



NEW 2009 FORD F-150

PRESS MATERIALS





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“The Ford F-150 is an American icon. Ford is the truck leader, and F-150 customers expect and demand the best truck on the market.”

– Mark Fields, Ford’s president of The Americas.





Ford has more truck customers than any company in the world – and we listen to them every day. More than 33 million F-Series have been built in the past 60 years. And today, Ford has more F-Series pickups on the road with 250,000 miles on them than anyone in the truck business.

F-150 MILESTONES



1948

1948

– F-Series debuted with the half-ton F-1



1975

1953

– F-100 pickup introduced, replacing F-1

1955

– Modern overhead valve V-8 replaced flathead V-8

1959

– Ford introduced its first 4x4 F-Series pickup

1965

– Twin-I-Beam suspension introduced

1974

– Ford debuted first F-Series Super Cabs



1997

1975

– F-150 introduced

1978

– Ford debuted 'Built Ford Tough' marketing slogan



2004

1993

– First SVT F-150 Lightning debuted

1997

– Redesigned F-Series introduced

1999

– Ford Harley-Davidson™ F-150 introduced



2009

2001

– F-150 SuperCrew introduced for full second-row seating

2003

– All-new 2004 F-150 redefined the modern pickup

2008

– New 2009 F-150 debut

F-150



NEW FORD F-150: MORE CAPABILITY, MORE CHOICE, MORE 'SMART' FEATURES FOR AMERICA'S TRUCK



The vision for Ford's truck team was clear: Redesign America's favorite truck inside and out to give customers unrivaled capability, unprecedented choice and a host of smart, game-changing features.

The result is the new 2009 Ford F-150, the new benchmark in the full-size pickup segment from the industry's truck leader – which has built more than 33 million F-Series pickups since 1948.

The Ford truck team adopted a holistic, 360-degree approach to revamping the new 2009 F-150 – from its segment-first features to the tough new exterior highlighted by a dramatic three-bar grille and more spacious, flexible and refined interior, to the unparalleled choice of cab styles and trim levels – including a new Platinum series that redefines truck luxury.

The improvements are just as dramatic beneath the sheet metal. A new high-strength, lighter-weight chassis is the backbone that allows this tough truck to deliver more horsepower, better fuel economy and safety, and additional towing and payload capacity.

"The Ford F-150 is an American icon," said Mark Fields, Ford's president of The Americas. "Ford is the truck leader, and F-150 customers expect and demand the best truck on the market

"Our team not only met those expectations, they exceeded them with the new 2009 F-150," Fields added. "With Ford's product-led transformation in full swing, the new F-150 could not have come at a better time – for Ford and for our customers."

In all, more than 1,000 Ford engineers, designer, researchers and others worked together to develop the new 2009 F-150. The team drew inspiration by listening to Ford's large customer base.

BUILT WITH QUALITY

Ford vehicle quality is on par with the best in the business.

Scores among customer quality surveys and third-party quality studies soared for Ford Motor Company vehicles in 2007, reaffirming changes to the company's product development and manufacturing processes within the last several years.

The 2009 F-150 team put quality and reliability front and center when developing Ford's most durable F-Series ever. Specifically:

- The team tested 18,000 design elements on a virtual model of the new truck to ensure parts would meet Ford's high standards – before ever building a prototype.
- Actual prototypes of the new F-150 endured 4.5 million miles of real-world and laboratory 'Built Ford Tough' torture testing during development.
- The new F-150 withstood punishment in quality tests in grueling environments where genuine truck customers use their pickups – ranging from rough roads to mountain tops – and in a full range of weather conditions.
- Ford's assembly workers are working on ways to build quality into each new F-150 – months before Job 1 – at the New-Model Quality Center. The facility is located in the historic Rouge Manufacturing Complex, near Ford's Dearborn (Mich.) Truck Plant. The 2009 F-150 will be built there – as well as at the Kansas City Assembly Plant in Claycomo, Mo.

Customers will be able to see and feel the new F-150's 'Built Ford Tough' quality for themselves this fall, when the truck goes on sale.



“Before we started working on the new truck, we continued the conversation with people who use these trucks every day for work and play,” said Matt O’Leary, chief engineer of the 2009 F-150. “We went to their ranches, their job sites and their homes, making sure we crafted features that would improve their ownership experiences and, really, their lives.”

The results will be clear to customers when the new 2009 F-150 rolls off assembly lines at Ford’s Dearborn (Mich.) Truck Plant and Kansas City Assembly Plant in Claycomo, Mo – and as the new F-150 goes on sale in dealer showrooms this fall.

Most Capable

Ford F-150 customers tackle tough jobs when they work and play, and they need a full-size truck that rises to the challenge. The current F-150 is already the most capable truck on the market, but Ford’s truck team drove capability to new levels with the 2009 model.



New F-150 delivers class leading towing and hauling.

The improvement starts with the 2009 F-150’s fully boxed frame constructed with hydroformed and high-strength steel side rails. The lightweight frame delivers 10 percent more torsional rigidity, which delivers increased durability and safety. The sturdy chassis also paved the way for the new 2009 F-150 to improve upon the current model’s class-leading towing and hauling capability across all cab configurations.

“The new, improved chassis helps deliver additional payload and towing capacity as well as improved fuel economy, which we know is top of mind for customers,” O’Leary said.

Thanks to the strength of the frame and comprehensive package of standard safety equipment, including side-curtain air bags, the new F-150 is engineered to earn top safety ratings from the National Highway Transportation Safety Administration and the Insurance Institute for Highway Safety.

Complementing the modern frame is a high-tech suite of features that ensures the F-150 is sure-footed and safe in all driving and load conditions. The new F-150 offers segments-first standard AdvanceTrac® with RSC® (Roll Stability Control) and Trailer Sway Control, plus available Rearview Camera Assist as well as Integrated Trailer Brake Controller, a segment first on light-duty pickups.

