

Ford Announces MoDe:Flex eBike Prototype to Expand Smart Mobility and Enhance Multimodal Journey

Ford Motor Company is expanding its Smart Mobility plan by announcing the addition of MoDe:Flex – a new prototype electric bike that offers customization and connectivity options for the enthusiast rider

New eBike will be equipped with MoDe:Link app to help riders navigate any environment and to provide real-time, turn-by-turn directions; Ford also experimenting with a prototype Apple Watch to enhance the connected journey

Ford Smart Mobility is a plan to change the way the world moves through innovation in connectivity, mobility, autonomous vehicles, the customer experience and big data



Ford Motor Company is expanding its Smart Mobility plan – announcing at Further with Ford 2015 a new electric bike designed with the enthusiast in mind. MoDe:Flex is Ford's third, most flexible prototype eBike yet. It easily reconfigures to take on the urban jungle as well as mountain terrain, and stows in any Ford vehicle, where it can be charged, for a multimodal journey.

MoDe:Flex has the proportions of a conventional bike, but the center frame assembly includes a motor and battery. The front and rear assemblies and wheels can be configured for road, mountain or city riding. The bike disconnects at the front and rear for easy storage, or can be reconfigured and pulled along – like a golf cart. The battery slides out of the bike for remote charging, or it can be plugged into a vehicle outlet.



Road



Mountain



City



LED lighting headlight



LED lighting taillight

Bruce Williams, Ford's lead designer and engineer for MoDe:Flex, also integrated the automaker's latest LED lighting into the body of the bike. Taking a cue from the jewel-like, faceted lens featured on the all-new F-150 and Ford GT, Williams used a smaller version of the lighting technology to power the headlight and taillight on the new eBike.

"The LED lighting is efficient and detailed in a way never before done in the bike world," said Williams. "The lens elements are very small, but they throw a lot of light. The design is seamless and all-new."

MoDe:Flex connects with the rider's smartphone thanks to MoDe:Link. The app helps riders navigate any territory with real-time information regarding weather, congestion, parking costs, time, traffic and public transportation. MoDe:Link also offers eyes-free navigation, route planning, and health and fitness information.

The MoDe:Link app extension prototype for the smartwatches allows drivers to access their car's needs for an enhanced driving experience right at the wrist. Easily lock and unlock your vehicle, find where you parked as well as access mileage, driving efficiency, EV charging status and the vehicle manual.



Ford announced its eBike experiments in March with introduction of the prototypes for MoDe:Me and MoDe:Pro and the MoDe:Link app, compatible with Apple iPhone 6.

MoDe:Pro is built for urban commercial use by couriers, electricians and delivery services. It is designed to stow into commercial vehicles such as Ford Transit Connect, which can act as carrier and support vehicle, and handle more than one eBike.

MoDe:Me is intended to keep the urban commuter moving in congested traffic. It folds and stows easily – allowing commuters to park on the outskirts of a city, take the eBike onto public transportation, and travel to the city center where they can then ride the bike to their destination.