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We're Going to Miami: The First Proving Ground for Our Self-Driving Service

By Sherif Marakby, Ford Vice President, Autonomous Vehicles and Electrification

Watching some of the world's greatest athletes over the past week had me thinking about all of the individual elements that come together for the extraordinary performances we see from these competitors. It's overwhelming to think about the dedication, commitment and the amount of time these athletes had to put in to get every little step, spin, jump—any move you can think of—just right to win a medal.

Now, I'm inspired more than ever because Ford is in a similar position as we pull together our self-driving vehicle business. We've spent years researching and developing self-driving technology, studying changing customer behaviors, serving some of the largest fleets in the country with help from our dealers, and working with governments big and small. Now it's time to pull it all together and head for the finish line!

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