



Go Further

ANIELA KUZON

City Solutions
Ford Motor Company

GLOBAL REALITIES



SHIFTING LANDSCAPE

Each minute in the U.S. ...



30
New vehicles sold

But...



9 million miles traveled



125K taxis / Ubers on the road



60K “shared” rides



450K bytes of vehicle data from
a connected vehicle



500K+ gigabytes of data transmitted
on the Internet



350K cell phone apps downloaded

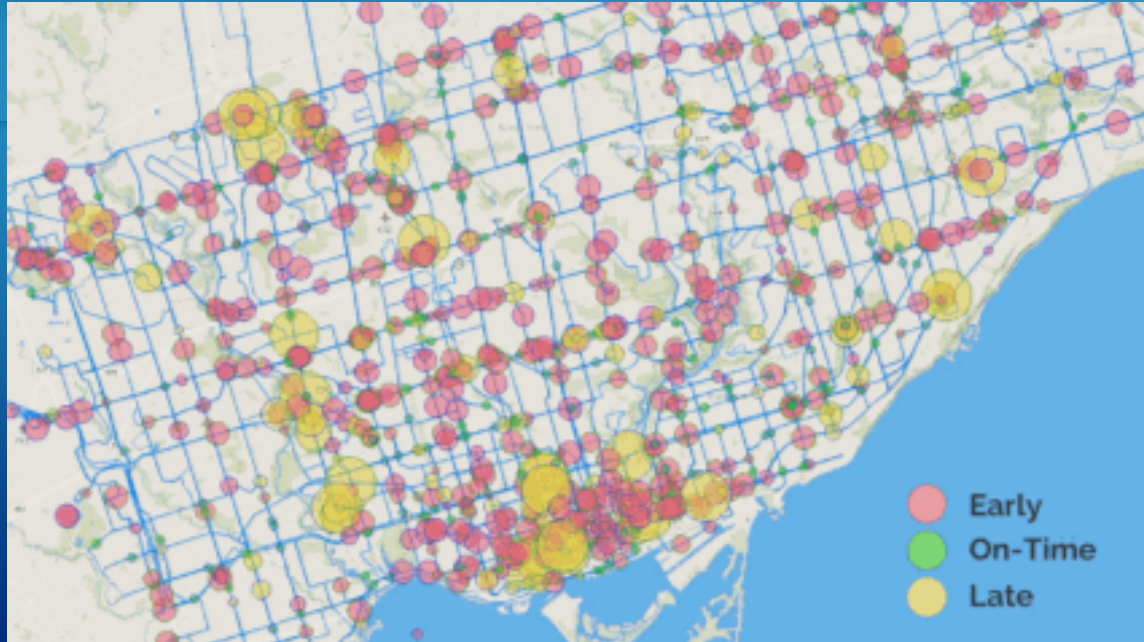


CITY OF TOMORROW

PERSONAL OWNERSHIP AND SHARED SERVICES



DATA ANALYTICS



PUBLIC ENGAGEMENT



FordMobilize New York



