



Quality: Predicting the Future (Without a Crystal Ball)



Predicting the future in an ever-changing world isn't easy. But for Ford, it's vital. By studying the social, technological, environmental and political arenas for clues, the company is thinking ahead.

"Understanding what customers will want and need tomorrow – or even next year – isn't enough," said Sheryl Connely, Ford's global trend manager. "We have to anticipate needs and desires farther out, so we can deliver to our customers in the best ways possible."

Constant change

Ford looks at changing demographics, too. It knows that a growing number of people are dealing with short- and long-term changes – everything from age to affluence to urbanization – that will affect the types of vehicles they drive and how they drive them.



Thinking ahead



Children are the future, and Ford is watching to make sure their needs – whether it's increased safety options or enhanced connectivity – are taken into consideration when it comes to the design and function of its vehicles.

Trend watchers

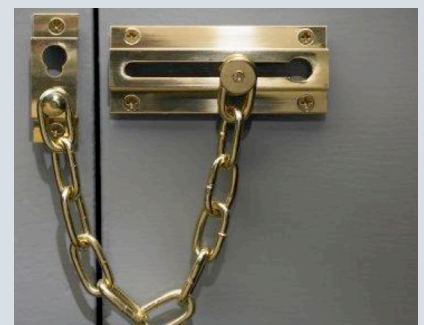
Ford always is looking at the next consumer trend. A trend, by definition, is a shift in consumer values, attitudes and behaviors. Some trends are regional, while others have a global impact. Unlike a fad, a trend is a true change in values and behaviors.

Make it mine



Ford realizes that customers see themselves as unique, and that they want goods and services that provide that flexibility for individual expression and customization.

Safety and security



It can be a dangerous world out there, and Ford knows that safety and security are high priorities among its customers. Ford always has been a safety leader, and its vehicles have consistently earned five-star safety ratings. Ford technologies focus not only on surviving crashes, but avoiding them in the first place.

