



MS-RT INTRODUCTION PACK

INTERNAL FORD DEALER COMMUNICATION

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WHO WE ARE

REIMAGINING AND REDEFINING COMMERCIAL VEHICLES.

MS-RT are a design-led automotive engineering company creating bespoke Ford vehicles with uniquely sporty features. Designed for van drivers who want to stand out from the crowd, their creations are born from 30 years of motor racing experience on and off the track with their partners M-Sport.

The MS-RT vehicles deliver radical sports styling inspired by the M-Sport Ford World Rally Team's Fiesta WRC car, while retaining the popular vehicle's practicality, durability and the full Ford warranty.

MS-RT have been converting Ford vehicles since 2015, selling over 3,000 vehicles in 5 years, with its main target market being small business owners, looking for a premium commercial vehicle to promote their business, and lifestyle users.

MS-RT's state of the art custom conversion includes a full front bumper and grill replacement with integrated fog lamps, front diffuser, wide arch extensions, side skirts, rear diffuser and rear spoiler. The British made twin sports exhaust system and MS-RT exterior branding accentuate the design of the vehicle.

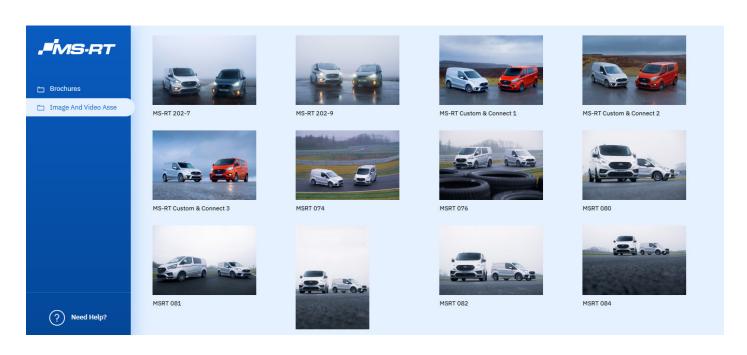
MEET THE TEAM

	Name	E-mail	Tel. No.	Job Role
	James Bull	James.Bull@ms-rt.com	+44 1495 755000 +44 7718 648903	Sales and New Markets Manager Responsible for vehicle sales, dealership liaison in current and new markets.
	Guil Nascimento	Guil.Nascimento@ms-rt.com	+44 1495 755000	Marketing Manager Contact for new campaigns, photo, and video content, press releases, brochures, etc.
	Caroline Hayes	Caroline.Hayes@ms-rt.com	+44 1495 755000	Warranty Manager Contact for warranty issues regarding the MS-RT parts of the vehicle.
	Carys Powell	Carys.Powell@ms-rt.com	+44 1495 755000	Aftersales Assistant Contact for replacement parts and inbound parts enquiries
Parase	Peter Loughnane	Peter.Loughnane@ms-rt.com	+44 7525 135557	UK Zone Manager - North Region Contact regarding establishing contact with MS-RT and queries.
	Nischa Powell	Nischa.Powell@ms-rt.com	+44 1495 755000	Sales support Contact regarding sales.
	Peter Latham	Peter.Latham@ms-rt.com	+44 1495 755000	Chief Finance Officer Contact for payments and accounts enquiries
	Phill Cox	Phill.Cox@ms-rt.com	+44 1495 755000	Quality Manager Contact with queries on quality and inspection procedures.
	Julie Jones	Julie.Jones@ms-rt.com	+44 1495 755000	Accounts Assistant Contact for invoice and payments enquiries.
	Felipe Perez	Felipe.Perez@ms-rt.com	+44 1495 755000	Production Planner Contact for vehicle production procedures and queries.
	Tracy Betty	Tracy.Betty@ms-rt.com	+44 1495 755000	Logistics Controller Contact for logistics, vehicle documentation and delivery queries.



