



FAST FACTS



Additional Resources

- Talking Technology: Sales & Delivery Guide
- FordTube – Video On-Demand

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Competitive Fact

MyKey is a Ford Motor Company first and an industry exclusive.

MyKey®

What It Is

- Allows parents to program a key — designated as MyKey — to let teens use the family vehicle with reasonable limits as they're building driving skills
- MyKey has both default settings (things you cannot change) and customized settings (things you can change)
- It's standard on most Ford cars, CUVs, SUVs and trucks

What to Share With Customers

- One key is designated as the Administrator key; the other is MyKey. The Administrator key must be with you to enable or disable MyKey
- Programming MyKey is simple:

Vehicles with Standard Message Center	Vehicles with MyFord or MyFord Touch
<ul style="list-style-type: none"> • Insert key in ignition, turn to ON position • Press SETUP until PRESS RESET TO CREATE MYKEY is displayed • Press and release RESET button. HOLD RESET TO CONFIRM MYKEY will be displayed • Press and hold the RESET button for two seconds until MARK THIS AS RESTRICTED is displayed • Wait until KEY RESTRICTED AT NEXT START is displayed • Turn key to OFF position 	<ul style="list-style-type: none"> • Insert key in ignition, turn to ON position <ul style="list-style-type: none"> – Vehicles with push-button start, put the Intelligent Access Key in the backup slot with the brand logo facing out • From Main Menu select SETTINGS, then MYKEY, by pressing OK button or the right arrow button • Press OK to select CREATE MYKEY • Hold OK button until message that key is restricted appears • Turn key to OFF position, remove key <ul style="list-style-type: none"> – Remove Intelligent Access Key from backup slot

- Default settings when MyKey is set and used:
 - Belt-Minder® chimes until both front passengers buckle up
 - Audio remains on mute until safety belts are fastened
 - Low-fuel warning appears at 75-miles-to-empty instead of 50
 - Cannot deactivate certain features (if equipped): BLIS® (Blind Spot Information System) with cross-traffic alert, collision warning with brake support, Forward and Reverse Sensing Systems and Lane-Keeping System
- Customized settings available when programming MyKey (coming in 2013MY):
 - Block explicit SiriusXM Satellite Radio channels
 - Limit top speed at 65, 70, 75 or 80 mph
 - Configure advisory chimes at 45, 55 or 65 mph
 - Limit maximum audio volume at 44%
 - Set traction control to always remain On

How to Present It

- Walk customers through how it works:
 - MyKey can be easily programmed through the vehicle's message center or multi-function display
 - Show the restrictions available for programming
 - Remind customers what the default settings are