



## Ford Transit boosts technology leadership with connected features, SYNC 4, and standard driver assist tech

- Ford Transit receives major technology upgrade to boost productivity and driver well-being, with new connected features, displays and assistance systems available from spring 2022
- Updated range offers customers enhanced active safety features by standardising key technologies on models that represent over 60 per cent of Transit sales
- New SYNC 4 communications and information system features 12-inch touchscreen, twice the computing power of SYNC 3 and next-level connected features to boost productivity
- Advanced new Transit driver assistance technologies include Reverse Brake Assist and 360 Camera to help avoid low-speed accidents and reduce operating costs

**DUNTON, UK, Aug. 31, 2021** – Ford is significantly boosting the productivity of its Transit commercial vehicle with a major technology and specification upgrade that introduces new driver assistance and connectivity features, while also standardising key active safety technologies on volume-selling models.

In a significant move to extend the fitment of active safety technologies already [recognised with a Gold Award](#) by independent vehicle safety authority Euro NCAP, Ford is fitting as standard Pre-Collision Assist with Pedestrian Detection<sup>1</sup> autonomous emergency braking technology and Lane-Keeping System<sup>1</sup> on all Ford Transit Trend, Limited and Trail models from spring 2022 – meaning that over 60 per cent of Transits sold across Europe will now include these features.

Ford is also extending its technology leadership in the Transit segment with a comprehensive programme of updates to provide customers with important new features and capability across the Transit line-up. This includes introducing the advanced new connected SYNC 4 communication and information system with a 12-inch touchscreen,<sup>2</sup> enabling multiple new features and technologies to further support safety and productivity, and expanding the comprehensive suite of driver assistance systems with new features like Reverse Brake Assist<sup>1</sup> and 360 Camera.<sup>1</sup>

“We are sharpening our focus on the productivity of Transit customers, prioritising new technologies that make a real difference to uptime and cost of ownership,” said Hans Schep, general manager, Commercial Vehicles, Ford of Europe. “Transit has always been a technology leader, but this package of upgrades means more drivers than ever before can benefit from our advanced active safety and connectivity technologies, for greater comfort, productivity and peace of mind.”

### More key features as standard

As part of a major realignment of the features offered on Ford's flagship commercial vehicle, Pre-Collision Assist with Pedestrian Detection autonomous emergency braking system<sup>1</sup> – which

Euro NCAP has recognised as a clear class-leading feature – will become standard for Transit Trend, Limited and Trail series vehicles. Lane-Keeping System<sup>1</sup> is also standardised on the same Transit series, and across all N2-rated Transit vehicles.

To further boost value for Transit operators, on the popular Trend series Ford is also standardising Quickclear heated windscreen, auto lighting and rain-sensing wipers, to help reduce driver workload.

On the range-topping Limited series, customers now benefit from additional standard features to help maximise their productivity including the SYNC 4 system with 12-inch touchscreen,<sup>2</sup> high-mounted rear-view camera with LED downlighter and the keyless Ford Power starter button for easy starting during frequent-stop itineraries.

### **Introducing connected SYNC 4 technology**

At the heart of Ford's advanced suite of connected vehicle features is the all-new SYNC 4 communication and information system, which is controlled using an easy-to-use 12-inch touchscreen and offers twice the computing power of outgoing SYNC 3.<sup>2</sup> The SYNC 4 system is designed to be wirelessly upgraded with Ford Power-Up software updates, with many such updates requiring little to no action by customers as they install new software in the background. Updates that require reboots can be scheduled at convenient times, such as overnight.

SYNC 4 includes features designed to enhance productivity and reduce driver workload, such as:

- Cloud-connected live traffic, weather and parking updates for the optional navigation<sup>3</sup>
- Wireless connection to Android Auto and Apple Carplay with Applink<sup>4</sup>
- Capability to have two mobile devices connected simultaneously<sup>4</sup>
- Advanced Speech Recognition with Conversational Language Commands
- Digital Owner's Manual with convenient search functionality

Operators subscribed to Ford Telematics<sup>5</sup> can also deliver In-Cab Coaching via the SYNC 4 system to help support safe and efficient driving.

All Transits feature the FordPass Connect modem as standard, delivering always-on connectivity to support a wide range of features and services to enhance vehicle productivity. This includes the ability to leverage the [FORDLive connected uptime system](#), the free service available to operators of Ford commercial vehicles that enables them to maximise uptime using real-time vehicle health data.

Fleets can access these benefits using the complimentary Ford Telematics Essentials<sup>5</sup> management tool, which allows managers to receive vehicle health alerts via a simple web-based dashboard.

### **Advanced new technology features**

Ford's latest Transit already offers a powerful suite of driver assistance and convenience technologies to optimise performance and minimise driver workload, ranging from Active Park Assist<sup>1</sup> and Cross Traffic Alert<sup>1</sup> to Intelligent Adaptive Cruise Control with Traffic Sign Recognition.<sup>1</sup> The new Transit range builds on this class-leading offering with a further package of advanced new features that are shared with the all-electric E-Transit model.

Reverse Brake Assist<sup>1</sup> is designed to help avoid collisions that can result from the limited rearward visibility often encountered by van drivers. The technology can automatically apply the brakes if it detects the driver is reversing into static obstacles such as bollards or high kerbs – or into the path of moving road users including pedestrians, cyclists and other vehicles.

Parking and reversing will also be simpler with Transit's optional new 360 Camera technology.<sup>1</sup> The system uses cameras mounted around the vehicle to show drivers a composite birds-eye view of their surroundings, providing significantly enhanced visibility to help minimise the risk of damage while manoeuvring. Drivers can also select individual camera views to focus on a particular area.

For the first time, Transit can now also be ordered with time-saving features like Ford KeyFree System, as well as technologies including electric parking brake and [Full Display Interior Mirror](#) to improve driver convenience.<sup>1</sup>

The upgraded Ford Transit line-up will be available to order from Ford dealers and Transit Centres across Europe from Q4 this year.

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<sup>1</sup> Driver-assist features are supplemental and do not replace the driver's attention, judgment and the need to control the vehicle. It does not replace safe driving. See owner's manual for system limitations.

<sup>2</sup> Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

<sup>3</sup> Navigation services require SYNC 4 and FordPass Connect, complimentary connect service and the FordPass Pro app (see FordPass Terms for details) or Ford Telematics. Eligible vehicles receive a **complimentary one-year trial** of navigation services that begins on the new vehicle warranty start date. Customers must unlock the navigation service trial by activating the eligible vehicle with a FordPass member account or Ford Telematics. If not subscribed by the end of the complimentary period, the connected navigation service will terminate, and the system will revert to embedded offline navigation. Connected service and features depend on compatible network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. FordPass Pro app, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

<sup>4</sup> Requires phone with active data service and compatible software. SYNC 4 does not control 3rd party products while in use. 3rd Parties are solely responsible for their respective functionality. Dual phone pairing to be delivered via pending Ford Power-Up software update.

<sup>5</sup> Ford Telematics Essentials is available only for Ford vehicles with an activated FordPass Connect modem. Fleet/business customers only. FFM and FCS T&Cs apply. Screen designs may vary.

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**Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 43,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 55,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (10 wholly owned facilities and four unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

### **Ford in Belgium & Luxemburg**

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.

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