The interior of the new 2009 F-150 SuperCrew offers more usable space for moving more people and gear thanks to a 6-inch stretch that improves rear seat legroom and cargo capacity. A mechanically articulated second-row seat flips up and out of the way. Combined with a truly flat load floor, the feature gives the new SuperCrew class leading 57.6 cubic feet of space behind the front seats and can accommodate items up to 47.9 inches tall, such as a flat-screen TV that needs to be hauled from the electronics store to home.



“The new, improved chassis helps deliver additional payload and towing capacity as well as improved fuel economy, which we know is top of mind for customers.”

– Matt O’Leary, chief engineer of the 2009 F-150



New F-150 FX4 is built with the off-road enthusiast in mind.

Most Choice

Ford's F-Series may be America's best-selling vehicle, but one-size-fits-all does not apply to today's truck buyer. From the Texas rancher to the general contractor in Florida, F-150 customers have different needs and tastes.

In response, Ford's truck team designed a truck that offers more choice than any full-size truck on the market. With three cab styles, four box options and seven unique trim levels, the F-150 comes in 35 different configurations to meet the widest range of customer needs and wants – all delivered with quality.

Customers can choose from the no-fuss XL workhorse, to the sporty STX and off-road capable FX4, to the mid-range XLT. For those looking for tough luxury, Ford offers the high-end Lariat and King Ranch F-150 models.

New for the 2009 F-150 is the Platinum series, the most luxurious F-150 ever and the answer to a perennial question: Just how high-end do truck customers want to go?

The striking F-150 Platinum features a satin chrome grille with fine mesh inserts, 10-way captain's chairs upholstered with top-quality leather, tuxedo stitching and embroidered logos on the seatbacks. Satin gloss Lacrosse Ash woodgrain accents give the dash, center console and doors an upscale look and feel. Standard 20-inch, 16-spoke polished aluminum wheels give the truck a commanding presence on the road.

With more customers interested in personalizing their trucks, Ford is offering the largest selection of wheels in the segment with 13 offerings across the F-150 lineup.

Under the hood, the new F-150 will be powered by three modern V-8 engines, mated to either a 4-speed or a new fuel-efficient 6-speed automatic transmission.

VIRTUAL BUILDING IN QUALITY



Ford quality was designed into the 2009 F-150 at the earliest stages of the vehicle's creation, using digital tools in product development and manufacturing. For example, at Ford's Digital Pre-Assembly laboratory, 18,000 design elements were evaluated as the truck was drawn on a computer screen to ensure each part met Ford's own high standards, which were obtained from customer input. Due to the rigor of the digital processes, manufacturing issues were virtually eliminated in the first physical prototypes of the truck – where quality is built in.

TOUGH TRUCK TESTING

The definition of “Built Ford Tough” is rooted in a series of grueling tests designed to ensure quality, durability and dependability. Prototypes of America’s favorite truck logged nearly 4.5 million miles of real-world customer durability testing in some of the most extreme conditions possible. From the bitter cold of the Arctic to the blazing heat of the Arizona desert, Ford’s real-world testing for all its vehicles covers a gauntlet of demanding procedures conducted in torturous terrain. It’s complemented by a battery of lab-based tests designed to induce more damage than the toughest customer can dole out.



The engines include:

5.4-LITER, 3-VALVE TRITON V-8, which has been optimized for better performance with improved horsepower and torque and is capable of running on E85 (85 percent ethanol and 15 percent gasoline), pure gasoline or any blend in between.

4.6-LITER, 3-VALVE V-8, which is new for F-150. Both the 5.4-liter and 4.6-liter 3-valve V-8’s utilize open valve injection. This unique feature improves the flow of fuel into the combustion chamber, which results in an increase in horsepower during towing and reduced emissions.

4.6-LITER, 2-VALVE V-8, a third V-8 choice in the lineup that delivers more horsepower with the same fuel economy performance as the outgoing truck’s V-6.

This all-V-8 engine lineup delivers a fleet-average 1 mpg improvement in fuel economy versus the outgoing F-Series.

Diesel and EcoBoost gas turbo direct injection engines are planned for F-150 in 2010 as well.

Most ‘Smart Features’

Ford researchers spent thousands of hours listening to truck buyers to gain inspiration for a host of the smart new features for the new 2009 Ford F-150.

It starts with the clever interior, which features a flow-through console that’s been lengthened by approximately 2 inches and is large enough to stow two or more laptop computers. Special ridges are molded into the edges of the bin to accommodate file folders. The console also has a multi-tiered, removable tray and locks to protect valuables.

More than 30 storage areas are built into the interior, ranging from a bin on the top of the instrument panel to a number of small spaces designed to accommodate tools like cell phones, MP3 players, PDAs and gate access cards.



New F-150 flow-through console features storage space for two or more laptop computers.

A redesigned, more ergonomic shifter remains on the console. New, larger buttons and switches are ergonomically designed and within easy reach and view of the driver. A USB port and auxiliary MP3 player input are conveniently mounted on the dash. Two 12-volt outlets are located on the dash and center console.



Easy Fuel™ takes the mess out of refueling.

Even the pickup box on the new F-150 breaks the mold with clever and capable features the competition cannot match. The class-leading cargo capacity of 65.5 cubic feet is only the beginning of the story.

The F-150's pickup box is made easier to use, more flexible and accessible with such new features as Ford's industry-exclusive Tailgate and Box Side Steps, Stowable Bed Extender and Cargo Management System.

"These features are impressive on their own. For the customer who uses their pickup box five, six or seven times a day, these innovations together make a huge difference," O'Leary said.

That same kind of logic drove the team to include other clever features on the truck, including Ford's Easy Fuel™ Capless Fuel-Filler System. When fueling is completed and the nozzle is removed, the system automatically seals shut, reducing emissions.

The new 2009 Ford-150 also will allow truck customers to be connected to the world like never before. Ford has been working with Microsoft, Sony and SIRIUS to offer customers leading technologies to help them stay connected with their lives while on the road including:

INDUSTRY-EXCLUSIVE FORD SYNC™, a voice-activated, hands-free, in-vehicle communications and entertainment system offers even more functionality for the 2009 model year, with 911 Assist and Vehicle Health Report.

