

Ford looks to lead in commercial EVs with charging, telematics project

Article

The news: Ford, which expects to sell 300,000 EVs to government and business clients over the next decade, is launching a new project to support the surge of commercial EVs.

Why it's worth watching: Ford is one of the first EV makers looking at commercial applications for EVs, and not only is it developing the vehicles, **it is also considering telematics and a charging ecosystem** to make its fleet more attractive, [per](#) The Verge.

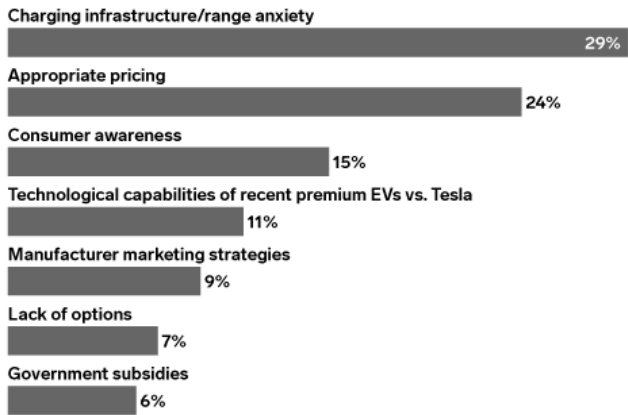
- Ford Pro Charging aims to offer necessary software and hardware to make charging more manageable and efficient for commercial trucks and vans.
- **The software can help commercial fleet managers understand when, where, and how frequently EVs will need to be charged**—solving a potential range-anxiety sticking point in commercial EVs.
- The telematics can determine the best charging strategies to apply to different scenarios. For example, an **F-150 Lightning** pickup with a full payload will use more battery than a **Ford E-Transit** van making deliveries, so when and where they recharge becomes critical.
- For drivers who traditionally take vehicles home at night and get reimbursed for gas, **Ford will install charging stations in their homes** to help ease the transition to EVs.
- Ford [announced](#) plans to build an EV truck plant and three battery factories in September.

Why this could succeed: Commercial customers like national and local governments are expected to go all-in on EVs to help meet the Biden administration's aggressive EV sales target of [50% by 2030](#).

- Commercial EV adopters will require end-to-end solutions as they consider the massive shift to EVs. Ford is anticipating market demands and making this transition less painful.
- Ford Pro Charging customers will subscribe to the company's software platform, providing the company with recurring revenue. It didn't disclose how much the subscription would cost.

Key Reasons for the Low Uptake of Electric Vehicles (EVs) in the US According to US Auto Dealers, April 2021

% of respondents



Source: J.P. Morgan, "Auto Annual Dealership Survey," April 6, 2021

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