



New Apps Coming for Ford Drivers in Europe Include TomTom, Hotels.com, DIE WELT, Audioteka, AskWiki

- Ford to offer a series of new voice-activated apps that will be available through in-car connectivity system Ford SYNC with AppLink
- TomTom navigation and Hotels.com booking service are among new partners that extend existing range of compatible apps, enabling drivers to stay connected on the move – and keep their eyes on the road and their hands on the wheel
- Ford also will offer apps from Audioteka, DIE WELT, ADAC, Eventseeker and Cityseeker by Wcities, and Deutsche Telekom Innovation Laboratories

LOMMEL, Belgium, Oct. 8, 2013 – Ford Motor Company will offer a range of new apps that will enable drivers to ask for directions on the move and even find hotels and parking spaces through Ford SYNC with AppLink.

TomTom navigation and room booking service Hotels.com are among the companies to integrate apps into Ford SYNC with AppLink, which enables drivers to voice-activate apps from behind the wheel. The system also will offer apps from Audioteka, DIE WELT, ADAC, Eventseeker and Cityseeker by Wcities as well as Autoread and AskWiki apps from Deutsche Telekom Innovation Laboratories.

The new apps increase a line-up that already includes leading music streaming service Spotify; the Kaliki audio newsstand app; Glympse, which allows Ford drivers to share their location with family and friends through voice control; and Aha, which uses the cloud to safely enable Internet-based entertainment and information.

“Ford SYNC AppLink delivers exciting capability for drivers integrating their devices and apps they know and love into their car,” said Ed Pleet, director, Europe, Asia Pacific, and Africa Connected Services. “Drivers will soon be able to control music, information and audiobooks; voice-activate navigation, find parking spaces and even reserve hotel rooms on their way to their destination all while keeping their hands on the wheel and eyes on the road.”

The new Ford EcoSport SUV will be among the first Ford vehicles in Europe to offer Ford SYNC with AppLink following a successful launch in North America, where more than one million Ford vehicles are already equipped with the system.

The new apps which drivers will be able voice-activate while on the move are:

- TomTom – offering voice-guided turn-by-turn navigation that’s trusted by 70 million drivers. The app gives access to the same Offline Maps, technology and world-class traffic information as on TomTom’s GPS devices
- Audioteka – enabling users to download and listen to audiobooks from a “virtual shelf” on the move. Users can select an audiobook to listen to, skip forward and back, and set bookmarks from the dashboard

- DIE WELT– offering read-aloud content from the German daily national newspaper: seven days a week, 365 days a year. Editors will pick the most relevant news from politics, business, sports, opinion and culture so users can listen to their newspaper
- ADAC – offering the ability to locate available parking spaces in real-time and providing directions back to the car from Germany and Europe’s largest automobile club with more than 18.7 million members
- Hotels.com – enabling booking of rooms in more than 220,000 hotels worldwide. The app allows drivers to find local hotels and directly connect to the reservation office
- Cityseeker by Wcities – delivering comprehensive city guides. Offers the ability to search points-of-interest by theme, lifestyle, location and activate GPS city tours.
- Eventseeker by Wcities – users will be able to get up-to-the-minute event information and search by events, location, and category. Personalised and recommended events are also provided to the end user based on their likes and interests
- Deutsche Telekom Innovation Laboratories Autoread – able to stream podcasts and read-aloud text messages, e-mails and news on demand
- Deutsche Telekom Innovation Laboratories AskWiki – delivering information on-demand using Google Speech Recognizer technology and database of online encyclopaedia, Wikipedia, to answer questions

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 177,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit www.corporate.ford.com.

***Ford Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (15 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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