



Ford at Goodwood Festival of Speed: EV's will remain fun to drive

- Ford prepares to dial up acclaimed fun-to-drive attitude as the automaker transitions to 100 per cent all-electric passenger vehicle powertrains by 2030
- Every Ford electrified passenger vehicle to continue offering exciting driving dynamics while also delivering exceptional passenger and stationary experiences
- First all-electrified Ford line-up on display at Goodwood includes Mustang Mach-E GT, Team Fordzilla P1, Mustang Mach-E 1400 and exciting motorsport news

COLOGNE, Germany, July 7, 2021 – Ford is today pledging to car enthusiasts across Europe that the acclaimed “fun-to-drive” character that has helped define generations of the automaker’s vehicles will remain at the heart of a new era of electrified and connected products.

As Ford prepares to showcase an all-electrified line-up of road, competition and concept cars for the first time at the 2021 Goodwood Festival of Speed, the company is doubling-down on its commitment to continue delivering the most engaging, stimulating and rewarding driving experiences for customers – whether they choose mild hybrid, full hybrid, plug-in hybrid or all-electric powertrains.

Ford is already enhancing the driving dynamics of its passenger vehicles by harnessing the performance credentials and further benefits of ultra-responsive, high-torque electrified powertrains.

Now the company is also promising that in addition to never sacrificing stimulating driving experiences in the quest for optimised electrified efficiency, it will also expand its fun-to-drive commitment to deliver exceptional experiences for passengers, as well as to make Ford vehicles enjoyable and entertaining when stationary. Connected, digital experiences will be enabled by FordPass Connect modems,¹ the FordPass app¹ and sophisticated technologies including next-gen SYNC.²

Ford earlier this year announced that 100 per cent of its passenger vehicle range in Europe will be zero-emissions capable, all-electric or plug-in hybrid by mid-2026; moving to all-electric by 2030.

The Mustang Mach-E GT – the highest performing road-going version of Ford’s all-electric Mustang Mach-E SUV – makes its driving debut at Goodwood this weekend where it will star on the famous hill climb. Mustang Mach-E GT produces up to 487 PS,³ and features advanced MagneRide^{®4} adaptive suspension alongside a high-performance Brembo braking system for sports car responses and agility.

Ford will also at the Goodwood Festival of Speed deliver the global public debut of the Team Fordzilla P1 concept race car – developed with collaboration between the company’s

designers and the gaming community – and will reveal further exciting electrified motorsport news on July 8.

Race to reality

Human-centred design lies at the heart of Ford's fun-to-drive philosophy, and the company is demonstrating at Goodwood a full-size replica of one of its most innovative examples to-date: the extreme Team Fordzilla P1 race car.

Seen for the first time in an all-new livery celebrating the 55th anniversary of Ford's famous Le Mans 24 Hours 1-2-3 victory, the Team Fordzilla P1 is the first virtual gaming race car designed in collaboration between the gaming community and a car brand. Almost 250,000 fans voted on Twitter to choose elements including seating position, cockpit style and drivetrain to create the ultimate virtual race car, designed purely to deliver digital driving thrills.

The vehicle features a dramatic jet fighter-style canopy and combines a Ford GT-like, heavily-sculpted front end with a completely exposed rear to highlight the aerodynamics. The interior is equally radical, with LED notification units to keep the driver and passenger up-to-date on track status, while an integrated screen on the steering wheel enables live data to be shared with the pit wall.

"To build cars that customers love, you first need to truly understand what customers want. We've taken that thinking to extremes with the Team Fordzilla P1 race car, and we've applied the same innovative approach to creating our Puma ST Gold Edition that customers will actually be able to order later this year," said Amko Leenarts, director, Design, Ford of Europe. "It's exactly this kind of human-centred design that's going to take us to a whole new level of fun-to-drive in the electrified era."

In addition, Ford president and chief executive officer Jim Farley will demonstrate the true fun-to-drive potential of all-electric powertrains as he tackles the Goodwood hill climb in the unique Mustang Mach-E 1400 prototype.

The result of 10,000 hours of collaboration by Ford Performance and RTR Vehicles, the one-of-a-kind vehicle uses seven motors to deliver 1,419 PS, with a single driveshaft connecting them to differentials that have a huge range of adjustability to set the car up for everything from drifting to high-speed track racing.

The chassis and powertrain are also set up to allow investigation of different layouts and their effects on energy consumption and performance, including rear-wheel drive, all-wheel drive and front-wheel drive.

**#FOS #GW_Ford #FordPerformance #FunToDrive #FordMustangMachEGT
#FordMustangMachE1400 #FordMustangMachE #TeamFordzillaP1**

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¹ FordPass app, compatible with selected smartphone platforms, is available via download. Message and data rates apply. FordPass Connect, the FordPass app and complimentary Connected Service are required for remote features (see FordPass terms for details). Connected Service and features depend on Vodafone or Vodafone partner mobile network availability. Evolving technology/mobile networks/vehicle

capability may limit functionality and prevent operation of connected features. Connected Service excludes Wi-Fi hotspot.

² Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

³ Calculated via peak performance of the electric motors at peak battery power. Your results may vary.

⁴ MagneRide® is a trademark of BWI Group.

⁵ Prototype headlight system not currently available for specification.

Ford Mustang Mach-E GT delivers up to 500 km WLTP homologated pure-electric driving range.

Ford Mustang Mach-E delivers up to 610 km WLTP homologated pure-electric driving range in rear-wheel drive, extended-range battery configuration.

Ford Kuga Hybrid homologated CO₂ emissions 124-146 g/km and homologated fuel efficiency 5.4-6.4 l/100 km WLTP.

Ford Kuga Plug-In Hybrid homologated CO₂ emissions 32 g/km, homologated fuel efficiency 1.4 l/100 km and pure-electric driving range 56 km WLTP.

Ford Puma EcoBoost Hybrid homologated CO₂ emissions 119-145 g/km and homologated fuel efficiency 5.2-6.4 l/100 km WLTP.

Ford Fiesta EcoBoost Hybrid homologated CO₂ emissions 110-139 g/km and homologated fuel efficiency 4.8-6.1 l/100 km WLTP.

Ford Focus EcoBoost Hybrid homologated CO₂ emissions 114-138 g/km and homologated fuel efficiency 5.1-6.1 l/100 km WLTP.

CO₂ emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets.

The declared WLTP fuel/energy consumptions, CO₂ emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 43,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 55,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (10 wholly owned facilities and four unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

Ford in Belgium & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.

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