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Mobility Experiment: City Driving On-Demand, London

[Fact Sheet: City Driving On-Demand](#)

While there are many car-sharing services based on the reservation model, the focus of this experiment is on-demand use. Researchers are exploring how to optimize the service, such as offering pay-by-minute and enabling one-way trips across the city. A fleet of Ford Focus Electric vehicles and Ford Fiestas with EcoBoost powertrains is located across London. Users can register, get directions to the nearest service location, reserve a vehicle and pay – all through a mobile app. The London service targets a better customer experience and improved operational efficiency compared to existing car-sharing models. Car-sharing through the use of zero and low-emissions vehicles can reduce congestion and pollution.

The Experiment

Ford car-sharing on-demand in London targets a better customer experience and improved operational efficiency compared to existing car-sharing models.

About Ford Motor Company

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