

# CITY DRIVING ON-DEMAND

While there are many car-sharing services based on the reservation model, the focus of this experiment is on-demand use. Researchers are exploring how to optimize the service, such as offering pay-by-minute and enabling one-way trips across the city. A fleet of Ford Focus Electric vehicles and Ford Fiestas with EcoBoost powertrains is located across London. Users can register, get directions to the nearest service location, reserve a vehicle and pay – all through a mobile app. The London service targets a better customer experience and improved operational efficiency compared to existing car-sharing models. Car-sharing through the use of zero and low-emissions vehicles can reduce congestion and pollution.



Cars located at hubs and on street for one-way or return trips.



Charged by the minute; congestion charge, fuel and insurance included.



- ▶ A network of Ford-owned electric and EcoBoost-powered vehicles positioned around London.
- ▶ Easier, quicker and more flexible than car club alternatives.

## The Experiment

Ford car-sharing on-demand in London targets a better customer experience and improved operational efficiency compared to existing car-sharing models.



## GOALS



Sustainability



New Revenue Streams



New Customers



FORD SMART MOBILITY