F-150 Lightning Preparing For Order Bank Opening Playbook

12.08.2021

Ford

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Summary of Key Action Items

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Action Requested

- Work with your FordDirect website provider to remove all messaging and links to the Ford.com F-150 Lightning reservation system

- Review Retail Customer Dealer Prioritization Process and take action by December 17th

- Ensure your team is familiar with the 22MY F-150 Lightning Retail Customer Waved Invitation Approach & Ford Pro Fleet Customer Ordering Process

- Review your Dealer Pricing in Vehicle Locator Plus

Retail Customer Wave Invitation Overview

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Wave Invitation Process Overview

- Prior to order bank opening, all reservation holders will receive an email confirming their reservation, outlining the wave order process to begin in January 2022 and explaining that due to high demand not all reservation holders will be receiving a 22MY invitation.

- At various stages in the process, reservation holders will be given the option to maintain their reservation for future model years. Reservations may be cancelled at any time with a full refund.

- Ford will begin inviting reservation holders to place orders in waves starting at order bank open in January 2022. Subsequent waves will receive an invitation in approximate two-week intervals until 22MY production capacity is fulfilled.

- Customer wave invitations will be based on a number of factors including reservation timing, dealer estimated allocation & dealer prioritization.

- Prior to each invitation wave, the Ford.com online configurator will be updated to provide directional ETA's of vehicle delivery timing based on the availability of each configuration.
  - As certain configurations become unavailable due to demand, the configurator will be updated to remove the ordering capability of that configuration.

- For customers invited to submit a 22MY order who find that their desired configuration is unavailable, the customer can either elect to maintain their reservation for a subsequent model year, work with their dealer to modify their order for a different configuration or cancel their reservation for a full refund – again, at any time. (Note: Future model year pricing will be provided when available)

- Dealers will receive the list of reservation holders in each wave directly prior to invitations being sent. A dealer can lookup any customer via the F-150 Lightning Reservation to Order Program site to confirm their customer has received an invitation within a specific wave.

- Once 22MY production capacity is met, all remaining reservation holders will be notified that their next ordering opportunity will be for a subsequent model year. Again, they will be given the option to hold their reservation or cancel for a full refund at anytime.

- Fleet orders follow a separate process; fleet orders being submitted at order bank open do not have an impact on the retail customer waved invitations or prioritization.

Dealer Prioritization Overview & Step-by-Step Guide

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Dealer Prioritization Overview

Summary
- The vast majority of order invitations will be sent in accordance with the reservation timing at your dealership
- Each dealer will have the option to prioritize a select portion of reservation holders
- Prioritization action is OPTIONAL
- Dealers should utilize https://cni.dealerconnection.com between December 8th to 17th in order to complete the prioritization process

Available Prioritization Volume
Number of customer prioritizations allowed is based on reservation volume at each specific dealership as of December 1st

- <50 Reservations = max 5
- 50-100 Reservations = max 10
- >100 Reservations = max 25

Dealers have the ability to prioritize up to their allowance. Not all prioritizations are required to be used.

Example: Dealer A has <50 Reservations. Dealer A can prioritize 1 to 5 reservation holders.

Instructions
- The following pages include a Dealer Prioritization Step by Step Guide for walkthrough on how to take action
- It is recommended that you make all prioritization inputs at one time to minimize multiple submissions at your dealership
- At any time, you will be able to "reset rankings" to default back to original reservation holder time stamp list
- Final submissions are due by Friday, December 17th (No exceptions)

Prioritization Impact on Customer Invitations to Order
- Prioritization does not guarantee allocation. Dealer prioritization will be an input to determine invitations to convert to an order, it is not correlated to vehicle scheduling timing or amount of allocation at each dealership
- On the F-150 Lightning Reservation to Order Program site, the Reservation Report will auto re-rank based on dealer prioritization selections and the resulting order will be utilized in determining customers invitation spot within the wave invitations at order bank opening

Deadline
Friday, December 17th at 11:59:59 PM Eastern (No exceptions)

Dealer Prioritization Step by Step Guide

Step 1 – Program Site Access

1) Go to cni.dealerconnection.com
2) Select the 'F-150 Lightning Reservation to Order Program'

Dealer Prioritization Step by Step Guide

Step 2 – Select Reservation Report

1) The 'Reservation Report' in the left navigation to access the customer ranking functionality.

F-150 Lightning Reservation to Order Program

Program Summary	**F-150 Lightning Dealer Program Summary**	
Reporting	Dealership Name:	
Reservation Report	Dealer Sales Code:	
Cancellation Reporting	Reporting Timestamp:	

Please note that reservations numbers are strictly confidential and are not to be shared with dealers or anyone outside the Company.

F-150 Lightning Reservation to Order Summary	
Total Reservations	59
Unconverted Reservations	59
Orders In Progress	0
Orders Placed (Converted)	0
Order Conversion Rate	0.00 %
Balance to Go	59
Click here for reservation and order details.	

