

Publish Date: December 23, 2024 **Due Date (If Applicable):** N/A

Information: *EFC16018 Important Clean Vehicle Tax Credit Changes Effective January 1, 2025*

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 Ford Pro Finance Parts Service
 Model e Warranty Training

ACTION REQUESTED

- Remove all Clean Vehicle Tax Credit signage and assets from your showroom and tier three websites/social media.
- Review this content with your sales and finance teams.

SUMMARY

This is a critical update regarding the eligibility of Ford electric vehicles for the Section 30D Clean Vehicle Tax Credit. As of January 1, 2025, none of our Ford electric vehicles are currently approved by the Department of Energy (DOE) for the Clean Vehicle Tax Credit on retail purchased vehicles. If a customer places an electric vehicle into service beginning January 1, 2025, they will not be eligible to claim the tax credit for that vehicle. A vehicle is considered placed in service on the date that the purchaser takes delivery of the vehicle.

While Ford anticipates that some F-150 Lightning models may potentially qualify for the 2025 credit at a later date, there is currently no guarantee. The DOE approval process is ongoing, and Ford is actively working with them and our internal stakeholders to resolve this.

This may impact your sales and customer conversations. Here's what you need to know and suggestions for how to address it with customers:

- **Be transparent:** Inform customers upfront that without DOE approval, Ford electric vehicles are not eligible for the tax credit, and while the approval process is ongoing there is uncertainty surrounding eligibility for vehicles purchased in the future.
- **Focus on other benefits:** While the tax credit is a significant incentive, highlight other advantages of Ford electric vehicles, such as performance, technology, and environmental benefits.
- **Manage expectations:** Let customers know Ford is actively working to secure DOE approval, but there's no guarantee that the approval will happen or when it might happen.
- **Stay informed:** Watch for urgent communications from Ford regarding updates on the DOE approval process. Ford will provide updates as soon as they become available.

This situation requires careful communication. Misrepresenting the current status could negatively impact customer trust and sales. Ford will be providing further updates shortly.

**This information does not constitute tax or legal advice. Please consult your own tax or legal professional.*

QUESTIONS

Please consult your own tax or legal professional for advice.

For IRS questions, please use the Energy Credits Online [secured messaging portal](#).

For internal Ford process questions, please reach out to your Model e Development Specialist or your Sales Performance Zone Manager.