FORD MOBILITY
2018 Accomplishments

AUTONOMIC

• Joined the Ford Mobility family in January 2018
• Signed six TMC ecosystem partners
• Connected 1.7 million vehicles to the TMC
• Opened regional offices in Detroit, Shanghai and Seattle, while expanding in San Francisco
• Launched TMC in China through Alibaba Cloud partnership

LEARN MORE
Autonomic.ai
Why We’re Working with Autonomic to Create a Platform That Can Power Future Cities

AV LLC

• Formed in July 2018
• Started AV operations in Miami and Washington, D.C.
• Conducted pilot programs with Postmates and local businesses – florists, dry cleaners and pet supplier – in Miami, and announced partnership with Walmart to conduct pilot
• Became members of Partnership for Transportation Innovation & Opportunity (PTIO)
• Surpassed 1,000 deliveries as part of our AV customer experience research pilot programs
• Issued Voluntary Safety Self-Assessment (VSSA)
• Announced the start of a two-year joint AV test project with Baidu in China

LEARN MORE
Self-Driven Blog
Ford’s Voluntary Safety Self-Assessment

CITY SOLUTIONS

• Launched City Challenge platform to drive a new approach to transportation planning through collaboration with cities, community members and the private sector, resulting in new mobility solutions
• Partnered with ATT, Dell and Microsoft
• Completed first three challenges for Miami, Pittsburgh and Grand Rapids
• Involved 3000 online co-creators and nearly 500 community co-creators; 40 corporate mentors and community advisors
• Resulted in:
  • 378 pilot idea submissions
  • 40 semi-finalists
  • Seed funding for 6 pilot projects
## FORD COMMERCIAL SOLUTIONS

- First full year of operation
- Launched two core products: Ford Data Services and Ford Telematics
- Signed commercial agreements with five customers, including Avis and Verizon Connect
- 7,700 active telematics subscriptions

## FORD PASS & LINCOLN WAY

- Nearly 6 million app downloads and 3.5 million members at year-end
- Launched Apple Watch integration & Alexa skill in U.S.
- Launched FordPass/Lincoln Way 2.0 in U.S., Canada, Brazil, Europe 20, China
- Customers used FordPass/Lincoln Way for vehicle commands more than 42 million times
- Launch FordPass Driver Behavior in Europe featuring key milestones and Journey Insights
- Launched Digital Roadside in U.S. allowing customers to e-request and track status of roadside assistance

## GORIDE HEALTH

- First full year of operation; launched end-to-end platform built upon proprietary routing algorithm
- Secured contracts with all four major hospital systems in SE Michigan
- Secured two contracts with health insurance payers
- More than 10,000 rides delivered in SE Michigan
- Maintained 95+% on-time record with average wait time of <30 minutes for wheelchair service (industry average is 1-2 hours)
- Achieved HIPAA compliance

## CONNECTED VEHICLE

- Launched Applink Amazon Alexa in vehicle and Waze integration
- Conducted multiple demonstrations of CV2X technology in the U.S., Europe and China including interoperation between multiple OEMs
- Connected more than 1 million vehicles on our way to 100 percent connectivity
FORD MOBILITY
2018 Accomplishments

SPIN

- Established in January 2018
- Crowd-sourced new venture ideas from Ford employees around the world, resulting in more than 100 venture proposals being evaluated
- Built a disciplined experimentation process to take a venture from concept to in-market execution in 90 days
- Five active ventures in incubation by 2018 year-end
  - Find Your Ford online marketplace to locate and buy a used Ford listed nearly 650 vehicles from 6 dealers in SE Michigan during pilot
  - Four more ventures in pipeline for incubations

LEARN MORE
Let’s Go for a Spin: Ford Buys Scooter Company to Provide Customers a First-Last Mile Solution
Spin’s Commitment to Safety

TRANS LOC

- Joined the Ford Mobility family in January 2018
- More than 400 transit agency customers using TransLoc's products: RealTime, Rider, Traveler, OnDemand and Architect
  - Includes 129 university and business campuses using TransLoc's RealTime and OnDemand solutions
  - Today TransLoc’s transit agency partners have delivered 1.55 million rides using our OnDemand ridesharing software
- Signed 55 transit agency-owned microtransit pilot customers
- Mobility Information Unit solidified a GTFS data partnership with Google Transit
  - 311 transit agencies using TransLoc’s Architect software to build their GTFS transit data feeds
  - The MIU team, via the Architect App, has more than 80 requests from 50 countries
- Won “Innovative Solutions Award” at BusCon for work with the Sacramento Regional Transit Authority

LEARN MORE
Transloc website
Transloc blog

FORD X

- Established in January 2018
- Crowd-sourced new venture ideas from Ford employees around the world, resulting in more than 100 venture proposals being evaluated
- Built a disciplined experimentation process to take a venture from concept to in-market execution in 90 days
- Five active ventures in incubation by 2018 year-end
  - Find Your Ford online marketplace to locate and buy a used Ford listed nearly 650 vehicles from 6 dealers in SE Michigan during pilot
  - Four more ventures in pipeline for incubations