

A SPECIAL REPORT BROUGHT TO YOU BY **FleetNews**



THE TRANSITION TO ELECTRIC

A look at the latest car and van to blaze Ford's 'all-electric by 2030' trail

In association with



Ford Mustang Mach-E – the thoroughbred EV

Ford's new all-electric SUV matches style and performance with highly competitive wholelife costs

FORD MUSTANG MACH-E

Usable battery: 70 kWh or 91 kWh (2022.25MY)
Range: 248 to 379 miles*
Benefit-in-kind tax: 1% (2021/22)
Order lead time: about 30 weeks
RRP: from £41,330



“We are delighted that we have taken orders from a diverse range of fleet customers across many sectors – many of whom have not purchased a Ford passenger vehicle for some time”

Neil Wilson, Ford Fleet Director

The only complaint that Ford received about its new Mustang Mach-E is highly revealing about the step change that the new all-electric car represents in terms of technology and design. The customer had a security light on their driveway, triggered by a movement sensor, and all through the evening their drive was cast in light as neighbours sneaked a closer look at the new, zero emission SUV.

The car allies elegantly sculpted lines, blistering acceleration (standstill to 62mph in just 5.8 seconds on the extended range AWD) and an exceptional range of up to 379 miles* between recharges to deliver premium performance. Carrying the legendary Mustang name, the Mustang Mach-E is the first pure electric stepping stone in Ford's commitment to offer battery electric (BEV) and plug-in hybrid (PHEV) across its entire UK car range by 2026, and BEV-only by 2030.

But with RRP's starting from £41,330, the Mustang Mach-E also represents something of a departure for Ford from its core fleet models, even if robust residual value (RV) forecasts and low service and maintenance projections are delivering attractive wholelife costs.

Neil Wilson, Ford Fleet Director, said the early indications are positive that the Mustang Mach-E has broad appeal across the fleet market.

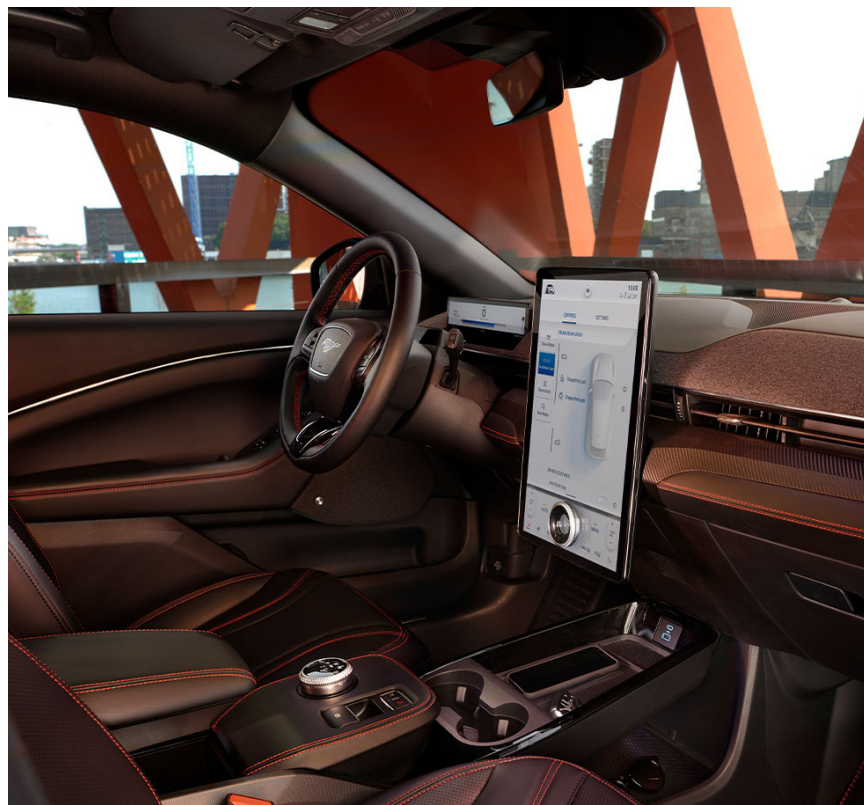
“We are delighted that we have taken orders from a diverse range of fleet customers across many sectors – many of whom have not purchased a Ford passenger vehicle for some time,” he said.

These include conquests from premium brands switching to an electric car for the first time, and seizing the opportunity to drive a luxury car with a 1% benefit-in-kind (BIK) tax charge (BIK rates were correct at the time of printing and are based on taxation rates for 2021/22 tax year), as well as the first generation of EV adopters looking for a more aspirational car second time around.

Providing key information and demonstrator models to leasing companies has helped to secure the Mustang Mach-E highly competitive lease rates, catching the eye of user-choosers and delivering a convincing order take.