MS-RT have a dedicated Marketing Assets Portal (www.ms-rt.com/assets) where dealers obtain all available MS-RT assets, including photos, videos, brochures, etc. The portal is accessible to everyone without login requirements. We have included PNG versions of the MS-RT logo. If you require vector logos, please contact enquiries@ms-rt.com

https://www.ms-rt.com/assets





FORD TRANSIT CONNECT MS-RT

FORD SPECIFICATION

- Bi-xenon
 headlights
 including LED
 daytime running
 lamps
- Quickclear heated windscreen
- Ford SYNC 3 with voice control and FordPass
- A premium
 infotainment
 pack with
 sat nav and a
 reversing camera
 (ICE Pack 9)
- Cruise control
- Automatic Headlights and Rain sensor
- Rear parking sensors
- Air conditioning
- LED Loadspace lighting

- Heated driver's seat (Seat Pack 31)
- All weather front mats
- Centre console with stowage bin including power point and USB socket (Seat Pack 31)
- Electric windows with one-hit up and down responsiveness
- Power fold and heated door mirrors
- Perimeter alarm (Category 1)
- Dual side loading doors
- Twin back doors

MS-RT SPECIFICATION

- MS-RT bespoke full plastic exterior body styling manufactured in the UK
- 18" OZ Racing alloys with premium tyres
- MS-RT stainless steel quad sports exhaust system
- Handcrafted MS-RT Nappa leather and suede interior
- MS-RT sports steering wheel with carbon fibre inlays
- MS-RT branded dash clocks
- MS-RT vehicle branding
- An exclusive MS-RT gift pack containing products to keep your van in top condition.

OPTIONAL

- Decal pack
- Bronze wheel upgrade
- Black exhaust tips
- Detachable Tow bar
- Maxhaust system (supply only)

Issued: March 2021



FORD TRANSIT CUSTOM MS-RT

MS-RT's state of the art custom conversion includes a full front bumper and grill replacement with integrated factory fog lamps, front diffuser, wide body arch extensions, sills, rear diffuser and rear spoiler. The British made twin sports exhaust system and MS-RT exterior branding accentuate the design of the vehicle.

The interior features a striking hand-crafted MS-RT Nappa leather and suede seats with a stunning MS-RT sports steering wheel including carbon fibre inlays.

FORD SPECIFICATION

- Bi-xenon
 headlights
 including LED
 daytime running
 lamps
- QuickclearHeatedwindscreen
- Ford SYNC 3 with voice control and FordPass
- A premium infotainment pack with sat nav and a reversing camera (ICE Pack 24)
- Cruise Control
- AutomaticHeadlights andRain sensor

- Front and Rear Parking Sensors
- Air conditioning
- Rear privacy glass (Double Cab-in-Van only)
- Dual side loading doors
- Body colour door mirrors, power adjustable and power foldable
- LED Load space lighting
- Heated front seats

MS-RT SPECIFICATION

- MS-RT bespoke full plastic exterior body styling
- 18" exclusive Anthracite OZ Racing alloys with 103 XL load rated Hankook Ventus S1 evo3 tyres
- Exclusive MS-RT stainless steel twin sports exhaust system
- New hand-crafted MS-RT Nappa leather and suede interior
- New MS-RT sports steering wheel with carbon fibre inlays
- MS-RT vehicle branding
- MS-RT branded dash clocks
- MS-RT branded floor mats
- An exclusive MS-RT gift pack containing products to keep your van in top condition

OPTIONAL

- Decal Pack
- Black Exhaust Tips
- Detachable tow bar
 - MS-RT Maxhaust (supply only)



FORD RANGER MS-RT

MS-RT's state of the art custom conversion includes a full front bumper and grill replacement with integrated factory fog lamps, wide body arch extensions, sills and new carbon fibre effect mirror caps, all manufactured in the UK. The interior features a striking leather and orange stitching to all seats.

FORD SPECIFICATION

- LED headlights including LED daytime running lamps
- Ford Power starter button
- 8-way power adjustable and heated driver's seat with lumbar support (Double Cab only)
- Quickclear Heated windscreen
- SYNC 3 with 8" Touchscreen and Navigation
- A premium infotainment pack with sat nav and a reversing camera
- Aerodynamic sports hoop with integrated loadbox illumination
- Underbody protection
- Roof rails
- Interior ambient lighting
- Locking rear axle
- Heated front seats

Available in Double-Cab only

Issued: March 2021

MS-RT SPECIFICATION

- New MS-RT bespoke full plastic exterior body styling manufactured in the UK
- New 20" exclusive Anthracite OZ Racing alloys with premium tyres
- MS-RT vehicle branding
- MS-RT branded floor mats
- MS-RT branded door scuff plates
- Carbon fibre effect door mirror caps
- An exclusive MS-RT gift pack containing products to keep your vehicle in top condition



