

**Publish Date:** April 12, 2022      Due Date (If Applicable): N/A

**Information:** *Launch Announcement/Update: EFC10004 22MY F-150 Lightning Retail Reservation to Order Update*

**Target Dealer Group:** Ford Dealerships

**Target Audience:** Dealer Principals, General Managers, Sales Managers, Internet Sales Managers

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

#### **ACTION REQUESTED**

- Prepare your teams as Wave 6 invitations are being sent on April 12<sup>th</sup> to select 22MY F-150 Lightning Retail reservation holders enabling them to convert by April 29<sup>th</sup>
- Complete Remaining Reservation Holders List Desired Configuration Action by April 27<sup>th</sup>

#### **BACKGROUND**

- Ford implemented a waved invitation approach to efficiently convert retail reservation holders to orders for 22MY F-150 Lightning
- Wave 1-5 invited reservation holders had the opportunity to convert to a retail order through March 31<sup>st</sup>
- All reservations from Wave 1-5 invited reservation holders not converting to a retail order or did not choose to “Extend My Reservation” for a sold-out configuration have been canceled
- Ford will continue to invite reservation holders until 22MY production capacity is fulfilled; Wave 6 invitations will be sent on April 12<sup>th</sup>
- The number of Wave 6 invites for each dealership is dependent on each store’s current converted orders compared to remaining unfulfilled forecasted 22MY allocation
- To assist your customers in converting future 22MY wave invitations efficiently and complete 22MY production within build-out capacity constraints, we are requesting each dealership work with your reservation holders in reservation list order to input their desired configuration in the ROVP site

#### **Invited Wave 1-5 Reservation Holders Reservation Cancellations**

All reservations for Wave 1-5 invited reservation holders who did not convert to a retail order or did not choose to “Extend My Reservation” by March 31<sup>st</sup> have been canceled. These reservations will no longer have the ability to convert to an order for F-150 Lightning.

Note: All reservation holders who have NOT been invited to place an order at this time remain unchanged. No action is needed for any reservation holder who has not received an invitation to convert at this time to keep their reservation status.

#### **Wave 6 Invitations**

The list of reservation holders will receive a Wave 6 invite at your dealership can be viewed on the F-150 Lightning Reservation to Order Program site beginning on April 11<sup>th</sup>. These reservation holders will receive an invite to place an order on April 12<sup>th</sup> and will have the ability to convert to a retail order until April 29<sup>th</sup>.

Wave 6 invites are the next available reservation holder(s) based on each dealership’s retail reservation holder list. The amount of Wave 6 invites for each dealership will vary based on the amount of converted orders each store compared to remaining unfulfilled forecasted 22MY allocation.

Note: Dealerships that have fulfilled their forecasted 22MY allocation through prior Wave 1-5 invitations will not receive a Wave 6 invite. Those with remaining allocation will receive Wave 6 invites.

## Remaining Reservation Holder Desired Configuration Action

**Note: These actions have no impact on current Wave 6 invitations and their ability to convert through April 29<sup>th</sup>. The actions detailed below have no impact on dealership 22MY allocation.**

To assist in efficiently converting future 22MY wave invitations and complete 22MY production within build-out capacity constraints, we are requesting each dealership work with their uninvited reservation holders to input their desired configuration in the ROVP site. This will help determine final 22MY invitations for any unfulfilled 22MY allocation at each specific dealership after Wave 6 has been completed. **There is no minimum or maximum selections required.**

Selecting the desired configuration for uninvited reservation holders will help efficiently match commodities with capacity during the 22MY F-150 Lightning build-out as well as assist with future model year planning. This action is aimed to reduce manual workload of fulfilling final 22MY build-out production at your dealership and will be integrated into any future 22MY wave invitations.

Ford strongly encourages each dealership to reach out to their uninvited reservation holders **in reservation order** and work with them to understand their desired configuration. Selections are required to be inputted by reservation order in the ROVP site. Inputting selections in the ROVP site for reservation holders is not considered an invitation to convert or a final order and does not force them into a specific configuration if invited for 22MY or future model years. (Note: Future Model Year pricing is subject to change)

Desired Configurations Available to Select:

- Pro 110A Standard-Range Battery (*Currently Sold Out For 22MY*)
- XLT 311A Standard-Range Battery (*Currently Sold Out For 22MY*)
- XLT 312A Standard-Range Battery (*Currently Sold Out For 22MY*)
- XLT 312A Extended-Range Battery (*Currently Sold Out For 22MY*)
- Lariat 510A Standard-Range Battery
- Lariat 511A Extended-Range Battery
- Platinum 710A Extended-Range Battery

While 22MY F-150 Lightning Pro & XLT configurations are currently sold out for retail customers, reservation holders still have the option to select it as their desired configuration in the ROVP site. Selections will be used to understand future model year planning and will not take priority over current waitlist reservation holders who have elected to "Extend Their Reservation" for Pro or XLT. As commodities become available, future invitations for currently sold-out models will take into account current waitlist "Extend My Reservation" reservation holders, reservation time stamp, and reservation holder configuration selection in the ROVP site.

In addition to desired configurations available input, Ford has given the ability to select "Unable to Contact Customer" and a general "Extend Reservation to Future Model Year" within the ROVP site.

Please see **F-150 Lightning ROVP Reservation Holder Desired Configuration Selection How To Guide** for detailed instructions on how to navigate and complete this dealer action.

**This Dealer action is requested to be completed by April 27<sup>th</sup>. We strongly encourage Dealers to work with their reservationist reservation holder list in reservation order and identify desired configurations to help assist with fulfilling final 22MY production and future model year planning.**

### ATTACHMENTS

- [22MY F-150 Lightning Waved Invitation Timeline Overview](#)
- [F-150 Lightning ROVP Reservation Holder Desired Configuration Selection How to Guide](#)

### QUESTIONS

- General Questions: Your Sales Zone Manager or the EV Team at [EVteam@ford.com](mailto:EVteam@ford.com)