



## Collaboration key to electrification vision

Ford Motor Company's electrification strategy is designed for collaboration with major stakeholders who can make a big difference. Ford is already working to forge partnerships that will help make the electrified vehicles of the future affordable, attainable and attractive to millions.

### Utilities

The new generation of electrified vehicles – Battery Electric Vehicles (BEVs) and Plug-in Hybrid Electric Vehicles (PHEVs) – require access to the electrical supply grid to charge their batteries. That makes electrical utilities key partners, providing an important customer interface to optimize the electrified vehicle ownership experience. Ford is already forging relationships with key electrical utilities, starting with SoCal Edison and broadening its efforts through its new collaboration with the Electrical Power Research Institute.

### Suppliers

Automotive suppliers will play a critical role in developing the new technology required for vehicle electrification, and Ford already has formed alliances with Magna International for a future BEV passenger car and Johnson Controls-Saft for its current test fleet of PHEVs. The investment levels for the development of new battery technology, power electronics, electric motors, generators, high-voltage systems and componentry are massive, but so is the potential return on investment. Through Ford's Blueprint for Sustainability, suppliers will see economic benefits as well as environmental and social rewards.



### Policymakers

Governments on the federal, state and local level as well as internationally also have a crucial role in the drive toward success of vehicle electrification. Through policy changes and incentives, government has the power to encourage motorists to go electric. Ford is already involved in a four-way 'eco-partnership' with China's Changan Auto Group Corporation and the cities of Chongqing, China and Denver, Colo., on projects expected to include the development of electrified vehicle technology, green city planning, efficient urban transportation and grid integration.

### Universities

The electrified vehicle world brings a need for new skill sets and engineering specialties that give universities a key role to play. Ford believes universities must be part of the collaboration to foster the new talents for innovation. There is great potential for young people to make a difference in these new technical frontiers, which represent huge opportunities for ideas.

