

TransFORDming China with Electric Vehicles: An International Marketing Case Study

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Abstract

Ford is a legendary automobile company established in the United States in 1903 by Henry Ford. Ford is a \$1.35 billion company worldwide with operations in 10 countries but it has experienced an annual drop of roughly eight percent in the last year (Wagner, 2020). Ford entered China's automobile industry in 2004 when automobile sales totaled 215,60 vehicles (CEIC). In 2001, Due to the high level of pollution in the country and main cities, the electric vehicle industry in China has grown in recent years, and Ford has said that it plans to introduce 15 battery electric or plug-in gasoline-electric hybrid car models in the market by 2025 (Bradsher, 2017). Accordingly, Ford introduced their first small electric SUV named the Territory EV that is exclusive to China. With their new Ford China 2.0 blueprint, Ford intends to release 30 cars over the next three years, with ten of them being electric vehicles (Ford China 2.0). Ford has also announced their plans to bring the all-electric Mustang Mach-E to China in 2021, a release expected to rival some strong competitors (Bo, 2019). Although sales of EVs are booming in China, the market is dominated by numerous small domestic manufacturers and Ford also faces competition from multinationals like Tesla (Bo, 2019) This case study examines Ford's market performance in China in the context of the industry and consumer preferences, in order to suggest changes to its marketing mix.

Key words: Ford, China, electric vehicles, sustainability, Ford 2.0, government, automobile, United States, International Marketing, Strategy, Emerging Markets, Case Study

Note: References available on request