



Ford Mustang Expands Family: All-Electric 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 SUV joining the sports coupe, convertible and special editions, featuring an all-new infotainment system and connected vehicle technology
- Mustang Mach-E embodies the Mustang spirit – from its sleek silhouette and muscular curves to exhilarating drive experiences that offer unique driving dynamics and sounds
- Mustang Mach-E GT Performance Edition brings the thrills Mustang is famous for, targeting zero-to-60 mph in the mid-3-second range and an estimated 342 Kw (459 horsepower) and 830 Nm (612 lb.-ft.) of torque
- Mustang Mach-E instills confidence targeting an EPA-estimated range of at least 300 miles with the available extended range battery and real-wheel drive, offering built-in charging solutions that route customers to nearby public charging stations, recommending where to charge on trips and providing access to over 12,000 public chargers in the FordPass charging network

LOS ANGELES, Nov. 17, 2019 – 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 all-American ideals that inspired the best-selling sports coupe in the world.

Ever since the original Mustang took the world by storm in 1964, it quickly came to represent the best of the American spirit: 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 your 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."

Developed in a century-old brick building a few blocks away from Henry Ford's first factory in Detroit, 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 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, Mach-E has a targeted EPA-estimated range of at least 300 miles.¹ In extended range all-wheel drive configurations,

Mach-E is targeting 332 horsepower and 417 lb.-ft. of torque² – with the standard all-wheel drive variation targeting quicker times to 60 miles per hour than the base Porsche Macan series.³

Ford also will offer two special performance versions. The GT is targeting 0 to 60 mph in under 4 seconds², making it faster off the line than a Porsche Macan Turbo³. The GT Performance Edition, meanwhile, is targeting a comparable 0-60 miles per hour in the mid-3-second range to a Porsche 911 GTS – as well as an estimated 342 Kw (459 horsepower) and 830 Nm (612 lb.-ft.) of torque.³

“The Mustang Mach-E wholeheartedly rejects the notion that electric vehicles are only good at reducing gas consumption,” said Hau Thai-Tang, Ford’s chief product development and purchasing officer. “People want a car that’s thrilling to drive, that looks gorgeous and that can easily adapt to their lifestyle – and the Mustang Mach-E delivers all of these in unmatched style.”

Customers already can get in line for the Mustang Mach-E by [visiting the website](#) to make a \$500 reservation deposit.⁴ A limited First Edition also will be available in extended range all-wheel drive, with red painted brake calipers, metallic pedal covers, contrasting seat stitching and a scuff plate marked “First Edition.”

In addition to blistering acceleration, the Mustang Mach-E GT Performance Edition is equipped with MagneRide Damping System, an adaptive suspension technology that lets drivers hug the road while delivering an exciting, comfortable ride. Those looking for the thrill of the Mach-E GT also can make reservations now for deliveries starting the summer of 2021.

Performance Gives New Meaning to the Word ‘Electrifying’

Mustang Mach-E delivers three unique drive experiences – Whisper, Engage and Unbridled – each offering finely tuned driving dynamics packaged with a unique 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 behavior.

When the vehicle launches, a new all-wheel drive system (eAWD) will be available that can apply torque independently to the front and rear axles to deliver impressive acceleration and improved handling over the rear-wheel drive model. Ford tuned this eAWD system to provide excellent traction on the road, rigorously testing the vehicle in wet and snowy terrain to help control for slippery conditions. Mach-E is the first production vehicle to be tuned by Ford’s Performance team utilizing Ford’s racing simulator in North Carolina.

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

Seamless Technology That Easily Adapts to Your Lifestyle

Making its debut in the Mach-E is the [next-generation SYNC 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 adaptive dash card interface ditches complicated menus,

making it easier to access features with touch, swipe and pinch controls that every smartphone user will be comfortable with.

“Next-generation SYNC actively starts adapting to you as soon as you start using it, quickly learning your preferences and making personalized suggestions,” said Darren Palmer, Ford global director for BEVs. “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 also outfitted the Mach-E with the ability to continuously improve through the delivery of secure over-the-air updates capable of improving vehicle performance, offering maintenance updates, and even adding entirely new features.

