

Ford gets regulatory nod to use BlueCruise technology in Germany

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The Ford BlueCruise system always monitors traffic and allows for hands-free driving

Ford has received approval from the Federal Motor Transport Authority to use BlueCruise technology in Germany, according to a company press release on August 28. In designated sections on highways called Blue Zones, drivers will be able to take their hands off the steering wheel.



Source: Getty Images Plus/ 3alex

An important requirement for the German authorities was an infrared camera mounted behind the steering wheel. It checks whether the driver is still watching the traffic situation. It essentially ensures that the driver still monitors the traffic and can control the vehicle when required.

“With BlueCruise, Ford is positioning itself as a leading provider of future-proof driver assistance technologies. Data collected from more than [1] million test kilometers from around the world formed the basis for successful approval in Germany. We're proud to have developed such a competitive system that has won multiple awards — just like in Germany recently,” said Torsten Wey, head of Advanced Driver Assistance Systems at Ford Europe.

Significance: The Ford BlueCruise system always monitors traffic and allows for hands-free driving. It uses sensors such as a front-facing camera to detect lane markings, speed limits and changing traffic conditions, and its assistance system regulates the steering, acceleration, braking and positioning of the vehicle.

Since going into series production in 2021, over 194,000 Ford and Lincoln vehicles have already covered more than 175 million kilometers in BlueCruise mode in the US and Canada.

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