THE 2010 F-150

From design to manufacturing and every point in between, the F-150 team lives and breathes trucks. They’re real truck people. In fact, they know ‘em so well, F-Series has been America’s best-selling line of trucks for 32 years running.

SO WHAT MAKES THE 2010 F-150 THE RIGHT TRUCK FOR YOU?

Let’s break it down. It’s got the highest towing and payload capabilities available in its class. Plus, it’s got standard Trailer Sway Control and big new brakes, so you’ll feel confident and secure towing the heaviest loads. It makes dealing with cargo fast and easy. It’s also America’s safest full-size pickup. And it’s built with the kind of long-lasting durability that means you could be handing it down to the grandkids. Clearly, this truck gets it done, and then some.

THEY DON’T JUST CALL IT BUILT FORD TOUGH® — THEY BACK IT UP.

12010 EPA-estimated 15 mpg city/21 hwy. on 4.6L 3-valve V8 4x2; 2010 EPA-estimated 14 mpg city/20 hwy. on 5.4L 3-valve V8 4x2. *320 hp and 390 lb.-ft. torque ratings require E85 fuel. **Class is Full-Size Pickups under 8500 lbs. GVWR. ***Best-in-class payload and towing when properly equipped. Class is Full-Size Pickups under 8500 lbs. GVWR. ****Based on both NHTSA 5-Star crash test ratings and IIHS Top Safety Pick. Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).

Vehicles throughout this PDF may be shown with optional and aftermarket equipment. Features listed may be optional and/or require additional equipment. See Specifications section for feature availability.

[Link to Ford Vehicles website]
F-150

5.4L 3-VALVE V8 FFV engine with the 6-speed auto gets up to 320 hp, and twists out 390 lb.-ft. of torque. This arrangement gives you best-in-class towing capability of up to 11,300 lbs. The 5.4L is also Flex Fuel (FFV) capable, so you can run it on E85 (85% ethanol/15% gasoline), straight gas or any blend of the two.

4.6L 3-VALVE V8 engine with the 6-speed auto is a spectacular combination of power and fuel efficiency. Configured and tuned specifically for F-150, it puts out 292 hp and 320 lb.-ft. of torque, and can deliver up to 21 mpg.

4.6L 2-VALVE V8 with a 4-speed auto is the standard powertrain. It makes 248 hp and 294 lb.-ft. of torque — 22% more hp than the previous generation’s base V6 with an automatic — while achieving the same fuel economy numbers.

6-SPEED AUTOMATIC transmission, standard on the 5.4L and 4.6L 3-valve V8s, features a sophisticated gear set design that has proven reliable and durable over millions of customer equivalent miles. Heavy-duty clutch pads, a beefy hydraulic pump and a forged output shaft certify it Built Ford Tough.

On the power front, you’ve got plenty of smart choices. The 4.6L 3-valve V8 and 6-speed auto lead the way. This hardworking combo achieves up to **21 MPG HWY**.

Fact is, Ford is working to help meet your fuel efficiency needs in lots of ways. The **ENGINE CONTROL SYSTEMS** precisely manage fuel delivery to the combustion chamber and actively reduce fuel burned during deceleration. The **EXHAUST SYSTEM** delivers great performance (and sound) via a lightweight, straight-through design that minimizes backpressure and encourages engine breathing. Improved aerodynamics and weight reductions help this F-150 cut through the air with less drag than the previous generation, which helps achieve fuel efficiency and reduce wind noise. **OPEN-VALVE INJECTION** on their 3-valve engines delivers a cool air/fuel charge into the cylinder to help maximize combustion, which contributes to maximum power output and fuel efficiency. And the idle speed on 3-valve engines is actively minimized under all conditions to conserve fuel. **FORD SWEATS THE DETAILS** so you don’t have to.

**POWERTRAIN**

<table>
<thead>
<tr>
<th>Engine Configuration</th>
<th>Max. Hvy. MPG</th>
<th>Max. Payload (lbs.)</th>
<th>Max. Towing (lbs.)</th>
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<tbody>
<tr>
<td>4.6L 2-Valve V8/4-Speed</td>
<td>19</td>
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<td>4.6L 3-Valve V8/6-Speed</td>
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</table>

1 320 hp and 390 lb.-ft. torque ratings require E85 fuel. 2 2010 EPA-estimated 15 mpg city/21 hwy. on 4.6L 3-valve V8 4x2; 2010 EPA-estimated 15 mpg city/19 hwy. on 4.6L 2-valve V8 4x2; 2010 EPA-estimated 14 mpg city/20 hwy. on 5.4L 3-valve V8 4x2. *Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.

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**CHECK OUT THE BACKBONE ON THIS BEAST.**

**IT’S THE STRONGEST IN THE CLASS.**

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**FULLY BOXED CONSTRUCTION** and **HIGH-STRENGTH STEEL** help it deliver that best-in-class strength. In addition to the latest forming and welding technologies, this F-150 frame uses even more high-strength steel than the previous generation. It’s in the frame rails and crossmembers, and reinforcing key stress points. Computer-aided engineering and frame-gauge optimization pare down the weight. The results: outstanding towing and hauling capabilities, a remarkably comfortable and quiet ride, and it helps achieve class-leading safety. Now that’s the kinda backbone YOU CAN RELY ON.

**NEWLY UPGRADED BRAKE SYSTEM** gives you better brake pedal feel, shorter stopping distances and less brake dust. How’s that? The brake booster was modified for better pedal feel. The front rotors’ diameter grew 6% larger. The front calipers were revised to support the big new rotors. The master cylinder’s piston/bore size grew nearly 12% larger. And the new linings are a Non-Asbestos Organic (NAO) type that generates less dust for cleaner wheels.

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**STRONGEST FRAME IN THE CLASS (A)** is the backbone of F-150’s class-leading capabilities. The fully boxed, ladder-style frame also contributes to the quiet interior and controlled ride.

**TUNED SHEAR-STYLE BODY MOUNTS (B)** help keep road vibration away from the vehicle body so you can enjoy a quiet, comfortable ride.

**THROUGHWELDED, FULLY BOXED CROSSMEMBERS (C)** are optimized for strength and precisely positioned to create a flat loadfloor. Throughwelding helps create a highly rigid structure, which mitigates frame flex and contributes to stable towing.

**WIDEST REAR LEAF SPRINGS IN THE CLASS (D)** are also 6” longer than on the previous generation F-150 for improved axle control, while balancing ride smoothness with best-in-class load capability.

**TWIN-TUBE SHOCKS (E)** at all 4 corners help refine the ride and improve control in various road conditions. Rear shocks are mounted outside of the frame rails to reduce body lean and enhance rear axle control.

**HYDROFORMED FRAME RAILS (F)** allow extremely tight tolerances for manufacturing consistency and enhanced structural performance for safety.

**COIL-OVER-SHOCK FRONT SUSPENSION (G)** includes control arm bushings for added lateral stiffness, yet the system delivers a smooth ride, crisp steering and excellent control.

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How’s that? Check this out: standard TRAILER SWAY CONTROL uses a yaw motion sensor in the AdvanceTrac® with RSC® (Roll Stability Control®) system to detect trailer sway through the motions of the truck. AdvanceTrac can then automatically take countermeasures, such as selective wheel braking and reducing engine torque, to help maintain control of both the truck and trailer. Activating TOW/HAUL MODE on the 6-speed automatic transmission helps reduce gear hunting, keeping the engine in its optimum power range while cruising or climbing grades. On downhill grades, the transmission uses engine braking to help slow the truck and its load. The factory-integrated TRAILER BRAKE CONTROLLER option uses braking input, vehicle speed and information from the vehicle’s Anti-lock Brake System (ABS) to balance the performance of the truck brakes and electric trailer brakes. F-150 is the first and only truck that combines class-leading towing capability in every cab type, the stabilization technology of standard Trailer Sway Control, and an optional integrated Trailer Brake Controller. The result: TOWING CONFIDENCE like you’ve never even imagined.

1 Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on Ford vehicle stability systems, visit fordvehicles.com. 2 Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.

TRAILER TOW MIRRORS manually telescope and fold forward or backward so you can get through tight spaces. Whether you’re towing or not, the large viewing area and convex lens on these available mirrors help improve visibility and reduce blind spots.

REAR VIEW CAMERA option takes the full-color image from a camera mounted in the tailgate and displays it in your auto-dimming rearview mirror or on the available Navigation System’s 8” screen (shown). Just shift into reverse for a wide-angle view behind the truck. The video display’s built-in distance guide is ideal for trailer hookups.
From lumber to pavers to huge tractor tires, transporting cargo should be fast and easy. F-150's got you covered with:

- **BEST-IN-CLASS CARGO BOX VOLUME** (up to 81.2 cu. ft.)
- **BEST-IN-CLASS PAYLOAD CAPABILITY** (up to 3,030 lbs.)
- **BEST AVAILABLE ACCESS** (optional steps on all 3 sides of the box)

Year after year, Ford puts practical new features on the road before anybody else to help take the hassle out of work and life.

**TAILGATE STEP (A)** is a class exclusive. It makes accessing the cargo box easy. Just raise the grab bar and flip down the skid-resistant step. This ultra-convenient option stows right in the tailgate.

