All-Electric E-Transit

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Drive Growth, Improve Execution, Speed Transformation

Turnaround Automotive

- Improve quality
- Reduce costs
- Accelerate restructuring of underperforming businesses
- Modernize and simplify

Growth Levers – Disrupt Ourselves

- Allocate more capital, resources and talent to strongest businesses and vehicle franchises
- Expand leading commercial vehicle business with a suite of software services that drive loyalty and recurring revenue streams
- Lead the electrification revolution by offering compelling, uniquely Ford fully electric vehicles at scale in areas of strength including Transit, F-Series, Mustang, SUVs and Lincoln
- Add more affordable vehicles to global lineup, including North America
- Stand up new customer-facing businesses enabled by Argo AI's world-class self driving system

BUILDING A FOUNDATION FOR LONG-TERM SUCCESS IN FULL-BATTERY ELECTRICS



- Play To Our Strengths
- Leverage Scale And Technology
- Build Iconic Brands, Amplify Attributes
- Business Model Innovation







We Are The BACKBONE Of Work







Nearly 45% U.S. Market Share[1]

Vans - Best-Selling Commercial Van Brand For 41 Years[2]

F-Series - Best-Selling Pickup For 43 Years[3]

Commercial Customer Needs

Right Tool For The Job / Get The Job Done



Lowest Total Cost Of Ownership



Maximum Uptime



Employee Productivity



Employee Health And Well-Being



Corporate Sustainability



Six Core Commercial Customer Needs Span Across Trucks And Vans



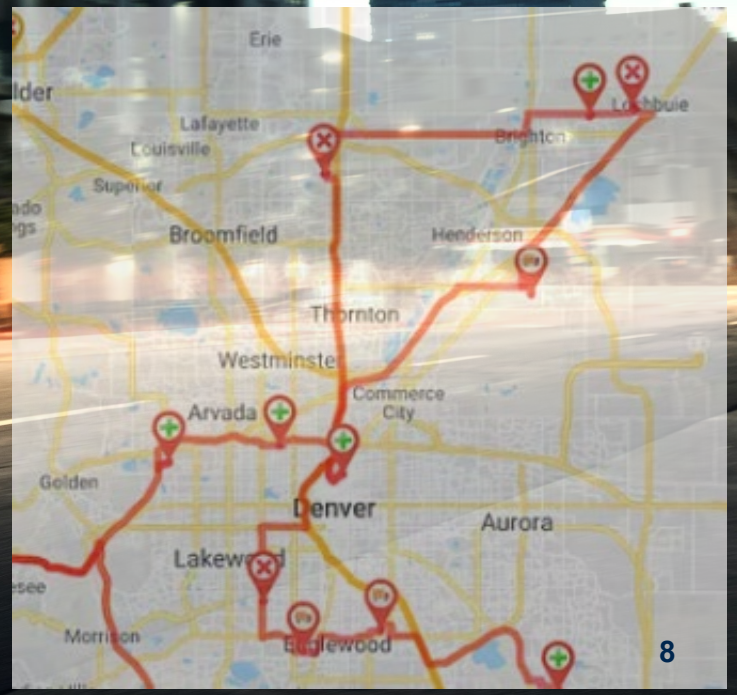


Majority Of Transits Are Upfitted





Commercial Customers Buy The Battery Range They Need




Scheduled Maintenance Costs Estimated To Be 40% Less[4]
On Average, It Costs About Half As Much To Drive An Electric Vehicle[5]

Customized Charging Solutions







HOME — DEPOT — PUBLIC CHARGING

Maximizing Customers' Utilization Time – Including Charge Warnings And Reminders

Purpose-Built

Driver Assist Technologies



Available Pro Power Onboard

Connectivity

Versatility

Human-Centered Design

Serviceability



Global Van BEV Industry Growing To 1.1M By 2030[6]
CAGR Of Over 50%[6]

