNC®



Powered by **Microsoft**



14 MILLION

SYNC-EQUIPPED
VEHICLES BY 2015

SYNC®



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EMERGENCY ASSISTANCE



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SYNC[®] AppLink[™]



SYNC® AppLink™

HANDS-FREE

VOICE
CONTROL

OF SMARTPHONE APPS





SYNC® AppLink™

1 MILLION

SYNC-EQUIPPED VEHICLES

7 MILLION

BY 2015



SYNC® AppLink™



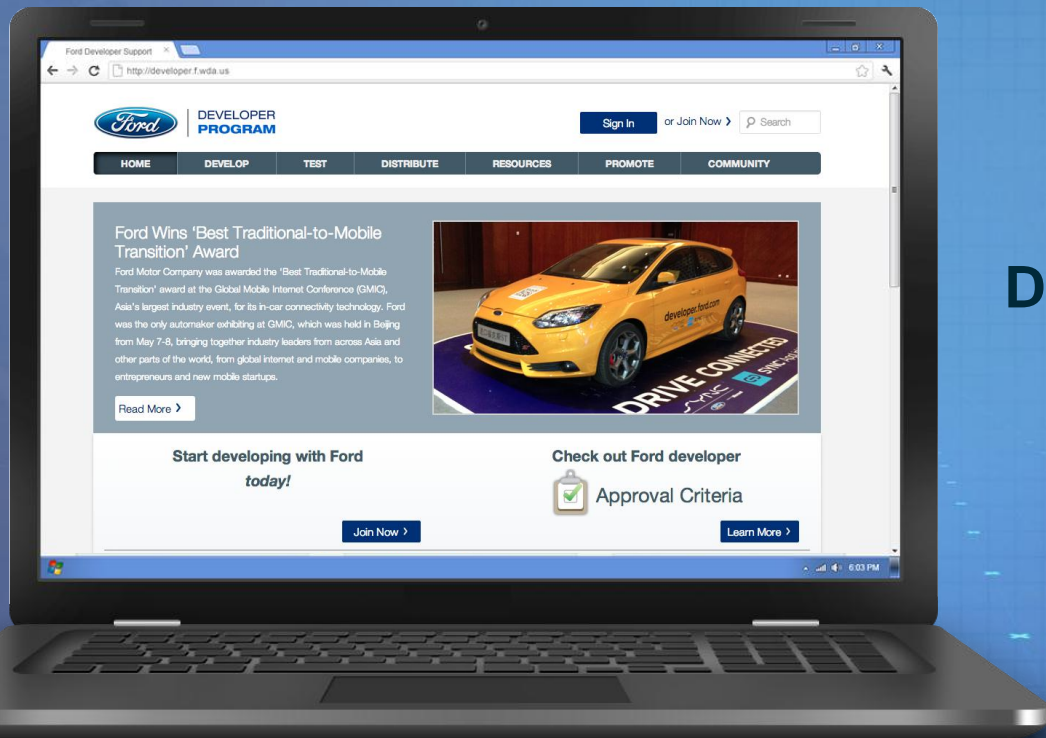
DEVELOPERS



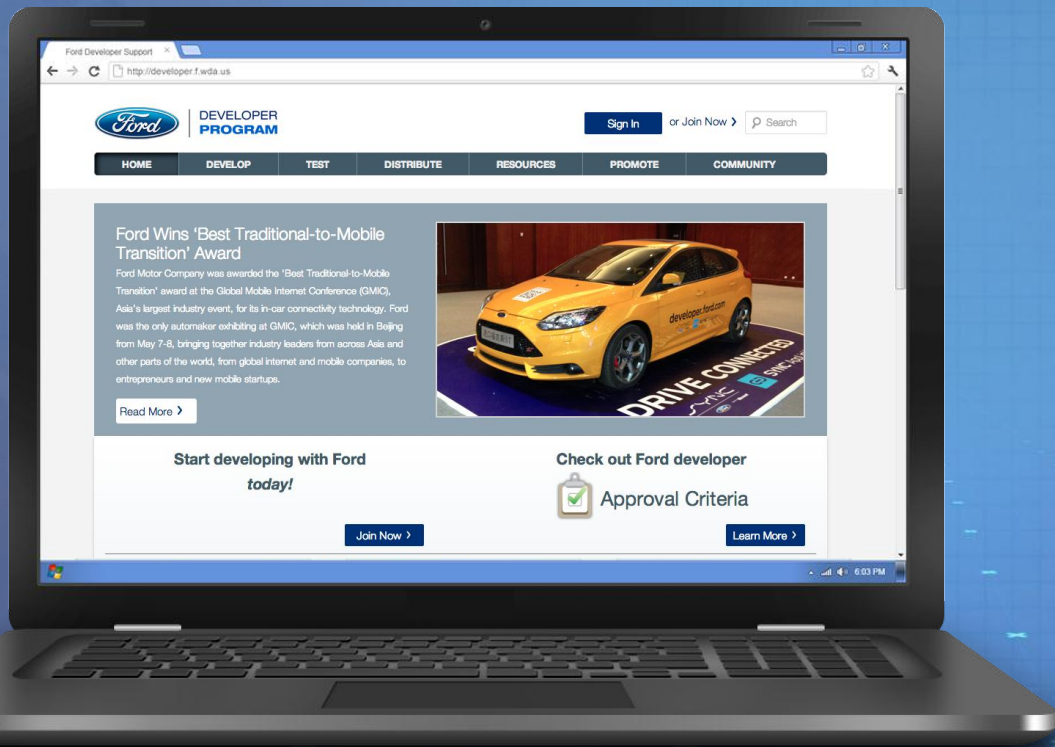
DEVELOPER PROGRAM



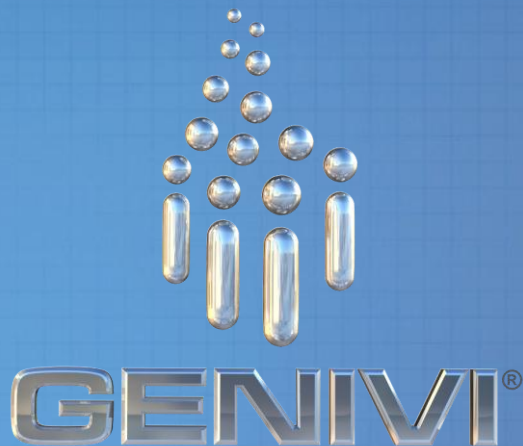
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DEVELOPER.FORD.COM
Available in Mandarin



DEVELOPMENT KITS
SAMPLE CODE
TEST PROCEDURES
TIPS AND TRICKS
BLOG AND FORUM
ACCESS TO FORD
DEVELOPERS



OPEN-SOURCE PLATFORM



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**CONSUMER
ELECTRONICS**



AUTOMOTIVE



DEVELOPERS



DEVELOPERS

HIGH VOLUME SOLUTION
LICENSE-FREE
REDUCED PLATFORMS
LARGER MARKET



CUSTOMERS

**CONTENT ACCESS USING
VOICE CONTROL
EVOLVING IN-CAR
EXPERIENCE**



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