SIRIUS TRAVEL LINK™ that, when combined with voice-activated navigation, will provide users with a suite of data services including real-time traffic, coast-to-coast weather conditions and fuel price information for over 120,000 gas stations.

VOICE-ACTIVATED NAVIGATION that integrates several functions, including voice-recognition destination entry, climate control and SIRIUS satellite radio into one easy-to-use system, displaying them on an 8-inch touch screen display.

SONY AUDIO SYSTEM features 700 watts of power, 5.1 Surround sound and 10 Sony speakers and amps and is certified by Sony to deliver a unique, rich listening experience.

"We know how important the F-150 is to our customers," said O'Leary. "With the new 2009 F-150, we are delivering a top-quality truck lineup that is second-to-none in capability, features and a range of choices that will continue to make Ford America's favorite truck."

NEW-MODEL QUALITY CENTER

Ford also has taken steps to ensure that quality is built into the new F-150. The company has dedicated a quality-focused manufacturing facility for the new truck – the New-Model Quality Center – at the historic Rouge Manufacturing Complex. This facility has been used to prove out manufacturing feasibility, conduct rigorous vehicle evaluations and train plant employees on assembly processes unique to the new F-150. Employees will train on workstations built to replicate those in the chassis and final assembly areas. Two workstations allow in-depth study of the 2009 F-150's new frame. At two additional workstations – with platforms that raise and lower to the employee's height and job requirements – employees will learn installation procedures of new parts and components.





NEW FORD F-150: MOST CAPABLE

“Capability is currency for many F-150 customers, that’s why our team has been working so hard to deliver the most capable trucks for our customers, right down to the new F-150’s laser-edge welds that are five times stronger than other trucks’ traditional spot welds. F-150 owners expect that whether they use these trucks on the job site – or for play – they’re truly ‘Built Ford Tough.’”

– Mike Crowley, Ford Truck and SUV group marketing manager.



New F-150 features a stronger and lighter frame.

The new Ford F-150 remains the most capable half-ton pickup on the market and for 2009 further builds its capability by strengthening the frame while making it lighter, improving horsepower throughout the lineup, boosting fuel economy, adding more usable interior space to SuperCrew models and offering even more standard safety features.

“Capability is currency for many F-150 customers,” said Mike Crowley, Ford Truck and SUV group marketing manager. “That’s why our team has been working so hard to deliver the most capable trucks for our customers, right down to the new F-150’s laser-edge welds that are five times stronger than other trucks’ traditional spot welds. F-150 owners expect that whether they use these trucks on the job site – or for play – they’re truly ‘Built Ford Tough.’”

Improved Chassis Helps Get the Job Done More Efficiently

The new 2009 Ford F-150 features a fully boxed frame constructed from hydroformed high-strength steel side rails – and cross members that pass through the frame rails – for increased durability and safety.

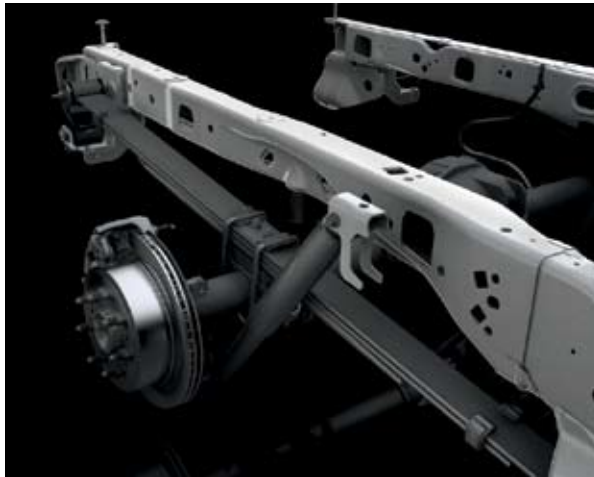
The high-strength steel does double duty, providing about 10 percent more torsional rigidity, enabling engineers to finely tune chassis components, while also contributing to a 100-pound weight reduction versus the 2004 F-150.

“The new, improved chassis helps deliver additional payload and towing capacity as well as improved fuel economy, which we know is top of mind for customers,” said Matt O’Leary, chief engineer of the new 2009 F-150. “At the same time, we’ve improved the new F-150’s driving dynamics, delivering a truck that’s

consistently sure-footed in all driving situations and load conditions, regardless of the weather.”

F-150's double wishbone short- and long-arm front suspension with coil over shocks shares components with the Ford Expedition, although it has been further refined for the F-150.

Double ball joint links allow for more precise steering inputs.



New F-150 longer leaf springs provide improved ride.

The Hotchkiss-designed rear suspension mounts the rear shock absorbers outboard of the frame rails for a smoother ride and improved body control. The revised suspension features 6-inch-longer leaf springs. The springs are extended forward to provide better lateral compliance and refined rear axle steer characteristics.

The FX4 features an Electronic Locking Differential axle designed for true off-road performance. There is also a special 17-inch LT tire available to further enhance off-road capability. All 4x4 trucks offer a choice of manual or electronic shift-on-the-fly four-wheel-drive systems.

The F-150's four-channel Anti-lock Braking System (ABS) not only improves braking performance but provides the necessary foundation for enabling technologies like AdvanceTrac® with RSC® and the integrated trailer brake controller. A large brake booster and master cylinder offer more responsive braking with a better pedal feel and less noise and vibration.



New F-150 is tough enough to handle any terrain.

LASER EDGE WELDING

The body shops at Dearborn Truck and Kansas City Assembly, where the 2009 F-150 will be built, are utilizing state-of-the-art, precision lasers to mate the roof and body-side panels to the truck's new roof structure.

The new roof structure features the industry's first use of DP-780 super high-strength, dual-phase steel in the ultra-strong hydroformed front structure. The high-strength steel tubes run from the base of the A-pillar up through the roof, forming what is essentially a safety cage around the vehicle's occupants. The structure also features the first use of Boron steel in the B-Pillar.

As the trucks move through the fully automated body assembly area, three 4.4-kilowatt, robotic, solid-state YAG lasers work simultaneously to weld the roof and body side joints to the hydroformed tubes.

