



Case study

Know the road ahead

How Ford of Europe created a local hazard warning service for drivers, with easy-to-integrate location technology from HERE



Ford needed

To increase driver awareness, comfort and safety with hazard information

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HERE delivered

Safety-relevant incident information for alerts and sensor data distribution

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Ford gained

Cutting-edge technology for improved safety and an innovation partner

[Read more](#)

Ford of Europe needed

To help drivers stay safe by anticipating road danger



As part of the push for standardization of new car safety features in Europe, Ford wanted to deliver information about Safety-Related Traffic Incidents (SRTI) to drivers.

In a competitive market, Ford's aim was to stand out by helping drivers anticipate potential dangers on the road ahead. It wanted to increase awareness, safety and comfort with a solution that worked with and without navigation by delivering information through a connected IVI system.

"In a world where there is so much available data," says Peter Geffers, Manager, Connected Vehicles at Ford of Europe, "it is becoming increasingly important to find smart new ways of applying it to improve the lives of our customers."

Additionally, Ford of Europe sought to gather the data recorded by sensors across its fleet, and make this available for use elsewhere to improve safety.



"We're delighted to be working hand-in-hand with HERE Technologies to deliver these smart features."

Peter Geffers, Manager, Connected Vehicles, Ford of Europe



About Ford of Europe

Ford of Europe produces, sells and services Ford vehicles in 50 individual markets across Europe. It is a division of the Ford Motor Company, which manufactures, markets and services cars, trucks, SUVs, electrified vehicles and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions.

Why HERE?



HERE had a great track record in partnership with Ford. HERE already provides traffic data for maps and powers the FordPass app



When Ford proposed the development of a local hazard warning service, HERE provided the most compelling proof-of-concept story



With its engineering expertise, HERE was able to help Ford define and design the solution, react and adapt to customer feedback



HERE delivered

In-car hazard alert infrastructure and content



“This is a significant step forward.”

Joerg Beyer
Executive Director, Engineering, Ford of Europe

Ford created its Local Hazard Information system by making use of multiple services, products and data feeds from HERE Technologies.

Working with developers from Ford, HERE advanced an alert system delivery mechanism for vehicles without navigation.

To create content for Ford’s Local Hazard Information service, outputs from the HERE Hazard Warning service were coupled with the incident feed from the HERE Traffic product. This combination enabled a seamless flow of relevant, fresh and always-on data about potential road dangers – like accidents, slippery roads and objects on the road – to Ford drivers in the area.

The process of ingesting and processing data to create an alert in HERE Hazard Warnings is fast. This ensures drivers get the information they need in a timely fashion. “What makes Local Hazard Information different is how it’s the cars that are connected – via the Internet of Things. There is no reliance on third-party apps,” says Joerg Beyer, Executive Director, Engineering, Ford of Europe.



How HERE helps Ford deliver Local Hazard Information



HERE Professional Services helps Ford meet custom architecture, program management, development and testing requirements



HERE Hazard Warnings and the incident feed from HERE Traffic supplied



Using APIs from HERE, Ford vehicles pull hazard information based on their location and direction of travel



Hazard information from HERE is displayed in the instrument cluster



HERE ingests Ford sensor and probe data and enables it to be shared to further increase road safety

Ford gained

Enhanced safety and a new source fresh safety data



“These smart features are on more than 80 percent of our line-up in 2020.”

Peter Geffers, Manager, Connected Vehicles, Ford of Europe

In partnership with HERE, Ford of Europe has created a smart new in-car feature. This gives Ford a powerful and credible way to differentiate from other automakers.

The Ford Puma is the first model in its segment to introduce Local Hazard Information as standard. Drivers now have better visibility of road conditions, weather impacts and potential dangers ahead.

HERE helped Ford of Europe reduce the element of surprise and, in doing so, enhance safety, comfort and convenience for its Ford Puma customers. The implementation has been so successful, Ford of Europe intends to widely roll out the technology across its fleet.

Of course, the main benefit of the partnership is not limited to those traveling in Ford vehicles. From its own fleet, Ford of Europe can now make secure and anonymized sensor data available to alert other vehicles of potential hazards on the road.



The results



A first in the segment

Ford Puma is the first in its segment to standardize hazard information.



Enhanced technology

by adding industry-leading location intelligence.



Faster innovation

with easy access to the latest location technology.



Safer roads

alerts system and data exchange have potential to reduce incidents.



Informed drivers

now they know upcoming road conditions.

Can we help you, like we helped Ford of Europe?



You probably have some questions first: What's it like to work with HERE?
Will it be an easy process? How much will it cost?

Get answers

You may also be interested in



▶ Solutions

How else can we help with driver assistance systems?



▶ Solutions

Driving the automotive industry forward with location intelligence



▶ On the blog

Connected car tech is closer to reality that you might think

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and www.here.com.

We're HERE



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