

FORD CARSHARING

Ford Carsharing is the first manufacturer-backed, nationwide car-sharing program incorporating dealerships. The collaboration recently expanded, and now has 39 participating dealers in 55 cities with more than 100 locations. Ford is working with Flinkster, a large car-sharing company with multiple partners. Ford Carsharing customers can use any Flinkster vehicle, and Flinkster's 270,000 customers can use the Ford fleet.



The Experiment

Ford and its dealers in Germany are offering car-sharing to more than 1,100 dealer customers.



GOALS



Sustainability



New Revenue Streams



New Customers



FORD **SMART MOBILITY**