



FORD MEDIA CENTER

## Here's What It Takes to Build a Self-Driving Business—And Where We Stand Today

**By Sherif Marakby, CEO, Ford Autonomous Vehicles LLC**

When discussing self-driving cars, the question that most often comes up is about when they will take to the streets. While that is important, there's so much required for wide-scale deployment beyond just having the self-driving vehicle itself.

Aside from delivering safe and reliable technology, what does it take to operate a successful self-driving vehicle service, especially one that customers want to use and makes their lives better? And one that is a profitable business that also benefits the community?

These aren't questions we're willing to put off until some later date. In fact, we've been thinking about them for a long time. We want our self-driving vehicles to solve real-world problems with levels of accessibility, affordability and convenience that aren't possible now.

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

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Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).