A New Way to Look at – and Experience – Mustang

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

“Thanks to advances in battery technology, the Mustang Mach-E is the kind of car that gets people excited about driving, with a sporty, beautiful silhouette that delivers an incredible shape rarely seen in SUVs,” said Ron Heiser, chief program engineer.

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

Along with its all-new propulsion system, the Mach-E holds another surprise under its hood: a drainable front trunk storage unit. Providing 4.8 cubic feet 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, customers can easily pack it full of ice and keep their favorite beverages cold – perfect for that pre-game tailgate or trip to the beach.

Inside the 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 Mach-E leaves plenty of space for friends, kids and cargo.

In addition to the exterior front trunk, the rear trunk is outfitted with 29 cubic feet of space. With the back seats down, the Mach-E boasts 59.6 cubic feet of space – more than enough room for luggage, camping gear or whatever else you may want to move around.⁵

Everywhere inside, the Mach-E represents a fusion of sleek, modern design and smart functionality. Premium available Bang & Olufsen speakers are seamlessly integrated across the front, floating above the air vents like a sound bar. The floating, flip-up arm rest doubles as a place to store purses or bags. Traditional Mustang design cues like the double-cowl instrument panel also round out the interior.

Even the available panoramic fixed-glass roof has a secret: a special coating on the glass with UV protection helps the interior stay cooler in the summer and warmer in the winter. The overall solar transmission performance of the glass roof is better than all Tesla models.

Finally, getting in and starting the vehicle is easy and effortless with Phone as a Key technology⁶, which makes its debut in the Ford lineup in Mustang Mach-E. Using Bluetooth, the vehicle can detect customers' smartphone as they approach, unlocking the Mach-E and allowing customers to start driving without getting their cell phones out of their pockets or using a key fob. A backup code also can be entered on the center touch screen to start and drive the vehicle in the event the 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) that has a targeted EPA-estimated range of at least 300 miles range with its rear-wheel drive configuration.¹ These advanced batteries feature 288 lithium ion cells and 376 lithium ion cells in the standard range and extended range batteries, respectively. Designed for ease of manufacturing, the battery is located on the floor between the vehicle's two axles – and tested at temperatures as extreme as negative 40 degrees Fahrenheit. The batteries are secured inside a water-proof battery case surrounded by crash absorption protection. They are also liquid cooled to optimize performance in extreme weather and to improve charging times.

Electric vehicle owners do 80 percent of their charging at home. Ford offers a Ford Connected Charging station that can add an estimated average range of 32 miles per charging hour on a 240V outlet, based on an extended range and rear-wheel drive configuration.⁷ The Ford mobile charger, included with the vehicle, can add an estimated average range of 22 miles per charging hour on a 240V outlet,⁷ the same used for a conventional oven. Ford is teaming up with Amazon Home to facilitate easy customer home installation by a licensed electrician.

The connected navigation system also 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.⁷

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 – the largest public charging network in the country with more than 12,000 charging stations (and more than 35,000 charge plugs) and growing, including DC fast chargers.⁸ With peak charging rate of 150KW, the Mustang Mach-E with an extended battery and RWD can add an estimated average of 47 miles of range in approximately 10 minutes while charging on a DC Fast charging station.⁷ The Standard Range Mustang Mach-E is estimated to achieve a 10 percent to 80 percent charge in approximately 38 minutes while charging on a DC Fast charging station.⁹

Ford has more than 2,100 EV certified Ford dealers and more than 3,500 EV trained technicians to support customers nationwide.

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¹Based on full charge. Actual range varies with conditions such as external elements, driving behaviors, vehicle maintenance, and lithium-ion battery age. Final EPA-estimated ratings available in the 2020 calendar.

²Based on manufacturer calculation using computer engineering simulations. Your results may vary.

³Targeted performance based on manufacturer calculation using computer engineering simulations vs Porsche.com data. Your results may vary.

⁴Deposit only allows configuration of a vehicle. Reservation process is not an order or purchase of vehicle. Deposit does not guarantee delivery of a vehicle.

⁵Cargo and load capacity limited by weight and weight distribution.

⁶Requires feature activation.

⁷Range and charge time based on manufacturer computer engineering simulations and EPA-estimated range calculation methodology. 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 behaviors, vehicle maintenance, and lithium-ion battery age.

⁸Based 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.

⁹Charge 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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