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Ford at CES: Coming to a City Near You - Test-Driving Our Autonomous Vehicle Business

By Jim Farley, Ford Executive Vice President and President, Global Markets

With the transformative potential of self-driving technology on the horizon, there are many ways we can change how our cities work for the better. To that end, we are working to verify that the technology underpinning future self-driving cars operates safely and reliably, to ensure that our self-driving vehicles are designed to deliver trusted experiences and to prove out that the business model under which they are deployed is viable.

For us, these three paths will converge this year as we begin testing self-driving vehicles in a new city – the first in which we plan to validate our autonomous vehicle business model. In partnership with Argo AI, we will expand development and testing of the technology that enables a vehicle to drive itself. And, we will conduct more research into the customer experience to help design an all-new, purpose-built self-driving vehicle.

[Click here](#) to read the full post on Medium.

About Ford Motor Company

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