



FORD MEDIA CENTER

Our Self-Driving Business in Austin, One Year Later

By Kathleen Baireuther, Austin Market Manager, Ford Autonomous Vehicles LLC

We stood in [Austin one year ago](#) with optimism for the journey ahead — launching a self-driving service that can be a part of the city's mobility ecosystem. Since then, we have been tackling the complex challenge of building a self-driving service, bringing together all of the intricate pieces to make it a reality. Although 2020 has been a challenging year, we've continued to build our business locally and we look forward to advancing our mission in the year to come.

One year of building our business in Austin: In the first year since our launch announcement in Austin, we have made significant strides.

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

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