Powerful Products and Money-Saving Commercial Truck Upfit Incentives

Program Period: August 1, 2010 – July 31, 2011
FORD TRUCK COMMERCIAL CONNECTION - www.fordtoughtruck.com

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Get connected to Ford Truck Commercial Connection and check out current retail incentives at www.fordtoughtruck.com

FORD TRUCK COMMERCIAL CONNECTION UPFIT INCENTIVES-AT-A-GLANCE

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Up to $500 Upfit Assistance 1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>X</td>
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<tr>
<td>$500 Upfit Assistance 2</td>
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<td>-</td>
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<td>-</td>
<td>X</td>
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<tr>
<td>$1,000 Upfit Assistance 3</td>
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<td>X</td>
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<tr>
<td>$1,500 Snow Plow Upfit Assistance 4</td>
<td>-</td>
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<td>X</td>
<td>-</td>
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</tr>
<tr>
<td>$1,200 Upfit Assistance 5</td>
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<td>X</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>No Charge Interior System 6</td>
<td>-</td>
<td>-</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Pickups: Flat Bed, Stake Trucks, Tow Trucks, Plow, Service/Utility Trucks, Van/Box, Spreaders, Work Trucks, Utility Trucks
Chassis Cabs: Beverage Trucks, Box/Utility Trucks, Flat Bed/Service/Utility Trucks, Utility Trailer, Tow Trucks
E-Series Cargo Vans: EconoCargo® Interior Systems, QuietFlex® Cargo Van Interior Systems

FORD TRUCK AVAILABLE UPFITS

FORD TRUCK AVAILABLE UPFITS

Incentives That Mean Business
Ford's long history in the commercial vehicle market is backed by a reputation of quality, power, dependability and value. Ford Truck Commercial Connection Incentives offer even more value to your business with added purchasing power.

Get Incentives Online
Log-on to www.fordtoughtruck.com, click the Pre-Certify tab and pre-certify your business to get valuable incentives and advantages.

Memo: For all offers take new retail delivery from dealer stock by 7/31/11. See dealer for complete details.

3 Snow Plow Upfit Assistance valid on F-Series Super Duty Pickups with 47B, 47S or 473 packages with upfits costing $1,200 or more.
2 Available on 2008 - 2011 model year vehicles with upfits costing $1,200 or more, excludes available factory-installed options.
1 Receive Upfit Assistance for the cost of the upfit up to $500. Unit must contain a ship-thru code of 31D or 31C to be eligible for up to $500 Upfit Assistance. Non ship-thru orders are only eligible for a maximum of $400 Upfit Assistance on upfits costing $200 or more.
Small Snow Plow Upfit Assistance valid on F-Series Super Duty Pickups with 47B, 47S or 473 packages with upfits costing $1,200 or more.
E-Series Cargo Vans equipped with EconoCargo® Storage System, Racks and Bin System by Macrack or EconoCargo® Interior Systems are ineligible for any other FTCC Incentives and require rear vinyl floor covering (Option Code 163).
Transit Connect Van: Leggett & Platt®; Sortimo®; Katerack® and Adrian Steel® Interior Systems

Welcome! For full details take any retail delivery from dealer stock by 7/31/11. See dealer for complete details.
FORD RANGER
CAPABLE AND ECONOMICAL
Performs at the pump better than any pickup in America, delivering 22 city/27 hwy mpg. It’s also the only compact pickup to offer a 7-ft. cargo box for fleet customers.

INCENTIVE OFFER:
$500 Upfit Cash*

FORD F-150
AN AMERICAN CLASSIC
With an EPA-estimated 21 highway mpg5 and best-in-class6 towing and payload, no wonder F-150 is part of America’s best-selling line of trucks.

INCENTIVE OFFER:
RANGER PICKUP $500 Upfit Cash*
F-150 PICKUP $500 Upfit Cash*

2011 RANGER FEATURES:
- Two engine choices: 2.3L DOHC I-4 and 4.0L SOHC V6
- Maximum 9,500 lbs. GVWR2
- 100,000-mile tune-up interval3
- Class III trailer tow capacity (4.0L V6 only)
- Standard 6-ft. cargo box and available 7-ft. cargo box (flea
- 17, 19.5 or 20.3-gallon fuel tank capacities
- Four pickup box tie-downs
- Rear jump seats on SuperCab models, standard
- Air conditioning, standard

SAFETY & SECURITY:
- AdvanceTrac™ with Roll Stability Control™
- SecuriLock™ anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Driver and Passenger front and side airbags4

Ford Work solutions™ Offerings:
- Cable Lock System
- Crew Chief™
- In-dash Windows® CE computer with touch screen®
- Tool Link™
(See Page 18 For Details.)

