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Mobility Experiment: Car Swap, Dearborn

Fact Sheet: Car Swap

The car you own may not fit all of your needs all of the time, such as when you need to haul landscaping material or move a child to college. Car Swap is an experiment using Ford-owned fleet vehicles. Participating Ford employees use a mobile app that allows them to search for a vehicle that meets their needs, and negotiate terms of the swap. The experiment will provide an in-depth understanding of how Ford can help make car swapping easier.

The Experiment

Ford launched a vehicle exchange program for its managers who lease company vehicles to study the dynamics of car-sharing among a closed group.

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.