“Strong RVs are the result of a great product and we are already seeing that in the values and lease rates we are experiencing from all our funding providers today,” said Wilson.

Ford is also, he added, ‘laser-focused’ on the quality of its channel mix, which means no Mustang Mach-E models are being supplied to short-cycle



sectors, such as daily rental, which might undermine its residual values.

The Mustang Mach-E battery is backed up by an eight-year/100,000 mile Ford Warranty, which is reassuring for both its fleet and subsequent second-hand owners, while over-the-air software technology updates mean these first Mustang Mach-Es will have the same sophisticated systems when they are deflected in three or four years' time as the 2025 version.

“We are confident that our strategy will support the strong residual values we are seeing today over the coming years,” said Wilson. “So far, the RV forecasts are excellent and very well positioned versus other EV models.”

The fewer moving parts in an electric motor should also translate into substantially lower service and maintenance costs, with Wilson suggesting scheduled servicing could be up to 50% cheaper than combustion engine vehicles. The SUV's advanced SYNC connectivity will also help fleets to minimise downtime, with on-board sensors able to detect and diagnose the earliest indications of a developing fault, so that it can be corrected over the air, or fixed in a workshop at the driver's convenience.

The biggest day-to-day savings, however, will be from the cost reductions of

electricity compared with petrol or diesel, particularly if company car drivers can plug in their Mustang Mach-E at home. The Ford dealer network can provide a Ford Connected Wallbox enabling drivers to schedule the most efficient time to charge via the FordPass app and take advantage of off-peak electricity tariffs.

“We've engineered the vehicle in a way that enables customers to recharge the battery overnight with a wallbox – even the RWD Extended Range variant with up to 379 miles of range,” said Wilson, adding that the all Mustang Mach-E models are supplied with both home and public charging cables to make it as easy and convenient as possible to recharge the batteries.

On the road, Ford is a founding member of the IONITY network of ultra-high speed chargers, where Mustang Mach-E drivers can enjoy a discounted tariff, although there are currently only 15 IONITY stations in the UK. The Mustang Mach-E is capable of recharging from 10-80% in just 38 minutes** at a 150kW rapid charge point.

Range should not, however, be an issue; even the standard range RWD model is capable of a WLTP-tested 273 miles*** between plug-ins, while the Extended Range model's 379 miles* is surely farther than any driver can realistically drive in a day. One recently set a new world record for EV efficiency by driving 840 miles from John o'Groats to Land's End with just 45 minutes of charging.

“The Intelligent Range predictions (of the FordPass app) can calculate the range remaining based on a driver's previous driving habits, weather forecasts and crowdsourced data collected from other Mustang Mach-Es,” said Wilson.

* Based on full charge. Estimate range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). 379-mile range applies to RWD model with extended range battery.

** RWD/AWD standard range only. Charge power can decrease with increasing state of charge. Actual charge times and charge speeds can vary based on different factors such

as weather, temperature, driving behaviour, etc.

***Based on full charge. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Actual range varies with conditions such as external elements, driving behaviours, vehicle maintenance and lithium-ion battery age.

FORD E-TRANSIT

Battery: 68kWh*
 Range: up to 196 miles
 Max payload: van – up to 1,758,
 chassis cab – up to 2,090
 Loadspace: up to 15.1m³
 Body shapes: panel van, double cab
 in van and chassis cab
 Options: Three lengths, two roof heights
 RRP: from £42,695
 Order: from Q4 2021
 Deliveries: from Q2 2022

Leading the charge: Ford E-Transit

Available as an all-electric van, double cab in van and chassis cab, the light commercial vehicle combines excellent loadspace and payload with a range of up to 196* miles

The demand for electric light commercial vehicles (LCVs) is soaring as cities introduce clean air zones and businesses commit to net zero carbon targets. But the specialist use cases and round-the-clock operation of LCVs make this a far more technically difficult sector to supply than the electric car market, where the sweetener of 1% benefit-in-kind tax** has swiftly overcome range and recharging anxieties.

As a leading force in the UK for LCVs, Ford's unveiling of the all-new, all-electric E-Transit, available to order from Q4 2021 with first deliveries Q2 2022, promises to be a decisive move in the decarbonisation of vans.

The manufacturer already has the Custom Plug-in Hybrid van in its range and is pursuing a similar launch strategy with the E-Transit, putting a demonstrator fleet of vehicles through their paces in a programme of real-world trials with businesses involved in different industries.

"As we move into full-scale production, we will be rolling out further long-term fleet demonstration opportunities with a broad range of customers," said Neil Wilson, Ford Fleet Director. "We believe that trialling the product will be our best tool to support decisions on transitioning to EVs as customers can get real-world experience for their particular use cases."

