



## Mass VR Experience Showcases a Vision for Future Cities



**COLOGNE, Germany, October 25, 2017** – 500 people experience Ford’s “Autolivery” concept in virtual reality at the same time. The concept was developed by a team of Ford employees for the company’s [Last Mile Mobility Challenge](#), and focuses on the challenging final stages in automated delivery. It imagines electric self-driving vans used together with drones to pick up and drop off goods and packages in urban areas. Autolivery forms one part of Ford’s vision for the “City of Tomorrow”, which Steven Armstrong, Group Vice President and President, Europe, Middle East and Africa, Ford Motor Company, discussed at the 2017 Handelsblatt Auto-Gipfel event in Sindelfingen, Germany.

The full speech is available here

<https://media.ford.com/content/fordmedia/feu/en/news/2017/10/25/transforming-urban-mobility.html>

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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 203,000 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 52,000 employees at its wholly owned facilities and approximately 66,000 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 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight 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.*

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