**BOX SIDE STEPS (B)** are another class-exclusive F-150 option. There's one on each side of the box and each can handle up to 500 lbs. No hands required — you can deploy or stow them with your foot. They make it easy to reach your cargo, even gear that's deep in the box. No more stepping on the tire.

**CARGO MANAGEMENT SYSTEM (C)** option is the strongest in the class. The system includes 2 dual-channel side rails and 4 adjustable cleats. The cleats easily lock in place every 3.5" in either the top or bottom rail channels. The optional Cargo Management Accessory Package (shown) adds 2 load bars, a bed divider and a front header bar for additional cleat positions at the front of the box. Optional Pickup Box Storage Bins (shown) are available for use with the Cargo Management System.

**STOWABLE BED EXTENDER (D)** folds out, clamps together and secures to the tailgate with the bolt-action latch. Made of rugged fiberglass-reinforced polypropylene, this optional 21"-tall barrier lets you haul with the tailgate down or secure smaller loads with the tailgate up. It also folds out of the way when not in use. (Shown with aftermarket bedliner.)

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**MAX. PAYLOAD (LBS.).**

<table>
<thead>
<tr>
<th></th>
<th>Regular Cab</th>
<th>SuperCab</th>
<th>SuperCrew</th>
</tr>
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<tbody>
<tr>
<td>4.6L 2-Valve V8</td>
<td>1,890</td>
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<tr>
<td>4.6L 3-Valve V8</td>
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<tr>
<td>5.4L 3-Valve V8</td>
<td>3,030</td>
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<td>1,990</td>
</tr>
</tbody>
</table>

*Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.

fordvehicles.com
YOU TALK. SYNC LISTENS.™

FORD SYNC® GETS NEW 911 ASSIST™ PLUS TRAFFIC, DIRECTIONS AND INFORMATION. Available Ford SYNC, developed in association with Microsoft®, works with your paired Bluetooth®-enabled mobile phone and digital media player or thumb drive to make calls, play music and more — all with the touch of a button and simple voice commands. With 911 Assist, the system can make an emergency call from your phone directly to a 911 operator if any airbag has deployed. And now, SYNC features these convenient DRIVER SERVICES:

- Turn-by-turn directions
- Vehicle Health Reports
- Up-to-the-minute weather
- Traffic alerts
- Business searches
  - Personalized business, sports and entertainment news

For all the latest details, visit SYNCMYRIDE.COM.

STAY IN TOUCH AND ENTERTAINED.

NAVIGATION WITH SIRIUS TRAVEL LINK™ features easy VOICE ACTIVATION for everything from driving directions to accessing tunes. Displayed on an 8” LCD touch screen, the available Navigation System also provides nearly 10 gigabytes of storage space for your photos and music (up to 2400 songs). Class-exclusive SIRIUS Travel Link comes with a 6-month trial subscription to keep you in the know with up-to-the-minute local traffic, weather, fuel prices, sports scores and movie listings and showtimes. All at your fingertips.

Available SIRIUS® SATELLITE RADIO comes with a 6-month trial subscription to get you started surfing more than 130 channels including 100% commercial-free music, plus the best sports, news, talk and entertainment, coast-to-coast.

*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. The vehicle’s electrical system (including the battery), the wireless service provider’s signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed.

These SYNC services are not available with SIRIUS Travel Link or Navigation System. See your dealer for details.

Available 2010 F-150 FX4 SuperCrew in Black with FX4 Luxury Package and other available equipment.
Only the toughest name in trucks could assemble this all-star lineup of available SMART TOOLS for your tough jobs. From a fully equipped mobile office, to security, to tracking the units in your fleet, every position is filled by a pro.

**MOBILE-OFFICE COMPUTING POWER.** The available Internet-capable in-dash computer, featuring a Windows® CE operating system, is the heart of Ford Work Solutions. Use the wireless keyboard to create spreadsheets and other documents, download files from the web via the Sprint® Mobile Broadband Network — even print them when you add the available wireless printer. Full-function hands-free calling and turn-by-turn navigation from Garmin® is also included. Your office has truly gone mobile.

**CABLE LOCK (A)** It’s a sure way to wreck a thief’s day. This rugged, retractable, 10-ft. vinyl-coated, braided-steel cable spools out of a case mounted right in your cargo box. Snake it through tool handles and equipment frames to secure them in the box. Clip the heavy-duty locking shackle to any cargo box tie-down or back onto the cable itself. With the optional Ford Work Solutions™ Cable Lock by Master Lock,® your gear is secured, yet easy to access.

**TOOL LINK™ (B)** Ford Work Solutions available Tool Link, developed with DeWALT®, uses Radio Frequency Identification (RFID) technology to track your tools. Use it to check the truck before you leave for a job, making sure you have what you need, then check again at the end of the workday to see that all your gear is on board. It can save you time, frustration and money — the perfect workmate.

**CREW CHIEF™** Put available Crew Chief telematics devices on your fleet trucks, and you can track ‘em, 24/7. Just pull up the website using the Ford Work Solutions in-dash computer in your truck, or any computer with web access. Crew Chief, offered by Microlise,® shows which truck is closest to the job you need done. It can also provide information that’s vital to the life of your trucks and your profits. Easy-to-use analysis tools can help you keep your fleet in shape, fuel efficient and green.

1. Ford Work Solutions include Ford Licensed Accessories. See dealer for limited warranty details. To avoid distractions, some functions are disabled while vehicle is in motion.
2. Sprint subscription and 1-year agreement required.
3. Tool Link system cannot read tagged items stored in metal tool boxes.
4. Service fee required.
Eliminating the center “hump” is just one of the many things done right inside F-150. It’s got “ACTIVE COMFORT” SEATS that are contoured to comfortably support you, even on the longest trips. Reclined rear seatbacks let your pals enjoy a more relaxed, natural seating position. And they’ve made this generation the QUIETEST F-150 YET. There’s so little wind, road and mechanical noise, you might forget you’re in a truck. But before you do, take a moment to gaze into that wide-open space over there and imagine what you could do with SuperCrew’s 57.6 CU. FT. of interior cargo room and that amazingly flat loadfloor.

ONE-TOUCH 60/40 SPLIT REAR SEAT (A) on SuperCrew has mechanically assisted bottoms that easily and securely fold up, so you can access the flat loadfloor.

LEG ROOM TO SPARE (B) in this generation of SuperCrew. It’s stretched 6” for extra rear-seat comfort. SuperCab is super roomy in back too.

BIG CENTER CONSOLE (C) holds up to 2 laptops. You can also turn it into a mobile file cabinet with the built-in hanging file rails. Locks securely with your ignition key.
It’s a fact. F-150 is the only full-size pickup truck in America to earn 5-STAR RATINGS from the National Highway Traffic Safety Administration (NHTSA) in both frontal- and side-impact crash tests, AND be named a “TOP SAFETY PICK” by the Insurance Institute for Highway Safety (IIHS). It is America’s Safest Full-Size Pickup. New for 2010, the available MYKEY™ owner controls feature lets you program an ignition key with specific parameters to help ENourage SMART DRiving HABITS, such as buckling up and traveling at appropriate speeds. It’s perfect for members of your work crew or teenagers learning the rules of the road.

HYDROFORMED FRONT STRUCTURES (A) are designed to help direct impact forces up and over the passenger cabin.

HIGH-STRENGTH STEEL ROOF BOWS (B) are large and wide to help stiffen the cab structure.

ULTRA-HIGH-STRENGTH STEEL ROOF RAILS (C) start at the base of the A-pillars and are hydroformed to run up and over the doors in a single piece. Hydroforming increases the strength of the steel by 20%.

HIGH-STRENGTH STEEL REAR ROOF STRUCTURE (D) is fully boxed for increased strength.

HEAD RESTRAINTS (E) help provide head and neck protection in certain types of collisions.

SPECIALY DESIGNED SEATS (F) help properly position passengers for safety belt and airbag effectiveness.

PASSENGER SAFETY CAGE (G) (shown in red) was re-engineered and is manufactured with ultra-high-strength and high-strength steels to help create a structure that is 75% stronger, yet only 7% heavier than that of the previous generation F-150.

STAMPED-STEEL FRONT HORNS (H) are engineered to help manage crash forces.

ADVANCETRAC® WITH RSC® (ROLL STABILITY CONTROL™) (I) This system, another F-150 standard, is the only automotive electronic stability control system that can measure roll rate 100 times per second. Working with the Anti-lock Brake System (ABS), traction control and yaw control, it automatically determines when and how to apply the brakes and modify engine power to help keep all 4 wheels firmly planted. It really proves its worth when you have to make an emergency maneuver, drive on slippery terrain or just travel on uneven surfaces.

SAFETY CANOPY® SYSTEM (J) This standard system offers protection in certain side-impact collisions or rollover events. The side-curtain airbags with roll-fold technology can slide between the window glass and an occupant’s head, even if the person is leaning toward the glass. The front-seat side “K” bags (in yellow) help dissipate crash forces to help enhance protection of the chest in certain side-impact events.

BORON STEEL-REINFORCED B-PILLARS (SuperCrew only, not shown) use a spine formed from steel that is hot stamped to achieve a yield strength that is 3 times stronger for enhanced side-impact protection.

1Based on both NHTSA 5-Star crash test ratings and IIHS Top Safety Pick. Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).

2Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on Ford vehicle stability systems, visit fordvehicles.com.

fordvehicles.com
And proven in one of the world's toughest off-road races. Ford Racing and the Ford Special Vehicle Team (SVT) teamed up to enter their production vehicle-based F-150 SVT RAPTOR R race truck in the 41st Tecate SCORE BAJA 1000. The RAPTOR R finished the grueling 631-mile course in 25:28:10 — a podium finish — clear evidence of its extreme off-road prowess. We're sure the Baja-bred 2010 F-150 SVT RAPTOR will perform beyond your wildest dreams.

**MECHANICAL:** Standard 5.4L 3-valve V8 engine; optional 6.2L 2-valve V8 engine with approximately 400 hp and 400 lb.-ft. of torque; 4x4 Electronic Shift-On-the-Fly (ESOF); unique cast-aluminum SVT front control arms; triple-bypass FOX Racing Shox (A) — the only internal-bypass shocks available on a production truck — help control 11.2" of front suspension travel; unique rear springs help deliver 12.7" of rear suspension travel; massive front skid plate; 4.10 rear-axle ratio and electronic-locking rear differential; hill descent control and off-road mode switches on center console (B)

**EXTERIOR:** SuperCab; 7" wider overall than standard F-150; brick-wall grille; unique front fenders, front bumper, box outer panels and hood with functional air extractor; Ford SVT-tuned BF Goodrich® 35" All-Terrain T/A KO (315/70R17) tires; 17" cast-aluminum wheels

**INTERIOR:** Unique cloth/leather-trimmed front bucket seats with power driver seat; unique leather-wrapped steering wheel with center mark and thumb pads; center console houses auxiliary switches for your additional lighting and accessories

**OPTIONAL PACKAGES:** Interior Color Accent Package (C); Exterior Graphics Package; RAPTOR Luxury Package

WE RACE, YOU WIN. Inspired by decades of Built Ford Tough desert race wins, Ford Racing offers exclusive performance equipment designed to take your F-150 SVT RAPTOR to the next level:

- Tubular Bumpers
- Skid Plates
- Wheels
- Auxiliary Lighting
- Gears
- And More

For complete details and availability, ask your Ford Dealer or visit FORDRACINGPARTS.COM/RAPTOR.
F-150

A NEW WAY TO RIDE. Ford and Harley-Davidson are teaming up again to bring you their latest legendary road warrior. The limited-edition 2010 Ford Harley-Davidson™ F-150 builds on the mighty F-150 LARIAT SuperCrew with the 5.4L 3-valve V8 Flex Fuel engine, 145" wheelbase and 5.5' box with 4x2 or optional All-Wheel Drive (AWD).

- **MECHANICAL**: 5.4L 3-valve V8 FFV engine; standard 4x2, optional AWD; sport-tuned shock absorbers; 3.73 limited-slip rear axle

- **EXTERIOR**: SuperCrew; Exclusive Lava Metallic (shown) or Tuxedo Black Metallic; “Ford Harley-Davidson F-150” badges; chrome billet-style grille; dynamic bodyside graphics with HARLEY-DAVIDSON dimensional letters; HARLEY-DAVIDSON Bar & Shield logo windshield gradient; Blacked-out headlamps and taillamps; stylized power-deployable running boards; chrome-steel cargo box tie-down hooks; chrome twin-tip exhaust; Rear View Camera; Reverse Sensing System; rubber bed mat with HARLEY-DAVIDSON Bar & Shield logo; 22" polished forged-aluminum wheels with Lava-painted accents and HARLEY-DAVIDSON Bar & Shield logo

- **INTERIOR**: HARLEY-DAVIDSON Bar & Shield logo on ignition keys; new MyKey™; Lava and Black leather-wrapped steering wheel with high-gloss Black accents (A); engine-turned appearance, Lava accents and HARLEY-DAVIDSON lettering on gauges; limited-edition cloisonné serialization plate with HARLEY-DAVIDSON Bar & Shield logo badge on front center console lid (B); Lava and Black leather-trimmed seating (C) with chrome cloisonné HARLEY-DAVIDSON Bar & Shield logo seat medallions; 10-way power, heated/cooled front bucket seats; heated 60/40 split one-touch fold-up rear seat with folding armrest; HARLEY-DAVIDSON lettering on scuff plates; Ambient Lighting; power-adjustable performance pedals; Sony® 6-disc in-dash CD changer; optional Navigation System

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In keeping with the name, PLATINUM is filled with all the latest technology and finished in a contemporary style that’s beyond compare. It’s an exceptional level of distinction reserved exclusively for this F-150.

FIRST-CLASS. That’s PLATINUM. From its intricate satin-finish grille to its bright bodyside accents and satin-finish tailgate panel, PLATINUM exudes a calm, cool and collected style. Inside, the luxurious leather-trimmed seating includes 10-way power-adjustable front bucket seats that are heated and cooled for year-round comfort. Unique tuxedo stripe detailing on the seats combines with brushed-aluminum-finish accents on the center stack and floor console to create an interior environment like no other. On the leather-wrapped steering wheel, you’ll find real wood in addition to the convenience of a power tilt column. Changing the mood inside PLATINUM is easy thanks to its standard Ambient Lighting with your choice of 7 colors. A special laminated windshield and additional sound insulation in the firewall help quiet road and wind noise to near silence, while the sophisticated rain-sensing windshield wipers automatically react to exterior moisture to help keep your view of what’s to come nice and clear. Simply open a door, and the power-deployable running board extends, providing easy entry and exit for everyone. Clearly, life in the F-150 PLATINUM is a step above.

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This noble steed’s bloodlines run deep into the heart of Texas, where the historic KING RANCH® continues to operate in the resilient and hard-working spirit of its founder, the riverboat captain turned rancher, Captain Richard King. A perfect match for F-150.

THE FAMED “RUNNING W” BRAND marks the fact that this F-150 is crafted with exceptional materials, proudly displaying its Western spirit inside and out. Perhaps its most prominent feature, the Chaparral leather-trimmed seating, includes 10-way power, heated and cooled front bucket seats, plus a heated rear seat. The steering wheel and the flow-through center console lid are both trimmed with matching Chaparral leather. For your entertainment, there’s a Sony® 6-disc in-dash CD changer. The Reverse Sensing System sounds an alert when it detects objects behind the truck. Those who tow will really appreciate the Rear View Camera that lets you see exactly what’s happening in back with the help of a tiny tailgate-mounted camera. It’s great for trailer hookups. Power-folding, heated, memory sideview mirrors feature turn signals and approach lamps. Distinctive exterior touches include Pueblo Gold accents and exclusive KING RANCH® badging. The optional 20” wheels with Jewel Gold painted accents enhance its powerful presence wherever you may roam.
This truck’s ready to work with best-in-class towing and payload thanks to a mighty 5.4L V8. And it knows how to treat you right with leather trim, 10-way power, heated front seats and Ford SYNC®—all standard. It’s the perfect reward for your job well done.

**LARIAT IS MORE THAN A TRUCK, IT’S AN EXPERIENCE.** From the traditional appeal of leather-trimmed seating and woodgrain trim to the cutting-edge Ford SYNC voice-activated communications and entertainment system, the list of standard features goes on and on. Find the perfect position for the 10-way power driver seat, power-adjustable pedals and power, heated sideview mirrors, then lock them all in place with the memory function. Use the convenient steering wheel-mounted controls to adjust the audio system to your liking while you warm up on the heated front seats. The new power-sliding rear privacy window’s defrost feature helps minimize your time out in the cold.

A substantial chrome 2-bar grille and 18” bright-aluminum wheels help give LARIAT its unique style. The exterior is available in your choice of a monotone paint scheme with body-color wheel-lip moldings or optional two-tone paint with Pueblo Gold bumpers, wheel-lip moldings and lower accent color. The optional **LARIAT Chrome Package** brightens up the exterior, and the optional **LARIAT Plus Package** gives you more convenience items inside. When you’re ready to discover what tough luxury is all about, climb into F-150 LARIAT.
MUD BOGS. ROCK PILES. TIGHT TWO-TRACKS. Powered by the mighty 5.4L 3-valve V8 FFV engine and 6-speed automatic transmission, every FX4 comes with 4x4 Electronic Shift-On-the-Fly (ESOF). The 3.73 electronic-locking rear differential utilizes a heavy-duty dog-clutch gear set to take FX4 above and beyond where other trucks fear to tread. Steel skid plates help protect the front crossmember and transfer case, while the fuel tank is shielded by its own composite skid plate. Setting off its rugged style: a black 3-bar grille with body-color surround, and Sterling Grey wheel-lip moldings. The standard Trailer Tow Package expands your recreational options. Punch in your secret digits on the SecuriCode™ keyless-entry keypad to get inside. Once there, you'll find supportive front bucket seats trimmed in Black sport cloth. There's a fixed-glass rear-window defroster for those early-morning trail rides, and SIRIUS Satellite Radio delivers over 130 channels from coast-to-coast to keep you entertained along the way. The optional FX4 Luxury Package gives you leather trim and so much more. FX4 has the power, equipment and aggressive off-road style to take you anywhere.

