



# **Northwestern University Transportation Center - Electrification Workshop**

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# OUR STRATEGIC APPROACH FOCUSES ON ELECTRIFYING OUR ICONIC BRANDS TO ENSURE LONG-TERM SUCCESS



**PLAY TO  
OUR STRENGTHS**

**BUILD ICONIC  
BRANDS  
AMPLIFY ATTRIBUTES**

**LEVERAGE SCALE  
AND TECHNOLOGY**

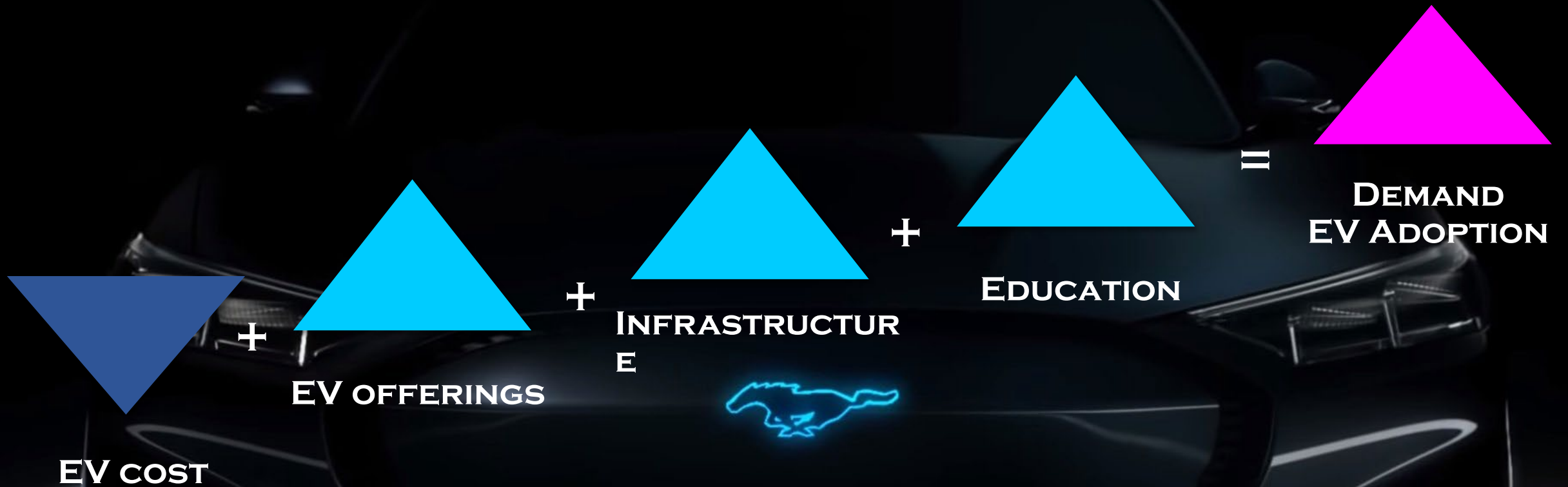
**BUSINESS MODEL  
INNOVATION**

# LEAD THE ELECTRIFICATION REVOLUTION



**\$30B GLOBAL INVESTMENT IN ELECTRIFICATION THROUGH 2025 – NOW ORIENTED TO BEV;  
40% OF GLOBAL SALES EXPECTED TO BE ELECTRIC BY 2030**

