

# 22MY F-150 Lightning



Order Bank Opening Playbook

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1.03.2022

*Ford*

# 22MY F-150 Lightning Playbook – Table of Contents



*Designed for Ford EV Certified Dealers To Prepare For 22MY F-150 Lightning Ordering*

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# Ordering Timing



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# 22MY F-150 Lightning Order Bank Opening Timing



Jan.  
4<sup>th</sup>

- **Build & Price** Goes LIVE on Ford.com
- **Order Guide** available on FMCDealer
- **Price List** available on FMCDealer
- **Packaging Guide** available on eSourcebook

Jan.  
5<sup>th</sup>

- **Fleet Ordering Begins**

Jan.  
6<sup>th</sup>

- **Retail Ordering Begins** (*Wave 1 Invitations Sent*)
- **All-new! Ford Charging & Intelligent Backup Power Page** Goes Live on Ford.com



# 22MY Retail Wave Invitations Timing

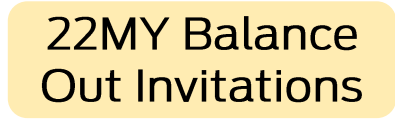
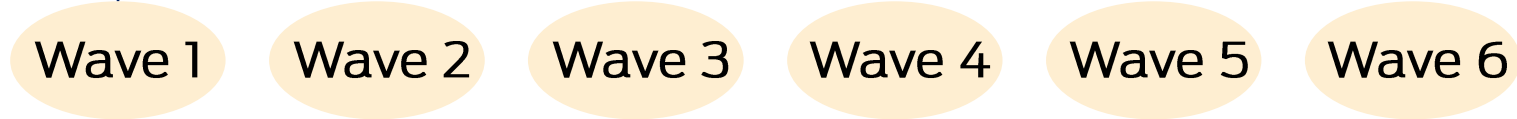


1/6  
Wave 1 Invites Sent

3/31  
Ordering Deadline  
For Customers  
Invited To Convert

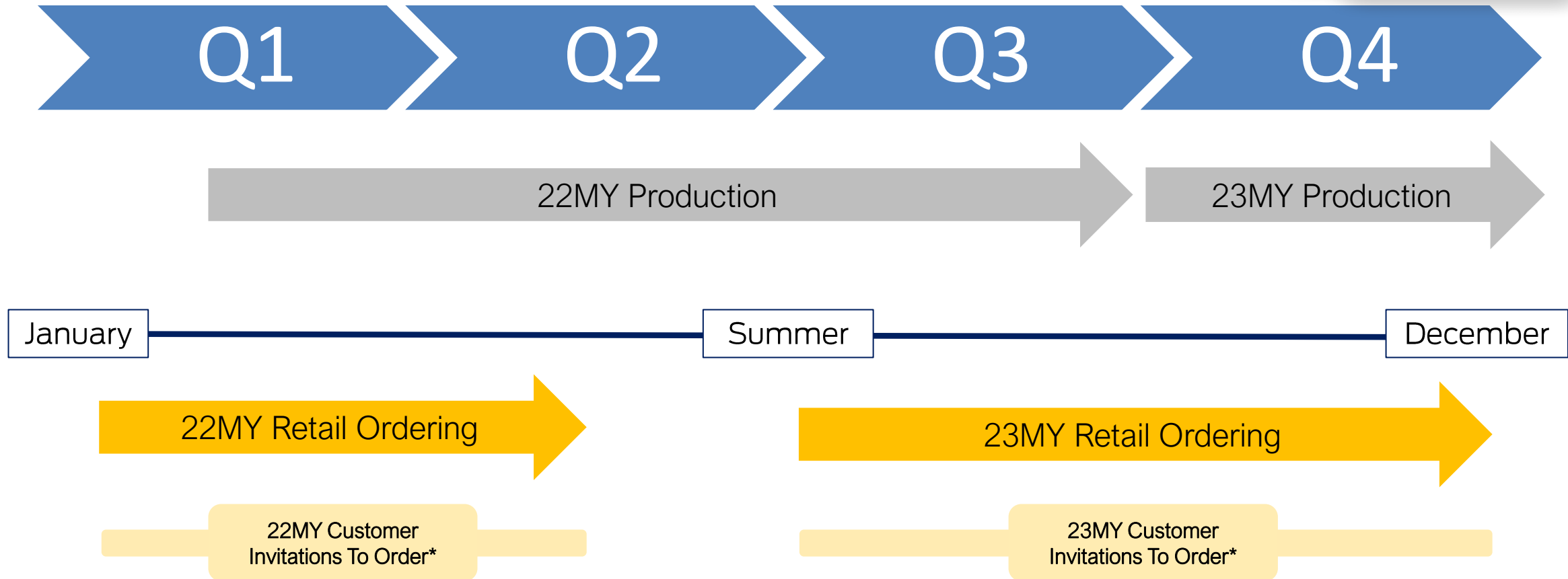


Wave  
Invitations\*



*\*Wave Invites Sent In Approx. 2-week Increments. Timing Subject To Change.  
Number Of Customer Invitations Per Wave Subject To Change.*

# 2022CY Ordering & Production Timing



*\*Wave Invites Send Approx. 2 week incremental. Timing subject to change. Number Of Customer Invitations Per Wave Subject To Change.*

*\*23MY Ordering & Invitation further details will be available in Summer 2022*

Note: All customers with a reservation who were not invited to place an order for 22MY will continue to be invited in reservation timing order once 23MY ordering begins in mid-2022.

# 22MY F-150 Lightning Retail Offering Quick Reference Guide



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# 22MY F-150 Lightning Retail Customer Offering Overview



## PRO

## XL

## LARIAT

## PLATINUM

*Production Begins*

Spring 2022

Spring 2022

Spring 2022

Spring 2022

*Starting MSRP*

**\$39,974**

**\$52,974**

**\$67,474**

**\$90,874**



*Key Packages & Options*

<b>Extended-Range Battery</b>	Not Available	Available	Available	Standard
<b>Pro Power Onboard 2.4 kW</b>	Standard	Standard	Not Available	Not Available
<b>Pro Power Onboard 9.6 kW</b>	Available	Available	Standard	Standard
<b>Max Trailer Tow Package</b>	Available	Available	Available	Standard
<b>Tow Technology Package</b>	Available	Available	Standard	Standard
<b>Ford BlueCruise</b>	Not Available	Not Available	Available	Standard
<b>Phone As A Key</b>	Not Available	Not Available	Available	Standard

**For Full Offering Details:**

- See 22MY F-150 Lightning Order Guide on [FMCDEALER](#)
- See 22MY F-150 Lightning Package Guide on [Ford eSourcebook](#)



# 22MY F-150 Lightning Retail Customer Offering Battery & Driver Assist Technology Summary



	Pro	XLT		Lariat		Platinum
	110A	311A	312A	510A	511A	710A
Standard-Range Battery	Standard	Standard	Standard	Standard		
Extended-Range Battery*	Not Available	Not Available	Optional	Not Available	Standard	Standard

\*Extended-Range Battery is FLEET ONLY option on Pro 110A, XLT 311A, & Lariat 510A for 22MY

	Pro	XLT		Lariat		Platinum
	110A	311A	312A	510A	511A	710A
Ford Co-Pilot 360 2.0	Standard	Standard				
Ford Co-Pilot 360 Assist 2.0	Not Available	Not Available	Standard	Standard		
Ford Co-Pilot 360 Active 2.0*	Not Available	Not Available	Not Available	Optional	Standard	Standard
Tow Technology Package	Optional	Optional	Optional	Optional	Standard	Standard
360 Camera	Included In Tow Technology Package on Pro	Standard	Standard	Standard	Standard	Standard

\*Note: Ford BlueCruise is only available in the Co-Pilot 360 Active 2.0 Package. Ford BlueCruise is OPTIONAL on Lariat 510A and STANDARD on Lariat 511A & Platinum

## For Full Offering Details:

- See 22MY F-150 Lightning Order Guide on [FMCDEALER](#)
- See 22MY F-150 Lightning Package Guide on [Ford eSourcebook](#)

# Key Unavailable Options On Online Configurator For 22MY Retail Customer Ordering



Option Code	Description
96X	Tonneau Pickup Box Cover – Hard Folding (Installed At Plant)
96T	Tonneau Pickup Box Cover – Soft Folding (Installed At Plant)
96J	Tonneau Pickup Box Cover – Retractable (Installed At Plant)
18A	Power Deployable Running Boards (Currently on Material Hold In WBDO)

