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Mobility Experiment: Fleet Insights, United States

[Fact Sheet: Fleet Insights](#)

Ford engineers are working with HP, one of the world's largest technology companies, to track the driving habits of 100 vehicles used nationwide by HP employees for work and personal commuting. The project will shed light on the purpose behind the trips, how drivers interact with external factors such as weather and traffic, and how to further personalize time behind the wheel. The data is gathered by devices plugged into the HP fleet vehicles and could lead to better products and services.

The Experiment

Collecting data about how drivers use their vehicles could lead to better products and services

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 202,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.