- Customer Search
- Communication Preference
- Dealer Resources
- Contact Us

Step 3 – Locating Ranking Column

Reservation Report

IMPORTANT: Your dealership is able to make **2** changes to your order ranking.

- Records changed within the your limit appear in green
- Records changed outside of your limit appear in yellow
- You can always click the Reset button to return the orders to the Date and Time stamp order to restart your prioritization

> **Instructions with # of changes permitted for the dealer**

Channel: --ALL--   Reservation ID   Global Order ID

ROVP Status   SAP Status   Ford Business Status   Submit   Reset

EXPORT TO EXCEL   **RESET RANKS**

Remaining Changes: **2**

Previous 1 2 3 4 Next

Time Stamp Dealer Ranking	Customer Dealer Ranking	Dealer Name	Dealer Sales Code	Dealer State	Reservation ID	Global Order ID	Order Type	Converted Order	Conversion Date	Channel	ROVP Status	SAP Status	Ford Business Status	Deposit Amount	Reservation Date	Customer Name
1	1															
2	2															
3	3															
4	4															
5	5															
6	6															
7	7															
8	8															

> **Column permits custom order ranking**

Dealer Prioritization Step by Step Guide

1) Within 'Customer Dealer Ranking' Column, edit prioritizations
2) Edits are made by inputting an updated numeric value under "Customer Dealer Ranking" column (i.e. 1 is highest priority)
3) Save Changes to Rankings
4) Once saved, reservation report will auto re-rank to factor the manual dealer prioritization inputs.

Updates as changes are saved.

Permits saving changes to the ranking

Change made to move this order to the top of the list.

Dealer Prioritization Step by Step Guide

If Too Many Changes Occur

1) If too many changes occur, after selecting "Save Changes" an alert message displays

Alert Message displays if the user makes more ranking changes than they are permitted.

Resetting & Starting Over

Alert appears to confirm the user would like to reset the ranking to Time Stamp Ranking

Permits resetting the ranking to the Time Stamp Ranking
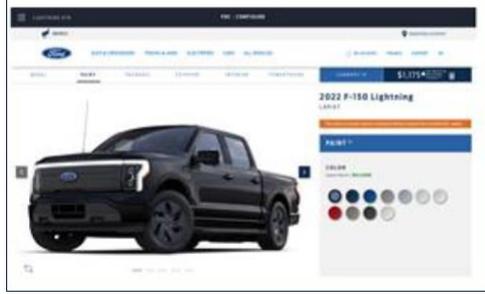
Reservation To Order Conversion Guide

Reservation to Order Conversion Guide

Ford.com Reservations – Customer Journey

- Customers who placed a reservation on Ford.com will be able to have an entirely online experience from reservation to order.
- Customers can contact their dealer at any point of the process and take their reservation experience to the in-dealership process.
- Customers will be directed to complete full configuration at time of Order Conversion and will be notified of estimated timing of arrival based on vehicle spec selection.

Description

1. Customers will be notified via email from Ford that they are eligible to convert their reservation to an order
2. Customers are required to fully spec their vehicle and then can view dealer price, dealer deposit, and other key details.
3. Customers must accept terms and conditions.
4. Optional: consent to marketing emails and click continue to payment to continue.
5. Customers will then enter payment information and proceed to checkout.
6. Customer will be charged the dealer deposit after checkout which will be incremental to the Dealer Reservation Deposit.
7. The customer's dealer deposit will be paid to the dealer's account within 48 hours.

Reservation to Order Conversion Guide

1. Access WBDO at https://www.ordermanagement.dealerconnection.com/

PLEASE NOTE: ALL SCREENSHOTS ARE FROM PROTOTYPE BUILDS. ACTUAL SCREENS MAY LOOK DIFFERENT.

USEFUL LINKS Open Selected in New Browser
- Scheduling Toolbox (Scheduling Information)
- SVS AM Preview Report; Weekly Allocation Report
- SIMS VIN Detail Report
- Vehicle Visibility
- Ford Order Guide
- Lincoln Order Guide
- Color and Trim Options
- FMCDealer
- Order One Resource Center
- WBDO Resource Center
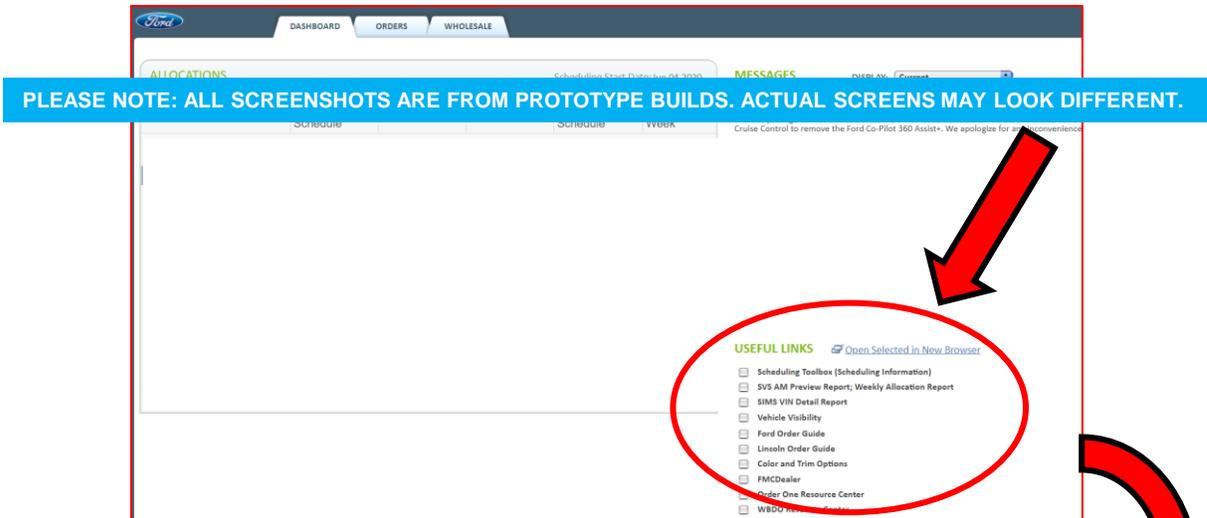
2. Under Useful Links, click on Online Order Acceptance Portal

