

Ford introduces karaoke feature in vehicles through Stingray App collaboration

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Starting with the F-150 Lightning and Mustang Mach-E, Ford launches in-vehicle karaoke, expanding to more models for enhanced entertainment

Ford is launching a new in-vehicle karaoke experience for its customers, beginning with owners of the F-150 Lightning and then the Mustang Mach-E, the automaker said in a press release on Sept. 17. This feature, made possible through a collaboration with the Stingray Karaoke App, will also be introduced to Ford and Lincoln Digital Experience vehicles. Ford's initiative aims to enhance joy and entertainment inside vehicles, allowing owners, friends and family to engage in karaoke sessions both while parked and on the move.



Source: Ford

The Stingray Karaoke App offers a wide variety of songs across genres such as Rock, Country, Pop, R&B, Latin, K&J Pop, and more, accommodating family-friendly preferences and is available in 38 languages, including versions in local characters. The user interface supports 36 languages, making it accessible to a diverse user base.

Ford's engineering team has crafted a unique drive-time experience that caters to passengers in the front seat, allowing them to control the karaoke experience from their smartphones by scanning a QR code displayed on the vehicle's screen, without the need to log into an app. This feature utilizes the vehicle's audio system for an enhanced karaoke session.

The rollout of the Stingray App will commence with a software update for the 2024 F-150 Lightning models, followed by the Mustang Mach-E, targeting owners in the US, Canada, Mexico and Europe. The expansion will continue with the app becoming available for the 2025 models of Ford Explorer, Lincoln Navigator, Lincoln Aviator and Lincoln Nautilus, as part of the Ford and Lincoln Digital Experience, ensuring a wider range of Ford and Lincoln owners can enjoy this innovative entertainment option. This strategic move not only diversifies Ford's in-vehicle entertainment offerings but also sets a new standard for passenger engagement during both parked and driving scenarios.

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