

SHARE-CAR

In Bangalore, Ford is working with Zoomcar to test a sharing concept that would allow small groups, such as co-workers, apartment dwellers and families, to share a vehicle among multiple drivers. The approach helps consumers who can't afford a car but want the benefits of owning one. Researchers plan to develop a model for vehicle scheduling and managing ownership.



The Experiment

Create a model for easy vehicle sharing among small communities, such as office workers, apartment dwellers and families.



GOALS



Sustainability



New Revenue Streams



New Customers



FORD **SMART MOBILITY**