

Challenges of Implementing Exterior Lighting features to enhance safety in a global market

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DVN Workshop

September 2021

Novi, US



Turn Around
Automotive Operations



Modernize
Everywhere



Disrupt
Ourselves

The classic Ford logo, rendered in a white, stylized script font against a dark blue background.

Navigator video





Agenda

- Glare Free High Beam and Camera Based Advanced Front Lighting Challenges
- Onboard Scales / Blindspot Information System challenges
- Future Trends in the Market
- Q & A

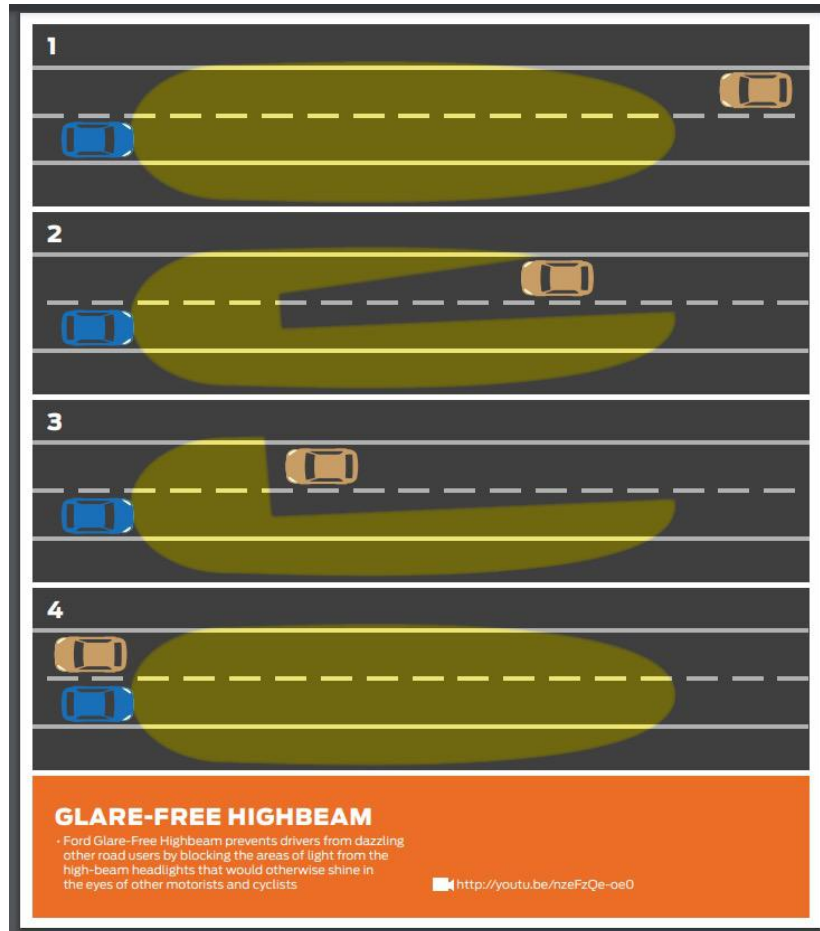


Glare Free High Beam



F150 High Series Lamps in Canada
First to market application in a Truck!

Glare Free High Beam Challenges



✓ Still not legal in the United States

✓ Potential impacts in IIHS evaluation

✓ Still creates different designs and architectures between United States, Canada and ECE markets for the hardware needed

Night Drive Safety w/Camera Based Advanced Front Lighting Challenges



- ✓ IIHS rating versus customer driving needs
- ✓ Different markets generates unique software to address the customer driving needs –
“ there no one size fits all approach “

