



# MyKey

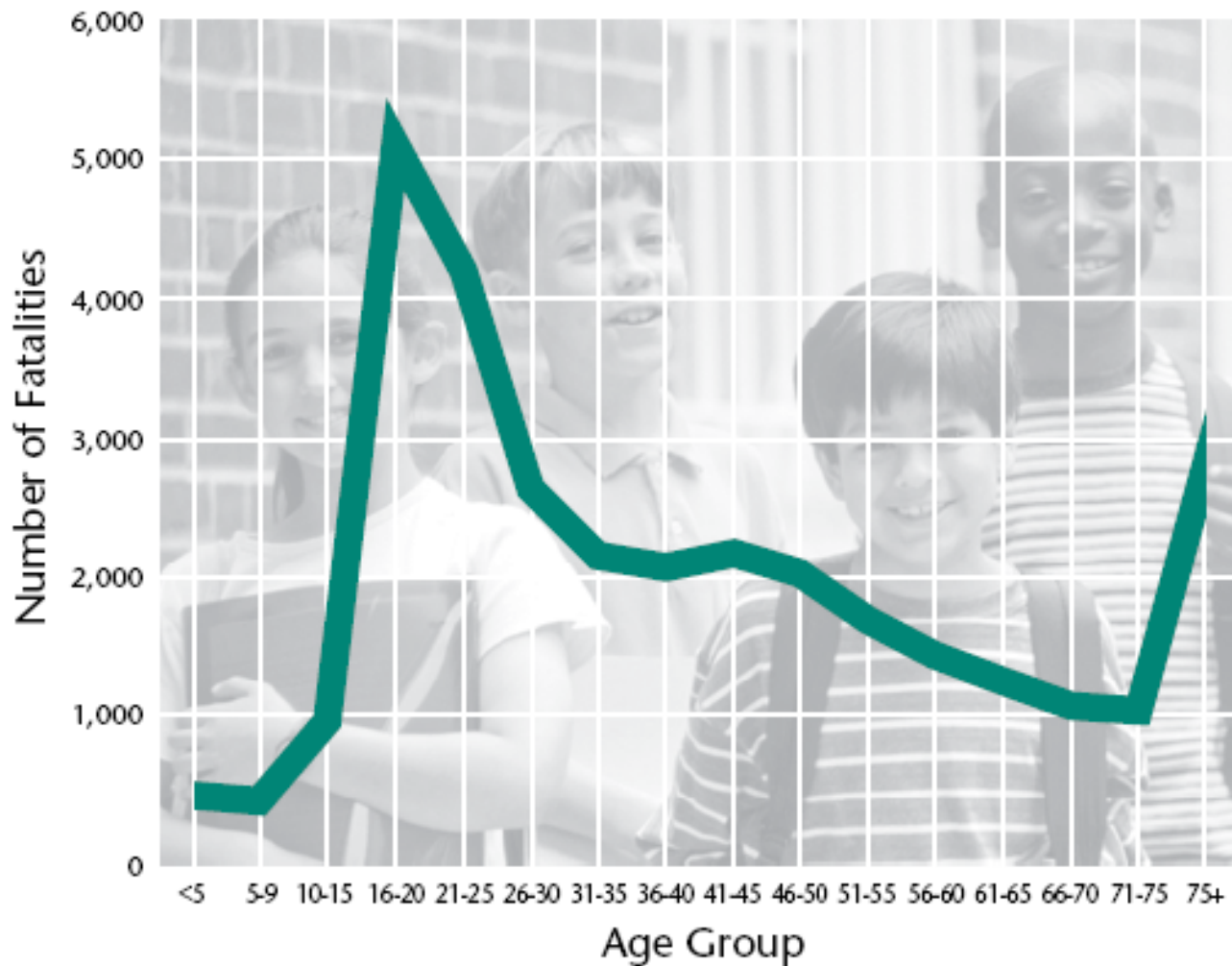
– Peace of Mind for Parents/Owners –



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Director - Ford Automotive Safety Office



## Motor Vehicle Occupant Fatalities By Age, in Passenger Vehicles



SOURCE: NHTSA – 2004 Motor Vehicle Occupant Protection Facts - Sept. 2006, page 5 (DOT HS 810 654)