A HOT NEW TRUCK FOR 4x2 FANS. Sharp accents give FX2 its distinctly energetic feel while the standard 4.6L 3-valve V8 engine gives it an enthusiastic 292 hp and 320 lb.-ft. of torque. Up front, a Sterling Grey billet-style grille and accent-color lower front valance set off its streamlined, monochromatic exterior. On the sides, substantial 6” angular running boards and unique 18” machined-aluminum wheels accent the body-color bumpers and wheel-lip moldings. You'll also notice the accent-color treatment on the headlamps and taillamps. The finishing touch: a chrome exhaust tip. Slip inside to experience the dramatic Black interior. Sport cloth seating includes front bucket seats trimmed in Black sport cloth. There's a fixed-glass rear-window defroster for those early-morning trail rides, and SIRIUS Satellite Radio delivers over 130 channels from coast-to-coast to keep you entertained along the way. The optional FX2 Sport Package gives you leather trim and so much more. FX2 has the power, equipment and aggressive off-road style to take you anywhere.

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Hardworking. Practical. Built Ford Tough.® Whether you need a Regular Cab, SuperCab or SuperCrew, XLT’s got all the right answers — plus, classic good looks and a can-do attitude.

**EVERYDAY VERSATILITY AND HARDWORKING VALUE** top the list of XLT’s many virtues. The chiseled exterior starts front and center at the chrome 3-bar grille with chrome surround, which is complemented by chrome bumpers and sturdy 17” machined-aluminum wheels. Use the remote keyless-entry system to activate the standard power door locks, and you’re in. Power windows are also standard. Premium cloth seats welcome you, along with color-coordinated carpet and floor mats, plus cruise control to help you out on longer drives. The autolamp feature automatically activates your headlamps when appropriate based on ambient light conditions — that’s one less item on your to-do list. And detail-oriented drivers will appreciate the standard information display with its compass and outside temperature. For power-adjustable pedals, heated sideview mirrors, a 6-way power driver seat (on SuperCab and SuperCrew) and more, there’s the optional XLT Convenience Package. An eye-catching new chrome billet-style grille, 18” chrome-clad aluminum wheels and many other chrome features can be found in the optional XLT Chrome Package. Those who haul and tow heavy loads can equip XLT with the available 320-hp 5.4L 3-valve V8 FFV, and the available Heavy-Duty Payload Package and Max. Trailer Tow Package for best-in-class capability.

1 320 hp and 390 lb.-ft. torque ratings require E85 fuel.

fordvehicles.com
F-150 STX SuperCab 4x2 in Ingot Silver with STX Décor Package, STX Plus Package and other available equipment

THIS IS TOUGH THAT Turner HEADS with its sleek, monochromatic style. The black 3-bar grille stands out from its body-color surround. Unique 17" machined-aluminum wheels and outline-white-letter tires provide solid footing. "Active Comfort" cloth seats with driver lumbar adjustment make cruising easy. You can even listen to your own playlists thanks to the standard auxiliary audio input jack on the AM/FM stereo/single-CD player. The new MyKey® owner controls feature helps encourage smart driving habits with programmable ignition keys. To add cruise control and fog lamps, choose the optional STX Plus Package. For 18" aluminum wheels and tubular running boards, go with the optional STX Décor Package. The optional Power Equipment Group gives you autolamp, remote-keyless illuminated entry, and power door locks, windows and sideview mirrors. Put it all together with STX.

F-150 XL Regular Cab 4x4 in Ingot Silver with STX Décor Package, STX Plus Package and other available equipment

IT'S ALL THE BEST OF F-150. The strongest frame, sturdy suspension and new, bigger brakes are ready to work. The functional interior is equipped with durable vinyl floor covering and a comfortable vinyl-trimmed 40/20/40 split front seat. For cloth seating and chrome bumpers, there's the optional XL Décor Group. Standard power comes from the proven 4.6L 2-valve V8 engine mated to a 4-speed automatic transmission. AdvanceTrac® with RSC® (Roll Stability Control®), Trailer Sway Control, and a smooth, quiet ride are also standard. To help enhance protection in certain side-impact events, front-seat side 'K' bags and side-curtain airbags with roll-fold technology are standard equipment on every F-150. XL travels on tough 17" grey styled-steel wheels paired with all-season BSW tires. When properly equipped with the optional Heavy-Duty Payload Package and the Max. Trailer Tow Package, it can help you haul up to 3,030 lbs., or tow all the way up to 11,300 lbs. That's best-in-class capability — on top of legendary F-150 durability. You can't go wrong.
<table>
<thead>
<tr>
<th>Model</th>
<th>Cab</th>
<th>Availability</th>
<th>Engine</th>
<th>Drivetrain</th>
<th>Standard Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>XL</td>
<td>Regular Cab</td>
<td>SuperCab, SuperCrew</td>
<td>4.6L 2-valve V8, 4.6L 3-valve V8</td>
<td>4x2 4x4</td>
<td>MECHANICAL: Tire Pressure Monitoring System (excludes spare); Easy Fuel™ capless fuel filler; SAFETY/SECURITY: AdvanceTrac® with RSC® (Roll Stability Control®); Personal Safety System™; Safety Canopy® System; SOS Post-Crash Alert System™; Trailer Sway Control™</td>
</tr>
<tr>
<td>STX</td>
<td>Regular Cab</td>
<td>SuperCrew</td>
<td>4.6L 3-valve V8</td>
<td>4x4</td>
<td>MECHANICAL: Electronic Shift-On-the-Fly (ESOF); electronic-locking rear axle; skid plates — 2 steel (front crossmember and transfer case), 1 composite (fuel tank); Trailer Tow Package</td>
</tr>
<tr>
<td>XLT</td>
<td>Regular Cab</td>
<td>SuperCab</td>
<td>4.6L 3-valve V8</td>
<td>4x2</td>
<td>MECHANICAL: Electronic Shift-On-the-Fly (ESOF); electronic-locking rear axle; skid plates — 2 steel (front crossmember and transfer case), 1 composite (fuel tank); Trailer Tow Package</td>
</tr>
<tr>
<td>FX2</td>
<td>SuperCab</td>
<td>SuperCrew</td>
<td>4.6L 3-valve V8, 5.4L 3-valve V8, FFV</td>
<td>4x2</td>
<td>MECHANICAL: Electronic Shift-On-the-Fly (ESOF); electronic-locking rear axle; skid plates — 2 steel (front crossmember and transfer case), 1 composite (fuel tank); Trailer Tow Package</td>
</tr>
<tr>
<td>FX4</td>
<td>SuperCab</td>
<td>SuperCrew</td>
<td>5.4L 3-valve V8, FFV</td>
<td>4x4</td>
<td>MECHANICAL: Electronic Shift-On-the-Fly (ESOF); electronic-locking rear axle; skid plates — 2 steel (front crossmember and transfer case), 1 composite (fuel tank); Trailer Tow Package</td>
</tr>
</tbody>
</table>

*Vehicles shown with optional equipment.*

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F-150

**LARIAT**

**AVAILABILITY**
- CAB: SuperCab • SuperCrew
- ENGINE: 5.4L 3-valve V8 FFV
- DRIVETRAIN: 4x2 • 4x4

**STANDARD EQUIPMENT**
- Includes all LARIAT features, plus:
  - EXTERIOR: Chrome front/rear step bumpers and body-color wheel-lip moldings (with monotone paint); Pueblo Gold front/rear step bumpers and wheel-lip moldings (with two-tone paint); chrome 2-bar grille with Silver-painted mesh insert; power, heated sideview mirrors with memory, body-color caps, integrated turn-signal indicators and auto-dimming driver-side feature; body-color door handles; 18” bright-aluminum wheels
  - INTERIOR: Leather-trimmed seats; 10-way power, heated front seats; memory driver seat; visors with lighted, covered vanity mirrors; Dual-zone Electronic Automatic Temperature Control; SiRiUS Satellite Radio; Ford SYNC™ color-coordinated, carpeted floor mats; message center; color-coordinated, leather-wrapped steering wheel with secondary audio controls; auto-dimming rearview mirror; power-adjustable pedals with memory; woodgrain-style trim; power-sliding rear privacy window with defrost

**KING RANCH®**

**AVAILABILITY**
- CAB: SuperCrew
- ENGINE: 5.4L 3-valve V8 FFV
- DRIVETRAIN: 4x2 • 4x4

**STANDARD EQUIPMENT**
- Includes all LARIAT features, plus:
  - EXTERIOR: KING RANCH® badges; Pueblo Gold front/rear bumpers and wheel-lip moldings; 2-bar grille with chrome surround and color-coordinated mesh insert; two-tone paint with Pueblo Gold lower accent color; power-fold, heated sideview mirrors with memory, chrome caps, integrated turn-signal indicators, security approach lamps and auto-dimming driver-side feature; color-coordinated box rail/taillight moldings and platform running boards; Reverse Sensing System; Rear View Camera; 18” aluminum wheels with KING RANCH® logo
  - INTERIOR: Leather-trimmed, 10-way power, heated and cooled front bucket seats; heated Chaparral leather-trimmed 60/40 split one-touch fold-up rear seat with folding armrest; Chaparral leather-wrapped steering wheel; Sony® AM/FM stereo/6-disc in-dash CD changer with MP3 capability and speed-compensated volume control; Universal Garage Door Opener; KING RANCH® woodgrain-style trim; front flow-through console with Chaparral leather-trimmed lid; unique KING RANCH® floor mats

