

# FORD FLEET FLASH

JULY 2021



## GOOD TO KNOW



### FORD CONTINUES TO DELIVER ON FORD+ PLAN WITH ELECTRIPHI ACQUISITION

On June 17, Ford announced it is acquiring Electriphi, a California-based provider of charging-management and fleet-monitoring software for electric vehicles. Electriphi's team and services will be integrated into Ford Pro – a new global business within Ford committed to commercial customer productivity, and to developing advanced charging and energy management experiences.

While more commercial vehicle customers are considering all-electric vehicles, charging management remains a hurdle to mass adoption. Ford Pro plans on leveraging its leadership position in the commercial vehicle market, its vehicle offerings, and Electriphi's technology to help customers with this transition.

"As commercial customers add electric vehicles to their fleets, they want depot charging options to make sure they're powered up and ready to go to work every day," said Ford Pro CEO Ted Cannis. "With Electriphi's existing advanced technology IP in the Ford Pro electric vehicles and services portfolio, we will enhance the experience for commercial customers and be a single-source solution for fleet-depot charging."

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### TRIO OF FORD F-SERIES® TRUCKS EARN 2021 PRICE DIGESTS HIGHEST RETAINED VALUE AWARDS

Further underscoring its commitment to deliver durable, cost-effective vehicles to commercial customers, on June 10, Ford was honored with 2021 Price Digests Highest Retained Value Awards for 3 F-Series trucks. The annual awards recognize the top commercial trucks expected to retain the most value over the next 5 years.

It's estimated that the Ford F-250 Super Duty,® winner in the Light Duty Trucks Cab and Chassis category, would have the best retained value overall at 59.28%. Two Ford Chassis Cabs also won – Ford F-350 Super Duty took the Light Duty Trucks Crew Cab and Chassis category, while Ford F-550 was tops in the Medium Duty Trucks Crew Cab and Chassis category.

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Meet the All-New Ford Maverick™



Electrical Do-It-Yourself: The All-New Ford Maverick



DIY Bed Side Rail: The All-New Ford Maverick



FLEXBED™: A Makerspace to Make Your Own



## EPA-ESTIMATED RATING OF 40 MPG CITY. STANDARD HYBRID. SEATS 5. STARTS UNDER \$20K. ALL-NEW 2022 FORD MAVERICK™: DID WE MENTION IT'S A TRUCK?

Ford is delivering a new kind of pickup – compact but mighty, built for makers and doers, stunningly fuel-efficient,<sup>1</sup> and packed with clever technology and features. The all-new 2022 Ford Maverick is the truck for people who never knew they wanted a truck.

Maverick comes as a standard 5-passenger, 4-door pickup, with a full-hybrid powertrain and a targeted EPA-estimated rating of 40 mpg city fuel economy<sup>1</sup> and 500 miles<sup>2</sup> of range on a single tank of gas. Tested and tortured to meet Built Ford Tough® standards, Maverick offers ingenious design and storage solutions while enabling customization inside and out. It all comes with a starting MSRP of \$19,995.

“The Maverick product proposition is like nothing else out there. It’s a great-looking truck featuring 4 doors with room for 5 adults, a standard full-hybrid engine with city fuel economy that beats a Honda Civic,<sup>3</sup> plenty of towing and hauling for weekend trips or do-it-yourself projects, and it starts under \$20,000,” said Todd Eckert, Ford truck group marketing manager. “Maverick challenges the status quo and the stereotypes of what a pickup truck can be. We believe it will be compelling to a lot of people who never before considered a truck.”

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<sup>1</sup>Actual mileage will vary. Final EPA-estimated ratings available fall 2021. <sup>2</sup>Range calculation based on 13.8-gallon tank and a targeted EPA-estimated rating of 37 mpg combined. Actual mileage will vary. <sup>3</sup>2.5-liter hybrid powertrain. Actual mileage will vary. Final EPA-estimated ratings available fall 2021.

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Preproduction model shown. Available fall 2021.

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

## KEY CONNECTIONS

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- [2022 Fleet Preview Guide](#)
- [2022 Police & Special Service Vehicles](#)
- [2022 Safety & Technology Guide](#)
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- [2021 Commercial Charging Guide](#)

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