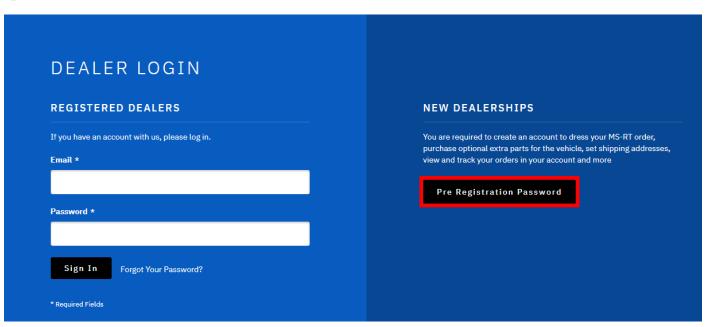


MS-RT have a dedicated Dealer Portal (www.portal.ms-rt.com) where dealers can spec their customers' MS-RT vehicles, order replacement parts, optional supply-only accessories and log any warranty issues. To register your dealership with our system, please follow these simple steps:

- Your NSC (National Sales Company) must send MS-RT your dealership's dealer code and contact details
- Once received, MS-RT will issue an Application for the Dealer Portal and a Credit Account.
- Fill out the form provided, sign and submit it via Adobe Sign. You will receive a receipt confirmation email.
- A new account will be created and a pre-registration password will be issued within 2 business days.
- Once received, follow the simple steps in the next pages to create your account.
- Once the account is created you are all set!

Once you have received your Pre-Registration Password, to create an account, go to www.portal.ms-rt.com, click **Pre-Registration Password**.

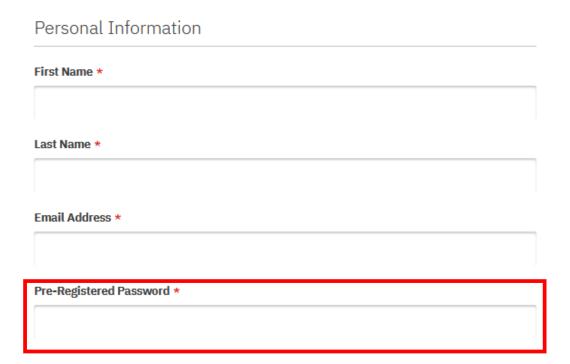




Fill out the form and enter your **<u>Pre-Registered Password.</u>**



CREATE A BUSINESS ACCOUNT

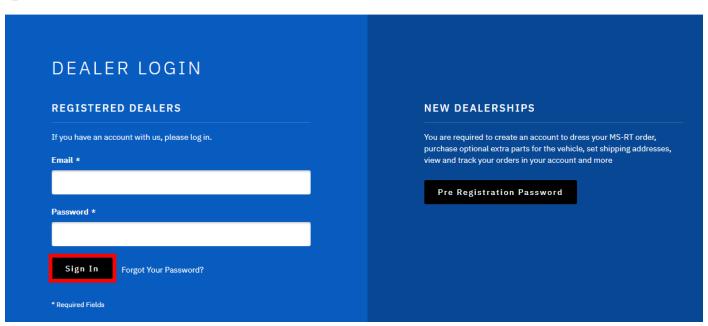


Ohoose your own password and confirm it, then click **Submit**.



Your account has now been created and you will be taken back to the main login screen. Enter your email address and your newly created password and click **Sign In**.







DRESS ORDERS

This is only required on Ford Transit Custom MS-RT and the Ford Transit Connect MS-RT. If you have ordered Ford Ranger MS-RT, you do not need to dress the order.

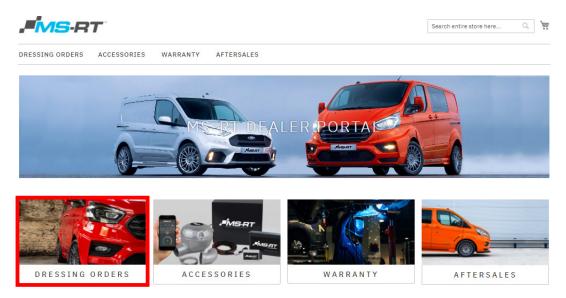
Once an MS-RT vehicle has been ordered through Ford, dealers have the ability to use our Dealer Portal (www.portal.ms-rt.com) to spec the vehicle and add any optional extras the customer has chosen. Items such as Decal Packs, Black Exhaust Tips, Tow Bar, upgrade wheels* (*available only on Ford Transit Connect MS-RT). All pricing listed on the Dealer Portal are dealer cost prices. The Recommended Retail Price is shown later in this document.

