



Ford Safety Advancements

- Distracted drivers
- Safety and driver assist features
- Novice drivers

WHAT ARE THE SOURCES OF DRIVER DISTRACTION?



Driver distraction is attention diverted away from driving and toward competing activities



Sources Outside the Vehicle



Driver's Physical and Mental State



Carried-In Devices



In-Vehicle Non-Technology



In-Vehicle Technologies



Sources Of Distraction Are Wide Ranging With Varying Effects On Driving

What Are The Types of Driver Distraction?



Visual Distraction

Long glances away from the road ahead

Manual Distraction

Manipulating controls, touch screens, cell phone keypads or reaching for an object

Cognitive Distraction

Listening, talking, or thinking

Humans cannot sustain attention for long periods; Vision is primary in driving

How Does Ford Encourage Safe Driving



Human Factors and Ergonomics Research

- Research partnerships
- VIRTTEx Driving Simulator



Vehicle Technologies

- ➔ Offer vehicle technologies that help drivers keep hands on the wheel and eyes on the road
- ➔ Offer crash avoidance systems that can warn and/or help drivers in the event of a hazardous condition



Legislation

- ➔ 1st automaker to support bans on hand-held device use while driving
- Supports Graduated Driver License (GDL) programs



Education

- ➔ Year 13 of Ford Driving Skills for Life (DSFL) program; distracted driving – only one of several hands-on topics covered



Company Policy

- ➔ Prohibits use of hand-held electronic devices while driving a company-owned vehicle; includes family members
- Drive Safely letter to employees

Ford encourages safe driving through research, vehicle technologies, support of legislation, driver education and Company policy

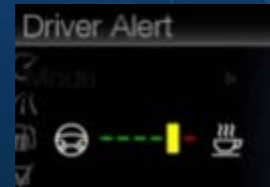
Driver Assist Technologies



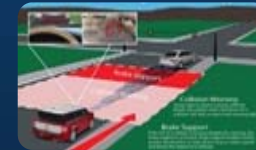
SYNC 911 Assist



Blind Spot Information System



Driver Alert



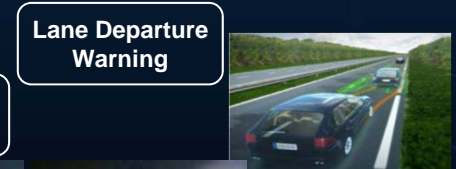
Collision Warning with Brake Support



Active Park Assist / Parallel Parking



Lane Keeping Aid



Lane Departure Warning

Rear View Camera



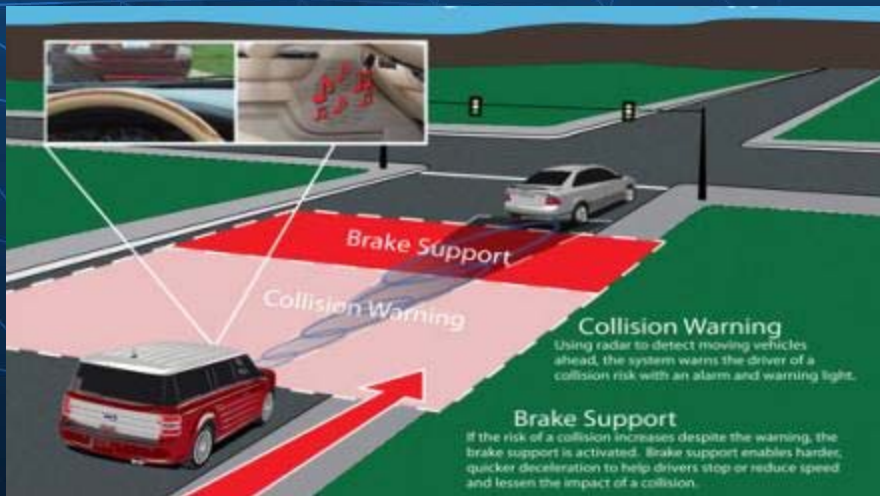
Adaptive Cruise Control



Auto High Beam



Forward Collision Warning



- Radar-Based System
- Warns Drivers of Possible Hazards in Front
- Audible Alert / HUD Light
- Brake Support Helps with Slow Driver Reaction or Insufficient Braking in Response to Possible Hazards



Radar





FCW video

SYNC and 911Assist

SYNC



Powered by Microsoft



EYES
ON THE ROAD
HANDS
ON THE WHEEL

SYNC

MyKey



Allows parents to program a key through vehicle message center
MyKey is designed to reinforce good driving habits

- Speed chime alert at 45, 55, or 65 mph
- Limit speed at 65, 70, 75 or 80 mph
- Early low-fuel warning at 75 miles to empty
- “Do Not Disturb” blocks incoming phone calls/texts
- “No Belts, No Tunes” feature mutes audio system and constant belt-minder chime until front seat occupants buckle-up
- Limits audio volume to 45% of maximum
- Cannot disable driving aids
- 911Assist can be set to “always on”
- Standard on essentially all Ford products



Ford Driving Skills for Life

Hands-on Program Addresses:

1. *Hazard Recognition*
2. *Vehicle Handling*
3. *Speed/Space Management*
4. *Distracted and Impaired Driving*



SLIDE 10

The Future of Vehicle Safety





“Ford is changing the way the world moves to make people’s lives better.”

