

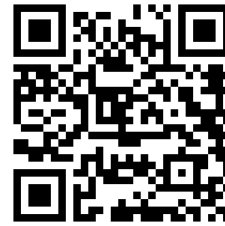


Ford Power Promise™ is extending into 2025!

Since launching the Ford Power Promise™ in October 2024, customers in all 50 states are now filling up at home with their new Ford electric vehicle. Because of the positive customer response, effective January 3, 2025, Ford is extending the Ford Power Promise™ program with complimentary home charger and standard installation through March 31, 2025.

Ford Power Promise™ is a comprehensive, customer insights-led electric vehicle program providing convenience, peace of mind, and live advisors from day one of ownership. The extension of the program underscores Ford's commitment to removing barriers some customers face when making the switch to an electric vehicle, which can help save time and money.

Retail customers who purchase or lease a new 2024 and 2025 Mustang Mach-E, F-150 Lightning or E-Transit Cargo Van from a participating Ford dealer in the U.S. will be eligible for the Ford Power Promise™ home charger and standard install offer.



Scan to learn more about the Ford Power Promise™



What Customers Are Saying

"This program is awesome... I wouldn't own an electric vehicle yet without the ability to charge at home. Sure, I could have had a home charger installed on my own but wouldn't know where to start or what questions to ask. To know that I don't have to think 'what's the gas price today?' and fill up in the Wisconsin cold is great. I can just unplug and go!"

Kallie, Wisconsin



By the Numbers

- Complimentary installations have occurred in all 50 states with Ford electric vehicle customers enjoying the convenience and potential savings of filling up at home.
- Since the program launched, the average timeframe from quote to installation of a home charger is 11 days, with an installation satisfaction score of 96%.
- 85% of complimentary charger installations have been fully covered by Ford at no extra cost to the customer.
- Customer access to electric vehicle support has increased with 24/7 Live Support enrollment up 487% YOY in December.

40 out of 50 states have increased monthly average sales of Ford electric vehicles in Q4 compared to the YTD average.

#1 Nebraska	↑ up 143%	#6 Florida	↑ up 57%
#2 Alabama	↑ up 122%	#7 New Hampshire	↑ up 57%
#3 Michigan	↑ up 77%	#8 Virginia	↑ up 56%
#4 Utah	↑ up 61%	#9 Colorado	↑ up 52%
#5 Idaho	↑ up 59%	#10 New Mexico	↑ up 51%

What is the Ford Power Promise™?

The Ford Promise	What It Includes	Why It's Important
Home Charging Ford makes it easy to fill up at home.	Complimentary Home Charger and Standard Installation Purchase or lease a Ford electric vehicle and customers are eligible to receive a complimentary home charger and standard installation at their home ¹ .	More than 85% of electric vehicle charging happens at home. ⁵ Those considering an electric vehicle underestimate the savings on fuel and maintenance costs for an electric vehicle versus a comparable gas vehicle. Ford is giving customers the tools they need to fill up at home and start each day ready to go.
On-the-Road Charging Ford helps you fill up when you're not at home.	BlueOval™ Charge Network The largest public charging network in North America. ² Easy Charger Routing Find public charging locations through Ford's Connected Navigation, Apple EV Routing via Carplay [®] and GoogleMaps EV Routing via Android Auto™. Ford Pass App Find and pay for charging along your route Network, all through one account and one app.	Three items are top of mind for consumers when engaging in public charging: convenience, proximity, and cost. Ford's BlueOval Charge Network provides efficient access to public chargers, Connected Navigation routing, and a single source of payment through the FordPass app to give customers peace-of-mind when on the road.
Ongoing Support and Guidance Ford has your back.	24/7 Live Support³ Text a dedicated Ford advisor for 24/7 electric vehicle support. Ford Roadside Assistance now offers proactive charging support ⁴ and towing, for peace of mind if you run out of charge.	The Ford advisor will help customers feel prepared for the electric vehicle lifestyle and will complement Ford Dealers' electric vehicle onboarding support for owners post-delivery with critical electric vehicle topics.
Battery Confidence Ford supports the health of your battery.	Vehicle Warranty Ford electric vehicles have an eight-year/100k mile high-voltage battery warranty. ⁴	Increased customer confidence in Ford's electric vehicles.

¹Must purchase or lease a 2024 or 2025 F-150 Lightning, Mustang Mach-E, or E-Transit Cargo Van from a Ford dealer between 1/3/2025 and 1/31/2025 to be eligible to receive (a) one (1) complimentary Ford Charge Station Pro (Ford charger model may vary based on availability) with complimentary home installation, or (b) \$1,000 bonus cash. No trade-in required. Offer not available to fleet or commercial customers. Complimentary home installation must be completed through Qmerit Electrification LLC by 9/30/2025; restrictions may apply based on structural and electrical limitations. Must take retail delivery from an authorized Ford dealer's stock by 1/31/2025. See your Ford dealer for details and terms. ²Based on active charging stations in OCPI data from Ford's CMS partners, generated between 9/1/2024 and 10/11/2024. Numbers subject to change. FordPass[®] App, compatible with select smartphone platforms, is available via download. Message and data rates may apply. ³Available only for Ford F-150 Lightning and Mustang Mach-E owners. Message and Data Rates May Apply. By texting, you agree to receive text messages. Text HELP for information. Text STOP to cancel. Privacy Policy at www.ford.com/help/privacy/. Customer must agree to terms and opt-in to phone and text communications for 24/7 Live Support and proactive charging support. Not available on select holidays. See your Ford dealer for details. Roadside Assistance is a complimentary offering to all Ford owners for up to 5 years or 60,000 miles (from the date of sale), whichever occurs first. ⁴See your dealer and the Battery Electric Vehicle Warranty Guide for limited warranty details. ⁵Data and key takeaways from the May 2024 BCG Electric Vehicle Propensity Study commissioned by Ford Motor Company. ⁶This IPSOS New Vehicle Customer Survey is based off data collected from customers who purchased a BEV during the timeframe of October 2022 through September 2023 and charge at home at least once a week.