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.
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.

<table>
<thead>
<tr>
<th>POWERTRAIN</th>
<th>Max. Hwy. 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>
<td>1,890</td>
<td>6,000</td>
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<tr>
<td>4.6L 3-Valve V8/6-Speed</td>
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<td>5.4L 3-Valve V8/6-Speed</td>
<td>20</td>
<td>3,030</td>
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</tbody>
</table>

120 hp and 390 lb.-ft. torque ratings require E85 fuel. *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 2-valve V8 4x2. Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.
**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.
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.

1Remember 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. 2Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.
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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**BEST IN-CLASS PAYLOAD**

3,030 LBS.

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**MAX. PAYLOAD (LBS.)*

<table>
<thead>
<tr>
<th></th>
<th>Regular Cab</th>
<th>SuperCab</th>
<th>SuperCrew</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6L 2-Valve V8</td>
<td>1,890</td>
<td>1,600</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>
<td>2,660</td>
<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

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.®

NO WHINING.

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.

**Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, D.C.

FO-150

fordvehicles.com
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,TM 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.
DNA OF A FACTORY PRERUNNER — BUILT FORD TOUGH.® 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 torque¹; 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 truck²; help control 11.2” of front suspension travel; unique rear springs help deliver 12.1” 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.

¹Projected rating, coming Winter 2010. ²Class is Full-Size Pickups under 8500 lbs. GVWR.
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
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.

fordvehicles.com
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.

[fordvehicles.com](http://fordvehicles.com)
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 with a flow-through center console. The Black leather-wrapped steering wheel and optional power-adjustable performance pedals will have you ready to run. For even more street cred, step up to the optional 20" premium painted-aluminum wheels. The new FX2 is Built Ford Tough® and destined to stand out from the crowd. Available Fall 2009.

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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-hp1 5.4L 3-valve V8 FFV, and the available Heavy-Duty Payload Package and Max. Trailer Tow Package for best-in-class capability.

1320 hp and 390 lb.-ft. torque ratings require E85 fuel.

fordvehicles.com
THIS IS TOUGH THAT TURNS 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.

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.
### XL

**AVAILABILITY**
- Cab: Regular Cab, SuperCab, SuperCrew

**ENGINE**
- 4.6L 2-valve V8, 4.6L 3-valve V8, 5.4L 3-valve V8 (FFV)

**DRIVETRAIN**
- 4x2, 4x4

**STANDARD EQUIPMENT**
- 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
- Exterior: Argent-painted front and rear step bumpers; black bar-style grille with black surround; black front bumper upper fascia; black manual sideview mirrors (Regular Cab and SuperCab); black power sideview mirrors (SuperCrew); 17" grey styled-steel wheels
- Interior: Vinyl 40/20/40 split front seats; 17" machined-aluminum wheels with painted accents

### STX

**AVAILABILITY**
- Cab: Regular Cab, SuperCab

**ENGINE**
- 4.6L 2-valve V8, 4.6L 3-valve V8

**DRIVETRAIN**
- 4x2, 4x4

**STANDARD EQUIPMENT**
- Includes all XL features, plus:
  - Exterior: STX decals; body-color front and rear step bumpers, grille surround and front bumper upper fascia; 17" machined-aluminum wheels
  - Interior: Cloth 40/20/40 split front seats; premium cloth 60/40 split flip-up rear seat (SuperCab); MyKey® owner controls feature

### XLT

**AVAILABILITY**
- Cab: Regular Cab, SuperCab, SuperCrew

**ENGINE**
- 4.6L 2-valve V8, 4.6L 3-valve V8, 5.4L 3-valve V8 (FFV)

**DRIVETRAIN**
- 4x2, 4x4

**STANDARD EQUIPMENT**
- Includes all XL features, plus:
  - Exterior: Chrome front and rear step bumpers; chrome bar-style grille with chrome surround; remote keyless-entry system; power sideview mirrors; 17" machined-aluminum wheels with painted accents
  - Interior: Premium cloth 40/20/40 split front seats; premium cloth 60/40 split flip-up rear seat (SuperCab and SuperCrew); autolamp; power accessory delay; color-coordinated carpet and floor mats; cruise control; visors with covered mirrors; power windows (including 2nd-row on SuperCab and SuperCrew); power door locks; tripminder; outside temperature and compass display; rear cupholders (SuperCab and SuperCrew); fixed rear privacy window