*\*Marketing & Scheduling Teams will communicate when above options become available for 22MY*

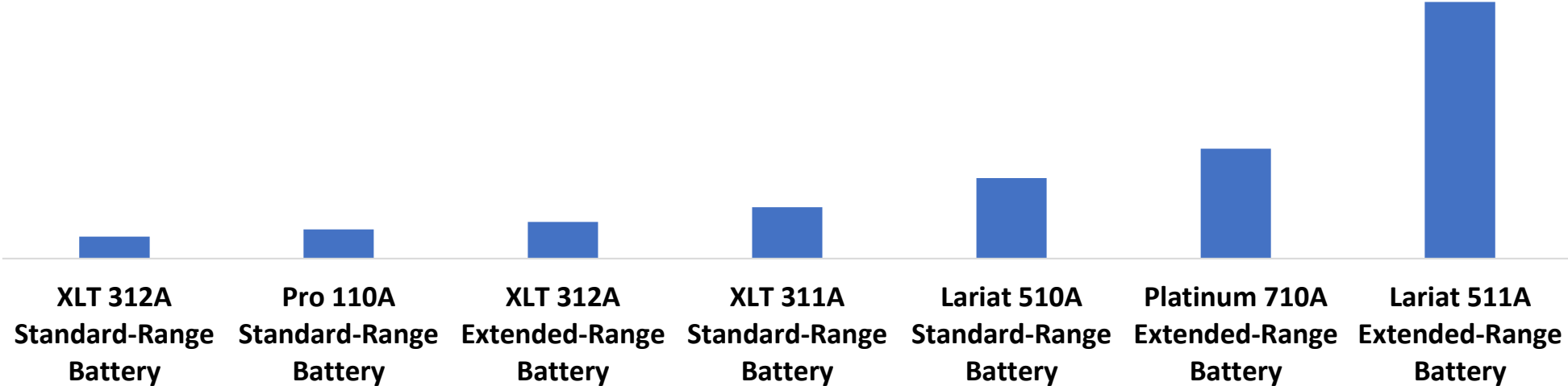
Note: Above Options Are Not Available For Customers To Select In The Online Configurator At This Time

Tonneau Covers & Power-Deployable Running Boards Will NOT Be Available When Online Customer Ordering Begins; Dealers Who Edit Customer Orders Via WBDO And Select Above Options Risk Delivery Timing Impacts

# Forecasted F-150 Lightning Retail Customer Available Configurations For 22MY



Forecasted Available Retail 22MY Commodities



For 22MY, Lariat 511A Extended-Range Battery Forecasted To Be Highest Volume Configuration For RETAIL Customers. Extended-Range Battery Is Not Available On Pro 110A, XLT 311A, & Lariat 510A For RETAIL Customers.

# Estimated\* 22MY F-150 Lightning Capabilities



Configuration	Est. GVWR	Est. Curb Weight	Est. Payload	Standard Tow	Max Tow With Max Trailer Tow Package	GCWR (Standard Tow)	GCWR (With Max Trailer Tow Package)
F-150 Lightning - Standard Range Battery	8,250	6,250	Up to 2,000	5,000	7,700	11,700	14,400
F-150 Lightning - Extended Range Battery	Up to 8,550	6,750	Up to 2,000	7,700	Up to 10,000	15,000	17,300
F-150 Lightning - Extended Range Battery - Platinum Series	8,550	7,050	Up to 1,500		8,400		15,900

\*Official Capabilities Are Subject To Final Vehicle Certification & Each Individual VIN

Charging Information To Know

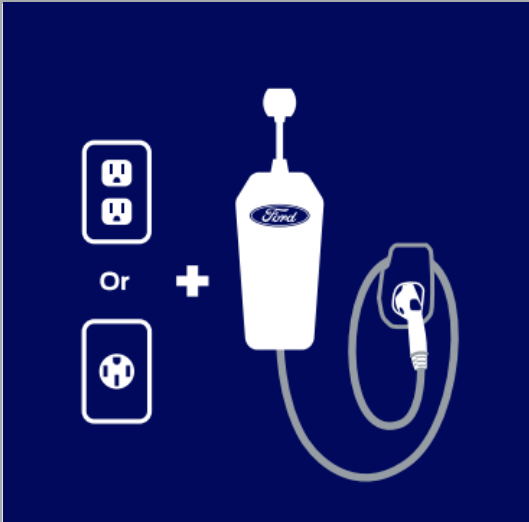


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# Charging Solutions



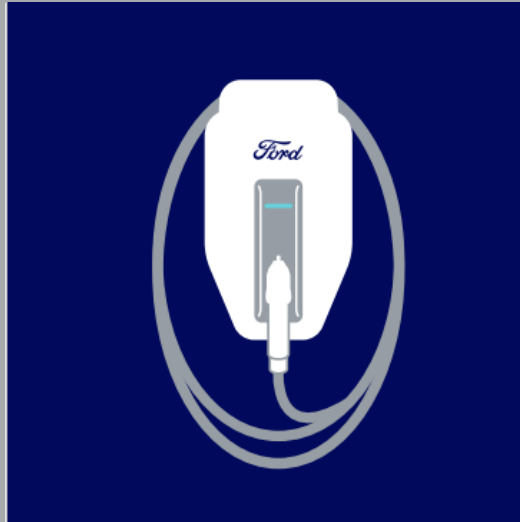
Comes w/ Truck (all trims)  
**Mobile Power Cord**



- **Level 1 (120V) and Level 2 (240V)**
- Indoor/outdoor
- Max current output: 30 amps
- Max. Power output: 7.2 (kW)
- Energy Star Certified
- 20-foot cable and 3-year warranty



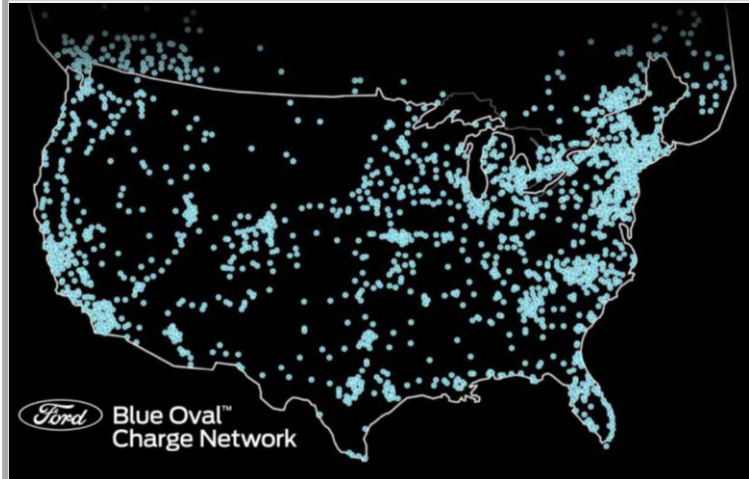
Comes w/Extended-Range Battery  
**Ford Charge Station Pro**



- **Level 2 (240V)**
- Indoor/outdoor
- Max current output: 80 amps
- Max. Power output: 19.2 (kW)
- Energy Star Certified
- 25-foot cable and 3-year warranty



On-the-Go  
**BlueOval Charge Network**



**Access to North America's largest electric vehicle public charging network**  
20,500+ stations, almost 70,000 plugs

And

**250kWh of Complimentary Fast Charging at Electrify America charging stations**

**Effortless Charging for all F-150 Lightning Customers**

# Charging Terms



Ford Nomenclature	Description
Mobile Power Cord	EV charger can plug into 120-Volt outlet for level 1 trickle charging or into a 240-Volt NEMA 14-50 outlet for Level 2 charging. With the correct adapter, Lightning trucks with the higher power Pro Power Onboard can charge other vehicles with this cord.
80-amp Ford Charge Station Pro	Wall-mounted/hardwired charger for charging electric vehicles at home mounted/hardwired charger for charging electric vehicles at home. Fastest home charge for F-150 Lightning Extended Range.
Ford Charge Station Pro Setup App	App that gives new Ford Charge Station Pro owners' step-by-step instructions to register and step instructions to register and connect their charge station to their FordPass App and smart home devices.
Connector	Adaptor for the Mobile Power Cord that allows users to plug into varying-voltage outlets.
BlueOval Charge Network	Ford's network of charging partners provides customers with simple access via single membership to public charging stations; fully integrated with vehicle's HMI, FordPass App and Plug & Charge.
Power My Trip	Cross-platform tool for integrating charging station locations and time into travel routes.
Plug & Charge	Plug-in to quickly and easily activate charging at participating stations. Note: Plug & Charge only works in the BlueOval Charge Network and only once the F-150 Lightning owner activates their access to the BlueOval Charging network. Charging is automatically activated when plugged-in to participating stations and billed to your credit card.
Intelligent Range	EV technology that calculates range based on historical driver behavior, forecasted weather conditions and other factors. Uses artificial intelligence and the cloud to predict how much energy will be used in future driving to generate range estimates. Lightning Intelligent Range also factors in towing and payload.
Ford SmartGrid Rewards	Ford SmartGrid Rewards is a program that unlocks benefits for customers from their utility providers. This pilot program is not affiliated with FordPass Rewards.
Standard-Range and Extended-Range Battery	Two batteries sizes are available on the F-150 Lightning. LE. Lithium-ion batteries located on the floor ion batteries located on the floor between the vehicles two axles, liquid cooled to optimize performance and recyclable.
Ford Intelligent Backup Power	A feature that allows your electric vehicle, when plugged-in to a home charging station, to push power back to the home in the event of a power outage.
Home Integration System	Bi-Directional Power System (including Inverter, microgrid integration device, dark start battery & cellular connection) that works with Charge Station Pro to send power back to house