USEFUL LINKS   Open Selected in New Browser

☐ Online Order Acceptance Portal *ALERT* You have one or more online order requests pending acceptance
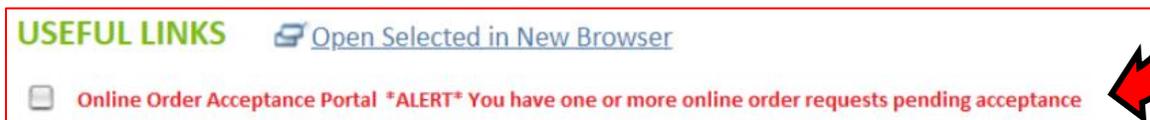
3. **Monitor this space and ACCEPT or REJECT orders in a timely manner.**
4. All Ford.com reservations will appear under Orders Requiring Attention after customer has submitted their order online and paid the dealer deposit.
5. Reservations Submitted will allow dealers to view all dealer submitted reservations and Ford.com reservations that have not been submitted by customers yet.

PLEASE DO NOT PLACE ORDERS WITHOUT PERMISSION FROM THE CUSTOMER

PLEASE NOTE: ALL SCREENSHOTS ARE FROM PROTOTYPE BUILDS. ACTUAL SCREENS MAY LOOK DIFFERENT.

Reservation to Order Conversion Guide

Ford.com Reservations – Dealer Journey

PLEASE NOTE: ALL SCREENSHOTS ARE FROM PROTOTYPE BUILDS. ACTUAL SCREENS MAY LOOK DIFFERENT.

Description

WARNING: by clicking ACCEPT, the dealer is agreeing to take wholesale for that unit.
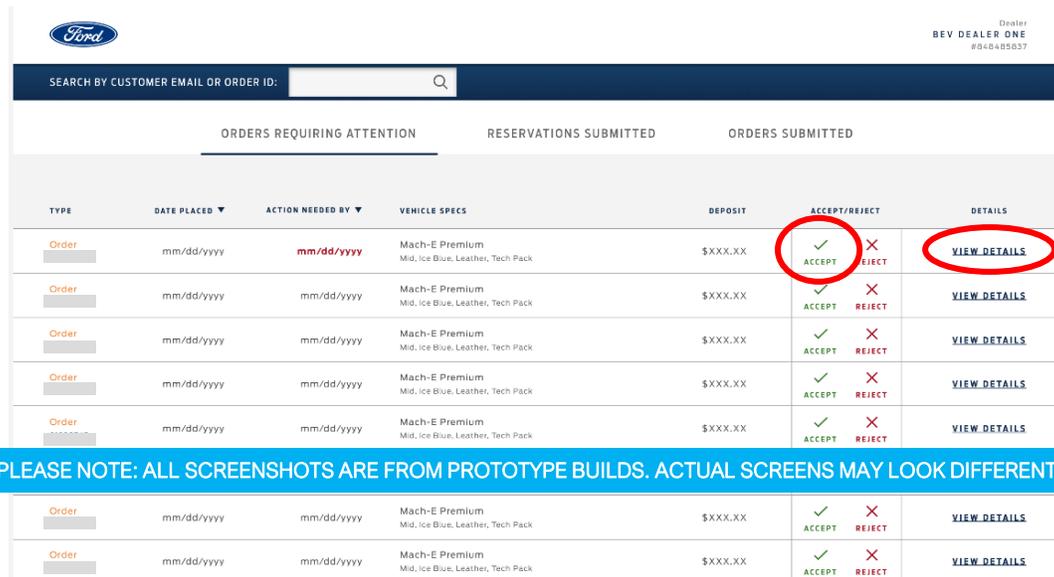PLEASE DO NOT PLACE ORDERS WITHOUT PERMISSION FROM THE CUSTOMER.

