



Ford CEO Jim Hackett Opens Smart Mobility Innovation Office in London

- Ford CEO Jim Hackett arrives in London to open new Ford Smart Mobility Innovation Office as Ford accelerates the development of smart mobility technologies for cities
- Located within Here East*, the office marks new entrepreneurial approach, placing Ford amongst Europe's leading commercial, digital and academic innovators

London, Oct. 18, 2017 – Ford President and CEO Jim Hackett, today opened the company's Ford Smart Mobility Innovation Office in London, which will target the near-term development of smart mobility technologies while focusing on the specific requirements of European cities.

The new office gives a dedicated team of Ford specialists, led by smart mobility director Sarah-Jayne Williams, easy access to world-class digital companies, leading academic institutions, nimble start-ups, and existing partners. Ford continues to work on projects with the city to help improve air quality, ease congestion and broaden mobility for Londoners. Having an office in London offers Ford close proximity to its projects and partners; including the plug-in hybrid Transit trial due to launch later this year.

"London is not only one of Europe's biggest mega-cities, it is also one of the most progressive in its openness to new ideas and new partners, as we work together to create smart vehicles for a smart world," said Hackett. "Here East is the perfect location for Ford's European smart mobility hub with Plexal's incredible talent pool and start-up diversity right on the doorstep."

The Here East campus is already home to Loughborough University, one of Ford's longest standing and most significant U.K. university research partners, as well as the Advanced Propulsion Centre, which has supported Ford's powertrain research, including this year's plug-in hybrid Transit development.

The new London office joins Ford's existing smart mobility offices in Dearborn and Palo Alto and also complements Ford's global network of research and innovation centres, including RIC Aachen, in Germany.

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*For more information please see hereeast.com

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 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 52,000 employees at its wholly owned facilities and approximately 66,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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