

# The Future of Personal Mobility

Paul Mascarenas  
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A Global Vehicle  
Manufacturer's  
Contribution to the  
Personal Mobility of the  
Future

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**SYNC**<sup>®</sup>



Powered by **Microsoft**



**Bill Ford, Jr.**

TED Conference  
Long Beach California  
April 2011







## The issue of **Global Gridlock**

# Need for a **Connected Network**







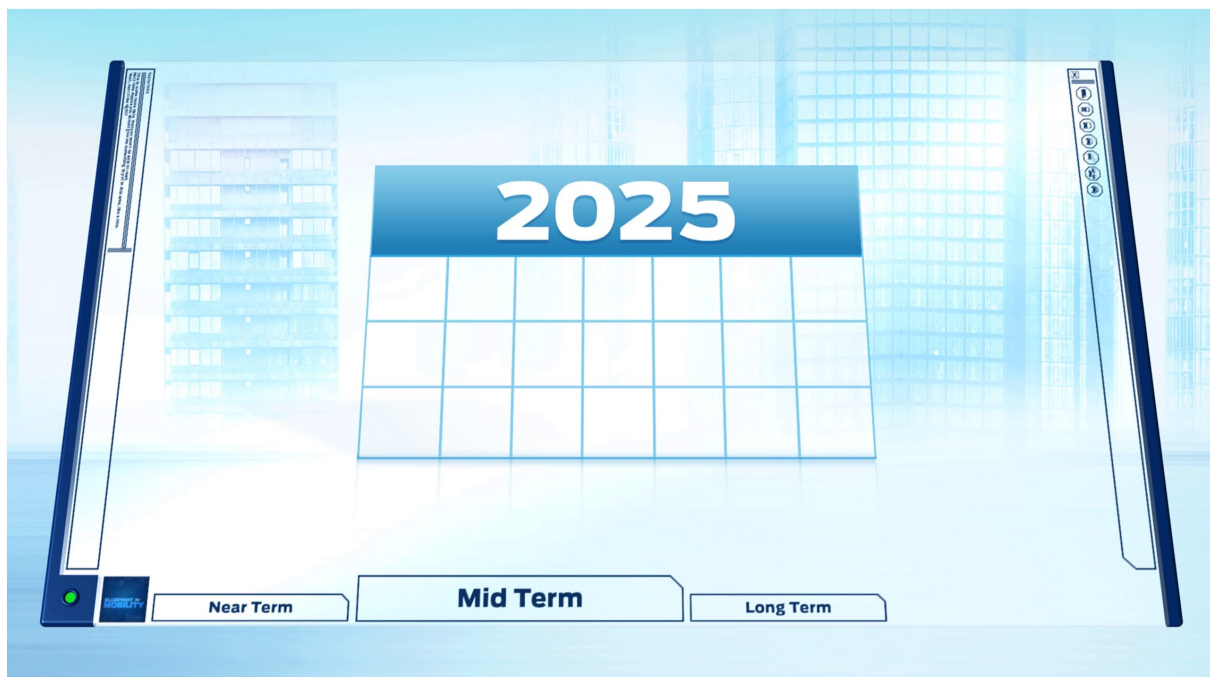






## Mobility – Near Term Reality

**Expanded Functionality Of Existing Features For Parking And Slow-Moving Traffic Including Cameras, Radar Systems, 3-Dimensional Maps, and Cell-Based Data Sharing**



