

Starting from RMB 265,000, Mustang Mach-E Manufactured in China Opens for Pre-order; Ford China Launches Direct Sales Model for Electric Vehicles

- Ford all in on electrification and intelligence in China. BEV division will expand dedicated direct sales network to reach 90 percent of China's electrified vehicle market this year, as the move to electrified vehicles accelerates. The Mustang Mach-E manufactured in China opens for pre-orders with 4 available versions from RMB 265,000-379,900. The Limited GT First Edition will also debut.
- Mustang Mach-E will come with preinstalled intelligent driver assist hardware that supports wireless software upgrades.
- Charging network partnership with State Grid and NIO will offer app-based access to nationwide network. Ford is first automaker to offer "plug and charge" convenience in China.

SHANGHAI, April 13, 2021 – Ford's pioneering intelligent all-electric Mustang Mach-E SUV opens for pre-orders in China today, with prices from RMB 265,000-379,900. The Mustang Mach-E GT First Edition will be available in GT Grabber Blue.

Model	Core specification	Price (RMB)
GT First Edition	Range ¹ >480 km 0-100 in <4 sec ²	379,900
Standard Range Base RWD ³	Range ¹ >470 km 0-100 in <7 sec ²	265,000
Extended Range Premium RWD	Range ¹ >600 km 0-100 in <7 sec ²	309,900
Extended Range Premium AWD	Range ¹ >540 km 0-100 in <5 sec ²	339,900

In order to compete as a challenger and breakthrough in electrification, Ford China established its BEV Division dedicated to R&D, manufacture, sales and user experience of Ford electric vehicles in the country. Mustang Mach-E is also the first product launched by the new BEV Division.

Innovative Sales Model to Serve Users Directly

Ford is focused on the future and will adopt a direct sales network to expand across 20 major cities nationwide in 2021 to serve users directly.

Leveraging its existing dealer resources, Ford will offer an enhanced one-stop "Everything Online" experience which includes service appointments, pickup and delivery of cars.

"User-centric" is at the core of this new model. Ford will build and improve experiences that better meet users' needs through a series of upgraded services like "Five-star service rating survey."

Ford will also work closely with charging partners such as the State Grid. Mustang Mach-E users can access over 300,000 high-quality public charging piles, of which 160,000 are fast charging, in more than 340 cities across the country through an exclusive APP. NIO's nationwide fast charging network will also be accessible to Mustang Mach-E users.

In addition, Ford will be the first to offer 'plug-and-charge' functionality on 45,000 fast charging piles without the need for using a mobile app.

Preinstalled intelligent driver assist hardware creates an evolving intelligent car

Mustang Mach-E comes with 6 cameras and 17 radar sensors as standard. All Active Drive Assist Prep Kit on board will be front-mounted and ready for continuous wireless software upgrades for an intelligent driving experience.

The newest generation of Ford Co-Pilot360 advanced driver assist professional package will be equipped as standard on Mustang Mach-E, offering level 2 (L2) automatic driving and more than 20 trusted intelligent driver assist features, including ACC, TJA, and ICA.

There is also an optional Co-Pilot360 advanced driver assist upgrade package that enables Ford's hands-free driving offering to operate vehicles hands-free on prequalified sections of divided highways, and side distance warning system.

Mustang Mach-E comes with industry-leading firmware and software upgrade functions to enable online wireless software upgrades of multiple core modules.

Mustang Mach-E will also be equipped with a newest generation of SYNC+ 2.0 Smart Connected system and works with Baidu's ecosystem to integrate data, cloud, map, voice interaction, payment and other native capabilities to create smart cockpits for a smooth user experience.

Bring back driving pleasure to intelligent electric vehicles

Ford is not only localizing production of the legendary Mustang brand in China, it is also building locally the high-performance GT version, setting multiple firsts in the history of Chinese automobiles. The Mustang Mach-E GT First Edition is based on GT models and features the exclusive GT Grabber Blue, Stunning interior design details with 20-inch all-aluminum chrome hub and dual motor. Mustang Mach-E joins the 3-secs 0-60mph club with a maximum power output of 359 kW.

The full series of Mustang Mach-E comes in customized track-tested Pirelli P Zero series and Goodyear Eagle Touring series tires. All front wheels are using Brembo aluminum 4-piston brake calipers.

As the first mass-produced model tuned with the help of Ford's racing simulator, Mustang Mach-E is an "electric pony" that inherits the Mustang family's legendary sportscar performance and delivers driving pleasure and performance to this all-electric intelligent vehicle.

1. The range is based on CLTC-estimated range calculation methodology.
2. Product designed data.
3. This is the private purchase reference price after deducting current NEV subsidies. Please refer to the official selling price.

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