

PANDORA®

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Music Discovery is Effortless and Free with Pandora and Ford

Take Your Favorite Music Along For The Ride

- Create personalized radio stations that only play the music you love.
- Start with the name of your favorite artist, song or genre and Pandora will do the rest.
- Or, explore over 700 music and comedy genre stations.
- Seamlessly listen to your favorite stations in the car, on your phone, and across the web.
- Integrated app availability allows user to control Pandora with voice or steering wheel controls on select models.
- Listen for free, or subscribe to Pandora One for ad-free listening.

In-Vehicle Availability

Model	Model Yr	Model	Model Yr
C-MAX	2013+	Flex	2012+
Edge	2014+	Focus	2013+
Escape	2014+	F-Series	2012+
E-Series	2012+	Fusion	2012+
Expedition	2012+	Mustang	2012+
Explorer	2014+	Taurus	2014+
Fiesta	2011+	Transit Connect	2014+

MyFord Touch (MFT) does not support an integrated Pandora app, but listeners can still enjoy Pandora via Aux jack or Bluetooth connection using a mobile device.

Getting Started

- ① Download the FREE Pandora app on your Android™ or iPhone™ smartphone.
- ② Connect your smartphone to the vehicle's infotainment system:
 - iPhone™ devices via USB
 - Android™ devices via Bluetooth:
 - Note that Android™ phones may not be compatible with all infotainment systems.
- ③ Open the Pandora app on your phone.
- ④ Select the Pandora icon from your infotainment screen.
- ⑤ Enjoy the ride!

PANDORA | ONE™

Only \$4.99/per month

Visit pandora.com/one to subscribe



Ad Free



More Skips



Premium Quality Audio

Web Only



Custom Player Skins

Web Only

PANDORA® — FOR BUSINESS — POWERED BY MOOD:

Only \$24.95/month
+ \$99 media player (one-time fee)

Visit dmx.com/pandora to learn more



Simple

Easy to set up and create stations



Personalized

Create the perfect customer atmosphere in your dealership



Unlimited

Music streaming with no ads or interruption



Licensed

The exclusive, legal way to play Pandora for your customers

PANDORA® | Local Advertising Solutions

Dealers from across the country have partnered with Pandora to reach their target audience to drive awareness and sales.

Why Pandora?

- **Mobility & Scale:** We're larger than most radio stations, delivered across 1000+ devices and integrated in 160+ vehicle models.
- **Precise Targeting:** Reach only the listeners you want (age, gender, geo) with zero dollars wasted.
- **Guaranteed Delivery:** Your message is only delivered when our listeners are engaged and tuned in.
- **Uncluttered:** Your message truly resonates with less than 4 minutes of ads per hour.
- **Co-op:** Using co-op dollars is easy from start to finish.

For more information, please email dealer-advertising@pandora.com.