



Ford's Electrified Vehicles

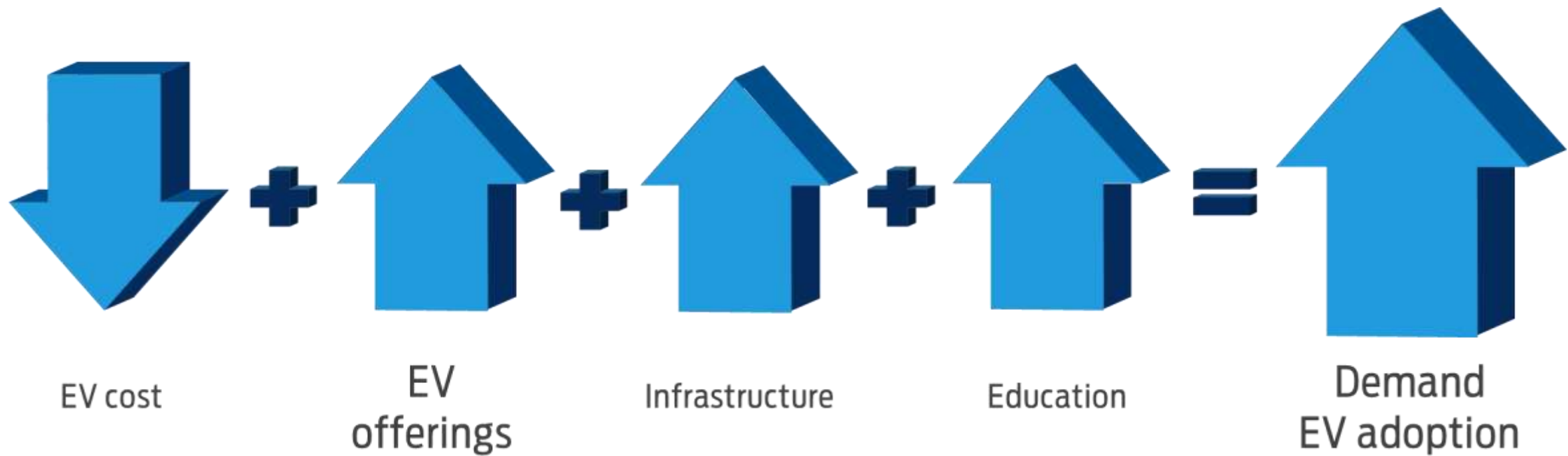
National Association of State Energy Officials
2018 Annual Meeting

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Mark Kaufman

Ford Global Director – EV Marketing and Distribution

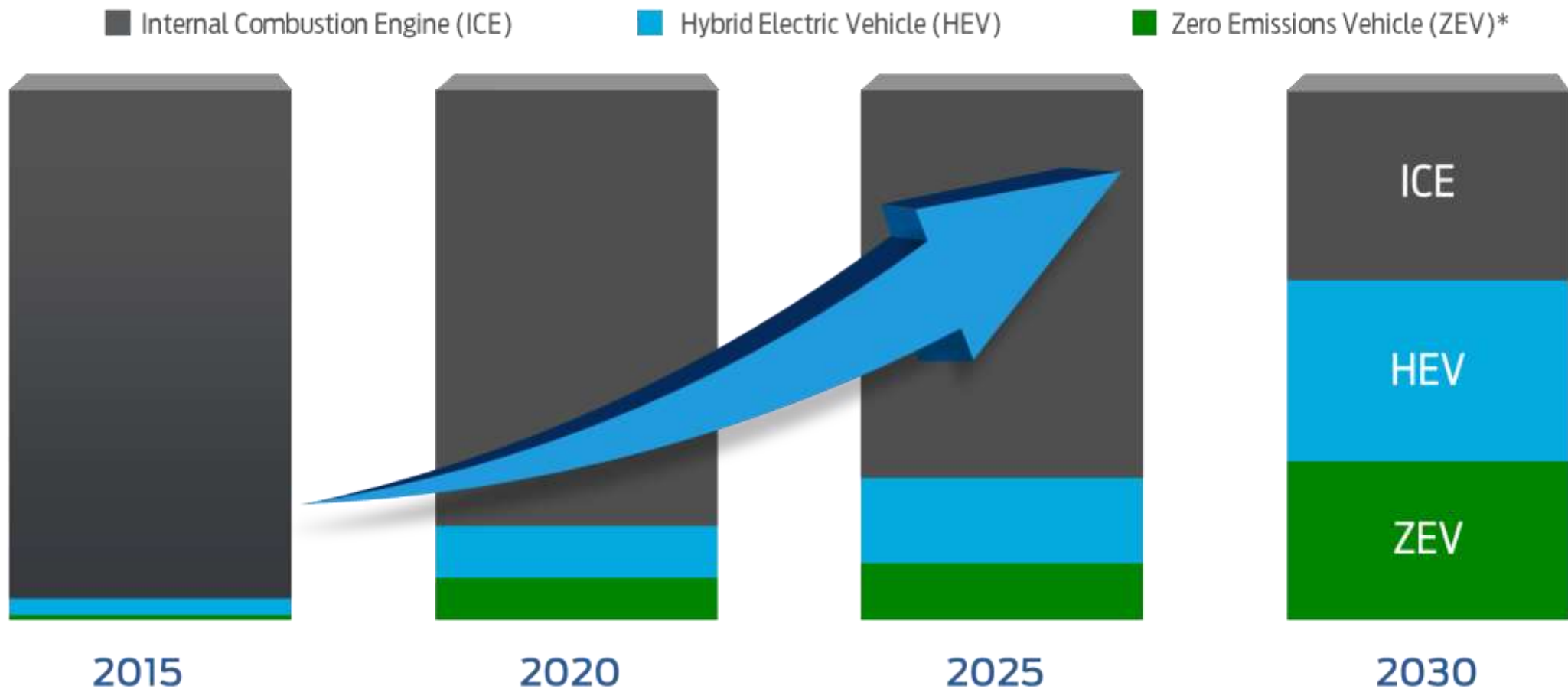
EV adoption will rise as barriers come down



Industry and Government can both play a role in increasing the rate of EV Adoption

Electrification is reaching tipping point

Anticipated Global Electrification Mix Rates



* Full Battery Electric (BEV), Plug-in Hybrid Vehicle (PHEV) and fuel cells

Source: Navigant, LMC, BNEF, Juniper, MIT, IHS, Accenture, KPMG, PwC, JATO, FSS, Exxon, GM, Hyundai, Honda, Nissan, Toyota, Ford

Our strategic approach focuses on building a foundation for long term success

Play To Our Strengths

Commercial, trucks, utilities, performance

Build Brand and Credibility

Building on our iconic nameplates; Zero compromise battery electric vehicles

Leverage Scale and Technology

Design, volume, manufacturing and purchasing power

Business Model Innovation

Ecosystem approach (charging, insurance and customer experiences)

Ford will spend over \$11 Billion on EVs. By 2022, we will have a significant BEV and electrified lineup

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Full Battery
Electric Vehicles

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Electrified Vehicles

- Dedicated BEV platforms
- Includes our trucks and vans
- Supports our commercial and Lincoln businesses
- Includes Zotye nameplates





Thank you for ongoing efforts to encourage customer transition to electrified products.