1. Click on VIEW DETAILS to see the customer's chosen specifications, contact information and Ford Credit Pre-Approval.
2. Click ACCEPT to send order to WBDO as an orderable configuration.
3. Check WBDO Orders to see configuration. Any changes at this point must be made in WBDO.

- WBDO orders can still be cancelled before they are scheduled. Allocation will not be given for a cancelled order. Orders do not guarantee allocation. PLEASE DO NOT CANCEL AN ORDER WITHOUT CUSTOMER PERMISSION. THIS CANNOT BE UNDONE.
- Just like for a normal retail order, allocation cannot be reversed if the customer backs out of the deal.
- If the dealer clicks REJECT on an order, the customer will be notified that their order was rejected and both their Reservation & Order deposits will be automatically refunded. The customer's reservation continues to exist and will be directed to either cancel Reservation or contact the CRC to change the Selected Dealer

Reservation to Order Conversion Guide

In-dealership Reservations – Dealer Journey

- This screen can be accessed from WBDO > Useful Links > Online Order Acceptance Portal
- All reservations – both Ford.com generated and in-dealership generated – will appear on this screen.

PLEASE NOTE: ALL SCREENSHOTS ARE FROM PROTOTYPE BUILDS. ACTUAL SCREENS MAY LOOK DIFFERENT.

Description

WARNING: by clicking PROCESS OFFLINE, this action cannot be undone. PLEASE DO NOT PLACE ORDERS WITHOUT PERMISSION FROM THE CUSTOMER.

1. In the Online Order Acceptance Portal, click on RESERVATIONS SUBMITTED.
2. Click on VIEW DETAILS to see the customer's chosen specifications, contact information and Ford Credit Pre-Approval.
3. Click PROCESS OFFLINE – this will generate and email to the customer
4. Customer is required to log into their Ford.com Account and Accept the Request to "Order With Dealer"
5. Upon acceptance the order sent to WBDO, the dealer should contact the customer and make any desired changes that the customer wants to the WBDO order.

- The customer's reservation time stamp will stay attached to the order. The time stamp will determine build priority.

Reservation to Order Conversion Guide

Special Cases

Ford.com Customer wants to change dealers before ordering
- Prior to placing Order, the Customer can contact the CRC at 800-334-4375 and request a dealer change. This will take about a week to process, but it will not affect the customer's time stamp or place in line.

Dealers without sales MIDs
- All Ford.com customer experiences must be moved to the in-dealership experience.
- Follow in-dealership process for all reservations.

Customer wants to amend or cancel their order <u>after</u> it has been sent to WBDO
- Dealer can amend or cancel the order on the customers behalf If the order has not been scheduled, the dealer can cancel it in WBDO.
- After the order has been sent to WBDO and scheduled, it is equivalent to a retail order, meaning:
    - Dealer must keep the allocation they have agreed to.
    - By default, the order will become stock, just like any other retail order that a customer backs out on.
    - Dealer can change exterior/interior color within order on WBDO (within Fitness rules).
    - If the vehicle has been scheduled, it cannot be changed.

Contacts

- For any EV related questions, feel free to contact your sales or service Zone Manager.

- CUSTOMERS should contact the CRC for help with reservations: 800-334-4375

- You can also contact any of the following teams that are ready to help:

Topic	Team	Email	Phone	Website
General Product & Ordering Questions	EV Team	Evteam@ford.com		
General EV Questions	Program Support Center	FordEV@ansira.com	877-891-8461	fordev.dealerconnection.com
EV Dashboard				
Certification Requirements				
Reservations	ROVP Program HQ	retailorders@fordprogramhq.com	1-800-404-4977	cni.dealerconnection.com/rovp/
Service Equipment	Contact your Field Service Engineer			
Not sure?	Contact your sales or service Zone Manager			

Vehicle Pricing For eCommerce Checklist

Ford

DEALER PRICING

Review your Dealer Pricing in Vehicle Locator Plus for 22MY F-150 Lightning

- Access the Vehicle Locator Plus at
  https://www.vlplus.dealerconnection.com
- Dealers will have three (3) options to price F-150 Lightning
  1. Default to MSRP if no pricing is set by dealer (No action required)
  2. Price all F-150's at same level (Includes F-150 Lightning)
  3. Set specific F-150 Lightning pricing by:
     - Select **"F-150"**
     - Select **"22MY"**
     - Select "**W1E**" Body Type
     - Select & set pricing by F-150 Lightning PEP codes (**Pro 110A, XLT 311A, XLT 312A, LARIAT 510A, LARIAT 511A, Platinum 710A**)
     - Select & set pricing by battery if desired (**Standard Range Battery, Extended Range Battery**)

Contact Vehicle Locate Plus at fdvlplus@forddirect.com for assistance

Vehicle Pricing for eCommerce Checklist

VEHICLE PRICING FOR eCOMMERCE CHECKLIST

Ford | LINCOLN

MODULE

Vehicle Pricing

WHAT IT DOES

Provides Dealers the ability to complete vehicle pricing to include Dealer-installed options (DIOs) to be presented to Customers (when applicable)

HOW TO GET THERE

Access vehicle pricing on the 'Vehicle Pricing' page of the eCommerce Dealer Portal

