

CVS IN THE CITY; A MANUFACTURER'S PERSPECTIVE

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The Ford logo is displayed in its classic white script font, centered in the lower half of the image. The background behind the logo consists of a dynamic, abstract pattern of blue and white lines that create a sense of motion and depth, resembling a perspective view of a road or a tunnel with light trails.

THE MEGA TREND, THE MEGA CHALLENGE – URBANISATION

85% of global GDP was generated in cities



Source: The New Climate Economy, Seizing the Global Opportunity

THE POLLUTION AND CONGESTION CRISIS



CHANGING NEEDS AND EXPECTA



COMMERCIAL VEHICLES





TECH MEETS AUTO

27.2 KPH

24 RPM

10:14 pm

15165 km

35 psi

N
E
W
S

JOBS TO BE DONE



PLUG-IN-HYBRID TRANSIT CUSTOM TRIAL LONDON 2017



A PLATFORM BASED ON TRUST





MOBILITY

THINK BEYOND THE VEHICLE





THANK YOU.

Ford