

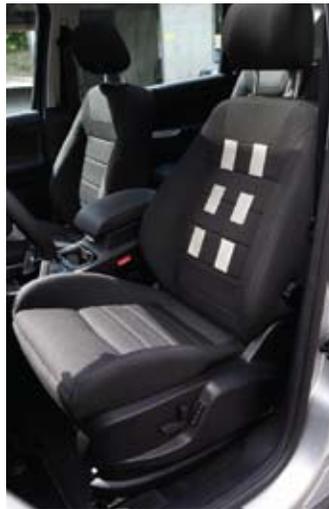


## Health & Wellness Monitoring

The ability of Ford SYNC® to connect devices via Bluetooth, access cloud-based Internet services and control smartphone apps is being realized in the field of health and wellness. Ford is developing industry-first voice-controlled in-car connections to an array of health aids, including: glucose monitoring devices, diabetes management services, asthma management tools, heart monitoring seats and Web-based allergen alert solutions.

### Heart monitoring

- Ford Motor Company's advanced research engineers in Germany have developed a prototype vehicle seat that can monitor a driver's heart activity and could one day reduce the number of accidents and fatalities that occur as a result of motorists have heart attacks behind the wheel.
- The prototype seat employs electrocardiograph technology that monitors the heart's electrical impulses and detects signs of irregularity that can provide an early warning that a driver should seek medical advice because he might be having a heart attack or other cardiovascular problem. The seat has six built-in sensors that can detect heart activity through the driver's clothing.
- The seat is at an early stage of development. However, in the future, it could potentially link with other Ford safety systems to reduce risk for drivers with heart conditions and benefit fellow road users.

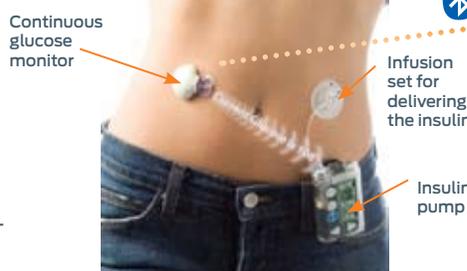


### Wireless health monitoring

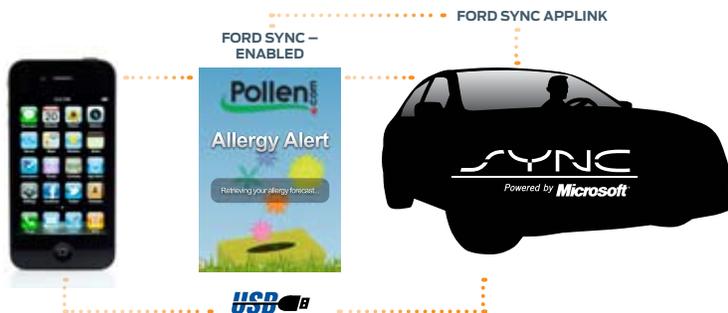
Being in the know on the go continues to pique the interest of the consumer. In fact, according to a recent survey conducted by CTIA – The Wireless Association and Harris Interactive, some 78 percent of U.S. consumers expressed interest in mobile health solutions. A study by digital messaging powerhouse MobileStorm further confirmed this phenomenon, indicating that medical and healthcare apps was the third fastest growing category of smartphone applications in 2010.

### Diabetes/ glucose monitor

Nearly 26 million adults and children in the children in the U.S. live with diabetes. In response to this, Ford, working with Medtronic, a leading manufacturer of glucose monitoring devices, has developed a prototype system that will allow patients to monitor their glucose levels on the go. Drivers with diabetes who wear a Bluetooth-enabled Medtronic continuous glucose monitoring device could enter a Ford SYNC-equipped vehicle and pair the device, along with their cellphone, with SYNC. This will allow them to receive audible alerts or center stack displays about deviations or trends related to their blood glucose levels.



### Pollen monitoring/ asthma



Ford SYNC® can help those who suffer from asthma and/or allergies – about 60 million Americans deal with one or both, according to the Asthma and Allergy Foundation of America. Ford SYNC, through its ability to connect devices via Bluetooth, access cloud-based Internet services and control smartphone apps, can monitor pollen counts and potential allergens. Along with providing voice control and audible alerts, Ford SYNC can display allergy information from the Allergy Alert app in the radio display area or center stack touch screen, depending on vehicle model. Radio preset buttons can be programmed, providing additional SYNC-enabled control of the app, with a tap of preset No. 2, for example, prompting the allergy report display or a touch of preset No. 3 bringing up the predominant pollen report.