PERMISSIONS NEEDED

VL_PRICE Entitlement

SETUP STEPS

1. Access Vehicle Locator Plus (VL Plus)
2. Choose Your Pricing Tool - Price in VL Plus or Export from Existing
3. Price Using Existing Tool
4. Confirm Pricing
5. Set Pricing for All Dealer-Installed Options (DIOs)

COMPLETION REQUIREMENTS

Pricing must be complete for at least 70% of Order Type 1 Retail and Order Type 2 Stock Inventory, including pricing for all Dealer-installed options

HOW YOU'LL KNOW YOU'RE FINISHED

Confirm the Dealer pricing summary reflects 'priced vehicles' that account for 70% of the required inventory

DEALER SETUP
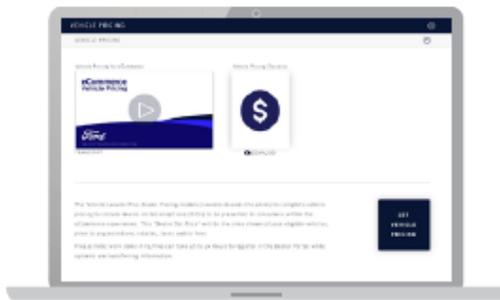
CUSTOMER VIEW
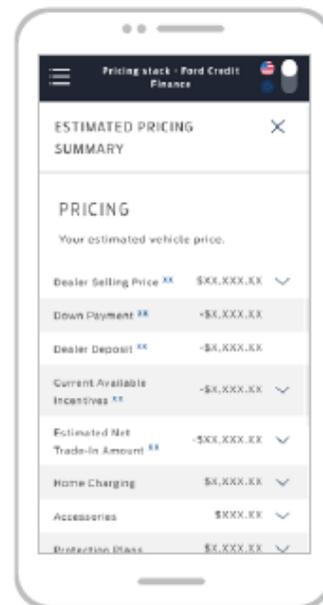
Dealer Pricing

Customers can see the Dealer-set price, including any Dealer-installed options (when applicable)

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1

Vehicle Pricing for eCommerce Checklist

VEHICLE PRICING FOR eCOMMERCE CHECKLIST

STEP 1: ACCESS VL PLUS

A Access the eCommerce Dealer Portal at eCommDealerSetup.com and navigate to the 'Vehicle Pricing' section
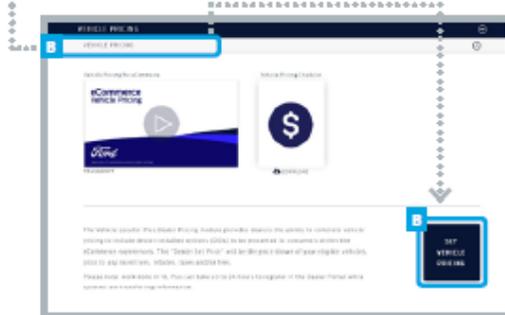
B Open the 'Vehicle Pricing' section and click the 'Set Vehicle Pricing' button to access VL Plus

STEP 2: CHOOSE YOUR PRICING TOOL – PRICE IN VL PLUS OR EXPORT PRICING FROM YOUR EXISTING TOOL

- **Price at least 70% of your eligible vehicle inventory (Order Type 1 Retail and Order Type 2 Stock)**
  - If you are a Ford EV Certified dealership, confirm 100% of your Mustang Mach-E configurations are priced
- **To price using your existing pricing tool, move on to Step 3**

A To price in VL Plus, determine your pricing rule structure (Brand, Group, VIN)
  - Vehicles affected by multiple pricing rules will follow the most restrictive rule

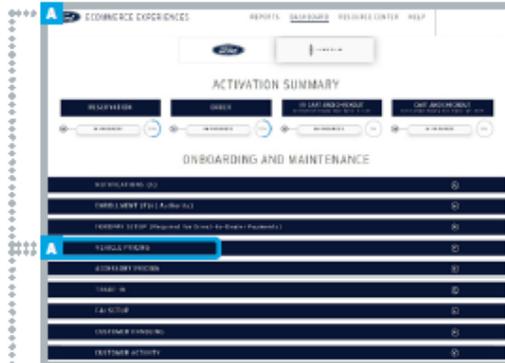| BRAND RULE	GROUP RULE	VIN RULE
Least Restrictive One rule needed for all vehicles per brand	**Moderately Restrictive** Some rules needed by your choice of category	**Most Restrictive** Many rules needed at one per vehicle
Creates a price rule for all eligible vehicles on your lot. As new eligible units become available, they will automatically qualify for the eCommerce experiences	Creates a price rule for a specific model (e.g., F-150). Group rules can be further specified to Year, Body Style, PEP Code, Engine and/or Battery Range	Creates a price rule that applies to just one vehicle

Precedence / Rule

Most Restrictive
- VIN
- Model + Year + Trim + PEP + Engine
- Model + Year + Trim + PEP
- Model + Year + Trim
- Model + Year
- Model

Least Restrictive
- Brand

Pricing only applies to Order Types 1 and 2.

