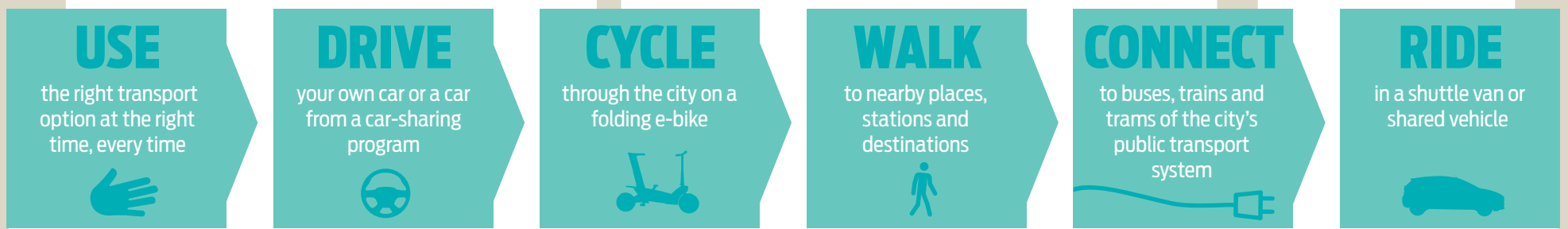


FORD SMART MOBILITY



GETTING A HANDLE ON MOBILITY

With the MoDe:Link app, personal mobility is seamlessly connected, and real-time information about weather, traffic, costs, time, navigation and public transport is all at your fingertips.

RECEIVE

route planning, crowd-sourced info, weather updates, traffic alerts and much more

SAVE

money, time and hassle

ENJOY

each and every journey

AVOID

getting stuck in traffic or missing important appointments

REDUCE

dependence on any single mode of transport

STAY

in control, connected, up-to-date and on the move

FORGET

about journey anxiety and the stress of journey planning

ADAPT

to changing traffic and transport situations in real-time

CONTRIBUTE

to improving urban mobility in your city

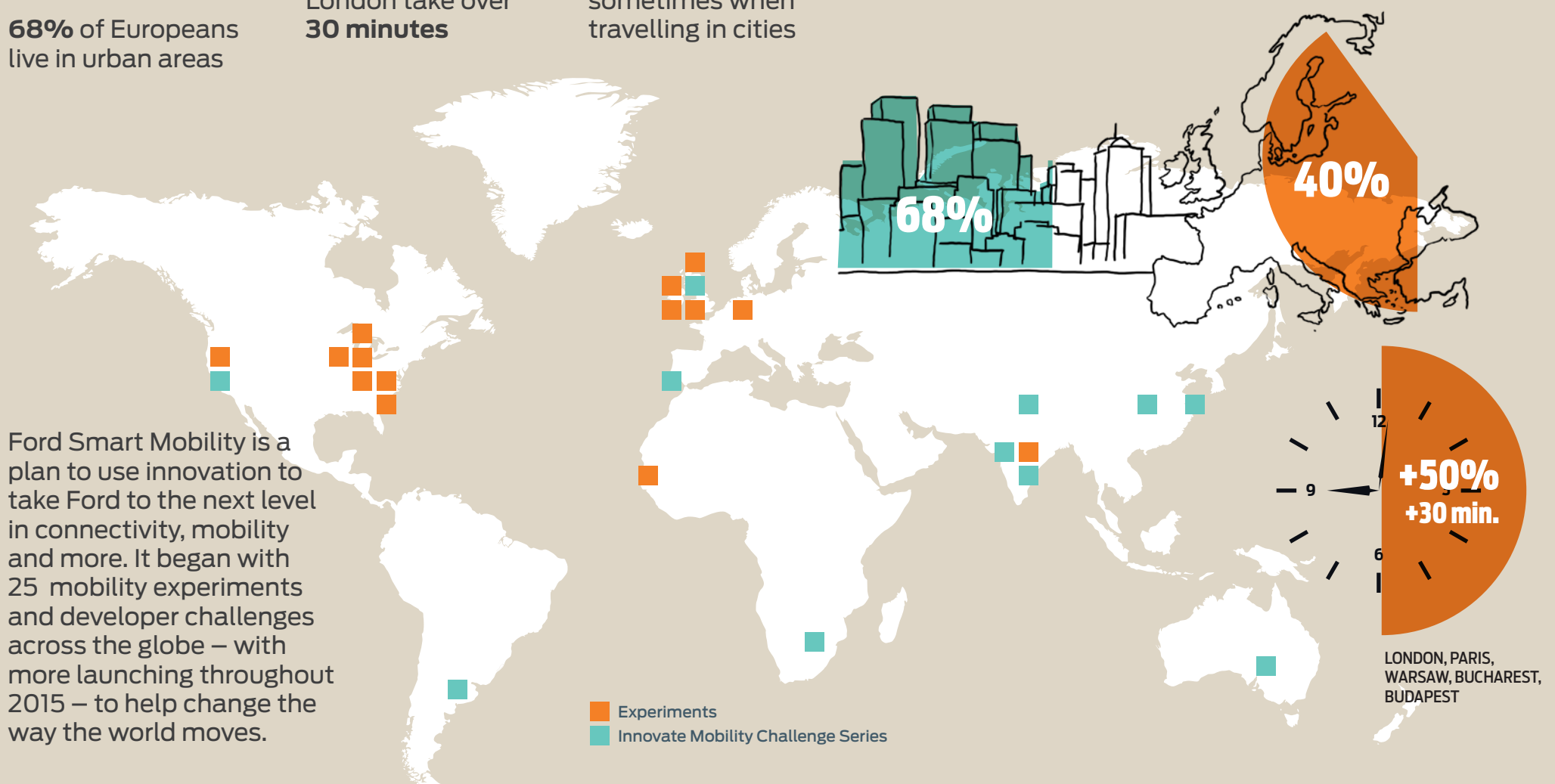
Congestion within the European Union costs around **€100 billion** every year

68% of Europeans live in urban areas

More than **50%** of commutes in Paris, Warsaw, Bucharest, Budapest and London take over **30 minutes**

40% of Europeans experience problems often or sometimes when travelling in cities

€ 100,000,000,000



Ford Smart Mobility is a plan to use innovation to take Ford to the next level in connectivity, mobility and more. It began with 25 mobility experiments and developer challenges across the globe – with more launching throughout 2015 – to help change the way the world moves.

■ Experiments
■ Innovate Mobility Challenge Series

LONDON, PARIS, WARSAW, BUCHAREST, BUDAPEST