



Nov 4, 2016 | DEARBORN, Mich.

2017 F-150 Raptor Ordering Begins, Online and In-Line at Ford Dealers: SuperCrew, Luxury Group with Technology Package in Shadow Black is the Top Configuration

- With more than 90,000 hits in the first 10 days of the Raptor build and price site, visits to the configurator are setting records and driving traffic to Ford dealerships
- With Raptor's starting MSRP of \$49,520, Ford dealers are already taking deposits, with the first deliveries still more than a month away
- Most popular options include SuperCrew (91 percent), luxury group (90 percent) and technology package (77 percent) – according to data tracked from the Ford.com website

DEARBORN, Mich., Nov. 4, 2016 – As full-scale production begins this month on the all-new 2017 F-150 Raptor, orders are already pouring into Ford dealerships nationwide. Customer waiting lists are growing, and traffic to the Raptor build and price configurator site on Ford.com topped 90,000 hits in the first 10 days.

Performance, capability and technology improvements across the board make this the toughest, smartest, most capable Raptor ever. With a starting MSRP of just \$49,520 for the purpose-built off-road Ford Performance-engineered F-150 Raptor, Ford dealers are seeing interest and already taking deposits on the truck.

Team Ford in Las Vegas has been one of the most successful F-150 Raptor dealers in North America. Owner Steve Olliges, who races Raptor professionally off-road, says he already has nearly 300 customers on a waiting list. He fields two to three calls a day from prospective buyers from across the country looking to place an order. He has to turn many away due to supply allocation limits.

“It’s a great problem to have, but it’s tough, because there’s so much interest in the product,” says Olliges. “We do everything we

can to get our hands on Raptor for our customers, whether that's referring them to other Ford dealers or making calls to find the truck for them.”

While Ford does not publicly disclose production numbers, of the trucks scheduled for production, 65 percent of orders are identified as retail orders for a specific customer. Largest markets so far include Texas, California and Florida.

The first 10 days of the Raptor build and price configurator on the Ford.com website has already seen more than 90,000 hits, with nearly 30,000 completed builds. Of those, 91 percent are SuperCrew. The luxury group, with features like 360-degree camera and Blind Spot Information System (BLIS[®]), has a 90 percent take rate while Raptor with technology package, including lane-keeping system and adaptive cruise control with collision mitigation, has a 77 percent take rate. Shadow Black is the most common paint color.

“This is one of the fastest and most popular product launches we’ve seen in some time,” says Rob Rosenbach, Ford F-150 brand manager. “Traffic volume on the Raptor pages is more than five times our other performance vehicle lines, with dealer demand far ahead of expectations. This demonstrates the Ford Performance team hit its mark with the new F-150 Raptor.”

About Ford Motor Company

[Ford Motor Company](#) is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.