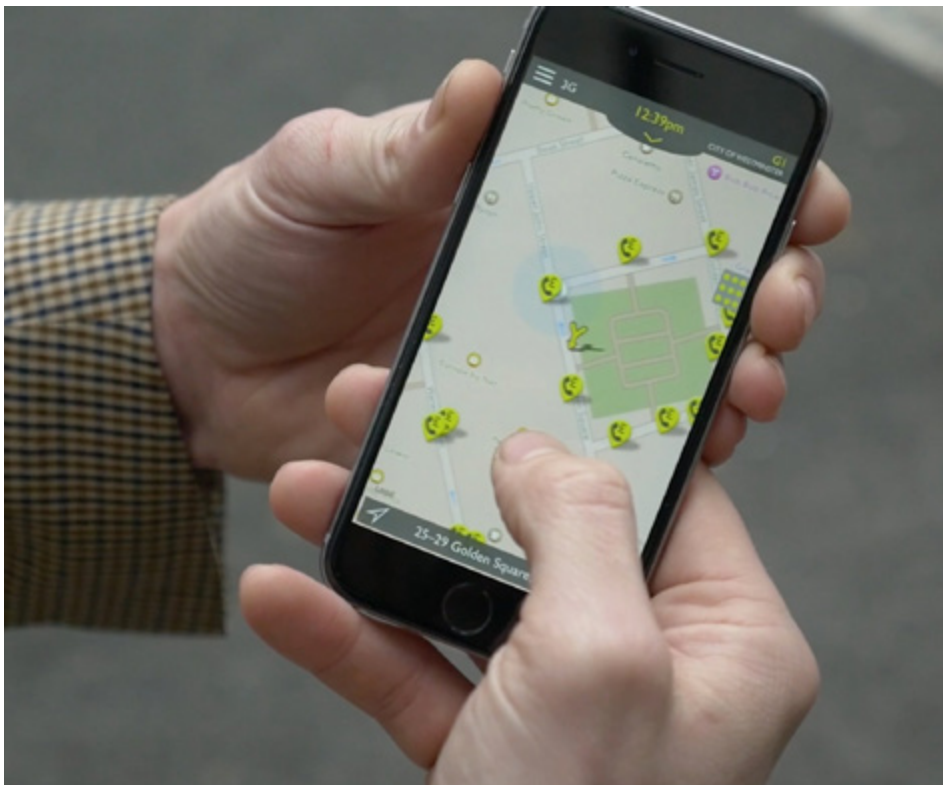# PAINLESS PARKING

In London, Ford is working to make parking easier for drivers and the city. Drivers voluntarily use plug-in devices that create live data on traffic and parking. The City Dash app tells users whether they are legally parked. If not, the app recommends the nearest open spot. It allows drivers to pay for parking meters by mobile phone, and identifies the closest available parking spots to the driver's final destination.

The Experiment
Participants will exchange parking permits for a plug-in device that generates parking and traffic data.

London

GOALS

Big Data

New Customers

New Revenue Opportunities

FORD SMART MOBILITY