Growing The Value Of The Ecosystem Beyond The Vehicle

Vehicle



VAN

Broader Vehicle Ecosystem



UPFITTING



SALES & FINANCING



PARTS & SERVICE



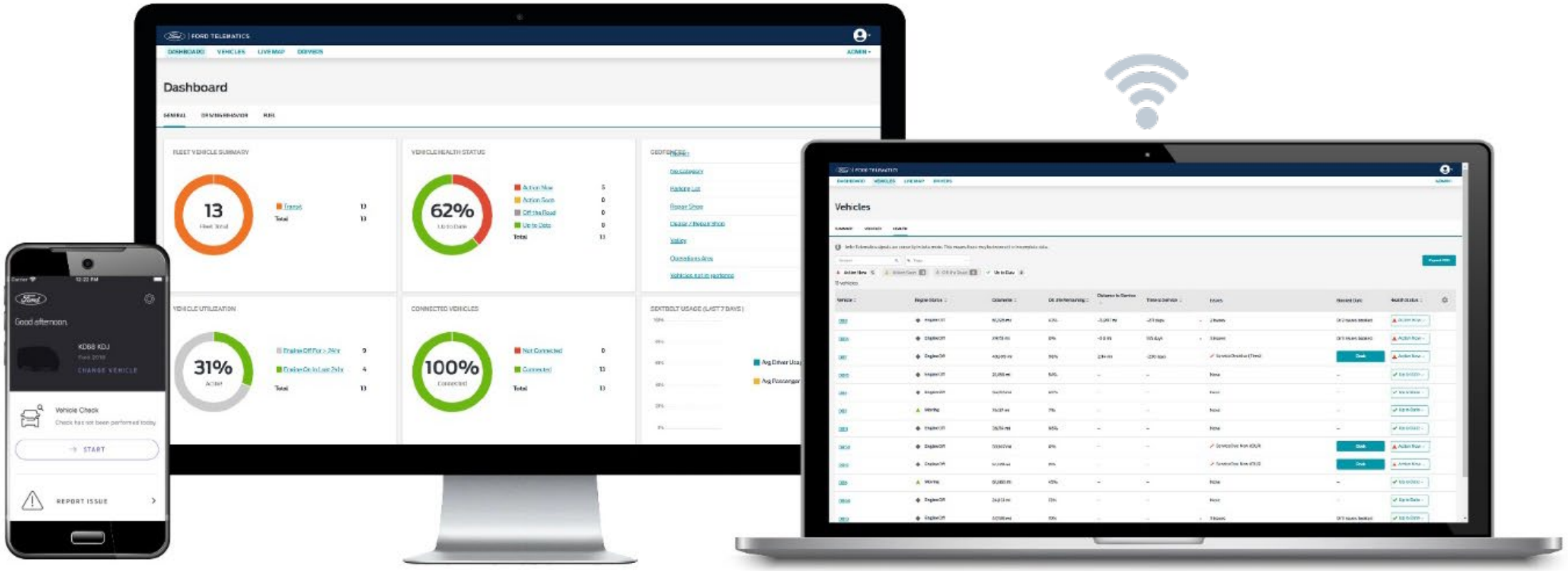
CONNECTED SERVICES



CHARGING

- Transit – best-selling cargo van in the world[7]; over 10M produced
- Expansive network of dedicated upfitters
- 645 Commercial Vehicle Center dealers; approximately 90% EV certified
- More than 2,100 EV certified dealers in North America
- Expanding Ford Telematics and Ford Data Services

Connected Products And Services



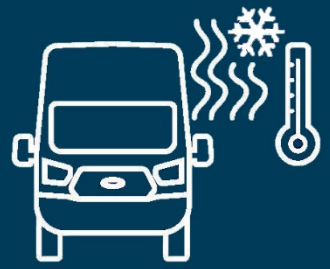
Ford Commercial Solutions

Electric and Connected

New Features Available For Transit Business Customers



Electric OEM-grade data, including info about the battery charge state



Remote pre-conditioning, so the cabin is comfortable without impacting range[8]



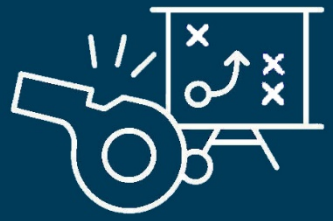
Energy consumption and driver behavior reports for fleet managers



Driver ID, so fleet managers know who is driving



Seamlessly pay for charging at public stations



In-cab coaching to help improve driver performance



The All-Electric Ford E-Transit



Q&A

Product Notes

1 Based on 2019CY registrations of Commercial Vehicles Classes 1-7 (excludes cars, midsize pickups, SUVs, minivans and full-size pickups registered to a non-business)

2 Based on the total U.S. reported sales (1979-2019 CY). Includes Ford E-Series, formerly called Econoline, van and chassis; Club Wagon; Transit Connect cargo van and passenger wagon; Transit cargo van, passenger van and chassis

3 Based on 1977-2019 CY total sales

4 An all-electric vehicle requires no gas usage and offers potentially lower scheduled maintenance costs. Scheduled maintenance costs for the all-electric Transit are estimated to be 40 percent less than the average scheduled maintenance costs for a gas-powered 2020 Transit over 8 years/100,000 miles (whichever comes first). Maintenance costs based on recommended service schedule as published in the Owner's Manual. Analysis reflects Ford Motor Company's standard method for calculating scheduled maintenance cost, and reflects data available in 2019 and 2020

5 https://www.energy.gov/maps/egallon

6 Company estimates covering period 2020 through 2029

7 Based on IHS Market New Registrations data 2014-2019 YE, which is compiled from government and other sources and captures 95 percent of global new vehicle volumes in more than 80 countries as reported in February 2020. Transit family-based volumes of vans, wagons, chassis cabs and cutaways include Ford Transit, Transit Custom, Transit Classic and Transit Kombi. Excludes Transit Connect and Transit Courier

8 Effectiveness of cabin conditioning may be reduced by extreme outside temperatures or when using 120-volt charging