



FORD MEDIA CENTER

Ford at CES: Why We're Working with Autonomic to Create a Platform That Can Power Future Cities

By Rich Strader, Ford Vice President, Mobility Product Solutions, and Sunny Madra, Autonomic CEO

As we adapt our cities for the next 100 years, it's important and thrilling to remind ourselves that this is a rare moment in technology where an innovation can be designed to build community.

If we play our cards right, we can help allow for millions of people to move into cities and keep streets less congested, not more. We can connect people living in transit deserts to the city center for better jobs. We can manage our curbs better, remove parked and idling cars, and instead plant more trees and share fresh air with more in our community.

Building an ecosystem such as this requires the large-scale connection of bits of distinct data that flow from a variety of sources. And those sources – public transportation services, self-driving cars, cyclists and even infrastructure – will need to speak the same language and communicate with each other if we're to realize the true potential of this type of ecosystem.

[Click here](#) to read the full post on Medium.

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.