

**Publish Date:** March 4, 2024      Due Date (If Applicable): N/A

**Information:** *EFC14532 Ford Performance Parts & Accessories: Bronco hardtops*

**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  Ford Pro  Finance  Parts  Service  
 Model e     Warranty     Training

## OVERVIEW

- Ford Performance Parts & Accessories will begin to sell a limited quantity of Bronco hardtops for the 4-Door Bronco starting in March via accessories.ford.com only
- The details below specify how the Bronco hardtops will be communicated, sold and distributed to Bronco owners
- Please familiarize yourself with the FAQs attached to assist in answering Customer questions

## SUMMARY

Ford Performance Parts & Accessories is pleased to announce starting in March 2024, Bronco hardtops for the 4-Door Bronco will be available for purchase in limited quantities.

Select Customers will only be able to purchase one (1) Bronco hardtop via accessories.ford.com.

In order to match the limited supply of Bronco hardtops with the potential demand, Ford will send out e-mail communications containing a URL and with an email validation for Customers to purchase via accessories.ford.com. Customer communications will be sent in batches with the first being sent to owners of the oldest 21MY Broncos in early-March.

Customers will be required to sign-in with their email address, as verification of eligibility, upon entry to the website.

Due to the limited supply of hardtops, processing order information and fulfilling customer orders may take up to 12+ months.

We will provide Ford Regions and Dealers a list of Customers that receive the Bronco hardtop email. This list can be used by the Dealer to verify eligibility and allow Dealers the opportunity to follow-up with Customers.

Community forums and websites will likely copy and post the URL with the offer, however it will only be active for eligible customers who sign in to the website.

## PRICING

Customers that elect to ship to an e-commerce dealer and request installation: Bronco hardtop MSRP is \$4,995.00 Dealers + \$300 in labor for installation (2-Technicians x \$120 per hour x 1.25 labor hrs for each)

Bronco hardtop MSRP is \$4,995.00 + Freight Shipping cost, if shipped to home.

Due to the size and weight of the hardtop, this product will not follow the normal return policy as stated on accessories.ford.com. This product will have a no return policy.

Customers will have the opportunity to use their Ford Pass Rewards Points, however no additional discounts can be applied.

### **HARDTOP PACKAGING**

The Bronco hardtop will ship via a secured disposable wooden crate (L 70"/W 52"/H 44"), weighing approximately 375 lbs, and requires two (2) people to lift and install the product.

Dealers may dispose of the crate as they deem appropriate.

Dealers must do a visual inspection to identify any damage once the product arrives and document on the bill of lading prior to LTL (Less than Truckload) departure.

### **BRONCO SOFT TOP**

As Dealers begin to receive and install Bronco hardtops, please consider Mobile Service or parts delivery vehicles to help transfer customer's soft tops home.

### **DELAYED LAUNCH IN FIVE (5) STATES**

Due to individual State Dealer Franchise Laws, Bronco Customers in Arizona, Vermont, Oklahoma will be subject to a unique communication and notified separately at a later date.

Customers in Hawaii and Alaska will be subject to a separate communication which will include updated shipping information.

### **FAQ**

Click on [this link](#) for frequently asked questions and the answers.

### **QUESTIONS**

For Dealers Questions? Contact the Ford accessory help desk at 888-826-5105 or [Fordacc@ford.com](mailto:Fordacc@ford.com).

For Customer Questions? Contact the Customer Relationship Center at 844-589-0060, [partecom@ford.com](mailto:partecom@ford.com), or by chatting with us on the website Monday – Friday from 8:30 AM – 5:30 PM EST