The deadline to dress an order is 10 business days prior to your MS-RT production start date.

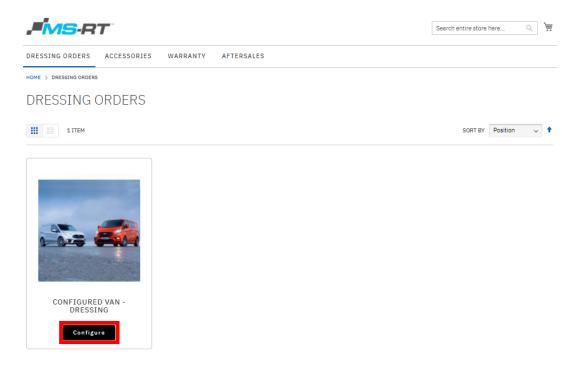
When completed, your vehicle will enter our planning production system and an order confirmation will be sent out via email.

We have set out the simple steps in the next pages.

- If you ordered a Ford Ranger MS-RT or do not require any optional extras, such as Black Exhaust Tips, Detachable Tow Bar or Decal Pack, no further action is required. It will arrive with a standard MS-RT spec.
- To start dressing your vehicles, click **<u>Dressing Orders</u>**



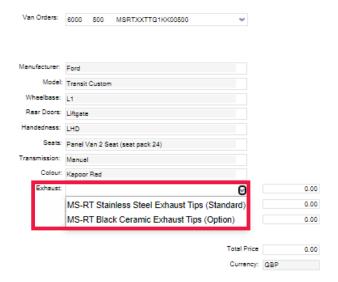
Click Configure



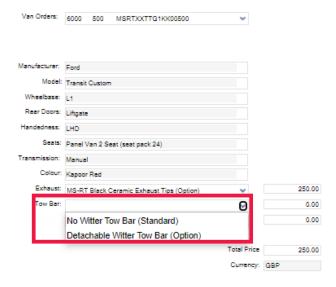
Select the vehicle's VIN - All VINs shown will be for your Dealer Code only.



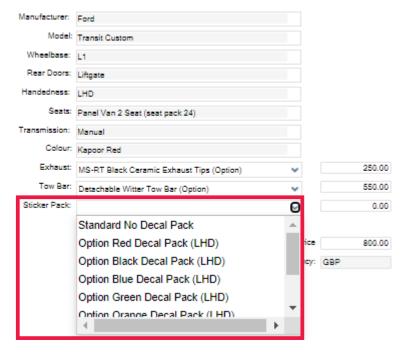
Select optional extras - Exhaust tips



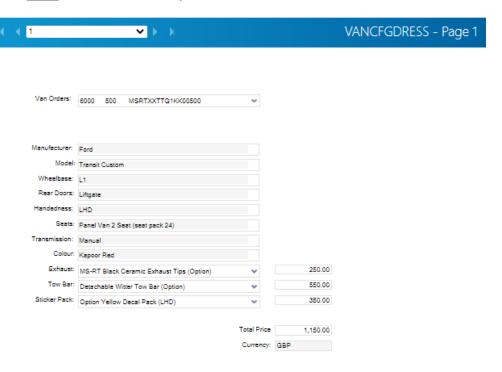
Select optional extras - Witter Detachable Tow Bar



