



Ford BlueCruise hands-free driving technology approved for customers to use across the highways of Europe

- Ford BlueCruise is approved by the European Commission for owners to use in 15 European countries, with access to more than 133,000 kilometres of designated highways
- BlueCruise is now available to customers of new Mustang Mach-E vehicles purchased in countries with Blue Zones, and three additional European countries
- This expansion follows earlier introductions of BlueCruise in Germany, Great Britain and Spain
- The Level 2 “hands-off, eyes-on” advanced driver assistance system is now the most widely available Level 2 system that has been approved by regulators
- There are more than 420,000 BlueCruise-equipped Ford and Lincoln vehicles on the road globally

COLOGNE, Germany, July, 31, 2024 – Ford BlueCruise¹ hands-free driving technology can now be used and enjoyed in a total of 15 European countries, following approval by the European Commission.² This unlocks access to more than 133,000 kilometers (82,744 miles) of designated highways across Europe, called Blue Zones, allowing customers to take a road trip across multiple countries. For example, a customer can use BlueCruise across six countries travelling from Sweden down to Italy, covering almost 3,000 kilometers (1,864 miles) and spending 25+ hours driving hands-free.

The Level 2 “hands-off, eyes-on” advanced driver assistance system is now also the most widely available system of its kind in Europe with BlueCruise available and approved for customers to purchase on all new Mustang Mach-E vehicles sold in a total of 20 countries globally. Additionally, current owners with earlier model year Mustang Mach-E vehicles in select countries will be eligible to receive a software update in the future to activate BlueCruise.³

In 2023, BlueCruise was the first system of its kind to gain approval when it [launched in Great Britain](#), becoming the first advanced driver assistance system to deliver true hands-free driving at highway speeds in Europe. In Spain, Ford was also the first automaker to give customers the ability to drive hands-free on the highway.

“We believe BlueCruise can make highway driving easier and more enjoyable whether you are in stop-and-go traffic or on a long road trip, and with this recent ruling it will allow us to offer even more customers access to BlueCruise across Europe,” said Ashley Lambrix, BlueCruise general manager, Ford Motor Company. “Expanding the availability of Blue Zones beyond Great Britain, Germany and Spain is also a huge milestone for us, allowing customers to use BlueCruise for a multi-country road trip.”

When BlueCruise is engaged, the system controls the steering, acceleration, braking, lane positioning and safe distances from the vehicle ahead by monitoring the road markings, speed signs and evolving traffic conditions, from highway speeds right down to a complete halt in traffic jams. Drivers using BlueCruise in Blue Zones can drive with their hands off the steering wheel so long as they continue to pay attention to the road ahead.

To ensure drivers keep their eyes on the road while their hands are off the wheel, a driver-facing camera located below the instrument cluster checks the driver's eye gaze and head position – even when they are wearing sunglasses.

Customers can enjoy a 90-day free trial to experience how BlueCruise can make their long drives or stop-and-go traffic more enjoyable and less stressful. Following the free trial, customers can activate an annual or monthly subscription, which they can cancel or renew at any time. This monthly subscription model makes it easy to activate BlueCruise at a time that suits their driving plans.

There are more than 420,000 BlueCruise equipped vehicles on the road globally across Ford and Lincoln vehicles. More than 342 million hands-free kilometres (213 million miles) have been driven using BlueCruise globally, totalling more than 3.1 million hours of driving time.⁴

For more information visit [Ford BlueCruise: Hands Free Driving Technology](#).

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¹ Available in selected countries on selected Mustang Mach-E models, for more info please see <https://www.ford.co.uk/owner/subscriptions>. Driver's eyes must remain on the road ahead to enable use of BlueCruise hands-free driving. It does not replace safe driving.

² Dependent on adoption by governments in each market.

³ 2021-2022 MY Mustang Mach-E vehicles equipped with Tech Pack or Tech Pack+ will receive BlueCruise software via a future software update. MY23 -MY23.75 Mustang Mach-E vehicles in Europe have BlueCruise hardware installed in plant but will require a future Over the Air update to install the latest software, currently excluding France, Greece and Italy where BlueCruise is only available on newly purchased Mustang Mach-E vehicles. MY24 Mustang Mach-E vehicles in Europe have BlueCruise included as standard.

⁴ Metrics accurate as of July 2024.

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Ford, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its

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wholly owned facilities and consolidated joint ventures and approximately 56,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.

Ford in Belgium & Luxemburg

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Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.

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