

RETAIL PRICE INCREASES BY VEHICLE LINE

Effective December 27, 2021

Trucks

F-150

Increase XL series prices \$350 MSRP

Increase XLT series prices \$880 MSRP

Increase Lariat series prices \$880 MSRP

Increase King Ranch series prices \$880 MSRP

Increase Platinum series prices \$880 MSRP

Increase Limited series prices \$880 MSRP

Increase Raptor series prices \$880 MSRP

Increase Tremor series prices \$880 MSRP

Increase 19S STX Appearance Package price \$530 MSRP

Publish Date: December 23, 2021 **Due Date (If Applicable):** N/A

Information: *C&I/Pricing Announcement: EFC09648 Mid-Year Pricing Effective December 27 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 27th, 2021, on select 2022 model vehicles

SUMMARY

This letter announces competitive pricing actions on select 2022 model vehicles effective December 27th, 2021.

DETAILS OF MID-YEAR PRICING ACTIONS

2022 model Ford 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 27, 2021.

EFFECTIVE DATE

Dealer Invoice changes will be effective December 27, 2021.

PRICE PROTECTION

2022 model units invoiced prior to December 27, 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 26, 2021**, and received by Ford Motor Company on or before **December 30, 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.

PRICE LEVELS (effective December 27, 2021)

2022-model	
F-150	PL220
Ranger	PL220
Maverick	PL225

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