

Publish Date: March 14, 2023 Due Date (If Applicable): N/A

Information: *C&I/Pricing Announcement: EFC12491 Mid Year Bronco Pricing Effective March 15, 2023*

Target Dealer Group: All Ford Dealers

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

Target Dept(s): ☒ New Sales ☐ Used Sales ☐ Fleet ☐ Finance ☐ Parts ☐ Service
☐ Model e ☐ Warranty ☐ Training

ACTION REQUESTED

- Be aware of these pricing changes, effective March 15th 2023 on select 2023 vehicles

SUMMARY

This letter announces competitive pricing actions on select 2023 model vehicles effective March 15th 2023

DETAILS OF MID-YEAR PRICING ACTIONS

2023 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 March 15th 2023.

EFFECTIVE DATE

Dealer Invoice changes will be effective March 15th 2023.

PRICE PROTECTION

2023 model units invoiced prior to March 15th, 2023 will not be re-invoiced.

Automatic price protection will be provided on:

- Firm 2023 model fleet, retail, and demonstrator orders signed and dated on or before March 14th, 2023, and received by Ford Motor Company on or before March 20th, 2023.
- 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 March 15, 2023)

2023-model
Bronco PL335

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: The Ford Pro Contact Center of Excellence (CCoE) is available to assist you at 1-866-34-DEALER.