



Mobility Experiment: Dynamic Social Shuttle, New York and London

Fact Sheet: Dynamic Social Shuttle

For city dwellers, Ford is investigating a shareable service of premium mini-buses offering point-to-point pick-up and drop-off on-demand. The goal is to better understand the social dynamics and routing requirements of shared transportation. Commuters enter a starting location and a destination into a smartphone app. A shuttle that accommodates four to 10 passengers picks up and drops off commuters at convenient locations, taking the most suitable route for all passengers on board.

The Experiment

Ford researchers are testing a smartphone app that lets commuters order shuttle transportation for trips around town.

About Ford Motor Company

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