**PLATINUM**

**AVAILABILITY**
- CAB: SuperCrew
- ENGINE: 5.4L 3-valve V8 FFV
- DRIVETRAIN: 4x2 • 4x4

**STANDARD EQUIPMENT**
- Includes all LARIAT features, plus:
  - EXTERIOR: PLATINUM badges; body-color front/rear bumpers and wheel-lip moldings; Satin-finish grille surround with chrome mesh insert; chrome front tow hooks (4x4); chrome door handles; power-deployable running boards; power-fold, heated sideview mirrors with memory, chrome caps, integrated turn-signal indicators, security approach lamps and auto-dimming driver-side feature; bright bodyside accent moldings; high-gloss Black B-pillar applique; chrome exhaust tip; satin-finish taillight applique; rain-sensing windshield wipers; 20” polished-aluminum wheels
  - INTERIOR: Unique leather-trimmed, 10-way power, heated and cooled front bucket seats; heated unique leather-trimmed 60/40 split one-touch fold-up rear seat with folding armrest; unique leather-wrapped steering wheel with real wood insert, power tilt column and memory; unique brushed-aluminum applique on center panel and console; Sony® AM/FM stereo/6-disc in-dash CD changer with MP3 capability and speed-compensated volume control; visors with lighted, covered vanity mirrors and Universal Garage Door Opener; front flow-through console with unique leather-trimmed lid; unique scuff plates and instrument cluster face; Reverse Sensing System; Rear View Camera; Ambient Lighting

**SVT RAPTOR**

See F-150 SVT RAPTOR feature page for details.

**AVAILABILITY**
- CAB: SuperCab
- ENGINE: 5.4L 3-valve V8 FFV • 6.2L 2-valve V8
- DRIVETRAIN: 4x4

*Available Winter 2010.

**FORD HARLEY-DAVIDSON™**

See Ford HARLEY-DAVIDSON F-150 feature page for details.

**AVAILABILITY**
- CAB: SuperCrew
- ENGINE: 5.4L 3-valve V8 FFV
- DRIVETRAIN: 4x2 • AWD

*Vehicles shown with optional equipment.

fordvehicles.com
**DIMENSIONS**

<table>
<thead>
<tr>
<th>EXTERIOR</th>
<th>REGULAR CAB 4x2/4x4</th>
<th>SUPER CAB 4x2/4x4</th>
<th>SUPER CREW 4x2/4x4</th>
<th>SVTRAPTOR SUPER CAB 4x4</th>
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<tr>
<td>A. Overall height</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.5' box</td>
<td>—</td>
<td>—</td>
<td>74.3&quot;/76.2&quot;</td>
<td>78.4&quot;</td>
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<td>6.5' box</td>
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<td>71.5&quot;/75.9&quot;</td>
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<td>—</td>
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<tr>
<td>B. Overall width excluding mirrors</td>
<td></td>
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<tr>
<td>5.5' box</td>
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<td>78.9&quot;</td>
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<tr>
<td>C. Overall length</td>
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<tr>
<td>D. Overall width including mirrors</td>
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<td>78.9&quot;</td>
<td>78.9&quot;</td>
<td>86.3&quot;</td>
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<tr>
<td>E. Overall height excluding mirrors</td>
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<tr>
<td>F. Overall width mirrors folded</td>
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<tr>
<td>G. Angle of approach</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
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<td>—</td>
<td>21.2°/25.0°</td>
<td>30.0°</td>
</tr>
<tr>
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<td>25.5°/25.2°</td>
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<tr>
<td>H. Ramp breakover angle</td>
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<tr>
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<td>—</td>
<td>15.2°/18.6°</td>
<td>20.8°</td>
</tr>
<tr>
<td>6.5' box</td>
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<td>15.7°/18.0°</td>
<td>14.5°/18.6°</td>
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<td>8' box</td>
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<td>17.3°/18.7°</td>
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<tr>
<td>I. Angle of departure</td>
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<tr>
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<td>17.7°/20.4°</td>
<td>22.7°</td>
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<tr>
<td>6.5' box</td>
<td>18.8°/21.0°</td>
<td>18.8°/20.7°</td>
<td>18.1°/20.7°</td>
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<tr>
<td>8' box</td>
<td>21.9°/21.6°</td>
<td>21.1°/22.1°</td>
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<tr>
<td>J. Ground clearance</td>
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<td></td>
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<tr>
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<td>—</td>
<td>7.8°/9.0°</td>
<td>11.2°</td>
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<td>8.2°/8.7°</td>
<td>8.3°/9.9°</td>
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<tr>
<td>8' box</td>
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<td>9.4°/10.0°</td>
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<tr>
<td>K. Loadfloor height</td>
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<td>33.0°/34.8°</td>
<td>36.4°</td>
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<td>32.2°/34.6°</td>
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<tr>
<td>8' box</td>
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<td>34.9°/35.7°</td>
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<td>—</td>
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<tr>
<td>L. Cab length</td>
<td>126.4&quot;</td>
<td>145.0&quot;</td>
<td>156.7&quot;</td>
<td>145.2&quot;</td>
</tr>
</tbody>
</table>

**INTERIOR**

| 1st Row | 41.0" | 41.0" | 41.0" | 41.0" |
| 2nd Row | — | 39.7" | 40.3" | 39.7" |

**CARGO AREA**

| 5.5' BOX | 6.5' BOX | 8' BOX |
| 55.5 | 65.5 | 81.2 |
| 22.4" | 22.4" | 22.4" |
| 67.8" | 78.8" | 97.4" |
| 50.0" | 50.0" | 50.0" |
| 65.2" | 65.2" | 65.2" |
STANDARD FEATURES

MECHANICAL
- 90,000-mile tune-up interval
- Easy Fuel® capless fuel filler
- Electronic Brakeforce Distribution (EBD)
- Fail-safe engine cooling system
- Gas-pressurized twin-tube shock absorbers
- Hood-open assists/mechanisms
- Lightweight aluminum hood
- Maintenance-free 72-amp-hr, 750-CCA battery with battery saver
- Power 4-wheel vented-disc brakes with Anti-lock Brake System (ABS)
- Power rack-and-pinion steering
- Spare tire with underframe winch with safety catch
- Stabilizer bar — Front
- Stainless steel exhaust system (major components)
- Suspension — Front: long-spindle, double-wishbone coil-over-shock; rear: leaf springs
- Tire Pressure Monitoring System (excludes spare)
- Trailer tow — 4-pin connector

SAFETY/SECURITY
- Airbag deployment system
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Brake/shift interlock
- Alert chimes — Headlamps-on, key-in-ignition and safety belt
- Belt-Minder® safety belt reminder — Driver and right-front passenger
- Brake/shift interlock
- Fail-safe engine cooling system
- Glove compartment
- Horn — Dual-note
- Power points — Front (all models) and rear (in SuperCab and SuperCrew models)
- Tilt steering wheel
- Trailer sway control
- Trailer tow — 4-pin connector

INTERIOR
- Air conditioning — Manual
- Assist/grab handle — Right-front-passenger
- Assist/grab handles — Rear outboard positions (SuperCrew)
- Coat hooks — 2
- Cupholders — Front: 2 deployable under center seat (4x2 and E50/4x4 only) and 1 in each front-door map pocket
- Display center
- Front dome or map lights
- Front-door map pockets
- Gauges — Tachometer, fuel, voltmeter, oil pressure, engine coolant temperature, speedometer and odometer
- Glove compartment
- Horn — Dual-note
- Power points — Front (all models) and rear (in SuperCab and SuperCrew models)
- Tilt steering wheel

EXTERIOR
- Cargo box lamp — Integrated into center high-mounted stop lamp
- Cargo box side-downs — 4
- Headlamps — Aerodynamic clear-lens dual-beam halogen
- Stake-bed pockets
- Tailgate — Removable with key lock and Tailgate Assist
- Tow hooks — 2 in front (4x4 only)
- Windshield wipers — Intermittent

SVT RAPTOR FEATURES & OPTIONS

See F-150 SVT RAPTOR feature page for standard equipment

OPTIONAL EQUIPMENT
- 6.2L 2-valve V8 with 6-speed automatic overdrive and Tow/Haul Mode (available Winter 2010)
- Integrated Trailer Brake Controller
- Navigation System with Sony® audio (req. RAPTOR Luxury Package)
- Power moonroof

OPTIONAL PACKAGES
- Exterior Graphics Package
- Interior Color Accent Package — Includes Orange-accent leather-trimmed front seats and rear vinyl seats, and Orange-accent instrument panel center stack appliqué, door panel inserts and center console
- RAPTOR Luxury Package — Includes unique heated front bucket seats with 10-way power; power-adjustable pedals; Dual-zone Electronic Automatic Temperature Control; Sony 6-disc in-dash CD changer; power, heated sideview mirrors with integrated turn-signal indicators and auto-dimming driver-side feature; and memory system for power driver seat, pedals and sideview mirrors.

