



Ford Opens E-Transit Registration Site, Releases New Targeted MSRP as Top Fleet Customers Line Up for All-Electric Van

- Interest is growing in the all-new, all-electric Ford E-Transit, with more than 450 commercial customers spanning 45 vocations already raising their hands to share purchase intentions
- E-Transit registration site opens today for commercial customers, with new pricing for all configurations at a targeted starting MSRP of \$43,295 – up to \$52,690; visit Fleet.Ford.com for full pricing and range options across eight versatile configurations
- Early-production E-Transit vans to be tested in challenging real-world conditions by select fleet customers in telecommunications, delivery, utility services and more this summer; order banks will be open by July

DEARBORN, Mich., May 4, 2021 – With customer interest growing in the all-new E-Transit, Ford today opens its website for hand-raisers to register their interest in learning more about the company’s first-ever full-size all-electric van ahead of order banks opening by July.

Along with the registration site, E-Transit has updated pricing, with a targeted starting MSRP of \$43,295 for the cutaway – lower than originally announced – to \$52,690 for the high-roof extended-wheelbase cargo van.

To date, more than 450 commercial customers in North America, including 200 top fleets and fleet management companies, have said they’re interested in purchasing the all-new E-Transit.

E-Transit is an electrified version of Ford Transit, America’s best-selling commercial van¹. It will be built alongside the Transit at Ford’s Kansas City Assembly Plant in Claycomo, Missouri. With the zero-emission E-Transit, Ford is helping businesses achieve their sustainability goals and lower costs of ownership, while providing a familiar vehicle layout, driver experience, connectivity and dealer support.

Demand for all-electric vans is growing. Ford data shows that in the U.S., 70 percent of the full-size bus and van business is going all-electric by 2030 – that represents more than 300,000 vehicles annually. As America’s best-selling commercial van brand for 42 years², Ford intends to maintain this strong share of market into a new era of electrification.

Versatility makes E-Transit a likely choice for commercial customers, as the vehicle offers eight configurations, including cargo van with three roof heights and three lengths, plus chassis cab and cutaway models, lending itself to a wide array of applications. Preliminary conversations with commercial customers indicate a healthy mix for demand across all eight configurations, with roughly 40 percent leaning toward high-roof vans and 60 percent pointing to medium-roof, low-roof, cutaway and chassis cab versions.

“We’ve had so much interest early on, we wanted to open this registration site to serve customers with a build mix for their needs across all van body styles,” says Ted Cannis, general manager, North American commercial business. “Some customers want high-roof vans to maximize internal cargo space, while others need to install bodies on cutaways and chassis cabs. Customers will have an all-electric solution – from box truck delivery to parking structure-friendly utility service vans and everything in between.”

Internal data shows early order indicators favor the delivery segment – ranging from wholesale goods to packages, groceries to replacement parts – with many other vocations in the hand-raisers group looking to take advantage of E-Transit versatility. These include equipment rental; local, state and federal government agencies; utility services; and telecommunications. Customers have shared plans to use E-Transit for recreational vehicles, school buses, automotive

service, carpet cleaning, service vans and other commercial applications. More unusual applications offered include armored transport, blood donation units and prisoner transport.

Customers can sign up at the new E-Transit registration site on [Fleet.Ford.com](https://fleet.ford.com) to review the targeted starting MSRP and targeted driving range for all configurations for E-Transit cargo van³. Customers can also indicate their desired versions and receive the latest news on E-Transit, including notification when order banks open. No deposit or purchase commitment is required.

“Customers should be thrilled to see that the starting price is well under what we announced at the E-Transit reveal in November,” says Cannis. “We want to make these products accessible and turnkey because, as the trusted leader we are today, we know customers need electric products that fit their business – not the other way around. And E-Transit can further help save on operating costs compared to gas-only vans.”

A smart workhorse for U.S. cities, the zero-emission E-Transit was designed with insight from 30 million miles of customer telematics data showing that the average commercial van drives 74 miles per day. With a usable battery capacity of 67 kilowatt-hours⁴, the low-roof E-Transit cargo van has a targeted driving range of 126 miles³.

Available Pro Power Onboard turns E-Transit into a mobile generator with up to 2.4 kilowatts of available power to help customers use and recharge job site tools ranging from belt sanders to miter saws. When paired with an activated standard embedded modem, standard SYNC[®] 4 brings connected solutions that unlock software subscriptions to help fleets manage charging transactions, telematics services and more.

E-Transit offers the same cargo dimensions and standard mounting points as the gas-powered van so fleets can continue to use the same upfits, racks, bins and accessories they have now, while taking advantage of the improvements in uptime and productivity provided by the fully electric powertrain, new software solutions and Pro Power Onboard options.

Potential savings are expected from day one, as scheduled maintenance costs over eight years/100,000 miles are projected to be 40 percent less than for the gas-powered Transit based on recommended service schedules published in 2019 and 2020 owner’s manuals. E-Transit is backed by 645 Ford Commercial Vehicle Center dealers across the U.S. – about 90 percent of which are electric vehicle-certified – for easy sales and service.

Expect to see early production E-Transit vans on job sites and in communities across North America this summer as Ford rolls out a pilot program in which key customers test the electric van across a variety of vocational use cases. More information about the pilot will be available at a later date.

E-Transit, the first all-electric cargo van from a full-line automaker in North America, is part of Ford’s more than \$22 billion investment in electrification through 2025. The all-new, all-electric Mustang Mach-E is on sale now, E-Transit is available later this year, and the all-electric F-150 hits dealerships in 2022.

Customers can register for E-Transit by visiting fleet.ford.com.

###

¹ Based on total U.S. reported sales (2020 calendar year).

² Based on total U.S. reported sales (1979-2020 calendar year). Includes Ford E-Series, formerly called Econoline, van and chassis; Club Wagon; Transit Connect cargo van and passenger wagon; Transit cargo van, passenger van and chassis.

³ Based on full charge. U.S. targeted range reflecting current capability based on analytical projection consistent with U.S. EPA MCT drive cycle methodology (www.fueleconomy.gov/feg/pdfs/EPA_test_procedure_for_EVs-PHEVs-11-14-2017.pdf). Actual range varies with conditions such as external environment, vehicle use, vehicle maintenance, upfits and alterations, lithium-ion battery age and state of health.

⁴ Based on manufacturer calculation using computer engineering simulations. Your results may vary.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – and Lincoln luxury vehicles; provides financial services through Ford Motor Credit Company; and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected vehicle services. Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.