



Clever Cot Simulates Car Journeys so Baby Can Get to Sleep at Home – without Mum or Dad Having to Hit the Road

- New parents often struggle with sleep loss when adjusting to life with a little one
- For many, driving is one of the best ways to get baby off to sleep at night
- Now Ford has developed a cot that could simulate nocturnal car rides at home
- Designed to work with a smartphone app, cot copies journey motion, sound, and lighting

COLOGNE, Germany, April 6, 2017 – For many new parents, there is only one guaranteed solution to putting their baby down at the end of the day – a night-time drive that soothes, calms and eventually helps little one nod off.

But that still means a disrupted night for mum or dad, who research shows can typically expect little more than five hours sleep a night while losing the equivalent of 44 days sleep in just the first year of their child's life.* Help, however, could soon be at hand.

Ford has developed a cot that could simulate – in the comfort of your own home – the motion, engine noise, and even the street lighting of those night-time drives. To all appearances a regular cot, the [Max Motor Dreams](#), comes to life using a smartphone app. This enables it to record and then reproduce the comforting movement, lights and sounds of a particular journey.

“After many years of talking to mums and dads, we know that parents of newborns are often desperate for just one good night's sleep. But while a quick drive in the family car can work wonders in getting baby off to sleep, the poor old parents still have to be awake and alert at the wheel,” said Max Motor Dreams designer Alejandro López Bravo, of Spanish creative studio Espada y Santa Cruz, which produced the award-winning design. “The Max Motor Dreams could make the everyday lives of a lot of people a little bit better.”

For now, the Max Motor Dreams is a one-off pilot. But following numerous enquiries, the company is considering putting the unique cot into full-scale production.

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Editor's notes

The Max Motor Dreams cot was designed for a Ford of Spain campaign by WPP's GTB agency in collaboration with Ogilvy and Mather <http://fordmaxmotordreams.com>

* <http://www.dailymail.co.uk/femail/article-2423615/New-parents-lose-44-days-sleep-year-childs-life.html>

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