### FX2

**AVAILABILITY**
- Cab: SuperCab, SuperCrew

**ENGINE**
- 4.6L 3-valve V8, 5.4L 3-valve V8 FFV

**DRIVETRAIN**
- 4x2

**STANDARD EQUIPMENT**
- Includes all XLT features, plus:
  - Exterior: FX2 Sport decals; body-color front and rear step bumpers; Sterling Grey billet-style grille with body-color surround; fog lamps; body-color wheel-lip moldings; SecuriCode® keyless-entry keypad; accent-color headlamps and taillamps; chrome exhaust tip; accent-color 6" angular running boards; body-color door handles; 18" machined-aluminum wheels with painted accents
  - Interior: Sport cloth front bucket seats with flow-through console and floor shifter; driver and right-front-passenger manual lumbar; 6-way power driver seat; Black leather-wrapped steering wheel; FX logo carpeted floor mats (SuperCab and SuperCrew)

### FX4

**AVAILABILITY**
- Cab: SuperCab, SuperCrew

**ENGINE**
- 5.4L 3-valve V8 FFV

**DRIVETRAIN**
- 4x4

**STANDARD EQUIPMENT**
- Includes all XLT features, plus:
  - 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
  - Exterior: FX4 OFF-ROAD decals; body-color front and rear step bumpers; black bar-style grille with body-color surround; fog lamps; Sterling Grey wheel-lip moldings; SecuriCode keyless-entry keypad; 18" machined cast-aluminum wheels
  - Interior: Sport cloth front bucket seats with flow-through console and floor shifter; driver and right-front-passenger manual lumbar; 6-way power driver seat; SIRIUS Satellite Radio; Black leather-wrapped steering wheel; Black rubber off-road floor mats; rear-window defroster
**LARIAT**

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

**STANDARD EQUIPMENT**
- Includes all XLT 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

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**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/tailgate moldings and platform running boards; Reverse Sensing System; Rear View Camera; 18" aluminum wheels
  - **INTERIOR:** Chaparral 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; Chaparral leather-wrapped steering wheel with real wood insert, power tilt column and memory; unique brushed-aluminum appliqué on center panel and console; 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

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**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 appliqué; chrome exhaust tip; satin-finish tailgate appliqué; 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 appliqué 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

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**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.

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**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

#### Exterior

<table>
<thead>
<tr>
<th>Measure</th>
<th>Regular Cab 4x2/4x4</th>
<th>Super Cab 4x2/4x4</th>
<th>SuperCrew 4x2/4x4</th>
<th>SVT Raptor SuperCab 4x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Overall height</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.5' box</td>
<td>74.6'/76.0'</td>
<td>71.5'/75.9'</td>
<td>74.3'/76.2'</td>
<td>78.4'</td>
</tr>
<tr>
<td>8' box</td>
<td>76.2'/75.8'</td>
<td>75.9'/76.7'</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Overall width</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>excluding mirrors</td>
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<tr>
<td>including mirrors</td>
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<td></td>
</tr>
<tr>
<td>mirrors folded</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>78.9'</td>
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<td>78.9'</td>
<td>86.3'</td>
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<td>213.1'</td>
<td>213.7'</td>
<td>243.7'</td>
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<td>8' box</td>
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<td>259.3'</td>
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<tr>
<td>C. Overall length</td>
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<td>5.5' box</td>
<td>125.8'</td>
<td>144.5'</td>
<td>156.6'</td>
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</tr>
<tr>
<td>6.5' box</td>
<td>144.5'</td>
<td>163.2'</td>
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</tr>
<tr>
<td>8' box</td>
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<td></td>
</tr>
<tr>
<td>D. Overhang — Front</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>38.5'</td>
<td>38.5'</td>
<td>38.5'</td>
<td>38.4'</td>
</tr>
<tr>
<td>6.5' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Wheelbase</td>
<td>144.4'</td>
<td>144.4'</td>
<td>156.6'</td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>133.3'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.5' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Overall width</td>
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<td>including mirrors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mirrors folded</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>74.3'/25.0'</td>
<td>21.2'/23.7'</td>
<td>22.4'/25.5'</td>
<td>27.7'/30.0'</td>
</tr>
<tr>
<td>6.5' box</td>
<td>15.2'/18.6'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td>17.7'/18.6'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G. Angle of approach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>18.8'/21.0'</td>
<td>18.8'/20.7'</td>
<td>18.1'/20.7'</td>
<td>22.7'/25.0'</td>
</tr>
<tr>
<td>6.5' box</td>
<td>19.3'/18.3'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td>21.9'/21.6'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H. Ground clearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>8.6'/8.8'</td>
<td>8.2'/8.7'</td>
<td>8.3'/9.9'</td>
<td>11.2'/12.4'</td>
</tr>
<tr>
<td>6.5' box</td>
<td>9.9'/9.8'</td>
<td>9.4'/10.0'</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I. Loadfloor height</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.5' box</td>
<td>33.0'/34.8'</td>
<td>33.2'/34.6'</td>
<td>32.4'/34.6'</td>
<td>36.4'/38.4'</td>
</tr>
<tr>
<td>6.5' box</td>
<td>35.7'/35.4'</td>
<td>34.9'/35.7'</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8' box</td>
<td>36.6'/36.4'</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Cab length</td>
<td>126.4'</td>
<td>145.0'</td>
<td>156.7'</td>
<td>145.2'</td>
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</table>

