



FORD MEDIA CENTER

Mobility Experiment: Big Data Drive, Dearborn

[Fact Sheet: Big Data Drive](#)

More than 200 Ford employees have volunteered to allow the company to collect driving data from in-vehicle sensors. By applying big data analytics, researchers can learn more about how people move and see patterns that can help them derive mobility solutions and improve products based on how drivers actually use their vehicles.

The Experiment

Ford is studying the driving habits of more than 200 employee volunteers, using data collected by in-vehicle sensors to determine ways to optimize vehicle performance.

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.