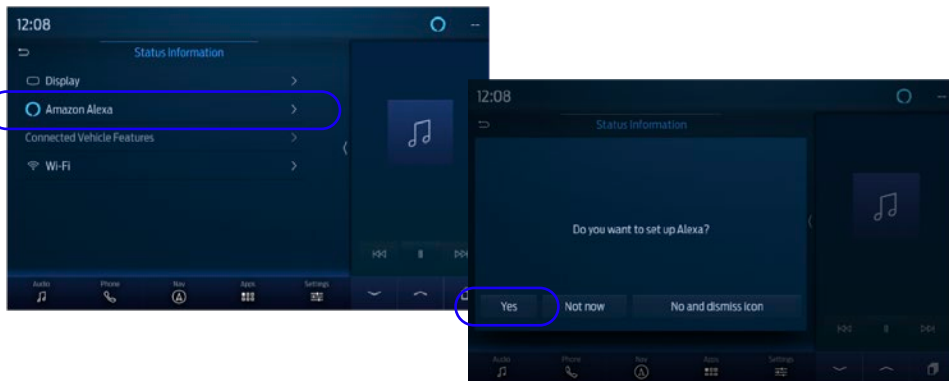


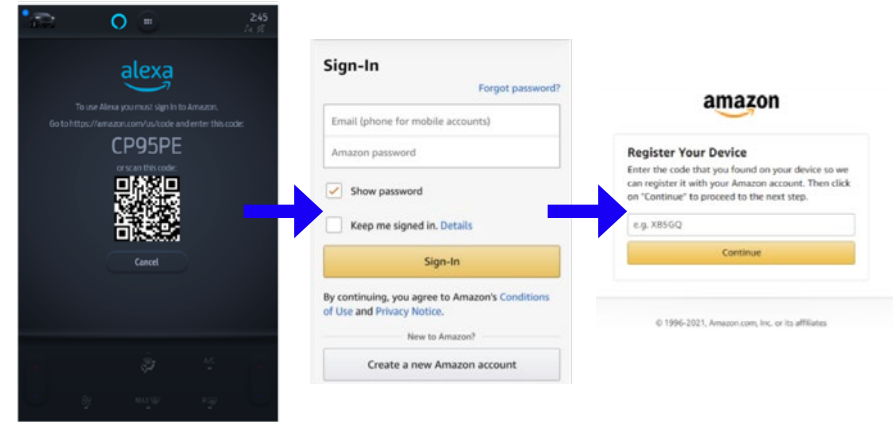
ALEXA, how do I set up and use Alexa Built-In in my Ford/Lincoln vehicle?

1. First, you must **activate your FordPass™ Connect or Lincoln Way™ account** (if you have not already done so).
 - a. Download the FordPass App or the Lincoln Way App* and set up account.
 - b. Turn vehicle off and tap Add Vehicle on app.
 - c. Scan or type in VIN on app.
 - d. Name the vehicle on app.
 - e. Tap Activate Vehicle on app.
 - f. Start vehicle and tap Allow on the SYNC® screen.
 - g. Accept Ford Terms and Conditions.
2. To **register Alexa Built-In**, tap the Alexa icon on the SYNC 4 screen.
3. On the status information screen, select Amazon Alexa, then select “Yes” or “Get Started” to set up Alexa (depending on SYNC 4 system).



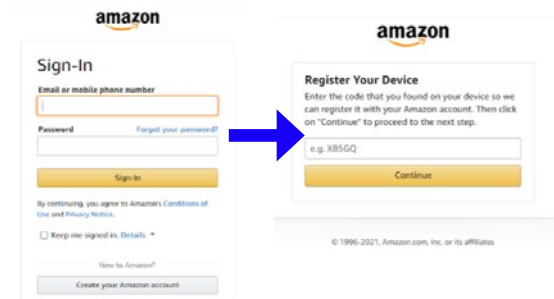
Screens shown are for demonstration purposes only. Actual screens will vary depending on vehicle.
*FordPass/Lincoln Way: compatible with select smartphone platforms, is available via a download.
Message and data rates may apply.

4. From here, you can proceed in either of two ways:
QR Scan Code (4a) OR Go to Amazon.com/code (4b).
- 4a. To connect to your Amazon account, scan the QR code then sign in to Amazon.



- 4b. On your preferred device, go to Amazon.com/code and sign in to Amazon.

If you do not already have an Amazon account, see next page for steps to create an account.



5. Register your device by entering the provided code.
6. Follow the steps to finish registering Alexa in your vehicle.
7. Then, if desired, you can select “Yes” to enable the Alexa wake word on your SYNC 4 screen.

Congratulations, you are now ready to use Alexa in your vehicle!

Voice suggestions on SYNC® 4 Technology with enhanced voice recognition:

ALEXA, add milk to my grocery list.

ALEXA, find a nearby gas station.

ALEXA, play music.

ALEXA, what's the weather?

ALEXA, how is my commute?

ALEXA, how high is the tallest building?

Please note:

To use Alexa, say the wake word (Alexa) and then the question or command. Or, if Listen to Wake Word is not turned on, press the Push to Talk button on the steering wheel. After the tone, you must still say "Alexa" and then the question or command.

ALEXA, how do I set up an Amazon account?

1. Go to the Amazon website. In the top-right corner, you will see "Accounts & Lists," Hover your arrow over it. Under the "Sign-In" section, you will see "Create your Amazon account" under the "New to Amazon" option – click on "Create your Amazon account."
2. You will need to enter your personal information to create an Amazon account. The site requires your name, email address and phone number. Then you will need to create a password.
3. Click on the "Create Account" button at the bottom of the registration screen.
4. If you create an account before you set up Alexa Built-In in your vehicle, you will not need to complete this step at that time.

The image shows a screenshot of the Amazon website's sign-in page. At the top, the Amazon logo is visible. Below it, the heading "Sign-In" is displayed. There is a text input field for "Email or mobile phone number" and a yellow "Continue" button. Below the input field, there is a link for "Need help?". At the bottom of the page, there is a section for "New to Amazon?" with a button labeled "Create your Amazon account".