



Ford Discount



Period of offer: 1st April 2025 – 31st December 2025

Applicable Category:

Farmer & Grower	Countryside	Associate	Pro	Corporate	Emp Serv.
✓	✓ (see below)	✓ (see below)	✓		✓ (see below)

Type of offer:

Fixed (There is no additional discount to the amount offered below)	
Member negotiated (The amount offered below is in addition to any support you can negotiate with your dealer)	✓

Discount details:

The below discounts are **IN ADDITION** to any support you negotiate directly with your Ford dealer and will be deducted by the supplying dealer from the Recommended Retail Price (before VAT, delivery and On the Road charges):

Farmer & Grower, Countryside, Associate & Employment Service members:

Model	Excluded	Discount	Free Premium paint	Discounts on options
All electric Explorer		23%	✓	24%
All electric Capri		25%	✓	26%
All electric Puma Gen-E		11.5%	✓	12.5%
Focus	ST	24%	✓	25%
Kuga & Kuga FHEV		22%	✓	23%
Kuga Mca 2.5L PHEV6.2 EU		24%	✓	25%
Puma	ST	20%	✓	21%
Mustang MACH-E Select & GT		21%	✓	22%
Mustang MACH-E Premium		23%	✓	24%

Exclusive to Farmer & Grower and Employment Service members only:

Model	Excluded	Discount	Free Premium Colour metallic paint	Discounts on options
Ranger inc. 3.0L DSL 6.2E		5%	✓	6%
Ranger Raptor		5%	✓	6%
Ranger 2.3 PHEV 6.2E		4%	✓	5%
Tourneo Custom (inc. PHEV)		7%	✓	8%
E-Tourneo Custom		12%	✓	13%
Tourneo Courier		2%	✓	3%
Tourneo Connect		9%	✓	10%
Tourneo Connect 1.5L PHEV		6%	✓	7%
Transit Custom PHEV inc. PHEV Kombi	Sport / Camper	15%	x	16%
Transit Custom	Sport / Camper	14.5%	x	15.5%
E-Transit Custom inc. Kombi	Sport / Camper	13%	x	14%
Transit Van / Transit Minibus		21%	x	22%
Transit Courier		4%	x	5%
E-Transit Courier		9%	x	10%
All new Transit Connect 1.5L PHEV LWB		4%	x	5%
All New Transit Connect (inc. PHEV SWB)		9%	x	10%
E-Transit Van inc. Standard & Extended range		14%	x	15%

- The above discount cannot be used with any Ford retail marketing offers available at the time.
- As this is a FLEET deal, please make sure you speak to a member of the dealer's business team – click [here](#) to find your nearest Ford Dealership and ask for their Fleet, Business Centre or Commercial Vehicle Department.
- **PLEASE MAKE THE DEALER AWARE OF YOUR ENTITLEMENT TO THE NFU DISCOUNT AT THE OUTSET** – negotiations on the dealer discount can still be done but the dealer needs to know the type of deal they are quoting you on.
- Full terms and conditions can be found on the next page.

Exclusions

Models in the 'Excluded' column above are excluded from an NFU discount.

Finance:

The above discounts **CAN** be used in conjunction with both personal and business vehicle finance solutions, please speak to your Ford salesperson for more details.

What do I do next?

New process from 4th September 2023

Make your dealership aware that you are an NFU member and are eligible for the discount. Dealership will complete relevant NFU member discount approval paperwork with you to email to the NFU for approval of the discount.



Terms and Conditions

1. This programme is available to NFU Farmer and Grower, NFU Partner, NFU Retired, NFU Associate, NFU Countryside & NFU Employment Service members only, which meet the following criteria:
 - i. Be an NFU Farmer and Grower member, Partner (provided they are linked to an F&G record), NFU Retired, NFU Countryside, Associate, Employment Service member.
 - ii. Have maintained 12 months of continuous membership at point of request, and
 - iii. Have made a minimum of 12 months subscription payment with a Direct Debit instruction set up for the current membership year if paying by Direct Debit or have made a minimum of 12 months subscription payment and in addition, have paid in full for the current membership year at the point of request, subject to NFU discretion, if a cash payer.
 - iv. In addition, NFU Partner memberships must be linked to a valid NFU Farmer & Grower membership to be eligible.
2. This programme is not available to any other NFU membership categories or any member that does not meet the eligibility criteria, as set out in Point 1.
3. Eligible members are allowed a maximum of 2 vehicle discounts per membership annum (For the avoidance of doubt, a year constitutes 1st November – 31st October). This applies across all NFU vehicle partners and is not per manufacturer.
4. A discount is likely to be declined if:
 - i. The name and address on the approval form does not match details held by the NFU.
 - ii. The approval form is not signed by the member and completed in full before being submitted to the NFU.
5. The NFU discount is IN ADDITION to any support you negotiate directly with your Ford dealer and will be deducted by the supplying dealer from the Recommended Retail Price (before VAT, delivery and On the Road charges). **Your NFU discount is in addition to the best price your dealer can offer you but is in lieu of any other Ford marketing offers available at the time.**
6. Vehicles purchased using this programme must be retained in the member's ownership for a minimum of 12 months from the date of registration of the vehicle in order for the member to retain entitlement to these Terms and the discount.
7. Vehicles purchased using this programme must be kept for an NFU member's own use and not for re-sale purposes.
8. Members will be liable to reimburse to Ford the discount provided under the Terms on the Vehicle they have purchased in full if they do not comply with 7 and 8 above.
9. A member with associated businesses in selling motor vehicles is not applicable or entitled to receive vehicle discount through the discount programme.
10. Vehicles must be contracted to and registered under Ford Identification Number (FIN) 49459 and must be registered in members name and address, (not National Farmers' Union) by overtyping in AFRL at point of registration.
11. The NFU or Ford may change the member terms and conditions, including the availability of the deal at any time and without notice.