There were 33,808 U.S. traffic fatalities in 2009, “the lowest number of deaths since 1950.” — DOT HS 811363
Innovation
Connected Vehicles

The Network

- E-payment Transactions
- Signal Phase and Timing Information
- V2V Safety Messages
- Real Time Network Data
- Situation Relevant Information
- Opportunity for Innovation

Infrastructure Communications

Probe Data
Opportunity for Safer Driving

Greater situational awareness

• Your vehicle can “see” nearby vehicles and knows roadway conditions you can’t see

Reduce or even eliminate crashes thru:

• Driver Advisories
• Driver Warnings
• Vehicle Control

Vehicle to vehicle communications has the potential to address 82% of the vehicle crash scenarios involving unimpaired drivers
Blocked View Intersection
Lane Change Warning
Intersection Crash Problem

- Intersection crashes account for 27.3% of all police-reported crashes, or 1.72 million crashes annually in the US.
- Straight Crossing Path crashes comprise 37% of the intersection crash problem or 636,400 crashes per year (resulting in ~$18 Billion societal harm annually)
  - 2700 fatalities per year
  - Signal Violation: 1200 Fatalities
  - Stop sign Violation: 1500 Fatalities
Vehicle to Infrastructure Communication
Vehicle to Vehicle Communication

- Enhances existing obstacle detection based driver assistance systems
- Offers new features not possible with existing obstacle detection based driver assistance systems
congestion
Congestion Costs Chicago Drivers Annually

70 Hours
52 GALLONS
$1,738

Texas Transportation Institute, (TTI) 2010 Urban Mobility Report
Simpler. Safer. Smarter.
40+ MPG

MKZ HYBRID

2012 FOCUS

FUSION HYBRID

FIESTA
UNIQUE APPEARANCE

100% SUSTAINABLE MATERIALS
Intelligent Vehicles
DOUBLING INVESTMENT FOR INTELLIGENT VEHICLES
Ford

Drive safe.