

Publish Date: December 14, 2022 Due Date (if Applicable): N/A

Information: C&I/Pricing Announcement: EFC11862 23MY F-150 Lightning Pricing Action (PL330)

Target Dealer Group: All Ford & Lincoln Dealers

Target Audience: Dealer Principals, Sales Managers, Sales Consultants, F&I 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 330, effective December 14th and communicate this within your dealership.

SUMMARY

Ford is adjusting the MSRP on the 2023 F-150 Lightning Pro 110A & XLT 311A Series due to ongoing supply chain constraints, rising material costs and other market factors. We will continue to monitor pricing across the model year.

Adjusted MSRP's will go into effect for new commercial customer and retail orders placed starting December 14th. Current commercial and government customers with a scheduled order are unaffected by this adjustment.

DETAILS

		<i>New</i>		
		PL325	PL330	+/-
Pro	110A	\$51,974	\$55,974	\$4,000
XLT	311A	\$59,474	\$63,474	\$4,000
	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 December 14th, 2022.

PRICE LEVEL

The new price level codes are shown above.

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.