



PRO™

FinSimple™



The eGuide to  
Transitioning to EVs



# Battery Power or Fossil Fuel?

First think about your fleet's unique needs.  
For the vans and trucks that you have on the  
road now, what's the:

Average daily mileage?

Max daily mileage?

Average payload?

Replacement timing?

Role each vehicle plays?

## More and More Fleet Managers Are Going Electric.

In a recent study\* with over 500 people  
who are responsible for financing or leasing  
decisions for commercial fleets, nearly half  
are already using an EV and over one quarter  
are considering one (a total of over 70%).

\*Source: Ford Credit commercial research study Q4 2022.







# Let the Facts Steer You

## What Do You Carry?

Lighter payloads, lower roof heights and lighter upfits help maintain vehicle range.

## How Do You Drive?

When the driver slowly and steadily accelerates, keeps a lower and more constant speed and uses EV regenerative braking, it helps conserve battery power.\*

## Where and When Are You Driving?

Warm weather is better for vehicle range than cold weather. So is preconditioning\*\* your vehicle by warming it up or cooling it down while it's plugged in.

When daily work routes are shorter distances, a charge lasts for a full shift, and you can easily recharge in downtime.

Max payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle.

\*Results may vary depending on driving habits. \*\*Effectiveness of cabin conditioning may be reduced by extreme outside temperatures.



# Be in a Position of Power

## Think About Where Your Fleet Will Plug In Beforehand

Having an EV charging plan in place can help improve uptime and potentially save your business money. Charging at off-peak hours may also help you save, depending on your utility company.

## A Few Things to Ask Yourself

- Where will your vehicles be parked between shifts?
- Is this a good place to install chargers if you need them?
- Are there good public charging options for your drivers?

## Your Answers Will Help You Decide Between These Charging Options

### Depot

You set up charging at your business. Teaming up with a manufacturer or partner will help you choose the right equipment and software to keep your EVs powered up.

### Home

While your drivers are off and at home, the juice is on. It's now simple to track and reimburse them for their home energy expenses too.

### Public

There are two options with different charging speeds: pay per use or monthly subscriptions.



# Charging Examples

## Example A – Shipping Company

- Vans are parked at the depot overnight, and 95% of clients are within 45 miles of the depot.
- Primary mode of charging is depot charging.
- For the 5% of routes more than 45 miles each way, public charging is used to complete the route, if needed.

Depot Charging	Public Charging	Home Charging
✓	✓	
	✓	✓
✓		
		✓

## Example B – Electrician Contractor

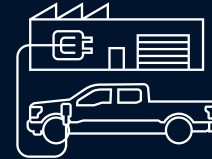
- Workers charge at home at the end of the workday.
- Technicians drive a full-size light-duty truck serving a 70-mile radius most of the time, with a payload of 50% or less.
- Public charging is used to top off the few routes outside of the vehicle range.

## Example C – University Campus Maintenance Crew

- A maintenance crew of 10 people serves the campus in staggered shifts covering the campus 24/7.
- Five of 10 units operate at any given time, driving a max of 45 miles per day.
- All EVs are 100% within driving range of the campus.

## Example D – Independent Mobile Restaurant Contractor

- The mobile restaurant van is in a medium-size city.
- A max of 40 miles a day is driven to serve local customers.
- The contractor returns to their home to do 100% of their charging each night.



## See How Others Charge Up

Some businesses choose one way to recharge, and many prefer a mix.

Remember that software can help you monitor and manage chargers in real time so that you can make the most of them across your entire fleet.

# Plan for Financial Charges Too

## Outline Your Up-Front Costs

- Do you know how many chargers you need?
- How about installation costs?
- How much is the software to track your fleet's charging?

## Don't Forget About Potential Tax Incentives

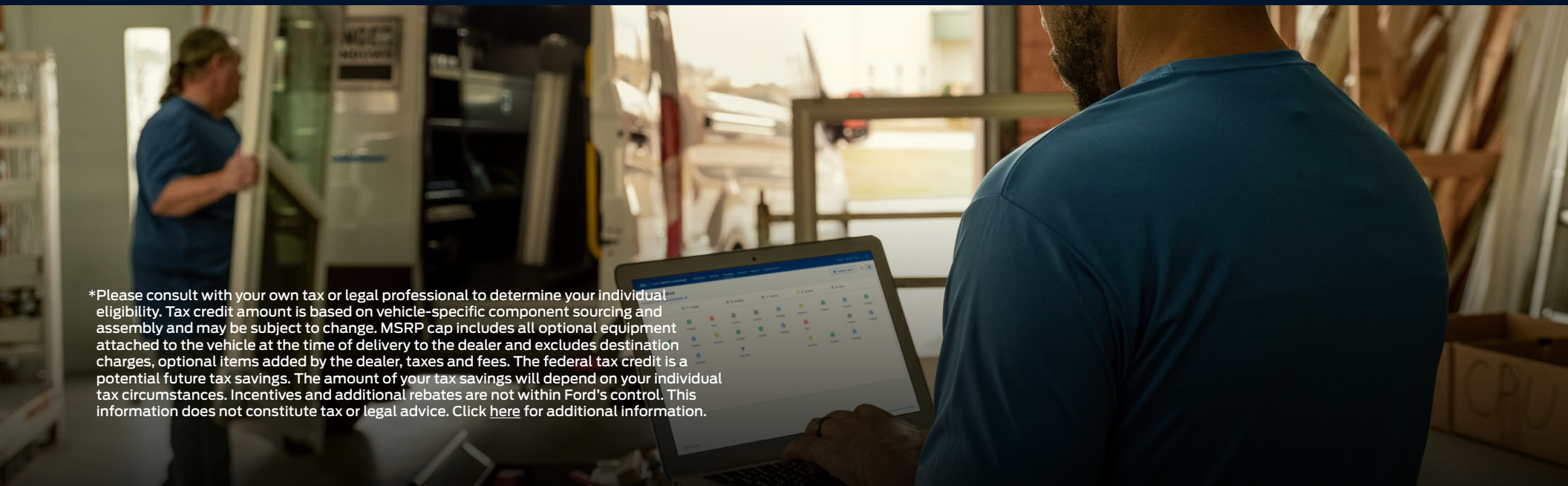
Talk to your tax advisor to see if taking advantage of the Inflation Reduction Act makes sense. It may offset the costs for adding EVs, plug-in hybrid vehicles (PHEVs) and charging equipment. Depending on your situation, these new tax credits can potentially save you money.\* Some states also offer additional rebates and incentives.