## MyKey Addresses “Key” Teen Issues

Teen Issues				Features
Speed	Belt Use	Distraction	Judgment	
	✓		✓	Insistent Belt Minder w/ audio mute
			✓	Early Low Fuel Warning
		✓	✓	Disable “OFF” setting for TC/ESC, RPA, BLIS/CTA, FCW (if equipped)
✓			✓	Top Speed Limit of 80 MPH
✓			✓	Speed Alerts @ 45, 55, or 65 MPH
		✓	✓	Fixed Max. Audio Volume (@ 44%)



## MyKey = Configurable (Set by the Parent/Owner)

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- Insistent BeltMinder (no override/time-out and audio mute)



*Addresses belt usage  
and judgment*



## MyKey = Configurable (Set by the Parent/Owner)

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- Early Low Fuel Warning
  - Warning at 75 miles to empty instead of 50 miles



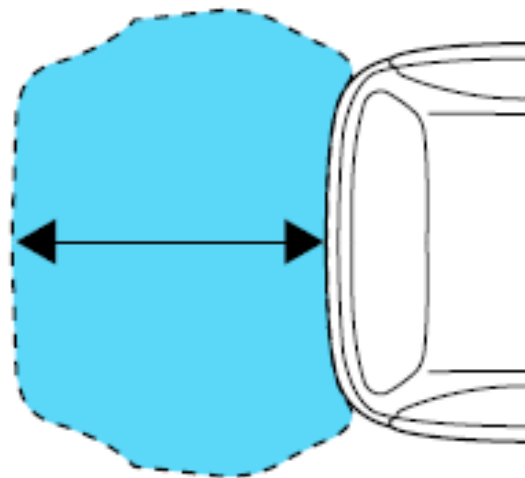
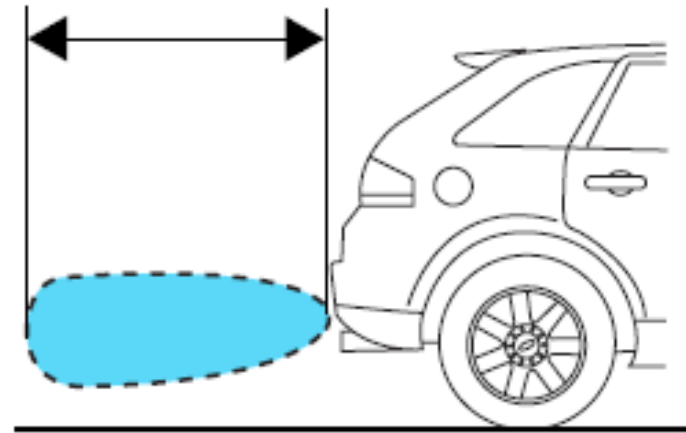
*Addresses judgment*



## MyKey = Configurable (Set by the Parent/Owner)

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- Reverse Park Aid always “on”  
(if equipped)



***Addresses distraction  
and judgment***



## MyKey = Configurable (Set by the Parent/Owner)

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- Forward Collision Warning always “on” (if equipped)



***Addresses distraction  
and judgment***



## MyKey = Configurable (Set by the Parent/Owner)

- Traction Control always “on”



*Addresses distraction  
and judgment*



## MyKey = Configurable (Set by the Parent/Owner)

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- Limit Top Speed (@ 80 MPH or no limit)

SPEED LIMITED  
TO 80 MPH

VEHICLE NEAR  
TOP SPEED

TOP SPEED  
MY KEY SETTING

*Addresses speed and  
judgment*



## MyKey = Configurable (Set by the Parent/Owner)

- Speed Alert Warnings
  - selectable @ 45, 55, 65 MPH or off



*Addresses speed and judgment*



## MyKey = Configurable (Set by the Parent/Owner)

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- Limit Max Radio Volume



*Addresses distraction  
and judgment*



## MyKey on 2010 Taurus

- Ford developed a series of webisodes on key topics to help spread our story online to prospective customers.
- All-New Taurus showcases the superiority of Ford engineering excellence vs. the competition – MyKey...first-in-class, first in industry –
- "Sophomore" was created to clearly demonstrate the benefit and results of MyKey while respecting the younger folks portrayed in the video.

[www.fordvehicles.com/2010taurus/](http://www.fordvehicles.com/2010taurus/)



## “Why buys” Unique for Owner / User

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### MyKey User (Teen)

- Their own key
- Potential insurance break (high motivator for teens)
- Potential for more access to vehicle
- Potential access to nicer vehicle in the fleet

### Owner (Parent)

- Improved peace of mind
- Encourage safer behavior
- Discourage risky behavior
- Protect vehicle from abuse
- Potential insurance break
- A choice