



EV Certified Ford Dealers: By the Numbers

19

Feb. 2011

With plans to launch five new electrified vehicles by 2013, the EV Certified Ford Dealer program is announced; dealers from 19 U.S. markets are eligible



April 2011

Ford continues work with local utilities and municipalities in the key markets to prepare for a projected influx of Ford electrified vehicles

42

Sept. 2011

Ford announces the EV certified program will expand to 23 markets beyond the first 19

Ford announces Focus Electric is available for sale



Dec. 2011

Ford reveals production versions of C-MAX Hybrid and C-MAX Energi plug-in hybrid at Wayne, Mich.-based Michigan Assembly Plant where the vehicles are built

C-MAX HYBRID C-MAX ENERGI

67

May 2012

First 67 dealers become EV-certified; Ford begins taking orders for C-MAX Hybrid



June-July 2012

Ford releases key information about C-MAX Hybrid and C-MAX Energi, focusing on the fuel economy, design and performance of the vehicles; the second wave of dealers seeking EV certification continues preparations

47 47 47

Aug.-Sept. 2012

C-MAX Hybrid and C-MAX Energi receive an onslaught of positive reviews from media who are given the chance to drive the vehicles for the first time ever; Ford begins taking orders for C-MAX Energi; all-new Fusion Hybrid is certified to deliver 47 mpg city, highway and combined

200

Ford's all-new C-MAX becomes the fastest-selling hybrid ever at launch, with 8,030 sales in its first two full months on the market in October and November; 200 dealers are EV Certified Ford Dealers; production of Fusion Energi begins

Oct.-Dec. 2012

Spring 2013

More than two years after announcing the certification program, the number of Ford dealers certified stands at more than 900 – nearly one-third of all Ford dealers and triple Ford projections

900