RANGER PICKUP ENGINES
ENGINE Horsepower (hp @ rpm) Torque (lb.-ft. @ rpm)
2.3L DOHC 16-valve I-4 143 @ 5,250 154 @ 3,750
4.0L SOHC 12-valve V6 207 @ 5,650 238 @ 3,000

2011 F-150 FEATURES:
- New engines: 3.5L Twin Turbo EcoBoost™, 3.7L FFV V6, 5.0L FFV V8 and 6.2L V8
- New 6-speed SelectShift Automatic™ transmission
- 11,300-lb. maximum towing capability and 3,060-lb. maximum payload2
- Four-wheel vented disc brakes with ABS
- Power side-view mirrors
- Power windows and door locks
- Quick-release tailgate with key lock and tailgate assist

SAFETY & SECURITY:
- AdvanceTrac™ with Roll Stability Control™
- SecuriLock™ anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System™
- Driver and Passenger front and side airbags4

F-150 ENGINES
ENGINE Transmission Horsepower (hp @ rpm) Torque (lb.-ft. @ rpm)
3.5L EcoBoost 6-speed automatic with tow/haul mode TBD @ TBD TBD @ TBD
3.7L FFV V6 6-speed automatic with tow/haul mode 302 @ 6,500 276 @ 4,000
5.0L FFV V8 6-speed automatic with tow/haul mode 360 @ 5,750 380 @ 4,500
6.2L V8 6-speed automatic with tow/haul mode 411 @ 5,500 434 @ 4,500

* Available on trucks costing $1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible. Not all features listed are standard or available on all models. See Dealer for details.

F-150 XLT SUPERCREW
RANGER XLT SUPERCAB

1 4x2 with 2.3L I-4 engine and 5-speed manual transmission. Based on 2011 EPA-estimated mileage.
2 When properly equipped.
3 Under normal driving conditions with routine fluid and filter changes.
4 Always wear your safety belt and secure children in the rear seat.
5 2010 EPA-estimated 15 mpg city/21 hwy with 4.6L 3-valve 4x2.
6 Class is non-hybrid Full-Size Pickups under 8,500 lbs. GVWR. Best-in-class payload when properly equipped.
7 Late availability.
ALL-NEW F-250, F-350 & F-450 SUPER DUTY

BEST-IN-CLASS TOWING* & FUEL ECONOMY*

Ford Super Duty Pickups work hard – and smart – with best-in-class fuel economy2 (Gas or Diesel) and best-in-class 5th-wheel towing3.

F-250–F-450 INCENTIVE OFFER:
$500 Upfit Cash*

2011 SUPER DUTY PICKUP FEATURES:
- Two all-new Ford designed and built engines: 6.7L Power Stroke® V8 B20-capable Turbo Diesel and 6.2L FFV Gas V8
- All-new TorqShift® 6-speed SelectShift Automatic™ Transmission
- 5th-wheel/Giooseneck hitch prep package
- Best-in-class 5th-wheel towing – tows up to 24,400 lbs.3
- Built Ford Tough® trailer hitch receiver
- Integrated trailer brake controller
- Up to 33,000 lbs. GCWR1
- Trailer Sway Control with Hill Start Assist
- 4.2-inch LCD Productivity Screen

SAFETY & SECURITY:
- AdvanceTrac® with Roll Stability Control™
- SecuriLock® anti-theft ignition
- Tire Pressure Monitoring System
- SOS Post Crash Alert System®
- Driver and Passenger front and side airbags4
- Fail-Safe Engine Cooling System (Gas Engines)

FORD WORK SOLUTIONS™ OFFERINGS:
- Cable Lock System
- Crew Chief™
- In-dash Windows® Ce computer with touch screen5
- Tool Link™

1 F-450 when properly equipped.
2 Based on Ford drive-cycle testing of comparably-equipped 2011 Ford and 2010 competitive models.
3 Class is Full-Size Pickups over 8,500 lbs. GVWR. Based on comparison of 2010 MY competitive models. GVWR and GCWR when properly equipped.
4 Always wear your safety belt and secure children in the rear seat.
5 Late availability.
* Available on upfits costing $1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. F-Series Super Duty Pickups are eligible for $1,000 Upfit Assistance with a snow plow upfit. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible. Not all features listed are standard or are available on all models. See dealer for details.
ALL-NEW F-350, F-450 & F-550
SUPER DUTY
CHASSIS CABS

READY TO CARRY THE LOAD

All-new 2011 models are more capable than ever, with new engines, Ford TorqShift® SelectShift Automatic™ transmissions and a class exclusive1 Live-Drive Power Takeoff (PTO).