The concentrated laser energy vaporizes the metals to a temperature greater than 10,000 degrees F, and as the material cools it fuses together to form a continuous seam down both sides of the F-150's roof. Additionally, sophisticated real-time computer vision systems are used to ensure the quality of the seam is maintained on each and every truck.

“The shear strength of a continuous laser seam weld is significantly greater than traditional spot welds,” said Todd Gray, 2009 F-150 Body Construction launch leader. “On a SuperCrew truck with more than five feet of roof seam that strength is equivalent to more than 180 spot welds, quite a few more than the 26 welds typically used to secure the roof on a truck.

More importantly for the customer, the stiffer, tighter structure contributes to improving safety and delivering a quieter, more refined ride.

“The flat load floor and fold-up rear seat allow for a much better use of cargo space. After F-150 customers find their way to their favorite electronics store on their 8-inch navigation screen in the instrument panel, they have enough room to safely and securely load their new large flat-screen television into the flat-load floor and take it home.”

– Matt O’Leary, chief engineer



New F-150 Super Crew features 57.6 cu. ft. of cargo space behind the front seats.

Size Matters, F-150 Delivers

In addition to improved payload and towing capacity, the new 2009 F-150 SuperCrew cab offers more usable space for moving more people and gear – thanks to a 6-inch stretch that improves rear seat legroom and cargo capacity.

A mechanically articulated second-row seat flips up and folds against the back of the cab by simply pushing up on the seat bottom, a move easily done with one hand. The new SuperCrew’s longer door moves the B-pillar further back, improving the driver’s peripheral vision and allowing easier loading and unloading of the truck’s rear seating area.

“The flat load floor and fold-up rear seat allow for a much better use of cargo space,” O’Leary said. “After F-150 customers find their way to their favorite electronics store on their 8-inch navigation screen in the instrument panel, they have enough room to safely and securely load their new large flat-screen television into the flat-load floor and take it home.”



New F-150 Super Crew interior features comfortable seating for five adults.

The flip-up seats combined with the flat-load floor allows items up to 47.9 inches tall to be stored safely from the outside elements and secured in the locked cab. The total cargo space behind the front seats is a class-leading 57.6 cu. ft.

The center section of the front bench seat features hidden, and on Lariat models the center section of the back seat folds down into an armrest for rear seat passengers.

Easy on the Ears

Beneath its skin, the new F-150 uses a comprehensive sound package and class-exclusive features to deliver a quiet and refined ride.

An exclusive Quiet Steel® dash panel combines with an expanded absorber on the engine side of the dash panel to limit the amount of unwanted noise coming from the engine compartment.

A single-piece substrate under the instrument panel replaces the former multi-piece unit, reducing the risk of squeaks and rattles and boosting perceived quality. The Regular Cab utilizes a soft-trim back panel to improve interior quietness. All models receive a new acoustic headliner.

The F-150 Platinum adds a laminated windshield and ultra-light, more absorptive carpeting and additional insulation in the dash panel, doors and back panel to deliver the kind of quiet ride that's expected of today's luxury vehicles.

"The F-150 Platinum is quieter inside than the Lexus LX 450, according to tests that combined scores for wind noise, road noise and harshness measured at highway speeds," O'Leary said. "We set the bar high with this truck, because we know customers equate quietness with quality."

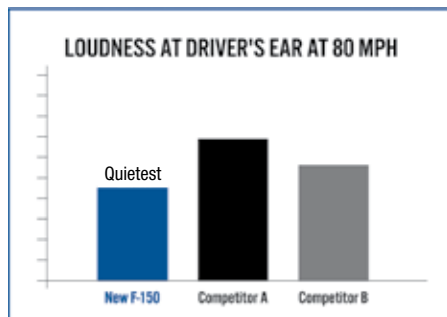
All new F-150s have been tuned from top to bottom to reduce NVH, including all the exterior body panels. Computer models were made to determine where to add curvature and grooves to the metal panels to reduce vibration. New powertrain mounts, in addition to being more durable, also deliver vibration-free performance at idle and while cruising on smooth roads.

The powertrain was tuned to optimize vehicle dynamics, shift quality and durability while reducing unwanted noise and vibration. For example, the standard 6-speed transmission on the 5.4-liter and 4.6-liter 3-valve V-8s reduces gear whine by 10 to 15 dB versus the outgoing 4-speed unit.

*Quiet Steel is a registered trademark of Material Sciences Corporation



Tests have proven that combined scores for wind noise, road noise and harshness measured at highway speeds put the F-150 Platinum just ahead of the Lexus LX 450 for interior quietness.



MARS MODEL

The new Ford F-150's segment-leading quiet ride stems in part from an ingenious technology called the Multi Activation Regression Simulation (MARS) model. Sound technicians use the MARS computer model to balance different sound inputs coming into the vehicle – from the powertrain, wind and the road – and make all the sounds blend harmoniously.

"There are some vehicles out there that sound unbalanced. They are good for two of the three attributes, say wind and road noise, but are pretty bad for powertrain noise," said Mark McCarthy, Ford Truck NVH Engineering manager. "What we've done with the new F-150 is focus less on getting each attribute as quiet as possible and work on getting all the levels in balance so the vehicle sounds and feels a little bit more harmonious."

The sound balancing exercise and having such precise control over all the sound attributes allowed engineers to focus on the engine note, introducing certain frequencies back into the truck to give the engine a pleasing, powerful sound.

"What we've done with the new F-150 is focus less on getting each attribute as quiet as possible and work on getting all the levels in balance so the vehicle sounds and feels a little bit more harmonious."

– Mark McCarthy, Ford Truck NVH Engineering manager

BUILDING ON SAFETY LEADERSHIP

The 2009 F-150, with an all-new hydro-formed steel body structure including an industry first use of tubular ultra-high strength steel, is engineered to earn top safety ratings from the National Highway Transportation Safety Administration and the Insurance Institute for Highway Safety.

Standard safety equipment includes: AdvanceTrac® with RSC®, ABS; Safety Canopy™ side curtain air bags with roll-fold technology for enhanced head protection in rollovers and side impacts; front seat-mounted side air bags; Personal Safety System; and new seats and restraints designed to earn a “Good” rating from IIHS in low-speed rear-end collision testing.

