

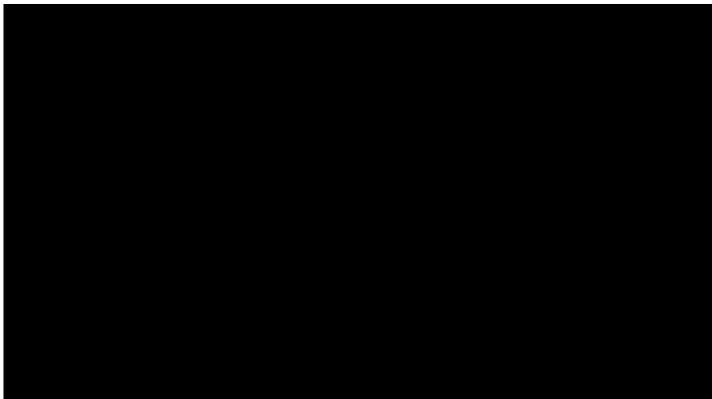
NEWS

Ford Ramps Up Self-Driving Plans With New Partnerships, Business Model

APARNA NARAYANAN | 4:16 PM ET



Ford Motor (F) announced new partnerships in self-driving cars Tuesday and said it will develop an open-source, cloud-based platform for new mobility services.



The automaker is adding delivery service Postmates to existing partnerships with **Domino's Pizza** (DPZ) and Lyft , while it's teaming up with chipmaker **Qualcomm** (QCOM) to ramp up work on smart, connected cars.

The new partnerships come as Ford is gearing to "test-drive" a new self-driving business model this quarter in an as-yet unnamed city. The autonomous-vehicle business model will harness Ford's new open-source platform, called Transportation Mobility Cloud, and aims to help Ford's business partners expand into underserved areas, as well as allow Ford to support small and midsize businesses. Ford already tests self-driving cars in Pittsburgh and Detroit.

"We can design transportation in our cities in ways that improve the quality for everyone at the same time," CEO Jim Hackett said in a keynote speech Tuesday morning at CES 2018 in Las Vegas.

EVP Jim Farley added that Ford is building an all-new vehicle just for autonomous use. "It puts us in a great position to scale quickly" for the robotaxi business Ford plans to launch by 2021, Farley said.

Hackett shared his vision for the future of urban mobility in Las Vegas — hours after **Intel** (INTC) unveiled its first self-driving car, part of a planned 100-car test fleet, and a day after **Nvidia** (NVDA) showed off its Xavier self-driving chip at CES.

Mobileye, which was acquired by Intel last year, said 33 vehicles are already being manufactured and will ramp up to 100 by the end of the year.

Intel announced Monday that China's SAIC Motors joins a growing roster of Mobileye's self-driving partners, which include Audi, BMW, **Fiat Chrysler** (FCAU), **Honda** (HMC) and **Nissan** (NSANY).

Mobileye also reported it has design wins for advanced autonomous systems with 11 automakers who collectively represent more than 50% of the auto industry. The vehicles will launch later this year and in 2019.

Shares of Ford closed down 0.5% at 13.08 on the stock market today, and **General Motors** (GM) lost 0.4%. Intel skidded 2.5% lower. Nvidia lost 6 cents to 221.94.

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Also at CES, **Volkswagen** (VLKAY) and Hyundai have announced plans to put self-driving technology in production cars by 2021.

In August 2016, Ford announced plans to deliver a "high-volume, fully autonomous vehicle for ride sharing" by 2021. The company's investments in autonomous technologies include the acquisition of Argo AI, an artificial-intelligence firm; partnerships with four startups including lidar expert Velodyne; and the creation of a Silicon Valley campus.

But since then, Ford's self-driving ambitions have been overshadowed by the perception that GM leads in the future of cars. GM in November said it will launch self-driving cars for ride-sharing services by 2019, describing the business as potentially raking in profits.

Neither Ford nor GM has made explicit whether they will partner with ride-sharing companies such as Uber or Lyft on robotaxis or go it alone.

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