

# Ford F-150 Lightning Sees Fourth Price Hike Since Debut



By Tony Rached

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The Ford F-150 Lightning electric pickup truck has seen a significant price increase since it was first released in 2022. As per reports, the base price of the F-150 Lightning Pro model has increased by \$4,000 to \$59,974. This marks at least the fourth time that Ford has increased the truck's price due to supply chain issues and raw material costs. The latest increase means that the cost of the electric pickup truck is now around 50% higher than when it debuted in 2022.

The increase has affected other F-150 Lightning models too. The Lightning Lariat now costs \$75,974, a \$1,500 increase, while the Platinum sees a \$1,200 increase to \$98,074. All models are subject to a \$1,895 destination charge. These increases come amid high demand and limited supply, with Ford ramping up production of the popular truck to three times its original plans.

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Ford has attributed the price increases to market factors, material costs, and supply chain constraints. The company has previously issued similar statements for previous F-150 Lightning price increases. The production of the truck was stalled for several weeks earlier this year due to a battery issue that was eventually resolved. Production resumed on March 13, and Ford has since reopened the order banks for the next wave of reservation holders. However, the Lightning Pro model is still reportedly sold out to retail customers.

With the price of the F-150 Lightning seemingly still on the rise, it remains to be seen how much higher the price will go in 2023. Nonetheless, the electric pickup truck remains a popular choice among consumers who value its impressive range, performance, and features.