



THE NEW '09

F150



EARLY PREVIEW

BEST...

Capability

Choice

Smart Solutions

Safety Features

Reliability Durability



F-150 XL



F-150 STX



F-150 XLT



F-150 FX4



F-150 Lariat



F-150 Lariat with King Ranch Package



F-150 Lariat with ALL-NEW Platinum Package

*Take a look...
The NEW '09 F-150 offers much MORE
than may first catch your eye.*

THE NEW '09

F150



BEST

Capability Strength

Stronger, more powerful, better fuel economy,⁽¹⁾ more towing capability and payload.
Because when it comes to trucks, confidence is what it's all about.

- The updated fully boxed frame is lighter, with high-strength and hydroformed steel side rails to help increase torsional rigidity
- Leaf springs are 6 inches longer and attach farther forward on the frame
- All-V8 engine lineup features:
 - 5.4L 3V SOHC Triton® V8 engine with flexible fuel capability (FFV) and 6-speed automatic with Tow/Haul mode
 - New 4.6L 3V SOHC Triton V8 engine and 6-speed automatic with Tow/Haul Mode
 - 4.6L 2V SOHC Triton V8 engine with 4-speed automatic — V8 power with same fuel economy as outgoing V6
- Standard 6-speed automatic transmission with 4.6L 3V and 5.4L 3V V8 engines
- Increased towing and cargo capacity across all cab configurations
- New Maximum Trailer Towing Package available on XL Regular and SuperCab, XLT, FX4 and Lariat
- A number of smart, innovative features, including:
 - Trailer Sway Control
 - Rear View Camera
 - Electronic Locking Differential (FX4)
 - Available integrated Trailer Brake Controller
 - Available Ford Work Solutions™ with on-board PC, Tool Link™, Crew Chief™ and Cable Lock™

⁽¹⁾ Fuel economy claim based on preliminary Ford testing.



F-150 FX4 SuperCrew



F-150 Platinum Interior
(pre-production prototype shown)

BEST

Smart Solutions Innovation

This truck offers true comfort along with the latest technology, more space, smart innovations, and all-new softer, more comfortable seats.

Just wait until you get in. You won't want to get out.

- Ford SYNC™⁽²⁾
- SIRIUS® Travel Link™ combines with voice-activated navigation for real-time traffic, coast-to-coast weather, fuel prices for 120,000 stations and more
- Voice-activated Navigation System combines voice recognition with climate control and SIRIUS Satellite Radio into one, easy-to-use system displayed on the 8-inch touch screen
- The Sony® audio sound system features 700 watts, 5.1 surround sound, and 10 Sony speakers



**BEST
Choice**

Styling



F-150 Lariat SuperCrew 4x4 with Lariat Chrome Package

- More interior room with the SuperCrew 6-inch stretch providing more rear-seat leg room and cargo capacity, a flat loadfloor behind the rear seats
- The flow-through console is longer
- Over 30 storage areas keep everything from mobile phones to file folders off the dash and neatly, appropriately stored within easy reach
- Smart solutions make using the cargo box easier
 - Cargo Management Accessory Package
 - Box Side Steps
 - Tailgate Step
 - Stowable Bed Extender
- Easy Fuel™ capless fuel filler system standard on all models



This truck is tough and looks great.

The 2009 F-150 gives customers a choice of three box lengths and two box styles.

There's a lot more new than first meets the eye.

- 35 different configurations
- New wheel lineup
- Grille treatments give each model a distinct appearance
- New badges accent the fenders and tailgate
- New jeweled headlamps and sculpted power dome hood
- A redesigned tailgate
- More functional center stack design with large buttons and switches

NEW PLATINUM PACKAGE OFFERS THE ULTIMATE IN TRUCK LUXURY

- Satin finish grille surround with chrome mesh insert
- Monotone paint, chrome-capped mirrors and chrome front and rear bumpers
- Upscale, luxurious interior



⁽²⁾ Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so.



MORE Reliability Durability

When you add durability to strength, power, capability and safety the result is more reliability — which is exactly what your customers want.

- New improved chassis features an updated, fully boxed ladder frame with high-strength hydroformed steel side rails
- Torsional stiffness is increased over the 2008 design, yet chassis is lighter for increased fuel economy
- Laser-edge welds at roof and bodyside are five times stronger than '08's traditional spot welds
- Decreased NVH (noise, vibration and harshness) thanks to:
 - Quiet Steel⁽³⁾ laminated dash panel
 - Acoustic headliner
 - Single-piece substrate under instrument panel
 - New powertrain mounts

⁽³⁾ Quiet Steel is a registered trademark of MSC.

MOST Safety Features

Ford produces some of the most advanced safety technology in the world.

You often can't see technology ... especially safety technology. But with F-150, it's standard:

- Safety Canopy[®] side curtain airbags with roll-fold technology
- Front-seat-mounted side airbags
- Segment-first standard AdvanceTrac[®] with RSC[®] (Roll Stability Control™)
- Trailer Sway Control helps control the vehicle and the trailer
- F-150 expects top crash test ratings from the NHTSA (National Highway Traffic Safety Administration) and the IIHS (Insurance Institute for Highway Safety)
- Standard Personal Safety System[®]



F-150 with Platinum Package



The NEW '09 Ford F-150 —
The **Smartest**
and **Toughest**
F-150 EVER!

New '09 Ford F-150 Technology and Smart Innovation Highlights

Performance & Handling

- All-V8 lineup
- Flexible Fuel Capability — 5.4L 3V V8 only
- 6-Speed Automatic Transmission
- Electronic Locking Differential
- Factory-installed, fully integrated Trailer Brake Controller
- Trailer Sway Control
- High-strength steel side rails (frame)

Comfort & Convenience

- Ford SYNC™
- SIRIUS® Satellite Radio
- SIRIUS Travel Link™ offering Traffic Data, Weather, Fuel Prices, Sports, Movies
- Voice-activated Navigation System
- Sony® 6-disc In-dash CD Changer with MP3 Capability
- Cargo Management Accessory System
- Stowable Pickup Box Extender
- Tailgate Step
- Box Side Steps
- Ford Work Solutions™

Design & Styling

- New wheel lineup
- Increased rear-seat leg room in SuperCrew
- Wide variety of side mirrors
- Over 30 interior storage spaces
- New, more functional center stack design
- Power adjustable pedals

Safety & Security

- AdvanceTrac® with RSC® (Roll Stability Control™)
- Personal Safety System®
- Safety Canopy®
- Front-seat-mounted side airbags
- Ultra-high-strength steel roof structure
- Hydroformed steel in body structure

Quality, Reliability & Durability

- High-strength steel side rails (frame)
- Laser-edge welds at roof and bodyside
- Quiet Steel⁽¹⁾ laminated dash panel

⁽¹⁾ Quiet Steel is a registered trademark of MSC.



Retailer Education & Training

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