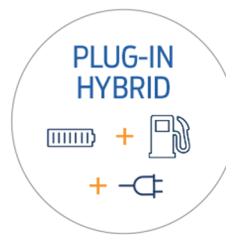


EV BASICS

Common to all electrified vehicles (EVs) in the market — a rechargeable high-voltage battery that powers an electric motor. At Ford, we define an EV as one of three vehicle types:



	HYBRID	PLUG-IN HYBRID	ALL-ELECTRIC
Gasoline engine	✓	✓	✗
eCVT* or MHT**	✓	✓	✗
Single-speed transmission	✗	✗	✓
Electric generator motor	✓	✓	✗
Electric motor	✓	✓	✓
High-voltage battery	✓	✓	✓
External charge port	✗	✓	✓
Regenerative braking	✓	✓	✓

Home Charging

Options	Wall Outlet	Typical Locations	Hybrid	Plug-in Hybrid	All-Electric
Level 1: 120-volt convenience charging cord		Commonly found in homes and garages. Must be on a dedicated circuit ⁽¹⁾ .	Not applicable	✓	✓
Level 2: • 240-volt charging cord • 120/240-volt combo cord • 240-volt charging station		Home outlet must be installed by a licensed electrician.	Not applicable	✓	✓

Public Charging

Options	Connector on Station Cord	Connector Name	Hybrid	Plug-in Hybrid	All-Electric
Level 2: 240-volt station with cord		Look for a SAE J-1772 connector	Not applicable	✓	✓
Level 3: DC Fast Charge station with cord		Look for a CCS/SAE connector	Not applicable	Not applicable	✓

When it comes to public charging, let customers know they can use [plugshare.com](https://www.plugshare.com) to find stations with voltage and connector information. And, remember to mention that the regenerative braking system works to extend the high-voltage battery's charge.

Sales Tips

- If a **plug-in hybrid vehicle customer** plans to charge at home overnight, then it's not always necessary to install a 240-volt outlet or home charging station. They may be able to fully charge using a 120-volt or 120-/240-volt dual charging cord
- A home charging station may be the recommended option for an **all-electric vehicle customer**— it's the fastest way to charge at home. An alternative may be to charge up at a station at their workplace or another location

* eCVT (Electronically Controlled Continuously Variable Transmission)

** MHT (Modular Hybrid Transmission)

(1) The circuit must be dedicated, i.e., no other appliances should be connected to the same circuit.



Retailer Education & Training