



FinSimple™

Ford Pro FinSimple Frequently Asked Questions



What is Ford Pro?

Ford Pro is a new global business within Ford committed to commercial client productivity. Ford Pro delivers a work-ready suite of vehicles, products, financing options and services for virtually every vocation, backed by technology and engineered for uptime.

Am I a Ford Pro client?

All commercial clients — big or small — are Ford Pro clients.

What is Ford Pro FinSimple, and how does it relate to Lincoln AFS?

Ford Pro FinSimple is the new commercial financing brand name for Lincoln AFS clients. Our goal is to separate your experience from those financing personal-use or retail vehicles, so we can meet your unique business needs.

Why are we changing an established brand?

We are excited to make the transition to Ford Pro FinSimple to align your vehicle experience with Ford Pro. Whether it's total cost of ownership analysis, developing plans and programs to meet your business needs or connecting you with the right dealership partners, Ford Pro FinSimple has the industry expertise to be the reason you choose and stay with Ford Pro.

Will I get different financing services under the new brand?

Ford Pro FinSimple will continue to offer the same great products and services you expect from Lincoln AFS with additional enhancements to support new Ford Pro products and services. We will continue to be there when you need us, answering your calls at 1-855-768-8909.

Do I need to change who I pay for my financing (Lincoln AFS or Ford Pro FinSimple)? Are there any other impacts to me because of the brand change?

No. Please continue to make your payments out to Lincoln Automotive Financial Services as set forth in your contract. There are no other impacts to your existing contract or relationship.

Will this impact my current contract and/or any other legal documents I have executed with Lincoln AFS?

No. There are no impacts to your existing contract or relationship. All letters, invoices and other documents related to your existing contract will reflect the creditor on the contract.

Do I need to call a different number for service?

Our plan is to create a Ford Pro FinSimple telephone number in 2023. We will let you know when that change takes place, but for now you can continue to reach us at 1-855-768-8909.

Will my invoice change to reflect the new Ford Pro FinSimple brand?

You will start to see a mixture of Lincoln AFS and Ford Pro FinSimple branding on documents and applications over the coming months during our transition, including the integration of the Ford Pro FinSimple logo on invoices.