Rules are applied by the most restrictive first.

VIN is the most restrictive while the default rule is the least.

If a VIN is matched by two or more rules then most restrictive wins.

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Vehicle Pricing for eCommerce Checklist

B **To set pricing rule level, click the 'Pricing' tab**

- If the Pricing tab is not visible, the VL_PRICE Entitlement may not be assigned to you (reference end of checklist)

- Review this dashboard to determine what percent of vehicles are priced

C Select 'VL Plus Pricing Manager'
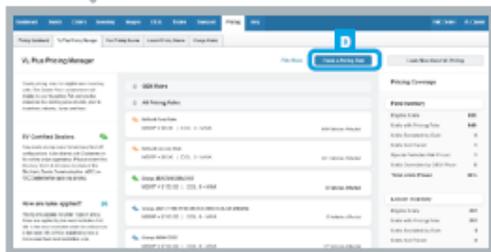
D **Select 'Create a Pricing Rule'**

- You can also view your dealership's pricing rules set in VL Plus here

☐ **Choose the grouping of vehicles you'd like to apply pricing to:**

E To set a **Brand rule** to cover all your vehicles by brand, navigate to the 'Default Brand Rule' section and click 'Create'

F To set a **Group rule**, filter to the group you want to price (Model, Year, Body Style, PEP Code, Engine) and click 'Create'

G To set a **VIN rule**, enter VIN in VIN section and click 'Create' or navigate to 'Inventory Management', find the VIN you wish to price and select 'Set Price' - click on any existing price to modify the rule
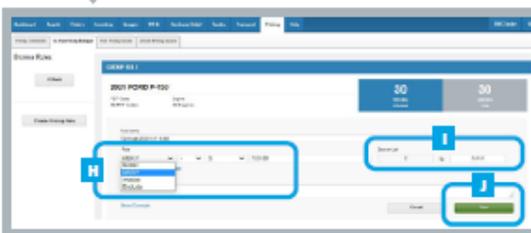
☐ **Set pricing rule value and variance adjustments**

H Select your pricing starting value

H Select '+' or '-' in $ or % variance and enter value

I Set adjustments by days on lot

J **Select 'Save' to confirm rule settings**

- The number of vehicles priced by this rule will be updated on the 'Pricing' tab

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3

VEHICLE PRICING FOR eCOMMERCE CHECKLIST

STEP 3: PRICE USING EXISTING TOOL

**A** To price using your existing pricing tool or to confirm pricing, select the 'Pricing' tab, then select the 'Ford Pricing Source/Lincoln Pricing Source' sub-tab

B Choose your pricing provider (third-party or VL Plus)

- This provider list will continue to grow into 2022 – if your current pricing provider is not available, please complete pricing rules using the VL Plus process (step 2)
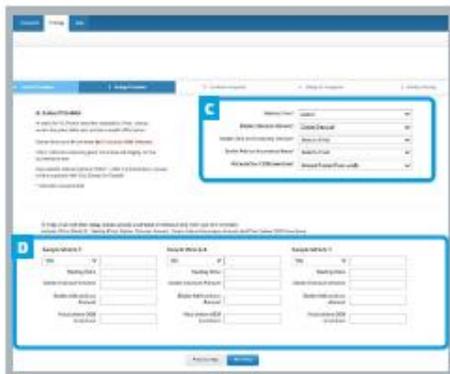
C To set up pricing to export from your existing Tier 3 provider (or if confirming pricing done with VL Plus), select from the drop-downs which display fields that represent your:

- Starting Price
- Dealer Discount Amount
- Dealer Add-On Amount/Dealer Add-On Accessory (if available, select source – either by pricing dealer-installed options in VL Plus or by leveraging existing pricing source – see step 5 for instructions on pricing add-ons in VL Plus)
  - Only the add-on name and price will display in eCommerce
  - If you select a package or add-on without specific labels, eCommerce will display 'See Dealer for Details' to your Customer
  - OEM Incentives/Pricing Comparison (only required with certain providers)
- Price Before OEM Incentives

Some of these fields may be pre-populated for you, based on the provider you selected

D Enter three sample vehicles (using either VIN or Stock ID) and their pricing breakdown

- This will provide vehicles for the provider to ensure pricing setup is appearing as intended

**E** Select 'Next' and enter the preferred dealership contact should follow-up be needed

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Vehicle Pricing for eCommerce Checklist

