

CUSTOMER SUCCESS STORY

# Ford Sync 4

## Customer Challenge

### Redefine the experience of in-vehicle navigation

The #1 complaint of the SYNC® 3 Navigation system was that maps and POIs were outdated and the navigation experience was sub par.

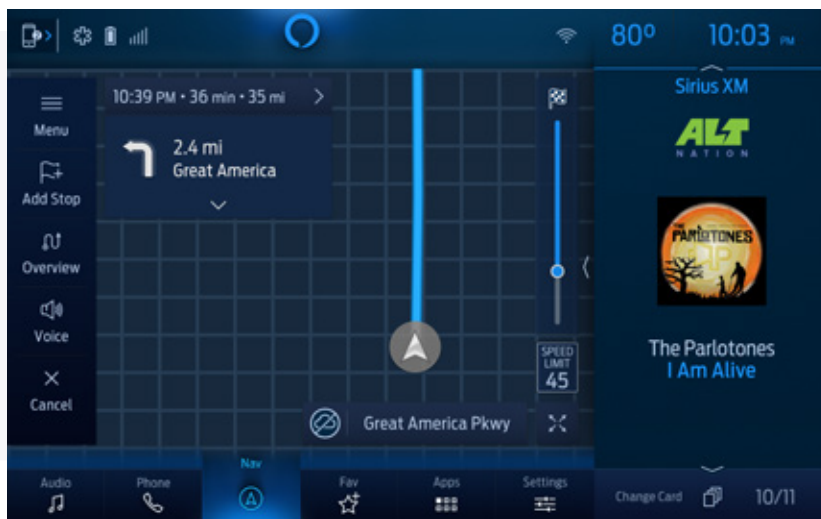
Ford made the bold decision to move away from sedans and focus almost exclusively on trucks and SUVs and create an off-road experience capturing the power of the integrated 8.0- or 12.0-inch central infotainment screen.



## WHAT WE DELIVERED

### HYBRID NAVIGATION

- › Our hybrid navigation, which is based on a user's driving behavior and is updated frequently, is what makes us stand out from our competitors.
- › POI and address search is straight from the cloud with the freshest data available from our partners like Yelp and Inrix.
- › For trips that fall outside the defined home area, maps are streamed from the cloud.



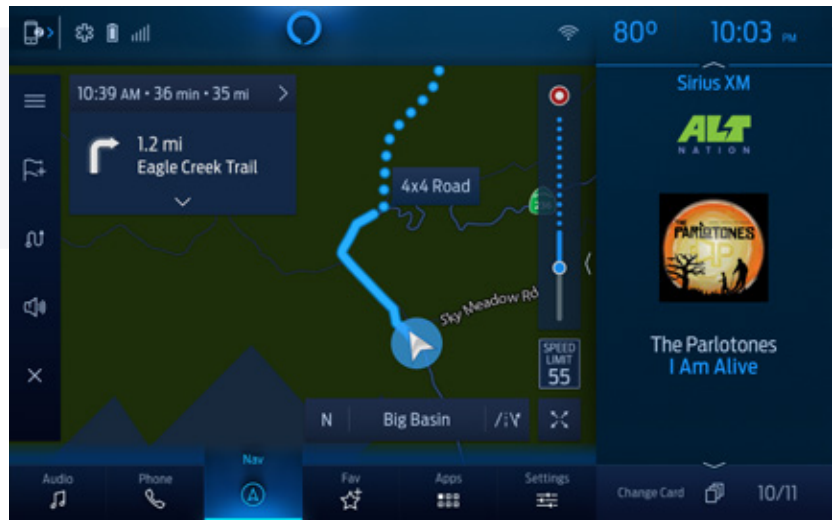
### TRAILER TOW ROUTING

- › Our innovative trailer tow routing feature leads to deeper vehicle integration with optimized routes based upon the trailer dimensions, that avoids tight turns, narrow roads, etc.
- › Includes alerts for trailer-focused dangers, including low overpasses.
- › Real-time traffic conditions show fastest routes with alerts for accidents and congestion along the route.



### OFF ROAD ROUTING

- › Our off-road routing feature can display and route off road 4x4 trails.
- › In addition, when off navigable roads, it provides breadcrumbs to navigate safely.



### PREDICTIVE CARDS

- › State of the art prediction service quietly works in the background, identifying frequently traveled routes and familiar destinations.
- › Proactively prompts user with suggestions showing predicted destination, ETA, and traffic along the route.



### THIRD PARTY DATA SOURCES

- › The connected navigation experience provides a seamless experience when it comes to getting the most updated information on traffic, gas prices, parking and weather.
- › Third-party POI integration with Yelp means finding restaurants, recreation centers or anything that a driver may need along the route, at the touch of button.



F150 2021



Escape 2021



Bronco 2021



Expedition 2021



Transit



Fusion

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## THE RESULTS

**UX design for the map and navigation experience from our award-winning UX design team**