Real user experience



Photo by Robby DeGraff

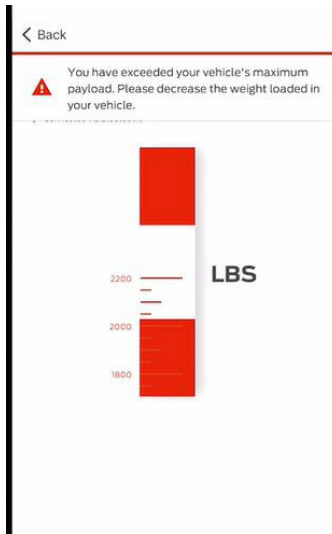
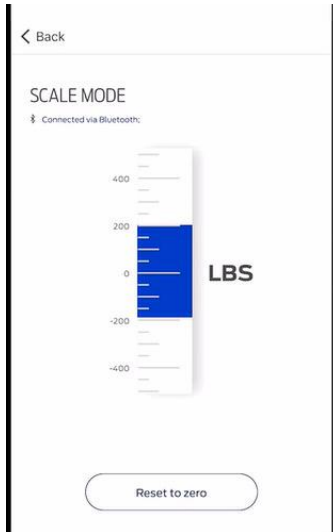
Onboard Scales / Blindspot Information System challenges



- ✓ Onboard scales created a new feature inside the back up function
 - Multi purposing a function
 - Enhancement of safety and aiming capability

- ✓ BLIS (Blindspot Information System) feature if incorporated into the Rear lighting
 - Huge loss of the area for the Studio
 - Packaging in SAE due to the area requirement

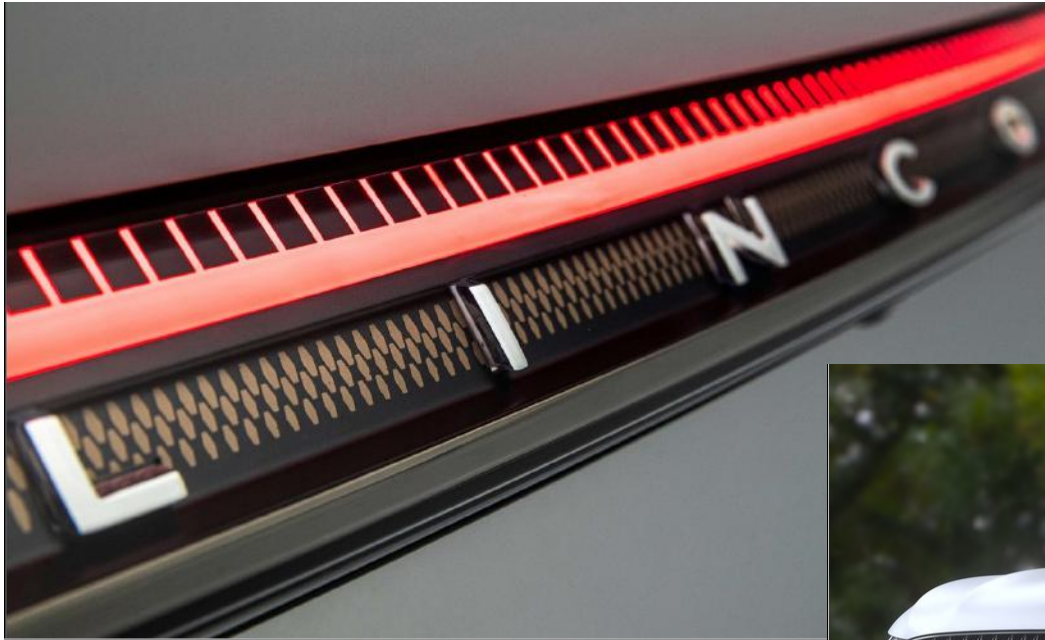
Onboard Scale



Future Trends in the Market

- High Definition (HD) Lamp / On Road Projections / Light Carpet ?
 - Safety or distractions ?
 - Which projections will be legal ?
 - Market dependable ?
 - Functions: Back up ? Turn signal ?
 - Impairment clause ?
 - Configurable ?

Concept cars – future vision – Lincoln Zephyr Concept



Concept cars – future vision – Ford Evos



Thank you

Q & A

Ford