New Vehicle Limited Warranty. We want your Ford F-150 ownership experience to be the best it can be. So under this warranty, your new vehicle comes with 3-year/36,000-mile Bumper-to-Bumper Coverage, 5-year/60,000-mile Powertrain Warranty Coverage, 5-year/50,000-mile Safety Restraint Coverage, and 5-year/ unlimited-mile Corrosion (Perforation) Coverage — all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle, or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Extended Service Plan. For a purchase release, the Ford Extended Service Plan (ESP) gives you “Peace-of-Mind” protection designed to cover key vehicle components and protect you from the cost of unexpected repairs. Ask your dealer for a Ford ESP, the only service contract backed exclusively by Ford and honored at all Ford Lincoln Mercury dealerships.


Comparisons based on 2009 competitive models (Class is Full-Size Pickups under 8500 lbs. GVWR), publicly available information and Ford certification data at time of release. Some features discussed may be optional. Vehicles shown may contain optional equipment. Features shown may be offered only in combination with other options or subjects to additional ordering requirements or limitations. Dimensions and capability ratings shown may vary due to optional features and/or production variability. Following release of the PDF, certain changes in standard equipment, options, and the like, or product delays may have occurred which would not be included in these pages. Your Ford Dealer is the best source for up-to-date information. Ford Division reserves the right to change product specifications at any time without incurring obligations.

1 Under normal driving conditions with routine fluid and filter changes.
2 Always wear your safety belt and, in SuperCab and SuperCrew models, always secure children in the rear seat.
3 Right-front-passenger seat only.
4 Some hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.
### FEATURES & OPTIONS

#### XL
- 3.5L Ti-VCT V6 with 6-speed automatic drive
- 4.6L V8 with 6-speed automatic drive (in XL 4WD)
- 3.5L EcoBoost® V6 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### STX
- 3.3L V6 with 6-speed manual drive
- 3.5L EcoBoost® V6 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### XLT
- 3.5L V6 with 6-speed automatic drive
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### FX4
- 3.5L EcoBoost® V6 with 6-speed automatic drive
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### LARIAT
- 3.5L EcoBoost® V6 with 6-speed automatic drive
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### MECHANICAL
- 3.5L V6 with 6-speed automatic drive (in XL 4WD)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)
- 5.0L V8 with 6-speed automatic drive (in SuperCrew)

#### WHEELS & TIRES
- 18" polished forged-aluminum wheels (incl. with LARIAT Chrome Package)
- 18" machined-aluminum wheels (incl. with XLT and LARIAT Chrome Packages)
- 18" machined-aluminum wheels with painted accents

#### EXTERIOR
- Power-operated, heated, glass windows
- Power-operated, glass side windows
- Power-operated, heated side mirrors
- Power-operated, glass sunroof
- Power-operated, glass rear window

#### SEATING
- 20-way adjustable seats
- Power adjustable seats
- Power lumbar support
- Power heated seats

#### WHEELS & TIRES (continued)
- P265/70R17 OWL tires (4) — 4x2
- P275/65R18 OWL tires (4) — 4x4 (incl. with FX2 Sport, FX4 Chrome and FX4 Chrome Packages)
- P275/55R20 OWL tires (4) — 4x4

#### LARIAT (continued)
- Running boards — 4" polished stainless steel tubeular
- Running boards — 4" silver tubeular (incl. with Ford Harley-Davidson® Package)
- Running boards — 4" polished stainless steel tubeular (incl. with Ford Harley-Davidson® Package)

---

1 See dealer for availability and restrictions.
<table>
<thead>
<tr>
<th>FEATURES &amp; OPTIONS</th>
<th>XL</th>
<th>STX</th>
<th>FX4</th>
<th>LARIAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEATING (continued)</td>
<td>—</td>
<td>—</td>
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<td>—</td>
</tr>
<tr>
<td>Front leather-trimmed 40/20/40 split seat with driver-side memory, and 10-way power heated driver and right front-passenger seats (10-way seat includes lumbar)</td>
<td>—</td>
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</tr>
<tr>
<td>Front cloth bucket seats with center console and driver manual lumbar (SuperCab; 4x4 req. ESOF)</td>
<td>—</td>
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<td>—</td>
</tr>
<tr>
<td>Front premium cloth bucket seats with driver manual lumbar and center console (SuperCab and SuperCrew; SuperCab 4x4 req. ESOF)</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Front sport leather-trimmed bucket seats with heat, dual manual lumbar and flow-through console including rear air vents and floor shifter (incl. with FX4 Luxury Package)</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Rear vinyl 60/40 split flip-up seat (SuperCab and SuperCrew)</td>
<td>—</td>
<td>—</td>
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<td>—</td>
</tr>
<tr>
<td>Front cloth bucket seats with center console and driver manual lumbar (SuperCab; 4x4 req. ESOF)</td>
<td>—</td>
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<td>—</td>
<td>—</td>
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<td>—</td>
</tr>
</tbody>
</table>

**INTERIOR**

- Air conditioning — Manual
- Air conditioning — Dual-zone Electronic Automatic Temperature Control (incl. with FX4 Luxury Package)
- AM/FM stereo with clock
- AM/FM stereo single-CD player with MP3 capability, auxiliary audio input jack, speed-compensated volume control, information display with compass, and clock (incl. with XL Plus Package)
- AM/FM stereo 6-disc in-dash CD changer with MP3 capability, auxiliary audio input jack, speed-compensated volume control and information display with compass
- Sony® AM/FM stereo 6-disc in-dash CD changer with MP3 capability, auxiliary audio input jack, speed-compensated volume control and information display with compass

**NAVIGATION**

- Navigation System with 8" in-dash screen and Sony®-Single-CD DVD player with MP3, DVD-Audio and DVD-Video capabilities; internal hard drive for map and points of Interest storage and nearly 10-GB useable; SIRIUS Travel Link™ (incl. traffic; weather; fuel information and more; capability; includes subwoofer; speed-compensated volume control, steering wheel-mounted audio and Navigation System controls and auto-dimming rearview mirror with microphone (FX4 req. FX4 Luxury Package)

**STANDARD EQUIPMENT**

- AM/FM Radio
- Tires: 225/60R17 OWL
- 5-speedmanualtransmission
- 4.6L V8 engine
- FX4 Package
- 17" 7-lug steel wheels
- P265/60R17 all-season OWL tires (4x2) or P275/65R18 all-season OWL tires (4x4); and 5" chrome tubular running boards (SuperCrew) or 4" polished stainless steel tubular running boards (Regular Cab) restrictions apply; see dealer for details
- Power equipment group — Includes power door locks with key fob, windows and sideview mirrors; illuminated entry and autolamp (standard XLT SuperCrew)
- Overhead console with 2 storage bins and map lights
- Power accessory delay
- Power-adjustable pedals
- Power-adjustable pedals with memory
- Power inboard — Includes power window locks with autolock (XL SuperCrew only)
- Power Equipment Group — Includes power door locks with key fob, windows and sideview mirrors; illuminated entry and autolamp (standard XLT SuperCrew)
- Power moonroof — Includes one-touch-open /-close and overhead console with single storage bin
- Rear window — Fixed with solar-tinted glass
- Rear window — Fixed with privacy glass
- Rear window — Fixed with privacy glass and defroster
- Rear window — Manual-sliding with privacy glass (n/a with defroster)
- Rear window — Power-sliding with privacy glass and defroster (reg. XL Convenience Package on XLT SuperCrew and SuperCrew)
- Steering wheel — Urethane, Black
- MyKeyTM owner controls feature (incl. on XL Plus Package)
- Outside temperature and compass display
- Interior dome light with front map lights (SuperCrew)
- Interior front map lights (XLT SuperCrew and SuperCrew only)
- MyKey™: owner controls feature
- Message center/trip computer — Includes display center features plus distance-to-empty, average fuel economy, multiple language display choices and temperature readout options
- Cruise control — Steering wheel-mounted
- Outside temperature and compass display
- Overhead console with 2 storage bins and map lights
- Power accessory delay
- Power-adjustable pedals
- Power-adjustable pedals with memory
- Power inboard — Includes power window locks with autolock (XL SuperCrew only)
- Power moonroof — Includes one-touch-open /-close and overhead console with single storage bin
- Rear window — Fixed with solar-tinted glass
- Rear window — Fixed with privacy glass
- Rear window — Fixed with privacy glass and defroster
- Rear window — Manual-sliding with privacy glass (n/a with defroster)
- Rear window — Power-sliding with privacy glass and defroster (reg. XL Convenience Package on XLT SuperCrew and SuperCrew)
- Steering wheel — Urethane, Black

