

RAPID RECHARGE & SHARE

Electric vehicles would be beneficial as urban shared vehicles because they have lower operating costs and can be “refueled” in their parking space. But if a shared car is consistently being driven, it needs time to charge. Ford is investigating a partnership with a retail or fast-food business to develop a fast-charging infrastructure, making electric vehicles practical choices for car-sharing. The goal is to make electric vehicles easier to use, because when more people choose to drive one, everyone benefits from lower carbon emissions.



The Experiment

Develop a charging station that can quickly recharge electric vehicles, making them a practical choice for car-sharing.



GOALS



Sustainability



Customer Insights