## Give Yourself Some EV Credit

If you're not paying cash, look into a financing plan for EVs and charging solutions. As you shop for the right fit, ask about including costs like hardware, software, installation, labor and servicing.

## Put a Finer Point on Actual Numbers

Manufacturers can help you with the most effective ways to design, afford and benefit from a total EV package — one that improves your productivity and lowers operating costs through new technology. So, if you're interested in EVs, [find a dealer](#).

A person in a blue shirt is seen from the back, working on a laptop. The laptop screen displays a dashboard with various charts and data. In the background, another person in a blue shirt is walking through a warehouse or industrial setting with various equipment and materials.

\*Please consult with your own tax or legal professional to determine your individual eligibility. Tax credit amount is based on vehicle-specific component sourcing and assembly and may be subject to change. MSRP cap includes all optional equipment attached to the vehicle at the time of delivery to the dealer and excludes destination charges, optional items added by the dealer, taxes and fees. The federal tax credit is a potential future tax savings. The amount of your tax savings will depend on your individual tax circumstances. Incentives and additional rebates are not within Ford's control. This information does not constitute tax or legal advice. Click [here](#) for additional information.



# Why the Electric Switch Is On

There are so many reasons that EVs are top of mind for every fleet manager. When you consider the reduced fuel costs, lower emissions, the need for less maintenance, a quieter ride without the moving parts of a traditional combustion engine and the convenience of home charging, EVs are definitely something to think about.

So, where do you and your fleet's needs fit in? The more you learn, the easier it gets to do what feels right for your business.





# Ford Pro™ Charging Solutions Keep Fleets Rolling

## For Your Drivers

Seamlessly track fleet and charging data, while your drivers charge right at home. [Learn more.](#)

## At Your Business

Set up EV charging at your headquarters, factory and/or warehouse. Let us help — from design planning to tracking it all. [Read how it's done.](#)

## BlueOval™ Charge Network

Plug into the largest public charging network in North America:\* the BlueOval Charge Network. Over 84,000 chargers stand ready to help. What's more, charging can be automatically billed to your account.

Charging solutions can also be bundled into your overall EV financing. This can include up to 100% of financing costs, including site planning, construction, extended service plans and more. [Get the details.](#)

\*Based on original equipment manufacturers (OEM)/automotive manufacturers that sell all-electric vehicles and have active charging networks. Department of Energy data as of February 22, 2023, used. Numbers subject to change. FordPass® App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.



# Tech Tools That Manage to Impress

## Ford Pro™ E-Telematics\*

Track vehicle charging and performance across your fleet in real time. Plus, you'll get charge logs and reports, a way to manage plug-in status and simple reimbursement for your drivers' charging expenses. [Learn more.](#)

## Ford Charge Assist

This in-vehicle app helps drivers locate, navigate to and activate public chargers right from the screen in their vehicle. Closest available chargers quickly appear, including fast-charging stations. Any costs are then billed to one consolidated account for simple recordkeeping.

[Check out the details.](#)

\*Eligible vehicles (2022 and 2023 MY) receive a complimentary three-year trial of E-Telematics services and eligible vehicles (2024 MY) receive a one-year trial that begins on the New Vehicle Warranty start date. Requires modem activation. Terms and conditions apply. Telematics service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Annual service contract is required for E-Telematics service after trial. Call 1-833-811-3673 or go to [fordpro.com](https://fordpro.com) to activate E-Telematics service.

# Ford Pro™ FinSimple™ EV Financing That Works for Leasing or Buying

Want to add EVs to your fleet whenever you like all year long? Then get approved for a Ford Pro FinSimple [Commercial Line of Credit](#)\*, which can be paired with any of these options:

## CommercialLease

Choose flexible terms and set the residual based on your business needs with this open-ended Terminal Rental Adjustment Clause (TRAC) lease.

Get started with any of these products by applying [here](#) for a Commercial Line of Credit. And, if you need financing for EV chargers, we can also help with that. [Talk with an expert](#).

## Commercial Red Carpet Lease

If your use and mileage are predictable, this closed-ended lease allows you to only be held responsible for excess mileage and wear-and-use charges at lease-end.

## Commercial Installment Financing

As your business changes, this financing can change too with customizable installments. You can get traditional financing, flexible terms, combined billing when available and no hidden fees.



\*Subject to initial approval, ongoing eligibility and periodic reviews.