



FORD MEDIA CENTER

# Innovate Mobility Challenge: Accessory Challenge, Australia

## Fact Sheet: Accessory Challenge

Ford Motor Company is defining a challenge in Australia, the country with the third-lowest population density in the world.

Drivers traveling in remote areas over rugged terrain must be prepared for emergency situations and conditions. Having limited access to help and resources is one of the challenges they face during their journey. A long drive in a desolate location may also lead to driver distraction and inattention.

Ford is asking innovators to invent a novel accessory or app that increases driver awareness in remote regions or over rugged terrain. The main goal is to enhance driver self-sufficiency in difficult situations, like electrical failure, hazardous weather and dangerous road conditions.

A grand prize winner has yet to be named.

## 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 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).