



## Ford And Baidu Announce Joint Autonomous Vehicle Testing

- Ford and Baidu have completed test vehicle modification and will jointly test the SAE Level 4-capable autonomous vehicles in Beijing during the two-year project
- The project builds on Ford and Baidu's existing partnership, with Ford a founding member of Baidu's Apollo autonomous driving open platform

**BEIJING, China, October 31, 2018** – Ford Motor Company and Baidu, Inc. (NASDAQ:BIDU) today announced the commencement of a two-year joint autonomous vehicle project, which will see the two companies further advance the development and on-road testing of autonomous vehicles in China.

The collaboration is aligned with Ford's plans to advance and promote autonomous vehicle technologies, supporting the company's vision of designing "smart vehicles for a smart world."

"Working with a leading tech partner like Baidu allows us to leverage new opportunities in China to offer innovative solutions that improve safety, convenience and the overall mobility experience," said Sherif Marakby, president and CEO of Ford Autonomous Vehicles LLC. "This project marks a new milestone in the partnership between Ford and Baidu, and supports Ford's vision to design smart vehicles that transform how we get around."

The Baidu-Ford L4 Autonomous Vehicle Project is a two-year initiative, with on-road testing slated to begin by the end of this year. The project will see Ford and Baidu cooperate to develop and test autonomous vehicles that are designed to meet the Level 4 (L4) automation standard as defined by SAE International. This means that upon completion of the development and testing process, the vehicles will be capable of operating autonomously, within a specific geographic area and during appropriate weather conditions.

In the lead-up to the kickoff, a team of Ford engineers at the company's Nanjing Research and Engineering Center (REC) was set up to convert the vehicles into Autonomous Vehicle Platforms (AVPs) in order to prepare them to receive Baidu's Apollo Virtual Driver System (VDS). All vehicles have now been fitted with the VDS and hardware needed, and are ready for testing. The AV tests will be conducted on specially designated open roads in Beijing, with the option of exploring further opportunities in other Chinese cities in the future, consistent with local regulations.

"Baidu and Ford both believe in using technology to redefine the future of mobility," said Li Zhenyu, vice president of Baidu Inc & Intelligent Driving Group general manager. "This project will combine our leading-edge technological know-how and understanding of China, together with Ford's vehicle expertise, and marks a significant step forward in Baidu's goal of developing autonomous vehicles that will benefit tomorrow's consumers."

Ford is a founding member of Baidu's Apollo autonomous driving open platform, with Ford Autonomous Vehicles LLC president and CEO Sherif Marakby serving as a board member. The new project builds on the existing collaborative partnership between the two companies. Ford and Baidu have also previously agreed and started to explore new opportunities for cooperation in areas of connectivity, artificial intelligence and digital marketing.

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**About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

**About Baidu**

*Baidu, Inc. is the leading Chinese language Internet search provider. Baidu aims to make a complex world simpler for users and enterprises through technology. Baidu's ADSs trade on the NASDAQ Global Select Market under the symbol "BIDU." Currently, ten ADSs represent one Class A ordinary share.*

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