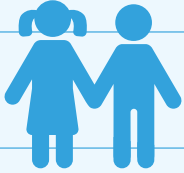
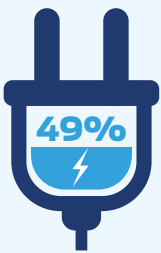


GO ELECTRIC

THE FORD GO ELECTRIC: FUTURE GENERATION STUDY



The study spoke to youngsters who will be able to drive in 2030 when the U.K Government moves to only electric car sales as well as adults aged 18+

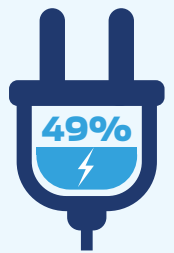


49% of youngsters aged 8-9 years old want their future car to be powered by electricity



Four in five (79%) are looking forward to learning how to drive a car

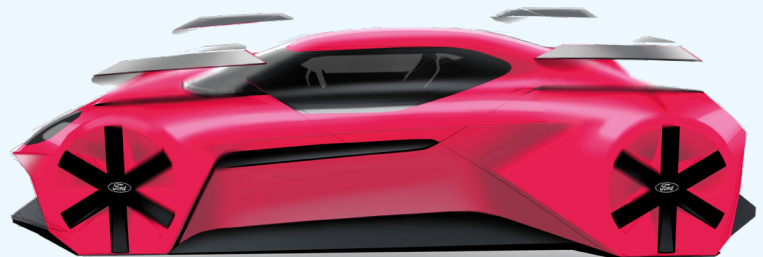
49% want their car to be powered by electricity compared to just 17% preferring petrol cars, diesel (10%) and gas (7%)



DREAM FEATURES FOR THEIR DREAM FIRST CAR:



A vehicle that can fly
Comfortable seats (36%)
A good sound system (27%)
Self-driving ability (24%)



A Unicorn body shape

A seat for my cat

Big Wheels

Cooler for me to put cold drinks into

Go under water

TV in the seats

Racing numbers

Stripes

Fly

Transform into plane, boats and rocket

Purple, Black & Red car colour

Ice Cream Machine

Four exhausts

Never get stuck in traffic

Take me anywhere

Electric

Turn into a drone

Comfy Seats

Fast

TOP ENVIRONMENTALISTS VOTED BY 8-9 YEAR OLDS AS TRAIL BLAZERS FOR A MORE SUSTAINABLE FUTURE:

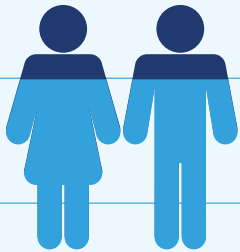


David Attenborough (46%)
Greta Thunberg (36%)
Prince Charles (28%)
Swampy (25%)
Caroline Lucas (24%)

Ford

BRING ON
TOMORROW

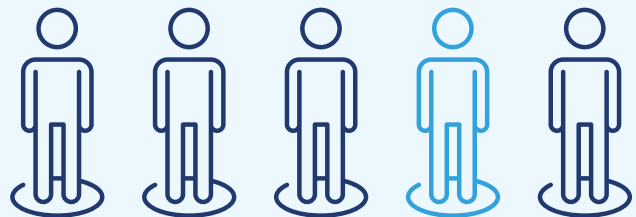




70%

of Brits think adults have a responsibility to lay the foundation of sustainable mobility for the next generation

One in five British adults think that the ban on petrol and diesel cars should not come in at all

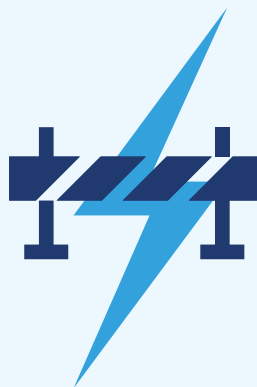


BARRIERS FOR ADOPTING ELECTRIC CARS

1 IN 3
will miss going to a petrol station

45%
miss the sound of the engine

39%
miss changing gear



OVER HALF

of British don't know enough about how to switch to electric cars

40%
are worried they will struggle to understand how to drive an electric car



OVER HALF
of Brits want car manufacturers to educate them on banning petrol and diesel by 2030



TWO THIRDS
believe that the government should be educating the public



1 IN 3
believe the media has a role to educate the public



70%
want car manufacturers to provide a breakdown of how much of their cars are made from recycled products

Ford commissioned two surveys via One Poll of 500 UK-based children aged 8-9 who participated in the survey under the supervision of a parent as well as 2,000 UK based adults aged 18+.