



# **Go Further**

### Thomas Lukaszewicz

# Manager Automated Driving Europe Research and Advanced Engineering



## Ford Intelligent Speed Limiter

00

120

326 km + 0

# iSafer Dublin, April 28, 2016





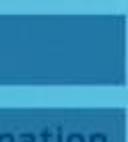


### FORD **SMART MOBILITY**



















### Active Park Assist

### Adaptive Cruise Control



### FORD **SMART MOBILITY**











## Automated Parking





### FORD **SMART MOBILITY**

## Blind Spot Information System

Traffic Jam Assist

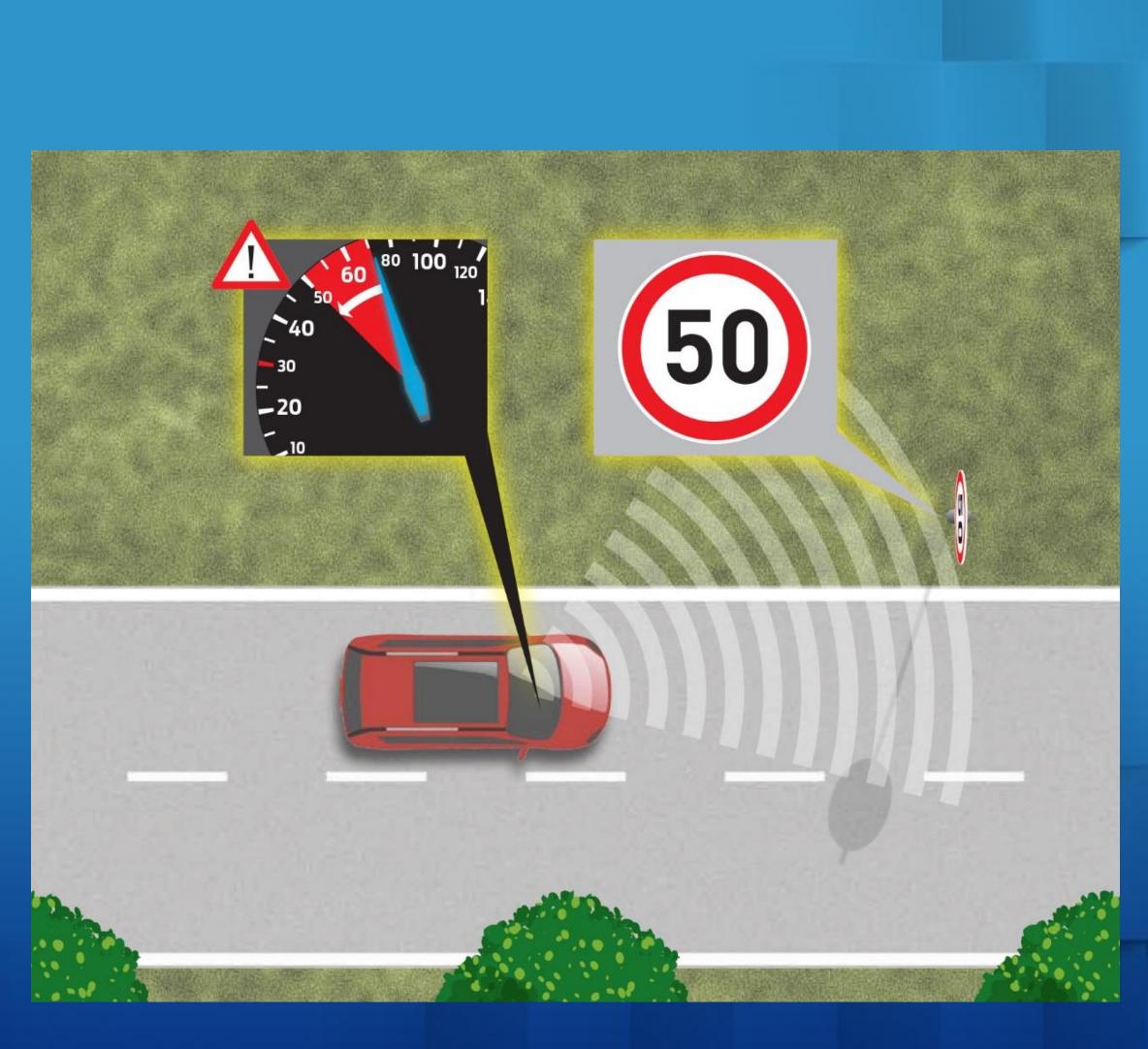






## INTELLIGENT SPEED LIMITER BASED ON:

**Adjustable Speed Limiter** Enables drivers to manually set a maximum vehicle speed **Traffic Sign Recognition** Provides drivers with the latest detected speed limit, cancellation signs and overtaking restrictions via the instrument cluster display





Vehicles equipped with onboard navigation system also use GPS/map data







Possible to set speed tolerance up 10 km/h



S-MAX

CURRENT FORD PRODUCTS FEATURING INTELLIGENT SPEED LIMITER







Now available as well in: Edge

### BBC O Same

### NEWS

Technology

ord lance

### Ford cars slow when they see speed-limit signs

By Leo Kalon Fechnology deak edito

Ci 25 March 2015 Technology



Ford's latest you'll never g ticket again

By Geve Seelling 1 Published 24th March 301

Klaus Brieter (ADAC Motor -welt), Germany: "The new intelligent speed limiter is clever and advanced – from my point of view a must for every S-MAX buyer."

plubi

1 M 124 125

SHOWBIZ & TV

**Jens Riedel** (auto-medienportal.net), Germany: "Chapeau, Ford! The driver assist systems are stunning. The intelligent speed limiter is real progress."





locidad Inteligente para S-MAX

siza una cámara para leer las señales de tráfico y adaptar el ritmo ulo al máximo legal establecido : Se activa con un control en el volante y el onductor puede desactivario pisando fuerte el acelerador



🖓 🖂 a Natificar arres : a Targo inda Información | 🖂 😂 🗚

### NOTIZIE

POLITICA : QUIFINANZA : SPORT

Trasforma vasca in doccia De vesse in doocle in sole 8 ore Sende opere multere sconti-



Inclicon

FOF

### Stop multe, auto rispetta limiti da sola

Ford lancia su S-Max limitatore intelligente di velocità

simulate 4 planted by dry AND

二层-1 (市



ARTHOOLT & YEMA

soco uses rhino ga, giganta da 6 matri tebbre meeting, 500.000 configurations nemtaovcsi cerca anche auto min, finanze Ant

eccesso & velocità. punti 6, nei casi pru gravi, alta pensione della patente. Con il limitatore intelligente di velocità (Intelligent Speed Limiter) appenaannunciato da Ford sará l'auto a repettare da sola la velocità massima consentita, railentando automaticamente anche quando il guidatore per distrazione non solleva il piede dall'acceleratore. L'Intelligent Speed Limiter di Ford riconosce

automaticamente i limiti in vigore.

## Media Echo at Launch in Spring 2015









## **Go Further**