

Publish Date: October 30, 2020 **Due Date (If Applicable):** N/A
Information: EFC08670 Ford Co-Pilot360™ Active Drive Assist Prep Kit – Late Software Availability Notification
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

- All customers that purchase a 2021 F-150 or 2021 Mustang Mach-E with Ford Co-Pilot360™ Active Drive Assist Prep Kit (43C/50C) must have customers sign the [CCPA Disclosure Form](#)
- Copy of the CCPA Disclosure Form must be included in the deal jacket

SUMMARY

Active Drive Assist with 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 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.

The Active Drive Assist hands-free feature will not be fully functional on Job 1 vehicles. The Ford Co-Pilot360™ Active 2.0 Prep Package was created to ensure early customers have access to this feature when software is available. Vehicles equipped with the Ford Co-Pilot360™ Active 2.0 Prep Package (F-150 (43C) / Mach-E (50G)) have a package that contains hardware through the Active Drive Assist Prep Kit that will enable the activation of the full Active Drive Assist* hands-free feature once the software is available

Customers that purchase vehicles with the Ford Co-Pilot360™ Active 2.0 Prep Package will be eligible for a \$100 Early Adopter Incentive and required to sign the CCPA Disclosure letter at time of vehicle purchase to acknowledge that the Active Drive Assist software will be available at a future date.

At Job 2, both hardware and software will be available in the Ford Co-Pilot360 Active 2.0 Package. As a result, the CCPA Disclosure letter will no longer be needed in the deal jacket.

Availability and Timing

Software to enable the Active Drive Assist* hands-free functionality and 3-years of service is expected to be available in the 3rd quarter of 2021 through an Over-the-Air Update. Separate payment for the feature software is required to activate full functionality at that time for an estimate purchase price of \$600**.

Acknowledgement

By accepting the \$100 Early Adopter Incentive, customers are providing their understanding and consent that this vehicle is not equipped with the full Active Drive Assist feature at the time of vehicle purchase. This vehicle is equipped with the hardware that enables hands-free driving once the software becomes available and a separate purchase is made.

*Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. Active Drive Assist is a hands-free highway driving feature. Only remove hands from the steering wheel when in a Hands-Free Zone. Always watch the road and be prepared to resume control of the vehicle. It does not replace safe driving. See Owner's Manual for detail and limitations.

**Final pricing subject to change plus applicable taxes

2021 Ford F-150 and Mustang Mach-E

Subject: Active Drive Assist Prep Kit Separate Software Purchase Required

Your vehicle is equipped with the Ford Co-Pilot360™ Active 2.0 Prep Package containing a driver facing camera and additional radar hardware to enable Active Drive Assist*.

The separate purchase of software is required for the Active Drive Assist* feature. This software is expected to be available in the 3rd quarter of 2021 for purchase through a separate payment estimated to be approximately \$600.00**. Further information about how to purchase or install the software will be provided at that time.

Active Drive Assist* with 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 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.

Acknowledgement

By accepting this \$100 Early Adopter Incentive, reflected on my Customer Cash Payment Authorization form, I understand and agree as follows:

- This vehicle is not equipped with the Active Drive Assist* feature at this time;
- This vehicle is **ONLY** equipped with the hardware required for Active Drive Assist*;
- I am required to separately purchase Active Drive Assist* software at a later date, currently anticipated to be 3rd Q 2021 and at an additional cost of approximately \$600.00**, in order to obtain the Active Drive Assist* feature.

Customer Signature

Date

See the Ford Privacy Policy on Ford.com

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