

# CAR SWAP

The car you own may not fit all of your needs all of the time, such as when you need to haul landscaping material or move a child to college. Car Swap is an experiment using Ford-owned fleet vehicles. Participating Ford employees use a mobile app that allows them to search for a vehicle that meets their needs, and negotiate terms of the swap. The experiment will provide an in-depth understanding of how Ford can help make car swapping easier.



## The Experiment

Ford launched a vehicle exchange program for its managers who lease company vehicles to study the dynamics of car-sharing among a closed group.



## GOALS



Sustainability



Shared Assets



New Customers



FORD SMART MOBILITY