

## All-Electric Ford Mustang Mach-E Delivers Power, Style and Freedom for New Generation

- For the first time in 55 years, Ford is expanding the Mustang line-up with the all-electric Mustang Mach-E joining the Mustang sports coupe, convertible and special editions, featuring an all-new infotainment system and connected vehicle technology
- All-new, purpose-built, all-electric model symbolises the beginning of a new electrified era for Ford; is one of 14 electrified Ford vehicles coming to Europe by the end of 2020
- From its sleek silhouette and muscular curves to exhilarating drive experiences that offer unique driving dynamics and sounds, Mustang Mach-E embodies the Mustang spirit
- Mustang Mach-E GT brings the thrills Mustang is famous for, targeting 0-to-100 km/h (0-62 mph) in less than 5 seconds and an estimated 465 PS (342 kW) and 830 Nm of torque
- All-electric powertrain instils confidence, targeting a driving range of up to 600 km (more than 370 miles) under WLTP regulations. Built-in charging solutions route customers to nearby public charging stations, recommending where to charge on trips and providing access to more than 125,000 FordPass Charging Network locations in 21 countries across Europe

**COLOGNE, Germany** – For the first time in 55 years, Ford is expanding the Mustang family, bringing the famous pony into the electric age with Mustang Mach-E, an all-new, all-electric SUV born of the same free-spirited ideals that inspired the best-selling sports coupe in the world.

Mustang represents freedom, progress, fast performance and a touch of rebellion. Now, Mustang is ready to reimagine these ideas for a powerful electric future, with space for customers' growing needs and advanced over-the-air updates that continue to improve the vehicle.

“At the first-ever Detroit auto show, Henry Ford said he was working on something that would strike like forked lightning,” said Bill Ford, executive chairman, Ford Motor Company. “That was the Model-T. Today, the Ford Motor Company is proud to unveil a car that strikes like forked lightning all over again. The all-new, all-electric, Mustang Mach-E. It’s fast. It’s fun. It’s freedom. For a new generation of Mustang owners.”

Ford brought the Mustang Mach-E to life through a development process concentrated entirely on customer needs and desires. The result is a sleek, beautiful SUV that delivers spirited ride and handling, with state-of-the-art connected vehicle technology that makes Mustang Mach-E even better over time.

When it arrives in late 2020, Mustang Mach-E will be available with standard and extended-range battery options with either rear-wheel drive or all-wheel drive powered by permanent magnet motors. Equipped with an extended-range battery and rear-wheel drive, Mustang Mach-E has a targeted pure-electric driving range of up to 600 km (more than 370 miles) according to the World Harmonised Light Vehicle Test Procedure (WLTP).<sup>1</sup> In extended-range all-wheel drive configurations, Mustang Mach-E is targeting 337 PS (248 kW) and 565 Nm of torque.<sup>2</sup>

Ford also will offer a special performance version. The Mustang Mach-E GT is targeting 0-to-100 km/h (0-62 mph) acceleration in less than 5 seconds,<sup>2</sup> as well as an estimated 465 PS (342 kW) and 830 Nm of torque.<sup>2</sup>

“The Mustang Mach-E is one of the most exciting vehicles Ford has ever introduced,” said Stuart Rowley, president, Ford of Europe. “This purpose-built all-electric vehicle is unique, but still unmistakably a Mustang, and it’s coming at exactly the right time for customers in Europe.”

### **Performance gives new meaning to the word ‘electrifying’**

Mustang Mach-E delivers three unique drive modes – Whisper, Engage and Unbridled – each offering finely tuned driving dynamics packaged with a distinct sensory experience. Features include custom-designed vehicle responsiveness such as sportier steering controls, ambient lighting, sounds tuned for an authentic all-electric experience, and dynamic cluster animations that are tied to driving behaviour.

When the vehicle launches, a new Mach-E 4 all-wheel drive system applies torque independently to the front and rear axles to deliver impressive acceleration and improved handling over the rear-wheel drive model. Ford tuned this system to provide excellent traction on the road, rigorously testing the vehicle in wet and snowy terrain to help control for slippery conditions.

“Whether you want to really feel its performance capability or are looking for the quiet experience that electric vehicles can offer, the Mustang Mach-E harnesses the power of electrification to create a unique driving experience while retaining that unmistakable Mustang feeling of freedom,” said Ted Cannis, Ford enterprise product line director, global electrification.

