



Ford's New Attitude of 'Bring on Tomorrow' Commits to a Customer-First Future of Electrification and Excitement

Ford is signalling a significant shift in its European passenger vehicle business with the introduction of a bold new brand direction named "Bring on Tomorrow".

Committed to leading the way during a time of huge transformation for the automotive industry, Ford is delivering 14 electrified vehicles to customers by the end of 2020 and promising to electrify all future passenger vehicles coming to market.

"This new brand direction is much more than a marketing campaign – it is a new guiding attitude for Ford employees that reflects these fast-paced times and illustrates Ford's position at the forefront of real change," said Anthony Ireson, director, Marketing Communications, Ford Europe. "We are delivering a highly expressive product range with innovation and new technology that our customers will love, and it is spearheaded by the brilliant Mustang Mach-E."

Available to [pre-order](#) in selected European markets now, the purpose-built, all-electric Mustang Mach-E features in the first "Bring on Tomorrow" TV advert – reimagining the Mustang ideas of freedom, progress, fast performance and a touch of rebellion, and embodying Ford's powerful electric future.

A [second TV advert](#) recently debuted in Italy before rolling out across Europe through the remainder of January and February and features the new Ford Puma crossover, which introduces Ford's advanced, fuel-saving mild-hybrid powertrain technology alongside head-turning design.

A third TV advert launching in April will centre on the all-new Kuga SUV – Ford's most electrified vehicle ever, offering plug-in, full-, and mild-hybrid engine options in 2020. All three adverts feature the track "Power" by Kanye West, chosen for its energy and simplicity as well as lyrical themes of confidence, determination and modernity.

Highlighting Ford's progressive spirit and underlining the company's commitment to electrification, the TV adverts are all being produced by AMV BBDO and directed by Nicolai Fuglsig, who has won more than 175 accolades for commercial directorial work that includes 4 Emmy nominations, and the overall award in 2013. His previous credits include Sony "Balls", Guinness "Sapeurs", and Nike's "Possibilities".

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- Ford Puma EcoBoost Hybrid CO₂ emissions from 96 g/km, fuel efficiency from 4.2 l/100 km NEDC
- Ford Kuga Plug-In Hybrid CO₂ emissions from 26 g/km, fuel efficiency from 1.2 l/100 km NEDC
- Ford Kuga EcoBlue Hybrid CO₂ emissions from 111 g/km, fuel efficiency from 4.3 l/100 km NEDC
- Mustang Mach-E and Kuga Hybrid officially homologated fuel/energy efficiency and CO₂emission figures will be published closer to on-sale date

The declared fuel/energy consumptions, CO₂-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. Light Duty Vehicle type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) will have fuel/

energy consumption and CO₂-emission information for New European Drive Cycle (NEDC) and WLTP. WLTP will fully replace the NEDC latest by the end of the year 2020. The applied standard test procedures enable comparison between different vehicle types and different manufacturers. 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, so the same car might have different fuel consumption and CO₂ emissions.

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 191,000 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 47,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 62,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 19 manufacturing facilities (12 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.