**PACKAGES**

- Heavy-duty payload package — Includes 8,200 lbs. for improved payload and towing; 17" 7-lug steel wheels, LT265/70R17 all-terrain BSW tires; heavy-duty shock absorbers and frame; upgraded springs and radiator; auxiliary transmission oil cooler; rear axle with 3.55" gear set and 3.73 limited-slip gear ratio (Regular Cab and SuperCab with 5.4L V8 only; req. Max. Trailer Tow Package)
- Max. trailer tow package (req. for towing over 5000 lbs.) — Includes Class V trailer hitch receiver, 7-pin wiring harness; upgraded radiator; auxilary transmission oil cooler; Trailer Brake Controller; upgraded rear bumper; upgraded rear springs; heavy-duty front eye bushing; and trailer tow mirrors (XL Regular Cab and SuperCab; restrictions apply — see dealer for details)
- Snow plow prep package — Available with 4x4 only (req. Heavy-duty Payload Package) and includes upgraded springs (Regular Cab and SuperCrew, restrictions apply — see dealer for details)
- Trailer tow package (req. for towing over 5000 lbs.) — Includes Class V trailer hitch receiver, 7-pin wiring harness; upgraded radiator; and auxiliary transmission oil cooler
- XL decor group — Includes chrome front/rear bumpers and cloth 40/20/40 split front seat with driver manual lumbar
- XL plus package — Includes AM/FM stereo with single-CD player; auxiliary audio input jack; cruise control; and MyKey
- STX decor package — Includes 18" machined cast-aluminum wheels; P265/60R18 all-season OWL tires (4x2) or P275/65R18 all-season OWL tires (4x4); and 5" chrome tubular running boards (SuperCrew) or 4" polished stainless steel tubular running boards (Regular Cab)
- STX plus package — Includes fog lamps and cruise control

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*Standard: Select Availability  Optional: Not Available*
Harley-Davidson™ F-150 feature page (SuperCrew only)

FX4 Plus Package
- Adjustable pedals; and Reverse Sensing System
- Dimming driver-side feature; auto-dimming rearview mirror; power-sideview mirrors with integrated turn-signal indicators and auto-dimming driver-side feature; auto-dimming rearview mirror; fog lamps; 6-way power driver seat (SuperCab and SuperCrew)
- Power-adjustable pedals with memory; Reverse Sensing System; body-color door handles with memory; AM/FM stereo/6-disc in-dash CD changer; power-sliding rear privacy window with auto-dimming rearview mirror with microphone; power, heated sideview mirrors with memory and body-color caps; 5" chrome angular running boards; body-color door handles with chrome straps and SecuriCode keyless-entry keypad; 18" chrome-clad aluminum wheels; chrome exhaust tip; and power, heated sideview mirrors with integrated turn-signal indicators, chrome caps and auto-dimming driver-side feature

FX4 Luxury Package—Includes Dual-zone Electronic Automatic Temperature Control; steering wheel with secondary audio/climate controls; heated front seats; memory driver seat; power-adjustable pedals with memory; Reverse Sensing System; body-color door handles with SecuriCode keyless-entry keypad; FX4 sport leather-trimmed, pedals with memory; Reverse Sensing System; body-color door handles with memory; AM/FM stereo/6-disc in-dash CD changer; power-sliding rear privacy window with auto-dimming rearview mirror with microphone; power, heated sideview mirrors with memory and body-color caps; 5" chrome angular running boards; body-color door handles with chrome straps and SecuriCode keyless-entry keypad; 18" chrome-clad aluminum wheels; chrome exhaust tip; and power, heated sideview mirrors with integrated turn-signal indicators, chrome caps and auto-dimming driver-side feature

FX2 Sport Package
- See description on model comparison page
- SLIDE-UP PACKAGE
- Tool Kit™ (req. in-dash computer; n/a with FX4 Plus Package or随车工具包装)
- Tool Link™ (req. in-dash computer; n/a with Cargo Management System, SYNC, or satellite radio)
- Cable Lock by Master Lock®

FX4 Plus Package—Includes AM/FM stereo/6-disc in-dash CD changer with MP3 capability; auxiliary audio input jack; power, heated sideview mirrors with integrated turn-signal indicators and auto-dimming driver-side feature; auto-dimming rearview mirror; fog lamps; 6-way power driver seat (SuperCab and SuperCrew)
- Power-adjustable pedals with memory; Reverse Sensing System; body-color door handles with memory; AM/FM stereo/6-disc in-dash CD changer; power-sliding rear privacy window with auto-dimming rearview mirror with microphone; power, heated sideview mirrors with memory and body-color caps; 5" chrome angular running boards; body-color door handles with chrome straps and SecuriCode keyless-entry keypad; 18" chrome-clad aluminum wheels; chrome exhaust tip; and power, heated sideview mirrors with integrated turn-signal indicators, chrome caps and auto-dimming driver-side feature

LARIAT Chrome Package—Includes chrome mesh grille insert; 6" chrome angular running boards; body-color door handles with chrome straps and SecuriCode keyless-entry keypad; 18" chrome-clad aluminum wheels; chrome exhaust tip; chrome front tow hooks (4x4); and power, heated sideview mirrors with memory, integrated turn-signal indicators, chrome caps and auto-dimming driver-side feature

LARIAT Plus Package—Includes AM/FM stereo/6-disc in-dash CD changer with MP3 capability; auxiliary audio input jack; Universal Garage Door Opener; Reverse Sensing System; and Rear View Camera

Ford Harley-Davidson™ Package—See description on Ford Harley-Davidson™ F-150 feature page (SuperCrew only)
- KING RANCH® Package—See description on model comparison page (SuperCrew only)
- PLATINUM Package—See description on model comparison page (SuperCrew only)

CABLE LOCK BY MASTER LOCK®

Note: All figures are subject to change.
## CONVENTIONAL TOWING — Maximum Loaded Trailer Weight Ratings (lbs.)

<table>
<thead>
<tr>
<th>ENGINE</th>
<th>AXLE RATIO</th>
<th>MAX. GCWR (LBS.)</th>
<th>REGULAR CAB 4x2</th>
<th>REGULAR CAB 4x4</th>
<th>SUPER CAB 4x2</th>
<th>SUPER CAB 4x4</th>
<th>SUPERCREW 4x2</th>
<th>SUPERCREW 4x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6L 2-Valve V8 with 4-Speed Automatic</td>
<td>3.55</td>
<td>10,900</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>133&quot; WB</td>
<td>145&quot; WB</td>
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<td></td>
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<td>16,900</td>
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<td>11,300</td>
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<td>17,100</td>
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<tr>
<td>4.6L 3-Valve V8 with 6-Speed Automatic</td>
<td>3.55</td>
<td>12,900</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>133&quot; WB</td>
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<td>17,300</td>
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<td>—</td>
</tr>
<tr>
<td>5.4L 3-Valve V8 with 6-Speed Automatic</td>
<td>3.55</td>
<td>13,900</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>126&quot; WB</td>
<td>145&quot; WB</td>
<td>133&quot; WB</td>
<td>145&quot; WB</td>
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<td></td>
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<td>17,300</td>
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</tr>
</tbody>
</table>

Note: Maximum loaded trailer weights shown. The combined weight of the towing vehicle (including hitch, passengers and cargo) and the loaded trailer must not exceed the Gross Combination Weight Rating (GCWR). Note: See RV and Trailer Towing Guide for requirements, restrictions and 5th-wheel towing.

### POWERTRAINS

<table>
<thead>
<tr>
<th>ENGINE</th>
<th>TRANSMISSION</th>
<th>HORSEPOWER (hp @ rpm)</th>
<th>TORQUE (lb.-ft. @ rpm)</th>
<th>2010 EPA-ESTIMATED FUEL ECONOMY</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6L 2-valve V8</td>
<td>4-speed auto. with Tow/Haul</td>
<td>248 @ 4750</td>
<td>294 @ 4000</td>
<td>CITY: 15 mpg</td>
</tr>
<tr>
<td>4.6L 3-valve V8</td>
<td>6-speed auto. with Tow/Haul</td>
<td>292 @ 5700</td>
<td>320 @ 4000</td>
<td>CITY: 15 mpg</td>
</tr>
<tr>
<td>5.4L 3-valve V8 (gas)</td>
<td>6-speed auto. with Tow/Haul</td>
<td>310 @ 5000</td>
<td>365 @ 3500</td>
<td>CITY: 14 mpg</td>
</tr>
<tr>
<td>5.4L 3-valve V8 (E85)</td>
<td>6-speed auto. with Tow/Haul</td>
<td>320 @ 5250</td>
<td>393 @ 3500</td>
<td>CITY: 10 mpg</td>
</tr>
</tbody>
</table>

1Requires Heavy-Duty Payload Package. 2SVT RAPTOR only. 3Requires Max. Trailer Tow Package. 4Actual mileage may vary with driving habits.

fordvehicles.com
EXTERIOR COLORS

Oxford White
Tuxedo Black Metallic
Vermillion Red
Blue Flame Metallic
Ingot Silver Metallic
Sterling Grey Metallic

STX
Oxford White
Tuxedo Black Metallic
Vermillion Red
Blue Flame Metallic
Ingot Silver Metallic
Sterling Grey Metallic

XLT
Oxford White
Tuxedo Black Metallic
Vermillion Red
Blue Flame Metallic
Ingot Silver Metallic
Sterling Grey Metallic

FX2/FX4
Oxford White
Tuxedo Black Metallic
Vermillion Red
Blue Flame Metallic
Ingot Silver Metallic
Sterling Grey Metallic

INTERIORS:
Camel/ Tan  Medium Stone/ Stone  Black/ Black

Colors shown are representative only. Not all colors are available on all models. See your dealer for actual paint/ trim options.