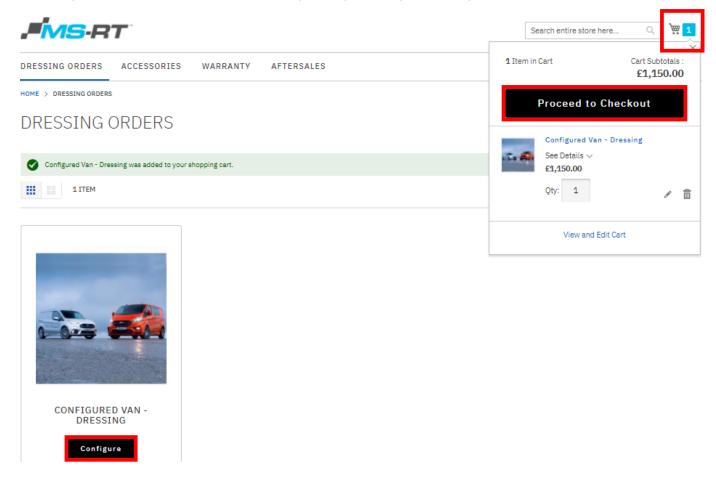
Select optional extras - <u>Decal Pack</u>



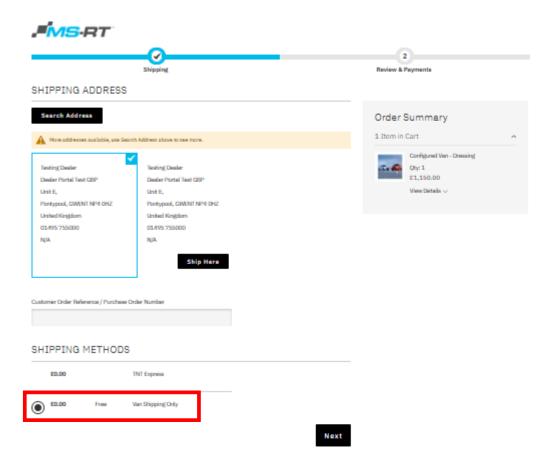
Once finished, click <u>Save</u>, located on the top left hand side of the screen



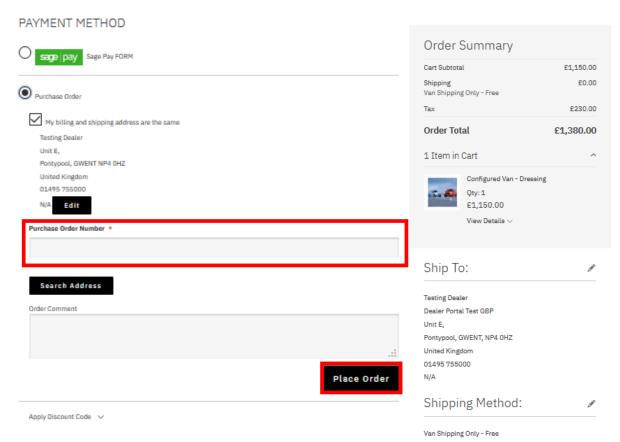
Olick on the Shopping Cart and Proceed to Checkout if finished, alternatively you can configure more vehicles before checking out by clicking on Configure.



 Ensure the Shipping Address is correct and select the Free Van Shipping Method. Click Next to proceed.



• If paying by Credit Card, select Sage Pay FORM and follow the instructions on the screen. If your dealer has a credit account, you can pay by Purchase Order. Enter the PO Number and click Place Order. An order confirmation will be sent out via email.



MS-RT VEHICLE OPTIONS PRICING

	Ordered directly through MS-RT and fitted as part of the conversion		Ordered directly through MS-RT and fitted as part of the conversion	
Custom	Dealer Cost (Fitted)	RRP	Dealer Cost (Fitted)	RRP
Detachable Tow Bar	£550.00	£650.00	€605.00	€715.00
Decal Pack	£350.00	£450.00	€385.00	€495.00
Ceramic Black Exhaust Tips	£250.00	£300.00	€275.00	€330.00
Connect				
Detachable Tow Bar	£550.00	£650.00	€605.00	€715.00
Decal Pack	£450.00	£550.00	€495.00	€605.00
Ceramic Black Exhaust Tips	£300.00	£400.00	€330.00	€440.00
Bronze Alloy Upgrade	£600.00	£750.00	€660.00	€825.00



Using the MS-RT Dealer Portal (www.portal.ms-rt.com) dealers can order supply-only accessories for their MS-RT customers, such as:

- Maxhaust
- 20" alloy wheels
- MS-RT Seat Covers
- Eibach Lowering Springs
- Performance brakes
- MS-RT branded intercooler

