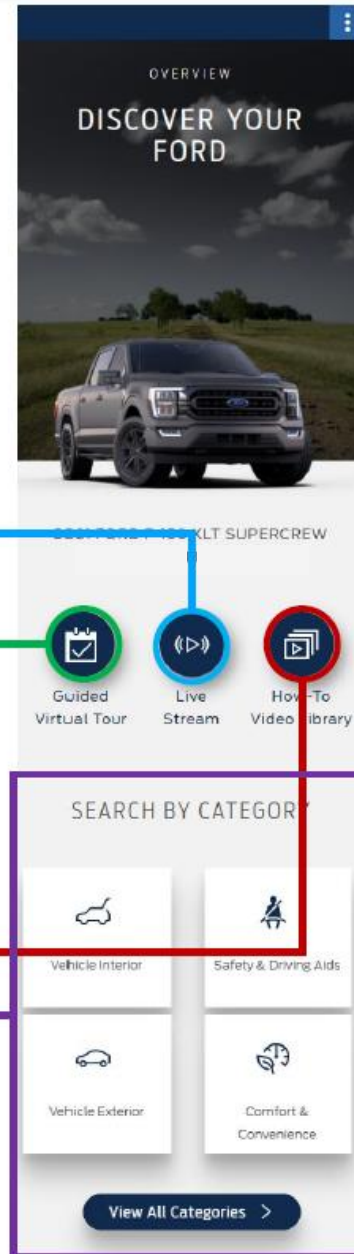
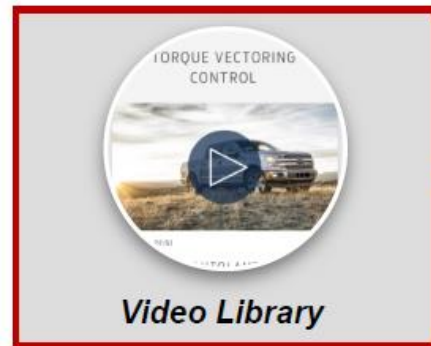
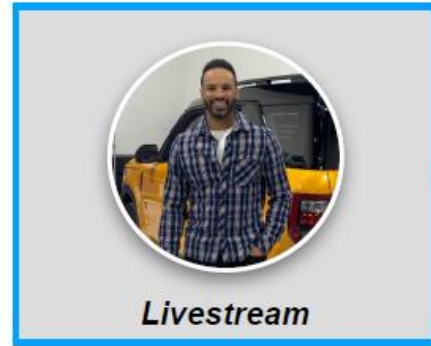


# 'Discover Your Ford and Guided Virtual Tours

## Core Experience Vehicle Models:

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



## 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



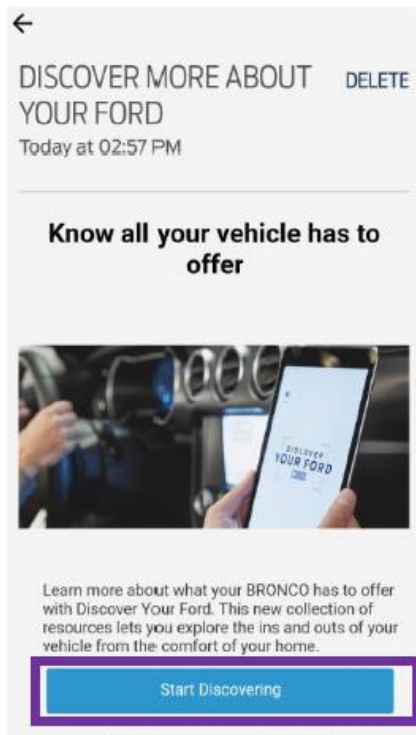
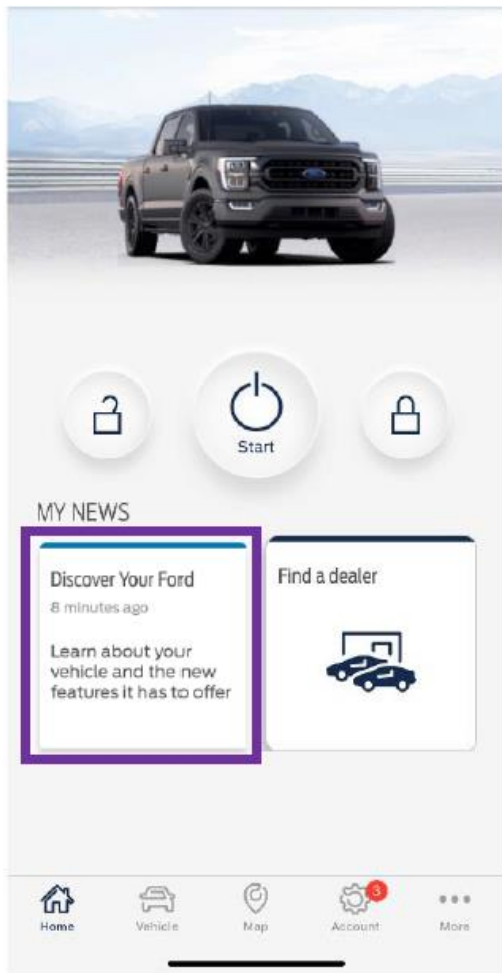
### Guided Virtual Tour

