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# Innovate Mobility Challenge: Traffic Tamer, London

## Fact Sheet: Traffic Tamer

London's busy streets and limited parking space mean drivers have a hard time getting from place to place, and an even harder time finding somewhere to park when they arrive.

Ford asked developers to consider how technology could make it easier and more convenient for drivers in London to get where they need to go and find a place to park their car when they do arrive.

AppyParking was named the grand prize winner.

The AppyParking smartphone application makes finding a parking space anywhere in London easier so drivers can spend less time searching or idling in traffic. The app consolidates parking areas, restrictions and rules into one map. With a few taps of their finger, drivers can see where meters and lots are located, when parking is restricted, and, in some areas, even find available parking spaces. Users can also prepay for parking with the app.

## 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 202,000 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).