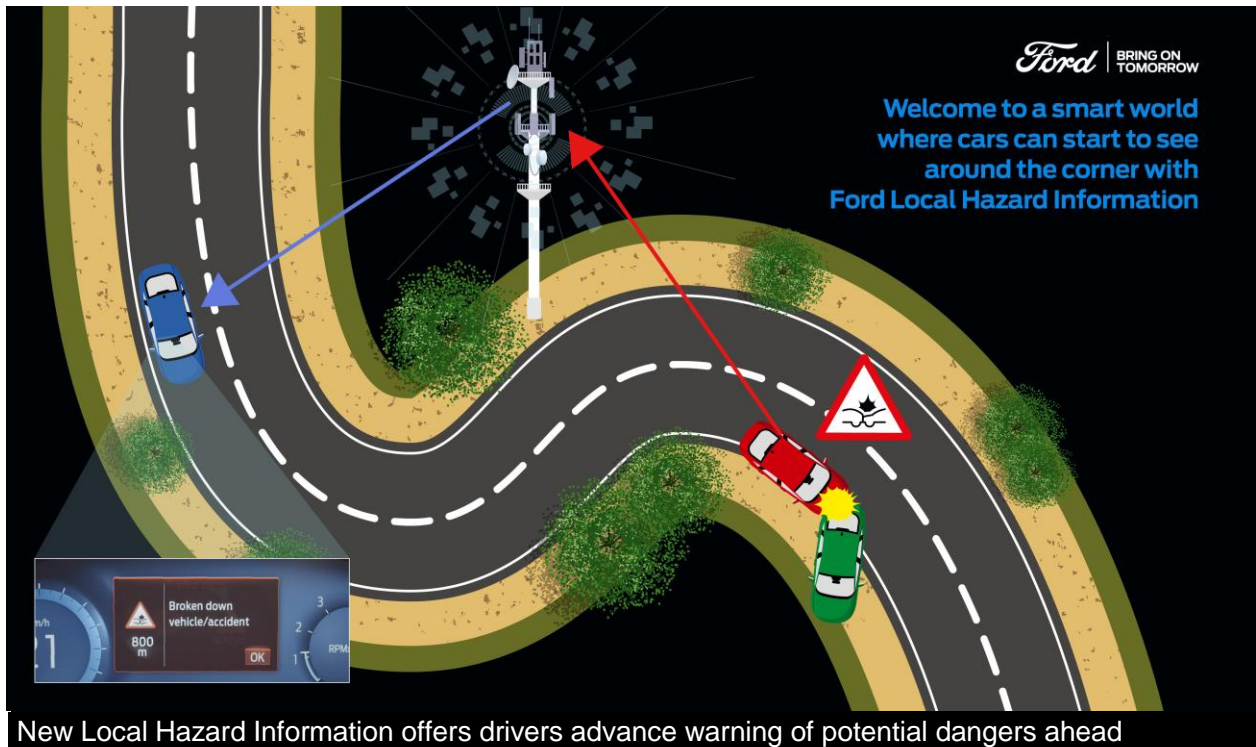




## Connected Car Technology Now Warns Drivers of Dangers Around the Corner



New Local Hazard Information offers drivers advance warning of potential dangers ahead

VIDEO : [Local Hazard Information \(LHI\)](#)

**Sint-Agatha-Berchem, 13 jan 2020** - There are many times when knowing what is around the corner could be useful. But for drivers that knowledge could be critical. Now, thanks to Ford's new connected car technology, it is also a reality.

Local Hazard Information (LHI) marks a significant step on the journey towards a connected transport infrastructure by helping drivers prepare for and potentially avoid dangers on the road.\* When drivers ahead encounter sudden tailbacks, accidents or spilled loads, the driver behind – and possibly out of sight – is given advance warning. This could also apply to everything from freak hailstorms, to sudden flooding, or even landslides.

The triggers for the system come from what is happening in the cars ahead. It could be that airbags have been activated, hazard warning lights are flashing, or windscreen wipers are in operation. Previous traffic incident alert systems have relied on drivers to input information in order to generate alerts. LHI works autonomously, without the need for any driver interaction, to generate information and issue warnings.

Hazards are only displayed – via the dashboard display – if the incident is likely to impact on the driver’s journey. LHI is designed to be more beneficial to drivers than hazard information from current radio broadcasting systems, which often deliver notifications not relevant to them.

Already featuring as standard and free of charge for the first year on the new Ford Puma,\*\* LHI technology is being rolled out across more than 80 per cent of Ford’s passenger vehicle line-up by the end of this year. Crucially, the benefit will not be limited only to those travelling in Ford vehicles. Information sent can be used to alert drivers of other manufacturers’ vehicles, and vice-versa.

## How it works

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Sensors monitor activities including emergency braking, fog lights and traction control to detect adverse weather or road conditions. Data from these activities is then computed to determine the hazard location and whether a traffic incident has occurred.

The vehicle automatically provides updates through a secure connection to “the cloud” using the FordPass Connect modem. Ford’s technology partner HERE Technologies operates the central cloud-based platform that collates information from multiple vehicle brands, governed by a business-to-business agreement.

The more cars are connected to the network, the greater the efficiency of the system. When many vehicles generate the same warning, others in the vicinity receive incident information from the cloud via the cellular network, enabling drivers to reduce speed or take appropriate action.

Additional information is sourced from public authority incident databases and traffic reports to provide drivers with further advance warnings including approaching vehicles driving on the wrong side of the carriageway, animals or people in the road ahead, and roadworks.

“What makes Local Hazard Information different is that it is the cars that are connected – via the Internet of Things. There is no reliance on third party apps. This is a significant step forward. Warnings are specific, relevant and tailored to try to help improve your specific journey.”

Joerg Beyer, executive director,  
Engineering, Ford of Europe

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*\*Driving assist features such as Local Hazard Information are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle.*

*\*\*Local Hazard Information is enabled by the FordPass Connect on-board modem and is complimentary for the first year following the purchase of a new Ford Puma; thereafter a licence fee is payable as part of the connectivity bundle.*

*The on-board modem will be connected at the time of vehicle delivery. Customers may choose to opt in/opt out of certain data sharing.*

*Local Hazard Information data provided by HERE Technologies.*

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**About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 49,000 employees at its wholly owned facilities and approximately 63,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 23 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

**Ford in Belgium & Luxemburg**

*Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.*

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