

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

Information: 2023 Maverick Retail Orders - Available Capacity Opportunities

Target Dealer Group: All Ford Dealers

Target Audience: Dealer Principals, Sales Managers, Sales Consultants, Fleet Sales Managers

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

ACTION REQUESTED

- Evaluate your existing 23MY Maverick order bank to ensure customers whose 22MY orders went unscheduled and placed a replacement 23MY retail orders receive the highest priority code
- Remind customers with 23MY Hybrid retail orders of the 35% Hybrid commodity constraint for the full 23MY model year
- Inform existing retail order customers of the opportunity to add additional optional packages which are running under available capacity
- Inform existing retail order customers of the newly announced discount package which offers the combination of the Spray-In Bedliner (96G) and Cargo Management System (61D) for \$495 MSRP

SUMMARY

Maverick has garnered incredible demand in its first two model years, which has resulted in very short ordering windows for both the 2022MY and 2023MY programs. Both individual dealer allocation and available supply chain commodities continue to drive our ability to schedule customer retail orders. As we continue to monitor our 2023MY retail order bank we have identified several areas where our retail order mix is either too high (Hybrid, XL trim series) or lower (optional packages listed below) relative to available capacity.

Unfortunately, we are oversubscribed on both our XL (15% capacity) and the 2.5L Hybrid powertrain (35% capacity). Depending upon available dealer allocation many 2023MY retail order customers with these orders will need to decide if they would like to keep their current orders in place or change their order to improve their opportunity of getting their vehicle scheduled for 2023MY.

Oversubscribed Commodities				
	Option Code	Current Retail USOB	Available Capacity	O/(U)
2.5L Hybrid (FWD Only)	993/445	73%	35%	(38) ppts
XL Trim Series		26%	15%	(11) ppts

Conversely we have been able to secure additional capacity on many high-demand optional packages where customers with existing 2023MY retail orders can choose to add these optional packages ahead of their order being scheduled for production.

Undersubscribed Commodities				
	Option Code	Current Retail USOB	Available Capacity	O/(U)
Co-Pilot360 Package	86B	50%	60%	10 ppts
Co-Pilot360 Assist Package	66B	8%	25%	17 ppts
XLT Luxury Package	54L	25%	35%	10 ppts
Lariat Luxury Package	54P	20%	30%	10 ppts
Tremor Off-Road Package	17V	2%	10%	8 ppts

FORD ACCESSORY DISCOUNT PACKAGE

The team has addressed many of the capacity constraints on specific accessories like Spray-In Bedliner that existed for the 2022MY Maverick. Effective immediately we will be offering a special discount package for 2023MY Maverick that combines the Spray-In Bedliner (96G) and Cargo Management System (61D) for a \$495 MSRP. As standalone options these retail for \$495 MSRP (Spray-In Bedliner) and \$225 MSRP (Cargo Management System).

As a reminder, even though the 2023MY retail order bank is closed, customers are still able to make changes to their orders prior to the order being scheduled for production. Unlike in 2022MY where changes to retail orders impacted retail order receipt date and subsequent prioritization, any changes to 2023MY retail orders (including powertrain) will not impact vehicle scheduling as this is determined by dealer allocation and available commodities.

ATTACHMENT

[2023 Ford Maverick Retail Orders – Available Capacity Opportunities](#)

QUESTIONS

Please contact your Sales and Inventory Specialist for any specific questions and check back for additional updates on FMC Dealer.