“We listen when customers tell us that performance is much more than horsepower and torque numbers. For them, it’s all about towing and hauling, and this powertrain lineup delivers the class-leading capability that customers demand.”

– Matt O’Leary, chief engineer

V-8 Powertrain Lineup

The new F-150’s engines do more than sound good.

THE 5.4-LITER, 3-VALVE

TRITON V-8 has been optimized for better performance with improved horsepower and torque and is capable of running on E85 (85 percent ethanol and 15 percent gasoline), pure gasoline or any blend in between.

THE 4.6-LITER, 3-VALVE V-8 is new for F-150. Both the 5.4-liter and 4.6-liter 3-valve V-8s utilize open valve injection. This unique feature improves the flow of fuel into the combustion chamber and allows for more precise control of the combustion process. This results in an increase in horsepower during towing and higher rpm operations along with an improvement in emissions.

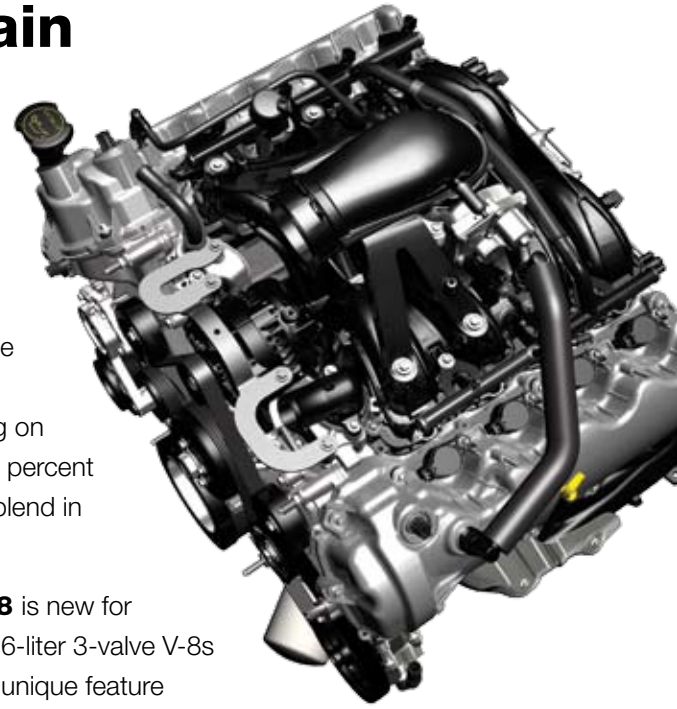
THE 4.6-LITER, 2-VALVE V-8 is the third V-8 choice in the lineup and delivers more horsepower and torque with the same fuel economy numbers as the outgoing V-6.

All three engines are full LEVII capable, meeting California’s Tier 2 Bin 4 tailpipe and evaporative emissions regulations.

“We’re including Ford-tested-tough V-8 engines throughout our F-150 lineup,” O’Leary said. “We listen when customers tell us that performance is much more than horsepower and torque numbers. For them, it’s all about towing and hauling, and this powertrain lineup delivers the class-leading capability that customers demand.”

The 5.4-liter and 4.6-liter 3-valve V-8s are mated to standard 6-speed automatic transmissions. The 6-speed has been designed to meet the demands expected of America’s most-capable pickup while delivering a significant improvement in performance feel and a fuel economy increase of about 1 mile per gallon.

All internal components of the smooth-shifting 6-speed have been upgraded to handle higher torque capacities; these include more robust clutch packs, bigger pump and bigger output shaft. The transmission’s hydraulic system also was beefed up to enable improved idle speeds and improved converter clutch duty cycles.



The 5.4-liter, 3-valve Triton V-8



NEW FORD F-150: MOST CHOICE

The new 2009 Ford F-150 offers customers the most choice with more configurations than any other half-ton pickup on the market. With three cab styles, four box options and seven unique trim levels, the F-150 comes in 35 different configurations to meet the widest range of customer needs and wants.

2009 Ford F-150			
CAB	BED	TRIM LEVEL	OFFERINGS
Regular	8 foot styleside	XL, XLT	2
Regular	6.5 foot styleside	XL, STX, XLT	3
Regular	6.5 foot flareside	STX, XLT	2
SuperCab	8 foot styleside	XL, XLT	2
SuperCab	6.5 foot styleside	XL, STX, XLT, FX4, Lariat	5
SuperCab	6.5 foot flareside	STX, XLT, FX4	3
SuperCab	5.5 foot styleside	STX, XLT, FX4, Lariat	4
SuperCrew	5.5 foot styleside	XL, XLT, FX4, Lariat, King Ranch, Platinum	6
SuperCrew	6.5 foot styleside	XL, XLT, FX4, Lariat, King Ranch, Platinum	6
SuperCrew	6.5 foot flareside	XLT, FX4	2
TOTAL			35

New All Around

“When we talk with truck owners, they tell us about all of the ways we can improve the functionality of their trucks and they always tell us not to mess with the design,” said Patrick Schiavone, Design director, Ford Trucks and SUVs.

“We’re listening to our customers, adding grille treatments to give each model a distinct appearance while still maintaining the signature tough look F-150 fans have come to know and love.”

Inspired by the 2008 Ford F-Series Super Duty, the new F-150 three-bar grille is flanked by large nostrils and new jeweled headlamps that wrap into the edges of the fenders. A sculpted power dome hood raises the truck two inches adding to its presence.

The basic grille design has been tailored to reflect the character of each of the trim levels:

- The XL workhorse features the simplest execution of the new grille design – this no-fuss look is ready for the toughest jobs.
- Rugged black grilles on the STX and FX4 with body color surrounds signal a sportier, active character.
- A chrome grille and bumper give midrange XLT models a tough, confident appearance.
- The higher series Lariat, King Ranch and Platinum models are differentiated by the refined toughness of the fine mesh grille inserts and unique finishes.