Additional-cost option.
INTERIOR COLORS

LARIAT
- Oxford White
- Tuxedo Black Metallic
- Ingot Silver Metallic
- Dark Blue Pearl Metallic
- Red Candy Metallic Tinted Clearcoat
- Royal Red Metallic
- White Platinum Metallic Tri-Coat

KING RANCH®
- Oxford White
- Tuxedo Black Metallic
- Dark Blue Pearl Metallic
- Royal Red Metallic
- White Platinum Metallic Tri-Coat

PLATINUM
- Tuxedo Black Metallic
- Ingot Silver Metallic
- Sterling Grey Metallic
- Red Candy Metallic Tinted Clearcoat
- White Platinum Metallic Tri-Coat

FORD HARLEY-DAVIDSON™
- Tuxedo Black Metallic
- Lava Metallic

SVT RAPTOR
- Oxford White
- Tuxedo Black Metallic
- Blue Flame Metallic
- Molten Orange Metallic Tri-Coat

INTERIORS:
- Camel/Tan
- Medium Stone/Stone
- Black/Black
- Chaparral/Camel
- Sienna Brown/Black
- Lava/Black
- Orange/Black

1 Additional-cost option.
<table>
<thead>
<tr>
<th>Wheel Type</th>
<th>Description</th>
<th>Standard/Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>17&quot; Grey Styled-Steel</td>
<td>Standard on XL</td>
<td></td>
</tr>
<tr>
<td>17&quot; Machined-Aluminum</td>
<td>Standard on STX</td>
<td></td>
</tr>
<tr>
<td>17&quot; Machined-Aluminum with Painted Accents</td>
<td>Standard on XLT</td>
<td>Included with Heavy-Duty Payload Package</td>
</tr>
<tr>
<td>17&quot; 7-Lug Steel</td>
<td>Included with XLT and LARIAT Chrome Packages</td>
<td>Standard on SVT RAPTOR</td>
</tr>
<tr>
<td>17&quot; Painted Cast-Aluminum with Machined Finish</td>
<td>Standard on SVT RAPTOR</td>
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</tr>
<tr>
<td>18&quot; Machined-Aluminum with Painted Accents</td>
<td>Standard on FX2</td>
<td></td>
</tr>
<tr>
<td>18&quot; Machined Cast-Aluminum</td>
<td>Standard on FX4, Included with STX Décor Package</td>
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</tr>
<tr>
<td>18&quot; Chrome-Clad Aluminum</td>
<td>Included with XLT and LARIAT Chrome Packages</td>
<td>Standard on LARIAT</td>
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<tr>
<td>18&quot; 7-Spoke Bright-Aluminum</td>
<td>Standard on LARIAT</td>
<td></td>
</tr>
<tr>
<td>18&quot; 7-Spoke Aluminum with Pueblo Gold Painted Accents</td>
<td>Standard on KING RANCH®</td>
<td></td>
</tr>
<tr>
<td>17&quot; Grey Styled-Steel</td>
<td>Standard on XL</td>
<td></td>
</tr>
<tr>
<td>17&quot; Machined-Aluminum</td>
<td>Standard on STX</td>
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</tr>
<tr>
<td>17&quot; Machined-Aluminum with Painted Accents</td>
<td>Standard on XLT</td>
<td>Included with Heavy-Duty Payload Package</td>
</tr>
<tr>
<td>17&quot; 7-Lug Steel</td>
<td>Included with XLT and LARIAT Chrome Packages</td>
<td>Standard on SVT RAPTOR</td>
</tr>
<tr>
<td>17&quot; Painted Cast-Aluminum with Machined Finish</td>
<td>Standard on SVT RAPTOR</td>
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</tr>
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<td>17&quot; Machined-Aluminum with Painted Accents</td>
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<tr>
<td>17&quot; Machined Cast-Aluminum</td>
<td>Standard on FX4, Included with STX Décor Package</td>
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<tr>
<td>17&quot; Chrome-Clad Aluminum</td>
<td>Included with XLT and LARIAT Chrome Packages</td>
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<td>Standard on LARIAT</td>
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</tr>
<tr>
<td>17&quot; 7-Spoke Aluminum with Pueblo Gold Painted Accents</td>
<td>Standard on KING RANCH®</td>
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<tr>
<td>17&quot; Premium Painted-Aluminum</td>
<td>Optional on FX4 and LARIAT Chrome Packages</td>
<td>Standard on LARIAT</td>
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<tr>
<td>20&quot; 6-Spoke Machined-Aluminum</td>
<td>Optional on FX4 and LARIAT Chrome Packages</td>
<td>Standard on LARIAN</td>
</tr>
<tr>
<td>20&quot; 6-Spoke Aluminum</td>
<td>Optional on XLT and LARIAT Chrome Packages</td>
<td>Standard on KING RANCH®</td>
</tr>
<tr>
<td>20&quot; Chrome-Clad Aluminum</td>
<td>Optional on XLT and LARIAT Chrome Packages</td>
<td>Standard on PLATINUM</td>
</tr>
<tr>
<td>20&quot; Premium Painted-Aluminum</td>
<td>Optional on KING RANCH®</td>
<td>Standard on PLATINUM</td>
</tr>
<tr>
<td>20&quot; Polished-Aluminum</td>
<td>Standard on PLATINUM</td>
<td>Standard on Ford Harley-Davidson® F-150</td>
</tr>
<tr>
<td>22&quot; Polished Forged-Aluminum</td>
<td>Standard on Ford Harley-Davidson® F-150</td>
<td></td>
</tr>
</tbody>
</table>
F-150

Dual INViSiON™ DVD Headrests
Remote Start Systems
Trailer Tow Mirrors
Garmin® Portable Navigation Systems
Keyless Entry Keypad
Hard Color-Matched Tonneau Cover
6" Chrome Step Bar
Hood Deflectors
Side Window Deflectors
Step Bar
Splash Guards
Wiper Shaker De-Icer and Debris Cleaner
EchoMaster® HitchScan™ Rear Park Assist and Hitch Step
Sportz® Truck Tent
Wheel Locks
Locking Fuel Plug
Interior Accessories/ Electronics
Katzkin® Leather Seat Covers
Interior Lighting Kit
Electrochromic Mirror w/ Compass, Outside Temperature and HomeLink® Vehicle Security System
SmartAlert® GPS Tracking and Recovery
Cargo Organizers – Soft-Sided
– Soft-Sided Cooler
– Hard-Sided
Cargo Area Protector
All-Weather Floor Mats
Ashcup/ Coin Holder/ Smoker’s Pack
Bed Accessories
Tonneau Covers
– Hard Folding
– Soft Roll-Up
Cargo Management System
– Bed Side Rails
– Cleats
– Load Bars
– Divider Panel
Bed Extender
Retractable Cable Lock by Master Lock®
Retractable Hooks
Rubber Mat
Side Step
ToughBed® Spray-In Bedliner
Tailgate Liners
Tiregate® Wheel and Tire Carrier
Towing Accessories
Trailer Hitch Assembly – 2" Receiver
Trailer Hitch Balls/ Draw Bars
Wiring Harness Kit
Exterior Accessories
Custom Chrome Replacement Grilles
Power Sliding Rear Window
Manual Sliding Rear Window
Moonroof Deflector
Side Window Deflectors
Step Bar
Splash Guards
Wiper Shaker De-Icer and Debris Cleaner
EchoMaster® HitchScan™ Rear Park Assist and Hitch Step
Sportz® Truck Tent
Wheel Locks
Locking Fuel Plug
To learn more about Ford Custom Accessories and to buy them online, visit fordaccessories.com.

Also available:
Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 12,000 miles (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Contact your local Ford Dealer for details and a copy of the limited warranty.
Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer’s warranty. Ford Licensed Accessories are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford engineering requirements. Contact your Ford Dealer for details regarding the manufacturer’s limited warranty and/or a copy of the FLA product limited warranty offered by the accessory manufacturer.

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THE FACTS ABOUT FORD.

**Quality Trucks.**

FACT: Ford has more trucks on the road with over 250,000 miles than any other brand.¹ And Ford F-Series has been America's best-selling line of trucks for 32 years in a row.

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FACT: Ford vans and pickups achieve best-in-class or unsurpassed fuel economy in 2 different classes.² And Power Stroke® diesels meet stringent federal emissions standards with Ford Clean Diesel Technology™.

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FACT: We're working to help keep you and yours safe. AdvanceTrac® with RSC® is now available on more Ford Truck models than ever. And F-150's extensive safety features help make it America's Safest Full-Size Pickup.⁴

**Smart Trucks.**

FACT: From exclusive box-side and tailgate steps to Ford Work Solutions™ to Ford SYNC®, no other brand of trucks offers more innovative technology and productivity tools to help you get the job done.

Visit fordvehicles.com to learn more.

¹Based on vehicle registration data and latest odometer readings available to R. L. Polk & Co. for 1992 and newer model year full-size pickups and vans still on the road in the U.S. as of April 2008. ²Ranger 2010 EPA-estimated 22 mpg city/27 hwy, 4x2 with 2.3L engine and 5-speed manual transmission; and Transit Connect Small Van 2010 EPA-estimated 22 mpg city/25 hwy. ³Remember that even advanced technology cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions. For more information on AdvanceTrac with RSC, visit fordvehicles.com. ⁴Based on both NHTSA 5-Star crash test ratings and IIHS Top Safety Pick. Star ratings are part of the U.S. Department of Transportation’s Safercar.gov program (www.safercar.gov).