

Publish Date: May 4, 2022 **Due Date (If Applicable):** N/A

Information: *Supersede of EFC09651 Launch Announcement/Update: EFC10054 22MY F-150 Lightning FCTP Mannequin Program Overview - Opt in by May 11, 2022.*

Target Dealer Group: Ford Dealers

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

Target Dept(s): New Sales Used Sales Fleet Finance Parts Service
 Warranty Training

REASON FOR SUPERSEDE

- Updated opt-in enrollment requirement
- Updated in-service requirements & penalties
- Updated program information

ACTION REQUIRED

- Ensure your dealership is familiar with the 22MY F-150 Lightning FCTP Mannequin Program
- **Dealer must now opt-in to the F-150 Lightning Mannequin Program through DPES. Opt-in enrollment will open Wednesday, May 4th and close Wednesday, May 11th, 2022.**
 - **How to Enroll: [LINK TO DPES](#) > Available to Enroll In > F-150 Lightning FCTP Mannequin Program**
- When F-150 Lightning FCTP Mannequin unit arrives – dealer must report G-sale

BACKGROUND

- ~~• With the launch of the 22MY F-150 Lightning, Ford is implementing a new F-150 Lightning FCTP Mannequin program.~~
- ~~• Per Ford EV Dealership Certification Terms & Conditions, each EV Certified Dealer will participate in this program. Non-EV Certified Dealers are ineligible for F-150 Lightning FCTP units.~~

SUMMARY

With the launch of the 22MY F-150 Lightning, Ford is implementing a new F-150 Lightning FCTP Mannequin program. This program will permit dealers to receive one unit of F-150 Lightning allocation ahead of customer order fulfillments.

- This program leverages the FCTP platform but is designed to help maximize quality at launch and also provide EV Certified Dealers a vehicle to serve as an on lot demonstration unit for interested customers who want to experience and drive a F-150 Lightning.
- Vehicle build specifications will be pre-determined by Ford; Dealers will not be able to place or alter orders for their FCTP unit or select from available options.
- **Dealers receiving a 22MY F-150 Lightning Mannequin unit will begin taking delivery mid-May, 2022. Assigned Mannequin units will be built and shipped in phases based on commodity availability. Not all F-150 Lightning Mannequin units will be shipped at the same time.**

PROGRAM REQUIREMENTS

Dealers are required to fulfill all FCTP in-service requirements for their F-150 Lightning FCTP unit.

- Minimum in-service period: 6 months (180 days), no mileage requirement
 - **The sale of any F-150 Lightning FCTP Mannequin unit to a final customer prior to meeting all in-service requirements will result in a penalty of \$25,000, unless the FCTP Mannequin unit can be replaced with another F-150 Lightning within 90 days. It will also**

result in the unit being ineligible for any retail bonus cash incentives and chargeback of any FCTP 30/60/90/120 Day incentives and will result in dealer ineligibility for future FCTP Mannequin programs.

- **Maximum in-service period: 8 months (240 days) No time or mileage requirement at this time**
 - **NOTE:** If the dealer desires to keep the F-150 Lightning unit in FCTP service for longer than 6 months (180 days) it is the responsibility of the dealer to ensure this is covered with their Flooring Source and adhering to state and local title/registration laws. Also, units exceeding 6,000 miles may require unique financing requirements with the customer's bank of choice when being sold to an end-user.

~~The sale of any F-150 Lightning FCTP unit to a final customer prior to meeting all in-service requirements will result in:~~

- ~~• The unit being ineligible for any retail bonus cash incentives~~
- ~~• Chargeback of any FCTP 30/60 Day incentives~~
- ~~• Result in dealer ineligibility for future FCTP Mannequin programs~~
- ~~• Result in forfeiture of 1 month of future F-150 Lightning allocation.~~

FCTP UNITS & VEHICLE LOCATE

While the F-150 Lightning unit is in FCTP service, the unit will not be visible on the Vehicle Locate website.

ELIGIBILITY

All Ford franchised dealers who are EV Certified ~~will participate~~ **are eligible** to participate in the program. All dealers must be an eligible FCTP dealer to participate in the program.

- **All EV dealers must be enrolled and opted in to the F-150 Lightning Mannequin Program through DPES, no later than Wednesday, May 11th, 2022, to receive their assigned F-150 Lightning Mannequin unit.**
- For F-150 Lightning FCTP program, dealers must ensure compliance with all program requirements. You must be an eligible FCTP dealer at time of delivery to participate.
- Ford may cancel your enrollment at any time if Ford determines that you are an ineligible party to participate in this program.

G-SALE REPORTING PROCESS

As your assigned Mannequin F-150 Lightning unit(s) arrive, the dealer must report the G-sale for these units upon delivery to be entered into FCTP service. The following day after reporting the G-sale, please verify the unit(s) by cross-referencing the VIN on your Vehicle Status Report at <https://cni.dealerconnection.com/fctp>. For VINs reported Saturday-Monday, check the Vehicle Status Report on Tuesday.

- Mannequin units will not count towards each dealership's Maximum Total Guide for FCTP and guide increase requests through FCTP Program Headquarters will not be required.
- As the delivery date of your Mannequin unit approaches, please ensure that the dealer email addresses are always current under the Dealer Enrollment Status tab on the FCTP website.
- Mannequin vehicles must remain reported as G-sale in Smart VINCENT and the End-User Sale must be reported via the "Sell Vehicle to Another Customer" button in Smart VINCENT. If the G-sale for a mannequin vehicle is canceled in error, please contact PHQ at 1-888-230-5486.

VEHICLE SPECIFICATIONS

~~Vehicle build specifications will be pre-determined by Ford. Dealers will not be able to place or alter orders for their FCTP unit or select from available options.~~

PROGRAM INCENTIVES

~~Program incentives will be subject to a future announcement~~

MANNEQUIN VEHICLE FCTP PROGRAM NUMBERS AND INCENTIVE AMOUNTS

Incentives and program numbers are subject to change at any point throughout the duration of the FCTP F-150 Lightning Mannequin Program.

- 2022 FCTP Mannequin In Service Dealer Incentive (Program #76012)
 - F-150 Lightning: \$0
- 2022 FCTP Mannequin 30-Day In Service Dealer Incentive (Program #76014)
 - F-150 Lightning: \$250
- 2022 FCTP Mannequin 60-Day In Service Dealer Incentive (Program #76016)
 - F-150 Lightning: \$250
- 2022 FCTP Mannequin 90-Day In Service Dealer Incentive (Program #76024)
 - F-150 Lightning: \$250
- 2022 FCTP Mannequin 120-Day In Service Dealer Incentive (Program #76026)
 - F-150 Lightning: \$500
- 2022 FCTP Mannequin Out-Service Dealer Cash Incentive (Program #76018)
 - F-150 Lightning: \$0
- 2022 FCTP Mannequin 42MO/42K Mile PremiumCARE Ford Protect (Program #76020)
 - F-150 Lightning: \$100 (cost to dealer)

QUESTIONS

General FCTP Program questions can be directed to Program Headquarters at 888-230-5486 or via email at FCTP@FordProgramHQ.com. Dealers are encouraged to review the [2022 FCTP Policy and Procedures Manual](#) under the Dealer Resources page on the FCTP site.