# BEV ADOPTION WILL INCREASE AS BARRIERS COME DOWN



# AMPLIFYING ATTRIBUTES OUR CUSTOMERS LOVE



**PERFORMANCE**



**BOLD DESIGNS**



**QUIET POWERTRAIN**



**LOW OWNERSHIP  
COST**



**NO MORE GAS**

**...AND DELIVER OUR CUSTOMERS  
“GOTTA HAVE IT” NEW EXPERIENCES THAT  
REMOVE FRICTION FROM THEIR LIVES**



**CONNECTED  
EXPERIENCES**



**OVER THE AIR (OTA)**



**NEW USABLE SPACES**

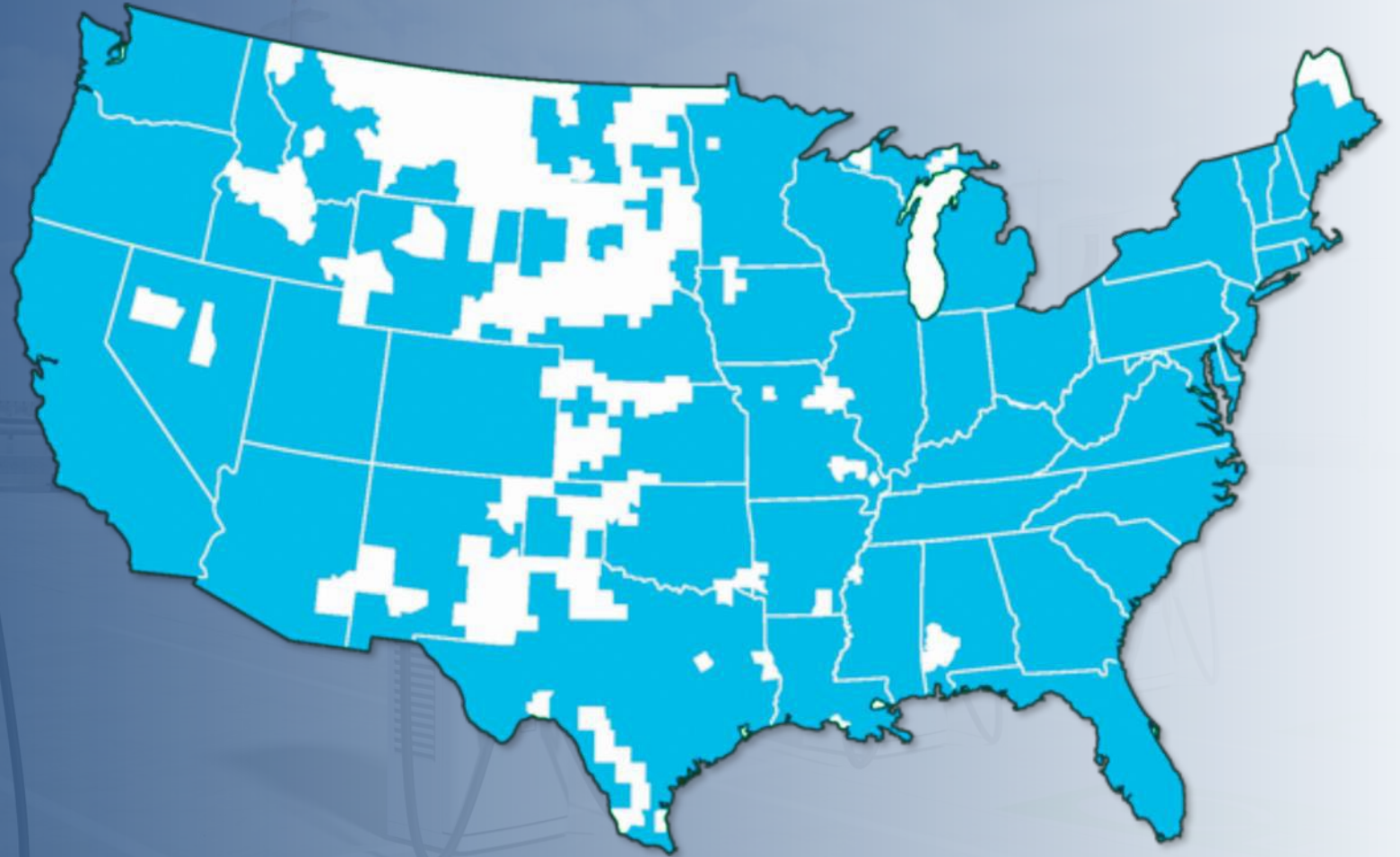


**EXPORTABLE POWER**

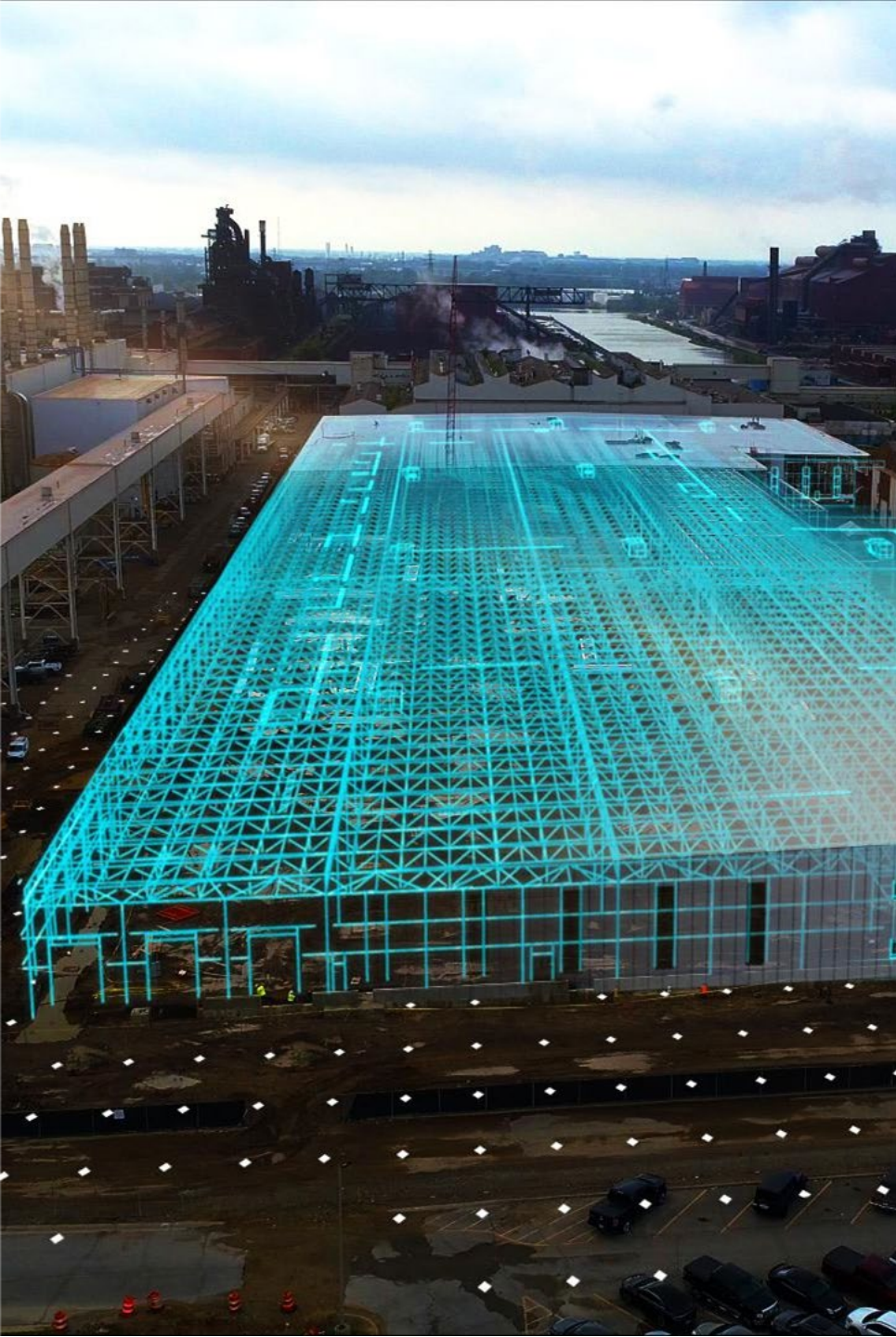
# SUPPORTING CUSTOMERS ACROSS THE EV ECOSYSTEM

## ACCESS TO NORTH AMERICA'S LARGEST PUBLIC CHARGING NETWORK WITH OVER 63,000 CHARGERS

■ Blue is where we have you covered  
with over 63,000 chargers  
including over 2,500 DC charging sites



\*Based on original equipment manufacturers (OEM)/automotive manufacturers that sell all-electric vehicles and have publicly announced charging networks. Department of Energy data used. FordPass,™ compatible with select smartphone platforms, is available via a download. Message and data rates may apply.



# **BATTERY VERTICAL INTEGRATION**

*24% GAIN OF BATTERY CELL CAPACITY BY END OF  
DECADE*

**FORD ION PARK  
BATTERY CENTER OF EXCELLENCE**

**IONBOOST+**  
HIGHEST ENERGY DENSITY OF ANY CELL OF  
ITS TYPE  
HIGHER EFFICIENCY AND RANGE  
IDEAL FOR LARGER VEHICLES AND  
PERFORMANCE PRODUCTS  
SCALES EFFICIENTLY ACROSS PRODUCT LINES

**IONBOOSTPRO**  
CELL TECHNOLOGY FOR COMMERCIAL  
CUSTOMERS

**SOLID POWER**  
ALL SOLID-STATE BATTERY  
BETTER VALUE AND GREATER SAFETY  
BUILT USING EXISTING LI-ION  
MANUFACTURING



