

The Ford Power Promise makes electric vehicle ownership easy by supporting customers in the areas that matter to them the most. To give our customers the confidence from day one to go electric, the Ford Power Promise consists of promotions and programs that include:

- Complimentary home charger and standard installation with a new electric vehicle purchase or lease
- 24/7 live support with proactive charging support
- On-the-road charging so owners can fill up when they're not at home
- Confidence in the health of their battery



## Why The Ford Power Promise

Electric vehicle adoption continues to rise in the U.S., but those on the fence about going electric still have common questions about the electric ownership experience — specifically around electric vehicle charging, support and battery longevity. Ford Power Promise is designed to help answer these questions that are top of mind for potential electric vehicle customers.

## Filling Up at Home

Questions and a lack of information about where to charge are the primary barriers to electric vehicle adoption for those on the fence about going electric. According to a Ford survey\* from September 2024:

### Filling up at home is a Key actor to Choose Electric for Vehicle Shoppers

89% of electric vehicle shoppers are more likely to buy an electric vehicle if they had access to home charging.

### Customer Knowledge is Key

46% of shoppers don't know how home charging works in contrast to 92% of owners who find charging at home as easy as charging their phones.

### Majority of Electric Vehicle Owners already Fill Up at Home and Prefer to Fill Up at Home

88% of electric vehicle owners across the country prefer to fill up at home while 79% rarely charge publicly.

With Ford Power Promise™, Ford is helping remove a significant barrier for customers to make the decision to purchase an electric vehicle as the only auto manufacturer in the U.S. offering a complimentary home charger and standard installation with a new electric vehicle purchase or lease.

\*The Ford survey was conducted by Mercury Analytics, a leading market research and consumer insights firm, with a total of 2,007 respondents in the U.S. from Sept 13-17, 2024.

# The Ford Power Promise™

## Home Charging

### New — Complimentary Home Charger and Installation

Starting October 1, 2024, with any purchase or lease of a Ford electric vehicle, customers are eligible to receive a complimentary home charger ([Ford Charge Station Pro](#)) and standard installation at their home. This ensures customers can wake up every day with a full charge by simply filling up at home. Ford is the only auto manufacturer in the U.S. offering a complimentary Ford home electric vehicle charger and standard installation.

**Additional Details:** Customer must purchase or lease a new Ford F-150 Lightning, Mustang Mach-E, or E-Transit Cargo Van from a participating Ford dealer between October 1, 2024, and January 2, 2025.

## Ongoing Support and Guidance

### New — 24/7 Electric Vehicle Support

Ford is launching round-the-clock live support, complete with proactive charging assistance. So even though something is unlikely to happen, customers will know we're ready to reach out and help. Customers can text a dedicated Ford advisor at any time for 24/7 electric vehicle support.

**Additional Details:** Available for Ford F-150 Lightning and Mustang Mach-E owners. Customers must opt-in to this service.

### New — Proactive Roadside Assistance

Ford Roadside Assistance will pick customers up and bring them to the closest charging station or dealership in the case of adverse vehicle events, now including running out of charge, no matter where they are.

**Additional Details:** Available for Ford F-150 Lightning and Mustang Mach-E owners.

## Easy Service Solutions

In-person advisors at Ford's extensive dealer network provide local support, along with convenient complimentary Mobile Service and Pickup & Delivery at participating dealerships. This means many service and maintenance needs can be taken care of from the customer's home without needing to drive the vehicle to a service location.

## On-the-Road Charging

### BlueOval™ Charge Network

Ford supports charging on the road with access to the BlueOval™ Charge Network — the largest public charging network in North America — now including more than 15,000 Tesla fast chargers, with more being added every week.

### Connected Built-in Navigation

Ford helps drivers find public charging options through Ford's Connected Built-In Navigation, Apple EV Routing via CarPlay® and, coming soon, Google Maps EV Routing via Android Auto™.

### FordPass® App

Customers can find and pay for charging along their route across Ford's BlueOval™ Charge Network, all through one account and one app — the FordPass® App.

## Battery Confidence

### Battery Warranty

Ford's electric vehicles have an eight-year/100k mile high-voltage battery warranty.

