Registered travelers request point-to-point pick-up and drop-off on-demand via smart devices.

Premium mini-buses are dynamically routed to meet committed arrival times. Predictive demand and scheduling optimizes number of vehicles in circulation.

Service is optimized for speed of response and vehicle utilization as key drivers for customer satisfaction.

The Experiment
Ford researchers are testing a smartphone app that lets commuters order shuttle transportation for trips around town.

GOALS
Sustainability
Vehicle Sales
Franchise Opportunities