# MEET THE ALL-NEW, ALL-ELECTRIC F-150 LIGHTNING





**EV NEW FEATURES: FORD INTELLIGENT BACKUP POWER**

# FORD INTELLIGENT BACKUP POWER

Be prepared for what nature throws at you with the 2022 Ford F-150 Lightning. Available Ford Intelligent Backup Power, enabled by the 80-amp Ford Charge Station Pro, allows you to use your truck as a backup power source to your home during a power outage. \* The power transfer can be triggered automatically or manually based on customer preference.

\*When home is properly equipped and home transfer switch disconnects home from the grid.



## TRUCK CHARGES UP

You get home and plug in your truck with the available 80-amp Ford Charge Station Pro. The F-150 Lightning charges using power from the grid.



## GRID GOES DOWN

But what happens when the power gets knocked out by a storm? No problem. The Ford F-150 Lightning is there to help. You can set Ford Intelligent Backup Power to automatically or manually kick in and power your home just like a generator. \*

\*When home is properly equipped and home transfer switch disconnects home from the grid.



## F-150 LIGHTNING GOES TO WORK

With the ability to off-board up to 9.6 kW of peak energy, F-150 Lightning can provide full-home power for up to three days, or as long as ten days if power is rationed. \*

\*When home is properly equipped and home transfer switch disconnects home from the grid. Based on 30 kWh use per day using the F-150 Lightning with the extended-range battery. Your results may vary depending on energy usage.



**EV NEW FEATURES: ENHANCED PRO POWER ONBOARD**



**EV NEW FEATURES: MEGA POWER FRUNK**



**MARKET RECEPTION: 100,000 RESERVATIONS IN FIRST 3 WEEKS**