FORD WORK SOLUTIONS™
OFFERINGS:

• Crew Chief™
• In-dash Windows® CE computer with touch screen3

(See Page 18 For Details.)

F-350 F-550 INCENTIVE OFFER:
$1,000 Upfit Cash*

SAFETY & SECURITY:

• SecuriLock® anti-theft ignition
• Side-intrusion door beams
• SOS Post Crash Alert System™
• Driver and Passenger front and side airbags4
• Fail-Safe Engine Cooling System (Gas Engines)

1 Class is Chassis Cab Trucks under 22,000 lbs. GVWR.
2 Always wear your safety belt and secure children in the rear seat.
3 Trailer Brake Controller verified to be compatible with electronically actuated drum brakes only.
4 Late availability.

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2011 F-350 – F-550 SUPER DUTY® CHASSIS CABS ENGINES AND TRANSMISSIONS

<table>
<thead>
<tr>
<th>MODEL</th>
<th>Engine</th>
<th>Transmission</th>
<th>Horsepower (hp @ rpm)</th>
<th>Torque (lb-ft @ rpm)</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-350</td>
<td>6.2L 2V FFV V8</td>
<td>TorqShift® 6-speed Automatic</td>
<td>316 @ 4,179</td>
<td>397 @ 4,179</td>
<td>Standard</td>
</tr>
<tr>
<td></td>
<td>6.7L Power Stroke® V8 Turbo Diesel</td>
<td></td>
<td>300 @ 2,800</td>
<td>660 @ 1,600</td>
<td>Optional</td>
</tr>
<tr>
<td>F-450</td>
<td>6.8L 3V V10</td>
<td>TorqShift 6-speed Automatic</td>
<td>362 @ 4,750</td>
<td>457 @ 3,250</td>
<td>Standard</td>
</tr>
<tr>
<td></td>
<td>6.7L Power Stroke V8 Turbo Diesel</td>
<td>TorqShift 6-speed Automatic</td>
<td>300 @ 2,800</td>
<td>660 @ 1,600</td>
<td>Optional</td>
</tr>
<tr>
<td>F-550</td>
<td>6.8L 3V V10</td>
<td>TorqShift 6-speed Automatic</td>
<td>362 @ 4,750</td>
<td>457 @ 3,250</td>
<td>Standard</td>
</tr>
<tr>
<td></td>
<td>6.7L Power Stroke V8 Turbo Diesel</td>
<td>TorqShift 6-speed Automatic</td>
<td>300 @ 2,800</td>
<td>660 @ 1,600</td>
<td>Optional</td>
</tr>
</tbody>
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2011 F-350 – F-550 SUPER DUTY CHASSIS CABS MAXIMUM CAPACITIES (LBS.)

<table>
<thead>
<tr>
<th>MODEL</th>
<th>Conventional Towing</th>
<th>5th-wheel Towing</th>
<th>Payload</th>
<th>GVWR</th>
<th>GCWR</th>
</tr>
</thead>
<tbody>
<tr>
<td>F-350 SRW</td>
<td>12,500</td>
<td>16,000</td>
<td>4,762</td>
<td>11,500</td>
<td>23,500</td>
</tr>
<tr>
<td>F-350 DRW</td>
<td>15,000</td>
<td>16,500</td>
<td>7,220</td>
<td>13,300</td>
<td>24,500</td>
</tr>
<tr>
<td>F-450</td>
<td>16,000</td>
<td>21,400</td>
<td>9,976</td>
<td>16,500</td>
<td>30,000</td>
</tr>
<tr>
<td>F-550</td>
<td>16,000</td>
<td>26,400</td>
<td>12,711</td>
<td>19,500</td>
<td>35,000</td>
</tr>
</tbody>
</table>

* Available on upfits costing $1,200 or more. Excludes available factory-installed items. Take new retail factory door dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.

Not all features listed are standard or are available on all models. See dealer for details.
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**F-650 & F-750 SUPER DUTY CHASSIS CABS**

**LEGENDARY HAULING AND TOWING STRENGTH**

A huge range of upfit possibilities, Cummins® Turbo Diesel and your choice of Allison® and Eaton Fuller® transmissions— all part of what makes F-650 and F-750 Super Duty Chassis Cabs some of the most depended-on commercial vehicles in America.

