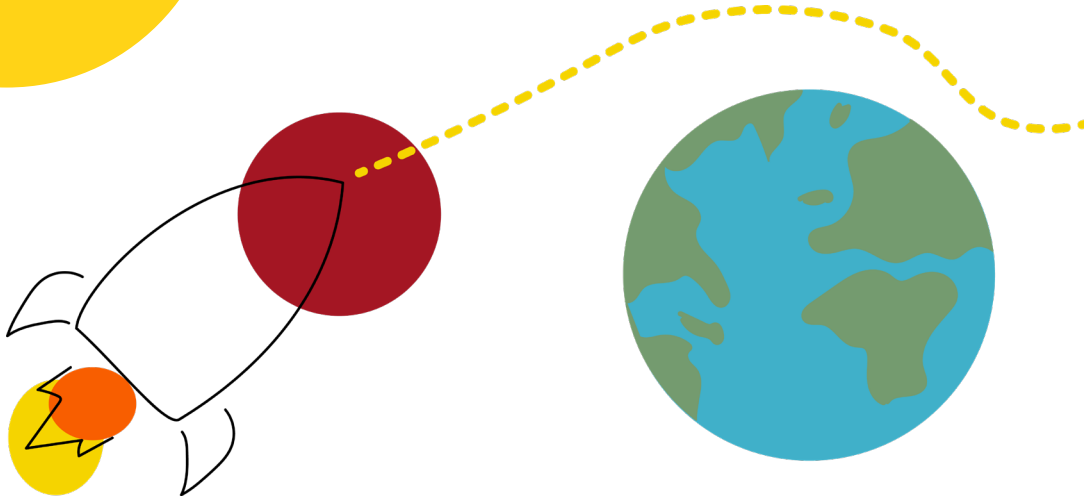


The New Electric

Technology and Culture





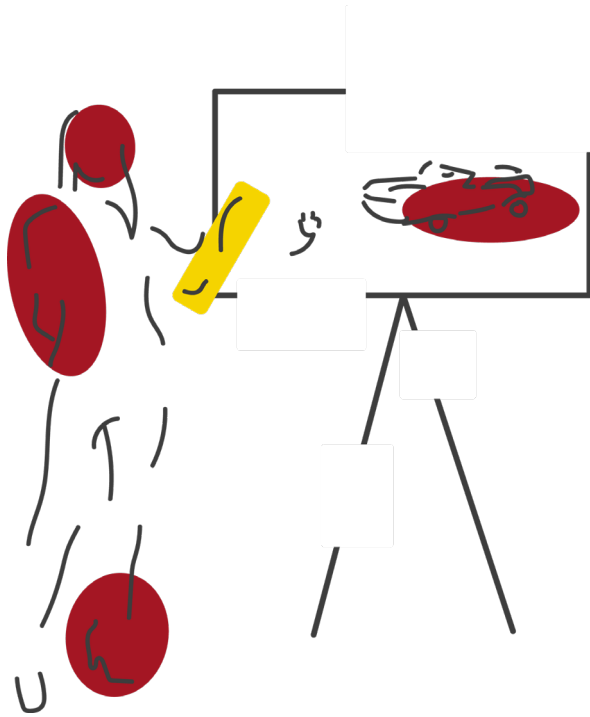
Technology



Ford Electric: Your Future
Looks Familiar

Better Uses
Driven by you

EV Workshops



Introductory workshops

Specialists can be trained by Ford to be able to hold educational workshops. These workshops should alleviate concerns around electric vehicles by focusing on savings, maintenance needs, range of vehicles, and finding chargers.

