

Five Reasons Why You Must Visit Ford at the Chicago Auto Show

- Ford to showcase latest vehicles, including Bronco, Bronco Sport and Mustang Mach-E at the Chicago Auto Show; visitors can climb hills with Ford Bronco and experience what nearly instantaneous torque feels like in Mustang Mach-E through unique outdoor drive events
- All-electric 2022 Ford F-150 Lightning is the hero of a new Built to Electrify experience highlighting how easy it actually is for customers to switch to electric – along with the new features and capabilities that are possible only through electrification
- All-new 2022 Ford Maverick compact pickup makes its public debut, while a full-size custom Rocket League F-150 pickup brings the multiplayer video game version to life

DEARBORN, Mich., July 12, 2021 – Ford is arriving to Chicago Auto Show in full force with a fresh new lineup of must-see vehicles, including an all-electric truck, an all-new compact pickup, and iconic nameplates in Bronco and Mustang Mach-E. This week's Chicago Auto Show, the first major American auto show in nearly 18 months, sees a packed display floor with Ford showing off several exciting new vehicles and thrilling hands-on experiences.

“New vehicle customers are looking for something more than parked cars before deciding what to purchase,” said Raj Register, Ford head of global brand experiences. “We’ve created hands-on experiences that educate and let consumers discover what it’s like to ride off-road in Bronco and Bronco Sport and feel the all-electric performance of Mustang Mach-E. We’ll also have F-150 Lightning so shoppers can see and learn about new features like the Mega Power Frunk and available Ford Intelligent Backup Power.”

Five reasons why you can’t miss Ford at the 2021 Chicago Auto Show are:

1. F-150 Lightning makes an electrifying debut

The all-electric 2022 [F-150 Lightning](#), revealed in May, is making its public introduction this week. Targeted to have the most torque ever in a F-150¹, the all-new F-150 Lightning (available Spring 2022) will ride high into Chicago with impressive technology, Built Ford Tough capability and new features never seen before on an F-150, like a 14-cubic-foot-plus mega power frunk and available Ford Intelligent Back-Up Power, providing power for up to three days in an outage with the extended range battery².

F-150 Lightning will be located at the Ford display in the west hall of McCormick Place.

2. Meet Maverick, Ford’s all-new compact pickup

2022 [Ford Maverick](#) (available Fall 2021) also makes its public debut – the first standard full-hybrid pickup in America with a targeted EPA-estimated city fuel economy rating of 40 mpg³, all starting at an MSRP of \$19,995⁴. The all-new Maverick reintroduces the compact pickup truck to the masses, bringing smart technology and flexible cargo solutions for a new segment of

customers. This truck doesn't compromise one thing in terms of Built Ford Tough DNA, offering 1,500 pounds of standard payload capacity⁵ and up to 4,000 pounds of max towing capacity⁶ – enough for an average 21-foot boat.

Maverick will be on display in the west hall of McCormick Place as well.

3. Treat your wild side with the Built Wild Bronco mountain experience

If you get tired of looking at cars and want to take a ride in one, the Built Wild Bronco mountain experience is calling you.

Making its world debut is a 30,000-square-foot Built Wild experience that invites the public to come out and learn about the modularity, connectivity and hundreds of accessory offerings for the all-new [Bronco family](#) of vehicles, including Bronco [two-door, four-door](#) and [Bronco Sport](#). The sixth-generation cult classic returns after more than 25 years and here you can experience it where it was meant to be experienced – outdoors.

Visitors can take on a 38-degree steep Bronco mountain with professional drivers. You'll experience the thrill of climbing while learning more about Bronco tech like G.O.A.T. Modes (Goes Over Any Type of Terrain) and feature offerings that make off-roading even more exciting and intelligent, like removable/stowable doors and waterproof interiors with floor drains for easy cleaning.

You'll find the Built Wild Bronco mountain experience right outside McCormick Place.

4. Charge up your motors for the Built to Electrify experience

Also making its world debut in an 11,000-square-foot outdoor display is Built to Electrify, where visitors can experience the full-hybrid Maverick plus the range of zero-emission Ford vehicles for retail and commercial customers – F-150 Lightning, Mustang Mach-E, and 2022 E-Transit (available late 2021).

F-150 Lightning will showcase new features and capabilities that are possible only through electrification. And for the very first time, consumers can get rides in the all-electric Mustang Mach-E, an icon recently crowned [winner](#) of Car and Driver's 2021 Electric Vehicle of the Year award. This pony goes 0-60 mph in 4.8 seconds with the extended range battery and eAWD⁷, and it has an EPA-estimated range of 270 miles⁸. Don't miss the frunk in both F-150 Lightning and Mustang Mach-E, which comes complete with a drain, so it does double duty as a cooler at tailgates.

The Built to Electrify display is located right outside McCormick Place.

5. Visit a video game truck brought to life

[F-150 Rocket League Edition](#) concept is making its real-life debut at the 2021 Chicago Auto Show, the first real-life version of any Rocket League vehicle.

The F-150 design team collaborated with designers at Rocket League developer Psyonix to ensure the in-game vehicle maintains the real-world styling cues and Built Ford Tough DNA of the iconic pickup. This includes the signature C-clamp headlight design, rounded wheel arches, drop-down windows and "F-150" stamped in the tailgate. One-of-a-kind features will make kids and adults alike smile with abandon, like thunder flairs, 37-inch tires, taillamp rocket vents, truck bed rocket booster and a stance wider than F-150 Raptor.

F-150 Rocket League Edition can be found center stage of the Ford display in the west hall of McCormick Place.

Media day for the Chicago Auto Show, the nation's largest, longest-running auto show, is Wednesday. Public days are Thursday through Monday. To learn more about Ford vehicles, visit ford.com.

¹Based on manufacturer testing using computer engineering simulations. Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.

²When home is properly equipped and home transfer switch disconnects home from the grid. Based on 30 kWh use per day using the F-150 Lightning with the extended-range battery. Your results may vary depending on energy usage. Rationing power assumes limiting the number of devices and turning the truck off when not needed.

³Actual mileage will vary. Final EPA-estimated ratings available later in the 2021 calendar year.

⁴MSRP for base vehicle. Excludes destination/delivery fee plus government fees and taxes, any finance charges, any dealer processing charge, any electronic filing charge, and any emission testing charge. Optional equipment not included.

⁵Max payload varies and is based on accessories and vehicle configuration. See label on door jamb for carrying capacity of a specific vehicle.

⁶Available 4K towing with available 2.0L EcoBoost engine and 4K Tow Package. Max towing varies based on cargo, vehicle configuration, accessories and number of passengers. EPA-estimated fuel economy, payload and towing are independent attributes and may not be achieved simultaneously.

⁷Ford test data based on typical industry methodology using 1-ft rollout. Your results may vary.

⁸Based on full charge. Actual range varies with conditions such as external environment, vehicle use, vehicle maintenance, lithium ion battery age and state of health.

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