

Harnessing the power of an icon to disrupt a category



LISA SCHODER
FORD MOTOR COMPANY

07.07.20

Session 1 11:25AM EDT

MACH 1 E

you CAN'T STOP
AN ICON



SCARY





BLOWOUT



NEW SHOES

UP AND TO THE RIGHT—
**Tesla is now worth more than Ford
and GM—combined**

Elon Musk will be eligible for a big stock award if shares rise above \$553.

TIMOTHY B. LEE - 1/13/2020, 3:00 PM



Qatar Sherem/Contrasto via Getty Images



TECH \ TRANSPORTATION \ CARS \

Tesla just made its one millionth car

It's a red Model Y

By [Jon Porter](#) | [@JonPorty](#) | Mar 10, 2020, 5:18am EDT

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Figure 1: Global annual passenger vehicle sales by drivetrain

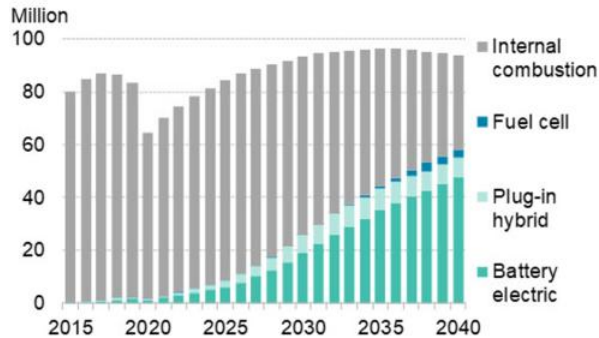
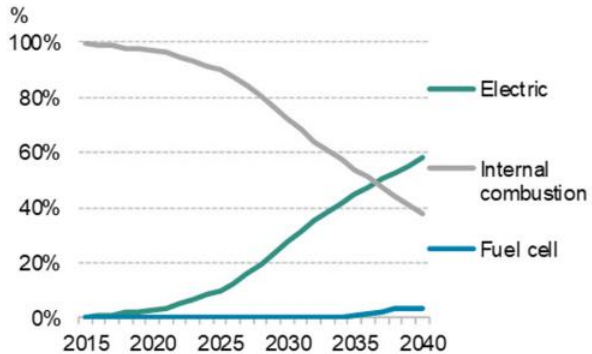


Figure 2: Global share of total annual passenger vehicle sales by drivetrain



Source: BNEF. Note: Electric share of annual sales includes battery electric and plug-in hybrid.





Ford Motor Company

@Ford



Hold your horses



11:02 PM · 3/14/19 · [Twitter for iPhone](#)

