Ford to Launch Advanced Steering Technology to Help Make Vehicles Easier to Maneuver, More Fun to Drive

- Ford’s Adaptive Steering – a new generation of steering technology – will be available within 12 months

- New technology improves steering feel at all speeds, making any vehicle easier to maneuver and more enjoyable to drive

- Housed entirely within the steering wheel, Ford’s newest steering technology is a smart solution that will benefit drivers in all driving conditions

Ford Motor Company is bringing to market a new generation of steering technology that will help make vehicles easier to maneuver at low speeds and in tight spaces. At higher speeds, the new technology will help make the vehicle more agile and fun to drive.

“First and foremost, all Ford Motor Company products have to offer a great driving experience,” said Raj Nair, Ford group vice president, Global Product Development. “This new steering technology can make any vehicle easier to maneuver and more fun to drive.”

Adaptive Steering changes the ratio between the driver’s actions at the steering wheel – the number of turns – and how much the front wheels turn. In traditional vehicles, this is a fixed steering ratio. With Ford’s new Adaptive Steering, the steering ratio continually changes with vehicle speed, optimizing the steering response in all conditions.

At lower speeds, such as when pulling into a parking space or maneuvering in tight quarters, the new system makes the vehicle more agile and easier to turn, as it dials more steering into the road wheel. Each low-speed maneuver requires less turning of the steering wheel.

At highway speeds, the system further optimizes steering response, enabling the vehicle to react more smoothly and precisely to driver input. Adaptive steering can help the driver feel more comfortable and can make any drive more enjoyable.

Ford’s system uses a precision-controlled actuator placed inside the steering wheel, and requires no change to a vehicle’s traditional steering system. The actuator – an electric motor and gearing system – can essentially add to or subtract from a driver’s steering inputs. The result is a better driving experience at all speeds, regardless of vehicle size or class.

Adaptive Steering will be available on select vehicles beginning next year. The system was developed for production by Ford in collaboration with Takata, a leading supplier of automotive steering and safety systems and a Ford Aligned Business Framework partner.

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 191,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.