



# FORD SMART MOBILITY

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Freedom of movement.



**OPENING THE HIGHWAYS TO ALL MANKIND**

Back of all the activities of the Ford Motor Company is this Universal idea — a whole-hearted belief that riding on the people's highway should be within easy reach of all the people. An organization, to render any service so widely useful, must be large in scope as well as great in purpose. To conquer the high cost of motoring and to stabilize the factors of production — this is a great purpose. Naturally it requires a large program to carry it out.

It is this thought that has been the stimulus and inspiration to the Ford organization's growth, that has been the incentive in developing inexhaustible resources, boundless facilities and an industrial organization which is the greatest the world has ever known.

In accomplishing its aims the Ford institution has never been daunted by the size or difficulty of any task. It has spared no toil in finding the way of doing each task best. It has dared to try out the untried with conspicuous success.

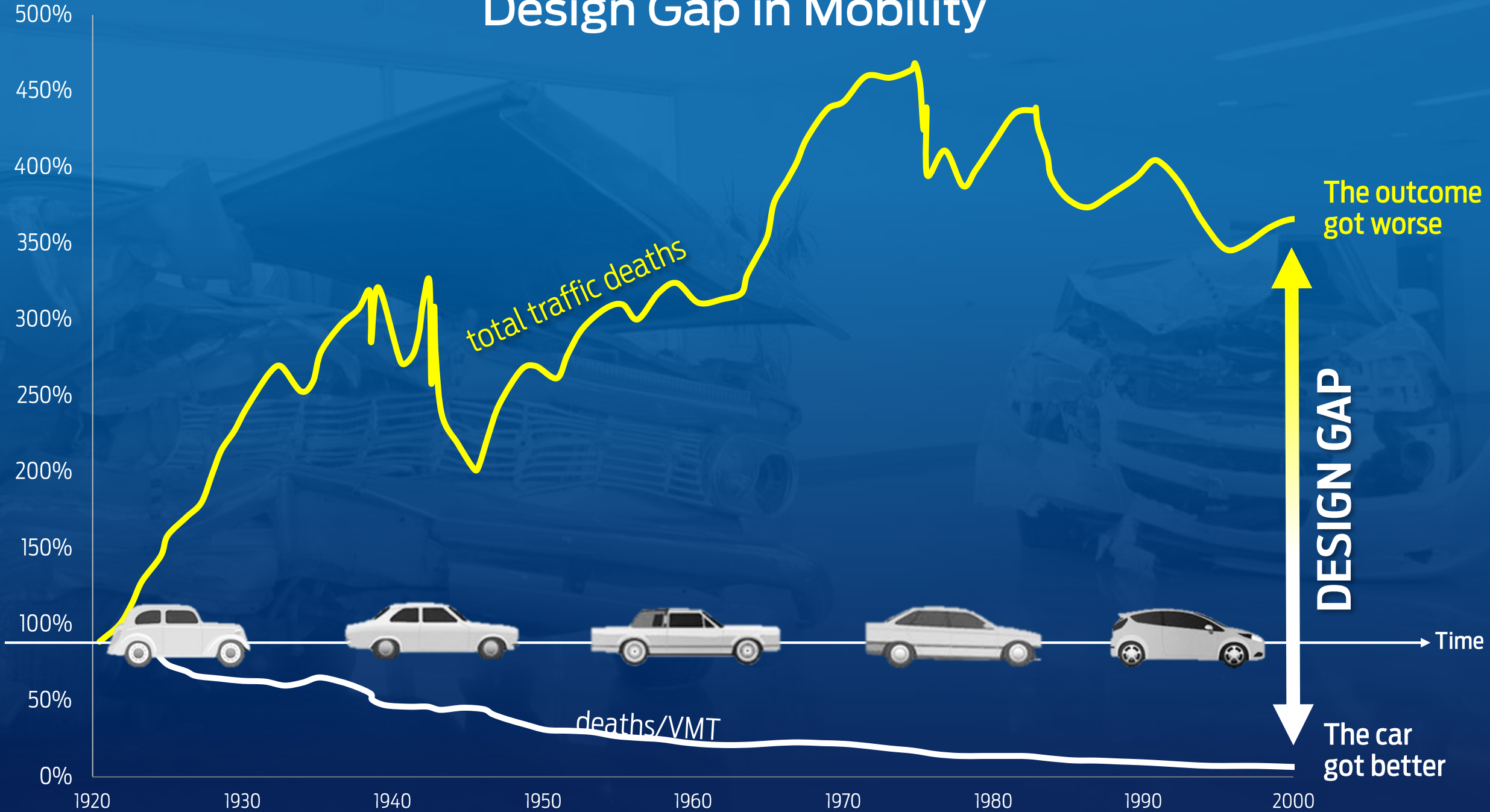
Such effort has been amply rewarded. For through this organization, the motor car which is contributing in so large a measure toward making life easier, pleasanter and more worth while has been made available to millions.

The Ford Motor Company views its situation today less with pride in great achievement than with the sincere and sober realization of new and larger opportunities for service to mankind.

*Ford Motor Company*

Opening and operating coal and iron mines, timber lands, sawmills, coke ovens, foundries, power plants, blast furnaces, manufacturing industries, lake transportation, garnet mines, glass plants, wood distillation plants and silica beds.

# Design Gap in Mobility



# Mobility Expands Ford's Business Beyond Personal Ownership

Each minute in the U.S. ...



30  
New vehicles sold

But...



9 million miles traveled



125K taxis / Uber / Lyft 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

$$\text{pollution} = \text{people} \times \frac{\text{trip}}{\text{people}} \times \frac{\text{PMT}}{\text{trip}} \times \frac{\text{VMT}}{\text{PMT}} \times \frac{\text{energy}}{\text{VMT}} \times \frac{\text{pollution}}{\text{energy}}$$



The critical challenge I focus on regarding Mobility & Transportation related to Chicago's clean energy goals is:  
**Developing the integration platforms required to scale-up trips on shared and active modes of transportation and democratize multi-modal journeys.**

### Data Sharing With Cities

Leverage data for improved **decision-making** and **management** of city assets for mobility



### Seamless Journeys

**Personalize** journeys combining public and private modes, making travel more **effective** and **efficient** for people and cities.



### Supply Growth and Integration

**Augment** existing transport supply with microtransit and micromobility services



### Behavioral Shift

**Optimized** personal decisions, infrastructure investments, and regulations