Advanced workshops

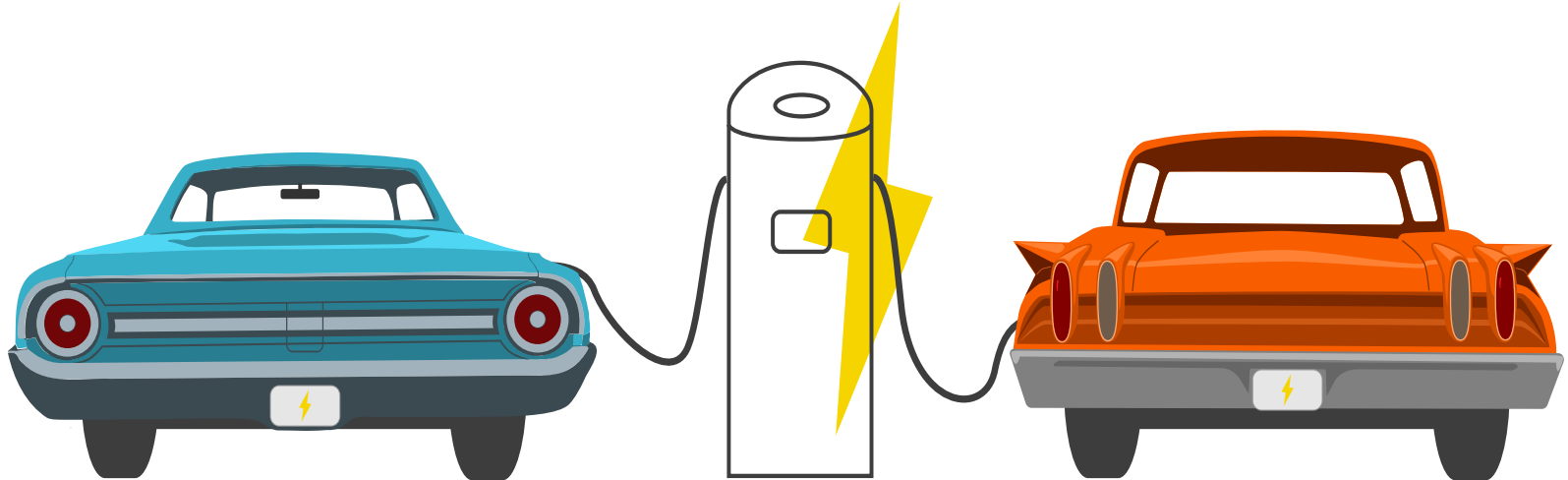
These workshops will cover more advanced topics such as at-home maintenance, more in-depth details on tax credits, and more.

22%
increase in
familiarity with
EVs

71%
would attend an
official
workshop

People would love to have in-depth cost comparisons, hand-outs like fact sheets, specific maintenance concerns, and info on specific models or brands.

Culture





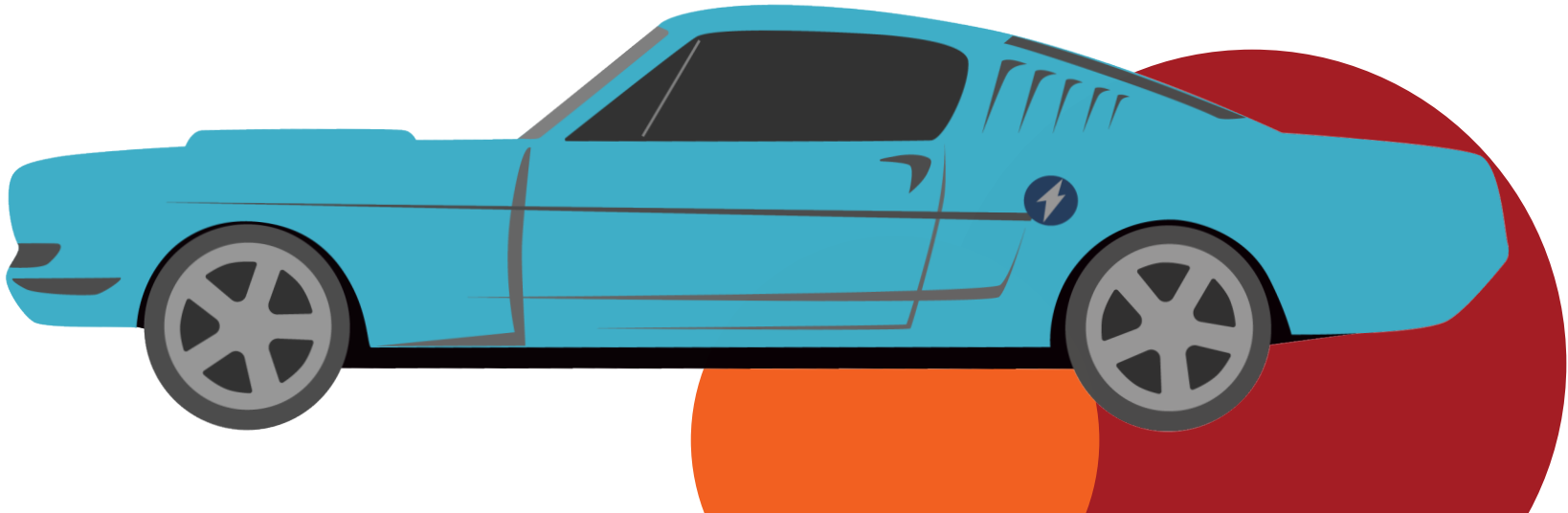
Ford Electric: Your Future
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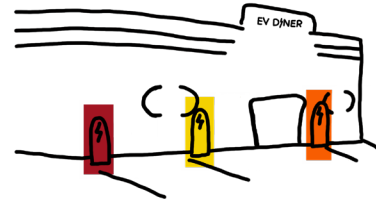
Vintage Renewed

By bringing back and updating classic vehicle models, users can find the familiarity currently available all-electric vehicle models lack.

