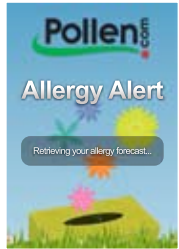




Aging Population

A declining birthrate and a rising life expectancy are bringing about an unprecedented demographic transformation around the world. For the first time, people age 65 and over soon will outnumber children under the age of 5. Ford strives to deliver solutions and innovations that resonate in this ever-changing world.

On-the-go wellness



Bluetooth™



Continuous glucose monitor



Infusion set for delivering the insulin

Insulin pump

Because the needs of an aging population are a global issue, Ford is working with leading healthcare experts to develop a health and wellness connectivity portfolio aimed at helping people manage chronic illnesses and disorders such as diabetes, asthma or allergies while they are on the go. Ford is leveraging SYNC® and its ability to connect via Bluetooth®, cloud-based services and SYNC® AppLink™ to empower people with self-help information while they drive.

Easing driver stress



Ford teamed with MIT to study health and wellness and found that drivers are less stressed when using available technology in Ford vehicles, specifically the feature that helps them parallel park.

Ergonomic empathy



Ford designers and engineers often use a restrictive "Third Age Suit" to help them understand the ergonomic requirements of mature drivers. Other industries have borrowed the suit, one of Ford's many technologies, to better understand customer needs.

Healthy seniors

Most seniors are by far more physically active than were their grandparents or parents. This is spurred in part by baby boomers now entering their mid-50s and 60.

Ford designs its vehicles so that people of all ages and sizes are comfortable and can be fully engaged in the driving experience. Ford innovations like the multicontour seat, designed to relieve back pain on long trips, can benefit drivers of any age.



Ford researchers have developed a heart-rate monitoring seat with electrode-sensing technology that can check a driver's heart activity.



DID YOU KNOW?

- By 2030 the number of people over 50 years old will surpass those under 20
- The decline of fertility rates worldwide means there are fewer younger people to reduce the median age. In 1950 women gave birth to an average of five children each. By 2000 the rate dropped to 2.65
- 76 percent of people ages 57 to 65 use the Internet
- Consumer consumption tends to decline with age, with one exception – healthcare