## VEHICLE PRICING FOR eCOMMERCE CHECKLIST

**F** The provider will now take 3-5 business days to confirm the setup
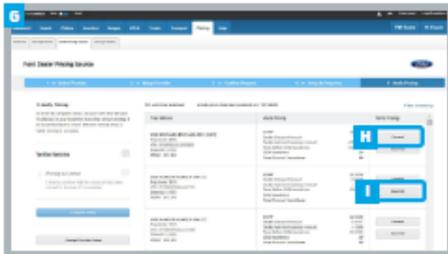
G When your selected provider has completed setup confirmation, the contact assigned during pricing setup will receive an email inviting them to return to the "Ford Pricing Source/Lincoln Pricing Source" page to verify pricing is appearing as intended
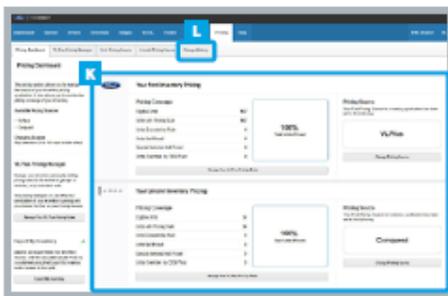
    H View pricing displayed and verify at least five (5) vehicle prices are accurate by selecting 'Correct'
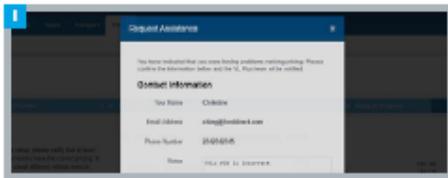
    I If the pricing is appearing incorrectly, select 'Incorrect'. This will generate an email to the VL Plus team to assist in pricing validation
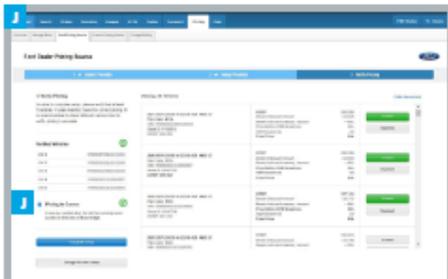
J After you have verified at least five (5) vehicle prices, select 'Pricing is Correct'

K You can return to your dashboard at any time to review your percent of units priced and pricing source by brand

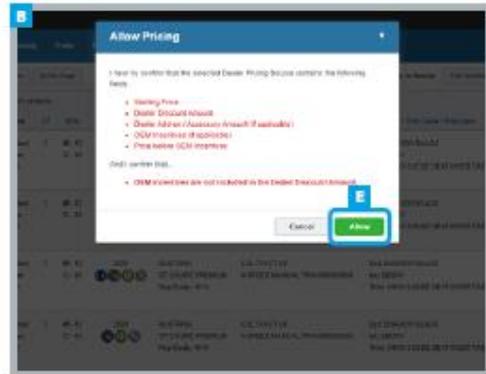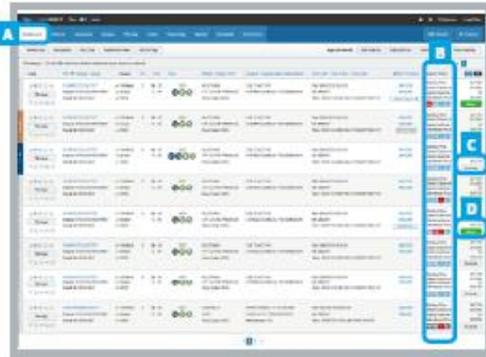   **L** The 'Change History' sub-tab will provide a history of all pricing changes that have been made

WYSK: Please allow up to 48 hours for data display and the ability to change pricing will be available

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Vehicle Pricing for eCommerce Checklist

VEHICLE PRICING FOR eCOMMERCE CHECKLIST

STEP 5: SET PRICING FOR ALL DEALER-INSTALLED OPTIONS (DIOs)

Once Dealer-Installed options become available, you will want to return to complete this pricing, which allows the ability to offer transactional pricing to Customers to include Dealer-Installed options for any vehicle on the lot to which your dealership has added products or accessories

A When Dealer-Installed options pricing becomes available at the VIN level, navigate to the 'Inventory' page, and limit to Mustang Mach-E or future eCommerce-eligible vehicles only using 'Additional Filters,' select 'Stock in Inventory' and 'Stock (Order Type 2)'

Add DIOs in bulk or by VIN

B To add DIOs in bulk (for Dealers who add certain options to many vehicles), filter to the year and/or category of vehicles for which you would like to add DIOs

C Once you filter down to the applicable vehicles, you can add DIOs in bulk by clicking 'Bulk Add-On' at the top right of the page

D Select 'Override Current Add-Ons'

- A pop-up will show the number of vehicles that will be impacted by the DIOs you select

E You can search for the accessory you wish to add or select it from the provided list

F When you have selected your desired add-on, click 'Add a Dealer Add-on'

G You can modify the 'Category' and 'Add-on' selected if desired. Enter the 'Cost' and 'Ford Part No.', if applicable

☐ Select the '+' button to add as many DIOs as you have installed on your vehicles

☐ For any brand accessories, you must enter the Ford/Lincoln Part Number for the cost of the accessory to be residualized and appear to the Customer correctly in their payment. If you do not enter this information, the Customer will see either an inflated payment or an error message telling them to contact the Dealer

H Select 'Add' at the bottom right of the page

I To add/edit DIO by VIN, select the 'Manage' button for the vehicle on the Inventory Management page, select the 'Add-Ons' tab and follow the same process

