

# HELPING your customers CONNECT to a HOME CHARGING SOLUTION



When you talk with customers about Fusion Plug-in Hybrid (formerly Fusion Energi), questions about home charging will come up. So, it's important to be knowledgeable about the vehicles *and* how to charge at home. (Information about charging away from home on page 4.) Your expertise gives customers the confidence to buy from you.

## Who's interested in home charging?

**FUSION PLUG-IN HYBRID  
VEHICLE OWNERS  
CAN CHARGE IN APPROXIMATELY  
2.6 HOURS<sup>(1)</sup>**

Fusion Plug-in Hybrid drivers may want to commute or run errands in EV mode (all electric). With the available TurboCord™ Dual, they can fully charge in about 2.6 hours vs. 7 hours with the 120-volt convenience charging cord<sup>(1)</sup>.



## What options can you offer customers?

If your customer is interested in faster charging and a streamlined home charging solution, you can direct them to Webasto™ with confidence. Webasto is the preferred charging solution for Ford. Be sure to share all of the home charging options with your customer.

Home Charging Options	Fusion Plug-in Hybrid Approx. Charge Time	Customer Retail Pricing
<b>Standard 120-volt convenience charging cord</b> (12-amp)	<b>7</b> hours <sup>(1)</sup>	Comes with the vehicle
<b>Available 240-volt home charging station</b> (32-amp)	<b>2.6</b> hours <sup>(1)</sup>	Starts at <b>\$539<sup>(2)</sup></b>
<b>Available 240-volt home TurboCord</b> (16-amp)	<b>2.6</b> hours <sup>(1)</sup>	Starts at <b>\$199<sup>(2)</sup></b>
<b>Available 240-/120-volt TurboCord Dual</b> (16-amp/12-amp)	<b>2.6/7</b> hours <sup>(1)</sup>	Starts at <b>\$499<sup>(2)</sup></b>

(1) Charge times vary. See owner's manual for details.

(2) Pricing may vary. Check with Webasto. Normal state taxes apply. Installation fees may also require tax and permitting fees.

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## Charging Made Easy

Customers can purchase their total charging solution at participating Ford Certified EV Dealers or by contacting Webasto directly. Here's how it works:

### At participating Ford Certified EV Dealers

Dealers can take advantage of profit opportunities by selling direct to customers:

- Webasto will provide marketing materials and no-charge training (in-dealership or webinar) to help prepare participating Ford Certified EV Dealers
- Interested Dealers should contact Webasto at <http://www.evsolutions.com/partners> to request more information

**By contacting Webasto directly** Customers can order all of the following options online or by phone:

- **Ford-branded 240-volt home charging station** with three-year limited warranty<sup>(3)</sup>
- **240-volt TurboCord** (portable option) with three-year limited warranty.<sup>(3)</sup> For Fusion Plug-in Hybrid, this option provides a more economical solution, at the same charge time, compared to the available home charging station
- **240-/120-volt TurboCord Dual** (portable alternative) with three-year limited warranty.<sup>(3)</sup> For Fusion Plug-in Hybrid, it allows two voltage options for greater charging flexibility.
- **One-day<sup>(4)</sup> turn-key professional standard installation** with three-year installation limited warranty<sup>(3)</sup>

Visit Webasto at [evsolutions.com/ev-charging-ford](http://evsolutions.com/ev-charging-ford) or call (888) 219-6747.

**Note:** If customers order a charging station, or TurboCord Dual (hardware only), they will need to arrange installation, permitting and final inspection by a licensed electrician of their choice.

## Why encourage customers to contact their utility company?

The local utility company serves as your customer's new vehicle fuel provider! They can provide expertise and resources for plug-in vehicle customers in several ways.

### A Properly Configured Home

The utility company can help customers prepare for safe and reliable vehicle charging at home. This conversation helps customers:

- Learn about the rate plans available
- Find out how rate plan options and desired charging level could impact wiring, electrical panel and meter requirements
- Make rate plan and equipment upgrade decisions prior to installation, helping to prevent unanticipated costs and delays

### Time of Use Rates

"Time of use" may be one of your customer's rate plan options when it comes to Value Charge Profiles:<sup>(5)</sup>

- This option allows them to charge at certain times when electricity prices are lower
- Plug-in hybrid owners can set up Value Charge Profiles on the MyFord Mobile<sup>(6)</sup> website, selecting locations and times for future charging
- Customers can then remotely select Value Charge on the MyFord Mobile smartphone app or onboard through the Charge Settings screen available on SYNC 3<sup>(7)</sup> to charge with lower electricity prices

### Incentives

In addition to expertise, utility companies may offer potential incentives. Customers should check their website or take a quick look at [www.afdc.energy.gov](http://www.afdc.energy.gov):

- Pick a state from the drop-down menu and then click on Laws and Incentives
- Look for charging equipment rebates and charging rate reductions

(3) Limited warranty information available at [evsolutions.com/ev-charging-ford](http://evsolutions.com/ev-charging-ford).

(4) One-day installation dependent on local laws and regulations.

(5) Not all utility companies participate.

(6) MyFord Mobile includes a complimentary subscription that activates with vehicle sale date, requires compatible 3G cellular network connectivity, and is subject to 3G network availability. Evolving technology/cellular networks may affect future functionality. Length of complimentary subscription varies depending on vehicle model year. Message and data rates may apply. Refer to [www.myfordmobile.com](http://www.myfordmobile.com) for further details.

(7) Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply.

