



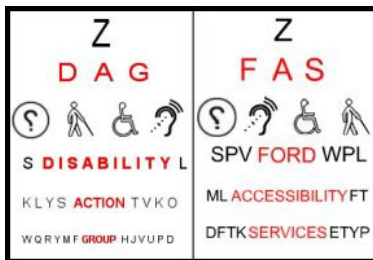
## Not just TALK

The European Union designated 2003 as "European Year of People with Disabilities". In support of this initiative a conference, "not just TALK", was held at the new CEME centre, Dagenham, to raise awareness amongst Ford Managers about disability support for employees.

The conference launched two further initiatives:

- 'not just TALK' meeting in a box information pack, containing publications from the Employer's Forum on Disability and details information on a range of disability related issues, from retaining employees to FordMagic details for customers with disabilities.
- Mobility for All, a team of Ford employees focusing on product design

## Disability Action Group (UK) & Ford Accessibility Services (UK)



In addition to providing support to the above conference the Disability Action Group (DAG) attained 'Employee Resource Group', enabling the team to further promote awareness of disability issues throughout the business. DAG have also provided support to FordLand, working together to build a strategic approach for the provision of accessible working environments.

Ford Accessibility Services, an IT based subgroup of DAG, have continued to support employees by providing PC based assessments and alternative IT hardware and software for employees experiencing pain or discomfort when using their PC, whether due to RSI, dyslexia or any other disability issue. FAS has provided an intranet web support and advice on web accessibility issues, [www.fas.ford.com](http://www.fas.ford.com).

## Disability Support:

Customers...  
Employees...  
Community...

## Inclusive design, with consideration for customers with disabilities.

Following a presentation made by Dr. Andrew Paton in 2003, a customer informed the audience that he directly affects the purchase of five vehicles. Given that there are approximately 1:11 people throughout Europe with a physical disability and with an aging population this is growing, it is clear that a strategy with due consideration for inclusive design offers both an ethical and business advantage to Ford Motor Company.

So was born the Mobility For All team based in Europe with key links to the other Consumer Business Groups, set out to deliver one vision:



## To make Ford brand products the vehicle of choice for people with mobility issues.

Volunteers were sought to run the team and participate in research/development studies, and further people were recruited from principle departments within Ford of Europe to support the strategic growth of the team.

The team was then split into three main categories, with specific remit to realize the aim through a series of objectives.

- **Business Team:** Communicate with programme teams to support timing of decisions being made
- **Engineering Research Team:** undertake continuous research to develop engineering design guides
- **Communication Team:** Raise awareness throughout Ford organization of the activities and lectures, related to disability being prepared by Mobility for All.

The base vehicle is of importance, research has suggested that 90-95% of the disabled population, drivers and passengers, do not require any level of adaptation, particularly when an appropriate vehicle is designed. Automatic Transmission, Power assisted steering and reverse parking aids are key deliverables, assuming the vehicle can be accessed and a wheelchair can be stowed, where applicable. Hence Vehicle Package Engineering with support from all other attributes and departments are necessary to provide a synergistic vehicle for this population group.