



FORD MEDIA CENTER

# Innovate Mobility Challenge: Mobility Integration Challenge, Chongqing, China

## Fact Sheet: Mobility Integration

Chongqing, China, is challenged by drastic geographical changes and extreme congestion, requiring multiple modes of transportation that struggle to move people into, out of and through the city quickly and efficiently.

Ford asked app developers to come up with a way to make commuting easier by connecting multiple transportation options on a single trip.

Multimodal Transportation Platform was named the grand prize winner.

MultiModal Transportation Platform is an app that combines city-based mass-transit options, including buses and trains, with localized transportation, including bicycle rentals and rickshaws, to get people where they want to go while saving fuel and reducing congestion. The app finds high-traffic areas and alternative routes; nearby transportation options with maps; and provides contact information for services, pricing, line changes for buses, subways, railways and more.

## About Ford Motor Company

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