



BUILDING ELECTRIC VEHICLE INFRASTRUCTURE

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THE FORD ELECTRIC VEHICLE STRATEGY

WHAT YOU NEED TO KNOW

- Target the market for EV commercial vans and pickups.
- Largest public charging network!!
 - 63,000 charging plugs and growing!
- 2,300 EV-certified dealers
 - plus 644 EV-certified commercial vehicle centers.
- 4 EV manufacturing plants in North America
- Achieve carbon neutrality globally by 2050!

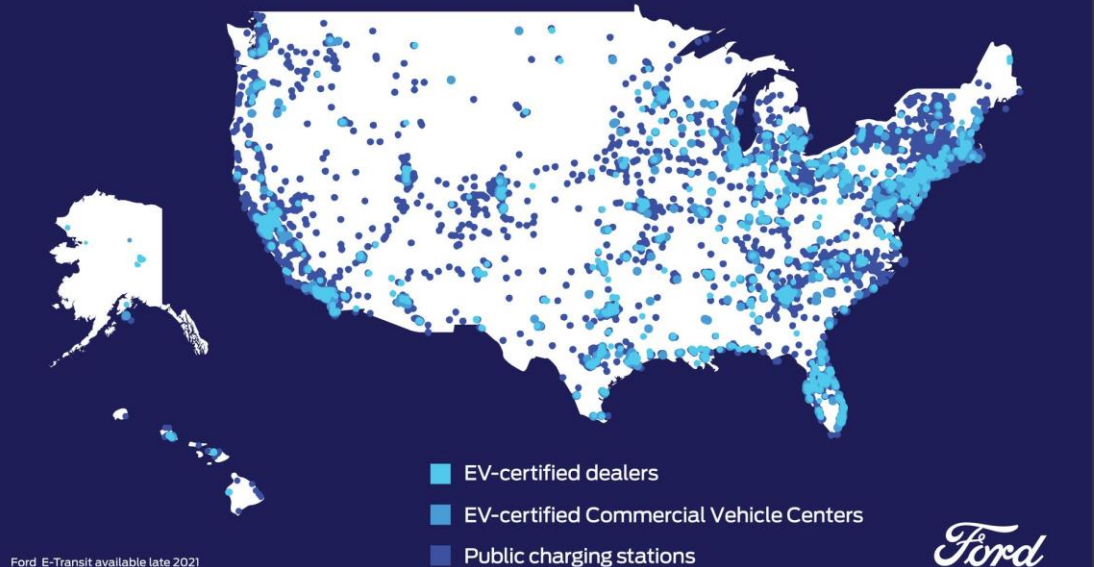


U.S. DEPARTMENT OF
ENERGY

EV CHARGING FUNDING OPPORTUNITY

- \$20 million allocated
 - Accelerate EV adoption
 - Supporting EV infrastructure
- Demonstrate EV technologies and infrastructure for various applications.
- Projects of interest:
 - Accelerate clean energy jobs
 - Provide EV transportation to underserved communities

2022 Ford E-Transit Backed by Powerhouse Dealer and Charging Network



A scenic photograph of a rural landscape. In the foreground, a dirt path leads through a field of tall green grass. A rustic wooden fence runs across the middle ground. In the background, there are rolling green hills and mountains under a clear blue sky with some light clouds. A large barn with a dark roof is visible on the right side of the image.