XL



STX



XLT



FX4



LARIAT



KING RANCH



PLATINUM



FORD TRUCK CONNECTS WITH CUSTOMERS

Ford is connecting with truck customers where they work and play through strategic alliances with leading partners that appeal to their interests and passions.



TOBY KEITH:

Ford Truck's partnership with entertainment superstar Toby Keith continues to grow with exclusive integration into each of his last five concert tours and through product placement in songs, music videos, Ford truck ads, consumer promotions and Hollywood movies. Sixty percent of full-size pickup truck customers are country music fans, and many identify strongly with the self-proclaimed Ford Truck Man, Keith, who is a third-generation Ford truck owner.



New F-150 tailgate stands out from all other pickup truck tailgates.

Every series of the 2009 F-150 features a new tailgate, which features a graphic abstraction of the three-bar grille. The three feature lines stamped into the tailgate tie to the taillamps and curves up at the top, forming a lip that improves the truck's aerodynamic performance and provides space for the Tailgate Step.

"Pickup trucks all look the same from the back," said Schiavone. "We wanted to do something that would set the F-150 apart, add visual interest and provide another detail to reward truck fans who pay as much attention to the details as we do."

The 2009 F-150's badges are new, too. Displayed on the front fenders, the new badges are reminiscent of hand-crafted belt buckles. The new design features a bold, italic F-150 on a sculpted silver base with the trim level series designation inset in smaller type.





F-150 Goes Platinum

Toughness comes standard with the new 2009 F-150. But Ford is offering truck buyers still more choice with a broader truck lineup that now provides a new answer to the question: Just how high-end do truck customers want to go?

Reaching beyond even Lariat and King Ranch models, the new F-150 Platinum offers even greater levels of tough luxury without compromising any 'Built Ford Tough' truck capabilities.

The F-150 Platinum wears its own unique chrome grille with fine eggcrate mesh set into the three horizontal chrome bars.

Monotone paint is accented by chrome-capped mirrors, chrome front and rear bumpers and standard 20-inch, 16-spoke chrome-clad wheels.

Power-deployable running boards are also available.

The Platinum tailgate features a brushed metal appliqué that adds an extra touch of luxury to the back of the truck.

Inside, the F-150 Platinum features upscale luxury appointments.

Rich Stone or Dark Sienna 10-way power captain's chairs and console cover are upholstered in one of the finest leathers available in Ford Motor Company vehicles.

Tuxedo stitching and embroidered logos on the headrests add an additional touch of luxury to the interior.

Satin Gloss Rippled Lacrosse Ash woodgrain accents the center of the dash, center console and doors. Architectural elements on the dash, doors and console trim are finished in stamped, brushed aluminum – a detail usually reserved for top-line luxury cars.

FORD TRUCK CONNECTS WITH CUSTOMERS

MONSTER JAM:

Ford truck's is co-presenting sponsor of Monster Jam, the country's largest monster truck series. It reaches core truck buyers through 70 events nationwide, unique promotions like Monsters on Mainstreet and the Built Ford Tough monster truck, "Blue Thunder."



THE PROFESSIONAL BULL

RIDERS:

The Professional Bull Riders (PBR) is called the "toughest sport on dirt," making it a perfect fit for the toughness that



F-Series trucks exhibit

on a daily basis. In

addition, forty-four percent of F-Series buyers watch or attend bull-riding events. Ford partnered with PBR in 2001 as a presenting sponsor and became the title sponsor of their premier series in 2003. Ford leverages the partnership through event exposure in 34 cities, unique promotions and ownership of Super Duty the bull.

NASCAR:

Ford Racing



continues to be a major force in each of NASCAR's top series. Ford trucks are promoted as the official truck of NASCAR at each race to tap into the large and loyal pickup audience that follows the sport. Two-thirds of Ford Truck owners are racing fans with 60 percent of these owners specifically following NASCAR. Consumer promotions like the 'Built Ford Tough' Race to the Dream provide fans with unique opportunities to experience the sport up close.

FORD TRUCK CONNECTS WITH CUSTOMERS

AMERICAN QUARTER HORSE ASSOCIATION:

The American Quarter Horse Association (AQHA) is the premier equestrian organization in the world and trucks play a key role in the lives of its members. Ford marks the seventh consecutive year as the 'Official Truck' of the AQHA in 2008.



FFA (FORMERLY FUTURE FARMERS OF AMERICA):

Ford partners with the National FFA by engaging and supporting students who will be the future leaders in agribusiness. Ford is FFA's longest automotive supporter with a 57-year legacy, including the largest annual corporate donation of over \$1 million to support student scholarship and leadership programs.



CABELA'S:

Seventy-six percent of F-Series buyers hunt and fish so Ford is the official truck of Cabela's, the world's largest retail, mail order and Internet outdoor outfitter. Ford trucks are prominently placed at Cabela's stores nationwide and featured in Cabela's publications and TV programming.



THE HOME DEPOT:

Ford partners with The Home Depot to reach core truck owners who are contractors and do-it-yourself experts. Ford hosted "Ford Truck Contractor Days" events at nearly 100 Home Depot stores across the country in 2007 to showcase new F-Series commercial and retail pickups.



New F-150 interior features upgraded materials and new finishes.

Interior Sets New Standards for Comfort and Flexibility

The full lineup of new F-150s will redefine the standard for truck interiors, delivering unexpected levels of refinement, quality, comfort and craftsmanship.



The flow-through center console is lengthened by about two inches.

delivered on the game-changing interiors in 2004 and brought home the new trucks with architectural elements finished in real woods and metals that help the new F-150 interior look like it's been 'built,' rather than designed."

The new F-150's flow-through center console is lengthened by approximately two inches and is large enough to stow two or more small laptop computers. Special ridges are molded into the edges of the bin to accommodate file folders. The console also has a multi-tiered, removable tray for storing loose change and locks to protect valuables.

More than 30 storage areas are built into the interior, ranging from a bin on the top of the instrument panel to a number of small spaces designed to accommodate tools like cell phones, MP3 players, PDAs and gate access cards.

