



## Ford to Open Dedicated London Office Focussing on Acceleration of Mobility Solutions for Europe

- Ford of Europe is accelerating its research and development capability in mobility solutions with a dedicated Smart Mobility Innovation Office in London
- Will target the near term development of smart mobility technologies while focusing on the specific requirements of European cities
- Office within Here East innovation hub marks new entrepreneurial approach, placing Ford amongst Europe's leading commercial, digital and academic innovators

**LONDON, June 12, 2017** – Ford has today announced it will open a dedicated Ford Smart Mobility Innovation Office in London focussing on future mobility solutions for Europe.

The new office will give a dedicated team of highly skilled Ford specialists easy access to world-class digital companies, leading academic institutions and existing partners as it targets the near term development of smart mobility solutions that meet the needs of Europe's major cities.

“Basing our rapidly growing team here in the heart of mobility innovation in London is critical to accelerating our learning and development of new technologies. The location at Here East will allow us greater collaboration and the out-of-the-box thinking needed to tackle the urban transport challenges of tomorrow,” said Steven Armstrong, group vice president and president of Europe, Middle East and Africa, Ford Motor Company, at the opening of London Tech Week.

“We will also be ideally placed to build on existing partner projects and have access to London's world-class digital talent. Both will be key as we build towards our ambition of being a global leader in mobility solutions”

The new office located on the Here East Campus, Queen Elizabeth Olympic Park, will have an initial capacity for around 40 specialists and is set to open later this year. The London location allows Ford close proximity to its existing cutting edge trials in London including the plug-in hybrid Transit fleet project launching later this year. The Olympic Park's unique private road network may also be utilised for testing in the future.

Gavin Pool, CEO, Here East said: “Here East is unique in providing the space and infrastructure for entrepreneurs, global businesses and academics to come together and collaborate in the pursuit of innovation. Ford's decision to join our community of innovators, start-ups and tech specialists as part of its drive to find smarter urban mobility solutions is an exciting development for the entire campus.”

The 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 (APC), which Ford has worked with on powertrain research and this year the plug-in hybrid

Transit development. Other tenants include the brand new Plexal Innovation Centre and UCL Robotics.

The new London office complements Ford's global network of research and innovation centres, including the Ford Research and Innovation Center, in Aachen, Germany, as well as Ford Smart Mobility Greenfield Labs in Palo Alto, California in the U.S.

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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 202,000 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 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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