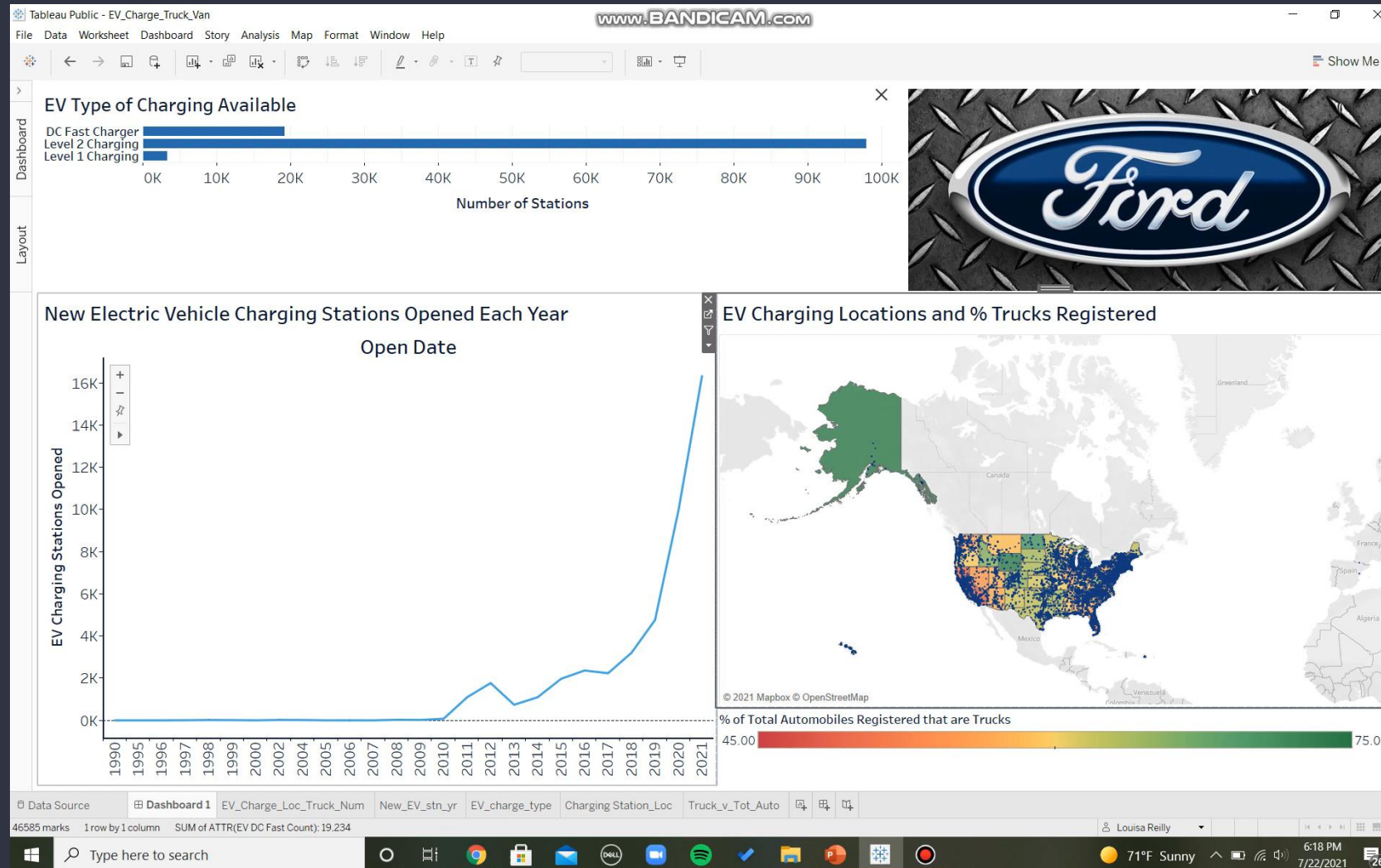
TARGETING RURAL COMMUNITIES

Building their EV
Infrastructure

RURAL COMMUNITIES VS THE NATIONAL AVG

Category	Rural Rate	National Rate
Living Below Poverty Line	12.5 %	11.8 %
Unemployment Rate	5.0 %	3.9 %
Car-free Households	4.4 %	8.6 %
Senior Population (65+)	18.4 %	16.0 %

MORE CHARGING STATIONS FOR TRUCK OWNERS!