**INCENTIVE OFFER:**

**F-650 & F-750 SUPER DUTY CHASSIS CABS**

$1,500 Upfit Cash*

---

**F-650/F-750 CHASSIS CAB FEATURES:**

- The only 4-door SuperCab in its class
- F-750 is Class 8 capable with a GVWR of 37,000 lbs.
- Standard 6.7L Cummins® Turbo Diesel engine delivers up to 360 hp and 800 lb.-ft. torque
- Standard Allison® 5-speed transmission
- Meritor® WABCO Hydraulic Power Brake (HPB) system with Meritor Quadraulic™ Calipers
- Chrome-steel front bumper
- Up to 145-gallon fuel tank capacity
- Three cab styles: Regular Cab, SuperCab or Crew Cab
- Dual, rectangular, 7.5-in. x 16.5-in. stainless steel mirrors, standard
- Motorcraft® 12-volt, 625-CCA batteries (2), standard
- Air conditioning, standard

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**F-650 / F-750 CHASSIS CAB RATINGS**

<table>
<thead>
<tr>
<th>RATINGS</th>
<th>F-650 Pre Loader Min. – Max.</th>
<th>F-650 Min. – Max.</th>
<th>F-750 Min. – Max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powertrain hp/torque (lb.-ft.)</td>
<td>200/520 – 360/800</td>
<td>200/520 – 360/800</td>
<td>200/520 – 360/800</td>
</tr>
<tr>
<td>GVWR (lbs.)</td>
<td>22,000 – 26,000</td>
<td>26,000 – 29,000</td>
<td>31,000 – 37,000</td>
</tr>
<tr>
<td>Front axle (lbs.)</td>
<td>8,500 – 10,000</td>
<td>8,500 – 10,000</td>
<td>10,000 – 14,000</td>
</tr>
<tr>
<td>Rear axle (lbs.)</td>
<td>13,500 – 17,500</td>
<td>17,500 – 19,000</td>
<td>21,000 – 23,000</td>
</tr>
<tr>
<td>Rear springs (lbs.)</td>
<td>17,500</td>
<td>15,500 – 20,000</td>
<td>23,500 – 31,000</td>
</tr>
<tr>
<td>Rear air suspension (lbs.)</td>
<td>12,000 – 18,500</td>
<td>18,500 – 20,000</td>
<td>20,000 – 23,000</td>
</tr>
</tbody>
</table>

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**F-650 / F-750 CHASSIS CAB DIMENSIONS**

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>F-650 Pre Loader Min. – Max.</th>
<th>F-650 Min. – Max.</th>
<th>F-750 Min. – Max.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase/Cab-to-axle</td>
<td>134/60 – 242/168</td>
<td>146/72 – 281/207</td>
<td>146/72 – 281/207</td>
</tr>
<tr>
<td>Low Cab</td>
<td>110/50 – 205/144</td>
<td>122/60 – 242/168</td>
<td>122/60 – 242/168</td>
</tr>
<tr>
<td>Crew Cab</td>
<td>170/60 – 254/144</td>
<td>182/72 – 278/168</td>
<td>182/72 – 266/156</td>
</tr>
</tbody>
</table>

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1 Optional equipment varies by model. See your dealer for details.
2 Class 8 and 7 Chassis Cabs
3 When properly equipped.
4 Available on upfits costing $1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details.
5 Not all features listed are standard or are available on all models. See dealer for details.
TRANSIT CONNECT

2010 NORTH AMERICAN TRUCK OF THE YEAR

Available in a variety of Van and Wagon configurations, Transit Connect fits in city alleys and parking structures, and gets best-in-class 3 fuel-economy — a combined 23 mpg.

2011 TRANSIT CONNECT FEATURES:
- 2.0L Duratec® I-4 engine, 4-speed automatic transmission
- Available Engine Prep Package for conversion to compressed natural gas (CNG) or propane (LPG)
- 1,600 lbs. maximum payload3
- Front independent MacPherson strut suspension with stabilizer bar and rear multi-leaf spring suspension with stabilizer bar
- Sliding side cargo doors and 180° opening rear doors (255° option on XLT)
- 135.3 cu. ft. cargo capacity
- Available in 2-seat van and 5-seat wagon models
- SecurLock® passive anti-theft ignition system
- Reverse Sensing System
- Rear air/heat blower with passenger controls (Taxi only)
- Flexible interior storage systems available from Katerack®, Sortimo®, Leggett & Platt® Commercial Vehicle Products and Adrian Steel

SAFETY & SECURITY:
- AdvanceTrac® with Roll Stability Control™
- Collapsible steering column
- Driver and Passenger front and side airbags4
- Tire Pressure Monitoring System
- Electronic Passive Anti-Theft System (XLT)
- AdvanceTrac®
- SecuriLock®
- Available in 2-seat van and 5-seat wagon models
- 2010 NORTH AMERICAN TRUCK OF THE YEAR

2010 TRANSIT CONNECT XLT VAN

IMPRESSIONS OF THE YEAR

• Crew Chief (not available with in-dash computer)
• In-dash Windows® CE computer with touch screen5
• Tool Link™ (requires in-dash computer)5

FORD WORK SOLUTIONS™ OFFERINGS:
- Crew Chief (not available with in-dash computer)
- In-dash Windows® CE computer with touch screen5
- Tool Link™ (requires in-dash computer)5

(See Page 18 For Details.)