In addition to blistering acceleration, Mustang Mach-E will be available with Brembo’s all-new performance Flexira aluminium callipers, which maintain the functionality of a fixed calliper while being designed with the dimensions of a floating calliper. The Mustang Mach-E GT is also equipped with MagneRide<sup>®</sup> damping system, an adaptive suspension technology that lets drivers hug the road while delivering an exciting, comfortable ride.

### **Seamless technology that easily adapts to your lifestyle**

Making its debut in the Mustang Mach-E is the next-generation SYNC<sup>®</sup> communications and entertainment system, a sleek and modern interface that uses machine learning to quickly learn drivers’ preferences and gets even better over time, thanks to advanced over-the-air updates. Next-generation SYNC’s 15.5-inch screen and simple interface ditches complicated menus, making it easier to access features with touch, swipe and pinch controls that every smartphone owner will be comfortable using.

Featuring cloud-based connectivity and conversational voice recognition, the next-generation SYNC system brings twice the computing power of SYNC 3 to help make navigation, music and connecting a smartphone to the vehicle faster and easier.

The system also introduces wireless compatibility with Apple CarPlay, Android Auto and AppLink apps from smartphones and mobile devices.

“Next-generation SYNC actively starts adapting to you as soon as you start using it, quickly learning your preferences and making personalised suggestions,” said Darren Palmer, Ford global director for battery electric vehicles. “It can suggest going to the gym if it learns Mondays are workout days or calling home if you do that every day after work. The result is

a cloud-connected assistant and interface that's intuitive, beautiful, and ready for the future thanks to fast over-the-air updates."

As next-generation SYNC evolves to serve customers better over time, Ford has outfitted the Mustang Mach-E with the ability to continuously improve through the delivery of secure over-the-air updates that are capable of enhancing vehicle performance.

### **A new way to look at – and experience – Mustang**

Using Ford's new all-electric architecture that places batteries inside the underbody, Ford engineers and designers were able to create a vehicle that's not only true to Mustang but also maximises SUV space for five passengers and luggage.

"Advances in battery technology were crucial to delivering a Mustang Mach-E that's spacious and practical with a beautiful silhouette, and with the fun-to-drive character that's so important for our customers in Europe," said Ulrich Koesters, director, electrified vehicles, Ford of Europe.

The Mustang Mach-E is instantly recognisable as a Mustang, thanks to signature elements such as its long, powerful hood, rear-haunch design, aggressive headlights and trademark tri-bar taillamps. Clever design and engineering deliver surprising rear seat roominess and ample cargo space.

The Mustang Mach-E holds another surprise under its hood: a drainable front trunk storage unit. Providing 100 litres of storage space, the front trunk is large enough to comfortably store the equivalent of a carry-on luggage bag. And because it's drainable, it's a convenient space to store wet or muddy sports clothing, hiking boots or beach gear after an adventure.

### **Inside the Mustang Mach-E: A floating world makes you feel light and in command**

To truly take advantage of the extra space provided by electrification, Ford designers worked extensively with customers to understand how they would prefer to use the interior of their vehicles. Designed with SUV-size proportions to seat five adults comfortably, the Mustang Mach-E leaves plenty of space for friends, kids and luggage.

In addition to the exterior front trunk, the rear trunk offers 402 litres of space. With the rear seats down, the Mustang Mach-E boasts 1,420 litres of space – more than enough room for luggage, camping gear or whatever else you may want to move around.<sup>3</sup>

Everywhere inside, the Mustang Mach-E represents a fusion of sleek, modern design and smart functionality. An available premium B&O Sound System includes speakers seamlessly integrated across the front, floating above the air vents like a sound bar. A floating, flip-up armrest doubles as a place to store purses or bags. Traditional Mustang design cues like the double-cowl instrument panel round out the interior.

Even the available panorama fixed-glass roof has a secret: a special glass coating with infrared protection helps the interior stay cooler in the summer and warmer in the winter. In addition, an inner layer between the glass helps protect against ultraviolet rays.

A limited First Edition will be available in extended-range, all-wheel drive configuration, with exclusive Grabber Blue Metallic paint, full-length panorama roof, contrasting seat stitching and a scuff plate marked "First Edition."

Finally, getting in and starting the vehicle is easy and effortless with 'Phone As A Key' technology,<sup>4</sup> which makes its debut in the Ford brand line-up in Mustang Mach-E. Using Bluetooth, the vehicle can detect customers' smartphones as they approach, unlocking the Mustang Mach-E and allowing them to start driving without getting their phones out of their

pockets or using a key fob. A backup code can be entered into a keypad on the B-pillar to unlock the vehicle, and a separate code into the centre touchscreen to start and drive the vehicle, in the event a phone battery dies.

