



## Love on the Road

Valentine's Day is nearly upon us, and this year, America's foremost experts in travel and love have cozied up to uncover the secret to finding love on the road. A new survey conducted by Ford and YourTango found that vehicles are driving relationships further, offering an intimate atmosphere that allows people to disconnect from distractions to *truly* connect with the person in their passenger seat. From budding romance to spicy encounters, Love on the Road highlights the vehicle's role in shifting romance into high gear.

### **Topline highlights from the Ford + YourTango "Love on the Road" survey:**

**Kiss + Tell:** Turns out Americans aren't so shy about sharing their tales of roadside romance! A whopping 57% claimed to have a significant "first" in a car (including "first time", first break up, first heart break, first "I love you," and first kiss)! Of those "firsts," one-in-four had their first kiss in a car, while one-in-five said their first "I love you." No wonder cars are so near and dear to Americans' hearts!

**Car Confessions:** When asked which vehicle they would find sexiest for a romantic partner to drive, 39% go for trucks, while 34% prefer a sports car - more reason to rev-up that tough Ford F-150 or sporty Mustang!

**Top Turn-Offs:** When asked what they *least* want a new date to find in their cars, 68% said they hide the empty fast-food containers, while 23% dread their date noticing their embarrassing taste in music. Meanwhile, respondents were much less offended by similar "turn-off" offenses found in their dates' cars, with fast-food evidence ranking at 39%, dirty laundry at 33%, and embarrassing songs turning off just 9%.

**Shifting Gears:** Being together in cars has afforded respondents a key occasion to communicate with one another. An astounding 78% say that they've had a serious relationship discussion in the car – whether breaking up with their partner or deciding to take the relationship to the next level. An additional 35% have discovered that a relationship wasn't going to work out while in the midst of a couple's road trip, while 34% experienced their very first break-up or heartbreak on the road.

**Cars + Stars:** When seeking love on the road, 49% said a sky full of stars is the secret to romantic ambiance. Meanwhile, 21% like to park near the beach and listen to the waves, while 18% look for that perfect playlist.

**Be There:** In the end, road time drives togetherness. Of respondents, 50% feel most loved and appreciated when their significant other spends time with them in person, and 36% feel that way when their significant other surprises them by showing up somewhere unexpectedly. Meanwhile, only 2% feel loved and appreciated when their partner posts something sweet about them on social media.

*Tip: Stay in the moment, love birds!*

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**ABOUT FORD & YOUR TANGO:** The road trip and relationship aficionados have teamed up this year to help people find ways to connect more meaningfully with those they love just in time for Valentine's Day. Ford and YourTango will continue to survey American drivers and passengers through Spring and offer up tips to deepen relationships with loved ones while on the road, especially leading up the busy summer road trip season. From capitalizing on solo drive time to practice mindfulness to planning fun family road trips to grabbing a significant other to go on a spontaneous drive – whether to Vegas or to the grocery store – "Love on the Road" will help people make the most of their drive time, and their relationships, in 2016.