

Introduction:

Hello and thank you for attending this broadcast. I know how incredibly busy you all are.

As you may know, Ford announced recall 23S56 that affects certain 21-22MY Mach-e GT and Premium Extended Range owners. While we pride ourselves in building high quality vehicles, we also pride ourselves in how we respond when quality issues arise.

How we show up when things go wrong is how we make a difference and build trust with our EV owners. You are on the front lines supporting Ford owners day in and day out. The dealer network is our competitive advantage, especially when it comes to owner care.

In the spirit of partnership, we have engaged with several dealers across the country, including the Model e Dealer Council Subcommittee, to get feedback on our plan to care for these owners and I am excited to share this with you all today.

During this broadcast, we will share our plan and recommended practices and resources to help you support our owners.

Agenda: {Show Slide 2}

Today we will cover:

- The recall
- The support plan
- Recommended owner experience practices; and
- Timing and resources available to you.

Reason for This Recall:

So why are these vehicles being recalled? DC fast charging and repeated wide open pedal events may cause the high voltage battery main contactors to overheat on certain extended range and GT Mach-e models under certain conditions. Overheating may lead to deformation of the electrical contact surfaces, which may result in a contactor that is prevented from properly closing or a contactor that welds closed. An overheated contactor that is prevented from properly closing while driving may result in a loss of motive power.

A prior software update improved monitoring and management of the main contactor. However, damage to the extended range and GT contactors caused by wear prior to the software update may reduce the effectiveness of the software.

To repair this, owners will be asked to take their vehicle to a Ford dealer to replace the High Voltage Battery Junction Box.

Customer Commitment:

Our EV owners need to know that the Company is taking action to respond. We know EV owners value time and convenience, therefore, there are three commitments we're aspiring to:

{Show slide 4}

1. First, we intend to be accessible with 24/7 Support from our Ford Ambassador team at the CRC and in-person support from you.
2. Next, we will strive to make this experience convenient with Pickup & Delivery and a loaner subject to availability at your Dealership.
3. Finally, we want owners to feel like their EV is new with up-to-date software, and a vehicle that is returned clean and charged.

Accessible

Now I'd like to dive deeper into each component, starting with our aspiration to be Always Accessible.

{Show Slide 5}

To help manage shop flow, Ford is sequencing parts distribution, and will be notifying owners starting with those who have not received the software update or hardware replacement, so you can begin servicing them. In addition, the Ford Ambassador Recall team is available to support you and our owners along the way.

In addition, if something does go wrong, the vehicle will automatically alert Ford with owner consent, and our Roadside partner Agero will immediately reach out to the owner and offer to tow their vehicle to their preferred dealer. Our goal is to make this service available 24/7. If an event occurs after hours, Agero will hold the vehicle and reach out to you the next business day to coordinate arrival.

Convenient and New

I want to talk next about our other two aspirational commitments.

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Our Owners' time is valuable. Therefore, we are offering Pickup and Delivery with a loaner, subject to availability, at your Dealership. This will require coordination, so please ensure your EV Ownership Specialist and EV remote Delivery Coordinator are ready to support. You can reference our current PDL and loaner policies for claiming Ford's standard rate.

In addition, we are asking that you complete an exterior wash and vehicle charge.

Lastly, this is an opportunity to surprise and delight our owners. Therefore, we will be shipping cards to you that includes 30k Ford Pass Rewards Points. Before re-delivery, we are asking that your EV ownership specialist sign each card and place it in the vehicle. In addition, we will be mailing a complimentary phone charging pad and \$50 gas reimbursement since an EV loaner may not be available.

Recommended Practices: {Show slide 7}

Now I would like to take a moment to share some recommended practices to help us deliver a positive experience. FCSD will expedite parts, however they will still take a couple of days to arrive. Therefore, we recommend you order them ahead of time so you can service the vehicle as soon as it arrives, limiting the time the vehicle is with you. To support our Mach-E owners, we ask that you perform any other repair work including software updates. In partnership with FCSD we have developed a repair

sequencing guide to help maximize productivity and throughput. We also know that owners don't like being bounced from person-to-person, so we recommend identifying a single point of contact at your store, ideally your EV ownership specialist to coordinate appointment times, pickup and delivery and provide updates along the way.

Timing: {Show Slide 8}

So now, we should talk about timing. We will begin owner notification in January, starting with GT owners who have not received a software or hardware update. Next, we will send in-app messages and emails to impacted owners since we know most EV owners prefer to communicate in digital channels. Then as parts ramp up in Q1, we will notify all remaining owners.

Resources: {Show Slide 9}

The following resources are available for you:

- Job aids such as the repair sequencing guide and the owner care guide that highlights the preferred owner experience as well as a checklist for your Ownership Specialist.
- You can also contact the Special Service Support Center for parts support, in addition to your Model E Specialist and FCSD Zone Manager for Field support

Closing Remarks:

Over the last year 18 months, we have been preparing for an elevated level of care through our Model-e EV Program starting January 1, 2024. This is an opportunity to bring this experience to life in a meaningful way for our owners. Dealers like you help deliver an exceptional owner experience. We thank you in advance for your support.

Owner Care Plan

FSA23S56

November, 2023

The Ford logo, consisting of the word "Ford" in a white, stylized script font, is positioned in the bottom right corner of the page. The background behind the logo is a dark blue triangular shape that points towards the top right.

Today's Agenda

- 1. Recall Overview**
- 2. Care Plan**
- 3. Recommended Practices**
- 4. Timing**
- 5. Resources Available**

Our Aspiration

Always Accessible



24/7 Support

Always Convenient



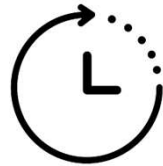
Pickup And Delivery
With A Loaner

Always New



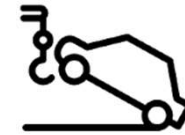
EV Gets Better Over
Time

Aspiration: Always Accessible: 24/7 Proactive Support



Customer Relationship Center

- ✓ Recall Ambassador team at the CRC available for owner and dealer support



Proactive Tow

- ✓ Agero Intends To Offer A Tow if Vehicle Is Not Drivable
- ✓ Works to Coordinate Vehicle Delivery with EV Ownership Specialist

Aspiration: Always Convenient and New



Pickup Delivery With Loaner

- ✓ Offer Pickup & Delivery:
- ✓ Provide a Loaner Vehicle:
 - \$45 dealer per-day reimbursement



Clean & Charged

- ✓ Exterior Wash
- ✓ Wipe Down HMI Screen
- ✓ Vehicle Charged



Thank You Gift

- ✓ Hand Signed Card
- ✓ Includes 30k Ford Pass Rewards Points
- ✓ QR Code to Redeem \$50 Gas Card
- ✓ Phone Charging Pad



Recommended Practices

To Deliver A Positive Experience...

Parts

Order Parts Via Special Service Support Center Prior To Service Appointment

Shop Loading

Complete All Other Software Updates and Field Service Actions

EV Specialized Team

EV Owner Specialist Serves a Primary Point of Contact for Owner

Timing



Owner Notification Begins
January



App & Email Message
Jan 5



Notification to All Owners
Q1



Owner Letter Mailed
Dec 26



Parts Ramp Up
Q1



Resources



Job Aids

- Service Sequencing Best Practice
- Owner Care Guide
- EV Ownership Specialist Checklist



Parts Support

- Special Service Support Center:
1-800-403-4844



Field Support

- Model e Zone Manager
- CRC: 1-833-807-3673