In the article, Ford made an announcement that they would retreat from the American car business, drop some sedans, and widen their industry to self-driving taxis and delivering market via sedans. About this change, in my opinion, I do not think that Ford should be focusing on developing fully autonomous trucks, especially for the F-150 series.

As we know, the F-150 is the most popular product which also represents the best-selling truck in America. In that case, it is very unworthy to take this risk, making such a big change to this “sacred cash cow” which stayed perking in the market. Firstly, the company’s positioning of this product, according to the article, is a passenger car-type vehicle with the ability to achieve the truck’s task such as towing. This means that F-150 would be more popular with normal people who want to have a big car for traveling or for shopping, instead of commercial use. This can also be proved from the customer survey which indicated that nowadays, the buyer of F-series would like to choose four-door car-like pickup trucks which would be regarded as their primary vehicle. Therefore, setting up autonomous technology for self-driving taxis and delivering markets is not what users required, which means that this adapting behavior is meaningless since it started in the wrong direction.

Secondly, we can see from the reading material that people have an emotional attachment to Ford’s truck because of its prominent placement and the historical fact that Ford is the pioneer who made the decision to change its main field from cars to trucks, which precisely predicted, or, at some point, changed the fashion trend afterward. Among all of those truck models, F-series is the most classic type, which is another main reason why people chose F-150. Actually, based on several facts the reading provided, this attachment trend is still increasing throughout the 21st century. In such case, frequent change, including the change Ford has already decided to debut an F-150 gas-electric hybrid in 2020, would destroy this goods’ original value, the classic symbol. Beyond the data, we can assume the difference between truck and car. The reason why people are willing to buy a truck is because of its durability and its strong figure, instead of those high-tech stunts which seem not even a bit fit with the truck’s theme.

I have to admit that the concept of autonomous taxis and delivering markets is very interesting and attractive and I believe that with the development of Artificial Intelligent, society would certainly have such demands on a large scale and using trucks as main vehicles instead of sedans is absolutely correct since comparing to cars, trucks have more space to load goods. However, there are so many better options that Ford can use to meet such demands without changing the value and the function of the F-series completely. In contrast to using a four-door passenger truck, a two-door business truck would be better.

The risk I mentioned above is not only about hurting the value of the F-series, but also about the sensitiveness of the idea about fully autonomous vehicles. As the passage said, the consumer’s wariness about this unsophisticated technology would be fueled by several high-profile deaths that resulted from advancements in autonomous technology. Tesla is the best instance. I have an impression about an accident that happened in China in 2020. Mr. Chne, a customer of Tesla’s Model 3, drove his car into the community at a fast pace, about 120 kilometers per hour, without braking, which eventually crashed ten cars nearby. In this event, the primary reason is that Mr.Chen made a mistake, which is that he step on the gas but he thought he is step on the brake. From god’s view, we can say that this event is very simple and Tesla has no responses for it. However, before the result came from the judge, there are so much news that criticized Tesla’s safety insurance. In Chinese social media, we can also find tons of negative comments about Tesla even though people have no clue and data to support their claims. It’s a common prejudice that fully autonomous car is not as safe as traditional vehicles. In such circumstances, developing and releasing fully autonomous trucks is not a good choice. To be more negative, this decision would influence the whole Ford company’s reputation largely.

Finally but not least, nowadays’s Artificial Intelligence is not as good as supporting fully autonomous vehicles even we neglect the general climate of opinion today. According to the data provided by the article, “Level 5 autonomy was the pinnacle of the SAE’s ranking system, by 2018, “no level 5 car [had] ever been publicly deployed, and it [was] doubtful one even exist[ed].” It is true that the potential rewards were massive and it is right to start early to pretend to be fallen behind other companies. However, Ford needs to consider the reality and make efforts step by step. There’s not even one level 5 autonomous car appeared so far. I seriously doubt that full autonomy can be achieved in these five years. Compared with such big dream, doing some small assistant functions by using Artificial Intelligence is more reliable, which, at the same time, not only can meet user’s demands, but also can help Ford to study this unknown area.

**Comment**: Student has presented the case study facts and premises to support the fact that F150 should NOT be made fully autonomous.

The consistency of the logical flow for facts provided justifies the stand. Overall, Very Good job, with external facts and references make a substantial impact.

No references links are added in the case.

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| Ford Case | Comments | Points Possible | Earned |
| Taking a position of "yes, Ford  should develop a fully autonomous  F-150' or  "no, Ford should not  develop a fully autonomous F-150." | Must have a firm stance or either  "ves" or "no" | 2 | 1 |
| Justification of "yes" or "no"  position. |  | 6 | 6 |
| Answer using professional English  language, grammar, style, and  referencing. | Correct spelling & grammar (1)  Professional writing style and  References (1) | 2 | 1 |
| Total |  | 10 | 9 |
| Highlight in Yellow | Errors in grammar, spelling or style |  |  |
| Highlight in Red | Errors in fact or logic |  |  |
| Highlight in Green | Excellent point of logic or insight |  |  |