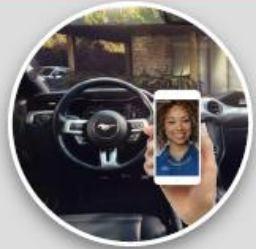


'Discover Your Ford and Guided Virtual Tours

Core Experience Vehicle Models:

Bronco, Bronco Sport, Edge, Escape, Expedition, Explorer, F-150, F-150 Lightning, Maverick, Mustang Mach-E, and Ranger



Guided Virtual Tour



Livestream



Feature Guide



Video Library



WHAT IT ACHIEVES

What is a Guided Virtual Tour?

A Guided Virtual Tour is a complimentary 30-minute one-on-one live video call with a Ford vehicle expert.

They can walk you through the features of your new vehicle. You can specify beforehand items you would like to review also.

When can I make an appointment?

As soon as you receive your VIN you can schedule a session. However, to maximize your learning experience we recommend you physically being in the vehicle.

This resource will assist you in navigating the Discover Your Ford website to schedule your tour.

'Discover Your Ford' Core Experiences

Customer Learning Spectrum



FEATURE GUIDE

- Digital tool for self exploration
- Utilizes a mix of text, images, and videos
- Caters to the DIY customer who prefers to learn at their own pace
- Resource that is always available to the customer when they need it



ON-DEMAND VIDEO LIBRARY

- Short videos focused on helping customers setup and use a feature
- Utilize a mix of animation and live action
- Customizable to fit the needs of the customer
- Personalized to show only videos that are applicable to their vehicle



LIVESTREAM

- LIVE show focused on specific features
- Hosted by an expert with a vehicle
- Customers encouraged to ask questions during the LIVE show
- Allows customers to learn from the comfort of their homes



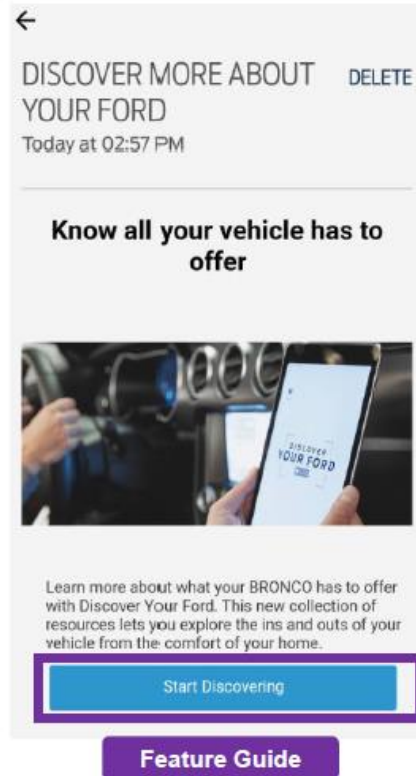
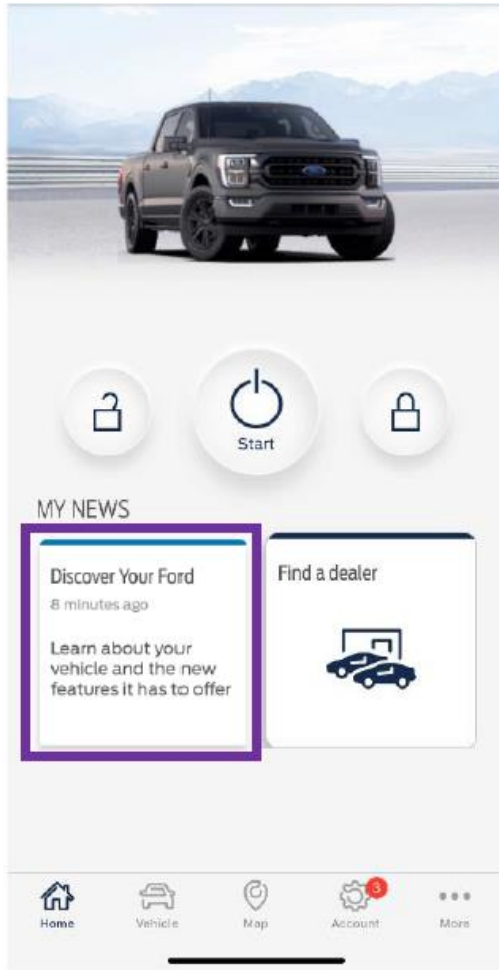
Guided Virtual Tour

- Provides a warm, human, and personal way for customers to learn
- Focused on the features that the customer is most interested in
- Available on the customer's terms
- Video chat allows for more contextual exploration of the vehicle

