



Ford at London Technology Week Will Reveal New Research Project That Could Help Change Way the World Moves

- Ford will host a panel discussion at London Technology Week at which leaders in mobility, transport and technology will highlight how best to tackle urban mobility
- Ford also will reveal new mobility research project; update on Ford Smart Mobility initiatives GoDrive, GoPark, GoRide; demonstrate customer experience platform FordPass

COLOGNE, Germany, June 15, 2016 – Ford will reveal a new driver research project that could offer significant insights into future mobility at London Technology Week.

Ford, a partner of London Technology Week, which celebrates and cultivates London as a global powerhouse of tech innovation, will announce the research during the panel discussion and networking session “Changing The Way The World Moves” that takes place at 16:30 CET, on June 21 at the Vinyl Factory, in Soho, London.

Mobility and technology experts from Transport for London, the geocoding system What3Words, technology focused merchant bank Lepe Partners and the global design company IDEO will be among the panellists for the discussion that will be moderated by startup expert, connector and advisor Bindi Karia.

Through the session, Ford will outline the research project; show developments in car-sharing, smart parking and ride-sharing services; display Fiesta, Focus Electric and Transit vehicles modified for mobility projects and services; and demonstrate the company’s new customer experience platform FordPass. Guests also will be able to talk to Mike Nakrani, head of Ford Smart Mobility Europe, and other Ford Smart Mobility project leads.

Ford is currently expanding into both an auto and a mobility company; as such the company is aggressively pursuing emerging opportunities through Ford Smart Mobility – its plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics.

Taking place across the city from June 20-26, London Technology Week consists of more than 200 technology events, and is expected to be attended by more than 40,000 people. Ford London Technology Week media materials can be accessed at 10:00 CET, on June 21. <http://LTW2016.fordpresskits.com>. To register for the event please mail FordLTW@DHL.com

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About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 67 plants worldwide, the company’s core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging

opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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