- 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**

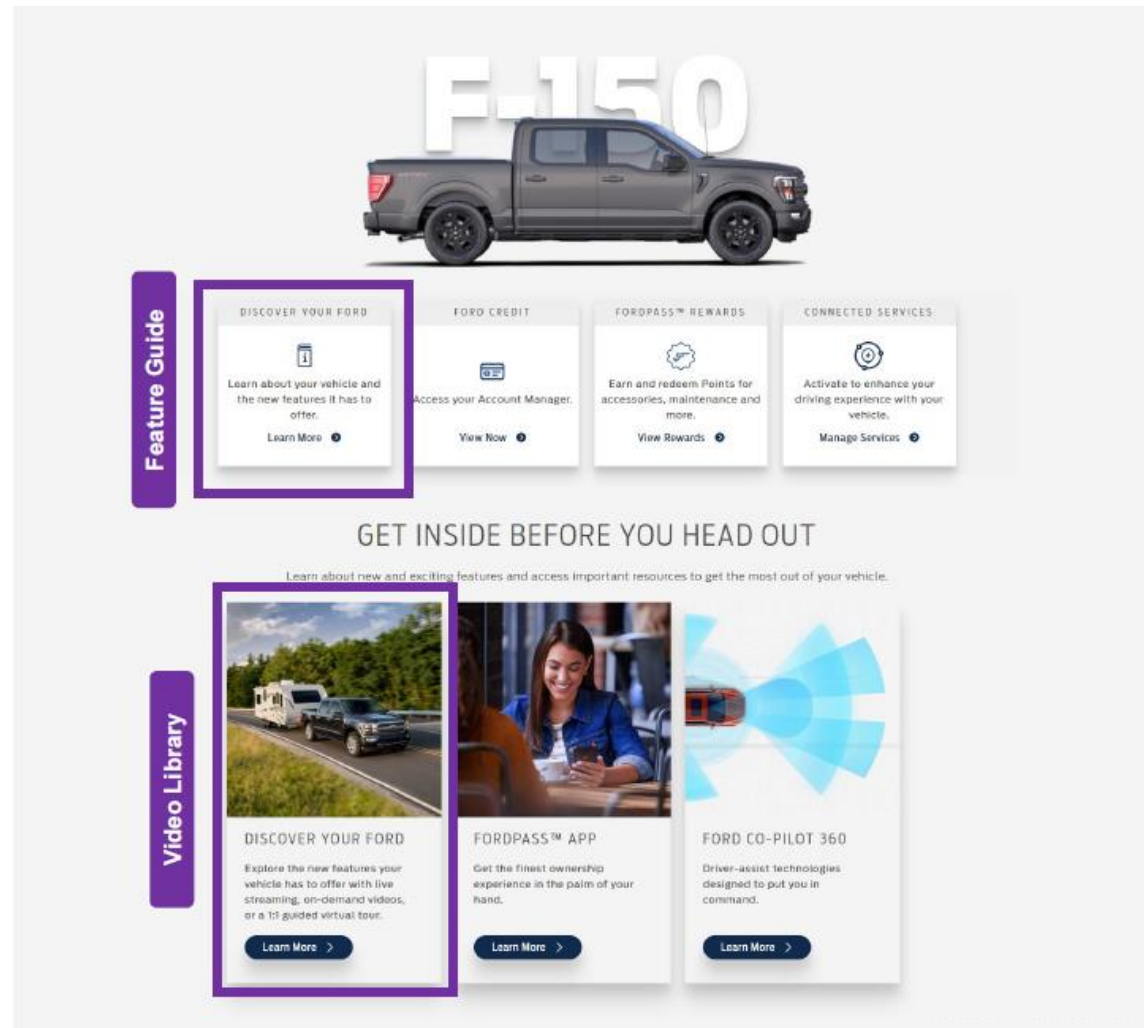
# Two Ways To Access 'Discover Your Ford'

