10 YEARS PROFESSIONAL SERVICE NETWORK | Ford Parts | Ford Motorcraft

Awards and Benefits 2026

Ford Professional Service Network (PSN) members have access to a wide variety of awards and benefits. When purchase targets[1] are met for the Elite level of PSN, it opens the door to additional exclusive benefits!

Awards

			PSN MEMBER LEVEL ELITE	STANDARD	MSO
Incentives					
Elite Program	Purchase Level $8,000 - $15,999 $16,000+	Earn 1% 2%	✓		✓[2]
Motorcraft® Program	Targets Target 1 Target 2 Target 3 Target 4	Earn 1%[3] 2%[3] 3%[3] 4%[3]	✓	✓	✓
Ford Genuine Program	Targets Target 1 Target 2 Target 3 Target 4	Earn 1%[4] 2%[4] 3%[4] 4%[4]	✓	✓	✓
Product Rebates			✓	✓	✓

Benefits[5]

Repair-Focused			
Motorcraft Technical Training Access to free Motorcraft Technical Training, featuring more than 120 courses from engines and transmissions to steering and suspension. It's mobile-friendly and retains individual Technician's training history.	✓	✓	✓
Rotunda Discounts Exclusive PSN discounts on Rotunda diagnostic tools – allows you to equip your shop with dealership-level diagnostics. Visit FordPSN.com for the latest promo code.	✓	✓	✓
Member Advantages			
X-Plan Vehicle Discounts Access 2 (two) X-Plan PINs and enjoy exclusive, no-haggle discounted pricing on the purchase or lease of eligible new Ford or Lincoln vehicles.	✓		✓
Elite Member Certificate	✓		
Text/SMS Alerts (optional)	✓	✓	
Resources			
Technical Product Flyers	✓	✓	✓
Multi Makes Cross-Reference Flyers	✓	✓	✓
Ford and Motorcraft Parts YouTube Channel[6]	✓	✓	✓

1. PSN Program targets and structure listed are subject to change throughout the year.
2. Purchase levels determined by combined shop location volume.
3. Motorcraft incentive targets are based on prior year, same quarter purchase thresholds. In lieu of variable earnback, members with prior year purchases less than $3,000 are eligible for fixed earnback when a target is met or exceeded.
4. Ford Genuine incentive targets are based on prior year same quarter purchase thresholds. In lieu of variable earnback, members with prior year purchases less than $5,000 are eligible for fixed earnback when a target is met or exceeded.
5. Specific discounts and benefits are subject to change throughout the year. Visit FordPSN.com for active discounts, promo codes, and benefit updates.
6. Available to the general public.
7. Message and data rates may apply.
8. As a member of the Professional Service Network, you will receive quarterly email updates, regardless of your email opt-in status..



Independent used auto dealerships with on-site repair facilities and no OEM affiliation are welcome in PSN!

Ford PSN Member Dashboard

Monitor your dashboard regularly to access all PSN resources, including Ford service information, Motorcraft Technical Training, as well as award status.

Ford Video, eNewsletter and Tech Articles

Access Ford Tech Talk videos, Motorcraft Minute eNewsletters, and Technician insights.

Stay Up-to-Date on the Latest Ford and Motorcraft Programs

Opt in for texts[7] and emails[8] including product information, offers and incentives from Ford Dealers and Ford Authorized Distributors.

Visit your PSN dashboard for details on rebates, discounts, benefits, and purchase targets!

Email: support@FordPSN.com

Call: 800-404-4980 (9:00 am – 7:00 pm ET M - F)

View your PSN Dashboard at: FordPSN.com