

# IFA 2019: Re-imagining Urban Transport

**Sarah-Jayne Williams, Head of Smart Mobility Ford Europe, explains at the SHIFT Automotive Congress the importance of data for the mobility of tomorrow**

*Berlin, 13 August 2019* – Urban mobility is at the verge of a huge disruption: smart cities combined with smart and connected vehicles will transform the way we travel and organise transport. Speaking at SHIFT Automotive – the two-day convention exploring the Future of Mobility - Sarah-Jayne Williams, the Director of Smart Mobility at Ford Europe will share the findings of her team's latest research on how data are helping to transform urban transport. In her presentation "Reimagining Urban Transport: Smart Vehicles in a Smart World" on September 11 she will explain how data can contribute to the transformation of urban transport.

Sarah-Jayne Williams leads Ford of Europe's Smart Mobility division where she is responsible for developing new urban mobility solutions. Based in Ford's Mobility Innovation office in London she focuses on addressing the changing mobility needs of urban dwellers in major European cities. She joined Ford in September 2017 from Bearing Point UK where she was a Partner, specialising in Automotive and Digital. Prior to spending 14 years in the consulting industry, Sarah-Jayne worked for Motorola leading its business and technology transformation programs.

SHIFT Automotive – held on September 10 & 11, 2019 at IFA Berlin – brings together start-ups and tech giants, car manufacturers and city planners to explore how the latest technologies are shaping the way we live, work and drive.

Sarah-Jayne Williams will speak alongside industry leaders like the outgoing chief technology officer of Barcelona Francesca Bria, Zipcar founder Robin Chase, the creative director of the Cars franchise at Pixar Animation Studios and automotive consultant Jay Ward, plus top experts from Fujitsu, Axa, Daimler's Smart, 2getthere, Easymile, Celeris, the Singularity University and many more.

SHIFT Automotive – a joint venture of IFA Berlin and the Geneva International Motor Show – believes that the Future of Mobility will be determined not by concept cars but human factors. That's why the convention will explore questions such as: Can we design smart mobility-as-a-service solutions that work not just for industry, but individuals and

society'? Will sustainable technologies overcome the chicken-and-egg problem of demand and infrastructure? And in a world of autonomous vehicles, what happens to the joy of driving?

### **About IFA Berlin**

IFA is the world's most significant trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 6 to 11 September 2019.

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