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Awesome! You've been successfully enrolled in BlueCruise early access.



Driving* With Confidence

Be one of the first to experience Ford BlueCruise

*Available for limited enrollment period



Enroll

Enroll today to get early access to BlueCruise early. In the coming weeks you will receive an email when BlueCruise is available for you to use.



Activate

Once your BlueCruise upgrade is available, you will be prompted to purchase its software. This one-time \$600 purchase unlocks the software and activates three years of BlueCruise service**, including regularly updated highway maps to optimize the capabilities of BlueCruise. Find more details anytime in your Connected Services



Review


2-4 weeks after you activate the BlueCruise feature, we will reach out for any feedback you would like to provide.

account on
ford.com.

What is BlueCruise?

BlueCruise is an all-new Connected Service that lets you enjoy hands-free highway driving* — possible on pre-qualified sections of divided highways in North America that we're calling Hands-Free Blue Zones. How does BlueCruise work? Magic. Well, almost. It takes a combination of these available features:



-  Intelligent Adaptive Cruise Control with Stop-and-Go
-  Lane Centering
-  Speed Sign Recognition
-  Driver-Facing Camera





There are currently over 100,000 miles of North

American roads that
qualify as Hands-Free
Blue Zones.

Keep Your Eyes on the Road. We'll Handle the Rest.

BlueCruise uses a
driver-facing camera
to help ensure your
eyes stay on the road
while your hands are
off the wheel.

The camera tracks:

-  Eye Gaze
-  Head position
-  Distracted driving
-  Hands-on Lane
Centering Mode

The camera sends
visual prompts to
your instrument
cluster, reminding



you to “Watch the Road”. What’s more, BlueCruise is always learning, using collective data to inform and fine-tune its capabilities.



Other important information

Please see the [FordPass Terms and Privacy Policy](#) for information related to your Ford Account and FordPass services, including the handling of personal information.

*Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. BlueCruise is a hands-free highway driving feature. Only remove hands from the steering wheel when in a Hands-Free Blue 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. The BlueCruise Prep Kit contains the hardware required for this feature. Requires purchased 3-year connected service plan with regular map updates, FordPass App and modem activation. BlueCruise functionality expected 3rd quarter 2021CY.

**Three-year Connected Service term with regular map updates begins on service start date. To continue service, a new connected service plan must be purchased. Plans are

subject to change. See your Ford Account for terms and details. Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Failure to regularly update could result in BlueCruise being unavailable.



We are building together. Join us.

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DISCLOSURES ▾