



GUIRR/AIAA Collaborative Webinar
11th July 2023

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Executive Director

Global Technology Strategy, Research & Advanced Engineering

Unleashing the Ford+ Plan



Ford Model e

Delight customers with truly incredible electric and connected vehicles and services, and build the future as our center of innovation and growth



Ford Blue

Inspire customers to pursue their dreams and passions in life with iconic Ford vehicles and experiences, and serve as the engine that supports and powers our future

600,000 EV Production Run Rate



270,000

Mustang Mach-E
North America, Europe & China

150,000

Transit EVs
North America & Europe

150,000

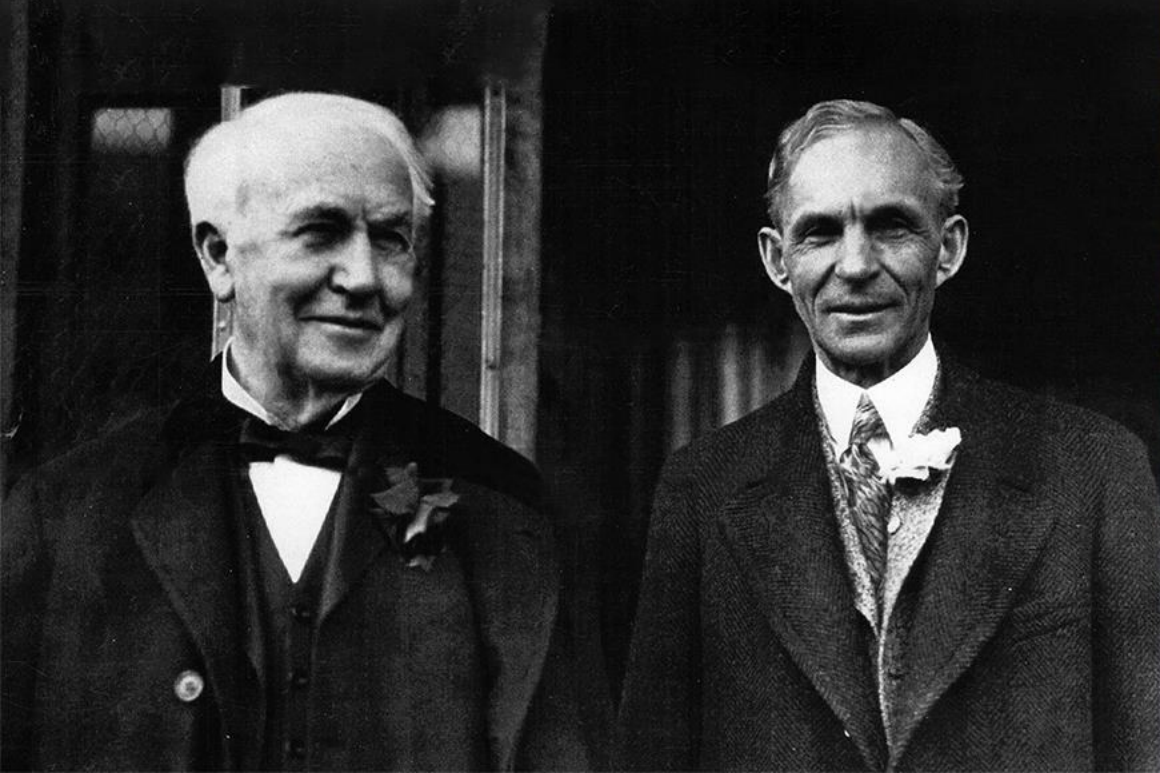
F-150 Lightning
North America

30,000

New Mid-size SUV
Europe

Expected run rate by late 2023

Ford+



“If I had asked people what they wanted, they would have said faster horses”