#### Interior

<table>
<thead>
<tr>
<th>Measure</th>
<th>1st Row</th>
<th>2nd Row</th>
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</thead>
<tbody>
<tr>
<td>Head room</td>
<td>41.0'</td>
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<tr>
<td>Shoulder room</td>
<td>66.6'</td>
<td>66.8'</td>
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<tr>
<td>Hip room</td>
<td>60.5'</td>
<td>60.5'</td>
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<tr>
<td>Leg room</td>
<td>41.4'</td>
<td>33.4'</td>
</tr>
<tr>
<td>2nd Row</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Head room</td>
<td>41.0'</td>
<td>40.3'</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>66.8'</td>
<td>65.8'</td>
</tr>
<tr>
<td>Hip room</td>
<td>60.5'</td>
<td>64.6'</td>
</tr>
<tr>
<td>Leg room</td>
<td>41.4'</td>
<td>33.4'</td>
</tr>
</tbody>
</table>

#### Cargos Area

<table>
<thead>
<tr>
<th>Measure</th>
<th>5.5' Box</th>
<th>6.5' Box</th>
<th>8' Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume (cu. ft.)</td>
<td>55.5</td>
<td>65.5</td>
<td>81.2</td>
</tr>
<tr>
<td>Inside height</td>
<td>22.4''</td>
<td>22.4''</td>
<td>22.4''</td>
</tr>
<tr>
<td>Length at floor</td>
<td>67.0''</td>
<td>78.8''</td>
<td>97.4''</td>
</tr>
<tr>
<td>Width at wheelhouse</td>
<td>50.0''</td>
<td>50.0''</td>
<td>50.0''</td>
</tr>
<tr>
<td>Maximum width at floor</td>
<td>65.2''</td>
<td>65.2''</td>
<td>65.2''</td>
</tr>
</tbody>
</table>
**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 assist 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

**SOS Post-Crash Alert System™**

**Safety belt — 2-point front-center (SuperCab and SuperCrew)**

**Safety belts — 3-point for all front-outboard seating positions, all rear seats**

**LATCH — Lower anchors and tether anchors for child-safety seats**

**Belt-Minder® safety belt reminder — Driver and right-front-passenger**

**Alert chimes — Headlamps-on, key-in-ignition and safety belt sensor, restraint control module and Front Passenger Sensing System**

**AdvanceTrac® with RSC® (Roll Stability Control™)**

**Safety Canopy® System with side-curtain airbags**

**Personal Safety System™ for driver and right-front passenger includes dual-stage front airbags**

**Trailer Sway Control**

**4.2L 2-valve V6 with 6-speed automatic overdrive and Tow/Haul Mode (available Winter 2010)**

**Integrated Trailer Brake Controller**

**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**

**Cargo box lamp — Integrated into center high-mounted stop lamp**

**Cargo box/tie-downs — 4**

**Headlamps — Aerodynamic clear-lens dual-beam halogen**

**Stake-bed pockets**

**Tailgate — Removable with key lock and Tailgate Assist**

**Windshield wipers — Intermittent**

**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 ESO of 4x4 only) and 1 in each front-door map pocket**

**Display center**

**Front dome or map lights**

**Front-door map pockets**

**Interior Color Accent Package — Includes unique heat 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.**

**OPTIONAL PACKAGES**

**Exterior Graphics Package**

**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)
- Rear View Camera
- Stowable bed extender
- Tailgate Step

**Raptor® Luxury Package**

**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.

**Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency, a licensed agency and subsidiary of Ford Motor Company.

Comparisons based on 2009 competitive models (Class is Full-Size Pickups under 8,500 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.

