

# FORD CARSHARING

Ford Carsharing is the first manufacturer-backed, nationwide car-sharing program incorporating dealerships. The collaboration recently expanded, and now has 39 participating dealers in 55 cities with more than 100 locations. Ford is working with Flinkster, a large car-sharing company with multiple partners. Ford Carsharing customers can use any Flinkster vehicle, and Flinkster's 270,000 customers can use the Ford fleet.



## The Experiment

Ford and its dealers in Germany are offering car-sharing to more than 1,100 dealer customers.



## GOALS



Sustainability



New Revenue Streams



New Customers



FORD SMART MOBILITY