Ford Announces Winners of Innovate Mobility Challenge Series, a Worldwide Approach to Finding Mobility Solutions

- Ford names winners of the latest in its Innovate Mobility Challenge series, an open-innovation approach to discovering mobility solutions around the world
- The series is a key aspect of Ford Smart Mobility – the company's program of innovation in mobility, connectivity and autonomy – announced by Ford Motor Company President and CEO Mark Fields in his 2015 International CES keynote address
- Winning solutions tackled mobility challenges including the delivery of healthcare, reducing traffic congestion and optimizing the transportation of goods – all aimed at helping people overcome growing transportation challenges worldwide

Ford has named the latest winners in its Innovate Mobility Challenge series, a key part of Ford Smart Mobility – the first widespread implementation of the company's long-term plan for sustainable mobility solutions.

The series is comprised of 11 challenges in which Ford invited developers to come up with innovative solutions to mobility problems around the world. Challenges include delivering healthcare in India, busting traffic congestion in some of China's most densely populated cities, and improving the delivery of goods and services in Portugal.

Winners from around the world were showcased during Ford President and CEO Mark Fields' 2015 International CES keynote address, which outlined the company's far-reaching plans in mobility, connectivity and autonomy to create a better world for millions of drivers all over the globe.

"Ford has been enabling personal mobility since day one," said Fields. "Now, more than ever before, Ford's open-innovation approach, new technologies and a globally connected network of developers are enabling mobility solutions at an unprecedented rate."

The challenges span the globe, from The Americas to China, Africa, Europe, Australia and India. Prizes exceeding $200,000 (U.S.) will be awarded – as well as scholarships for entrepreneurial education in Argentina.

"One of the most thrilling aspects of the mobility challenges has been watching people come together from all over the world," said Ken Washington, vice president, Ford Research and Advanced Engineering. "To see people in the United States getting involved with finding solutions in India or China, and vice versa, is a remarkable demonstration of what an environment of open innovation can accomplish."

Global solutions to local challenges

For each challenge, Ford worked with local experts to address the unique mobility needs of that location. Once the submissions came in, a panel of local experts and Ford executives involved in mobility solutions judged each competition.

"There's no single solution for mobility challenges, which are — at their core — local issues," said Washington. "Our goal with this series was to bring the global developer community together in the pursuit of creating a more sustainable and efficient transportation landscape for the future."

Details of the winners are as follows:

- Lisbon, Portugal: The delivery of goods and services is a challenge in cities of all sizes. The City Mobility challenge specifically targeted cities with fewer than 600,000 residents.
Smartaxi, developed by Federico Lopez Esquibel from Spain: This application, which won both the Grand Prize and the OpenXC Integration Prize, uses continuous analysis of live data to predict which areas have the highest demand for taxis — helping drivers connect with new fares.
- Mumbai, India: With an often-crippling monsoon season that can leave commuters stranded, the Monsoon App Downpour challenge focused on leveraging vehicles and real-time information to improve transportation during inclement weather.
Mumbai Monsoon Helper, developed by Khyati Majmudar from India: This Grand Prize winner combines such features as real-time weather and forecasts, information on the severity of flooding throughout Mumbai, and crowd-sourced information about conditions into a mobile app that can help commuters make smart decisions.
- Los Angeles: The objective of L.A. Parking Lot 2.0 was to rethink and repurpose outdoor surface parking areas to increase efficiency and optimize use.
Crowd Park, developed by Liam Ronan from the United States:A crowd-sourced private and public parking app, this Grand Prize and Popular Choice winner aims to improve parking for drivers and lot owners by providing flexible pricing, real-time alerts for near-expired spots and more.
- Delhi, India: SUMURR Golden Hour invited developers to create applications that can decrease time-to-care within the critical Golden Hour after a traumatic incident.
Flare, developed by Utsav Shah from India: This Grand Prize winner is an app that creates an opportunity for volunteers in the community to help others in times of need, while simultaneously working with Delhi authorities to improve medical outcomes.
- Tamil Nadu, India: The SUMURR mHealth challenge focused on using information to improve the delivery of health services to remote regions accessible from Chennai.
SimPrints Solutions for Community Health Workers, developed by Tristram Norman from the United Kingdom: This Grand Prize and Special Jury Prize winner connects healthcare workers to patient medical records with a fingerprint — enabling more informed decision making and improving medical outcomes.
- Shanghai: The Urban Commuter challenge called on developers to improve quality of life through apps that help increase mobility and overcome traffic congestion.
Parkopedia, developed by Christina Onesirosan Martinez from the United Kingdom: This Grand Prize winner helps users find parking by using location information and its database of parking spaces in China. The app provides directions to the space, real-time availability of spaces when possible, and more information.
- Chongqing, China: The Mobility Integration challenge sought multimodal transportation solutions for cities with complex geographical constraints.
MultiModal Transportation Platform – Commuter Smart Routing System, developed by Clyde Wallace from the United States:This Grand Prize and OpenXC Integration Award winner provides efficient, fuel-saving and pollution-reducing travel options through the use of ride-sharing, smart GPS routing and more.
- Johannesburg: This challenge focused on adding value to vehicles — especially commercial vehicles — by creating innovative accessories that increase a vehicle's utility.
Secondary Power Management System, developed by Derek Tabor from the United States: This Grand Prize winner proposed constructing an electrical system independent of the primary system already available in the vehicle. This would enable multiple devices to be

charged – such as lights, communications and refrigeration equipment, computers and more – while allowing the vehicle to operate regardless of the increased electrical draw.

- Argentina:Future of Mobility challenged college students and entrepreneurs to submit ideas for projects that will help mitigate traffic congestion and improve overall mobility in Argentina, particularly relating to urban planning, intelligent infrastructure and new models for public and private mobility.

  Urban Shuttle, developed by Gabriel Minutella and Melina Nikiel from Argentina: This Grand Prize winner is a mobility alternative that utilizes two types of electrically powered shuttles to increase the efficiency of public and private transportation.

- London: In the Traffic Tamer challenge, developers were asked to submit new or existing software solutions that help drivers overcome the stresses of navigating London's crowded streets.

  AppyParking, developed by Dan Hubert from the United Kingdom: Centralizing information such as parking restrictions, fuel stations, real-time space availability and more, this Grand Prize winner helps drivers spend less time and fuel searching for a place to park.

Ford's open-innovation approach to enabling smarter mobility solutions worldwide will continue in 2015, with an upcoming mobility app challenge in Australia. With the third-lowest population density in the world, Australia poses a unique set of challenges for drivers. Innovators are being asked to create vehicle accessories that help drivers stay aware in remote areas where assistance is limited, and increase self-sufficiency in the event of electrical failure, dangerous road conditions and inclement weather. The winner of the Australia Accessory Challenge will be announced in early 2015.

Ford's Innovate Mobility Challenge series has already received more than 400 submissions from around the world. For more information about the latest winners, and detailed information on all the submissions, visit fordsvl.com/innovatemobility.

About Ford Motor Company

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