



Ford Pro productivity takes centre stage at IAA TRANSPORTATION 2024

- Ford Pro showcases full breadth of high-productivity solutions for European businesses with electrified Transit family, all-new Ranger PHEV and enhanced connected services
- All-new E-Transit Courier compact electric van completes Transit EV line-up; joins E-Transit, E-Transit Custom and Transit Connect PHEV on display, and is now open for orders with up to 300 km range, 43 kWh battery and 100 kW DC charging
- Ford Pro continues to expand connected services with new logbook features in Ford Pro Telematics and enhanced uptime through FORDLiive

HANOVER, Germany, Sept. 16, 2024 – Ford Pro is underlining its European market leadership and commitment to electrification with a fully-electrified range of vehicles and connected services on show at IAA TRANSPORTATION 2024 in Hanover, Germany, September 17-22.

The comprehensive Ford Pro range of battery electric and plug-in hybrid (PHEV) vehicles on display includes the E-Transit Courier^{1,2} compact van, which is now open for orders. Visitors to the Ford Pro stand can also see the high-productivity electrified Transit family including the best-selling³ E-Transit, which now offers an enhanced range option,^{1,4} as well as the all-new E-Transit Custom^{1,5} and the all-new Transit Connect PHEV.^{1,6} Ford Pro is also marking the global public debut of the all-new Ranger PHEV^{1,7} at IAA TRANSPORTATION 2024.

Ford Pro customers are already experiencing the benefits of real-time data and connected services. The FORDLiive connected uptime system's "power walls" and Liive Agents – the nerve centre of productivity – are on display within a working Liive Centre on the Ford Pro show stand.

New enhancements to Ford Pro's suite of integrated solutions include a new digital logbook feature in the Ford Pro Telematics⁸ software that helps customers keep track of personal and business mileage for accurate reimbursement and reporting.

"Every day, Ford Pro is proving to customers that connected vehicle data can boost uptime and productivity, point them to the right electrification solutions for their businesses, and help make the switch as simple as possible. Combined with a range of award-winning and best-selling vehicles, Ford Pro is laying the foundations for a whole new level of productivity," said Hans Schep, general manager, Ford Pro, Europe.

Ford Pro continues to [go from strength to strength](#) while delivering for its customers: software subscriptions increased 35 per cent globally in the second quarter of 2024. In Europe alone, Ford Pro has over 95,000 paid software subscriptions and commercial vehicles sales increased 10 per cent in the first half of 2024 year-on-year.

A productive, electrified vehicle line-up

Ford Pro's comprehensive renewal of the Transit family of vans means there is now an electric or plug-in hybrid powertrain option for every model. Attendees at IAA TRANSPORTATION 2024 can visit the Ford Pro stand to see the full line-up, including several European public debuts:

- **[E-Transit Courier](#)**. Following the launch of the all-new Transit Courier compact van earlier in 2024, Ford Pro is announcing that the electric E-Transit Courier is now available to order. With a confirmed useable battery capacity of 43 kWh, the electric van offers up to 300 km of driving range, a 700 kg payload⁹ and 25 per cent more load space than the previous-generation Transit Courier. A 10-80 per cent charge takes around 23 minutes with the standard 100 kW DC charger.¹⁰ Production of the vehicle is scheduled to start in late 2024, with customer deliveries in 2025.
- **[E-Transit](#)**. Already Europe's best-selling two-tonne EV van, the E-Transit is set to support even more customers with a new, 89 kWh enhanced-range version. A standard heat pump, faster charging and up to 402 km of driving range^{1,4} will better serve businesses with longer routes or higher power needs, such as refrigerated grocery delivery. Order books for the enhanced-range model will open in October, with production commencing in early 2025.
- **[E-Transit Custom](#)**. The lifeblood of businesses **worth over €1 trillion**¹¹ to the EU and UK, the EV version of Europe's best-selling one-tonne van is now in volume production at **[Ford Otosan's "plant of the future"](#)** with the first customer deliveries now taking place in selected European markets. The Transit Custom PHEV^{1,12} model is also in full production for customers with operations better suited to a hybrid powertrain option.
- **[Transit Connect PHEV](#)**. With customer deliveries of the all-new Transit Connect van now under way, the plug-in hybrid powertrain model makes its European public debut at IAA TRANSPORTATION 2024. A highly competitive 118 km EV-only range further supports lower operating costs. Customers can also benefit from a new FlexCab crew-or-cargo body style and DC charging at up to 40 kW for a 5-80 per cent charge in around 26 minutes.¹³ The plug-in hybrid model is now in production, and the first examples will reach customers later this autumn.

In addition to the latest models in the electrified, connected Transit van family, Ford Pro is also marking the global public debut of the **[all-new Ranger PHEV](#)** at IAA TRANSPORTATION 2024.