# Sunrun: Installation of Charging

- Sunrun is the recommended installer for all F-150 Lightning charging solutions:
  - Mobile Power Cord (240V NEMA 14-50 outlet)
  - Ford Charge Station Pro
- Sunrun will contact extended-range battery customers when “Vehicle Scheduled for Production” to determine Ford Charge Station Pro installation preference. Either:
  - Customer contracts w/Sunrun to install charging solution. This may allow the customer to install their charging solution prior to vehicle delivery.
  - Customer chooses to use local, licensed electrician. Ford Charge Station Pro will be shipped to customer approx. 2 weeks prior to vehicle delivery.
  - No response from customer? Sunrun will ship the Ford Charge Station Pro to the customer approx. 2 weeks prior to vehicle delivery.
- Standard-range battery customers will be able to purchase Ford Charge Station Pro ~March 2022 and can contract with Sunrun for installation too.



The advertisement features the Sunrun logo and the Ford logo at the top. Below them, it states "FORD F-150 LIGHTNING® PREFERRED INSTALLER". The main headline reads "Your home of the future is here". A sub-headline says "Power your F-150 LIGHTNING® with at-home charging, then unleash the sun's limitless energy to power your truck and home." The central image shows a modern house at dusk with solar panels on the roof and a Ford F-150 Lightning in the garage. Below the image, it says "INSTALLATIONS BEGIN SUMMER 2022". At the bottom, there is a blue banner with a white circle containing the number "1" and the text "POWERFUL ELECTRIC VEHICLE CHARGING". Below the banner, it says "Choose a charging option that makes sense for you, and take advantage of professional installation so you can effortlessly charge your truck at home."



# Sunrun: Purchase & Installation of Intelligent Back-up Power



- Sunrun is the exclusive seller of the Home Integration System (HIS) to enable F-150 Lightning Intelligent Back-up Power (IBP).
  - Sunrun is also the recommended installer of the Home Integration System
  - Note: Sunrun also sells solar and battery storage products
- To enable IBP, customer must have:
  - Ford Charge Station Pro
    - Extended-range battery: comes with vehicle
    - Standard-range battery: must be purchased (avail. ~March 2022)
  - Home Integration System (HIS)
    - Includes Inverter, microgrid integration device, dark start battery & cellular connection
    - Available via Sunrun. <https://www.sunrun.com/ev-charging/ford-f150-lightning> (live 1/5/22)
  - One-time purchase of Intelligent Back-up Power “activation” (standard-range battery only) via the owner.Ford.com portal > Connected Services

A vertical advertisement for Sunrun's Ford F-150 Lightning preferred installer. The top section features the Sunrun and Ford logos, followed by the text 'FORD F-150 LIGHTNING® PREFERRED INSTALLER'. Below this is the headline 'Your home of the future is here' and a sub-headline 'Power your F-150 LIGHTNING® with at-home charging, then unleash the sun's limitless energy to power your truck and home.' The main image shows a modern house at dusk with solar panels on the roof and a Ford F-150 Lightning in the garage. At the bottom, it says 'INSTALLATIONS BEGIN SUMMER 2022' and '1 POWERFUL ELECTRIC VEHICLE CHARGING'. A final line of text reads: 'Choose a charging option that makes sense for you, and take advantage of professional installation so you can effortlessly charge your truck at home.'

# Digital Readiness

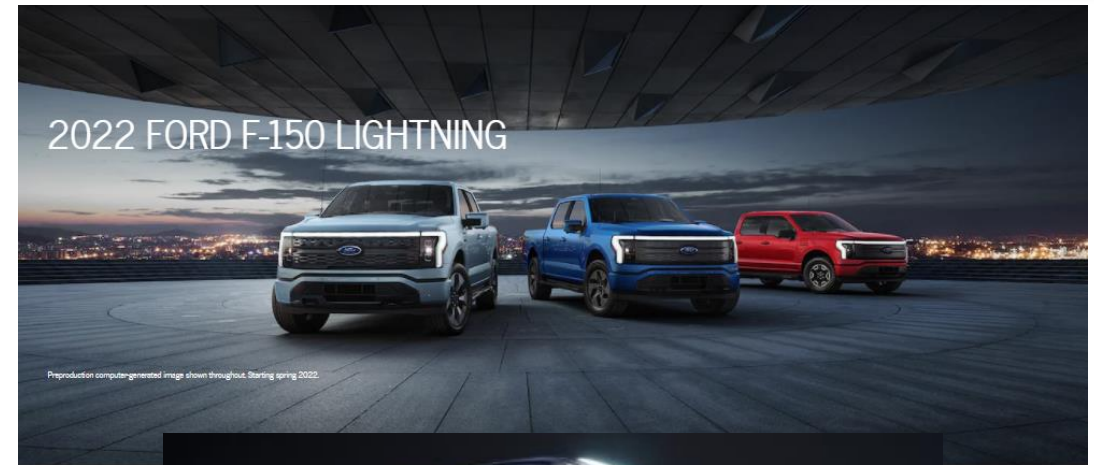


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# Tier 3 Digital Updates



- **Websites**
  - Dealers should remove all references to “Reservations” across their websites including-
    - » Global navigation, landing pages, etc.
- **Social**
  - Dealers can continue to post available social content from both Dealer Toolbox as well as sharing any F-150 Lightning content from the main Ford Brand channels.
- **Dealer Toolbox**
  - To date there have been over 6000 F-150 Lightning assets downloaded from Ford Dealer Toolbox.
  - New content will be added both in the “Vehicles” tab as well as the “Social Media” tab.
  - Visit Ford Dealer Toolbox [here](#)



# Ad Covenant Program Overview



The Ad Covenant Program contains advertising guidelines similar to the Ad Standards Program that are **specific** to the **Mustang Mach-E, F-150 Lightning, and E-Transit**. Ad Covenant Program information and monitoring is available on the [Ad Standards dashboard](#), as these two programs share a website.

## AD COVENANT PROGRAM OVERVIEW

- The Ford Ad Covenant Program is a voluntary advertising compliance program designed to build and grow the Ford Brand. The goal of this program is to provide customers with transparent pricing while also protecting dealer margins.
- Dealers must be Ford EV Certified and in good standing with the Ford Ad Covenant Program Guidelines to be eligible to claim Ad Covenant funds.

## AD COVENANT PROGRAM MONITORING

- Compliance will be monitored in two ways: (1) Dealer online submissions and (2) Random Sampling.
- **Dealers who receive two violations of the Ad Covenant guidelines within a 6-month period will be suspended from receiving Ad Covenant funds for a period of three months following the second violation.**

## AD COVENANT PROGRAM RESOURCES

- EFC: [Ad Covenant EFC09405](#)
- Access the dashboard at [www.fas.dealerconnection.com](http://www.fas.dealerconnection.com) (Ad Covenant & Ad Standards share the same dashboard)
- Questions: contact Program Headquarters at 1-866-803-0172 or email [fas@Ansira.com](mailto:fas@Ansira.com)

## AD COVENANT PROGRAM GUIDELINES

### 5 guidelines that must be followed in order to be compliant:

*(Note: The first three guidelines are the same as Ad Standards)*

1. Clearly disclose any stacked incentives in the body of the ad and refrain from stacking multiple conditional offers.
2. Refrain from language that implies the dealer has a Company-supported advantage over other dealers.
3. Must include Destination & Delivery charge (D&D) and all other customer charges in advertised vehicle price.
4. Dealers may not advertise or promote eligible vehicles at a price, payment, or offer that is derived from a starting price that is below MSRP, less available public incentives.
  - Dealers may derive their price, payment, or offer from the AZ-Plan price only in states where A/Z Plan sales exceed 20% of total sales. The use of A/Z Plan pricing must be clearly disclosed in the body of the ad.
  - Despite the restriction on advertising, dealers can transact with the customer at any price they choose (at, above, or below MSRP).
5. Dealers cannot advertise free or discounted products, services, accessories, or other non-monetary enticements related to the placement of a reservation or purchase of an eligible vehicle

NOTE: The Ad Standards and Ad Covenant Programs are separate from each other.  
Please reference available resources for full details on program guidelines.



