



FORD MEDIA CENTER

# Innovate Mobility Challenge: Future of Mobility, Argentina

## Fact Sheet: Future of Mobility

As traffic density increases in large cities, it becomes more difficult for people to get around efficiently. Challenge participants were asked to submit an innovative idea to reduce traffic jams that is also environmentally and economically sustainable.

Urban Shuttle was named the grand prize winner.

Urban Shuttle is a mass-transit vehicle that allows drivers of two-seat electric shuttle cars to commute into the city together on a bus-shaped car carrier – combining the efficiency of public transportation with the freedom of movement of a private car. By transporting cars into the city center as a group, traffic is reduced, and commuters still have the freedom to move about the city as necessary. Both the bus and cars are electrically powered, reducing emissions.

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