



Ford of Europe Names Director of Electrified Vehicles in Newly Established Role, Supporting Business Redesign

- Ford appoints Steve Hood as director, Electrified Vehicles, Ford of Europe, responsible for developing strategy, new business models and plans for electrified vehicles and services
- The creation of this role supports Ford of Europe's fundamental redesign and its preparation for the introduction of electrified vehicles at greater scale
- Hood will lead an integrated and cross-functional electrified vehicle team that will continue to be built over the weeks ahead

COLOGNE, Germany, Nov. 6, 2018 – Ford today named Steve Hood to the newly established position of director, Electrified Vehicles, Ford of Europe, with responsibility for developing strategy, new business models and plans for electrified vehicles and services.

The creation of this role supports Ford of Europe's fundamental redesign, which will include growing the top and bottom line of its leading commercial vehicle business, and focus the company's capital and resources on products, segments and services that can create winning positions and support long-term profitability.

"Having a dedicated electrified vehicle leader in Europe is critical as we redesign our business for the future and we welcome Steve back to the team," said Steven Armstrong, group vice president and president, Europe, Middle East and Africa, Ford Motor Company. "As the electrified vehicle market accelerates, Steve will work closely with our global Team Edison to deliver a winning vehicle portfolio at greater scale and specific for our European customers."

Globally, Ford is investing \$11 billion in electrified vehicles by 2022, including plug-in hybrids and full battery electric vehicles. In Europe, production starts shortly on the Mondeo Hybrid Wagon which will complement the existing Mondeo Hybrid four-door. In 2019, Ford of Europe will start to introduce 48 Volt mild hybrid vehicles, plus the production version of the PHEV Transit Custom. In 2020, Ford will introduce a fully electric SUV with an expected range of at least 300 miles/480km, plus two other fully electrified vehicles.

Effective immediately, Hood will report to Armstrong and Ted Cannis, global director, Electrified Vehicles. He will lead an integrated and cross-functional electrified vehicle team that will continue to be built over the weeks ahead.

Previously, Hood served as vice president, Marketing, Sales & Service, Changan Ford, since June 2017.

Since joining Ford in 1985, he has worked in a variety of roles, including vice president, Sales, Ford Asia Pacific, from September 2016 to June 2017, and chairman and CEO of Ford of Britain's wholly owned dealer group, TrustFord, from 2015 to 2017.

Hood served in Ford of Europe from 2011 to 2014, as director of Retail Strategy and later as director of Sales Operations, responsible for developing dealer network strategies in Europe and developing the retail experience for Ford customers.

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