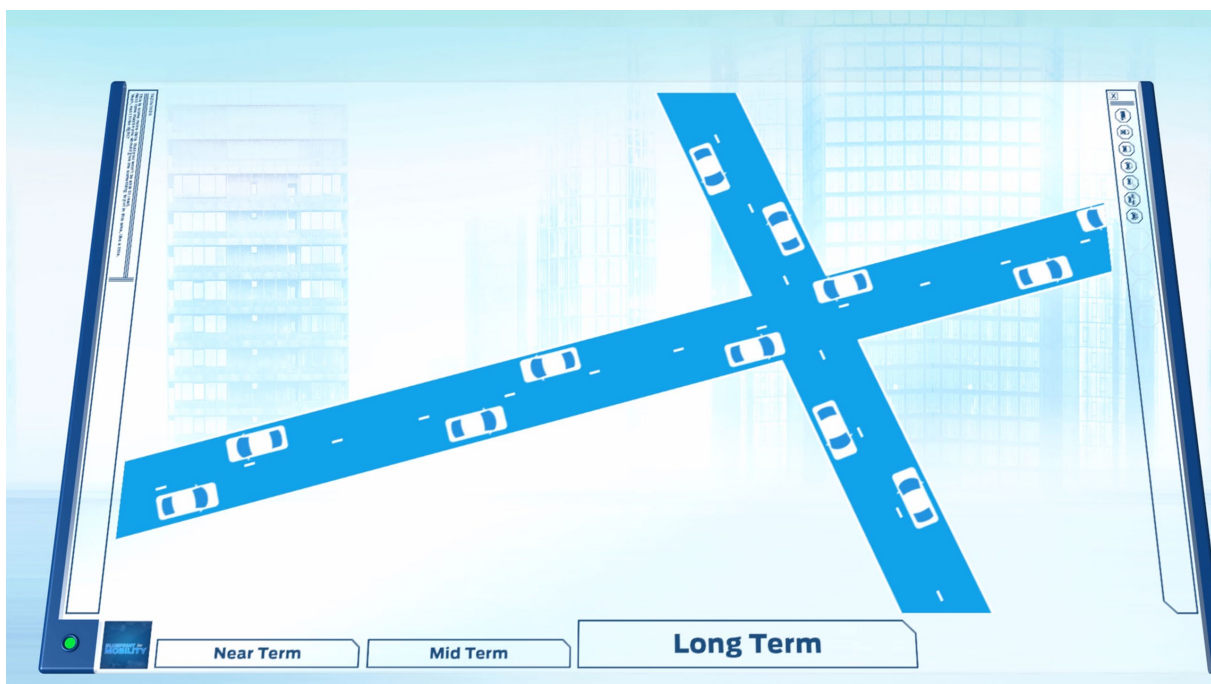
## Mobility – Mid-Term Expectations

- Expanded Data Flow To, From, and Through Vehicles
- Expanded Functionality Of Automatic Features
- Driver Still In-The-Loop – Driver Is In Command Of Vehicle
- Total Trip Planning Begins Across Transportation Types



## A True Network of Solutions

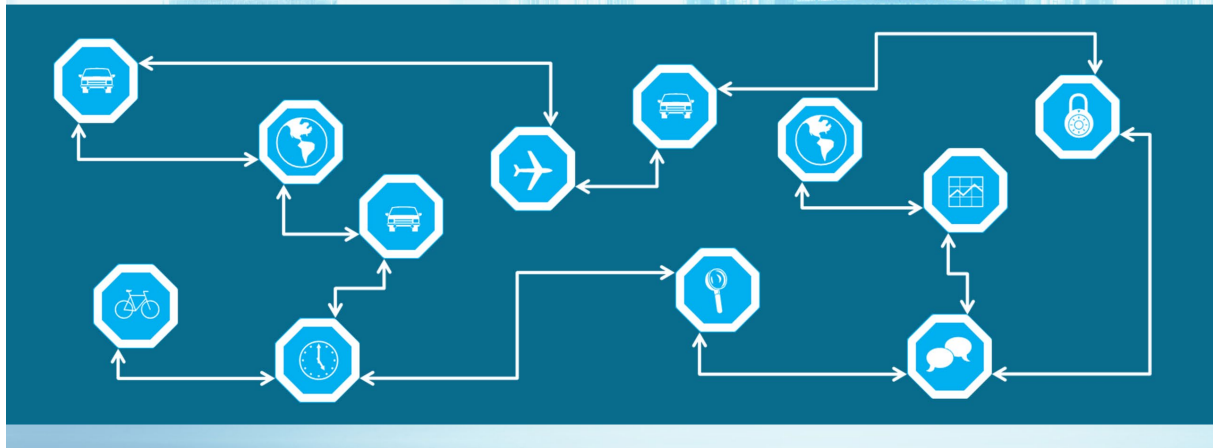






## Mobility – Long Term Vision

- **A True Network Of Various Mobility Solutions Connected And Operating Together -- Software Plots Route For The Day**





# Impact of a Connected Network

**mobility**  
car sharing



zipcar 

**autolib'**



**STREETLINE**  
Connecting the Real World



DAIMLER



**SF**park





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