

Ford Reveals Teaser Image of All-New Electric Vehicle



Ford's all-new Mustang-inspired fully-electric performance utility arrives in 2020 with targeted range of 300 miles

COLOGNE, Germany, Sept. 6, 2018 – Ford today revealed the first teaser image of the company's new Mustang-inspired utility vehicle – the first new model from the Ford Team Edison group assembled specifically to develop electrified vehicles for markets worldwide.

Darren Palmer is global product development director in Ford Team Edison – a dedicated, cross-functional team based in new offices in downtown Detroit, US. The team has been given licence to operate in a completely different and innovative way to develop electric vehicles for a market accelerating at an exponential rate.

Tasked to move fast and come together quickly to solve both common problems and the unique challenges presented by each individual market, Team Edison has embraced a “no stripes mentality” to encourage ideas from different viewpoints. Team Edison is also taking a fresh approach to developing prototype products. Low-fidelity prototypes that can be developed faster – even out of materials such as cardboard where appropriate – enable more flexibility to learn and iterate, and deliver truly intuitive and innovative designs.

“Electric vehicle customers are buying into the future and our team is 100 per cent focussed on not only delivering vehicles they will love, but providing an entire electric vehicle ecosystem that works flawlessly,” Palmer said.

Ford's all-new Mustang-inspired fully-electric performance utility arrives in 2020 with targeted range of 300 miles. Ford is investing \$11 billion and plans to deliver 16 fully electric vehicles within a global portfolio of 40 electrified vehicles through 2022.

To read more from Darren Palmer and Ford Team Edison [click here](#).

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 54,000 employees at its wholly owned facilities and approximately 69,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

Contact: Finn Thomasen
Ford of Europe
+44 (0)1268 401908
fthomas3@ford.com