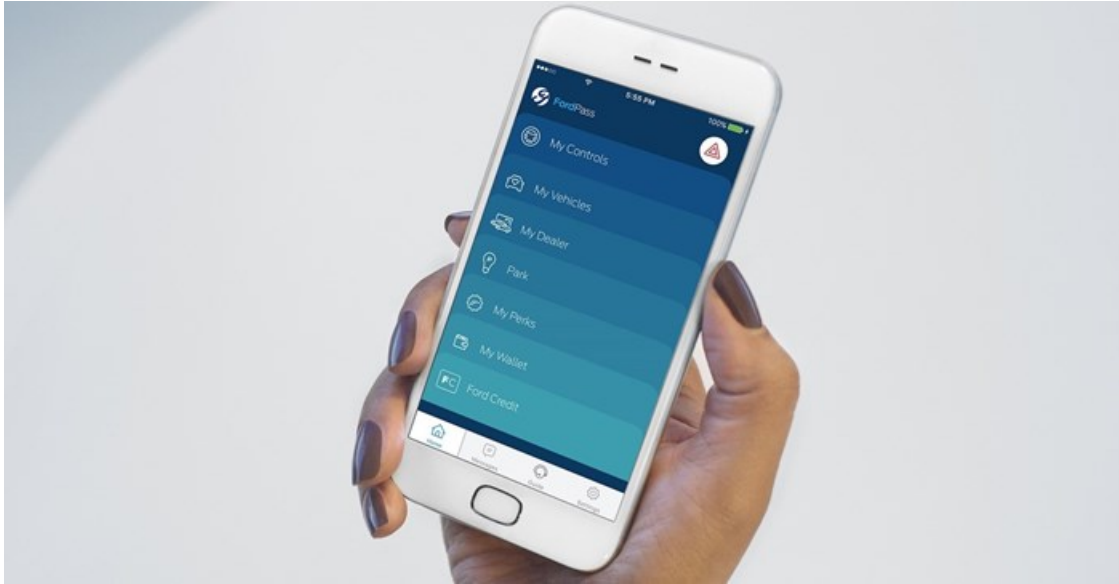


Ford to launch FordPass to enhance consumer convenience

Ford Motor Company has announced the launch of FordPass - a platform that reimagines the relationship between the automaker and consumer.



FordPass members can talk to personal mobility assistants - FordGuides - night or day to help resolve their mobility challenges, whether finding a more efficient way to get around or booking parking before reaching their destination. Members can reserve and pay for advance parking, virtually build their ideal vehicle at one of several FordHubs globally, and receive rewards for FordPass membership loyalty.

A FordPass membership is free for Ford vehicle owners and non-owners alike. The platform officially launches in April.

Listening to needs

FordPass is part of Ford Smart Mobility, the plan to take the company to the next level in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. "As we've studied the mobility challenges people face, we designed FordPass to help provide services that make consumers' lives easier," said Mark Fields, Ford president and CEO. "FordPass is really about listening to people's needs and developing ways to help them move better."

FordPass features four elements to benefit members: Marketplace includes mobility services; FordGuides help consumers move more efficiently; Appreciation, where members are recognised for their loyalty; and FordHubs, where consumers can experience Ford's latest innovations.

All members will have access to mobility services through FordPass Marketplace. Ford is working with ParkWhiz and Parkopedia to help people find and pay for parking more easily, and with FlightCar to borrow and share vehicles when they travel. In the future, services will include ride sharing, car sharing, multi-modal transportation and more. Members can pay for these services through FordPay - a virtual wallet.

Ford owners can easily connect with their preferred dealer to schedule maintenance and service appointments or to review their Ford Credit vehicle finance account details.



Vehicle features

Members who own Ford vehicles equipped with SYNC Connect can use FordPass to access vehicle features such as remote start; lock and unlock; fuel, oil and battery charge levels; tire pressure readings; and to locate their vehicle.

FordPass members can speak directly to trusted and knowledgeable FordGuides. For example, if a member decides he would like to book advance parking for an upcoming show but is unsure how to reserve it, one push of a button on his smartphone lands him in a live chat with a FordGuide who will lead him through the options and help to reserve parking.

The guides will be available free of charge. Their only job is to guide, serve and help solve mobility challenges.

FordPass Appreciation is about making mobility more rewarding - no matter the journey. Members will be rewarded for doing simple things, such as registering to become a member, booking parking, or interacting with FordGuides. And by collaborating with affinity partners McDonald's, 7-Eleven and others, FordPass can recognise members with access to merchandise and unique experiences.

Latest innovations

FordPass also includes the opening of FordHubs, where consumers will be able to explore the company's latest innovations, learn about its mobility services and experience exclusive events. The first of these urban storefronts opens later this year at Westfield World Trade Centre in New York, followed by FordHubs in San Francisco, London and Shanghai.

On-site FordGuides will help guests understand mobility options available in their cities, explore solutions for their mobility needs, view a real-time mobility map of their city, and experience special events, including new vehicle reveals.

For more, visit: <https://www.bizcommunity.com>