

# The Ford Driver Behaviour Project



## DATA GATHERING



Data gathering from 43 Fiestas with plug-in devices, over 160,000 km and 4,000 hours of driving

Research responses of volunteers in stressful driving situations, on the road and using a driving simulator



In-depth interviews with drivers and research about what people say, think, feel and do when behind the wheel

Understanding heart rate, eye movement and brain activity could lead to new technologies to help drivers improve



## DATA ANALYSIS



Research shows a significant difference between how people think they drive, and how they actually do drive



Analyse data on steering, braking, accelerating, road conditions, weather and driver engagement



## TEACH DRIVERS



Drivers use the app to track their progress and can see when their score was higher or lower



Prototype app provides a driver score and teaches people to drive smarter and safer, and to get more enjoyment from driving



## ULTIMATE GOAL



A good driver score could help drivers with reduced rates for services such as car-hire, car-sharing and ride-sharing



Include driver score in a personal mobility profile, linked to services and offers tailored to the driver's needs



Ford helps drivers find out how good they really are

And helps drivers to drive smarter and potentially save money

