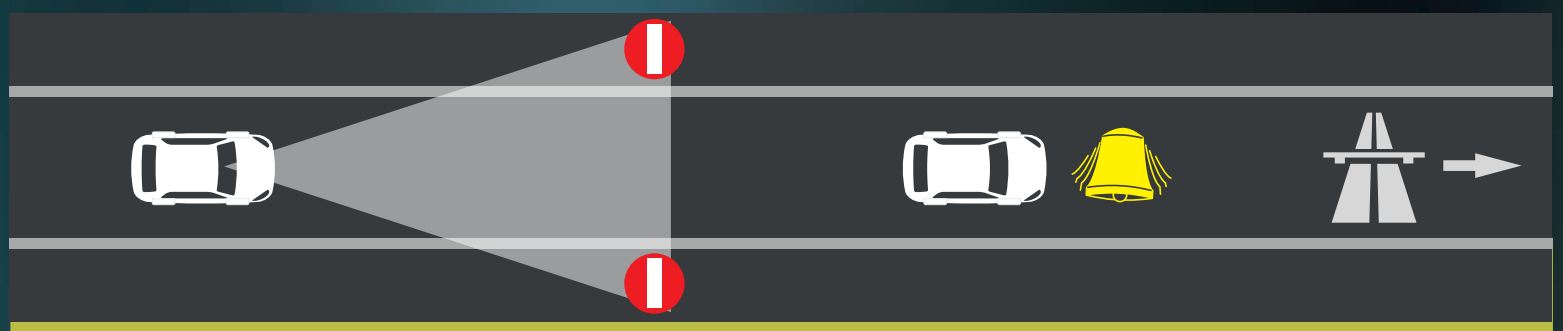
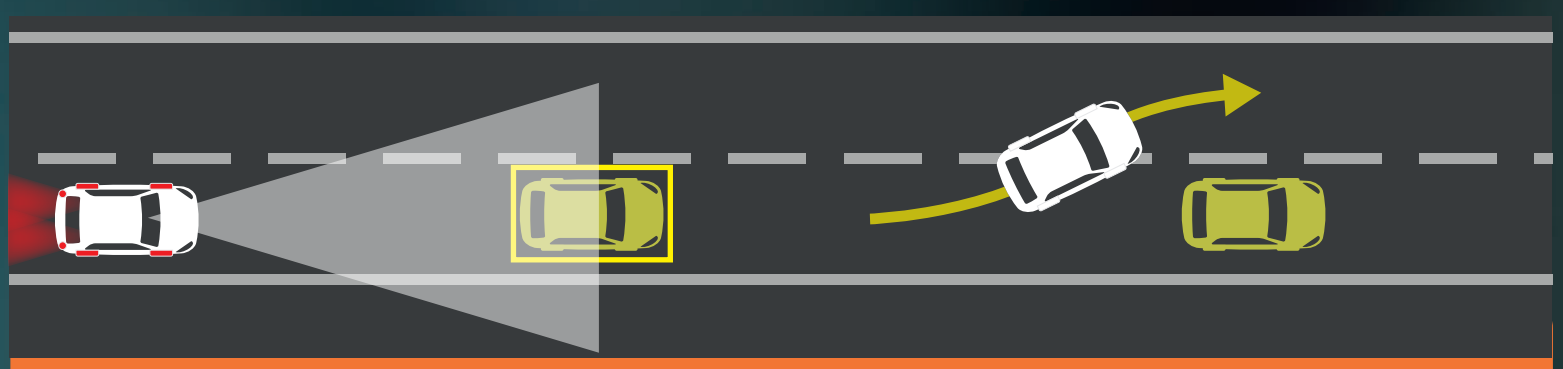
INNOVATION WORKSHOP 2016
DRIVER ASSIST TECHNOLOGIES

New driver assist technologies take the stress out of parking, help drivers steer around accidents, and warn of wrong-way driving



WRONG WAY ALERT

- Wrong Way Alert uses a windscreen mounted camera and information from the car's navigation system to warn drivers who pass through two "No Entry" signs on a motorway ramp to stop or turn around.
- The system provides a warning chime and a message in the dashboard display to "check driving direction".

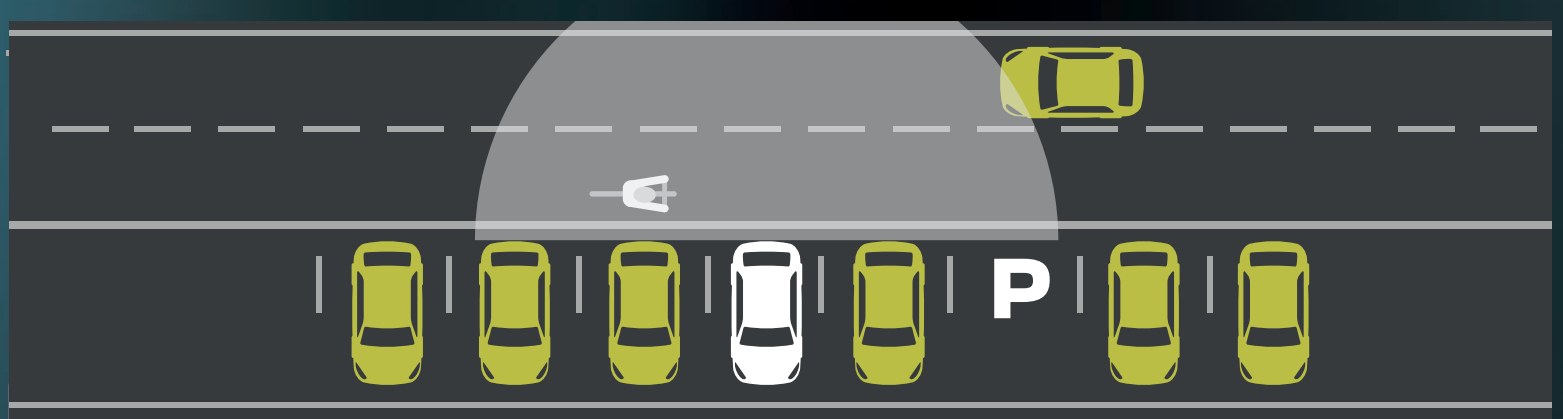


EVASIVE STEERING ASSIST

- Evasive Steering Assist uses radar and a camera to detect slower moving and stationary vehicles ahead, and provides steering support to enable drivers to avoid a vehicle if a collision is imminent.
- The system also helps the driver steer back and is activated if there is insufficient space to avoid a collision by braking only and the driver decides to take evasive action.

CROSS TRAFFIC ALERT WITH BRAKING

- Cross Traffic Alert with Braking uses radar sensors to monitor the area behind the vehicle. If the driver is backing out and does not react to the initial warning, the system is designed to automatically apply the brakes.
- The system also can react to motorcycles and bicycles.



REAR WIDE VIEW CAMERA

- Rear Wide View Camera displays a wide-angle view from the rear of the vehicle on the in-car display, to offer a similar functionality to Front Wide View Camera.
- When reversing, Rear Wide View Camera enables drivers to see around corners and obstacles, and also to see vehicles, cyclists and pedestrians approaching from behind the vehicle.

ENHANCED ACTIVE PARK ASSIST

- Enhanced Active Park Assist controls steering, gear selection and forward and reverse motion to facilitate parking at a push of a button. The system can automatically enter and exit a parallel parking space, and can reverse the vehicle into a perpendicular space.
- Enhanced Active Park Assist also uses sensors to locate suitable parking spaces to enable drivers to park in spaces they wouldn't otherwise consider.

Ford