1,202 Retweets 6,221 Likes



Ford



REBEL



BUILT *Ford* PROUD



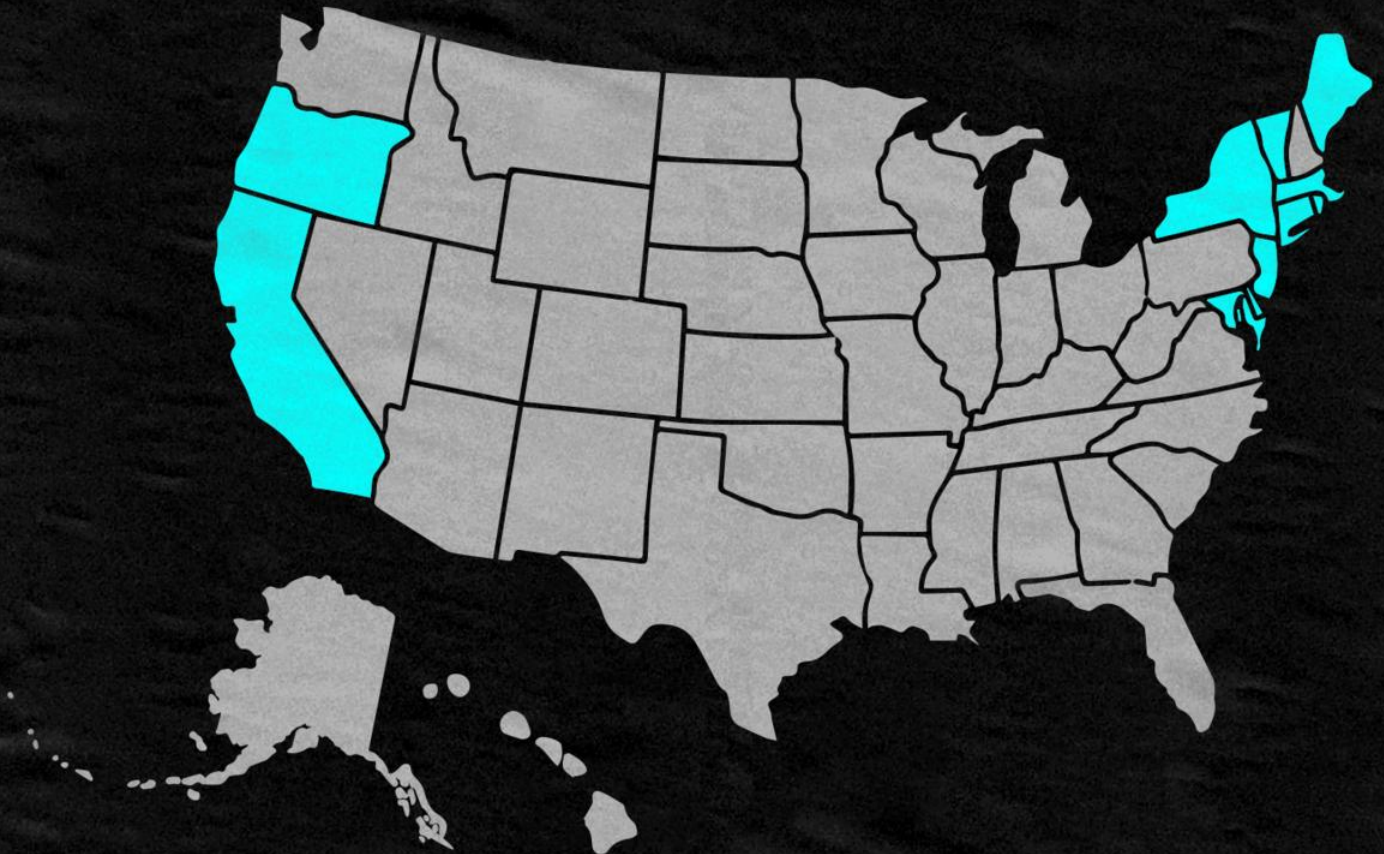
FUTURE





Greetings from

SILICON VALLEY



Ford

VEHICLE TO INFRASTRUCTURE

Timing of traffic signal color changes transmitted to vehicle

Non-connected vehicle

VEHICLE TO VEHICLE

Vehicles transmit status, can warn drivers of potential risks





CHURCHILL DOWNS

Wagering Windows

1621

1622

1623

1624

1625

How To Wager

How To Wager

How To Wager

*Position the vehicle as **the one the world didn't see coming***



Ford has a legacy of repeatedly bringing about powerful, lasting change; launching categories and creating new norms over and over.

*Yet, some were choosing to underestimate us. To view us as a **dark horse** in the EV race.*

Though there may be others who've come in and shaken things up....they should have seen us coming.





