Ford and Google to Accelerate Auto Innovation, Reinvent Connected Vehicle Experience

Companies come together in first-of-its-kind partnership to create unique services and capabilities for Ford and Lincoln customers, and to accelerate Ford’s transformation plan.
With Google Maps as the vehicles’ primary navigation, drivers can reach their destination faster with information on real-time traffic, automatic rerouting, lane guidance and more.

With Google Play, drivers will have access to their favorite apps for listening to music, podcasts, audiobooks and more. These apps are optimized and integrated for in-vehicle use.

Android in the car also enables Ford and third-party developers to build apps that provide a constantly improving and ever-more-personalized ownership experience.

“We are obsessed with creating must-have, distinctively Ford products and services,” said Farley. “This integration will unleash our teams to innovate for Ford and Lincoln customers while seamlessly providing access to Google’s world-class apps and services.”

About Ford Motor Company

Ford Motor Company (NYSE: F) 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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 187,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.

About Google

Google’s mission is to organize the world’s information and make it universally accessible and useful. Through products and platforms like Search, Maps, Gmail, Android, Google Play, Chrome and YouTube, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

About Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions. We deliver enterprise-grade cloud solutions that leverage Google’s cutting-edge technology to help companies operate more efficiently and adapt to changing needs, giving customers a foundation for the future. Customers in more than 150 countries turn to Google Cloud as their trusted partner to solve their most critical business problems.

Media Contacts

Ford
Wes Sherwood
wsherwoo@ford.com

Google
Katie Duffy
press@google.com