

Date: July 24, 2008

Subject: August, 2008 Custom Accessories Update

Questions: Aftermarket Zone Manager or Regional Accessory Sales Manager

1. NEW GENUINE FORD ACCESSORIES (GFA) - WHAT'S NEW?

Product	Vehicle(s)	Part #	Dealer Net Price
Graphics Kit	2009 & forward Flex	9A8Z-7420000-AA Dark Violet 9A8Z-7420000-AB Sterling Gray	\$196.00 (same for both)
Backlit Door Sills	2009 & forward Flex (2 colors) 2009 & forward MKS 2008 & forward Fusion 2008 & forward Milan 2008 & forward MKZ 2008 & forward Expedition 2008 & forward Navigator	9A8Z-74132A08-AA Charcoal Black 9A8Z-74132A08-AB Sterling Gray 9A5Z-54132A08-AA Chrome 8E5Z-54132A08-AA Chrome 8N7Z-54132A08-AB Chrome 8H6Z-54132A08-AA Chrome 8L1Z-78132A08-A Chrome 8L7Z-78132A08-A Chrome	\$227.50 (same for all)
Molded Splash Guards	2008 & forward Escape & Hybrid	8L8Z-16A550-AC Front 2 piece 8L8Z-16A550-BA Rear 2 piece	\$31.50 (same for both)

Pricing does not include installation

2. NEW FORD LICENSED PRODUCTS (FLA) – WHAT'S NEW?

Skyway SmartAlert - Initial Order Program

To jump start orders, Skyway SmartAlert has reduced the FAD order quantities needed to receive a volume price discount:

Item	Part Number	Available
SmartAlert	A8FCS-SMTAL2-AA	Now
SmartAlert Advantage	A8FCS-SMTAL2-BA	Now

Garmin Navigation

In August, the Nuvi 200 will be replaced with the Nuvi 205 model. From the outside, the units appear alike, but cool, new features have been added, including:

- **HotFix** – faster satellite acquisition at startup

- **Digital Elevation Model base map** – 3-dimensional terrain at elevated views
- **Automatic Time Zone Transition** (versus manual on the 200 model)
- **Voice Creator** provides turn-by-turn directions – a choice of voices for this feature
- **MSN Direct compatible** – requires Garmin accessory and annual service fee
- **Preloaded mapping** added for Hawaii, Puerto Rico and the Virgin Islands
- **Photo Navigation** – trip routing using destination photos and/or coordinates
- **Nuvi Pricing**

Description	Part Number	Dealer Net
Garmin nuvi 205	A8FCS-N205-A	\$175.00

HD Radio

HD radios are now SYNC-compatible. New part numbers reflect the updated versions, but the cost/pricing has not changed.

Description	Part Number	Dealer Net
HD Radio Receiver*	A9FCS-HDRADIO-A	\$195.30
Receiver + iPod Connectivity*	A9FCS-HDRADIO-B	\$209.30
HD Radio Receiver**	A9FCS-HDRADIO-C	\$195.30
Receiver + iPod Connectivity**	A9FCS-HDRADIO-D	\$209.30

Pricing does not include installation

* Compatible on all FLM vehicles, except Focus, Escape and Mariner

** Compatible on all Focus, Escape and Mariner models

Note: Flex and MKS radios are currently not compatible with HD radio; for a complete application list, go to www.periphuralelectronics.com/ford.

The [attached consumer version](#), ABT-4238, provides key product information. A Dealer version, ABT-4254, will also be available at the E-Store on August 11.

For more information regarding FLA products, go to the Ford Licensed website from the Accessories site located in FMCDealer, under Product Information.

NEW MARKETING MATERIALS

The newly updated Remote Start Hero Cards are now available, see E-Store.