



FORD MEDIA CENTER

It's Official: Mustang Mach-E Is the Newest Member of the Mustang Family; Reserve Online Starting Sunday, Nov. 17

DEARBORN, Mich., Nov. 14, 2019 – Ford's all-new, all-electric SUV will don the iconic pony badge and the name Mustang Mach-E when reservations for the vehicle open after it is revealed this Sunday.

The [all-electric](#) Mustang Mach-E will make its debut Nov. 17 at an event in Los Angeles that will be streamed on [YouTube](#), [Facebook](#), [Twitter](#) and Autohome (China). Special guest, actor Idris Elba, will help introduce the latest addition to the Mustang family. Immediately following the broadcast – which ends at approximately 6:30 p.m. PST (9:30 p.m. EST) – reservations will open for the Mustang Mach-E at [Ford.com](#).

Customers can reserve their spot in line for the Mustang Mach-E by making a \$500 refundable reservation deposit.¹ Timing will be critical, especially for a limited First Edition, details of which will be announced as part of the Nov. 17 event.

Customers in the U.S. and Europe who wish to reserve a vehicle can select their desired specification of the Mustang Mach-E, create a Ford account, select their preferred Ford dealer, and enter their credit/debit card details and address.

Customers who reserve a vehicle will be able to finalize their configuration next year when the ordering window opens.

Reservation timing for China will be announced at a later date.

Learn more about the Mach-E name by watching [this video](#).

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¹Deposit only allows configuration of a vehicle. Reservation Process is not an order or purchase of vehicle. Deposit does not guarantee delivery of a vehicle. Refunds will be received in 7-10 business days and will be credited. Terms and conditions apply.

About Ford Motor Company

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