Northwestern University
Transportation Center -
Electrification Workshop

Matt Stover, Director Business Development/EV Services,
Ford Motor Company
Our strategic approach focuses on electrifying our iconic brands to ensure long-term success.
Lead the Electrification Revolution

$30B global investment in electrification through 2025 – now oriented to BEV;
40% of global sales expected to be electric by 2030
BEV adoption will increase as barriers come down.
AMPLIFYING ATTRIBUTES
OUR CUSTOMERS LOVE

- Performance
- Bold Designs
- Quiet Powertrain
- Low Ownership Cost
- No More Gas
...AND DELIVER OUR CUSTOMERS “GOTTA HAVE IT” NEW EXPERIENCES THAT REMOVE FRICTION FROM THEIR LIVES
Supporting Customers Across the EV Ecosystem
Access to North America’s largest public charging network with over 63,000 chargers

*Based on original equipment manufacturer (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.*
**Battery Vertical Integration**

- 240 GWh of Battery Cell Capacity by end of decade

**Ford Ion Park**
Battery Center of Excellence

**IonBoost+**
Highest energy density of any cell of its type
Higher efficiency and range
Ideal for larger vehicles and performance products
Scales efficiently across product lines

**IonBoostPro**
Cell technology for commercial customers

**Solid Power**
All solid-state battery
Better value and greater safety
Built using existing Li-ion manufacturing
Meet the all-new, all-electric F-150 Lightning.
EV New Features: Ford Intelligent Backup Power
FORD INTELLIGENT BACKUP POWER

Be prepared for what nature throws at you with the 2022 Ford F-150 Lightning. Available Ford Intelligent Backup Power, enabled by the 80-amp Ford Charge Station Pro, allows you to use your truck as a backup power source to your home during a power outage. The power transfer can be triggered automatically or manually based on customer preference. *When home is properly equipped and home transfer switch disconnects home from the grid.

TRUCK CHARGES UP
You get home and plug in your truck with the available 80-amp Ford Charge Station Pro. The F-150 Lightning charges using power from the grid.

GRID GOES DOWN
But what happens when the power gets knocked out by a storm? No problem. The Ford F-150 Lightning is there to help. You can set Ford Intelligent Backup Power to automatically or manually kick in and power your home just like a generator. *

F-150 LIGHTNING GOES TO WORK
With the ability to off-board up to 9.6 kW of peak energy, F-150 Lightning can provide full-home power for up to three days, or as long as ten days if power is rationed. *

*When home is properly equipped and home transfer switch disconnects home from the grid.
EV New Features: Enhanced Pro Power Onboard
EV New Features: Mega Power Frunk
Market Reception: 100,000 reservations in first 3 weeks