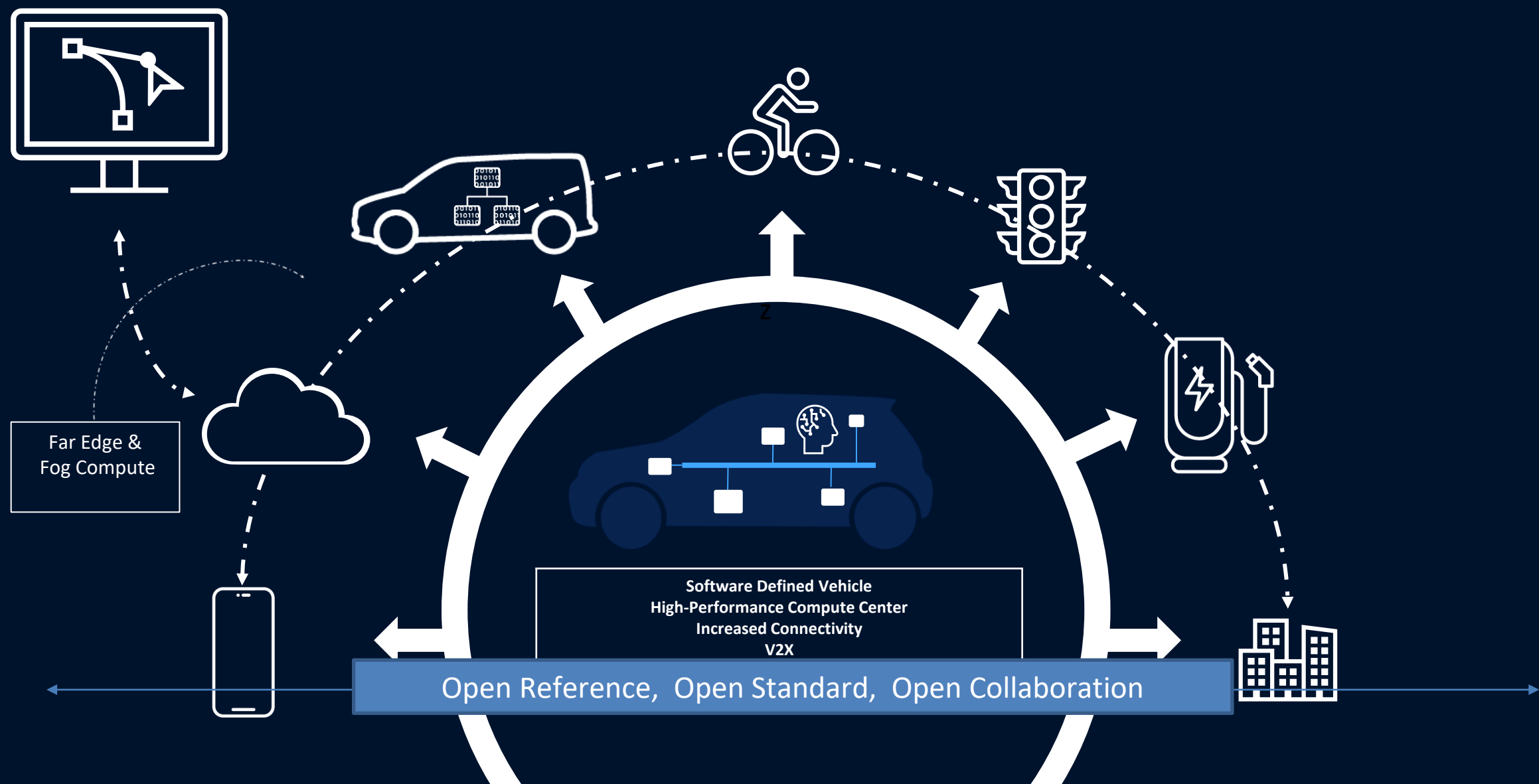
— Henry Ford







Continuous Expansion of the Connected Ecosystem



FORDLiive

CONNECTED UPTIME SYSTEM

Enabling Ford customers to **maximise productivity** by cutting downtime by up to 60 per cent – fewer breakdowns, reduced dealer visits and quicker repairs

