

Publish Date: October 7, 2022 Due Date (If Applicable): N/A

Information: C&I/Pricing Announcement: EFC11233 23MY F-150 Lightning Pricing Action (PL325) & Retail Pro Series Sold Out

Target Dealer Group: All Ford & Lincoln Dealers

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

Target Dept(s): New Sales Used Sales Fleet Finance Parts Service
 Warranty Training

ACTION REQUESTED

Please be aware of the new 2023 F-150 Lightning Price Level 325, effective October 4th and communicate this within your dealership.

SUMMARY

Ford is adjusting the MSRP on the 2023 F-150 Lightning Pro Series due to ongoing supply chain constraints, rising material costs and other market factors. We will continue to monitor pricing across the model year.

Current converted retail orders awaiting scheduling are unaffected by this adjustment. 2023 F-150 Lightning Pro Series is now sold out for retail customers. 2023 F-150 Lightning Pro availability will continue for customers that meet the eligibility qualification for the commercial order bank.

The adjusted MSRP of \$51,974 will go into effect for new commercial customer orders placed starting October 24. Current commercial and government customers with a scheduled order are unaffected by this adjustment.

DETAILS

		23MY J1	<i>New</i>	
		PL320	PL325	+/-
Pro	110A	\$46,974	\$51,974	\$5,000
XLT	311A	\$59,474	\$59,474	\$0
	312A	\$68,474	\$68,474	\$0
Lariat	510A	\$74,474	\$74,474	\$0
	511A	\$85,974	\$85,974	\$0
Platinum	710A	\$96,874	\$96,874	\$0

New price lists are posted on www.fmcdealer.com

EFFECTIVE DATE

Price and Dealer Invoices changes will be effective October 4th, 2022.

PRICE LEVEL

The new price level codes are shown above.

FAQ

Why did the 2023 model year F-150 Lightning Pro close so soon for retail customers?

Customer demand for the F-150 Lightning Pro has significantly exceeded projections and the 2023 model year and is now sold out for retail customers. F-150 Lightning Pro availability will continue for customers that meet the eligibility qualification for the commercial order bank.

Can you make more 2023 model year F-150 Lightning Pros?

No, production constraints exclude us from increasing F-150 Lightning Pro production for this model year.

What does that mean if a reservation holder wants a Pro Series?

There is no more retail ordering for Pro Series during 23MY. If a reservation holder wants a Pro series, they can wait until a later model year to order the desired configuration if available. They can cancel their reservation at any time and receive a full refund.

Can commercial customers still order a F-150 Lightning Pro in the 2023 model year?

Yes, the 2023 model year F-150 Lightning Pro will be available to order for customers that meet the eligibility qualification for commercial order banks throughout the remainder of the model year.

Why is the F-150 Lightning Pro model no longer available for retail but it is for commercial customers?

Commercial customers have different buy cycles with longer lead times, therefore we are keeping ordering open for commercial customers throughout the remainder of the year.

QUESTIONS

In the event you have questions related to the above change to the dealer invoice, please contact:

- Retail: Submit via 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.