Future of Safety and Driver Assist Technology

Ford Motor Company is leading the way in developing new safety and driver-aid technologies to help keep millions of customers safer in its vehicles.

**Inflatable seat belts**

Ford is introducing the auto industry’s first-ever production inflatable seat belts, designed to enhance protection for rear-seat occupants. They debuted on the next-generation Ford Explorer, now in production.

**Curve control**

Curve Control is designed to sense when a vehicle is entering a curve too quickly, and can apply four-wheel smart braking to reduce vehicle speed by up to 10 mph in approximately one second and help drivers follow their intended path.

**Next-Generation Airbags**

Ford's next-generation driver-side airbag is designed to provide advanced crash protection through the use of a reconfigured curve-shaped tether that pulls in the lower section to create a “pocket” to help lessen the impact of the airbag on the driver's chest and ribs.

**Teen safety**

Innovative MyKey® technology allows parents to limit vehicle's top speed and audio volume to encourage safe driving behavior in teens.

**Advanced crash dummies**

Ford is making its crash test dummies more lifelike to better understand how injuries occur, such as a child dummy with advanced technologies in the stomach to duplicate abdominal injuries – the most common for young occupants.

**Radar assist**

Collision warning with brake support is designed to help drivers avoid rear-end crashes with long-range radar that can detect moving vehicles ahead, alert the driver of a collision risk and activate the brake support if the collision risk increases.
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SPACE architecture

Ford’s Side Protection And Cabin Enhancement (SPACE) Architecture® is designed to help channel crash forces using strategically placed steel rails and tubes under the car body, and in the B-pillars and A-pillars.

Safety canopy

Safety Canopy® is a Ford-exclusive feature that helps protect front and rear outboard passengers in both rollovers and side-impact crashes.

Smart sensors

Ford is researching even more advanced innovations, including:

- Lane Departure Warning system is a forward-looking camera that continuously monitors the car’s position relative to lane markings and warns the driver if the car unintentionally drifts.
- Smart cars and intersections that use wireless and GPS technologies to warn drivers of imminent collisions.

AdvanceTrac with RSC (Roll Stability Control)

AdvanceTrac with RSC® (Roll Stability Control™) and Safety Canopy side airbag system with rollover protection standard on many Ford vehicles.

BLIS

Blind Spot Information System (BLIS®) with cross-traffic alert uses radar to check the blind spot and helps notify the driver of approaching traffic when backing out of a parking spot.

Crashless crash simulator

Ford’s Servo-Hydraulic Reverse Crash Simulator is state of the art and enables full crash test simulations without destroying the test device.

Proof points

- Ford has the most top U.S. safety ratings of any automaker ever. This includes more IIHS Top Safety Picks of any OEM in the seven-year history the testing has been conducted.
- AdvanceTrac® with RSC® (Roll Stability Control™) and Safety Canopy side airbag system with rollover protection standard on many Ford vehicles.
- Ford is a leader in addressing driver behavior with educational programs like Ford Driving Skills for Life.

* Star ratings are part of the U.S. Dept. of Transportation’s Safercar.gov program (www.safercar.gov).