



For immediate release

Take the Stress out of Parking with Ford's new Enhanced Park Assist Features

DUBAI, UAE, May 22, 2019 – Fear of parking is real and many drivers go to great lengths to avoid parking anywhere remotely challenging. In fact, in a study conducted by Ford Middle East and Africa with women drivers in Saudi Arabia earlier this year, parking rated as one of the most stressful things drivers said they had to deal with.

What's worse is that, until recently, there was no real answer for you. You simply had to grit your teeth, learn to let all the glaring and honking roll off your back and just get on with it. Thankfully, those stressful scenarios will very quickly be a thing of the past with Ford's user-friendly technology.

"Many of our models – including the Edge, Escape, Explorer and Expedition – come with Enhanced Active Park Assist," said Jamie Rae, Marketing manager, Ford Middle East. "It builds on our previous Active Park Assist technology and is designed to help drivers manoeuvre all sorts of difficult parking scenarios. With this smart technology, we aim to take the stress out of parallel parking, and reversing into perpendicular parking spots."

The newly upgraded Enhanced Active Park Assist includes assisted longitudinal movement, meaning drivers can now request help even when attempting to parallel park. With a mere tap of a button, drivers engage the system, which helps detect and measure parking spaces. It will handle all scanning, shifting, steering, accelerating and braking, while the driver remains in the vehicle to oversee the maneuver and make sure that the technology is properly engaged. To tackle perpendicular parking spaces, drivers need to simply select the system's perpendicular mode.

And, to help get drivers out of tight spots, Park Out Assist will steer the vehicle out of its parking spot. All the driver has to do is control the accelerator, gear shift and brakes, while the system takes care of the steering.

You can see Ford's Enhanced Park Assist in action [here](#).

Editor's note: Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. May not operate at certain speeds, or in certain driving, road or weather conditions.

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford

employs approximately 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford's history in the Middle East goes back more than 60 years. The company's local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit www.me.ford.com.

Ford Middle East is also a responsible corporate citizen with currently three CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign and Ford Driving Skills for Life safe driving awareness programme for young drivers and teens.

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