

FORD FLEET FLASH

MAY 2021



GOOD TO KNOW



FORD OPENS E-TRANSIT REGISTRATION SITE, REDUCES STARTING PRICE FOR ALL-ELECTRIC VAN¹

Ford today opens its website for potential customers to register their interest in learning more about the company's first-ever full-size electric van, Ford E-Transit. Along with the registration site, E-Transit – the first all-electric van from a full-line automaker in North America – has updated pricing. It starts at \$43,295 for the cutaway, lower than originally announced at its November reveal, with prices ranging up to \$52,690.

As demand for all-electric vans continues to grow, Ford is joining the electrification revolution as it leans into its area of strength with E-Transit, an electrified, zero-emission version of Ford Transit, America's best-selling van.² As America's best-selling commercial van brand for more than 42 years,³ Ford intends to maintain this strong share of market into a new era of electrification bolstered by a robust charging network, digital ecosystem and trusted customer service.

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F-150[®] ADDS CLASS-EXCLUSIVE⁴ TECH WITH ONBOARD SCALES TO HELP SIMPLIFY LOADING AND TRAILERING, ACTIVE SUSPENSION FOR GREATER CONFIDENCE⁵

Ford is giving customers all-new capabilities to help them get work done. New technologies will now be available for the 2021 Ford F-150 including class-exclusive Onboard Scales and Smart Hitch as well as continuously controlled damping, each engineered to help customers who tow and haul load their trucks up for the work they're designed to do while also adding on-road confidence.

"We're constantly working to deliver a continuous history of capable, strong and smart trucks designed to make the F-150 customer even more productive," said Ford Truck Group Marketing Manager Todd Eckert. "This summer we're delivering 3 new features all about enhancing the F-150 customer experience while delivering even greater confidence when towing and hauling."

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Ford Data Services:[™]
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Head to Head: 2021 GMC Sierra
1500 vs. 2021 Ford F-150



Mustang Mach-E[®]
vs. Everything



THE FORD “MOTHER OF ALL ROAD TRIPS” TESTS BLUECRUISE HANDS-FREE DRIVING FEATURE

Ford will begin offering its new BlueCruise hands-free highway driving system to customers later this year after 500,000 miles of development testing and fine-tuning the technology on a journey across the United States and Canada.

Last year, Ford sent a fleet of 10 test vehicles – five F-150® pickups and five all-electric Mustang Mach-E® SUVs – to complete what test drivers dubbed the “Mother of All Road Trips.” The trek covered more than 110,000 miles through 37 states and five Canadian provinces to challenge BlueCruise against a wide range of road, weather and traffic conditions.

Using both advanced camera and radar-sensing technologies and building upon Intelligent Adaptive Cruise Control with Stop-and-Go, Lane Centering and Speed Sign Recognition, BlueCruise adds a new level of convenience for drivers with vehicles equipped with Ford Co-Pilot360 Technology. The feature allows a driver to operate truly hands-free on prequalified sections of divided highways called Hands-Free Blue Zones. A driver-facing camera in the instrument cluster monitors eye gaze and head position to help ensure the driver’s eyes remain on the road.

[Learn More](#)

¹Available at Ford EV-certified dealers only. ²Based on total U.S. reported sales (2020 calendar year). ³Based on the total U.S. reported sales (1979-2020 calendar year). Includes Ford E-Series, formerly called Econoline, van and chassis; Club Wagon; Transit Connect cargo van and passenger wagon; Transit cargo van, passenger van and chassis. ⁴Class is Full-Size Pickups under 8,500 lbs. GVWR. ⁵Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. It does not replace safe driving. See owner’s manual for details and limitations.

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Vehicle imagery may be computer-generated and may include available and aftermarket equipment.

KEY CONNECTIONS

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