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## Steps for Customers to Follow

You've now shared quite a bit of information with your customer, helping them to choose the ideal home charging solution. Here are the steps a customer should follow:

1. Contact your local utility company to discuss and make decisions on rate plans and equipment upgrades.
2. Obtain any necessary permissions from your landlord, homeowners' association or other community organization.
3. Purchase your total charging solution at a participating Ford Certified EV Dealer or contact Webasto directly to order:
  - Home charging station, or TurboCord Dual hardware
  - One-day turn-key professional standard installationVisit [evsolutions.com/ev-charging-ford](https://evsolutions.com/ev-charging-ford) or call (888) 219-6747.
4. If purchasing the home charging station hardware only, hire a licensed electrician to install the charging station, obtain permits and arrange final inspection.
5. Or, if you choose Webasto's professional turn-key installation, a Webasto certified electrician will contact you to discuss your home's electrical system and confirm your appointment time. They will install the home charging station, test it, train the homeowner, obtain permits and arrange final inspection.

## FAQs

### What's the price of a home charging station? How about installation?

Investing in a 240-volt Ford-branded home charging station starts at \$539 <sup>(8)</sup>. To bundle it with installation, contact Webasto Customer Service at 888-219-6747 or [info.us@webasto-charging.com](mailto:info.us@webasto-charging.com).

Potential federal, state and local utility company incentives may decrease the price. See [www.afdc.energy.gov](http://www.afdc.energy.gov)

### Why should I consider the TurboCord Dual?

Because it's flexible! The portable TurboCord Dual works at home or away. When you're on the go, you need only one cord to take advantage of the two-in-one 16-amp model (120-volt or 240-volt charging).

It's UL and (for Canada) cUL listed for indoor and outdoor use, including in the rain. This popular option starts at \$539 <sup>(8)</sup>. To bundle it with installation, contact Webasto Customer Service at 888-219-6747 or [info.us@webasto-charging.com](mailto:info.us@webasto-charging.com).

### What's the estimated price for a full charge?

The price of electricity for a full charge differs between a 120-volt outlet and a 240-volt outlet.

#### PLUG-IN HYBRID <sup>(9)</sup>

120-volt (12A): \$1.01 = \$0.13 x 7.8 kilowatt hours	240-volt (32/16A): \$1.11 = \$0.13 x 8.5 kilowatt hours
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### Where should I locate my 240-volt outlet?

Keep in mind the vehicle charge port location (just forward of the driver's door), the cable length and the layout of your garage or carport. The Webasto installer will help you decide on the optimal location.

### Can my Webasto home charging station or TurboCord Dual be used outdoors?

Yes. Both are rated for outdoor use and are UL and (for Canada) cUL listed.

- Home charging station operating temperatures:  
-22°F to 122°F, -30°C to 50°C
- TurboCord operating temperatures:  
-40°F to 122°F, -40°C to 50°C

### What if I rent... live in a condo... or move?

As more plug-in hybrid vehicles hit the road, both residential and commercial tenants are requesting that their landlords install 240-volt outlets or plug-in charging stations. You can also request permission from your landlord to install a personal 240-volt outlet or home charging station. If you live in a condo, you may need approval from a community organization such as the homeowners' association (HOA).

In all these cases, Webasto can assist with advice and turn-key solutions. The Webasto Ford-branded home charging station is not hardwired into the home electrical system and can be unplugged from the 240-volt outlet if you move. The TurboCord Dual is portable and comes with a case for travel and a cord hanger for home.

<sup>(8)</sup> Pricing may vary. Check with Webasto. Normal state taxes apply. Installation fees may also require tax and permitting fees.

<sup>(9)</sup> Using a national average electricity rate of \$0.13 per kilowatt hour. Source: [eia.gov](http://eia.gov). Actual price will vary, be sure to check for your local utility rates.



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## FAQs continued

### How do I get ready for a Webasto installation?

An adult must be present during the installation and/or the optional homesite pre-installation evaluation.

### What does standard installation include?

Webasto's nationwide network of EV-certified licensed electricians can install your 240-volt outlet (and home charging station, if ordered), test it, train you on its use and facilitate the permit process and final inspection. For a full list of what's included, visit [evsolutions.com/ev-charging-ford](https://evsolutions.com/ev-charging-ford) and view "Installation Services."

### What is my warranty if Webasto installs my 240-volt outlet or home charging station?

As part of a standard installation, customers get a three-year parts and labor limited warranty<sup>(10)</sup> from installation date (no mileage requirements) and 24/7 call center support.

### When I'm not at home, where can I charge?

You can use MyFord Mobile or the onboard Charge Station Locator<sup>(11)</sup> to find nearby charging stations. Drivers can visit [afdc.energy.gov](https://afdc.energy.gov) or [plugshare.com](https://plugshare.com) to see the growing list. Entering a ZIP code brings up stations on their route. For 240-volt charging, look for a J1772 charge point.

**Is 240-volt charging required for cabin preconditioning when using GO Times?** (While the vehicle is plugged in, GO Times can be set to begin the vehicle's cabin preconditioning — heat or cool it — without using battery power.)

240-volt charging is not required. However, cabin preconditioning effectiveness may be reduced when using 120-volt charging.



(10) Limited warranty information available at [evsolutions.com/ev-charging-ford](https://evsolutions.com/ev-charging-ford).

(11) If equipped with Navigation. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](https://www.siriusxm.com). All fees and programming subject to change. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Sirius XM Traffic and Travel Link is free for 60 months for all equipped Ford vehicles.

