**For immediate release**

**Ford Collaborates With Gravity Sketch To Explore New Tool For Designing Vehicles To Meet Customers’ Needs**

* Ford is the first automaker to work with Gravity Sketch – a 3D virtual reality tool that enables designers to come up with more human-centric designs
* New creative tool enables Ford designers to place the customer at the centre of the development process in the creation of new vehicles
* Ford design team experiment could help transform its base in Dearborn to a virtual reality environment for a more customer-focused approach

**DUBAI, UAE, February 5, 2019** – From a desk at the Ford Design Studio, a designer enters a virtual room and begins a 3D sketch. He is designing a virtual car around himself and adjusting the attributes to best suit him – the driver. This work is part of Ford’s latest exploration of a new process that places the customer at the centre of design and can help reduce the time it takes to create a vehicle.

Ford is the first automaker to work with Gravity Sketch – a 3D virtual reality tool that enables designers to create more human-centric vehicle design. Designers trade in their sketchpads for a headset and controllers to become immersed in virtual reality, imitating gestural interactions through motion tracking that replicates sketching with pen and paper.

Michael Smith, Ford design manager, says seeing all angles of a vehicle as it is being drawn truly unleashes creativity and fosters development of human-centric design from start to finish. “Jumping right into 3D gives us a 360-degree view of a vehicle as it is being created,” he says.

Traditional automotive design begins with a 2D sketch that’s then scanned to produce a high-quality illustration. Once these renderings are evaluated, a few are translated into data using computer-aided design software to create a 3D model. That model is transferred into a virtual reality environment for further evaluation and to determine the design’s feasibility. This can take weeks, meaning designers need to be extremely selective about which designs make it to the 3D modeling stage.

Gravity Sketch allows designers to speed the process from weeks to hours, skipping the 2D stage and working with a 3D model from the beginning. Designers can anchor a driver at the centre, rotating their 3D design to view it from any angle to create a scalable vehicle around their driver. They can even step inside the vehicle sketch to quickly adjust design attributes to best suit occupants. Gravity Sketch enables Ford designers to place the customer at the very centre of the vehicle as designers are sketching it.

“This application has the potential to help ensure we are delivering the very best vehicle designs for our customers,” said Smith. “It moves the entire process into the world of virtual reality, giving us greater options for reviewing more models in the 3D environment to create the best possible vehicles.”

Across five global Ford design studios, dozens of interior and exterior designers are now experimenting with Gravity Sketch for workflow feasibility and its potential for real-time co-creation and collaboration. Shifting to a model that designs and evaluates in virtual reality could revolutionise the entire process by drastically reducing development time and allowing for more 3D representations in the evaluation stage.

“Our collaboration with Ford designers has enabled us to get immersed in their creative process and discover ways to help fine-tune this application to better suit their needs so they can build the best possible vehicles for their customers,” said Oluwaseyi Sosanya, Gravity Sketch CEO & Co-founder.

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***About Ford Motor Company***

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com)*.*

*Ford’s history in the Middle East goes back more than 60 years. The company’s local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit* [*www.me.ford.com*](http://www.me.ford.com)*.  
  
Ford Middle East is also a responsible corporate citizen with currently three CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign and Ford Driving Skills for Life safe driving awareness programme for young drivers and teens.*

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