BRAND-NEW FORD ELECTRON:
THE FUTURE FOR THE NEXT GENERATION



LET US BE THE FIRST TO CELEBRATE

On June 5, we celebrate **World Environment Day**, and here at Ford, we are committed to continuing to make a positive contribution to society and the environment. We are taking this year's celebration to another level with our **Ford Electron**, a new compact electric vehicle that is designed to take you everywhere you need to in a safe, practical, and sustainable way.

CHECK OUT THE FORD ELECTRON



THIS IS HOW WE DRIVE BIG MILESTONES

Buying your first car is a big deal, which is why we made it easier to make the right choice. The Ford Electron comes with the technology upgrades that Ford EV cars are known for, including Ford's **BlueCruise** for hands-free driving and the **Power My Trip** network that monitors your Electron's charge level. With the Ford Electron, your days become easier as the model was designed for those who look for an **affordable** and **practical** option. This compact car is not only practical to drive, but it also has a better impact on the environment. **Operating as a fully electric vehicle**, the Electron continues Ford mission to reach carbon neutrality by 2050. By purchasing the next generation of Ford electric vehicles, you are becoming part of history and beginning to write your own.



YOUR NEW ELECTRIC CAR IS YOUR NEW ESCAPE

How does freedom sound to you? For us, **it sounds like a Ford Electron can be your next life goal**. Sometimes all it takes is taking the next big step, and then you'll be able to go anywhere, at any time you would like.

Ready to learn more about how to make a real impact?

CHECK OUT OUR ELECTRIC VEHICLES

Sign up for text messages to stay up to date on new models and promotions

Follow Ford on social media to learn more about the new Ford Electron