

**Publish Date:** December 23, 2021      **Due Date (If Applicable):** N/A

**Information:** *C&I/Pricing Announcement: EFC09648 Mid-Year Pricing Effective December 27 2021*

**Target Dealer Group:** All Ford Dealerships

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

**Target Dept(s):** ☒ New Sales ☐ CPO/Used Sales ☐ Fleet Sales ☒ Finance ☐ Parts ☐ Service

#### **ACTION REQUESTED**

- Be aware of these pricing changes, effective December 27<sup>th</sup>, 2021, on select 2022 model vehicles

#### **SUMMARY**

This letter announces competitive pricing actions on select 2022 model vehicles effective December 27<sup>th</sup>, 2021.

#### **DETAILS OF MID-YEAR PRICING ACTIONS**

2022 model Ford retail price changes are on [Attachment I](#). Ford vehicle line Dealer Holdback, Dealer Discounts, and Ford vehicle's FDAF Contribution Amounts remain unchanged. New price lists will be posted on [www.fmcdealer.com](http://www.fmcdealer.com) and prices will be available through CONCEPS on December 27, 2021.

#### **EFFECTIVE DATE**

Dealer Invoice changes will be effective December 27, 2021.

#### **PRICE PROTECTION**

2022 model units invoiced prior to December 27, 2021 will not be re-invoiced.

Automatic price protection will be provided on:

- Firm 2022-model fleet, retail, and demonstrator orders signed and dated on or before **December 26, 2021**, and received by Ford Motor Company on or before **December 30, 2021**.
- Fleet CPA or GPC orders will continue to be price protected to the individual customer's contract agreement or bid date.

#### **SUMMARY**

Please be sure you communicate these changes within your dealerships. Thank you for your continued commitment.

#### **PRICE LEVELS** (effective December 27, 2021)

2022-model	
F-150	PL220
Ranger	PL220
Maverick	PL225

#### **QUESTIONS**

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