2010 E-SERIES CARGO VAN ENGINE AVAILABILITY

<table>
<thead>
<tr>
<th>AVAILABILITY</th>
<th>Engines</th>
<th>Transmissions</th>
<th>Horsepower (hp @ rpm)</th>
<th>Torque (lb-ft @ rpm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>4.6L FFV V8</td>
<td>4-Speed Auto. O/D</td>
<td>225 @ 4,800</td>
<td>286 @ 3,500</td>
</tr>
<tr>
<td>Standard</td>
<td>6.8L V10</td>
<td>5-Speed Auto. O/D</td>
<td>305 @ 4,250</td>
<td>420 @ 3,250</td>
</tr>
</tbody>
</table>

Ford Work Solutions™

- In-dash Windows® CE computer with touch screen5
- Tool Link™5
- Crew Chief

(See Page 18 For Details.)

E-SERIES CARGO VANS

AMERICA’S BEST SELLING FULL-SIZE VAN FOR 31 YEARS

Impressive capability everywhere you look:
Up to 278 cu. ft. of cargo room, standard double-wall construction, sliding or hinged side cargo doors, trade-specific upfitter packages and a whole lot more.

FORD WORK SOLUTIONS™ OFFERINGS:
- In-dash Windows® CE computer with touch screen5
- Tool Link™5
- Crew Chief

(See Page 18 For Details.)

E-SERIES CARGO VANS INCENTIVE OFFER: $1,200 Upfit Cash**

FORD WORK SOLUTIONS™

- Crew Chief (not available with in-dash computer)
- In-dash Windows® CE computer with touch screen5
- Tool Link™ (requires in-dash computer)5

2011 Ford Transit Connect Taxi

With its spacious passenger and cargo capacity, agile handling and best-in-class fuel economy, Transit Connect Taxi makes other taxis obsolete. Coming in late 2010.

KATERACK INTERIOR SYSTEM
SORTIMO INTERIOR SYSTEM
LEGGETT & PLATT SYSTEM
ADRIAN STEEL SYSTEM

E-SERIES CARGO VAN FEATURES:
- Three engine options: 4.6L FFV V8, 5.4L FFV V8 or 6.8L V10
- 10,000 lbs. maximum towing power6
- Available upfitter switches
- Available E-Guard Cargo Protection System™, a segment exclusive
- Standard 172° rear cargo door opening
- Available 155-amp and 225-amp alternators
- 33-gallon fuel tank capacity

SAFETY & SECURITY:
- AdvanceTrac® with Roll Stability Control™
- Side-intrusion door beams
- Driver and Passenger front airbags4
- Tire Pressure Monitoring System
- Belt-Minder® — front safety belt reminder
- 4-wheel Anti-Lock Disc Brakes

2011 E-SERIES CARGO VAN PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)

<table>
<thead>
<tr>
<th>E-SERIES MODEL</th>
<th>Max Payload (lbs.)</th>
<th>Max GVWR (lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-150</td>
<td>3,260</td>
<td>8,600</td>
</tr>
<tr>
<td>E-150 Extended Length</td>
<td>3,190</td>
<td>8,600</td>
</tr>
<tr>
<td>E-250 Super Duty®</td>
<td>3,630</td>
<td>9,000</td>
</tr>
<tr>
<td>E-250 Super Duty Extended Length</td>
<td>3,480</td>
<td>9,000</td>
</tr>
<tr>
<td>E-350 Super Duty</td>
<td>4,050</td>
<td>9,500</td>
</tr>
<tr>
<td>E-350 Super Duty Extended Length</td>
<td>3,920</td>
<td>9,500</td>
</tr>
</tbody>
</table>