Free-of-charge for all Ford

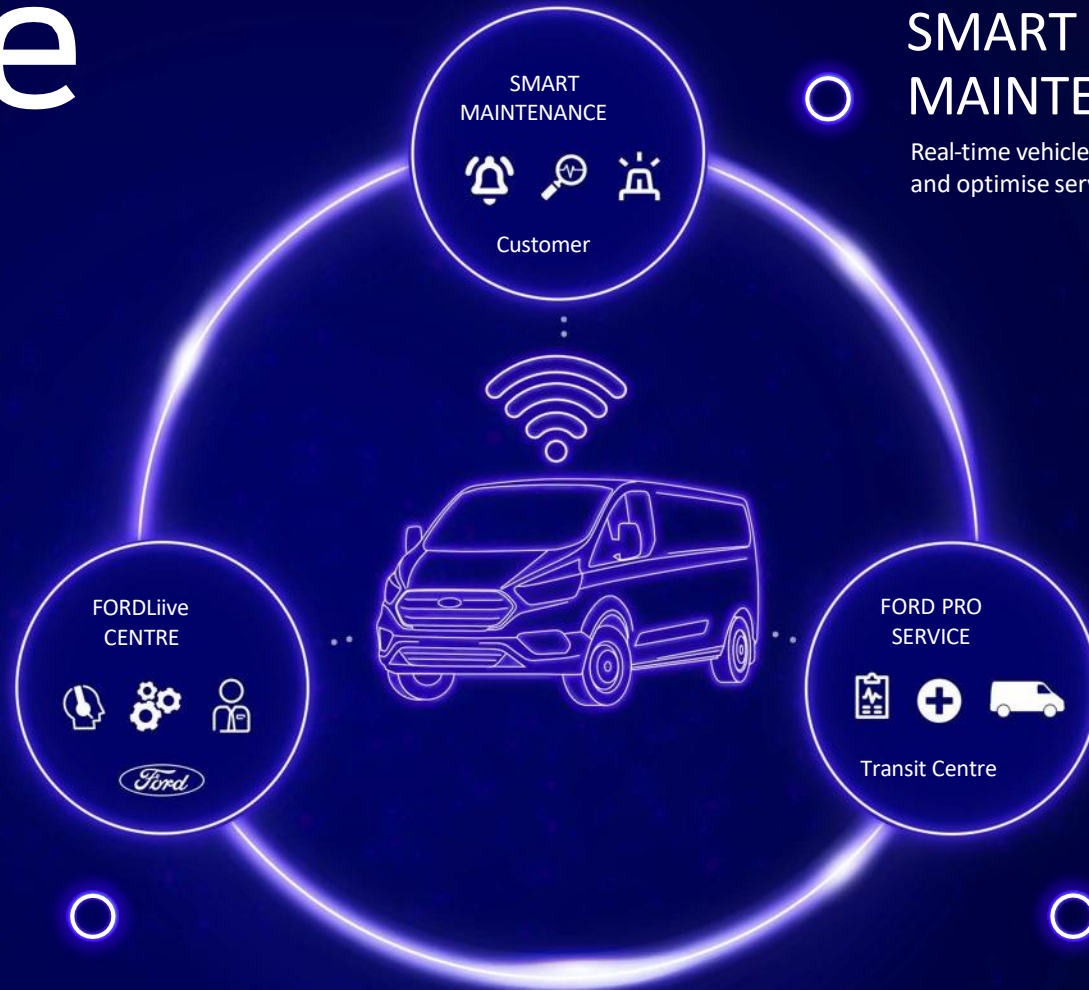
○ connected commercial vehicle owners

Easily managed using
FordPass Pro¹ and Ford

○ Telematics²

¹FordPass Pro App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

²Ford Telematics is available for Ford vehicles with a FordPass Connect Modem or a 3rd Party Plug-In Modem. Eligible Fleet/business customers only. Subscription charges and FCS T&Cs apply.



