Eric Wingfield
Mobility Strategist
Mobility
Urbanization
Urbanization
Global Middle Class Growth
Air Quality
Changing Consumer Attitudes
47% Changing Consumer Attitudes

Use a smart phone to plan their transportation.
Changing Consumer Attitudes

39% travel by bus, train or taxi so they can multi-task.
Changing Consumer Attitudes

34% interested in renting their car to strangers

4 RENT
Near Term
- Experimentation
  - City and Driver as customers
  - Forge strategic partnerships
  - Technology and business model experimentation

Mid Term
- Targeted Implementation
  - Urban vehicle study
  - Expand automated features
  - Develop multi-modal applications

Long Term
- Urban Mobility Leadership
  - Lead in integrated multi-modal transportation systems
  - Mainstreamed automated features
10 Million sync-equipped vehicles on the road GLOBALLY
Can’t go 24 hrs without looking at their phone
5.1 BILLION SMARTPHONES WORLDWIDE IN TWO YEARS

80% OF WORLD POPULATION

Connectivity
Big, Smart Data
Ford Smart Mobility is a plan to use innovation to take Ford to the next level in connectivity, mobility and more. It begins with 25 mobility experiments and challenges across the globe to help change the way the world moves.
Better Customer Experience
Flexible User-Ship Models
Social Collaboration
Better Customer Experience

Flexible User-Ship Models

Social Collaboration
City Driving
On-Demand
London, England
Flexible User-Ship Models
Dynamic Social Shuttle
London, England
Flexible User-Ship Models
Better Customer Experience

Flexible User-Ship Models

Social Collaboration
Social Collaboration

Info Cycle

Palo Alto, California USA
Innovate Mobility World Challenges
Enabled by OpenXC
FORD SMART MOBILITY

Innovate Mobility Challenge

City Mobility

Lisbon, Portugal
Innovate Mobility Challenge

SUMURR mHealth

Chennai, India
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