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.

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.

- **Use**: the right transport option at the right time, every time
- **Drive**: your own car or a car from a car-sharing program
- **Cycle**: through the city on a folding e-bike
- **Walk**: to nearby places, stations and destinations
- **Connect**: to buses, trains and trams of the city’s public transport system
- **Ride**: in a shuttle van or shared vehicle

**GETTING A HANDLE ON MOBILITY**

**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

- **Receive**: route planning, crowd-sourced info, weather updates, traffic alerts and much more
- **Save**: money, time and hassle
- **Enjoy**: each and every journey

- 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

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