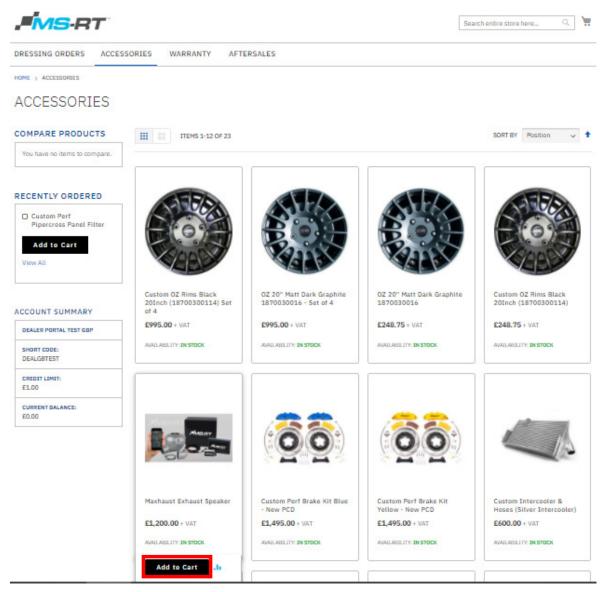
The dealer will be able to select the products and add it to the cart, having the option to either pay on checkout or use their pre-approved credit account. The items will be shipped via courier to the selected Shipping Address. Items to the UK are shipped as Next Day Delivery.

All pricing listed on the Dealer Portal are dealer cost prices. The Recommended Retail Price can be found later in this document.

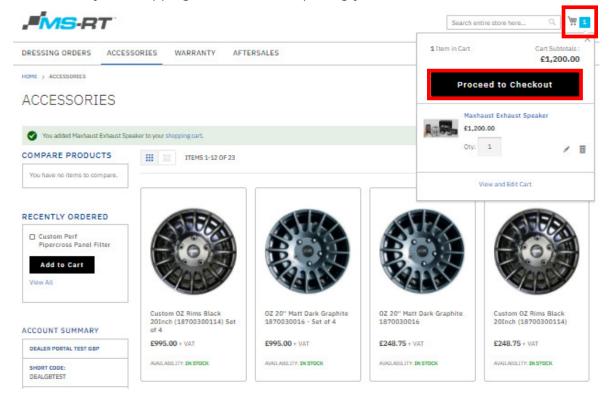
Please ensure the customer is aware that these items may affect their Ford warranty.

We have set out the simple steps in the next pages.

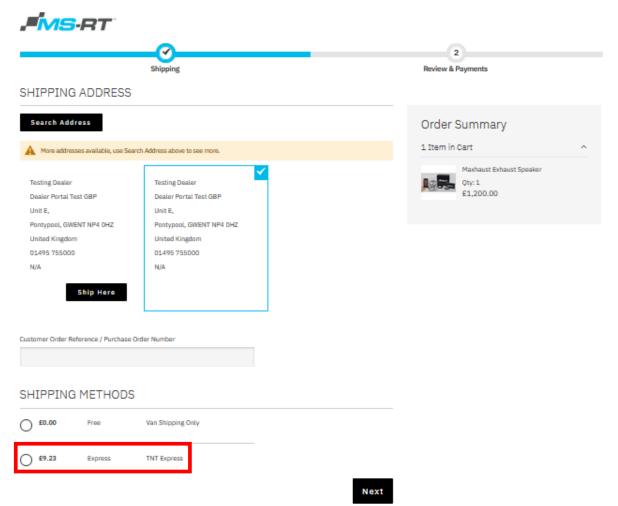
• Please ensure the customer is aware these items may affect their Ford warranty. To purchase a Supply-only Accessory from our store, simply hover over the item and click Add to Cart.



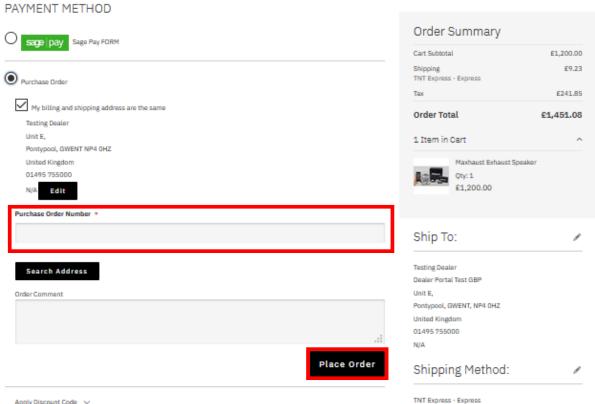
 If finished, Click on the Shopping Cart and Proceed to Checkout, alternatively you can add further items to your Shopping Cart before completing your order



Ensure the Shipping Address is correct and select the TNT Express Shipping Methods for the Accessories. The first option (Van Shipping Only) is reserved solely for vehicle orders and not Accessories. Click Next to proceed. If the shipping address is incorrect, please report this via the Contact Us page.



