

The Ford Power Promise makes electric vehicle ownership easy by supporting customers in the areas that matter to them the most. To give our customers the confidence to go electric, the Ford Power Promise consists of promotions and programs that include:

- Easy access to home charging solutions with an eligible new electric vehicle purchase or lease
- 24/7 live support including charging support
- On-the-road charging so owners can fill up when they're not at home
- Battery confidence with an 8 year/160,000 km high-voltage battery limited warranty



## Why The Ford Power Promise

Electric vehicle adoption continues to rise in Canada, but those on the fence about going electric still have common questions about the electric ownership experience — specifically around electric vehicle charging, support, and battery longevity. Ford Power Promise is designed to help answer these questions that are top of mind for potential electric vehicle customers.

## Filling Up at Home

Questions and a lack of information about where to charge are the primary barriers to electric vehicle adoption for those on the fence about going electric.

### Filling Up at Home is a Key Factor to Choose Electric for Vehicle Shoppers

Electric vehicle shoppers are more likely to buy an electric vehicle if they have access to home charging.

### Customer Knowledge is Key

Not all electric vehicle shoppers know how home charging works, but most electric vehicle owners say that charging at home is as easy as charging their phones.

### Most Electric Vehicle Owners already Fill Up at Home and Prefer to Fill Up at Home

Most electric vehicle owners across the country prefer to fill up at home and say they rarely use public charging.

With Ford Power Promise™, Ford is helping remove a significant barrier for customers to make the decision to purchase an electric vehicle as the only auto manufacturer in Canada offering a complimentary home charger and standard installation with an eligible new electric vehicle purchase or lease from February 1 to March 31, 2025 (Quebec residents are not eligible.) Quebec residents who purchase or lease a new Ford electric vehicle in the same time period are eligible to purchase a Ford home charger and standard installation bundle for \$2,450 plus tax (estimated retail value of \$3,600), and a special finance offer. Restrictions, terms and conditions apply.

# The Ford Power Promise™

## Home Charging

### New — Easy Access to Home Charging Solutions

Starting February 1, 2025, with any purchase or lease of an eligible Ford electric vehicle, customers are eligible to receive a complimentary home charger (Ford Charge Station Pro) and standard installation at home (Quebec residents not eligible). Quebec residents will receive a bundled purchase offer that includes a home charger and standard installation at the time of vehicle purchase and a special finance offer.

**All provinces and territories excluding Quebec:** Must purchase or lease a new 2024 or 2025 Ford F-150 Lightning, Mustang Mach-E or E-Transit from a Ford dealer between 2/1/2025 and 3/31/2025 to be eligible to receive (a) one (1) complimentary Ford Charge Station Pro, or similar model based on availability, with complimentary standard home installation up to \$2,000, or (b) \$2,000 bonus cash. Must take retail delivery from an authorized Ford dealer's stock by 6/30/2025. No trade-in required. Offer not available to Quebec residents or to fleet or commercial customers. Complimentary standard home installation must be performed through RocketEV Charging Solutions Inc. at a residential location with a dedicated electrical meter; restrictions may apply based on structural and electrical limitations. Installation must be completed by 8/31/2025. Terms, conditions and restrictions apply. See your Ford dealer for details.

**Quebec Only:** Must purchase or lease a new 2024 or 2025 Ford F-150 Lightning, Mustang Mach-E or E-Transit from a Ford dealer between 2/1/2025 and 3/31/2025 to be eligible to purchase a Ford Charge Station Pro and standard home installation for \$2,450, plus applicable sales taxes (estimated retail value of \$3,600). No trade-in required. Offer not available to fleet or commercial customers. Standard home installation must be performed through RocketEV Charging Solutions Inc. at a residential location with a dedicated electrical meter; restrictions may apply based on structural and electrical limitations. Terms, conditions and restrictions apply. See your Ford dealer for details.

## Ongoing Support and Guidance

### New — 24/7 Electric Vehicle Support

Ford is launching round-the-clock live support, complete with charging assistance. So even though something is unlikely to happen, customers will know we're ready to help. Customers can call a Ford advisor at any time for 24/7 electric vehicle support.

**Additional Details:** Available for Ford F-150 Lightning and Mustang Mach-E owners. Not available on select holidays. See your Ford dealer for details.

### Roadside Assistance

Ford Roadside Assistance will tow your vehicle to the nearest authorized dealer in the case of adverse vehicle events. Battery out of charge? Roadside Assistance will tow your vehicle to the closest charging station or dealership.

**Additional Details:** Available for Ford F-150 Lightning and Mustang Mach-E owners.

## Easy Service Solutions

In-person advisors at Ford's extensive dealer network provide local support, along with convenient complimentary Mobile Service and Pickup & Delivery at participating dealerships. This means many service and maintenance needs can be taken care of from the customer's home without needing to drive the vehicle to a service location.

## On-the-Road Charging

### BlueOval™ Charge Network

Ford supports charging on the road with access to the BlueOval™ Charge Network — the largest public charging network in North America — now including more than 17,800 Tesla Superchargers, with more being added every week.

### Connected Built-in Navigation

Ford helps drivers find public charging options through Ford's Connected Built-In Navigation, Apple EV Routing via CarPlay® and Google Maps EV Routing via Android Auto™.

**Additional Details:** Your Ford electric or plug-in electric vehicle may be equipped with a Connected Navigation trial period. For details and to purchase a Connected Navigation subscription, visit your Ford Account.

### FordPass® App

Customers can find and pay for charging along their route across Ford's BlueOval™ Charge Network, all through one account and one app — the FordPass® App.

## Battery Confidence

### Battery Warranty

Ford's electric vehicles have an 8 year/160,000 km high-voltage battery limited warranty.