# Ad Standards Dashboard for Ad Covenant tracking



The dashboard features a navigation bar with the following items: Home, Report Card, Reporting, Resources, Admin, and Contact Us. A user profile section shows 'Welcome, Renah Carlisle' and a 'Logout' link.

**Dealer Strike Activity**

Ad Standards Strike Count	0
Ad Covenant Strike Count	0

[View Dealer Report Card](#)

**Communications +**

Ford Ad Standards Grace Period - Due to COVID-19 the grace period for Ford Ad Standards has been extended through 5/31. Strikes will be issues for non compliant advertising running after 6/1.

**Connect**

- Ford EV
- Ford Coop
- Ford Toolbox
- FMC Dealer

**Online Appeal Submission**

**Non-Compliant Ad Submission**

**Callouts:**

- Track your compliance performance (points to Report Card)
- Access Job Aids and other resources (points to Resources)
- Contact Program Support Center (points to Contact Us)
- View your Ad Standards and Ad Covenant performance and earnings history (points to View Dealer Report Card)
- Submit appeals for ads deemed non-compliant (points to Online Appeal Submission)
- Report another dealer's ad as non-compliant (points to Non-Compliant Ad Submission)

Access the dashboard at [www.fas.dealerconnection.com](http://www.fas.dealerconnection.com)

# Buying Experience Overview




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# Buying Experience – Customer Communications




Live 12/21  
 “What to Expect: Ordering your F-150 Lightning”

**It's Lightning time.**



You can feel it in the air.  
 Something is coming.  
 The truck that helped build this country is about to take it electric.  
 200,000 of you who placed reservations will lead the way.



Orders start at the beginning of the new year and because of unprecedented interest, we'll be sending invitations to order at staggered times.  
 Now, this kind of demand means some of you won't get a 2022 F-150 Lightning, but rest assured we're holding your reservation and you'll get a chance to order a future model year.  
 We'd hate for you to cancel your reservation, but if you do, you'll get a full refund. Please reach out to your dealer with questions about the ordering process or visit our [FAQ's here](#).  
 The excitement and demand for this history-making vehicle is incredible, so we appreciate your patience. And we're committed to keeping you up to date right up until your F-150 Lightning is plugged in and ready to take this revolutionary leap forward.

[F-150 Lightning >](#)


Thanks for joining us in the electric revolution.

Live 1/6\*  
 “It's Time to Order your F-150 Lightning”

**Time to turn electric into Lightning.**

Let's go.

When you made your reservation, you weren't just reserving a new truck, you were taking part in something bigger - helping to change the way this country thinks about what EV's can do.  
 And now the day is here.  
 And for as monumental as this is, it should be a national holiday called Ordering Day.



First, build your F-150 Lightning online, select your preferred model and options.  
 Then we'll send the information to your dealer, and you'll be one step closer to owning the only EV that's also an F-150.  
*If you'd like to change the dealership on your reservation before you order, please contact a Ford Customer Experience Representative: (800) 392-3673*  
 Finally, we're committed to keeping you up to date right up until your F-150 Lightning is plugged in and ready to take this revolutionary leap forward.

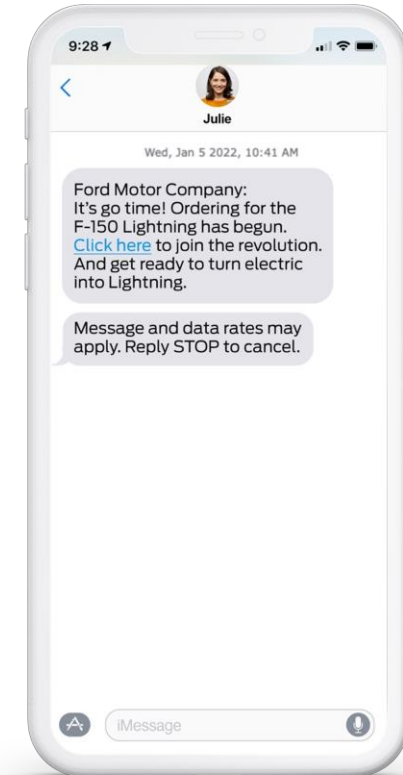
[Order Your Lightning Now.](#)

Your selected Ford Dealer

RESERVATION DATE  
 <MM/DD/YYYY>  
 RESERVATION ID  
 <XXXX>  
 <Selected Dealer>  
 <XXXX XXXX>  
 <Dealer Street>  
 <Dealer City>, <Dealer State> <Dealer Zipcode>

Live 1/6 – SMS\*  
 “Orders Open on 01/06”

- Approximately 75% of F-150 Lightning reservationists have cell phone numbers included with their Ford Account
- Future use cases will provide customers order status aligned with GOTD process

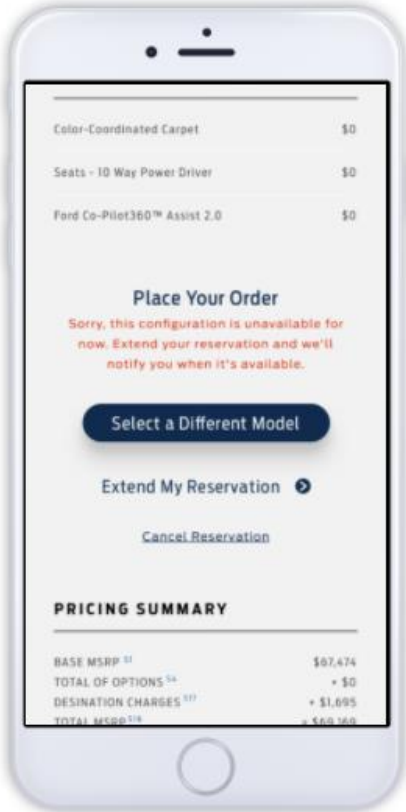
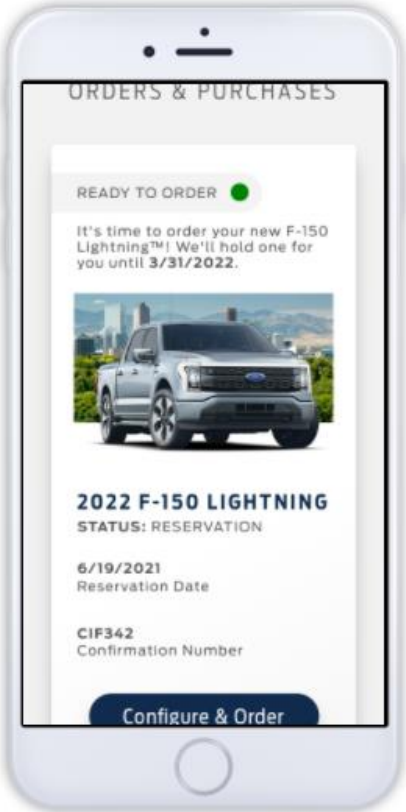


# eCommerce: Online Ordering for F-150 Lightning Reservationists



## Online Customer Experience:

- ❑ Customer receives email notification that it is their time to convert their reservation to an Order request to the dealership
- ❑ Customer will Log into their Ford account and select Configure and Order
  - ❑ Customer will Select from available configuration to Order, select desired configuration click order now at which point they will be provided Dealer Pricing Summary & Order Deposit Amount. Customer will submit Order deposit and submit order request to the Dealer.
  - OR**
  - ❑ Customer May choose to “Extend Reservation” for a configuration that is unavailable. This will update their reservation to their desired configuration and customer will be notified in future when desired spec is available.
- ❑ Customer receives **email confirmation**





