

Ford to put Google cloud to work in cars and factories

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Ford Motor Co will be using Google cloud computing services for its connected vehicles and to help improve factory efficiency

Ford and Google on Monday announced an alliance to put the internet giant's cloud computing to work powering in-car services and factory-floor efficiencies.

The six-year partnership includes establishing a new group called Team Upshift devoted to interweaving online computing with on-road vehicles in new ways, such as ownership deals based on data, according to the companies.

"Google and Ford coming together establishes an innovation powerhouse truly able to deliver a superior experience for our customers and modernize our business," Ford chief executive Jim Farley said in a joint release.

Beginning in two years, an array of Ford and Lincoln models will include Google's Android software, with apps and services such as Maps navigation powered by artificial intelligence.

"We're proud to partner to apply the best of

Google's AI, [data analytics](#), compute and cloud platforms to help transform Ford's business and build automotive technologies that keep people safe and connected on the road," Google chief executive Sundar Pichai said.

Car buyers will still be able to opt for CarPlay software from Apple or Alexa virtual assistant from Amazon in vehicles, according to Ford.

The partnership includes Google [artificial intelligence](#) (AI) and data-center skills being put to work helping modernize Ford's manufacturing; employee training; [product development](#), and [supply chain management](#), according to the companies.

General Motors last month announced an alliance with Microsoft on its Cruise autonomous driving venture, combining forces to challenge Tesla and others in an electric car market expected to rev with Joe Biden's environment-friendly administration in the White House.

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