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7
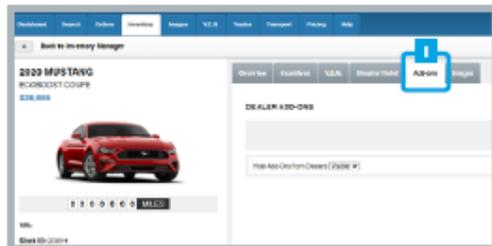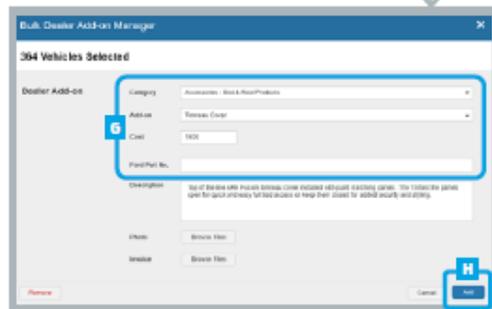
Vehicle Pricing for eCommerce Checklist

WYSK:

- Only the 'Add-On' and 'Cost' labels will be displayed to the Customer in the eCommerce experience - be sure to select labels accordingly
- Under 'Category' and 'Add-On', be sure to check all available options to match the accessory description as closely as possible
 - When a Dealer selects 'Other' in the package drop-down, eCommerce will be unable to explicitly inform the Customer what the content is, and messaging will be displayed to 'See Dealer for Details'
- DIO settings will only apply to the vehicles currently in VL Plus. In order to keep your inventory transactional in eCommerce, you will need to return to add DIOs as new vehicles come online
  - To add DIOs to incremental inventory as it comes online, filter by 'No Flags' to view and update vehicles without existing add-ons
- It is recommended that you review your pricing in the pricing stack when your dealership is live to Customers

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Setting up Vehicle Locator Plus (VL Plus) Pricing Entitlements is a mandatory step that must be completed before entering the VL Plus Application. Before pricing can be completed, your admin/controller must set up entitlements at www.dsps.dealerconnection.com. Only authorized Dealer users with authority to set pricing should be granted VL Plus Pricing Entitlements.

SET ENTITLEMENTS

jjones23, bjones55, pjones13
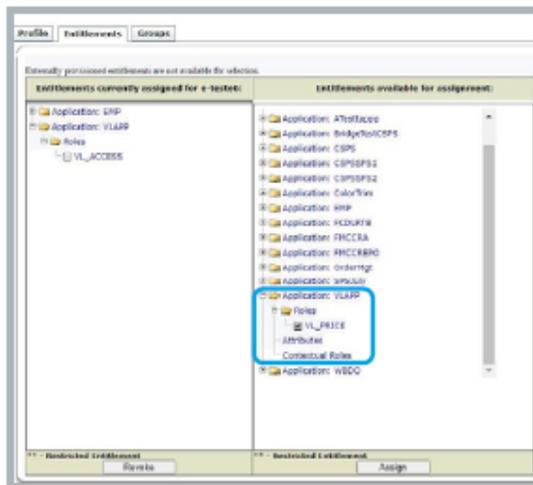
WYSK:
Access to the VL Plus pricing module is role restricted. Roles for the entitlement must be Dealer-Administrator assigned within FMCDealer at dsps.dealerconnection.com. Your Administrator must select the 'Manage User Groups' link in the left menu, and a list will appear with all users assigned to the dealership. Select the User ID of the member that needs access and their profile will open. Select the Entitlements tab, click [+] for the Application: VLAPP folder and click [+] for the Roles below the Entitlements available for assignment: column on the right as shown below. Add a check to the box next to VL_PRICE and click the Assign button. Select OK on the pop-up message for 'Are you sure you want to assign the selected entitlements?', and select OK for the pop-up message for 'Entitlements have been assigned'

Fleet Customer Ordering Process Overview

Fleet Ordering Process Overview

- As part of the reveal of the F-150 Lightning, Ford has been collecting registration interest at http://www.fleet.ford.com from fleet hand raisers. Also, Dealers have been able to submit fleet registration interest on behalf of their customers through this same website.

- Starting January 2022, the Fleet Order Bank will open for 22MY F-150 Lightning. At that time, notifications will be sent to fleet hand raisers via e-mail urging them to contact their preferred dealership to place their orders. In addition, please reach out to your interested fleet customers and submit their orders into the fleet order bank when ordering begins.

- Once the order bank opens any registration interest should be converted to an order in CONCEPS or Fleet-WBDO. This would include fleet customers who have been working with your dealership and any fleet customer that directly contacts your dealership going forward

- Due to the overwhelming demand for the F-150 Lightning, not all fleet orders will be able to be produced as 22MY units. Please set expectations with your customers accordingly.

- Entering an order into the fleet order bank does not guarantee that it will be produced as a 22MY F-150 Lightning. When it comes time to schedule fleet orders, additional criteria beyond when the order was placed into the order bank will be used to determine when the vehicle will be built.

- Any non-fleet order types, or non-FIN code orders will not be scheduled, and dealers will risk losing retail allocation on F-150 Lightning if these types of orders are entered into the fleet order bank.