3 When properly equipped, Van GVWR is 5,005 lbs. Load rating represents maximum allowable weight of people, cargo and body equipment combined and is reduced by the weight of optional equipment. Always wear your safety belt and secure children in the rear seat.
4 With 6.8L V10. When properly equipped.
5 Always wear your safety belt and secure children in the rear seat.
6 With 6.8L V10. When properly equipped.
7 Not all features listed are standard or are available on all models. See dealer for details.
8 Available on upfits costing $1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details.
9 Available on upfits costing $200 or more. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details.
10 With 6.8L V10. When properly equipped.
11 Standard 172° rear cargo door opening.
12 Non ship-thru orders are only eligible for a maximum of $400 upfit assistance on upfits costing $200 or more. Take new retail delivery from dealer stock by 7/31/11. See dealer for details.
13 To be eligible for up to $500 upfit assistance. Non ship-thru orders are only eligible for a maximum of $400 upfit assistance on upfits costing $200 or more. Take new retail delivery from dealer stock by 7/31/11. See dealer for details.
14 Always wear your safety belt and secure children in the rear seat.
15 Leggett & Platt® Commercial Vehicle Products and Adrian Steel
16 To be eligible for up to $500 upfit assistance. Non ship-thru orders are only eligible for a maximum of $400 upfit assistance on upfits costing $200 or more. Take new retail delivery from dealer stock by 7/31/11. See dealer for details.
17 Ford Work Solutions™, a segment exclusive
18 Available on upfits costing $1,200 or more. Excludes available factory-installed options. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details.
### Interior Storage

**No Charge Racks and Bins Systems and Vocational Upgrades**

**QuietFlex Features:**
- Composite shelving and storage that reduce noise from settling cargo
- Removable modular tool/part box
- Snap-in shelf dividers (12)
- Lockable storage door
- Reduced weight from composite materials that helps increase fuel efficiency and payload benefits
- Plumbing/HVAC and Electrical contractor upgrades available

**Masterack Features:**
- Over 47 square feet of shelf space and more than 49 cubic feet of storage volume
- Two 37-inch shelf modules and one 53-inch shelf module with more than ten feet of storage bins
- High-strength steel, formed-in-stiffeners, fully hemmed shelves and a hard-as-nails finish for assurance of strength and durability

**Masterack Storage System - Superior to the Competition**

<table>
<thead>
<tr>
<th>ELEMENT COMPARISON</th>
<th>Ford E-Series QuietFlex Storage System (Option Code 96G)</th>
<th>GM Commercial Bin Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Retail Value</td>
<td>$2,495</td>
<td>$2,275</td>
</tr>
<tr>
<td>Total Shelf Surface Area</td>
<td>42.1 Sq. Ft.</td>
<td>38.5 Sq. Ft.</td>
</tr>
<tr>
<td>Lockable Storage</td>
<td>Standard – 4.9 Cubic Feet</td>
<td>Not Available in Base Package</td>
</tr>
<tr>
<td>Utility Hooks</td>
<td>Standard – Triple Hook</td>
<td>Not Available in Base Package</td>
</tr>
<tr>
<td>Adjustable Dividers</td>
<td>12 Standard</td>
<td>8 Standard</td>
</tr>
<tr>
<td>Sound Damping Impact Resistant Composite Shelves</td>
<td>Standard</td>
<td>Not Available in Base Package</td>
</tr>
</tbody>
</table>

**QuickFlex® Flexible Storage Systems Incentive Offer:**

$2,495 at no charge!

Option Code 96Q

**EconoCargo® Interior Storage System - Superior to the Competition**

<table>
<thead>
<tr>
<th>ELEMENT COMPARISON</th>
<th>Ford E-Series EconoCargo Interior System (Option Code 96G)</th>
<th>GM Commercial Bin Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Retail Value</td>
<td>$2,295</td>
<td>$2,275</td>
</tr>
<tr>
<td>Total Shelf Surface Area</td>
<td>42.1 Sq. Ft.</td>
<td>38.5 Sq. Ft.</td>
</tr>
<tr>
<td>Lockable Wheelwell Storage Cabinets</td>
<td>Two Standard – 8 Cubic Feet</td>
<td>Not Available in Base Package</td>
</tr>
<tr>
<td>3-Drawer Cabinets</td>
<td>Two Standard</td>
<td>One Standard</td>
</tr>
<tr>
<td>Utility Hooks</td>
<td>Triple Hook Standard</td>
<td>Not Available in Base Package</td>
</tr>
</tbody>
</table>

**QuickFlex® Racks and Bins Incentive Offer:**

$2,295 at no charge!

Option Code 96G

**EconoCargo® Interior Systems Incentive Offer:**

$1,995 at no charge!

Option Code 96B

**Vocational Upgrades**

**Contractor’s Upgrade**
Available with 96G1 or 96G2 (Option Code 667)
- Lockable Ladder Rack
- Crossbow
- Plumbing, Heating, Ventilation & Air Conditioning (HVAC) Service Upgrade
Available with 96G1 or 96G2 (Option Code 668)
- Additional Triple Hook
- Removable Parts Drawer

**Electrical Contractor/Appliance Repair Upgrade**
Available with 96G1 or 96G2 (Option Code 668)
- 12-Drawer Cabinet
- Wire Spool Rack
- Refrigerant Tank Rack
- Additional Triples (up to three 30-lb tanks)
- Removable Parts Drawer

