

## **Telematics Update: Ford Retroactively Installs AppLink in as Many as 3.4 Million Sync-Enabled Vehicles**

*OEM-giant, Ford, has announced that their smart-phone centric App Link, which boasts over 60 apps, has the capability to be used in millions of previously unconnected vehicles through a simple software download. From this announcement, it is clear Ford is leaving no compatible car behind and as many as 3.4 million units could be in line to benefit.*

([PRWEB](#)) January 15, 2014 -- OEMs looking forwards (as well as backwards) for the seamless connected solution.

A week on from CES, the auto-infotainment industry is looking very strong. The connected car was clearly one of the overarching themes of the Show and this was embodied by Ford and GM's confident declarations that they will continue to expand on their apps-based solutions in 2014. As well as looking forward to the future roll-out of Ford products, the Detroit manufacturer, with its latest announcement, aims to capture tech-savvy drivers whose models have built in backwards capability to harness AppLink.

Jack Palmer, Project Director at Telematics Update commented, "Although it is still unclear whether Ford drivers can download software themselves to stop them going into the dealership, this is still a ground-breaking announcement that should get other OEMs thinking about their own strategies. Ford are clearly market leaders in giving drivers the ability to control their smartphone apps on the go and we are very excited about their session at Content and Apps for Automotive Europe 2014 in Munich this April (8-9)."

At this very exciting time for the infotainment industry, Telematics Update will bring together 30+ expert speakers to discuss the crucial challenges of the IVI space, making the Content and Apps for Automotive Europe 2014 Conference the must attend event for all dedicated automotive infotainment professionals. At the Conference, Ford will give an exclusive presentation on how first-time developers can step into the telematics space and understand what drivers are looking for.

As well as the opportunities of developing for the automotive industry, our esteemed speakers will dissect key topics including:

- Create a Standout Automotive User Interface
- De-Bunk the In-Car App Store Myths
- The Case for Daily Relevant Content
- The Future of the Auto Operating System
- Alternative Platforms to Deliver Valued-Added Driving Services
- And more sessions addressing business model and content/app integration challenges

Speakers Recently Announced:

- Alastair Cotterill, Creative Strategist, Facebook
- Siegfried Schuler, Director Connected Services Technical Sales Europe, Harman
- Kenneth Malmberg, New Business Development, Global Connected Consumer, General Motors

The full agenda and speaker line-up is available on the website:

<http://www.telematicsupdate.com/contenteu/conference-agenda.php>

Testimonials and Tributes from the Industry

Of Content and Apps for Automotive Europe 2014, a representative from John Deere stated, “Most informative telematics conference I have been to.”

General Motors added: “Excellent conference. No sales pitch, non-stop intellectual debate on all important issues related to apps/contents in auto industry!”

Register your place at Content and Apps for Automotive Europe 2014

Register via the secure link below by this Friday (17th January) to secure a €300 discount:

<https://secure.telematicsupdate.com/contenteu/register.php>

About Telematics Update:

Telematics Update Conferences are the most prestigious in the industry. We produce the largest telematics events in North America, Europe & Asia, and attract the most influential speakers providing a rich environment for establishing strategic relationships and networking.

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