

### EVOLVING ONE FORD

### SHIFTING FROM PLATFORMS TO FLEXIBLE ARCHITECTURES

1. FRONT-WHEEL DRIVE UNIBODY
2. REAR-WHEEL DRIVE UNIBODY
3. COMMERCIAL VAN UNIBODY
4. BODY-ON-FRAME
5. BATTERY ELECTRIC VEHICLES

REDUCED COST   IMPROVED QUALITY   INCREASED EFFICIENCY



### CONNECTED VEHICLES

ALL OF OUR VEHICLES EQUIPPED WITH STANDARD HIGH-SPEED 4G LTE CELLULAR MODEMS

OVER THE AIR UPDATES   WIRELESS ACCESS TO LATEST SOFTWARE   NEW FEATURES

### TRUCKS & SUVs

86% 2020 PRODUCT MIX

TRUCKS & SUVs, INCLUDING ELECTRIFIED VEHICLES

#### FORD SHIFTING PORTFOLIO

MARKET SHARE IS UP BY **1.3 PTS**

SINCE INTRODUCING ALUMINUM ALLOY BODY IN 2014

AVERAGE TRANSACTION PRICES HAVE INCREASED **\$6,700**

2017 SALES **896,764** F-SERIES SOLD

RECORD SALES GAP **53%** (896,765 F-SERIES vs 585,864 SILVERADO)

AVG TRANSACTION **\$46,000**

FORD F-SERIES **\$41 BILLION**

COCA-COLA **\$35 BILLION**

NIKE **\$34 BILLION**

### ALL-NEW EXPLORER & ALL-NEW ESCAPE COMING SOON

EXPEDITION   ECOSPORT

## A look inside the Ford crystal ball

By Joe Sage

We recently joined a select cadre of media on a secret mission to the Ford Dearborn Development Center in Michigan, where they discussed current market trends, shifting technologies and future products. Much of the session remains top secret, but there is still plenty of news we can share with you.

**SHIFT TO FLEXIBLE ARCHITECTURE:** While preparing to deliver a new vehicle portfolio—replacing more than 75 percent of its current lineup and adding four new trucks and SUVs by 2020—Ford is working to increase product speed to market, improve quality and further reduce complexity and cost.

Key to these efforts will be a move to flexible vehicle architectures, with more parts shared in common across models. This in turn will cut new product development time—"from sketch to showroom"—by 20 percent, while achieving an estimated \$4 billion in engineering efficiencies.

Five flexible vehicle architectures—body-on-frame, FWD unibody, RWD unibody, commercial van unibody and battery EV—will be paired with module sets for powertrain, electrical pack and specific vehicle configurations.

Some 70 percent of each vehicle's content will reflect this new shared approach, with 30 percent—including grilles, hoods, doors and more—customized for each vehicle. Data-driven analytics will show which technologies customers use most often, helping to determine which features to expand and invest in, and which to eliminate. This approach will reduce manufacturing complexity, in turn reducing plant overhead, while improving consumer pricing, though also reducing the need for sales incentives on unsold products.

Ford already has simplified orderable combinations on SUVs by 80 percent since 2014, including a staggering 97 percent reduction on a new Edge coming later this year.

**CONNECTED VEHICLES:** As Ford updates, replaces and launches these new vehicles, all will include 4G LTE high-speed cellular modems, standard, with new features and wireless access to the latest software provided via over-the-air updates.

**FRESHEST TRUCKS:** Even with an ever higher mix of hybrids and EVs as a key component of Ford's push to a 75 percent new lineup by 2020, 86 percent of the new vehicle family will be trucks and SUVs, which continue to be increasingly popular.

**MARKET SHARE:** The Ford F-150 has been America's best-selling truck for 41 years and Ford commercial trucks have been the best-selling for 33 years. The company is particularly proud that its market share has risen since the F-Series went to aluminum build starting in 2014, even as customers buy ever higher, more expensive trim levels. Ford data shows the gap between F-Series and Chevrolet Silverado sales has widened to a record. They also proudly pointed out that F-Series now has higher sales than huge brands Coca-Cola or Nike.

**EXPEDITION-ECOSPORT-EXPLORER-ESCAPE:** Ford's familiar family of SUVs and crossovers is already growing this year, with the introduction of the new EcoSport and a redesigned Expedition, both off to solid starts. The gen-5 Explorer has been a huge hit, and we had a secret look at the gen-6 Explorer and a gen-4 Escape, both coming soon.

**BRONCO-"???"-HYBRIDS:** More big news was covered—literally—with the top secret new Bronco and another top secret completely new off-roader that is yet to be named. Both of these are so secret that—although we saw what was under the covers of many other future models—when covers were pulled off these, there was just another cover beneath, reminding us of the online GIF of a guy endlessly removing his sunglasses to reveal yet another pair. We're happy to hear that upcoming hybrid versions of both the Explorer and Escape will offer all-wheel drive.

**RAPTOR VS... PORSCHE?!** Here's a statistic few may have ever thought to look up, but once seen cannot be unseen. We know the Ford F-150 Raptor is popular with fans, but it does sell very well—in fact, it turns out that just this one specialized model outsells every Porsche in their lineup, combined.

**HYBRIDS VS TOYOTA:** If you think beating Porsche is something, here's another statistic that can't be unseen. As Ford increasingly brings hybrid and PHEV technology mainstream (ultimately to every SUV and crossover they offer), they forecast their hybrid sales will pass Toyota's in 2021.

**CO-PILOT360:** New Ford Co-Pilot360 driver-assistance technology arriving this fall will include standard auto emergency braking with pedestrian detection, blind spot information with cross traffic alert, lane keeping assistance, rear camera and automatic high beams. In 2019, Ford will add reverse brake assistance technology to avoid hitting things while backing up.

**FORD MUSTANG SHELBY GT500:** That's a whole lot of news and a hint at a whole lot of secrets. The future is heavy on trucks and SUVs, but there was one last thing: they pulled the wraps off a not-yet-quite-final version of the upcoming new Ford Mustang Shelby GT500, of which we can give you only the glimpse at right—and nothing more.

Stay tuned! ■

### TWO NEW OFF-ROAD SUVs: ALL-NEW BRONCO AND A YET-TO-BE NAMED RUGGED SMALL UTILITY COMING SOON

### HYBRID VERSIONS OF EXPLORER & ESCAPE COMING SOON

### F-150 RAPTOR

OUTSOLD ENTIRE PORSCHE CAR LINEUP

### HYBRIDS & PLUG-IN HYBRIDS AVAILABLE ACROSS SUV LINEUP

### IN 2021, FORD MOTOR COMPANY EXPECTS HYBRID SALES TO SURPASS TOYOTA

### FORD CO-PILOT360

5 STANDARD FEATURES

|  | FORD | TOYOTA | HONDA | CHEVROLET |
|--|------|--------|-------|-----------|
| AUTOMATIC EMERGENCY BRAKING WITH PEDESTRIAN DETECTION  | ✓    | ✓      | ✗     | ✗         |
| BLIND SPOT INFORMATION SYSTEM WITH CROSS TRAFFIC ALERT | ✓    | ✗      | ✗     | ✗         |
| LANE KEEPING SYSTEM                                    | ✓    | ✓      | ✓     | ✗         |
| AUTOMATIC HIGH BEAMS                                   | ✓    | ✓      | ✗     | ✗         |
| REVERSE CAMERA   | ✓    | ✓      | ✓     | ✓         |