**Add a Handy EconoCargo General Package Delivery Shelf**
Available with 96B2 (Option Code 66C)
- Two wire shelf modules 48” wide by 16” deep (Driver’s Side)
- Easily adjustable
- Designed for a perfect fit

---

*Steel Racks and Bin System by Masterack 1 QuietFlex® Interior Storage System 2 EconoCargo® Interior System

**96** includes installation fees, but does not include sales tax.

**96** EconoCargo Interior System is available for any after Ford Truck Commercial Connection purchase and requires new rear vinyl floor covering (Option Code 163). Low Cost Vocational Upgrades are available as additional incentives for only $490 out the door for dealers. Materials is a registered trademark of Leggett & Platt, Inc.
E-SERIES WAGONS

TRANSPORT UP TO 15 COMFORTABLY

An American favorite year after year, E-Series Wagons offer multiple seating configurations, advanced styling and capability combined with comfort.

E-SERIES WAGONS

INCENTIVE OFFER:

$1,000 Upfit Cash*

FORD WORK SOLUTIONS™ OFFERINGS:

• In-dash Windows® CE computer with touch screen
• Crew Chief

(See Page 18 For Details.)

2011 E-SERIES WAGON FEATURES:

• Three engines available: 4.6L FFV V8, 5.4L FFV V8 and 6.8L V10
• E-150 Wagons tow up to 7,000 lbs.¹
• E-350 Super Duty Wagons tow up to 10,000 lbs.¹
• Available Trailer Tow Package
• Side-intrusion door beams
• Rear cargo doors open a full 172º
• 33-gallon fuel tank capacity
• Standard center floor storage
• Available roof view camera
• Available premium audio system with HD radio, CD/MP3 player, navigation system and SIRIUS® Satellite Radio capability

SAFETY & SECURITY:

• AdvanceTrac® with Roll Stability Control
• Driver and Passenger front airbags³
• Belt-Minder® – front safety belt reminder
• Tire Pressure Monitoring System
• 4-wheel Anti-Lock Disc Brakes
• Energy-absorbing steering column
• Driver and Passenger front airbags³
• Belt-Minder® – front safety belt reminder
• Available Instrument Panel Message Center
• Available upfitter switches
• Available premium audio system with HD radio, CD/MP3 player, navigation system and SIRIUS® Satellite Radio capability

2011 E-SERIES WAGON PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)

<table>
<thead>
<tr>
<th>E-SERIES MODEL</th>
<th>Max Payload (lbs.)</th>
<th>Max GVWR (lbs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-150</td>
<td>2,710</td>
<td>8,800</td>
</tr>
<tr>
<td>E-350 Super Duty</td>
<td>2,710</td>
<td>8,800</td>
</tr>
<tr>
<td>E-350 Super Duty EL</td>
<td>3,010</td>
<td>9,500</td>
</tr>
</tbody>
</table>

* Available on upfits costing $1,200 or more. Excludes available factory-installed software. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental or other concessions are ineligible.

SEATING CONFIGURATIONS FOR UP TO 15

2011 E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS

THE BIGGEST SELECTION OF VAN-BASED CUTAWAYS

From emergency service to trade applications and shuttle transport, E-Series Super Duty Cutaways and Stripped Chassis are ready to handle any upfit.

E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS

INCENTIVE OFFER:

$1,000 Upfit Cash*

FORD WORK SOLUTIONS™ OFFERINGS:

• In-dash Windows® CE computer with touch screen
• Crew Chief

(See Page 18 For Details.)

2011 E-SERIES SUPER DUTY CUTAWAYS & STRIPPED CHASSIS HORSEPOWER AND TORQUE RATINGS²

<table>
<thead>
<tr>
<th>E-SERIES MODEL</th>
<th>Engine</th>
<th>Transmission</th>
<th>Horsepower (hp @ rpm)</th>
<th>Torque (lb.- ft @ rpm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-250</td>
<td>Triton® 4.6L V8</td>
<td>4-Speed Auto. / 0/D</td>
<td>225 @ 4,800</td>
<td>286 @ 3,500</td>
</tr>
<tr>
<td>E-350</td>
<td>Triton® 5.4L V8</td>
<td>4-Speed Auto. / 0/D</td>
<td>255 @ 4,500</td>
<td>350 @ 2,500</td>
</tr>
<tr>
<td>E-350 &amp; E-450</td>
<td>Triton® 5.4L V8</td>
<td>6-Speed Auto.</td>
<td>255 @ 4,500</td>
<td>350 @ 2,500</td>
</tr>
<tr>
<td>E-350 &amp; E-450</td>
<td>Triton® 6.8L V10</td>
<td>6-Speed Auto. with Tow/Haul Mode</td>
<td>305 @ 4,250</td>
<td>420 @ 3,250</td>
</tr>
</tbody>
</table>

