

From: Ford Motor Company <reply@s.email-ford.com>
Sent: Thursday, January 6, 2022 4:39 PM
To: Yourname@hotmail.com
Subject: It's time to order your F-150 Lightning™ truck.

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F-150 LIGHTNING®



It's time to see what electric can do.

Let's go.

When you made your reservation, you weren't just looking for a new truck, you wanted to be a part of something bigger – you wanted to change the way this country thinks about what EVs can do.

And now the day is here. It's time to order your truck.

Something this monumental should be a national holiday, call it Ordering Day and put up some decorations.

F-150 LIGHTNING[®]

First, build your F-150[®] Lightning[™] truck online, and choose your preferred available series and options.

Then we'll send the information to your selected dealer, and you'll be one step closer to owning the only EV that's also an F-150.*

If you'd like to change the dealership on your reservation before you order, please contact a Ford Customer Experience Representative: (800) 334-4375. Available Monday to Friday, 8am - 8pm EST. Changing your dealer will impact production timing and vehicle delivery.

Finally, we're committed to keeping you up to date right up until your F-150 Lightning is plugged in and ready to take this revolutionary leap forward.

[Order Your F-150 Lightning Now](#)

*Confirmation of the final terms for your order is between you and your dealer. Ford does not control your order details.

Your selected Ford Dealer

RESERVATION DATE

05/20/2021