

FORD TO OPEN SMART MOBILITY INNOVATION OFFICE AT HERE EAST

12 JUNE 2017

- **Office at Here East campus marks new entrepreneurial approach placing Ford amongst Europe's leading commercial, digital and academic innovators.**
- **Announcement made as Plexal, Europe's largest technology innovation destination opens its doors in the former Olympic Park Press Centre and Mayor of London launches London Tech Week at Here East.**

Here East has today announced that Ford will open a dedicated Ford Smart Mobility Innovation Office in London focusing on future mobility solutions for Europe and that Plexal, Europe's largest technology innovation destination has been officially opened by Mayor of London, Sadiq Khan as part of the launch of London Tech Week 2017.

Ford's new office will give a dedicated team of highly skilled Ford specialists easy access to world-class digital companies, leading academic institutions and existing partners as it targets the near-term development of smart mobility solutions that meet the needs of Europe's major cities. Smart mobility helps achieve sustainable city development allowing seamless, efficient and flexible travel.

The new office located on the Here East campus on the Queen Elizabeth Olympic Park, will have an initial capacity for around 40 specialists and is set to open later this year. Here East is already home to Loughborough University, one of Ford's longest standing and most significant university research partners.

"Basing our rapidly growing team here in the heart of mobility innovation in London is critical to accelerating our learning and development of new technologies. The location at Here East will allow us greater collaboration and the out-of-the-box thinking needed to tackle the urban transport challenges of tomorrow," said Steven Armstrong, group vice president and president of Europe, Middle East and Africa, Ford Motor Company, at the opening of London Tech Week.

"We will also be ideally placed to build on existing partner projects and have access to London's world-class digital talent. Both will be key as we build towards our ambition of being a global leader in mobility solutions."

Commenting on the Ford announcement **Gavin Poole, CEO, Here East** said,

"Here East is unique in providing the space and infrastructure for entrepreneurs, global businesses and academics to come together and collaborate in the pursuit of innovation. Ford's decision to join our community of innovators, start-ups and tech specialists as part of its drive to find smarter urban mobility solutions is an exciting development for the entire campus."



For further information, please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Olivia Gregory
Communications Manager
Delancey
Tel: +44 (0)20 7448 1481

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461

“

Basing our rapidly growing team here in the heart of mobility innovation in London is critical to accelerating our learning and development of new technologies. The location at Here East will allow us greater collaboration and the out-of-the-box thinking needed to tackle the urban transport challenges of tomorrow.

”

Steven Armstrong,
Group Vice President
and President of Europe,
Middle East and Africa,
Ford Motor Company



Paul Goswell, Managing Director, Delancey said,

“The addition of Ford to the Here East campus is an exciting milestone in our careful curation of tenants at London’s creative and tech hub on Queen Elizabeth Olympic Park. In choosing Here East, Ford has cemented our reputation as the preferred destination for corporates looking to work alongside innovative startups and world leading universities. When selecting new locations, the most forward-thinking companies are not just looking for outstanding spaces and excellent transport links but they also want to be situated beside the most creative thinkers and talented researchers and this is exactly what is on offer at Here East.”

Also announced by Here East today is that Plexal, a centre of global technology enterprise for startups and companies seeking innovation collaboration has been officially opened by Mayor Khan to mark the launch of London Tech Week.

Just over half of Plexal’s private offices have already been let and hot desk sales have now started with capacity for 800 members over 68,000 sq feet.

Membership benefits feature business support including accelerator programmes, access to funding, innovation ideas laboratory, industry-leading events, community events, coaching, mentorship and entrepreneurship training and professional services. Initial focus will support the development of products in emerging technologies including wearables, IOT, cybersecurity, smart cities, inclusive finance, sport, fashion and health.

Claire Cockerton, CEO, Plexal said:

“Plexal is a truly unique innovation centre not only for London but the rest of the world. Our mission is to become the beating heart of inventive enterprise; connected, intelligent and dynamic - where people join forces, ideas spark and new business is born. I believe we have created a first-class space design to deliver this and look forward to telling the success stories of the new technology products & services that emerge from Plexal.”

Gavin Poole, CEO, Here East commenting on the launch of London Tech Week at Here East said,

“The success of London’s flourishing tech sector is partly due to the collaboration between entrepreneurs, established businesses, academics and policy makers. As the tech community comes together as Here East for the launch of London Tech Week, we are delighted that Ford is joining our campus as it accelerates its capabilities to develop urban mobility solutions for Europe and that Plexal, Europe’s largest technology innovation destination has opened its doors.”

For further information, please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Olivia Gregory
Communications Manager
Delancey
Tel: +44 (0)20 7448 1481

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461



Notes to Editors

About Here East

Here East is a creative and digital campus on London’s Queen Elizabeth Olympic Park with 1.2 million square feet of dedicated and versatile spaces bringing together business, tech, media, education and data in the pursuit of innovation. It is designed as a place for start-ups, entrepreneurial businesses to co-exist with global, established businesses to support collaboration, the exchange of ideas and genuine product innovation. Here East includes provides workspaces and public areas to foster a tight community, alongside a shared yard with space for discussion and events, a landscaped canal side and artisan cafes, shops and restaurants.

Here East is being developed by iCITY, a company owned by clients of Delancey, a specialist real estate investment and advisory company.

For further information visit hereeast.com

About Delancey

Delancey is a specialist real estate investment, development and advisory company whose activities encompass retail, residential and commercial real estate across London and the UK. Collaborating on a wide range of assets, partners and clients, Delancey is recognised for its innovative and diverse approach to creating long term value from real estate.

Delancey also advises clients on appropriate capital structures, financing and provides asset management and development services.

Delancey has a diverse portfolio of retail, residential, office and corporate assets across London and the UK, including the Alpha Plus Group, Elephant & Castle Shopping Centre and 185 Park Street on the South Bank. Delancey is also a pioneer in the private rented sector and has spent much of the last few years bringing the legacy of the London 2012 Olympics to life; it is delivering over 3,000 homes for rent at East Village, the former London 2012 Athletes Village.

For further information visit delancey.com

For further information, please contact:

Jack Kelly
Tel: 0776 543 8708
/ 0207 457 2381

Olivia Gregory
Communications Manager
Delancey
Tel: +44 (0)20 7448 1481

Katharine Walsh
Head of Communications
Delancey
Tel: +44 (0)20 7448 1461