SMART MAINTENANCE

Real-time vehicle data helps customers prevent breakdowns and optimise servicing

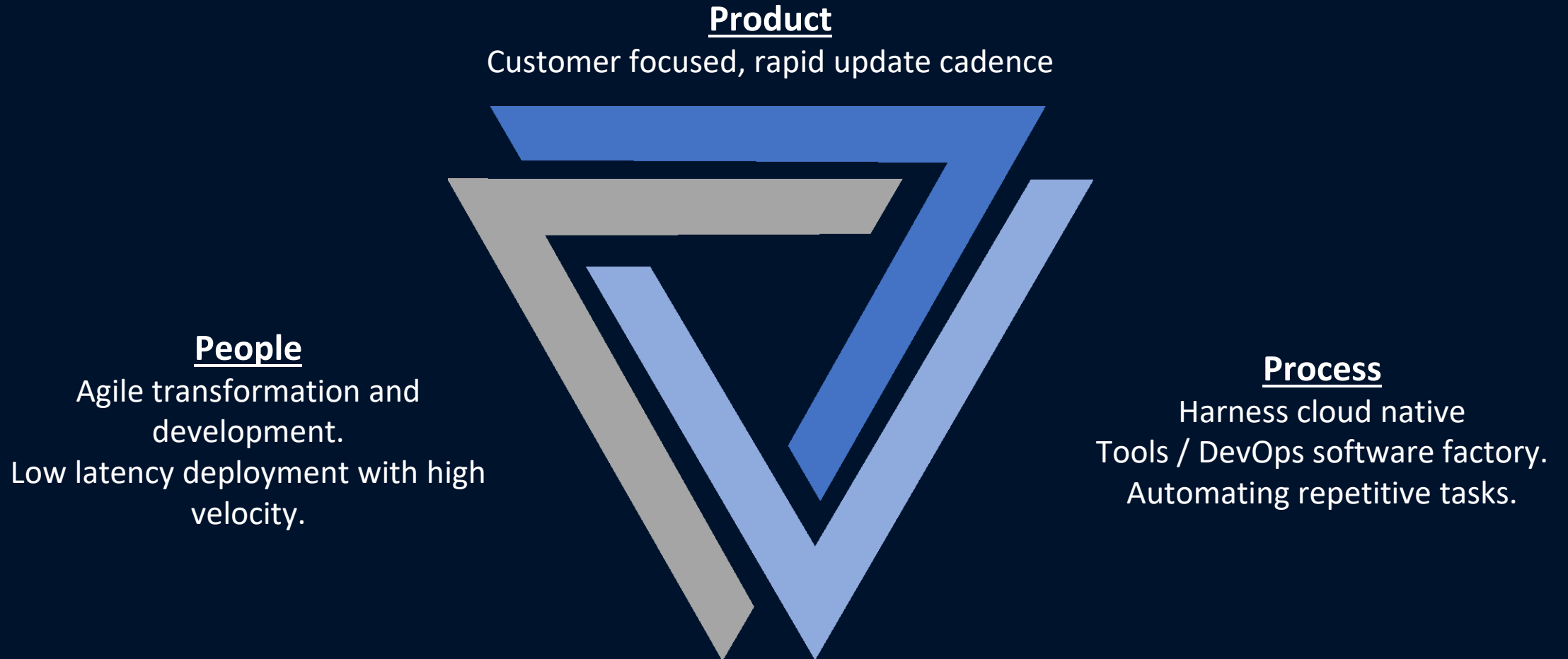
FORDLiive CENTRE

Dedicated teams of Ford experts help dealers resolve issues and source parts

FORD PRO SERVICE

Enhanced service and support from network of 800 Transit Centres

More Than a Product Challenge



Call to Action

Proactive collaboration, contribution, and implementation of open reference and open standard solutions for non differentiating product elements

Modernized, integrated tool chain, and common software development processes to increase development velocity automating wherever possible

Optimize cooperation across supply chain to integrate suppliers into the 'product' development environment to realize the software factory



Open Reference, Open Standard, Open Collaboration



developer.ford.com

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Improve your customer experiences with Ford **digital** products

Contact Us



APIs >

The power of the Ford network delivered as APIs.

Applink® >

Create utility for your users by making your apps accessible in Ford and Lincoln vehicles.

European Connected Vehicle Data >

View how Ford participates with the European connected vehicle data platform.