If paying by Credit Card, select Sage Pay FORM and follow the instructions on the screen. If you have a credit account, you can pay by Purchase Order. Enter the PO Number and click Place Order. An order confirmation will be sent out via email and your order will be processed and shipped as Next Day Delivery.



MS-RT ACCESSORIES PRICING

	Ordered directly through MS-RT and fitted as part of the conversion		Ordered directly through MS-RT and fitted as part of the conversion	
Custom	Dealer Cost (Fitted)	RRP	Dealer Cost (Fitted)	RRP
Maxhaust	£1,200.00	£1,500.00	€ 1,320.00	€ 1,650.00
20" Alloys (Transit Custom)	£995.00	£1,195.00	€ 1,095.00	€ 1,315.00
Eibach Rear Lowering Springs	£300.00	£350.00	€ 330.00	€ 385.00
Intercooler and Hoses	£600.00	£700.00	€ 660.00	€ 770.00
Performance Brake Kit (Blue)	£1,495.00	£1,760.00	€ 1,644.50	€ 1,936.00
Performance Brake Kit (Yellow)	£1,495.00	£1,760.00	€ 1,644.50	€ 1,936.00
Performance Panel Filter	£50.00	£70.00	€ 55.00	€ 77.00
MS-RT Protective Seat Covers				
2 Seats	£179.00	£235.00	€ 199.00	€ 259.00
3 Seats	£229.00	£299.00	€ 255.00	€ 329.00
5 Seats	£375.00	£485.00	€ 409.00	€ 535.00
6 Seats	£409.00	£535.00	€ 449.00	€ 585.00
Connect				
Maxhaust	£1,200.00	£1,500.00	€ 1,320.00	€ 1,650.00

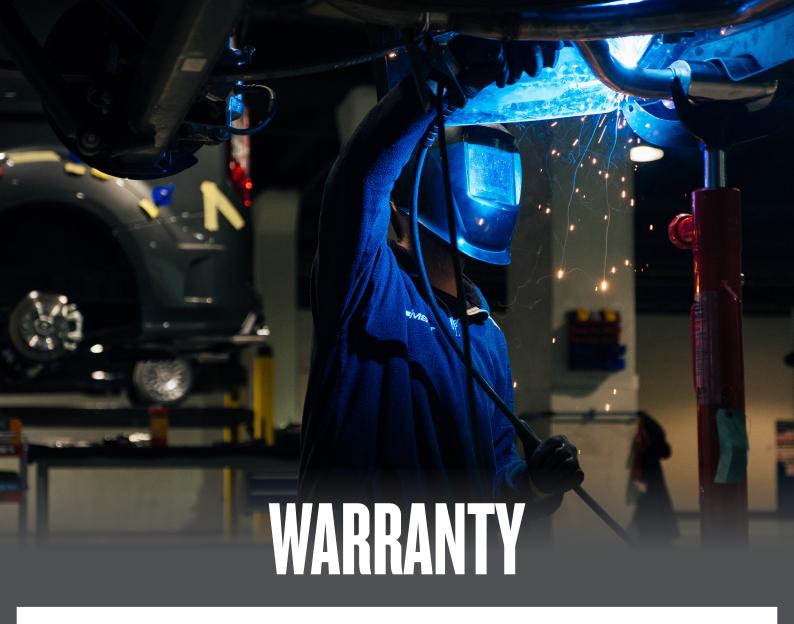


Should your customer need replacement parts following an accident, the aftersales process has been streamlined and is now very simple. We have set out the steps below.

When logged in to our MS-RT Dealer Portal (www.portal.ms-rt.com), select Aftersales in the MS-RT Dealer Portal, you can input a vehicle's VIN and have instant access to all available parts for that specific vehicle, once verified by the MS-RT Aftersales team.

