



SYNC with Emergency Assistance Connects to Emergency Services across Europe

Ford offers customers innovative and sophisticated driver aids that allow drivers to focus on the task in hand - reducing stress, distractions and opportunities for accidents to occur.

But, in the event of a serious accident, the ability to directly contact the local 112 emergency operator could be critical. In Europe, where many languages are spoken, delivering a message that local emergency services can understand immediately is extremely important. SYNC with Emergency Assistance can help.

How it Works

The Emergency Assistance feature is designed to assist occupants to place a call to a local 112 emergency operator should an accident occur that activates an airbag or the emergency fuel shut-off within the car.

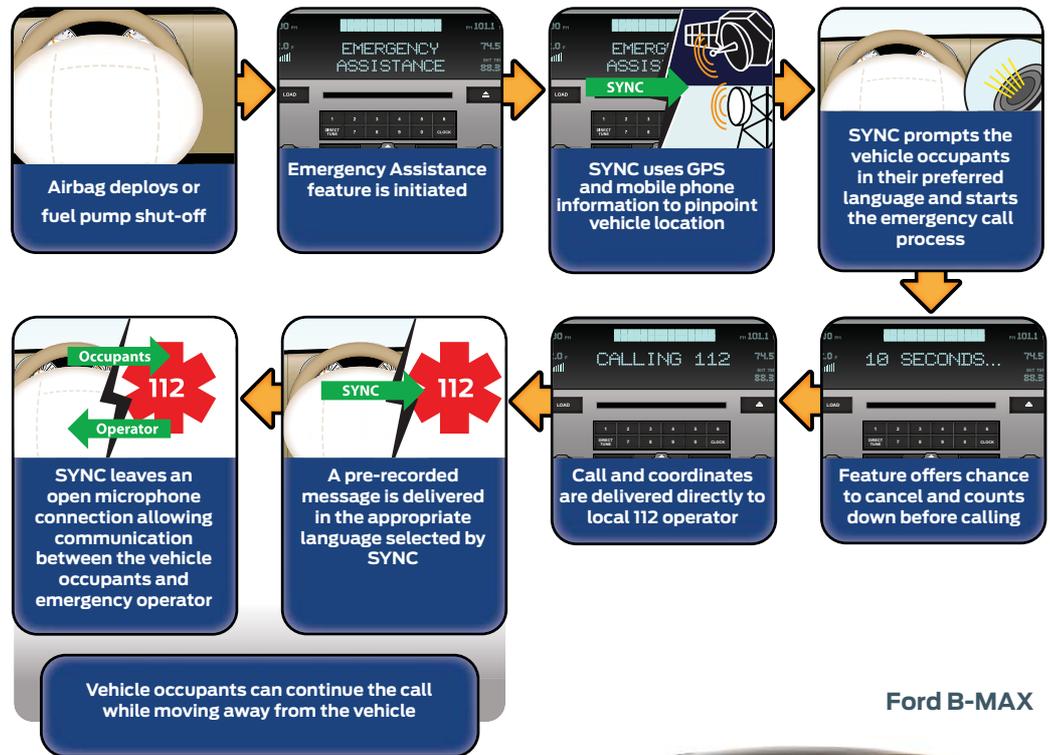
SYNC immediately consults the onboard GPS locator and Bluetooth®-paired device to pinpoint the location of the accident. This information is used to select the appropriate language for the call to emergency services and to provide GPS coordinates for the emergency response.

The Emergency Assistance feature is active when a phone is Bluetooth®-paired, turned on and connected to SYNC.

Before initiating the emergency 112 call, SYNC will deliver a message to vehicle occupants in their preferred language and provide a 10-second window to cancel the call. If not manually cancelled within the 10-second window, SYNC will place the emergency call.

A brief introductory message including location details will play in the most appropriate language as determined by SYNC when the call is answered, and occupants in the vehicle will then be able to talk directly with the 112 operator.

Emergency services can then dispatch the appropriate assistance based on the situation.



Fast and Direct

The key advantages of SYNC's Emergency Assistance feature are speed, area coverage and language capabilities. Calls are made directly to local 112 operators, meaning SYNC's Emergency Assistance calls should reach emergency services faster than competitive systems. A brief introductory message is then delivered in the most appropriate language. It works in more than twice the number of European countries than any other system, and several countries outside of Europe.

No Monthly Fee

There is no additional monthly fee for the Emergency Assist feature for the life of the vehicle since SYNC utilises a customer's existing mobile phone.

Ford B-MAX

