What Will the Electric Ford F-150 Do For The Future of Electric Vehicles?

President Biden was seen test driving the new Ford F-150 electric pick up truck earlier this week in Dearborn Michigan. Companies are racing to produce their electric pick up trucks (Tesla, Ford, General Motors, and Chevy all have plans to release an electric pick up truck).

Will the release of electric pick-ups be the push we need to those who were previously uninterested in electric cars, onboard? The Ford F-150 has been the most popular pickup truck in the U.S for 39 years. It's one of the most sold cars in many states across the U.S.

When you imagine an electric vehicle driver they are likely not the same type of people you imagine driving a pick up truck. Maybe the new electric ford can change that.

> *So are the trailer-towing, pickup truck-driving residents of Middle America going to adopt these EVs? It looks like a long shot: Only 2 percent of all cars sold in the U.S. today are electric, and most of those are sold in blue states like California, Washington, and Oregon.*
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> *Will the Ford F-150 Lightning turn Middle America onto EVs?*

With a price tag of $39,974 (for the base model), the new electric F-150 is surprisingly cheap for an electric vehicle, let alone an electric pickup.