³ Always wear your safety belt and secure children in the rear seat.
² In select series when properly equipped.
¹ When properly equipped.
⁴ Passenger side fuel capacity limited by weight distribution. 11 and 14 passenger center side seating prep package configurations available.
⁵ Always wear your safety belt and secure children in the rear seat.
⁶ Late availability.
⁷ Available on 138-in. SRW wheelbase with 5.4L V8 FFV only.
⁸ Select series when properly equipped.
⁹ 3.0L Turbo.
²³ Available on upfits costing $1,200 or more. Excludes available factory-installed software. Take new retail delivery from dealer stock by 7/31/11. Restrictions apply. See dealer for details. Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental or other concessions are ineligible.

E-350 Super Duty Cutaway

E-350 Super Duty Cutaway

E-350 Super Duty Stripped Chassis

E-450 Super Duty Cutaway

E-450 Super Duty Stripped Chassis

E-150 XLT WAGON

E-350 XLT WAGON

E-350 Super Duty EL

E-350 Super Duty EL

E-450 Super Duty Cutaway

E-450 Super Duty Cutaway

E-450 Super Duty Stripped Chassis

E-450 Super Duty Stripped Chassis

FORD TRUCK COMMERCIAL CONNECTION - www.fordtoughtruck.com
CUSTOMER CARE

FORD WORK SOLUTIONS

IN-DASH WINDOWS® CE COMPUTER WITH TOUCH SCREEN TECHNOLOGY

Where?

What?

Who?

COMMERCIAL TRUCK INCENTIVES

Pre-Certify Your Business For Your Ford COMMERCIAL TRUCK INCENTIVES


What? All Ford Truck Commercial Connection Incentives.

Where? Visit www.fordtoughtruck.com and click on the “Pre-Certify For Your Incentives” link near the bottom of the page. Follow the quick and easy directions to pre-certify yourself for great incentives. Once you’re finished, print out your certificate and bring it to your Ford Dealer.

When? Before you visit your dealership to purchase your first or next Ford Commercial Vehicle.

Why? To pre-certify your business for available incentives and to help save time at the dealership.

Get connected to Ford Truck Commercial Connection incentives at www.fordtoughtruck.com

Our Continuing Commitment To CUSTOMER CARE

Striving to satisfy before, during and after the sale – Ford Credit Commercial Lending Services has the right products and services for your fleet.

It doesn’t matter if your business is large or small. Ford Credit Commercial Lending has the right tools to help your business acquire the vehicles that keep your business moving.

• Commercial Retail Finance – When financing, you decide what’s best for you. Ford Credit has many finance options that can be tailored to meet your business needs. Ford Credit’s Commercial Retail Finance Plan offers competitive rates, flexible terms and a combined billing option for those with multiple vehicles.

• Commercial Line of Credit (CLOC) – No matter how large your fleet, Ford Credit can help you acquire vehicles easily and quickly with a CLOC. Once you establish a CLOC you can acquire additional vehicles whenever you need to – just sign and drive.**

• Extended service plans and maintenance programs

• Expert commercial marketplace experience and product knowledge

• Priority service for Commercial Customers

• Commercial GAP Coverage – Provides protection when an insurance settlement does not satisfy the payoff balance of a financed vehicle.

BUSINESS PREFERRED NETWORK (BPN)

Business Preferred Network (BPN) Ford Dealers are committed to providing commercial customers with the finest in customer-driven sales, service and finance options.

They recognize that business vehicles are often critical tools for assuring both individual livelihood and corporate success. Every participating BPN Ford Dealer member is committed to providing the best in customer satisfaction and owner loyalty.

• Priority service for Commercial Customers

• A Commercial Account Manager dedicated to small-to-medium sized business customers

• Export commercial marketplace experience and product knowledge

• Extended service plans and maintenance programs

These and many other Business Preferred Network Ford Dealer commitments assure you of outstanding attention and satisfaction for your business transportation needs.

Need more information?

Visit www.comtruck.ford.com for more information about Ford Commercial Trucks, to find a BPN Dealer near you and to configure a vehicle.

Offerings Include:

Cable Lock System: Super-tough lock-down system helps beat theft, downtime and replacement costs

Crew Chief™: Allows you to track your trucks so you can run your business more efficiently

In-dash Windows® CE computer with touch screen™: Automotive-grade, internet-capable in-dash computer helps you run your office from any site

Tool Link™: Tool tracking system lets you scan and track tools and inventory so you always have the right tools at the right time

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2 Late availability.

** Subject to initial approval, ongoing eligibility and periodic reviews. Not all customers will qualify.

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