



## Ford Pro Charging Launches to Help Businesses of All Sizes Overcome the Hurdle to Seamless Electrification

- Ford Pro Charging offers enterprise-grade charge management software, hardware and services to support commercial customers running a fleet of electric vehicles
- A simple management solution for electrified fleets of all makes and sizes, Ford Pro Charging lets customers switch between charging at depots, employee homes, and public charging stations
- Ford Pro Charging's goal is to provide integrated end-to-end charging solutions including consultation on depot site design, installation, operations, maintenance, and support all backed by Ford Pro to give customers peace of mind while helping them optimize energy costs and uptime
- Ford Pro expects annual U.S. industry sales of full-size all-electric trucks and vans in the commercial and government segments to be over 300K by 2030. With 125,000 fleet customers of all sizes in the U.S., Ford is uniquely positioned to build on these relationships as a trusted partner that can enable their transition to electric vehicles

**DEARBORN, Mich., Dec. 16, 2021** – Today, Ford Pro™ announced the launch of Ford Pro Charging, a comprehensive solution for commercial electric vehicle charging. While more commercial customers want to switch to electric vehicles to reduce maintenance costs, minimize emissions and drive down total cost of ownership\*, the transition from all internal combustion-powered fleets can be complex. Ford Pro Charging will help ease this transition by delivering intuitive software and commercial hardware infrastructure to support charging and energy management.

“Customers are saying, ‘We want the E-Transit® and F-150 Lightning™ Pro, but how are we going to charge and operate them efficiently once they’re in our fleet?’” said Ted Cannis, CEO of Ford Pro, a separate business within Ford focused on commercial customers of all sizes. “They are depending on us to provide the electric vehicles and the integrated solutions designed for EVs that they need for charging and connectivity. Ford Pro Charging is an industry first solution that is focused on helping our customers plan for, operate and deploy charging solutions so they can reduce operating costs and improve efficiency.”

Commercial vehicles spend extended amounts of time on the road often hauling heavy loads, and the energy use needs to be managed carefully. Understanding fleet operations while balancing demand for energy gets to the bedrock of the Ford Pro Charging advantage. Data streams from today’s connected Ford commercial vehicles have been leveraged to predict and manage the operational needs of electrified fleets.

This is what makes Ford Pro Charging a crucial bridge to the future – the software analyzes how each fleet operates and can precisely orchestrate charging management based on those behaviors. Most importantly, the technology solves meaningful problems for customers, such as determining the optimal times to charge based on energy rates.

“Our current fleet of connected vehicles allow us to learn from existing fleet behaviors so we can build the right infrastructure and the right charge management software,” says Muffi Ghadiali, head of Ford

Pro Charging. “Let’s say the customer fleet returns around 10 p.m. planning to go back out starting at 5 a.m. You have a limited window for charging and have to make charging decisions in a highly dynamic environment. Does every vehicle need to be fully charged? Can we balance charge power against the available charging window to take advantage of low overnight energy rates? Ford Pro Charging accounts for a multitude of variables and controls each charge station precisely to optimize energy costs and ensure vehicle uptime.”

Ford Pro Charging aims to be part of every fleet customer’s electrification journey. This starts on day one and continues through every step of the electrification process – identifying available incentives, with Ford Pro consulting on the design and construction of optimal charging sites that can scale with fleet operations, while collaborating with local utility partners on energy and infrastructure needs. Ford Pro Charging offers a turnkey solution starting with site review and design consultations to determine the number and type of chargers needed, plus service to manage installation of commercial-grade charging hardware.

Ford Pro expects the depot charging industry to grow to nearly 900,000 full-size trucks and vans in the U.S. by 2030. While some fleets need the control and certainty of depot chargers “behind the fence” on company property, others may not have the business model or desire to make an investment in depot charging infrastructure. Ford Pro Charging has them covered, too. Customers have access to over 70,000 public charging ports, with over 3,200 DC fast charging stations (over 7,300 plugs) and growing\*\* on the nationwide Blue Oval Charging Network. For fleet drivers needing to charge overnight at home, Ford Pro offers a complete solution from home charger installation to software capabilities for tracking, reporting and simplifying driver reimbursement.

Taking an open-standards approach, Ford Pro Charging is designed to interoperate with electric vehicles from a multitude of OEMs and vehicle classes – from forklifts to heavy-duty trucks. The software solution enables remote monitoring and management and can relay charge rate, optimal charge times and service alerts. In conjunction with Ford Pro E-Telematics, exclusive features such as battery pre-conditioning can maximize range and battery performance. Powerful insights and data are integrated in a seamless user experience for fleets, meaning customers can manage their vehicles and fleet operations with a single account that gives them access to the full suite of Ford Pro Charging management and E-Telematics solutions.\*\*\*

Knowing that the transition to EVs will not be immediate, Ford Pro makes it easier to manage by providing a single solution for both ICE and EV fleet management. According to Ford, commercial customers turnover between 10 -15% of their fleet each year so many will manage a mixed fleet of vehicles for a long time. Ford Pro makes it easier for our 125,000 active US customers to operate their whole fleet and upfits as they add electric versions of the Transit and F-150 to their existing fleet. This includes small and medium businesses and local government customers that are often overlooked and underserved.

Ford Pro delivers solutions to commercial customers of all sizes to help increase fleet productivity, improve uptime and lower operating costs through connected services and work-ready internal combustion and battery electric vehicles. For more information on Ford Pro products and services, visit [fordpro.com](https://fordpro.com).

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\*Available on vehicles with embedded modem or equipped with plug-in device (PID). Requires modem activation. Ford Telematics and Ford Data Services are subscription services subject to agreement to FSM terms and conditions. Subscription subject to monthly charge. Subject to OFAC and credit check for subscription eligibility. Connected service and features, and access to vehicle data depend on subscription and compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features.

\*\*Disclaimer - Based on original equipment manufacturers(OEM)/automotive manufacturers that sell all-electric vehicles and have publicly announced charging networks. Department of Energy data used. FordPass, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

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## About Ford Motor Company

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at [corporate.ford.com](http://corporate.ford.com).*