

Domino's, Ford explore role of self-driving vehicles in pizza delivery

ANN ARBOR, US: Domino's and Ford are joining forces to understand the role that self-driving vehicles can play in pizza delivery.



Over the next several weeks, randomly-selected Domino's customers in Ann Arbor will have the opportunity to receive their order from a Ford Fusion Hybrid Autonomous Research Vehicle, which will be manually-driven by a safety engineer and staffed with researchers.

Customers will receive text messages as the self-driving vehicle approaches that will guide them on how to retrieve their pizza using a unique code to unlock the 'heatwave compartment' inside the vehicle.

“As we increase our understanding of the business opportunity for self-driving vehicles to support the movement of people and goods, we're pleased to have Domino's join us in this important part of the development process,” said Sherif Marakby, Ford vice president, autonomous and electric vehicles.

Ford plans to begin production of self-driving vehicles in 2021.

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