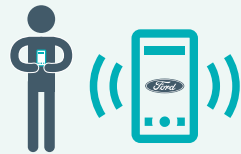


DYNAMIC SOCIAL SHUTTLE

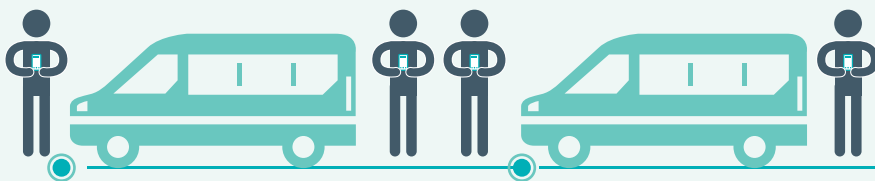
For city dwellers, Ford is investigating a shareable service of premium mini-buses offering point-to-point pick-up and drop-off on-demand. The goal is to better understand the social dynamics and routing requirements of shared transportation. Commuters enter a starting location and a destination into a smartphone app. A shuttle that accommodates four to 10 passengers picks up and drops off commuters at convenient locations, taking the most suitable route for all passengers on board.

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



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

3 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



FORD SMART MOBILITY