

# FLEET INSIGHTS

Ford engineers are working with HP, one of the world's largest technology companies, to track the driving habits of 100 vehicles used nationwide by HP employees for work and personal commuting. The project will shed light on the purpose behind the trips, how drivers interact with external factors such as weather and traffic, and how to further personalize time behind the wheel. The data is gathered by devices plugged into the HP fleet vehicles and could lead to better products and services.



## The Experiment

Collecting data about how drivers use their vehicles could lead to better products and services.



## GOALS



Big Data



Customer Insights



Value-Add Services



FORD **SMART MOBILITY**