To create an Aftersales order, please fill out the form including the vehicle's VIN, Registration Number, description of the parts you require and attach images of the damage. Click <u>Submit</u> when ready. A member of the Aftersales team will be in contact within 24 hours.

	DETAILS
VIN NUMBER*	
REGISTRATION NUMBER*	
DESCRIPTION*	
ATTACH PHOTOS	
ATTACT TOTOS	
	Dang C. drap files have
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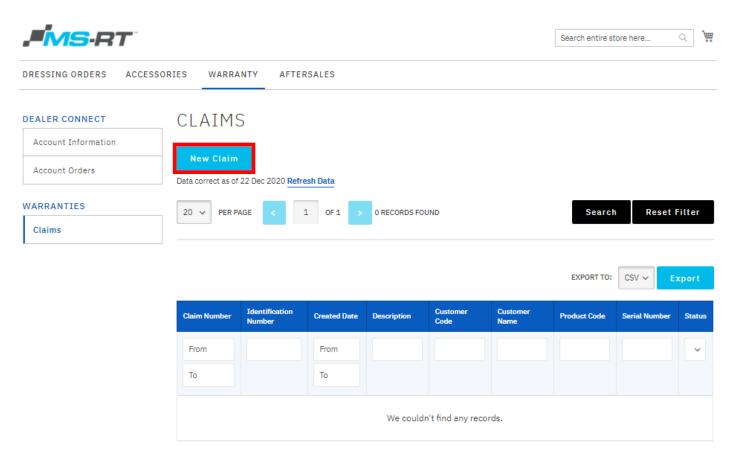
One of the main advantages of owning an MS-RT is that we are a Ford Qualified Vehicle Modifier, meaning we meet Ford's standards in manufacturing, engineering and quality control. We are also regularly assessed by Ford to ensure all standards are met.

MS-RT will match the base vehicle's warranty in terms of years and mileage. We will also cover the cost of parts and repair of any MS-RT related issues.

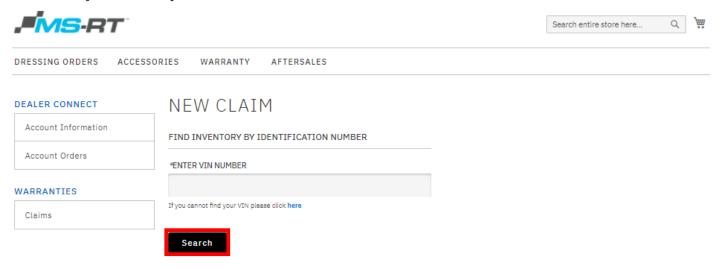
In the unlikely event that a vehicle presents a fault with our product, the warranty process has been streamlined and is now very simple. We have set out the steps in the next pages.

We aim to turn around a claim decision within 2 business days from the initial application. Any costings submitted to be approved will be authorised within 1 business day from receipt.

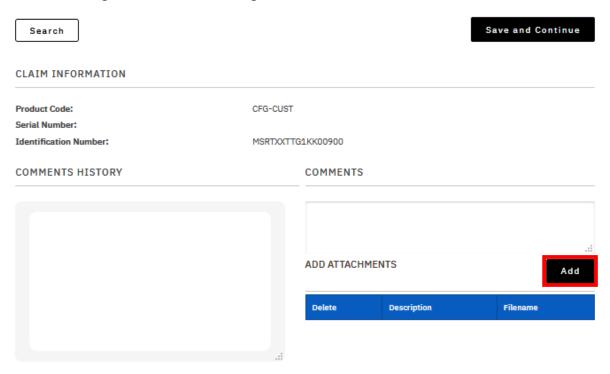
To create a new Warranty claim, click on New Claim



• Enter the vehicle VIN and click <u>Search</u>. If the VIN cannot be found, please use the Contact Us page to submit your warranty claim.



The Vehicle details will be loaded at the bottom of the screen. Describe the warranty issues with the vehicle in the Comments section and <u>click Add</u> to attach photos displaying the issue. Click <u>Add</u> again to add further images. Please ensure images are smaller than 2MB.



Once the images have been attached, select <u>Save and Continue</u>. We aim to turn around a claim decision within 2 business days from the initial application. Any costings submitted to be approved will be authorised within 1 business day from receipt.

