

# 2023 Ford F-150

## Subject: Product Offering Change to your 2023 Ford F-150

Dear Valued F-150 Customer:

Due to supply chain constraints, your 2023 Ford F-150 is not equipped with the feature(s) checked below, as they are not currently available. In order to produce your vehicle more quickly, Ford will be making the below changes to the 2023 Ford F-150.

We know this is not ideal and not the experience we aim for as a brand. But we also know that getting a new vehicle is an important and exciting time, so we are doing everything we can to help deliver on that, despite these global challenges. Thank you for your understanding & continued support.

Your vehicle will not come with each feature noted below. The Manufacturer's Suggested Retail Price (MSRP) of your vehicle has been reduced by the amount indicated. This adjustment will be reflected on your window label.

### **Auto Start/Stop Removal**

- This feature switches off the engine when the vehicle comes to a stop and the engine automatically restarts when the brake pedal is released.
- Due to this inconvenience, the Manufacturer's Suggested Retail Price (MSRP) of your vehicle has been reduced by \$50.

### **Active Park Assist 2.0 Removal**

- This feature takes over the steering, shifting, braking, and acceleration to navigate parallel or perpendicular parking spaces.
- This feature also provides assistance when exiting a parallel parking spot.
- Due to this inconvenience, the Manufacturer's Suggested Retail Price (MSRP) of your vehicle has been reduced by \$365.

### **Multi-Contour Seats with Active Motion® (Driver and Passenger) Removal**

- This feature delivers lumbar support and a seat bottom massage.
- Due to this inconvenience, the Manufacturer's Suggested Retail Price (MSRP) of your vehicle has been reduced by \$300.

### **Steering Wheel – Heat Removal**

- When activated this feature provides heat to the steering wheel.
- Due to this inconvenience, the Manufacturer's Suggested Retail Price (MSRP) of your vehicle has been reduced by \$140.

**Mirrors, Sideview – Heated Glass Removal**

- This is a heat feature for sideview mirrors.
- Due to this inconvenience, the Manufacturer’s Suggested Retail Price (MSRP) of your vehicle has been reduced by \$45.

Please know that we value you as a customer and appreciate your understanding as we navigate through these constantly changing times together.

**Acknowledgement**

By providing my signature below, I understand and agree as follows:

- This vehicle is not equipped with the above checked feature(s), which will not constitute a defect with respect to my vehicle.

\_\_\_\_\_

Customer Signature

\_\_\_\_\_

Date