### **Battery technology keeps you running with hassle-free charging solutions**

Mustang Mach-E will be available in both standard-range (75.7 kWh lithium-ion battery) and extended-range (98.8 kWh battery), which has a targeted WLTP driving range of up to 600 km (more than 370 miles) in rear-wheel drive configuration.<sup>1</sup>

These advanced batteries feature 288 lithium-ion cells for the standard-range specification and 376 lithium-ion cells for the extended-range specification. Designed to help maximise interior space and contribute to optimised driving dynamics with a low centre of gravity, the battery is located on the floor between the vehicle's two axles – and tested at temperatures as extreme as minus 40 degrees Celsius. The batteries are secured inside a waterproof battery case surrounded by crash absorption protection. The battery uses an advanced active liquid heating and cooling system to regulate temperatures for optimised performance in extreme weather and to improve charging times.

As electric vehicle owners do 80 per cent of their charging at home, Ford offers a Ford Connected Wallbox solution, delivering up to five times the charging power of a typical domestic socket – meaning customers can add an estimated average range of 62 km (38 miles) per charging hour, based on extended-range, rear-wheel drive configuration.<sup>5</sup> The Ford Home Charge Cable, included with the vehicle, can add an estimated average range of 14 km (9 miles) per charging hour using a typical European domestic outlet.<sup>5</sup>

The connected navigation system will identify up-to-date public charging locations during trips and prompt owners to charge at the most convenient points on each drive – all to help ensure they don't have to be anxious about how much range they have.<sup>5</sup>

Ford also makes charging at home or on the go hassle-free by providing multiple home charging solutions and by giving customers access to the FordPass Charging Network. In partnership with NewMotion and using connectivity delivered by the FordPass Connect on-board modem, the FordPass app will give customers access to Europe's largest – and fast-growing – network of more than 125,000 public charging stations in 21 countries. Customers will be able to seamlessly utilise charging points across many markets, initiating and paying for charging services from a single account for a simplified ownership experience.<sup>4</sup> A Ford Public Charge Cable is also supplied with the vehicle.

Ford also is a founder member and shareholder in the IONITY consortium that aims to build 400 high-power-charging stations in key European locations by end of 2020. This enables a significant reduction in charging times for all-electric vehicles compared with existing systems – ideal for long distance journeys. With peak charging power of 150 kW, the Mustang Mach-E with an extended-range battery and rear-wheel drive can add driving range of up to 93 km (57 miles) within 10 minutes of charge time on a DC fast-charging station.<sup>5</sup> The standard-range Mustang Mach-E is estimated to charge from 10 per cent to 80 per cent in approximately 38 minutes while charging on a DC fast-charging station.<sup>6</sup>

“The Mustang Mach-E is the start of a new era for Ford and we could not be more excited to bring it to our customers in Europe,” Rowley said. “This all-new vehicle represents so much more than just zero-emission driving: it's about stress-free experiences and total peace-of-mind for all-electric vehicle owners.”

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<sup>1</sup>The declared fuel/energy consumptions, CO<sub>2</sub> emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO<sub>2</sub> emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel-efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO<sub>2</sub> emissions and electric range. CO<sub>2</sub> is the main greenhouse gas responsible for global warming.

Since 1 September 2017, certain new vehicles are being type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) according to (EU) 2017/1151 as last amended, which is a new, more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Since 1 September 2018 the WLTP has begun replacing the New European Drive Cycle (NEDC), which is the outgoing test procedure. During NEDC Phase-out, WLTP fuel consumption and CO<sub>2</sub> emissions are being correlated back to NEDC. There will be some variance to the previous fuel economy and emissions as some elements of the tests have altered i.e., the same car might have different fuel consumption and CO<sub>2</sub> emissions.

<sup>2</sup>Based on manufacturer calculation using computer engineering simulations. Your results may vary

<sup>3</sup>Cargo and load capacity limited by weight and weight distribution.

<sup>4</sup>Requires feature activation.

<sup>5</sup>Targeted range and charge time based on manufacturer computer engineering simulations and calculation according to the WLTP drive cycle. Officially homologated energy efficiency figures will be published closer to on-sale date. The charging rate decreases as battery reaches full capacity. Individual results may vary based on peak charging times and battery state of charge. Actual vehicle range varies with conditions such as external elements, driving behaviours, vehicle maintenance, and lithium-ion battery age.

<sup>6</sup>Charge time based on manufacturer computer engineering simulations. The charging rate decreases as battery reaches full capacity. Your results may vary based on peak charging times and battery state of charge.

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