Global Reveal: Streaming Live Show for Millions



LIVE



LIVE



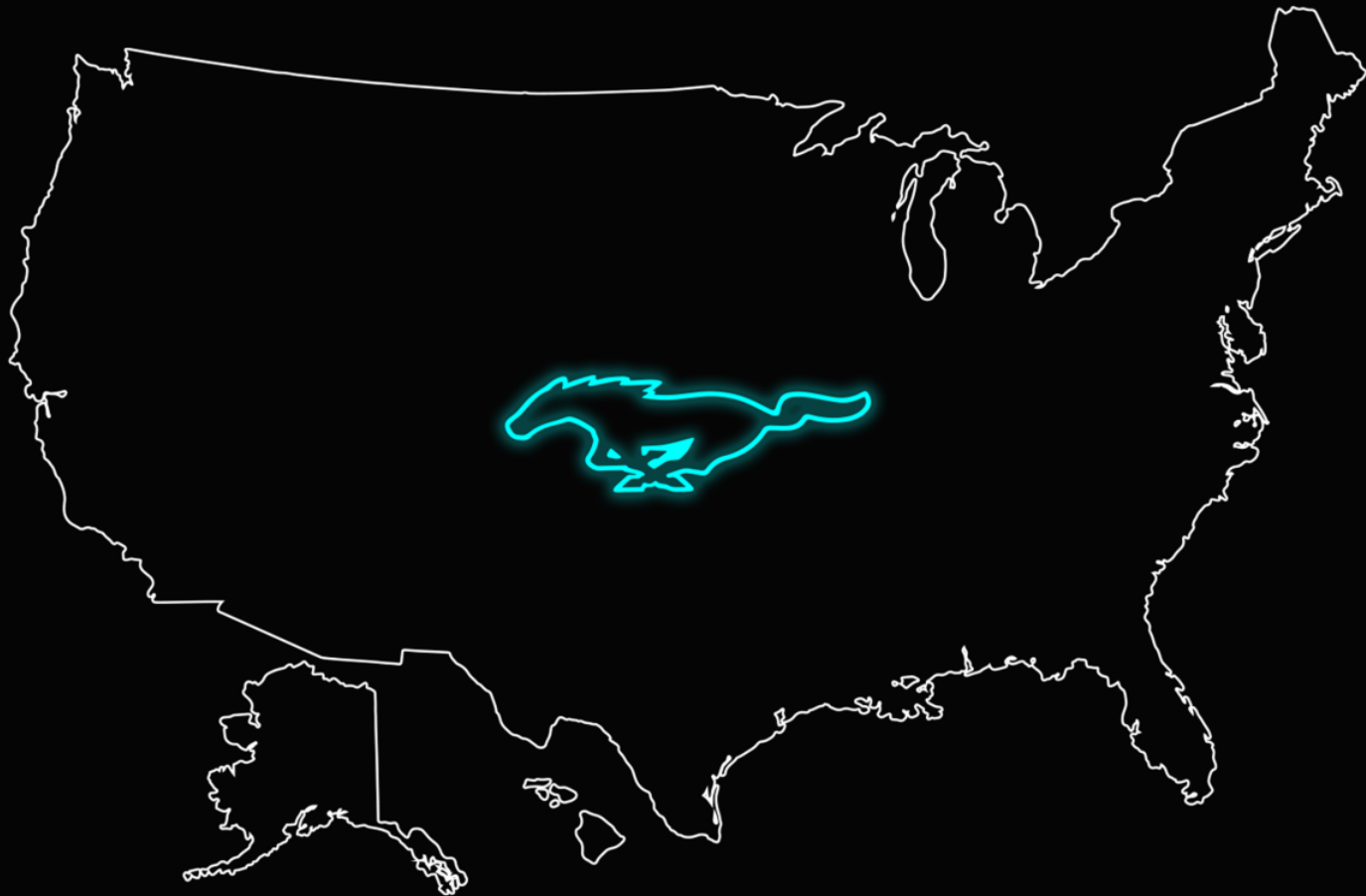
YouTubeTV

汽车之家
AUTOHOME INC.



Ford Mustang Mach-E First Edition sold out, here are the most popular choices

It's too late to nab one of the First Edition models, but Ford shared some fun stats about what customers ordered.





Ford Motor Company  @Ford · Nov 17, 2019



Zero gas. Zero emissions. 100% exhilaration.

Tap to be among the first to reserve the all-new, all-electric
[#MustangMachE](#).



Elon Musk 

@elonmusk

Congratulations on the Mach E! Sustainable/electric cars are the future!! Excited to see this announcement from Ford, as it will encourage other carmakers to go electric too.

 13.3K 1:13 AM - Nov 18, 2019



MACH-E

Ford



30% OF
RESERVATIONS



Enlisted a former Ford employee to help us



IDRIS ELBA



GLOBAL APPEAL



POP-CULTURE CROSSOVER



PERSONAL HISTORY WITH FORD



SOCIAL MEDIA FOOTPRINT



ENVIRONMENTAL ADVOCATE






Not **EVERYONE** is thrilled with our success

Name Change - Mustang Mach E



15,602 have signed. Let's get to 25,000!



-  **garth garrett** signed this petition
-  **Patrick O'Rourke** signed 53 minutes ago
-  **Uriah Mach** signed 21 hours ago



REBEL



A STEED FOR EVERY NEED

A FULLY ELECTRIC SUV
WITH THE
DNA OF A MUSTANG

0-60 IN MID-3 SEC

300 MILE RANGE ON A SINGLE CHARGE

15.5" HUMAN-CENTERED TOUCH SCREEN

3 DISTINCT DRIVE MODES

OVER THE AIR UPDATES

SLEEK AND SEXY MUSTANG DESIGN



A TRUE, REBELLIOUS
MUSTANG MOVE.



OUR PLAN TO WIN

Continue to Disrupt

Be True to the **Rebellious Spirit** of Mustang

Create Fame and Conversation

Have the **Product** to Back it Up

Take Names & Orders

MUSTANG



MACH-E

THANKS

