



FORD MEDIA CENTER

Innovate Mobility Challenge: Urban Commuter, Shanghai

Fact Sheet: Urban Commuter

Ford asked developers to create software that would improve quality of life for urban and long-range commuters in congested cities such as Shanghai. Finding reasonably priced parking near favorite destinations, for example, has become more difficult as downtown areas grow.

Parkopedia was named the grand prize winner.

Parkopedia developed an online service that shows users available parking based on their current location or destination, as well as current pricing. Users can see the address and pictures of garages and lots in a preferred area. They can post reviews of the location and comment on access to public transportation, local sights, nighttime lighting, the safety of the area and more.

About Ford Motor Company

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