

Publish Date: December 3, 2021 **Due Date (If Applicable):** N/A

Information: *C&I/Pricing Announcement: EFC09620 Ford brand Mid-Year Pricing Effective December 8 2021*

Target Dealer Group: All Ford Dealerships

Target Audience: Dealer Principals, Sales Managers, Sales Consultants, F&I Managers

Target Dept(s): New Sales CPO/Used Sales Fleet Sales Finance Parts Service

ACTION REQUESTED

- Be aware of these pricing changes, effective December 8th, 2021, on select 2022 model vehicles

SUMMARY

This letter announces Ford competitive pricing actions on select 2022 model vehicles effective December 8th 2021.

DETAILS OF MID-YEAR PRICING ACTIONS

2022 model Ford and Lincoln retail price changes are on Attachment I. Ford vehicle line Dealer Holdback, Dealer Discounts, and Ford vehicle's FDAF Contribution Amounts remain unchanged. New price lists will be posted on www.fmcdealer.com and prices will be available through CONCEPS on December 8, 2021.

EFFECTIVE DATE

Dealer Invoice changes will be effective December 8 2021.

PRICE PROTECTION

2022 model units invoiced prior to December 8, 2021 will not be re-invoiced.

Automatic price protection will be provided on:

- Firm 2022-model fleet, retail, and demonstrator orders signed and dated on or before December 7, 2021, and received by Ford Motor Company on or before December 11, 2021.
- Fleet CPA or GPC orders will continue to be price protected to the individual customer's contract agreement or bid date.

SUMMARY

Please be sure you communicate these changes within your dealerships. Thank you for your continued commitment.

FORD PRICE LEVELS (effective December 8, 2021)

2022-model	
Bronco Sport	PL220
Mustang Mach-E	PL220
EcoSport	PL220
Escape	PL225
Edge	PL220
Explorer	PL230
Super Duty	PL245

QUESTIONS

In the event of you have questions related to the above change to the dealer invoice, please contact:
 Retail: Submit questions on FMCDealer and select Dealers Ask Ford – Business Assistance Center
 Fleet: Fleet Customer Information Center 1-800-34-FLEET (1-800-343-5338) and pick 2