# eCommerce Dealer Order Acceptance



## eCommerce Order Acceptance Tool within E-Commerce Marketplace Portal (EMP)

All Customer Online Orders submitted through Ford.com will appear in EMP

- Dealers must **Accept or Reject** each order as soon as possible to avoid scheduling delays
- Upon acceptance Dealer receives Order Deposit from customer and full order configurations are sent to WBDO



Dealer  
BEV DEALER ONE  
#848485837

SEARCH BY CUSTOMER EMAIL OR ORDER ID:

ORDERS REQUIRING ATTENTION      RESERVATIONS SUBMITTED      ORDERS SUBMITTED      PURCHASE REQUESTS

TYPE	DATE PLACED ▼	ACTION NEEDED BY ▼	VEHICLE SPECS	DEPOSIT	ACCEPT/REJECT	DETAILS
Order <a href="#">81325678</a>	mm/dd/yyyy	mm/dd/yyyy	F-150 LIGHTNING XLT / Agate Black Metallic	\$XXX.XX	<div style="border: 2px solid red; padding: 5px; display: inline-block;"> <span style="color: green;">✓</span> ACCEPT           <span style="color: red;">✗</span> REJECT         </div>	<a href="#">VIEW DETAILS</a>
Order <a href="#">81326789</a>	mm/dd/yyyy	mm/dd/yyyy	F-150 LIGHTNING XLT / Agate Black Metallic	\$XXX.XX	<div style="border: 2px solid red; padding: 5px; display: inline-block;"> <span style="color: green;">✓</span> ACCEPT           <span style="color: red;">✗</span> REJECT         </div>	<a href="#">VIEW DETAILS</a>
Order <a href="#">81327890</a>	mm/dd/yyyy	mm/dd/yyyy	F-150 LIGHTNING XLT / Agate Black Metallic	\$XXX.XX	<div style="border: 2px solid red; padding: 5px; display: inline-block;"> <span style="color: green;">✓</span> ACCEPT           <span style="color: red;">✗</span> REJECT         </div>	<a href="#">VIEW DETAILS</a>

\* Customers receive email from Ford if Dealer rejects or takes no action of accepting the order submission within 7 days

Job aid for [Reservation to Order](#) posted on EV Dashboard

# Offline Ordering – Customer Consent



TYPE	DATE PLACED	STATUS
Reservation 10114670	07/14/2020	Cancelled
Reservation 10151909	07/14/2020	Cancelled
Reservation 10154983	07/14/2020	Cancelled
Reservation 10189101	07/14/2020	Cancelled
Reservation 10233758	07/15/2020	Cancelled
Reservation 10249322	07/15/2020	Cancelled
Reservation 10256421	07/16/2020	Cancelled
Reservation 10271586	07/16/2020	Cancelled
Reservation 10271702	07/16/2020	Cancelled
Reservation 10277589	07/17/2020	Cancelled
Reservation 10274985	07/17/2020	Cancelled

**ARE YOU SURE YOU WANT TO REQUEST CONSUMER CONSENT TO CONVERT THIS RESERVATION TO AN UNSCHEDULED ORDER?**

- YOU MUST HAVE CUSTOMER CONSENT TO PROCEED – WHEN YOU CONFIRM THIS CONVERSION REQUEST, THE CUSTOMER WILL BE NOTIFIED BY EMAIL AND ASKED TO PROVIDE CONSENT THROUGH THEIR FORD ACCOUNT WITHIN THE MANAGE PAGE
- You should have a Retail Buyer's Agreement or other documents indicating the customer's intent to purchase
- The customer will permanently lose the ability to complete any part of this vehicle purchase online
- You may have to collect a deposit from the customer directly
- You are committing to receiving incremental allocation to fulfill this order, and that you intend to deliver this vehicle to the customer indicated in the order
- The existing vehicle details from this reservation will be transferred into WBDO (*Note: Vehicle configurations may vary, please consult with your customer using the order guide during conversion; vehicle edits and updates such as color/trim must be completed in WBDO*)
- You will need to reconfirm that all vehicle specifications have been included prior to scheduling
- You should follow your state-specific laws around deposit use and/or refunds to consumer

I understand and agree to all of the above statements.

Hi <CustomerName>,  
The moment you've been waiting for is here! Your dealer is ready to schedule a consultation to complete your configuration, agree on a selling price, and place an order for your new Ford vehicle.  
Click below to see more details and confirm that you'll work with your dealer to convert your reservation to an order.

[View Order Confirmation Details >](#)

My Reservations

Reservation (1/5) | Place Order Ready (2/5) | In Production (3/5) | Shipped (4/5) | Complete Purchase (5/5)

JOHN – It's time to order your new **2022 FORD NEW VEHICLE**  
From Anytown Ford  
Estimated MSRP \$XX,XXX!  
It's time to place your order. Do you want to schedule an order?

[Order Online >](#) [Order With Dealer](#)

## In E-Commerce Marketplace Portal (EMP)

- Dealers can click **Process Offline** to initiate the consumer consent to process the order in-store and the consumer will no longer have an online experience
- Upon Consumer consent from their Ford Account manage page, Dealer receives either “pending consent” status until consumer agrees or declines. **If consent is accepted by the consumer** the default order configuration is sent to WBDO for the dealer to complete with the customer and submit for scheduling

# Job Aid: Converting Reservations to Orders



**All-Electric F-150 Lightning Job Aid**

**Introducing All-Electric F-150 Lightning on Ford.com**  
The All-Electric F-150 Lightning will be the first vehicle to utilize all the eCommerce experiences through Dealers—Reservation, Order, Cart and Checkout.

When the Ford All-Electric F-150 Lightning launches, to make a Reservation on Ford.com, Customers will:

- Select a Dealer
- Select nameplate level only
- Submit Reservation with \$100 deposit to Dealer

When Order banks open, Customers will be invited back to Ford.com to convert their Reservation into an Order Request with their Dealer.

When the vehicle arrives on the Dealer's lot, Customers will be invited back online to continue their purchase journey in the eCommerce Cart and Checkout experiences.

**DEALER SETUP:** Enroll and activate in eCommerce at [www.eCommDealerSetup.com](http://www.eCommDealerSetup.com)

**LEAD SOURCE:**

- Reservation: eComm\_Reservation
- Order: eComm\_Order
- Cart and Checkout: eComm\_Purchase Request

**BEST PRACTICES**

- Establish a Customer response process with the Customer Handling Team
- Ensure Customers know they have a designated Customer Handling Contact for support throughout the entire process
- Review the eCommerce Marketplace Portal (EMP) to ensure the Customer Handling Team knows where to locate vital eCommerce information in the EMP and CRM
- Leverage and confirm all Customer-submitted information in the eCommerce experiences

**HOW IT WORKS**

- **RESERVE**
  - On the Ford.com nameplate page, Customer submits Reservation and deposit to their selected Dealer
  - Dealer receives Reservation in their CRM with lead source: eComm\_Reservation and within eCommerce Marketplace Portal (EMP)
- **ORDER**
  - Reservation Customer is invited by Ford.com to the Order experience
  - Dealer receives Order Request in their CRM with lead source: eComm\_Order and within EMP and accepts the Order to send to WBDO
- **BUY**
  - Once vehicle becomes available, Order Customer is invited back by Ford.com to begin the Cart and Checkout experiences
  - Dealer receives the New Vehicle Purchase Request in their CRM with lead source: eComm\_Purchase Request and within EMP and responds accordingly

**DEALER**

Dealer receives Order Request in their CRM (lead source: eComm\_Order)

Contact assigned to receive Order alerts during enrollment will receive:

- Hot Alert email
- Full details in the EMP, where they will accept the Order to send to WBDO

Dealer can edit/cancel in WBDO through traditional processes (until vehicle is scheduled)

Customer Invited Checkout

Dealer receives New Vehicle Purchase Request (NVPR) in their CRM (lead source: eComm\_Purchase) and in EMP

Dealer responds to the Customer with respect to all of their selections, and takes necessary actions within EMP:

- Accept Purchase Request
- Action on trade-in
- Accept/reject Customer's down payment

**RESERVE**  
Reservations open at vehicle reveal on 5/19/21

**CUSTOMER**

To place a Reservation on Ford.com a Customer will:

- Choose their preferred Dealer
- Select a nameplate and complete lead form
- Submit a \$100 deposit

Reservation confirmation is emailed when form is submitted

Contact assigned to receive Reservation alerts during enrollment receives:

- Hot Alert email
- Full details in the eCommerce Marketplace Portal (EMP)

**DEALER**

Dealer receives lead in their CRM (lead source: eComm\_Reservation)

**FINALIZE THE PURCHASE**  
Dealer and Customer work together to complete the purchase and execute vehicle delivery using standard dealership processes

Images used for educational purposes only and subject to change  
PROGRAM HQ | Mon-Fri 9AM-6PM (EST) | Ford: 800.647.7268 | helpdesk@eCommDealerSetup.com | Help Page at www.eCommDealerSetup.com 1

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Looking for a quick reference guide on the eCommerce Customer and Dealer journeys?