"Customers tell us that they spend an awful lot of time conducting business from their trucks, so we've worked hard to ensure the new F-150's interior is both functional and comfortable," said Michael Arbaugh, F-150 interior design chief. "We raised the bar on ourselves, pushing even beyond what we



F-150 features new, more functional center stack design.

A redesigned, more ergonomic shifter remains on the console. The interior also retains the circular air vents that have become a hallmark of F-150 design, but they now feature a small tab mounted inside to help more easily direct air flow.

New, larger buttons and switches are ergonomically designed and within easy reach and view of the driver. A USB port and auxiliary MP3 player input are conveniently mounted on the dash, next to the controls for the optional integrated brake controller.

Two 12-volt outlets are conveniently located, one on the dash and one in the center console.

Door panels are designed to provide more elbowroom for passengers, and large map pockets stretch the full width of all four doors on SuperCab and SuperCrew. XLT, FX4, Lariat and Platinum models have real metal speaker covers in the doors, a feature often reserved for high-end luxury SUVs and the aftermarket.

All-new seats are made with upgraded materials and expertly trimmed with fine stitching. The new seat design is more comfortable and includes power recline, power adjustable lumbar and heating and cooling functions.

“Ford customers are passionate about their trucks, whether it’s a base work truck or top-of-the-line Platinum,” said Schiavone. “On the new F-150, we’re delivering higher-quality materials and finishes on every series, so each customer enjoys an interior that looks a cut above what they previously had – and it will be more durable, too.”

Designers used easy-to-clean materials on all the touch points – spots where boots may scuff the door and where dirty hands will use knobs and toggles. Seats wear more durable fabrics that feature a textured weave with a softer feel. Satin-finished leathers create a different take on tough luxury, while the obsidian paint and wood and textured trim patterns are deeper and richer.

WHEELS, WHEELS, WHEELS

More than 50 percent of truck owners modify their vehicles in some way for work, for play or to simply make a personal statement. With that in mind, the new Ford F-150 makes available the largest selection of high-quality wheels in the segment with 12 unique offerings.

The base workhorse XL model offers two 17-inch wheel options; the sportier STX model offers 17- and 18-inch wheel options; the XLT model adds a 20-inch wheel option in addition to a unique 18-inch option; the FX4 features a standard 17-inch off-road wheel and offers a unique 20-inch option; Lariat models offer unique 18- and 20-inch wheels; the King Ranch model offers 18- and 20-inch unique painted wheels and the Platinum comes standard with 20-inch wheels.





NEW FORD F-150: MOST 'SMART' FEATURES

CLASS LEADING NEW FEATURES

- Box Side Step*
- Tailgate Step*
- Stowable Bed Extender
- Cargo Management System
- Midbox Storage
- Easy Fuel™ Capless Fuel-Filler System*
- Ford SYNC™ V2.0*
- SIRIUS Travel Link™*
- Voice-Activated Navigation
- Sony Audio System**
- AdvanceTrac® with RSC®
- Trailer Sway Control**
- Integrated Trailer Brake Controller**
- Tow-Haul Mode
- Reverse Camera System

* Industry exclusive

** Segment exclusive



The new 2009 Ford F-150 builds on its segment-leading capability, with industry- and class-exclusive “smart” features aimed at making the pickup an even more skillful tool.

Most Capable Pickup Box

The new F-150 features the most capable pickup box in the segment. It starts with class-leading cargo capacity of 65.5 cu. ft. when properly equipped, made more flexible and accessible with new bed-centered features.

“When we introduced the taller pickup box on the 2004 F-150, we heard from customers that they loved the extra cargo capacity but they were having trouble accessing the box from the side,” said Matt O’Leary, chief engineer of the 2009 Ford F-150. “We watched them try and jump up on the tire, use the edge of the running board or carry a milk crate to use as a step. They told us that we should just take the box height back down – but taking away cargo capacity from customers seemed counterintuitive, so we went to work on smart solutions that make the box even more functional.”



New F-150 box side step makes accessing the front of the box easy.

Among them:

BOX SIDE STEP, which helps customers gain access to the front of the pickup box. This industry-first innovation, available on 6.5-foot and 8-foot Styleside boxes, is mounted firmly to the frame and tucks neatly beneath the underside of the box when not in use. The 11-inch wide step extends out from under the box with the push of a button and is easily stowed by pushing it back in. The system mounts one step on each side of the box for full access; each step can support up to 500 pounds.

TAILGATE STEP, first introduced on the 2008 F-Series Super Duty. This ingenious feature is popular with a nearly 50 percent take rate. It is made of high-strength steel and is fully integrated into the tailgate. To use, simply lower the tailgate to the down position and slide the step out and drop it down into the step position. A grab handle folds up and out of the tailgate to provide extra support when using the Tailgate Step, supporting up to 300 pounds.

CARGO MANAGEMENT SYSTEM, which is factory-installed and available on any truck with a 6.5-foot Styleside box. It provides easy-to-use secure storage of all types of cargo. The basic system comes with two side rails and a pair of cast aluminum cleats rated for 600 pounds. Available side-mounted, blow-molded plastic tool bins can hold up to 60 pounds and feature double-wall construction, providing a water-tight, thermal barrier that can even keep beverages cold.

STOWABLE BED EXTENDER, which can extend storage space to the end of the bed, or it can sit inside the tailgate leaving a small, enclosed section that keeps cargo from sliding forward near the cab. When not in use, this innovative extender separates into two pieces that fold and snap securely to the sides of the bed, allowing full space and functionality of the bed.

That same kind of logic drove the team to include other clever features on the truck, including the **EASYFUEL™ CAPLESS FUEL-FILLER SYSTEM**. This customer convenience helps to reduce evaporative emissions that create smog and global warming. When fueling is completed, and the nozzle is removed, the system automatically seals shut.

This feature is expected to be a hit with customers, which is why Ford is rolling it out on new vehicles – cars and trucks alike.