Vintage feels more familiar and comfortable, so being able to bridge the gap between the new technology and the feeling of comfort could help make electric vehicles feel more accessible.

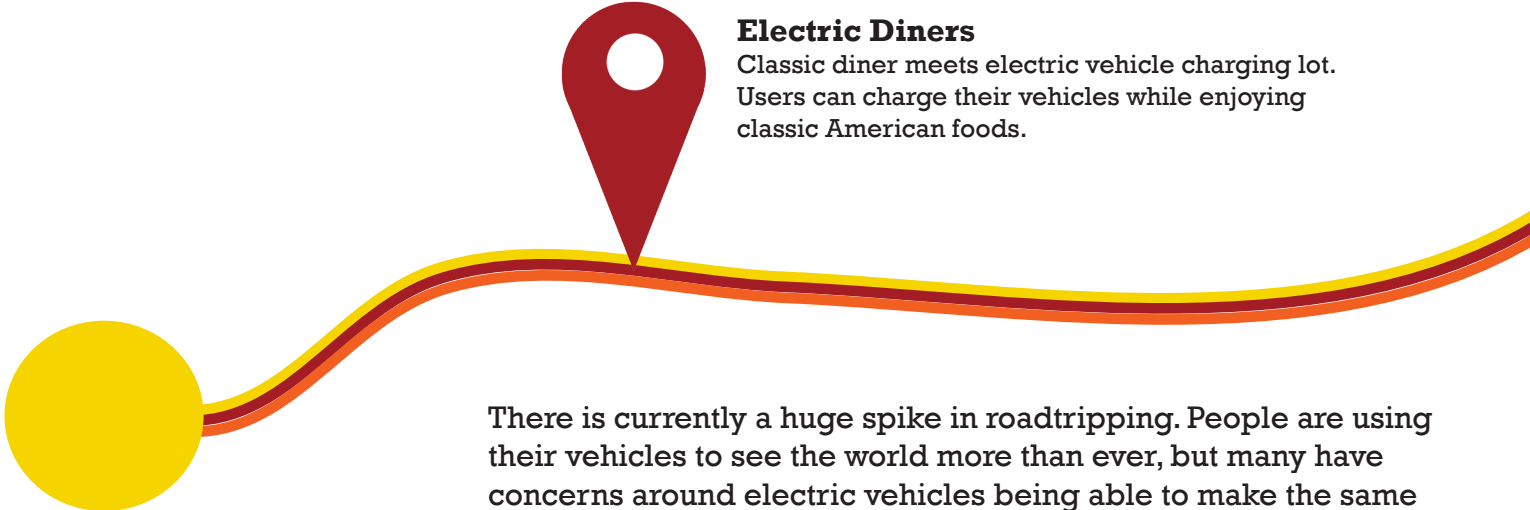


The Great Electric Roadtrip



Electric Diners

Classic diner meets electric vehicle charging lot. Users can charge their vehicles while enjoying classic American foods.

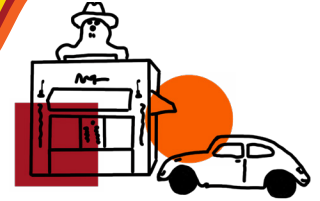


There is currently a huge spike in roadtripping. People are using their vehicles to see the world more than ever, but many have concerns around electric vehicles being able to make the same trip.



National Park Stops

National Parks are seeing an increase in visitors; adding electric vehicle chargers can add peace of mind to those looking to get out and adventure.



Roadside Attractions

Roadside attractions can be upgraded with charging stations to encourage users to spend time taking pictures while their vehicle recharges.

Creating a plan for an electric roadtrip across the USA can show people that electric vehicles can meet their range needs. With stops at National Parks, funky diners, and cool roadside attractions, people can get a taste of America on the road in their sustainable vehicle.