Download the “All Electric F-150 Lightning Job Aid” and “Customer Handling Guide for Reservations & Orders”

[Job Aids found here](#)

## Job Aid Content includes:

- Dealer eCommerce Setup
- Customer and Dealer journeys through:
  - Reservation
  - Order
  - Cart and Checkout
- Best Practices

# How To Confirm If A Customer Has Been Invited To Place An Order?



## F-150 Lightning Reservation to Order Program

Reset Dealer

Click "Reservation Report"

- Program Summary
- Reporting
- Reservation Report**
- Cancellation Reporting
- Customer Search
- Communication Preference
- Dealer Resources
- Contact Us

### Reservation Report

Channel: --ALL--  
Reservation ID:   
Global Order ID:   
Wave Assignment: Wave 1

ROVP Status: Select Some Options  
SAP Status: Select Some Options  
Ford Business Status: Select Some Options  
Submit Reset

EXPORT TO EXCEL

Previous 1 Next

Time Stamp	Customer Dealer Ranking	Wave Assignment	Dealer Name	Dealer Sales Code	Dealer State	Reservation ID	Global Order ID	Order Type	Converted Order	Conversion Date	Channel	ROVP Status	SAP Status	Ford Business Status	Deposit Amount	Reservation Date
1	1	1														

Previous 1 Next

- If a customer has been invited, it will show as "X" (i.e. "1" if invited in Wave 1)
- If this column is blank, the customer has NOT received an invite at this time
- A customer can call their dealer or the CRC to confirm if they should've received an invite
- The reporting dashboard will be updated approx. 3-5 days prior to each wave of invitations being sent

- Any Dealer Can Confirm If One Of Their Customers Has Been Invited To Place An Order By:
- 1) Navigating To the F-150 Lightning Reservation-to-Order Site ([LINK HERE](#))
  - 2) Select "Reservation Report"
  - 3) Viewing Column "Wave Assignment"

# The Transaction Quick Reference Guide



*Ford*

# EV Incentives\* for F-150 Lightning Customers – as of 12/31/21



## Federal Tax Credit

Ford F-150 Lightning all-electric vehicle (BEV) is eligible for a federal income tax credit of up to **\$7,500**. The Federal tax credit is a potential future tax savings <https://afdc.energy.gov/laws>

## State & Utility Incentives

Based on zip code, **ZappyRide** queries their database to show consumers the highest State and/or Utility incentive a consumer who purchases a F-150 Lightning may potentially be eligible along with other savings like maintenance and fuel (no gas).

To search for incentives click [HERE](#)

Consumers can also monitor electric vehicle incentives in their state: <https://afdc.energy.gov/laws>

## Frequently Asked Questions:

**Q: Does the 22MY F-150 Lightning qualify for federal tax credit in 2022?**

Yes. Consumers may qualify for as much as \$7,500 in federal tax incentives for purchasing an all-electric Ford vehicle in 2021-2022. The amount of a consumer's tax savings will depend on their individual tax circumstances.\*

**Q: Is there an income limit for federal electric car tax credit?**

No. Individuals interested in purchasing a new, qualifying battery electric vehicle (BEV) or plug-in hybrid electric vehicle (PHEV) are eligible for the federal electric car tax credit, regardless of income level.

**Q: How do I get federal tax credit for EV?**

To claim the federal tax credit, individuals must fill out [IRS Form 8936](#) along with a [IRS Form 1040](#), when filing their annual federal tax return.

\* This information does not constitute tax or legal advice. Please consult with your own tax or legal professional to determine eligibility, specific amount of incentives or rebates available. Incentives and additional rebates are not within Ford's control. This data is as of 12/31/21 as is subject to change.



# Special FMCC Programs for F-150 Lightning and Mustang Mach-E



Unique Options for Unique Vehicles

Ford Credit announcing **FORD OPTIONS** will be available exclusively for the F-150 Lightning and the Mustang Mach-E

**Ford Options** is designed to offer customers the ownership features of traditional retail financing with the benefits and flexibility typically associated with Leasing. Ford Options also promotes engagement with a strong “lease-like” call-to-action at end of term, giving customers the choice to:

- » **Return** – Transfer ownership of the vehicle to Ford Credit
- » **Renew** – Trade-in/Sell the vehicle, any accumulated equity may be available for use as down payment
- » **Retain** – Payoff or refinance through Ford Credit

**STANDARD RETAIL PROGRAMS** are also available for Mustang Mach-E

DEALER SUPPORT MATERIALS: [Ford Options - Fact Sheet](#)  
[Ford Options – Handbook](#)

## Federal EV Tax Credit & FMCC Programs

Both Ford Credit Options and Standard Retail Programs put the customer in control of the federal tax credit if they qualify. If they receive the credit, the customer can choose to keep the tax credit or apply it to their account. More info at:

<https://afdc.energy.gov/laws/409>

# New! Blended Invoice for F-150 Lightning & Plan Pricing



## Blended Invoice

The F-150 Lightning has a unique invoice structure, where the vehicle's MSRP is equal to Dealer invoice.

*Note: Virtually all elements of a "traditional" invoice structure have been eliminated, including trading margin, finance charge (aka "floorplan assistance"), and dealer holdback*

*Dealers are encouraged to familiarize themselves with the F-150 Lightning Blended Invoice.*

## PLAN PRICING (AXZD)

F-150 Lightning is eligible for AZD Plan Pricing

F-150 Lightning is **NOT** Eligible for X-Plan Pricing

[CLICK HERE](#) to view EFC09543 for more details on AZD Pricing for F-150 Lightning

