



The Tipping Point – Ford’s New Breed of Electrified Vehicles to Surpass Combined Diesel and Petrol Models by 2022

- Ford reinforces commitment to cleaner electric future by showcasing at the Frankfurt Motor Show its strongest line-up of electrified vehicles, including new Puma Titanium X debut
- By the end of 2022, electrified vehicles will account for more than 50 per cent of all Ford car sales in Europe – surpassing combined sales of conventional petrol and diesel models
- Ford announces new solutions to make electrified vehicle charging easier that will significantly reduce charge time and help to contribute towards quieter streets

FRANKFURT, Germany, Sept. 10, 2019 – Ford today premiered at the Frankfurt Motor Show a range of new vehicles that will help pave the way for electrified models to outnumber combined sales of conventional diesel and petrol models in just a few years.

“With electrification fast becoming the mainstream, we are substantially increasing the number of electrified models and powertrain options for our customers to choose from to suit their needs,” said Stuart Rowley, president, Ford of Europe. “By making it easier than ever to seamlessly shift into an electrified vehicle, we expect the majority of our passenger vehicle sales to be electrified by the end of 2022.”

Earlier this year, the company committed that every new Ford passenger vehicle nameplate in Europe will include an electrified option, and shared its initial plans at a special “Go Electric” event in Amsterdam. Among the electrified vehicles now being showcased in Frankfurt are the all-new Kuga Plug-In Hybrid and all-new Explorer Plug-In Hybrid SUVs, as well as the new Tourneo Custom Plug-In Hybrid people-mover, the new Puma EcoBoost Hybrid compact crossover and the Ford Mondeo Hybrid wagon.

Ford’s new Mustang-inspired all-electric performance SUV will arrive in 2020, with a targeted pure-electric driving range of 600 km (more than 370 miles) calculated using the World Harmonised Light Vehicle Test Procedure (WLTP), and fast-charging capability. *

In total, Ford plans to launch eight electrified vehicles this year that will contribute to sales of 1million electrified vehicles in Europe projected by the end of 2022. A further nine vehicles are planned for introduction by 2024.

The high specification new Puma Titanium X debuts in Frankfurt, featuring standard technologies usually reserved for large executive cars. The SUV-inspired compact crossover model delivers innovative removable seat covers, as well as comfort-enhancing lumbar massage seats and convenient wireless charging for compatible smartphones.

The Puma Titanium X also offers EcoBoost Hybrid mild-hybrid technology for enhanced fuel efficiency and performance – one of a range of electrified powertrain solutions for Ford vehicles alongside self-charging full-hybrid; plug-in hybrid; and all-electric.

“There is no ‘one-size-fits-all’ solution when it comes to electrification – every customer’s circumstances and travel needs are different,” said Joerg Beyer, executive director, Engineering, Ford of Europe. “Our strategy is to pair the right electrified powertrain option to the right vehicle, helping our customers make their electrified vehicle experience easy and enjoyable.”

The company also announced details of new pan-European charging solutions that will support electrified vehicle owners and operators with a stress-free experience, helping Ford plug-in hybrid customers to be even more confident of reaching their destinations in comfort.

Ford will partner with six energy suppliers in Europe, including Centrica in the U.K. and Ireland, to install home charging wall boxes and provide green energy tariffs that will make charging faster and more affordable for customers. A further initiative in partnership with NewMotion will help drivers locate and pay for charging more easily at more than 118,000 charging points in 30 countries.

A new Go Electric experience also debuts at Frankfurt, helping customers understand how seamlessly they can step into electrified vehicle ownership.

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- Ford Explorer Plug-In Hybrid CO₂ emissions from 71 g/km, fuel-efficiency from 3.1 l/100 km
- Ford Kuga Plug-In Hybrid CO₂ emissions from 26 g/km, fuel-efficiency from 1.2 l/100 km
- Ford Mondeo Hybrid wagon CO₂ emissions from 99 g/km, fuel-efficiency from 4.3 l/100 km (with optional 17-inch alloy wheels)
- Ford Puma EcoBoost Hybrid CO₂ emissions from 125 g/km, fuel-efficiency from 5.5 l/100 km
- Ford Tourneo Custom Plug-In Hybrid CO₂ emissions from 75 g/km, fuel-efficiency from 3.3l/100km

*Officially homologated fuel-efficiency and CO₂ emission figures will be published closer to on-sale date

The declared fuel/energy consumptions, CO₂emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO₂emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel-efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO₂ emissions and electric range. CO₂ is the main greenhouse gas responsible for global warming.

Since 1 September 2017, certain new vehicles are being type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) according to (EU) 2017/1151 as last amended, which is a new, more realistic test procedure for measuring fuel consumption and CO₂ emissions. Since 1 September 2018 the WLTP has begun replacing the New European Drive Cycle (NEDC), which is the outgoing test procedure. During NEDC Phase-out, WLTP fuel consumption and CO₂ emissions are being correlated back to NEDC. There will be some variance to the previous fuel economy and emissions as some elements of the tests have altered i.e., the same car might have different fuel consumption and CO₂

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 194,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 50,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 64,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 20 manufacturing facilities (13 wholly owned facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*