

Publish Date:

January 28, 2022

Due Date (If Applicable): N/A

Information:

Product Offering Changes: EFC09801 21MY F-150 & Mustang Mach-E Job 1 Vehicles – BlueCruise Feature Availability

Target Dealer Group: All Ford Dealerships

Target Audience: Dealer Principals, Sales Managers, Sales Consultants, F&I Managers, Service Managers

Target Dept(s): ☒ New Sales ☐ CPO/Used Sales ☐ Fleet Sales ☐ Finance ☐ Parts ☐ Service

ACTION REQUESTED

- **Dealers received Awareness Communication – Upcoming Optional Product Improvement Program 21G01. The following is a copy of the document.**

SUMMARY

January 27, 2022

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Awareness Communication – Upcoming Optional Product Improvement Program 21G01

Certain 2021 Model Year F-150 and Mustang Mach-E Vehicles with Ford Co-Pilot360™ Active 2.0 Prep Package (Includes Ford BlueCruise Prep Kit) BlueCruise Module Programming

REASON FOR THIS COMMUNICATION

To inform you that Ford Motor Company is notifying vehicle owners of an upcoming customer satisfaction program on the affected vehicles. Once the vehicle owners have been informed, there is a possibility that you may be contacted by customers about the program. This notice will help you answer customer questions.

Customers of early-launch 2021 F-150 or 2021 Mustang Mach-E with Ford Co-Pilot360™ Active 2.0 Prep Package (includes BlueCruise Prep Kit 43C/50G) will receive:

- Ford Power-Up software updates delivered over-the-air (OTA) that include the BlueCruise hands-free driver assist feature starting in the first quarter of 2022. The updates also will include some new features while accelerating the pace of future features and enhancements. OTA software updates could take several weeks before the feature is fully functional.
- Or, the option of complimentary dealer installation of the BlueCruise hands-free driver assist feature software in the first quarter of 2022 (Dealer software installation takes 2 to 8 hours).
- One (1) year of complimentary BlueCruise service once the hands-free driver assist feature is activated and functioning.

NOTE: Program 21G01 does not include those vehicles equipped with full BlueCruise functionality produced after the dates in the Affected Vehicle table below (approximately 35,000 Job 2 and 22MY vehicles as of January 2022).

REASON FOR THIS CUSTOMER SATISFACTION PROGRAM

Ford has delivered BlueCruise hands-free driving technology in more than 35,000 Mustang Mach-E and F-150 models that it has produced to date since launching last July. Ford is excited to bring it to even more customers who bought vehicles before the software was available.

Owners of early 2021 F-150 and Mustang Mach-E models will start receiving their BlueCruise handsfree driver assist software updates over-the-air in the first quarter of 2022. These customers also will have the option in the first quarter of 2022 to have the BlueCruise software added at a dealership. As appreciation for their patience, Ford is offering all affected 2021 F-150 and Mustang Mach-E

customers one year of complimentary BlueCruise service so they can experience the groundbreaking technology.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Dates
F-150	2021	Dearborn	January 13, 2020 through July 22, 2021
		Kansas City	May 27, 2020 through October 7, 2021
Mustang Mach-E	2021	Cuautitlan	February 24, 2020 through July 7, 2021

SERVICE ACTION

It is anticipated that the complete dealer bulletin announcing this upcoming action will be provided to dealers in the first quarter of 2022, once the Ford Power-Up software update is available in the Ford Diagnosis and Repair System (FDRS).

There will be several Ford software updates that help enable BlueCruise and include some new features while accelerating the pace of future features and enhancements. To help customers receive their BlueCruise software updates as quickly as possible over-the-air, please encourage customers to connect their vehicle to Wi-Fi and have them set a schedule for their software updates in their vehicle.

While many Ford Power-Up software updates will be delivered in one step, there will be multiple updates that help enable BlueCruise. Most BlueCruise updates will happen in the background while customers are driving, so feature activation timing will vary based on driving patterns and could take several weeks. There will be several updates that require the vehicle to be parked and turned off and include an "Update Now" option for quicker updates than pre-scheduled times that customers may have set. For more information on Ford Power Up Software Updates, please visit:

<https://www.ford.com/support/category/sync-and-technology/ford-power-up-software-updates/>

FORD BLUECRUISE FEATURE DESCRIPTION

BlueCruise hands-free highway driving allows drivers to operate their vehicle hands-free while a driver-facing camera monitors that their eyes remain on the road. This technology is available on certain sections of prequalified, divided highways referred to as "Hands-Free Blue Zones." This feature grants an additional level of comfort during long drives and is designed to reduce stress while driving with the driver's eyes on the road.

CUSTOMER NOTIFICATION

Owners of affected vehicles will be notified via first class mail after dealers have received software installation instructions. It is anticipated that customer letters will begin in the first quarter of 2022. Customers may receive a general notification via mail, email, or FordPass prior to receiving software availability letters.

OASIS AND FSA VIN LISTS

OASIS and FSA VIN Lists will be activated once the full dealer bulletin has been posted.

QUESTIONS & ASSISTANCE

For questions and assistance, contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site. The SSSC Web Contact Site can be accessed through the Professional Technician System (PTS) website using the SSSC link listed at the bottom of the OASIS VIN report screen or listed under the SSSC tab.