

October 1st, 2008



Ford SYNC 911 Assist Training Materials - Cover Letter

Dear 9-1-1 Call Center Manager/Coordinator:

The National Emergency Number Association (NENA) and Association Of Public-Safety Communications Officials-International, Inc (APCO -International) have collaborated with Ford Motor Company to develop a valuable training package for 9-1-1 communication centers throughout the United States and Canada. This training will provide 9-1-1 Call Takers with important information about 9-1-1 calls from a person whose vehicle has been in a crash. A new feature from Ford, called 911 Assist, will assist occupants in a vehicle crash by helping them place a call to 9-1-1 using their personal cell phone.

General Background

911 Assist is a new software feature available on certain Ford Motor Company products equipped with SYNC technology. It will be available from the factory in the Fall of 2008 on most 2009 model year vehicles. Also, a software upgrade will allow current vehicle owners with SYNC technology to obtain the feature from their dealer. SYNC is available on nearly all 2009 model year Ford, Lincoln and Mercury vehicle models. The 911 Assist Feature will be available only in the United States and Canada.

Why Train Now

The number of calls made with this new system instead of traditional handheld cell phone calls may be minimal to 9-1-1 communication centers at first; however, it is vital that Call Takers are equipped with the knowledge of the unique features associated with these wireless emergency calls. As more vehicles are sold or updated with the feature, the potential for any communication center to receive a 911 Assist call will increase. All 9-1-1 communication centers are encouraged to share the information in the training package with your Trainers and Call Takers to prepare them for potential calls, and to include this information in all new Call Taker Training.

Training Package Includes

Included in this package are the following materials to assist your trainers in educating your Call Takers about potential 911 Assist calls:

- a) Training Video - SYNC with 911 Assist
- b) 911 Assist Quick Reference Guide
- c) Frequently Asked Questions on 911 Assist
- d) Model Standard Operating Procedure

In conclusion, Ford Motor Company continues to work with NENA, APCO -International and other organizations to help educate 9-1-1 communication centers and public safety professionals about 911 Assist. It is the goal of all parties involved that this feature assist in saving lives and we ask for your support, guidance, and appropriate training.

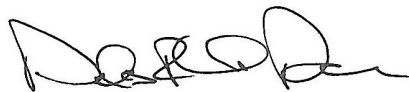
Sincerely,



Rick Jones, ENP
Operations Issues Director
NENA



Stephen J. Wisely
Technical Services Manager
APCO-International



Doug VanDagens
Director of Connected Services
Ford Motor Company