Importantly, while fleets currently have a handful of electrified panel vans from which to choose, the E-Transit will also be available as a chassis cab version for conversion to individual fleet requirements.

"We recognise that many of the vehicles will need some kind of conversion and we have already held Europe-wide virtual conversion briefings to ensure our converter partners are EV-ready to support customers with dedicated upfits from day one," said Wilson.

Ford has already committed to having a zero-emission pure electric or plug-in hybrid option for each of its van models within the next three years, although the demanding use cases for some LCV operators means that diesel will have to remain an option until a comprehensive range of zero emission capable vehicles becomes available, said Wilson.

"Many of our commercial vehicle customers have average daily distance and load carrying or conversion requirements that are challenging for most current electric vehicles (EVs), and businesses are having to wait for capable vehicles to enter the market place or continue to choose diesel in the short term," he added. "For some customers a blended approach of EV and diesel will be the most appropriate in the short term."

Available in three lengths and two roof heights, the E-Transit should be suitable for a wide range of fleet applications. With its batteries neatly tucked below the main body of the vehicle, the LCV offers between 9.5 and 15.1 cubic metres of loadspace and a payload of up to 1,758kg, while its maximum range stretches to 196 miles* between charges, although this is optimistic given real-world driving and loads. Fleet decision-makers can also select options that will extend its practicality further, such as the Pro Power Onboard, which can deliver 2.3 kW of electricity without the need for a separate portable generator, so drivers and crew can plug drills, saws and laptops into the onboard 230-volt socket.

Ford have announced RRP starts from £42,695 for the E-Transit, which should be available with a Government grant of £6,000 (up to 35% of its price), but Wilson expects fleet customers to look beyond its acquisition price, which will be more expensive than diesel equivalents, and focus instead on its wholelife costs. The

manufacturer has developed a dedicated cost comparison tool to give businesses an accurate insight into the financial implications of switching to EV.

"With significantly reduced costs of operation coupled with its outstanding capability, for many customers, E-Transit will be a rational business decision," said Wilson.

Maintenance costs are projected to be 40% lower than diesel equivalents, and the new electric van benefits from a one-year, unlimited mileage service interval, which will save SMR costs and vehicle downtime.

Ford is also undertaking a huge training programme to ensure that it will have more than 200 certified, authorised repairers trained specifically to work on its electric vehicles, prior to the E-Transit's launch.

"Our Transit Centres remain at the heart of our support network for commercial vehicle customers, and the teams will be fully trained and prepared for the E-Transit when it arrives, building on their experience with the Transit Custom plug-in hybrid over the past two years," said Wilson. "E-Transit customers can be confident that our extensive dealer network will be there to support their service and maintenance requirements."

The biggest operational savings (beyond avoiding daily fees as high as £12.50 to enter low emission zones) is likely to come from the cheaper costs of electricity compared with diesel. Ford has developed charging solution packages for both depot- and home-charging to help customers take advantage of the lowest energy tariffs, and has also invested in comprehensive training and support materials to help customers understand which charging solutions will be most effective and cost efficient for them.

"We understand that deciding when the time is right to transition to electric commercial vehicles will perhaps be the most significant challenge facing our customers over the next few years, and from a product perspective we have designed the E-Transit with its suite of connected services to make this transition as simple as possible," said Wilson.

* Based on full charge. Range quoted for best performing variant, Medium Wheel Base, Medium Roof Cargo Van, 390 Series, Speed Limited to 90kph. Targeted estimate range applies to an available configuration (and is based on CAE modeling using WLTP test procedure). Actual range varies with conditions such as external elements, driving behaviors, vehicle maintenance, lithium ion battery age and state of health.

** BIK rates were correct at the time of printing and are based on rates for 2021/22 tax year.

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E-TRANSIT TRACKING AND TELEMATICS

Every E-Transit will be equipped with a FordPassConnect modem, giving fleet managers access a wide suite of tools to boost operational effectiveness, via Ford Telematics for larger customers and FordPassPro for small fleets.

This will be the first Ford commercial vehicle to feature the manufacturer's new SYNC 4 communications system, which is able to deliver over-the-air updates, meaning the E-Transit's software and performance can improve over time, without the need for downtime in a workshop.

And there are further uptime benefits, too, from the FORDLive connected system.

"FORDLive unlocks the power of connectivity, using real-time health data from the vehicle to help customers run and maintain their vehicles, reduce breakdowns and time-consuming workshop visits, and achieve quicker servicing and repair times," said Neil Wilson, Ford Fleet Director.

Drivers also gain from the new SYNC 4 communications and entertainment system, which delivers cloud-enhanced navigation for the most efficient routes plus enhanced voice recognition. They can even schedule their preferred temperature in the cab, while the vehicle is charging, so it can get the heating or air conditioning just right using power from the grid rather than vehicle batteries, to maximise range.