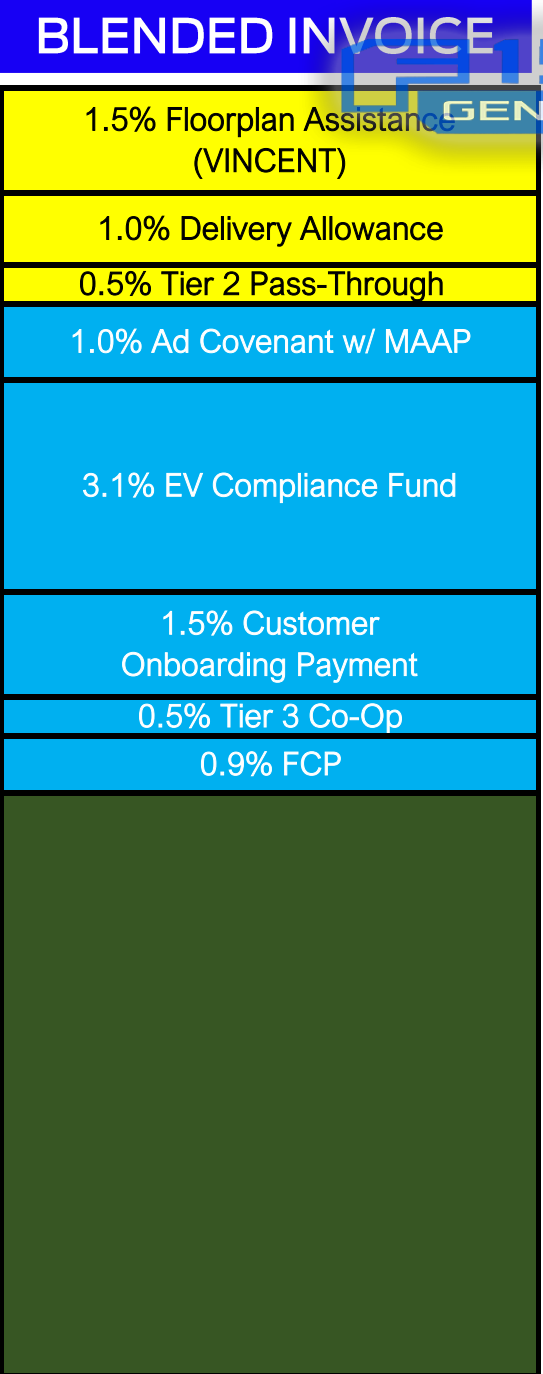
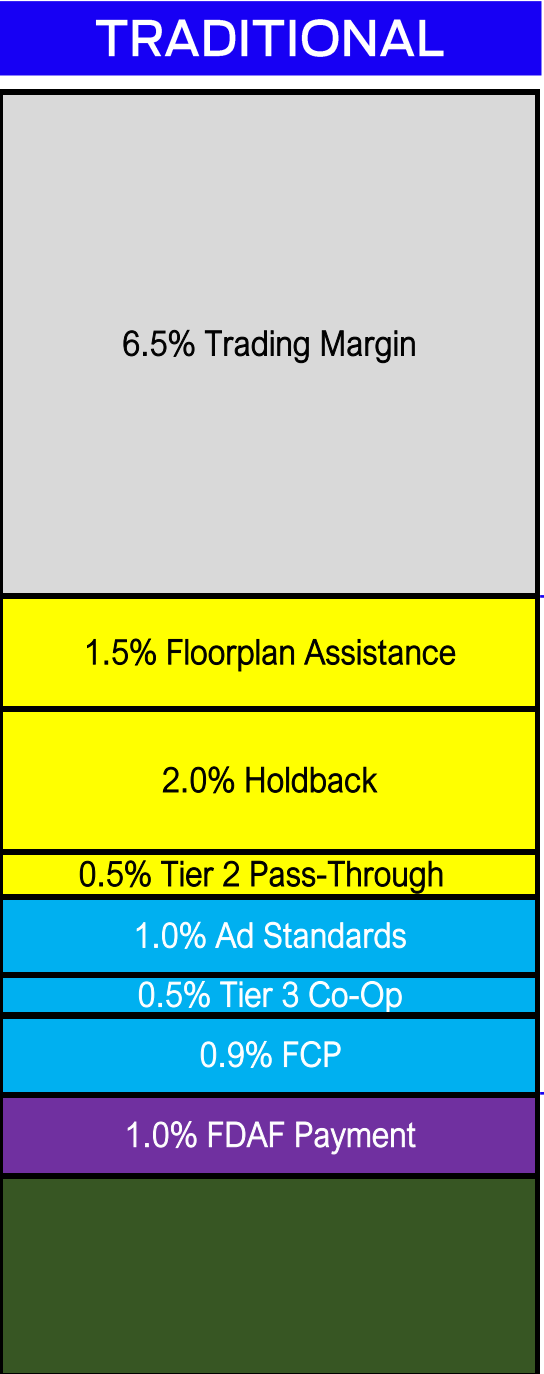
<b>BLENDING INVOICE</b>	Example: \$50,000 MSRP less D&D	Paid Via	Paid To	Timing
1.5% Floorplan Assistance (VINCENT)	\$750	VINCENT	Ordering Dealer	7-11 weeks from gate release
1.0% Delivery Allowance	\$500	VINCENT	Ordering Dealer	7-11 weeks from gate release
0.5% Tier 2 Pass-Through	\$250	DPS	Ordering Dealer	Month after release
1.0% Ad Covenant w/ MAAP	\$500	VINCENT	Selling Dealer	Month following sale
3.1% EV Compliance Fund	\$1,550	VINCENT	Selling Dealer	Month following sale
1.5% Customer Onboarding Payment	\$750	VINCENT	Selling Dealer	Month following sale
0.5% Tier 3 Co-Op	\$250	Claimed	Ordering Dealer	Following claim
0.9% FCP	\$450	VINCENT	Selling Dealer	Month following sale
	<b>\$5,000</b>			
	Total available dealer margin = <b>10% of MSRP</b>			



# Invoice Comparison

- All payment categories on a traditional invoice are included in the Blended Invoice with the exception of Holdback and FDAF
- The biggest difference is that the Blended Invoice eliminates Trading Margin (MSRP = Dealer Invoice)
- Dealers earn up to **10.0%** on a F-150 Lightning vs. **6.4%** for an F-150 ICE sold at invoice

	= Automatic Payment to Dealer
	= Qualified Payment to Dealer
	= Paid Directly to FDAF



# EV Certification and Dealership Readiness



*Ford*

# 2022MY F-150 Lightning Tour



## IN-PERSON F-150 LIGHTNING TOUR

- Targeted key markets across the country to:
  1. Establish Ford's leadership in the Commercial and Retail EV space
  2. Offer an in-depth exploration and ride experience of the all-new, all-electric 2022 F-150 Lightning
- Started August 16th and ran through October 28th (11 weeks)
- Visited 18 cities across the US, 2-day event
  - Day 1: Focused on Police, Fleet Customers and F-150 Lightning Reservationists
  - Day 2: Focused on CVC and Retail Dealers
- Retail Dealer Training includes:
  - 3 classroom style sessions focused on the future of productivity and a product deep-dive of the F-150 Lightning and its rolling chassis
  - A F-150 Lightning ride-along experience with a Pro Driver

# 2022MY F-150 Lightning Product Training & Resources



## PRODUCT TRAINING

### F-150 Lightning Key Launch Training Resources

- All key product training deliverables and resources are listed and linked on this 1-pager
- Lives on eSourceBook in Lightning section
- Continually updated

### eSourceBook – Live Now

- Comprehensive information on F-150 Lightning Features, Benefits and How-To-Use
- Information added or updated weekly

### Packaging Guide – Launches Jan 5

- Overview of all the new features, capabilities and technology F-150 Lightning offers
- Provides a detailed model-by-model overview

### Truth About Trucks Display – Live Now

- Nearly 1,500 dealers have a TAT Kiosk in their stores and access to the mobile app
- Kiosks and the mobile app will be updated to include F-150 Lightning content
- Includes interactive models, product capabilities, customer needs assessment, and dynamic product videos

### SEEK 1 (Search Educate Explain Know) – Jan 12

- Series of questions designed to help learner navigate eSourceBook and learn the key features, benefits and how-to's of Lightning
- SEEK 2 will go live shortly before OKTB

### F-150 Lightning Roadshow eLearning

- Recreates F-150 Lightning sessions from F-150 Lightning Tour as a virtual experience by using footage from the tour
- Comprised of 3 different eLearning courses
  - Overview – [Live Now](#)
  - Walkaround – Jan 12
  - Technology and Charging – Jan 26
- Covers topics such as performance and capability, charging options, model lineup, technology and more
- Sales Consultants who attended Roadshow are exempt from training

### EV Strategy, Charging & Experience In-Dealership Training: February '22 – December '22

- 33 Trainers will visit 2,400 Ford EV Certified dealerships beginning February 2022
- 1:1 Sales Consultant Evaluation and Coaching on 6 key EV tasks
- Trainers will utilize a combination of eSourceBook and hands-on sessions to deliver robust overall EV Training which includes highlighting unique features specific to the F-150 Lightning

# 2022MY F-150 Lightning EV Training & Resources



## [EV Training & Resources](#)

### [EV Key Terms Job Aid](#) – *Ongoing*

- Housed on eSourceBook in Electrified Vehicles section
- Will be updated to include F-150 Lightning EV terms

### eSourceBook – *Ongoing*

- Comprehensive information on EV Strategy, Technology and Charging
- Information added or updated weekly

### EV Fundamentals eLearning – ([EFC09401](#))

- EV 101: Provides a basic overview of the key elements within Electric Vehicles
- Ford's EV Strategy: Details Ford's investment in the EV space

### Setting Expectations for High-Voltage Battery Performance eLearning

- Shares critical tips on maintaining driving range and battery life to help improve overall ownership experience

### Charging Experience eLearning – *will be updated in Q1 '22*

- Explains the various charging solutions available to customers
- Walks through a typical day of charging and the technology that makes it possible

### [EV eSourceBook Landing Page](#)

# Technician Training – High Voltage Systems



## Curriculum 43

High voltage curriculum 43 applies to all dealers

Includes the courses contained in Electronics Curriculum 39 plus two new eLearning courses

### 2 eLEARNING COURSES REQUIRED

1. **BEV (Battery Electric Vehicle) Components and Operation** covering new EV platforms and HV systems
2. **Introduction to High Voltage Battery Service**  
Prepares technicians for internal repairs on our latest high voltage batteries

## Curriculum 44

Curriculum 44 includes all courses contained in Curriculum 43 plus one classroom course.