## FordPass App



Feature Guide

## www.ford.com/support



# How To Navigate www.ford.com/support

The screenshot shows the top navigation bar with links for MUSTANG, BRONCO, CERTIFIED USED, and Dealership Locations. Below this is a secondary navigation bar with categories: SUVs & Crossovers, Trucks & Vans, Electrified, Cars, and All Vehicles. A purple box highlights the 'MY ACCOUNT' link, with an arrow pointing to a callout box labeled 'Account Log-in'. Below the navigation is a large hero image with the text 'FORD SUPPORT FROM THE ST...' and a sub-headline: '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.' Below the hero image are three sections: 'SEARCH BY VEHICLE' (View information and alerts specific to your Ford vehicle), 'FIND ANSWERS' (Our most commonly asked questions and answers), and 'OWNER BENEFITS' (Discover the advantages that come with owning a Ford vehicle...). At the bottom of this section, it says 'Enter your vehicle information below or Sign Into My Ford for a customized experience.' There are two buttons: 'VIN' and 'Year & Model'. Below these is a search bar with the placeholder text 'Enter Your Ford VIN' and a 'Search >' button. A purple box highlights this search bar, with an arrow pointing to a callout box labeled 'By Make and Model'.

The screenshot shows the 'MY ACCOUNT' dropdown menu. It contains four items: 'Sign In', 'Vehicle Dashboard', 'Saved Items', and 'FordPass Rewards Dashboard'. A purple box highlights the 'Vehicle Dashboard' item, with an arrow pointing to the right.

The screenshot shows the 'SIGN IN' form. It features the Ford logo at the top, followed by the text 'SIGN IN' and 'If you have a Ford or Lincoln account, enter your username and password here.' Below this are two input fields: 'Email or Username' and 'Password'. A 'Sign In' button is located below the password field. There are also links for 'Forgot Password?' and 'Create an Account', and a 'Go Back' link at the bottom.

The screenshot shows the 'GOOD MORNING CUSTOMER' dashboard. It features a large 'F-150' text overlay and a side view image of a Ford F-150 truck. Below the truck image are four tiles: '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 REDEM POINTS FOR ACCESSORIES, MAINTENANCE AND MORE. View Rewards), and 'OWNER'S MANUAL' (Download your vehicle's manual. Explore).

The screenshot shows the 'Year & Model' search form. It features a 'Year & Model' button at the top. Below this are two dropdown menus: 'Year' and 'Model', followed by a 'Search >' button. A purple box highlights the search area.

Customer can choose not to sign in.

Inputs their VIN or chooses Year and Make to access dashboard

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/](http://www.ford.com/support/discover-you-ford/scheduling/)

## How it Works

1

Schedule

Choose a Date and  
Time

Appointments are 30  
minutes long and available  
Tuesday through Saturday.

