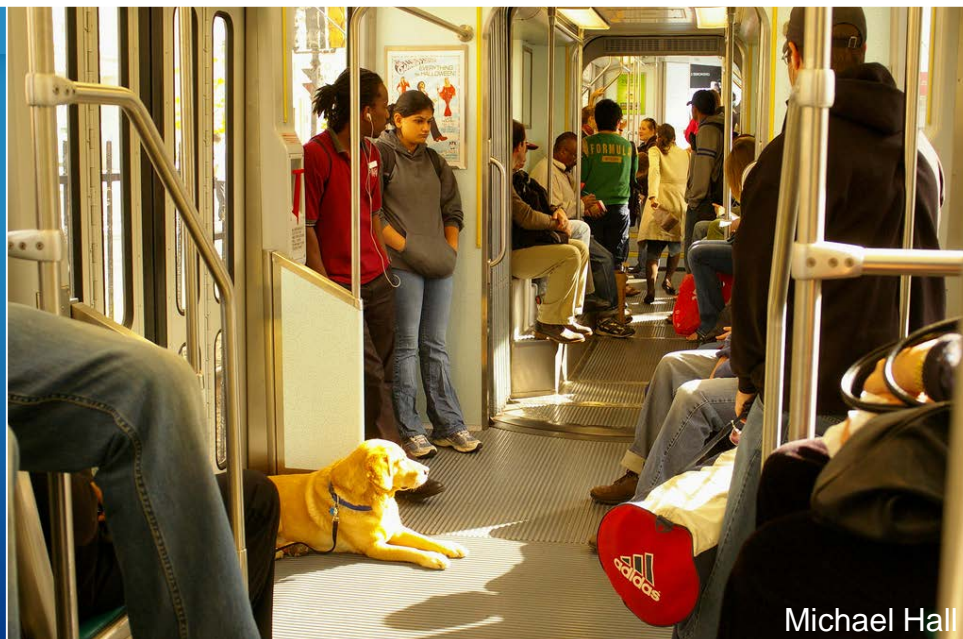




WORKING TOGETHER ON THE CITY OF TOMORROW

JESSICA ROBINSON

Director, City
Solutions
Ford Smart Mobility,
LLC



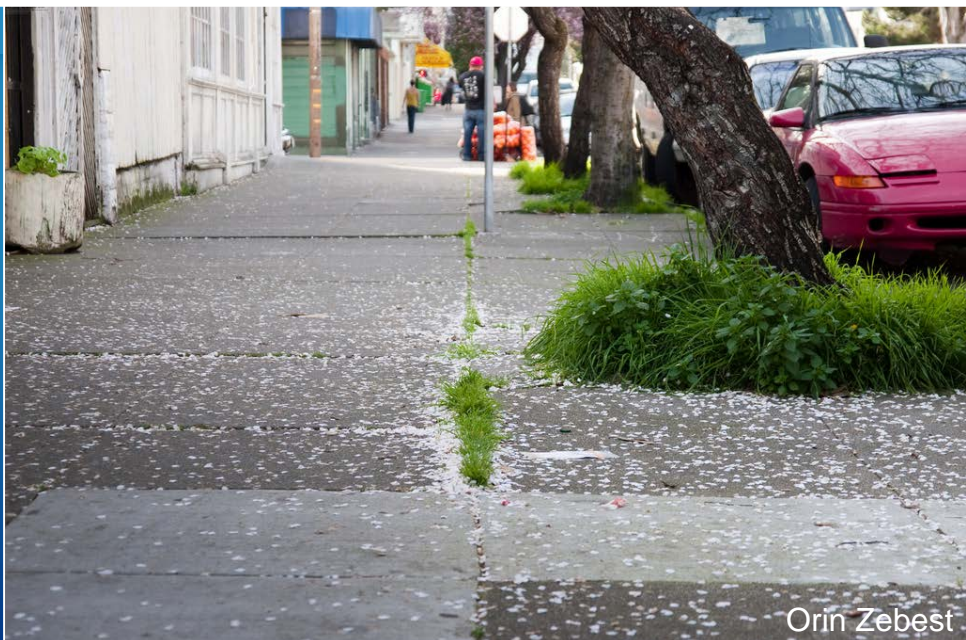
Michael Hall



James Willamor



ITRE



Orin Zebest



beana_cheese



Tom E Canavan

Each minute in the U.S. ...



30

New vehicles sold



9

Million miles traveled

Each minute in the U.S. ...



125k

Taxis/TNCs
on the road



60k

Shared rides taken

Each minute in the U.S. ...



350k

Mobile phone
apps downloaded

Each minute in the U.S. ...



450k

Bytes of data
from a connected
vehicle



500k+

Gigabytes of data
transmitted on the
Internet

Each minute in North America ...



21k

Online shopping
transactions are made

Over the course of this presentation...



4.5

People will move to North Carolina
(2016-2017)

A man with short brown hair and a black zip-up jacket is speaking on a stage. He is looking upwards and to the left, with his hands raised in a gesturing motion. The background is dark with blue light patterns. A quote is overlaid on the image.

“

It's clear that the mobility model we have today simply will not work tomorrow.

We are going to build smart cars, but we also need to build smart roads, smart parking, smart public transportation systems, and more.

”

Bill Ford



PRIORTIES FOR THE CITY OF TOMORROW



THE DESIGN GAP IN MOBILITY



TIME

The automobile
opened highways
for all mankind

DESIGN GAP

The ability to make automobiles
better, faster, and smarter has
improved over time.

People are participating
in chaos

The ability to cope with human
transportation needs has decayed
over time.

AREAS OF MOBILITY INNOVATION









taylormackenzie

