Ford's $5B Bet on America: Innovation Meets Efficiency in New EV Platform, Assembly Process and Midsize Truck

- **Betting on America:** Ford is investing approximately $5 billion and creating or securing nearly 4,000 jobs across Louisville Assembly Plant and BlueOval Battery Park Michigan to deliver a new pickup and produce advanced prismatic LFP batteries.

- **Ford Universal EV Platform:** New platform enables a family of affordable vehicles to be produced at scale for customers – electric, fun to drive and digitally advanced with over-the-air updates that will keep improving the vehicle.

- **Breakthrough product:** The first will be a midsize four-door electric pickup with a targeted starting price of about $30,000, assembled at Louisville Assembly Plant and reaching customers in 2027. As fast as a Mustang EcoBoost. More passenger space than the latest Toyota RAV4 – with a frunk and a bed.

- **A better assembly line:** More than a century after the invention of the moving assembly line, Ford combines its industrial know-how with a start-up mentality to create the new Ford Universal EV Production System, radically simplifying vehicle assembly for safety, quality and speed.

LOUISVILLE, Ky., Aug. 11, 2025 – Ford Motor Company is once again taking a revolutionary leap forward in engineering and manufacturing to bring a new family of affordable, high-quality electric vehicles within reach for millions around the world.

The new Ford Universal EV Platform and Ford Universal EV Production System introduced today were born from a team that combines the discipline, expertise and scale of a company with 122 years of experience with the speed, innovation and first-principles thinking of a California-based electric vehicle hardware and software skunkworks team.

The result: a simple, efficient, flexible ecosystem to deliver a family of affordable, electric, software-defined vehicles – the first of which is a midsize, four-door electric pickup that will be assembled at Ford's Louisville Assembly Plant for U.S. and export markets. Its launch is scheduled for 2027.

"We took a radical approach to a very hard challenge: Create affordable vehicles that delight customers in every way that matters – design, innovation, flexibility, space, driving pleasure, and cost of ownership – and do it with American workers," said Ford President and CEO Jim Farley.

"We have all lived through far too many 'good college tries' by Detroit automakers to make affordable vehicles that ends up with idled plants, layoffs and uncertainty. So, this had to be a strong, sustainable and profitable business. From Day 1, we knew there was no incremental

path to success. We empowered a tiny skunkworks team three time zones away from Detroit. We tore up the moving assembly line concept and designed a better one. And we found a path to be the first automaker to make prismatic LFP batteries in the U.S."

The Ford Universal EV Platform

The numbers tell the story, Farley said. The platform reduces parts by 20% versus a typical vehicle, with 25% fewer fasteners, 40% fewer workstations dock-to-dock in the plant and 15% faster assembly time. Lower cost of ownership over five years than a three-year-old used Tesla Model Y.

Take for instance the wiring harness in the new midsize truck; it will be more than 4,000 feet (1.3 kilometers) shorter and 10 kilograms lighter than the one used in our first-gen electric SUV.

Lithium iron phosphate (LFP) prismatic batteries also enable space and weight savings, while delivering cost reduction and durability for customers. The platform's cobalt-free and nickel-free LFP battery pack is a structural sub-assembly that also serves as the vehicle's floor. This low center of gravity improves handling, creates a quiet cabin, and provides a surprising amount of interior space.

The new midsize truck is forecasted to have more passenger room than the latest Toyota RAV4, even before you include the frunk and the truck bed. You can lock your surfboards or other gear in that bed – no roof rack or trailer hitch racks required.

But it's not just about space and utility. Ford makes passion products – and this electric vehicle platform with a low center of gravity from the battery, instant torque from electric motors and obsessive chassis engineering will make it fun to drive. The midsize truck will have a targeted 0-60 time as fast as a Mustang EcoBoost, with more downforce.

"We took inspiration from the Model T – the universal car that changed the world," said Doug Field, Ford chief EV, digital and design officer. "We assembled a really brilliant collection of minds across Ford and unleashed them to find new solutions to old problems. We applied first-principles engineering, pushing to the limits of physics to make it fun to drive and compete on affordability. Our new zonal electric architecture unlocks capabilities the industry has never seen. This isn't a stripped-down, old-school vehicle."

Additional specifications for the midsize electric truck – including reveal date, starting price, EPA-estimated battery range, battery sizes and charge times – will be communicated later.

The Ford Universal EV Production System

The Ford team obsessed about efficiency in manufacturing, too, transforming the traditional assembly line into an "assembly tree". Instead of one long conveyor, three sub-assemblies run down their own lines simultaneously and then join together.

Large single-piece aluminum unicastings replace dozens of smaller parts, enabling the front and rear of the vehicle to be assembled separately.

The front and rear are then combined with the third sub-assembly, the structural battery, which is independently assembled with seats, consoles and carpeting, to form the vehicle.

Parts travel down the assembly tree to operators in a kit. Within that kit, all fasteners, scanners and power tools required for the job are included – and in the correct orientation for use.

The Ford Universal EV Production System dramatically improves ergonomics for employees by reducing twisting, reaching and bending, allowing them to focus on the job at hand.

Because of the integration between the Ford Universal EV Production System and Platform, assembly of the midsize electric truck could be up to 40% faster than Louisville Assembly Plant's current vehicles. Some of that time will be reinvested into insourcing and automation to improve quality and cost, ultimately netting a 15% speed improvement.

"We put our employees at the center and re-created the factory from scratch," said Bryce Currie, Ford vice president, Americas Manufacturing. "We live and breathe continuous improvement, but sometimes you need a dramatic leap forward. We expect ergonomic breakthroughs and complexity reduction – through elimination of parts, connectors and wire – will flow through to significant quality and cost wins."

Continued Investment in American Manufacturing

Ford builds on its strong legacy of investing in U.S. vehicle assembly, planning to invest nearly $2 billion in Louisville Assembly Plant to assemble the midsize electric truck, securing 2,200 hourly jobs.

The project is supported by an incentive offer from the Kentucky Economic Development Finance Authority.

"Today, Ford and Team Kentucky are introducing the world to the future of automotive production with nearly $2 billion being invested to transform the Louisville Assembly Plant, which will also secure 2,200 jobs for Kentuckians," said Kentucky Gov. Andy Beshear. "This announcement not only represents one of the largest investments on record in our state, it also boosts Kentucky's position at the center of EV-related innovation and solidifies Louisville Assembly Plant as an important part of Ford's future. Thanks to Ford's leaders for their continued faith in Kentucky and our incredible workforce. Ford and Kentucky have been a tremendous team for more than 100 years, and that partnership has never been stronger than it is today."

Louisville Assembly Plant will expand by 52,000 square feet in order to move material more efficiently. Digital infrastructure upgrades will give Louisville Assembly Plant the fastest network with the most access points out of any Ford plant globally, enabling more quality scans.

Ford's investment in Louisville Assembly Plant is in addition to its previously announced $3 billion investment in BlueOval Battery Park Michigan, which will build the prismatic LFP batteries for the midsize electric truck starting next year. Together, the investments total approximately $5 billion, and between the two plants, Ford expects to create or secure nearly 4,000 direct jobs while strengthening the domestic supply chain with dozens of new U.S.-based suppliers.

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities, and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company offers freedom of choice through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough electric vehicles ("EVs") along with embedded software that defines always-on digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, the Company provides financial services through Ford Motor Credit Company. Ford employs about 169,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.