

PROPOSED AUSTRALIA ACCESSORY CHALLENGE

The Challenge

Ford Motor Company is defining a challenge in Australia, the country with the third-lowest population density in the world.

Drivers traveling in remote areas over rugged terrain must be prepared for emergency situations and conditions. Having limited access to help and resources is one of the challenges they face during their journey. A long drive in a desolate location may also lead to driver distraction and inattention.

Ford is asking innovators to invent a novel accessory or app that increases driver awareness in remote regions or over rugged terrain. The main goal is to enhance driver self-sufficiency in difficult situations, like electrical failure, hazardous weather and dangerous road conditions.



WINNER TO BE ANNOUNCED EARLY 2015.

Details to come.



FORD **SMART MOBILITY**