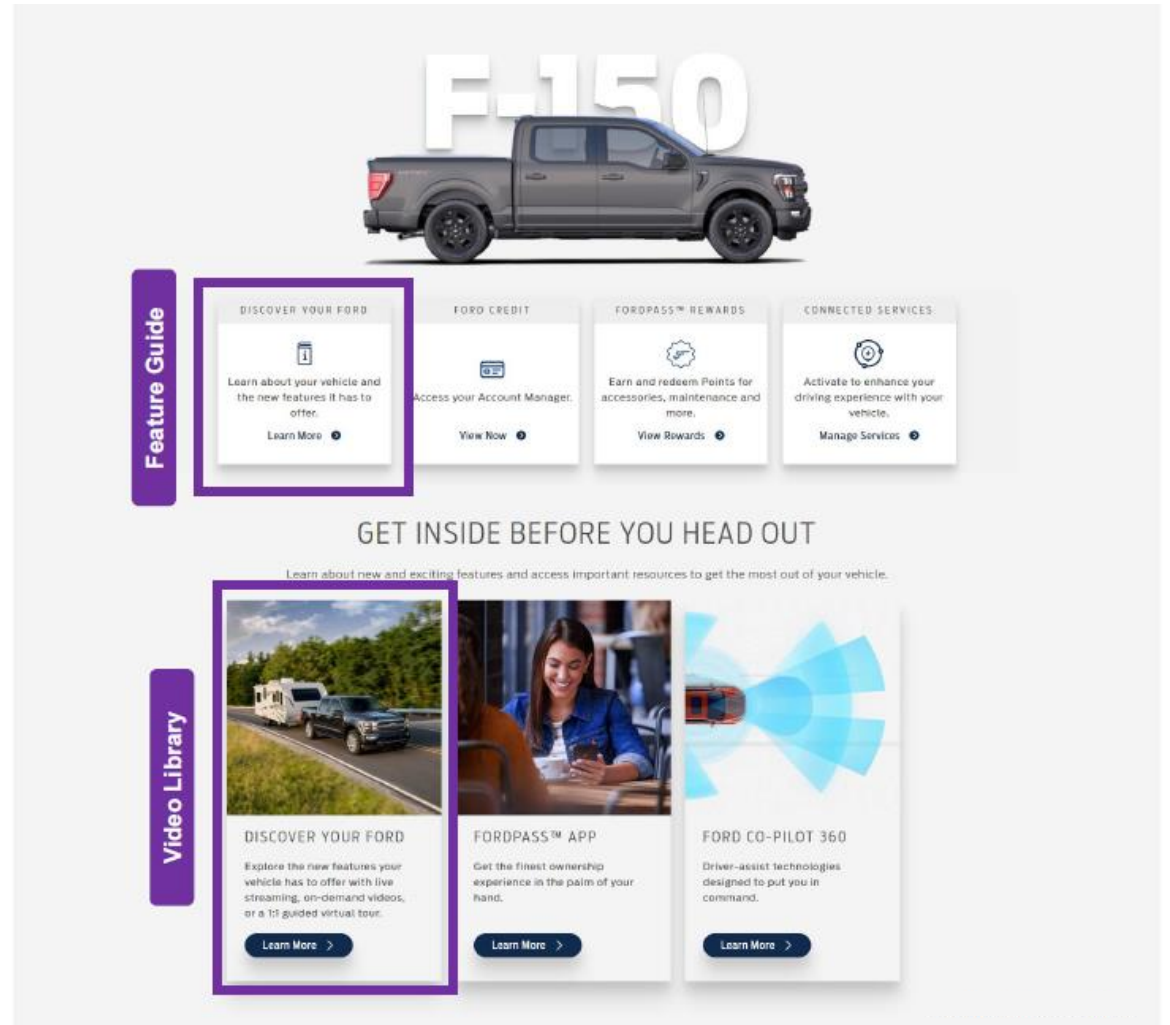
**DYF Provides Multiple Educational Experiences To Support
The Different Learning Preferences Of Our Customers**

Two Ways To Access 'Discover Your Ford'

FordPass App



www.ford.com/support



How To Navigate www.ford.com/support

MY ACCOUNT MY ACCOUNT SUPPORT & SERVICE

Account Log-in

FORD SUPPORT FROM THE ST

We're here to support Ford drivers anytime, anywhere. Find your Owner's Manual, browse helpful how-to articles, navigate through software updates, schedule service and more — right here, right now.

SEARCH BY VEHICLE View information and alerts specific to your Ford vehicle.

FIND ANSWERS Our most commonly asked questions and answers.

OWNER BENEFITS Discover the advantages that come with owning a Ford vehicle.

Enter your vehicle information below or [Sign Into My Ford](#) for a customized experience.

VIN Year & Model

By Make and Model

Enter Your Ford VIN

Search >

Where do I find my VIN?

Customer can choose not to sign in.

Inputs their VIN or chooses Year and Make to access dashboard

Enter your vehicle information below or [Sign Into My Ford](#) for a customized experience.

VIN Year & Model

Year Model Search >

MY ACCOUNT FINANCE SUPPORT & SERVICE

Sign In

Vehicle Dashboard

Saved Items

FordPass Rewards Dashboard

Ford

SIGN IN

If you have a Ford or Lincoln account, enter your username and password here.

Email or Username

Password

Sign In

Forgot Password?