Connected technologies in action

Ford Pro's broad range of electrified vans helps simplify electrification at the right pace for each customer, to suit businesses of all types and sizes. Ford Pro further helps to reduce cost of ownership and optimise productivity with supporting services including a **new Logbook feature** in the Ford Pro Telematics software to help businesses label personal and work mileage for easier record-keeping. The time-saving feature helps to ensure correct reimbursement of fuel and electricity costs, reduces paperwork and supports fleet compliance.

Businesses where the van owner is also the driver and accountant will benefit from Logbook simplifying administration during tax return season. Larger firms with drivers who park their work van at home between shifts can use the feature to only reimburse charging for work driving, and can track whether the driver and van were “on the clock” or not in the event of in-cab coaching alerts or an accident.

Owners can receive vehicle health alerts through **Ford Pro Telematics** or the **FordPass** smartphone app¹⁴ as part of the **FORDLiive connected uptime system**. When combined with **Mobile Servicing** and FORDLiive Centres, these can be powerful tools to keep vehicles at work. One nationwide fleet in the UK reported slashing downtime in some cases from [three days to just two hours](#) for the same tasks. A recent report by leading vehicle leasing firm ALD Automotive | Lease Plan UK¹⁵ found FORDLiive helped to save customers an average of more than €1,300 per downtime event in 2023.

Other innovative Ford Pro software solutions include **E-Switch Assist**, a free online tool to quickly show customers the EV-readiness of their fleet. If the customer is already connected to the Ford Pro ecosystem, E-Switch Assist can use their driving data to provide more detailed vehicle-by-vehicle results, including daily charging needs. Ford Pro Charging offers a bespoke [depot charging solution](#) that can help operators realise significant savings. One [customer](#) reported operating costs of €18-20/100 km for diesel vehicles slashed to €3/100 km using depot charging and Ford Pro’s E-Transit van.

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¹ The declared WLTP fuel/energy consumptions, CO₂-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

² Up to 300 km driving range based on full charge of E-Transit Courier. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP) and with optional 120 km/h speed limiter. Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

³ Full year figures from S&P Global, formerly IHS Markit Insight. Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden, Switzerland.

⁴ Up to 402 km driving range based on full charge of E-Transit with enhanced range option. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

⁵ Up to 337 km driving range based on full charge of E-Transit Custom. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

⁶ Officially homologated driving range, fuel efficiency and CO₂ emissions will be published closer to on-sale date. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). A targeted range of 118 km may be achieved with a fully charged battery - depending on the existing series and battery configuration. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

⁷ Officially homologated driving range, fuel efficiency and CO₂ emissions will be published closer to on-sale date. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). A targeted range of over 45 km may be achieved with a fully charged battery - depending on the existing series and battery configuration. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

⁸ Ford Pro Telematics is available complimentary for one year from the warranty start date, and then on a subscription basis, subject to agreement to Ford Smart Mobility terms and conditions, and provides a comprehensive suite of features in addition to vehicle health including location and mapping, driving behaviour, fuel/energy usage, multi-make capabilities and a companion app for

drivers to interface with fleet managers. Fleet customers can contact the Ford Pro Software Command Centre at softwaresolutions@fordpro.com for information about these Ford Telematics products. Data availability subject to data connectivity and access to vehicle data.

⁹ Max payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle. Always properly secure cargo.

¹⁰ Estimated figures given are based on E-Transit Courier. Actual charge times and charging speeds will vary according to the type of home or public charging station used, as well as other factors (including weather, ambient temperature, driving behaviour, driving profile, vehicle condition, lithium-ion battery age, condition, and temperature).

¹¹ May 2024 report by the Centre for Economics and Business Research estimating the economic activity in van-dependent industries across five national markets, plus the EU. Commissioned by H+K Strategies and Ford Motor Company.

¹² Ford Transit Custom Plug-In Hybrid homologated CO₂ emissions 33-50 g/km WLTP, homologated fuel efficiency 1.4-2.2 l/100 km WLTP and pure electric driving range 44-56 km WLTP.

¹³ Estimated figures given are based on Transit Connect PHEV. Actual charge times and charging speeds will vary according to the type of home or public charging station used, as well as other factors (including weather, ambient temperature, driving behaviour, driving profile, vehicle condition, lithium-ion battery age, condition, and temperature).

¹⁴ FordPass app, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

¹⁵ [2024 report by ALD Automotive | Lease Plan UK](#) assessing the productivity of its vehicle fleet from 2021-23.

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***Ford**, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its wholly owned facilities and consolidated joint ventures and approximately 56,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.*

Ford in Belgium & Luxembourg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxembourg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 370 employees.

Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.

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