2

Topics

Set an Agenda

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

3

Confirmation

Save the Date

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

4

Connect

Appointment

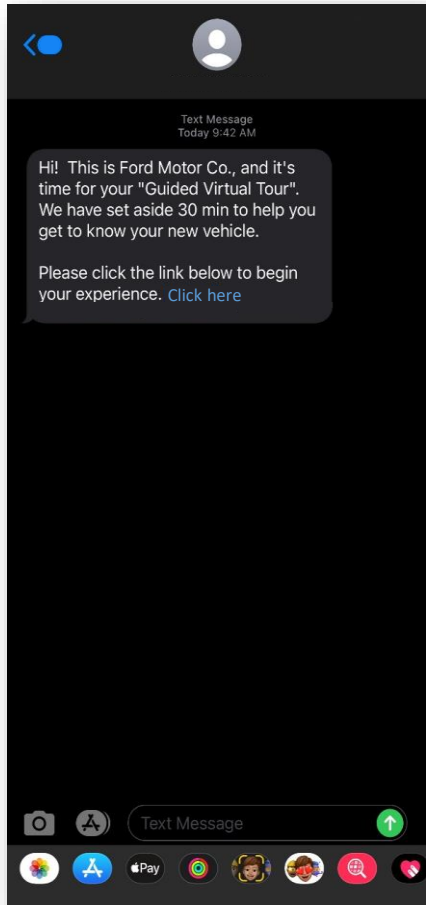
Plan to be in your vehicle  
when it's time for your  
appointment. You will  
receive a text message with  
the link to start your video  
chat.

*click button below*

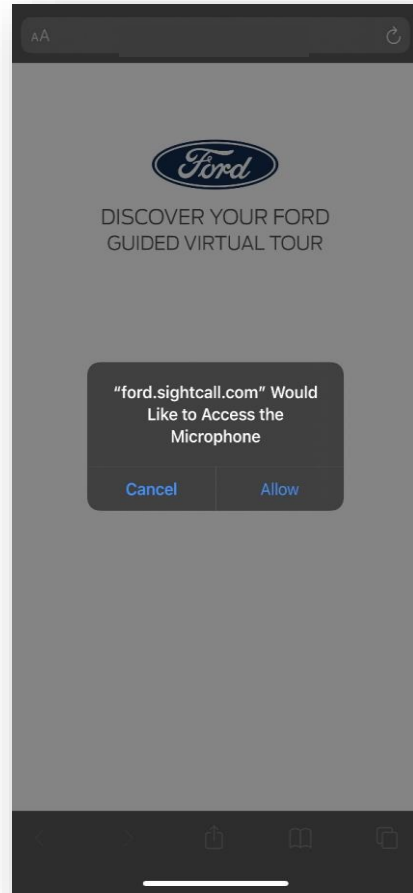
**BOOK NOW**

# How To Start Your Tour

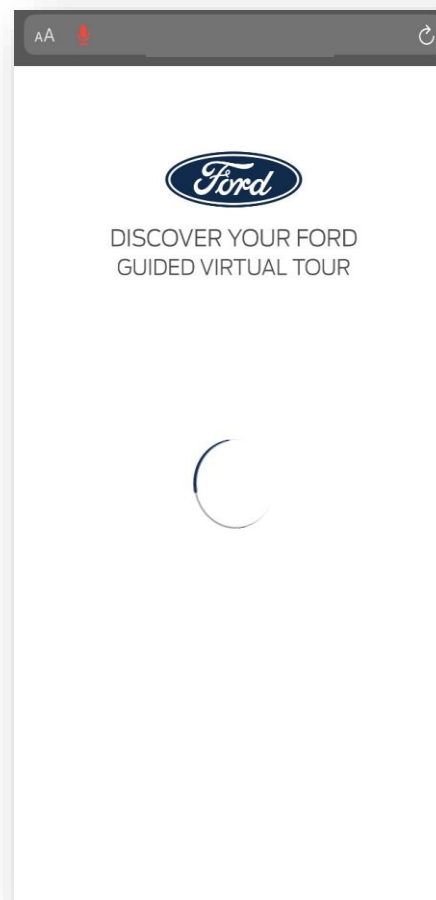
When it's time for your scheduled appointment we will you will receive a text with link to connect with your vehicle expert.



1.



2.



3.