Create an Account

Go Back

2021 FORD F-150 Add Vehicle

GOOD MORNING CUSTOMER VIN NUMBER

F-150

DISCOVER YOUR FORD Learn about your vehicle and the new features it has to offer. Learn More

FORD CREDIT Access your Account Manager. View Now

FORDPASS™ REWARDS EARN AND REDEEM POINTS FOR ACCESSORIES, MAINTENANCE AND MORE. View Rewards

OWNER'S MANUAL Download your vehicle's manual. Explore

Choose the 'Discover Your Ford' Tile

How To Schedule A Guided Virtual Tour

Click the **Book Now** button below or visit: www.ford.com/support/discover-you-ford/scheduling/

How it Works



Schedule

Choose a Date and Time

Appointments are 30 minutes long and available Tuesday through Saturday.



Topics

Set an Agenda

Choose from a list of vehicle-specific topics or if your topic is not listed, just type it in.



Confirmation

Save the Date

Your appointment is confirmed! Save the calendar invite and we'll be in touch.



Connect

Appointment

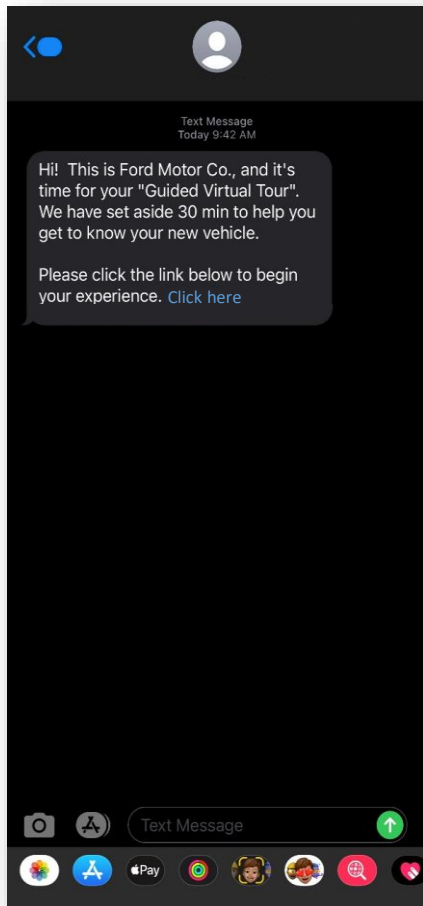
Plan to be in your vehicle when it's time for your appointment. You will receive a text message with the link to start your video chat.

click button below

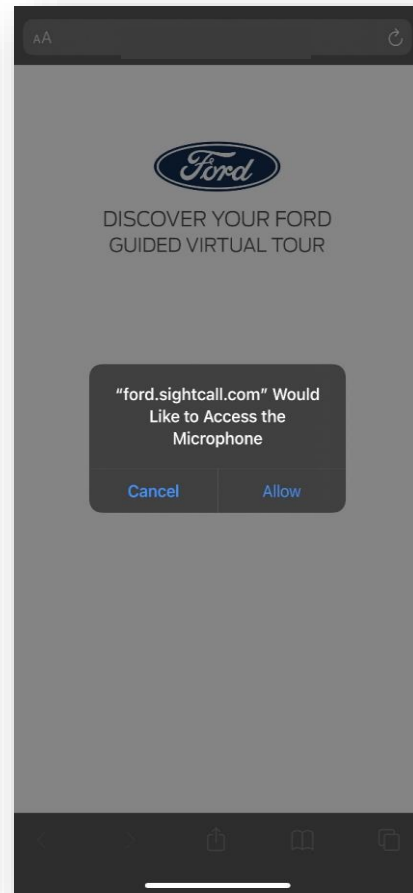
BOOK NOW

How To Start Your Tour

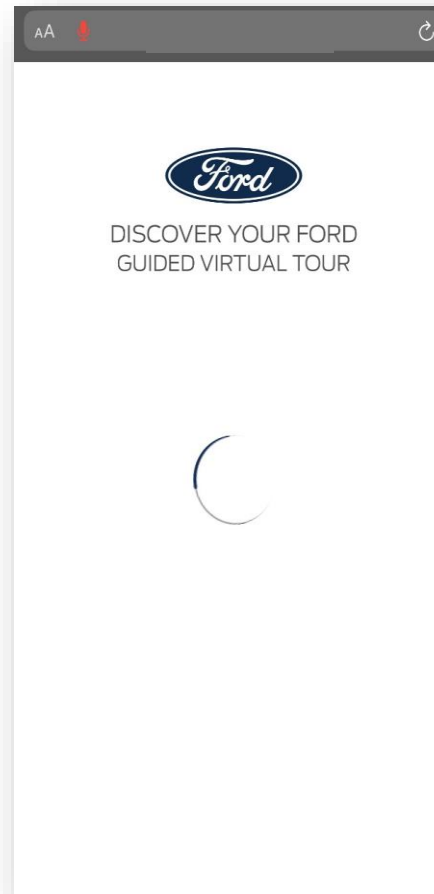
When it's time for your scheduled appointment we will you will receive a text with link to connect with your vehicle expert.



1.



2.



3.

