

Publish Date: February 10, 2022 Due Date (If Applicable): N/A

Information: *C&I/Pricing Announcement: EFC09823 Mid-Year Pricing Effective February 15, 2022*

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 February 15th, 2022, on select 2022 model vehicles

SUMMARY

This letter announces competitive pricing actions on select 2022 model vehicles effective February 15th, 2022.

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 and prices will be available through CONCEPS on February 15th, 2022.

EFFECTIVE DATE

Dealer Invoice changes will be effective February 15, 2022.

PRICE PROTECTION

2022 model units invoiced prior to February 15, 2022 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 **February 14, 2022**, and received by Ford Motor Company on or before **February 18, 2022**.
- 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 February 15, 2022)

2022-model

Mustang	PL225
Escape	PL230
Edge	PL225
Explorer	PL235
F150	PL235
Super Duty	PL250

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

RETAIL PRICE INCREASES BY VEHICLE LINE

Effective February 15, 2022

Icons

Mustang

- Increase GT series prices \$825 MSRP
- Increase GT Premium series prices \$825 MSRP
- Increase Shelby GT500 price \$1,090 MSRP
- Increase 19B Active Valve Performance Exhaust price \$230 MSRP
- Increase 60G Black Accent Package price \$100 MSRP
- Increase 60K Mach 1 Handling Package price \$500 MSRP

SUVs

Escape

- Increase S series prices \$500 MSRP
- Increase SE Gas series prices \$350 MSRP
- Increase SE HEV series prices \$675 MSRP
- Increase SEL Gas 1.5L series prices \$250 MSRP
- Increase SEL Gas 2.0L series prices \$425 MSRP
- Increase SEL HEV series prices \$575 MSRP
- Increase Titanium Gas series prices \$275 MSRP
- Increase Titanium HEV series prices \$575 MSRP
- Increase SE PHEV series prices \$400 MSRP
- Increase SEL PHEV series prices \$400 MSRP
- Increase Titanium PHEV series prices \$400 MSRP
- Increase 43M Panoramic Vista Roof price \$100 MSRP
- Increase 86B Convenience Package price \$50 MSRP
- Increase PC8 Stone Blue Metallic Paint price \$100 MSRP
- Increase PD4 Rapid Red Metallic Tinted Clearcoat price \$100 MSRP
- Increase 86D Technology Package price \$200 MSRP
- Increase 86C Cold Weather Package price \$50 MSRP

Edge

- Increase all series prices \$750 MSRP

Explorer

- Increase Base series prices \$500 MSRP
- Increase XLT series prices \$1,100 MSRP
- Increase ST-Line series prices \$500 MSRP
- Increase Limited Gas series prices \$500 MSRP
- Increase Limited HEV series prices \$515 MSRP
- Increase Timberline series prices \$500 MSRP
- Increase ST series prices \$500 MSRP
- Increase King Ranch series prices \$385 MSRP
- Increase Platinum Gas series prices \$505 MSRP
- Increase Platinum HEV series prices \$480 MSRP

Trucks

F-150

- Increase XLT series prices \$1,500 MSRP
- Increase Lariat series prices \$1,500 MSRP
- Increase King Ranch series prices \$1,500 MSRP
- Increase Platinum series prices \$1,500 MSRP
- Increase Limited series prices \$1,500 MSRP
- Increase Raptor series prices \$3,300 MSRP
- Increase Tremor series prices \$1,500 MSRP
- Increase 19S STX Appearance Package price \$500 MSRP

Super Duty

- Increase all series prices \$1,000 MSRP