### 1 CLASSROOM COURSE REQUIRED

**High Voltage Battery Service (Includes Virtual Reality integration)**

1. Required for technicians performing BEV internal battery repairs
2. Tech Competency for both new certifications (43 and 44)
3. No certification requirement changes for base vehicle repairs, including base high voltage repairs

F-150 Lightning New Model Training is in development and scheduled to be released 3/21/22, it will be included in the New Model Training Planner



# Resources



*Ford*

# In the Know



Stay up-to-date on the latest F-150 Lightning information by bookmarking these key resources:

Product Information	Key Content Included	Quick Links
Product Information & Pricing	22MY F-150 Lightning Order Guide & Price List	<a href="#">Order Guide &amp; Price List Link</a>
eSourcebook	F-150 Lightning Product Information, Specifications, Frontline articles, Job Aides, Videos	<a href="#">eSourcebook Link</a>
Dealer eStore	<b>New!</b> 22MY F-150 Lightning Package Guide (pdf and print hardcopy)	<a href="#">Dealer eStore Link</a>
Communication Resources	Key Content Included	Quick Links
New! FordDirect Dealer Support	Content Library – social content on Facebook feeds & videos	<a href="#">Social Media &amp; Reputation Management Link</a>
Ford Dealer Toolbox	Vehicle Images, Website banners & Social content	<a href="#">Ford Dealer Toolbox Link</a>
Ad Covenant Guidelines	Ad Standards and F-150 Lightning Ad Covenant Guidelines & metrics tracking	<a href="#">Dashboard Link</a> Program HQ: 866-803-0172 Questions: email: fas@Ansira.com
AskFord	Resources, FAQs, and more...	<a href="#">Dealers Ask Ford Link</a>
ConsumerConnection+	Sales & Service Email and Direct Mail Campaign	<a href="#">Consumer Connection+ Portal Link</a> Program Headquarters: (866) 777-0389
<b>Not sure?</b>	<b>Contact your Sales Zone Manager or Field Service Engineer</b>	

# In the Know



Track or find clarification on the latest F-150 Lightning Shopping Tools or EV Certification requirements:

Online Shopping Resources	Key Content Included	Quick Links
Reservation	Reservation specs & general questions for conversion and tracking or orders	<a href="#">ROVP Link</a> ROVP Program Headquarters: 1-800-404-4977 Questions: <a href="mailto:retailorders@fordprogramhq.com">retailorders@fordprogramhq.com</a>
eCommerce	eCommerce enrollment portal, tracking of activation, reports, dashboard, tools & help	<a href="#">eCommerce Portal Link</a>
FordParts.com	Simple Dealer Enrollment Process	Program Headquarters: (866) 418-7477 Questions: <a href="mailto:fordprts@ford.com">fordprts@ford.com</a>
EV Certification Requirements	Key Content Included	Quick Links
Ford EV Certified Dealer Dashboard	EV Certification activation status, reservation metrics, job aids and get help with EV Certification general questions	<a href="#">Dashboard Link</a> Program Support: 877-891-8461 Questions: <a href="mailto:FordEV@ansira.com">FordEV@ansira.com</a>
Retail Education & Training	F-150 Lightning 2022 Roadshow 1: Overview	<a href="#">eLearning Link</a>
Charger(s)	Sunrun – Recommended installer for all F-150 Lightning charging solutions	<a href="#">Sunrun Contact Link</a> Sunrun: 855-478-6786
EV Service Equipment	Require Service Equipment for EV Certified Dealers	Contact your Field Service Engineer
<b>Not sure?</b>	<b>Contact your Sales Zone Manager or Field Service Engineer</b>	

# EV DASHBOARD for EV Certified Dealers



## EV INFORMATION ALL IN ONE PLACE

- Charging Equipment Installation
- Service Equipment Orders
- Staff Education & Training Tracking
- Additional Resources for Job Aids & Help
- EV Calendar
- EV Newsletter

Sign up for weekly newsletter [here](#)

EV-related information & job aids reside [here](#)

The screenshot shows the Ford EV Certification dashboard. At the top, there is a navigation menu with links for Home, Report Card, Terms and Conditions, FAQs, Contact Us, Reporting, Newsletter, and Additional Resources. Below the navigation, there is a breadcrumb trail: Home / Dealer Report Card / September 2021 / DOCUMENT UPLOAD. The main content area is titled 'EV Certification' and includes several sections: 'Overall Compliance' with a green 'Y' status; 'Dealer Information' with fields for Dealer Name, Sales Code, P&A Code, Market, and Region, and a 'Certified: 2/12/2020' status with a checkmark; 'EV Certified Criteria' with a green 'Y' status and an 'Equipment Order Status' button; and a table for 'EV Certification Training' with columns for Job Title and Certified status. The table lists Sales Manager, Sales Consultant, Service Manager, and Service Advisor, all with 'Y' in the Certified column. There are also sections for 'Non-Compliant Employee?' (N) and 'New Hire Adjustment' (Y). A link for 'Employee Training Detail Report' is at the bottom.

Dealers **must self-report** installed chargers by emailing [FordEV@Ansira.com](mailto:FordEV@Ansira.com) with photos attached.

Document upload has been turned **OFF** for dealers while photo **audit** is being conducted

Visit the Ford EV Dashboard [here](#)

# eCommerce & Online Ordering FAQs



**Is Ford still taking F-150 Lightning reservations?** No, the reservation system is now closed.

**How will reservations holder be invited to be able to place an order?**

Reservation holders will be invited to place orders at staggered dates so we can more easily provide directional delivery timing to customers during the order process.

**Why invite customers back in waves?**

This allows Ford the ability to actively monitor what configurations are being ordered more efficiently.

**How many customers are there in each wave?**

The number of customers invited will vary by wave. We are not sharing specifics.

**How long does the customer have to place an order during their wave?**

Reservation holders being invited in the initial waves have until March 31 to submit an order. Configuration availability will adjust as orders come in. We recommend a reservation holder submit an order as soon as possible once invited to provide them with the best opportunity to order their desired configuration.

**How will reservation holders receive their invitation to order?** Reservation holders will receive an invitation to order via email from Ford.

**Will customers who placed their reservation first be the first to receive invitations to place their order?**

Not necessarily. Reservation order is important, but it is not the only consideration. Each reservation is tied to the customer's specified dealer so it's not possible to simply follow reservation timing. Customer wave invitations will be based on a number of factors including timing of reservation, estimated dealer allocation and limited dealer prioritization.

**Do customers invited in subsequent waves have the same chances of getting the vehicle they want as those in earlier waves?**

As invited reservation holders begin to convert and submit orders, we will monitor available commodities and configurations and update the online configurator for each wave. Reservation holders invited in earlier waves have a greater chance of ordering their exact configuration desired.

**If their desired vehicle configuration is not available, can customers hold their place in line for a later model year vehicle?** An invited customer can choose to extend their reservation to a subsequent model year if the configuration they want becomes unavailable. At anytime, a reservation holder can cancel and receive a deposit refund.

**Will the first people to place their orders be the first to receive them?** Not necessarily. Actual delivery times will vary based on vehicle model and configuration selected, dealer location and demand. Once a customer's vehicle is scheduled for production, they will receive further notification from Ford on timing.

**Will all reservation holders get an invitation to order a 22MY F-150 Lightning?** No. Unfortunately, due to the high demand levels, not all reservation holders will be invited to order for 22MY. We continue to work to break constraints and increase volumes quickly for future model years.

**When are 22MY F-150 Lightnings being produced?**

Production for the 22MY will start in spring 2022.

**When will ordering begin for those customers not invited to place a 22MY order?**

Ford is currently targeting summer 2022 to begin ordering for subsequent model years.

**When will 23MY production begin?**

Ford is currently targeting fall 2022 for 23MY production to begin.

**How do customers get their deposits back if they decide to cancel their reservation?**

A customer can login to their Ford Account on Ford.com and cancel their reservation at anytime. In the RESERVATIONS & ORDERS page under MY ACCOUNT, a customer can click CANCEL RESERVATION.

**Can customers change their orders once they submit them?**

After ordering their vehicle, customers should contact their dealers to inquire about updating or changing their vehicle order.

**Can I change my dealer after my order is placed?**

No. Once you submit an order, that order submission is sent to your current dealer to be scheduled and built.

# Top 10 F-150 Lightning Pro Resources



01



[Charge up Your Fleet Hero Card](#)

06



[Lightning Technical Specifications](#)

02



[F-150 Lightning Frontline Article](#)

07



[Pro eSourceBook Preview Page](#)

03



[Lightning Pro Overview Video](#)

08



[Charging Times and Options](#)

04



[Dearborn Backstage Podcast](#)

09



[Backup vs. Pro Power on Board](#)

05



[Lightning Pro Why-Buys Video](#)

10



[Lightning Pro Technology Video](#)