



## 2021MY Mustang Mach-E Price Reduction Job Aid

Exceptional value has always been a hallmark of the Mustang brand. In addition to its great all-electric driving range and performance, we're adjusting 2021MY Mustang Mach-E pricing to remain fully competitive in a segment that is seeing dynamic price changes.

We're pleased to announce base pricing is being reduced on all models, excluding GT, effective 9/29/20 at Price Level (PL) 120, as follows:

- \$3,000 MSRP reduction on all Premium models
- \$2,000 MSRP reduction on the CA Route 1 model
- \$1,000 MSRP reduction on all Select and First Edition models

More detail is listed in the table below. To review the formal price list, updated with PL 120 information, click [here](#). To view your customer's reservations and orders, visit the ROVP site [here](#).

### 2021MY Mustang Mach-E Pricing

	Base MSRPs (Excluding \$1,100 D&D)		
	PL115	PL120	PL120 H/(L) PL115
		29-Sep	
Select RWD	\$ 43,895	\$ 42,895	\$ (1,000)
Select AWD	\$ 46,595	\$ 45,595	\$ (1,000)
CA Route 1 RWD	\$ 51,800	\$ 49,800	\$ (2,000)
Premium RWD	\$ 50,000	\$ 47,000	\$ (3,000)
Premium AWD	\$ 52,700	\$ 49,700	\$ (3,000)
First Edition	\$ 59,300	\$ 58,300	\$ (1,000)

### PRICE PROTECTION

2021 model units invoiced prior to September 29, 2020 will be re-invoiced at Price Level 120. Automatic price protection will be provided on all orders and reservations taken prior to September 29, 2020.

### VL PLUS PRICING TOOL WITHIN ECOMMERCE

Your pricing structure (\$ or % of MSRP) will be maintained from the date of customer online order submission.

- If you set pricing to MSRP, the customer order price will be reduced to Price Level 120 MSRP
- If you set pricing to MSRP plus X% or \$X, the customer order price will be reduced to Price Level 120 MSRP plus X% or \$X
- You can check your CRM lead from the order to verify the original MSRP and Dealer Selling Price
- For any new customer orders, current pricing rules in VL Plus will automatically reflect the new dealer selling price based on PL 120

### ORDERS SUBMITTED BY DEALER (OFFLINE)

- There will be no automatic price recalculation in WBDO – PL 120 MSRP will be reflected on the invoice once the vehicle is serialized

### ACTION REQUESTED

- Dealers should reach out to existing Mustang Mach-E order and reservation holders to communicate price reduction.
  - Reservation and order holders will receive email communication from Ford regarding the price reduction the afternoon of 9/29.
- For existing online orders, dealers should verify new pricing in Dealer Acceptance Portal (within WBDO) and review their CRM lead details for previous pricing, to be able to communicate changes to customers. For existing online orders, reference the Dealer Acceptance Portal screens for the customer's updated price.

## Q&A

**Why is Ford reducing prices before the vehicle is on sale?** We're adjusting 2021MY Mustang Mach-E pricing to remain fully competitive in a segment that is seeing dynamic price changes.

**Does the price reduction apply to customers who have already ordered or reserved a Mustang Mach-E?**  
Yes.

**Can a customer change their order specs now that pricing has changed?** Yes. Customers can change their order spec if they so choose – they may want to apply the price reduction to a larger battery, AWD or even a trim level change.

All order spec changes must be done by the dealer in WBDO. The customer cannot change their order on Ford.com.

**Can a customer change their reservation specs now that pricing has changed?** Yes. Customers can change their order spec if they so choose – they may want to apply the price reduction to a larger battery, AWD or even a trim level change.

Prior to order submission, online reservation specs can be made by the *customer* in their Ford.com manage order screen.

**When are order changes due by?**

You can change customer order specs prior to the vehicle being scheduled (mid-October).

**When will customer order scheduling begin?** Mid-October

**When will customer orders arrive at EV Certified Ford Stores?** Deliveries will begin late 2020.

**How will the MSRP price reduction affect my dealer price in VL Plus?**

Your pricing structure (\$ or % of MSRP) will be maintained from the **date of customer order submission**. The MSRP will decrease, but any adjustments you applied in VL Plus will carry forward on top of the new, lower base MSRP. You are in control of your final pricing at time of sale.

**Do I have to sell the vehicle at these adjusted MSRPs?**

Ultimately, customers and dealers will agree to the final pricing. Ford shares manufacturer suggested retail pricing for all vehicles with dealers and customers.

**If my customer placed an offline order, will their pricing change?**

Orders in WBDO will reflect the latest MSRP pricing.

**Will Mustang Mach-E GT pricing be affected at a later date?**

This price adjustment does not include a change to currently stated GT pricing. We are not sharing information on pricing for future years at this point. The marketplace will help decide future pricing.

**How can I track the change in price from Price Level 115 to 120?**

For existing online orders, you can verify new pricing in [Dealer Acceptance Portal](#) in the customer handling page(s) and review your CRM lead details for previous pricing.

**How will my customers learn about this price adjustment?**

All reservation and order holders will be informed of the price reduction via email from Ford on the afternoon of 9/29. Online customers can view their adjusted price in their manage order screen on Ford.com. Examples of Ford email to customers found on the following page.

## FORD EMAIL COMMUNICATION EXAMPLES to CUSTOMERS

### Online Reservation:



Preproduction computer-generated image shown. Available late 2020.

Dear <First Name>.

We have some exciting news about your Mustang Mach-E reservation. As we look for ways to provide customers with more value, we're happy to announce that the starting MSRP\* for all Mustang Mach-E models, except GT, has been reduced.\*\*

Thank you for your interest in Mustang Mach-E. Click the link below to view your reservation and place your order today. For full details, please contact your Ford EV-certified dealer.

[View My Reservation](#)

### Offline Reservation:



Preproduction computer-generated image shown. Available late 2020.

Dear <First Name>.

We have some exciting news about your Mustang Mach-E reservation. As we look for ways to provide customers with more value, we're happy to announce that the starting MSRP\* for all Mustang Mach-E models, except GT, has been reduced.\*\*

Thank you for your interest in Mustang Mach-E. Contact your Ford EV-certified dealer to take advantage of these cost reductions and place your order today.

### Online Order:



Preproduction computer-generated image shown. Available late 2020.

Dear <First Name>.

We have some exciting news about your 2021 Mustang Mach-E order. As we look for ways to provide customers with more value, we're happy to announce that the starting MSRP\* for all Mustang Mach-E models, except GT, has been reduced.\*\*

Thank you for your interest in Mustang Mach-E. Click the link below to view your order. For full details, please contact your Ford EV-certified dealer.

[View My Order](#)

### Offline Order:



Preproduction computer-generated image shown. Available late 2020.

Dear <First Name>.

We have some exciting news about your 2021 Mustang Mach-E order. As we look for ways to provide customers with more value, we're happy to announce that the starting MSRP\* for all Mustang Mach-E models, except GT, has been reduced.\*\* For full details, please contact your Ford EV-certified dealer.

Thank you for your interest in Mustang Mach-E.