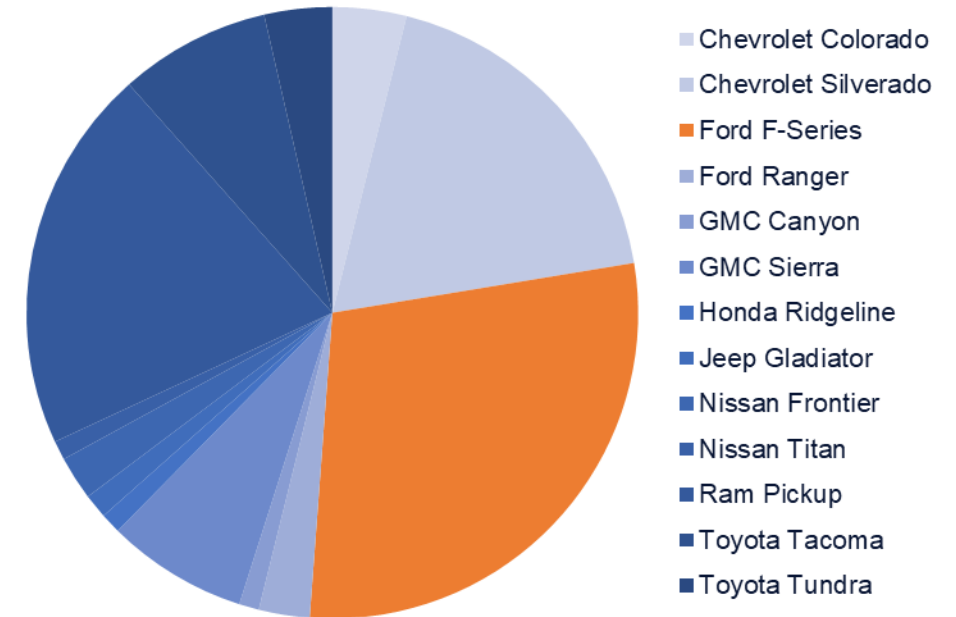
FINDING OPTIMAL EV CHARGING STATION LOCATIONS FOR TRUCK OWNERS



IMPACT AND SOLUTION

1. Building more charging stations to support the sale of EVs for trucks.
 2. Supporting rural communities.
- Data Science Soln:
 - Clustering Analysis
 - Unsupervised Learning
 - K-means clustering

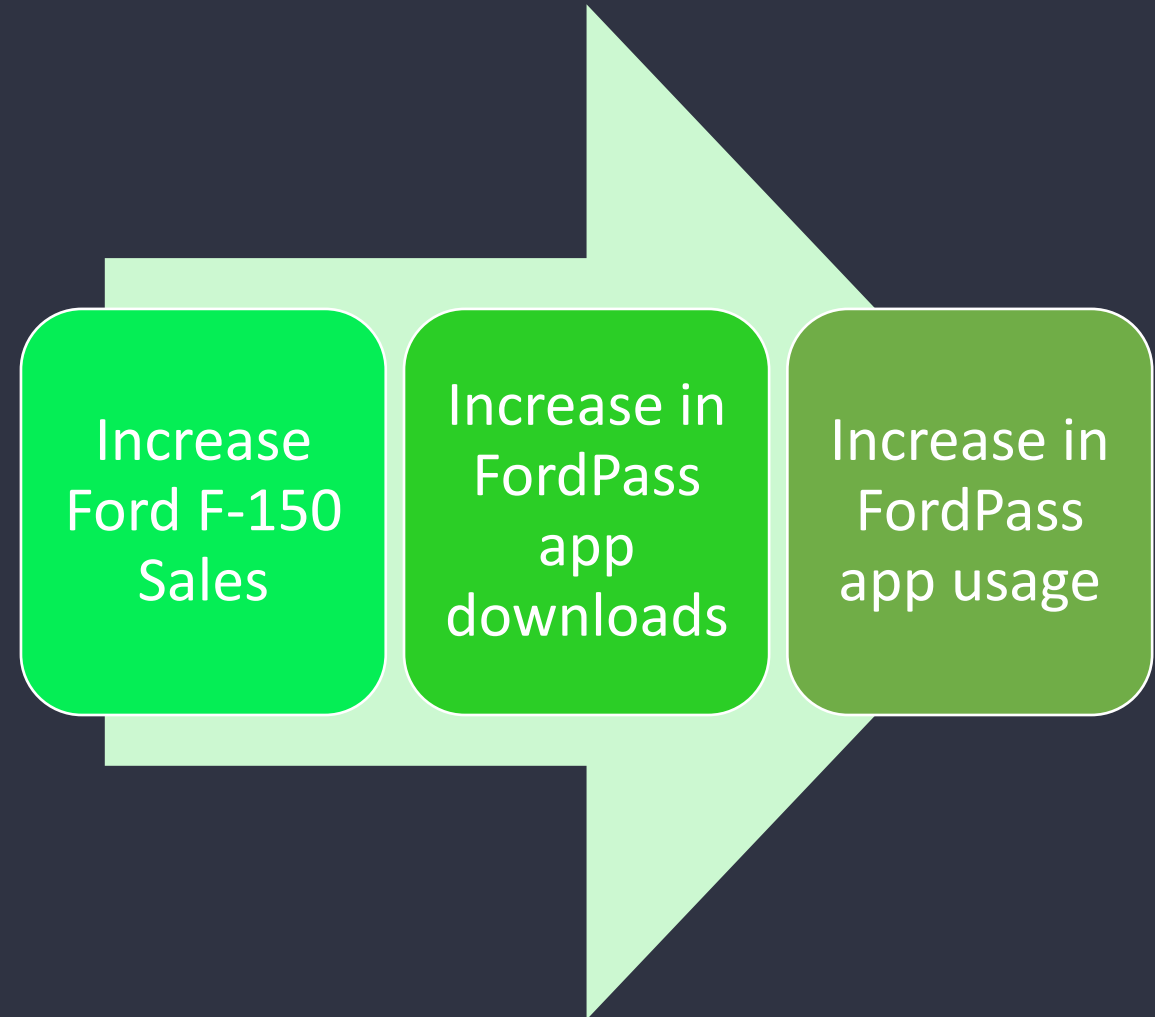
Ford F-Series Dominates 2019 Pickup Sales