LOCKABLE STORAGE



The innovative Midbox is a storage system that's mounted in front of the standard pickup box and behind the cab. Available on Regular Cab with 145-inch wheelbase and SuperCab with 163-inch wheelbase, Midbox provides an additional 26.3 cubic feet of protective, lockable storage for tools and other valuable equipment without compromising the use of the full pickup bed. Rugged steel construction features double-paneled doors that are accessible from both sides of the vehicle. The doors lock and unlock with the same key that operates the driver's door, and the dent-resistant exterior door panels are fitted with factory Ford door handles for an integrated look. Latches feature double-bitted keys and lock tumblers designed to provide exceptional security. In addition, commercial grade sealing provides a weather- and dust-resistant interior compartment.

“These might not seem like a big deal, but for the customer who uses the bed of their pickup five, six or seven times a day, these little features are really meaningful.”

– Matt O’Leary, chief engineer

“Towing a trailer or boat can be intimidating, especially for people who don’t do it often. Hooking up the trailer can be difficult, and feeling in control of the load on the road is challenging, too. That’s why we’re equipping the new F-150 with the same towing features Super Duty customers have come to love – and adding even more content for F-150 owners.”

– Don Ufford, chief engineer, Ford Truck Engineering

The Ultimate Towing Vehicle

The new 2009 F-150 offers the most towing capability in the segment and features segment-exclusive technologies and features engineered and built with towers in mind.

They include:

ADVANCE TRAC® WITH RSC® is standard on all F-150 models. The system can predict the vehicle’s path using a sensor to detect and measure oversteer and yaw by monitoring the vehicle’s speed, throttle position and steering wheel angle. When the system senses wheel slip or the loss of traction, it applies braking where needed to keep the truck tracking safely on its intended path. Unlike competitors’ systems, this Ford-exclusive system uses a second gyroscopic rate sensor to accurately measure the vehicle’s roll rate. If a significant roll rate is detected, the system applies additional countermeasures to enhance vehicle roll resistance.

TRAILER SWAY CONTROL works in conjunction with AdvanceTrac® with RSC® and can determine from the yaw motion of the truck if the trailer is swaying and take measures – such as applying precise braking or reduced engine torque – to bring both vehicle and trailer under control.

INTEGRATED TRAILER BRAKE CONTROLLER is factory-installed and allows direct operation of the trailer’s electronic brakes by squeezing the control module on the instrument panel with more confidence than the typical aftermarket system.

TOW-HAUL MODE changes shift points under acceleration, keeping the truck at a higher rpm and further up in the power range. Tow-haul also prevents the transmission from upshifting when the vehicle crests a hill, and it provides downhill braking that allows the transmission to downshift, letting engine-compression braking slow the vehicle and maintain a steady speed.

REVERSE CAMERA SYSTEM mounts a small camera below the Ford oval badge in the center of the tailgate that is activated when the truck is shifted into reverse, giving the driver a clear view behind the vehicle. The video image is displayed on the navigation screen on trucks equipped with that option or on the self-dimming rearview mirror on trucks without the navigation system. The system provides the visibility needed to back up to a trailer and precisely line up the hitch. The screen image includes an industry-first centerline and colored guides giving the driver a better perspective of the vehicle’s center point and periphery.



New F-150 delivers the most towing capability in the segment.

Most Connected

Ford has been working with Microsoft, Sony and SIRIUS to offer customers leading technologies to help them stay connected with their lives while on the road.

A host of new technologies will be available on the new 2009 F-150.

Among them:

FORD SYNC™, a hands-free, voice-activated hands-free in-car communication

and entertainment system developed by Ford and Microsoft. The system fully integrates most Bluetooth-enabled mobile phones and digital media players, providing customers hands-free cell phone and music selection capabilities.

SIRIUS TRAVEL LINK™, an industry-leading technology that, when combined with the voice-activated navigation system, will provide users with a unique, information-rich in-car experience. The suite of data services includes real-time traffic data with accident and incident information, coast-to-coast weather data including current conditions and five-day forecasts, fuel price information for over 120,000 gas stations. Travel Link also offers sports scores and schedules and a listing of over 4,500 movie theaters with movie times, theater addresses, movie synopses and more.

VOICE-ACTIVATED NAVIGATION, which integrates several functions including voice recognition destination entry, climate control and SIRIUS satellite radio into one easy to use system, displaying them on an 8-inch touch-screen display. The navigation system's text-to-speech function calls out street names while in route to a destination and reads incoming text messages when the system is linked to SYNC. The integrated DVD player is capable of reading CD-Audio, MP3 CDs, DVD, DVD-Audio and DVD-ROM (for digital map updates). A music jukebox function stores more than 150 hours of music.

SONY AUDIO SYSTEM features 700 watts of power, 5.1 Surround Sound, Sony Matrix Surround Sound and 10 Sony speakers and amps and is certified by Sony to deliver a unique, rich listening experience for every Ford or Mercury vehicle.

"Ford has spent years listening to our F-150 customers, and as the truck leader, we take our responsibility to deliver the right tools for them very seriously," said O'Leary. "Before we started working on the new truck, we continued the conversation with people who use these trucks every day for work and play. We went to their ranches, their job sites and their homes, making sure we crafted features that would improve their ownership experiences and, really, their lives."



New F-150 offers truck customers industry exclusive technologies like SIRIUS Travel Link™.

SYNC V2.0

SYNC will offer more functionality for the 2009 model year, with 911 Assist and Vehicle Health Report provided with no monthly fees.

911 ASSIST: When a phone is properly paired, turned on and connected to SYNC, the system will be ready to assist in placing a call to a local 911 emergency operator in the event of an air bag-deploying accident. The key advantage of SYNC 911 Assist is speed, as calls are placed directly to local 911 operators. A SYNC-assisted call should reach 911 operators faster than competitive systems, as there are no handoffs and no need to speak to a call-center operator.

VEHICLE HEALTH REPORT (VHR):

This feature will allow customers to stay connected to their vehicle's condition and maintenance schedule. In creating a vehicle health report, SYNC will gather relevant information from the major vehicle control modules and package the diagnostic data into a usable format. That data packet will then be sent to Ford via an 800 number automatically dialed using the customer's paired and operable mobile phone. The whole process, which in some vehicles will include a routine check of more than two dozen systems, takes a matter of minutes.



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