1998 Ranger Electric Vehicle "Pre-Production Order"

Standard Features	MSRP	Remarks
4 Wheel ABS and Regenerative Braking	Std	
Power Steering (Electro-hydraulic)	Std	
Dual air bags	Std	
Lead Acid Batteries	Std	2 year warranty, (2nd year prorated)
Base Vehicle Price	$32,795	
Destination & Delivery (D&D)	TBD	
Options		
Air Conditioning	$1,770	Recommended for colder climates (frequently below 32°F)
Battery Heater	$425	
Spare Tire/Jack	$171	
Additional Equipment		
Conductive Charge Wallbox	$700 - $1,000	No Cost for first 1000 orders received prior to 3-31-97

Available Exterior Colors	Code
Oxford White Clearcoat	YZ
Bright Red Clearcoat	E4
Medium Platinum Clearcoat	RC
Light Denim Blue Clearcoat Metallic	K1
Boysenberry Blue Clearcoat Metallic	JK
Pacific Green Clearcoat Metallic	PS

Indicate the number of orders, color, and options needed.

Number Of Units	Exterior Paint Color	Interior Trim Color	Air Conditioning	Battery Heater	Spare Tire w/Jack
		Grey			
		Grey			
		Grey			

Customer Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

_____ _____
Signature Date

Preferred Dealer: _____

Fax completed Pre-Production Order Form to 1-810-333-9746

Customers submitting the first 1000 "Pre-Production" orders of 1998 Ranger Electric Vehicles prior to March 31, 1997, will receive a conductive charge wallbox at NO cost. The conductive charge wallbox is expected to retail for approximately $600-$1,000. All residents of the U.S. are eligible for this incentive. Installation cost is not included and will vary based on the requirements of the location. "Pre-Production" orders must become a dealer sale for the customer to receive the wallbox at no cost.

Conductive Charge Wallbox
Early Order Launch Incentive

EV industry growth will depend on the availability of a robust infrastructure. Ford Motor Company is confident conductive charging is the best overall choice for the customer.

Ford believes the major advantages of conductive charging versus inductive charging systems are:

- Less energy consumed during EV charging, which helps reduce the cost of operation.
- Currently lower initial equipment purchase cost.
- Greater equipment reliability (anticipated).
- Less need for repairs, replacement and servicing.
- Higher overall charging system efficiency.
- Greater flexibility to the customer who requires more charging stations.

To further promote the 1998 Electric Ranger and conductive charging, Ford Motor Company is pleased to announce an early order launch incentive.

We will begin accepting "Pre-Production orders" immediately (December 11, 1996) and production will begin in December, 1997. Based on early feedback from prospective buyers, most of the 1998 model Ranger Electric Vehicle production should be reserved prior to the initial production.

Please don't hesitate to place your orders. We are willing and able to take your order today and reserve your Ranger with a conductive charge wallbox at no additional cost.

Why Choose Conductive Charging?

- Five levels of safety--Personnel protection:
  1. Equipment grounding to provide a path for electricity to ground at the supply equipment.
  2. Double insulation to prevent exposure to conducting parts.
  3. Ground fault circuit interrupter (GFCI) that continuously monitors current leakage.
  4. Shielding/polarization to prevent voltage from exceeding line voltage during fault conditions.
  5. Interlock and "smart" circuits that turn off the power under certain predetermined conditions.
- Higher efficiency--Less energy, lower charging cost.
- Lower cost of system ownership--Lower initial equipment purchase cost ($500 versus $2000 for inductive); greater equipment reliability, minimizing repairs, replacements and servicing; and higher overall charging system efficiency which means less energy is consumed during EV charging.
- Easy to use--Easy as "refueling" an internal combustion engine (ICE) vehicle.
- Reliable--No AC/DC conversion circuits offboard, less hardware.
- Durable--10 years/10,000 cycles (minimum).
- Easy to service--Off-the-shelf parts; any licensed electrician can service.
- Flexible design--Easily adapts to new technology.
- Recharging flexibility--Cable length up to 25 feet.