Technical Success Measures

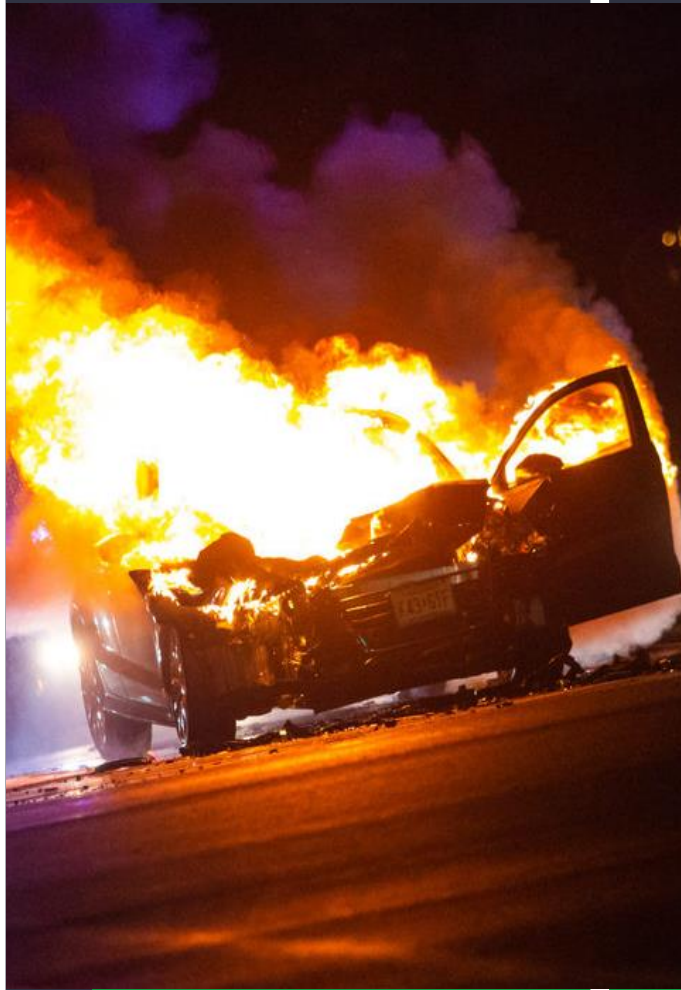


Non-Technical Success Measures



Assumptions

- Uniform distribution
- EV conversion
- Ford >>> other EVs
- Affordability



Risks

- EV station usage
- Copper theft
- Circuit breaker failure
- Inclement weather



THANK YOU

Any Questions?