**SVT RAPTOR FEATURES & OPTIONS**

See F-150 SVT RAPTOR feature page for standard equipment

**EXTerior**

**Cargo box lamp — Integrated into center high-mounted stop lamp**

**Cargo box/tie-downs — 4**

**Headlamps — Aerodynamic clear-lens dual-beam halogen**

**Stake-bed pockets**

**Tailgate — Removable with key lock and Tailgate Assist**

**Windshield wipers — Intermittent**

**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)
- Rear View Camera
- Stowable bed extender
- Tailgate Step

**OPTIONAL PACKAGES**

**Exterior Graphics Package**

**Interior Color Accent Package — Includes unique heat 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.**

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.
4 255 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.
5 Under normal driving conditions with routine fluid and filter changes.
6 Easy Fuel™ capless fuel filler
7 Electronic Brakeforce Distribution (EBD)
8 Fail-safe engine cooling system
9 Gas-pressurized twin-tube shock absorbers
10 Hood-open assist mechanisms
11 Lightweight aluminum hood
12 Maintenance-free 72-amp-hr, 750-CCA battery with battery saver
13 Power 4-wheel vented-disc brakes with Anti-lock Brake System (ABS)
14 Power rack-and-pinion steering
15 Spare tire with underframe winch with safety catch
16 Belt-Minder® safety belt reminder — Driver and right-front-passenger
17 Safety Canopy® System with side-curtain airbags
18 Forward-facing side airbags
19 AdvanceTrac® with RSC® (Roll Stability Control™)
20 Alert chimes — Headlamps-on, key-in-ignition and safety belt sensor
21 Belt-Minder® safety belt reminder — Driver and right-front-passenger
22 Brake/shift interlock
23 Fuel pump inertia shut-off switch
24 LATCH — Lower anchors and tether anchors for child-safety seats
25 Safety belts — 3-point for all front-outboard-seat positions, all rear seat positions and Regular Cab/center front position
26 Safety belt — 2-point front-center (SuperCab and SuperCrew)
27 SecurLock™ passive anti-theft ignition system
28 Side-intrusion door beams
29 SOS Post-Crash Alert System™
30 Trailer sway control
<table>
<thead>
<tr>
<th>FEATURES &amp; OPTIONS</th>
<th>XL</th>
<th>STX</th>
<th>LARIAT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MECHANICAL</strong></td>
<td>-</td>
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<tr>
<td>4.6L V8 with 6-speed automatic</td>
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<tr>
<td>4x4 Drive System</td>
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<td><strong>WHEELS &amp; TIRES</strong></td>
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<td>19” alloy wheels</td>
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<tr>
<td><strong>EXTERIOR</strong></td>
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<tr>
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<tr>
<td>Side view mirrors</td>
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<td>Power</td>
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<tr>
<td><strong>INTERIOR</strong></td>
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<tr>
<td>Front bucket seats</td>
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<tr>
<td>Rear seat recline</td>
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1See dealer for availability and restrictions.
## FEATURES & OPTIONS

### XL
- Seating:
  - Cloth
  - Leather
- AM/FM radio
- Cruise control
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### STX
- Seating:
  - Cloth
  - Leather
- AM/FM radio
- Cruise control
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### XLT
- Seating:
  - Cloth
  - Leather
- AM/FM radio
- Cruise control
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### FX4
- Seating:
  - Cloth
  - Leather
- AM/FM radio
- Cruise control
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### LARIAT
- Seating:
  - Cloth
  - Leather
- AM/FM radio
- Cruise control
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### INTERIOR
- Air conditioning
- Power steering
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Power door locks
- Power mirrors
- Rearview camera
- Security system
- 6-way power seat

### EXTERIOR
- Headlamps
- Taillamps
- Fog lamps
- Bumpers
- Running boards
- Tires and wheels
- Towing package

### NAVIGATION SYSTEM
- Navigation System with 8" in-dash screen and Sony single-CD/DVD player
- Rearview camera
- Power foldable mirrors
- Power door locks
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Rearview camera
- Security system
- 6-way power seat

### ENTERTAINMENT SYSTEM
- AM/FM radio
- CD player
- Satellite radio
- DVD player
- Navigation system
- Bluetooth connectivity
- Auxiliary input jack
- Power door locks
- Power windows
- Cupholders
- Floor covering
- Cupholders
- Interior dome light
- Interior rearview mirror
- Outside temperature
- Rearview camera
- Security system
- 6-way power seat

### CONVENIENCE FEATURES
- Power mirrors
- Power windows
- Rearview camera
- Security system
- 6-way power seat

### CUSTOM OPTIONS
- Select Availability

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[fordvehicles.com](http://fordvehicles.com)
**FEATURES & OPTIONS**

**PAYLOAD PACKAGES**

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### REGULAR CAB 4x2

<table>
<thead>
<tr>
<th>WHEELBASE</th>
<th>ENGINE</th>
<th>MAX. PAYLOAD (LBS.)</th>
<th>GVWR (LBS.)</th>
</tr>
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<td>126&quot;</td>
<td>4.6L 2-valve</td>
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</table>

### SUPERCREW 4x2

<table>
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<tr>
<th>WHEELBASE</th>
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### SUPERCREW 4x4

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1Requires Heavy-Duty Payload Package. 2Requires Max. Trailer Tow Package. 3SVT RAPTOR only.

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

<table>
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<th>ENGINE</th>
<th>AXLE RATIO</th>
<th>MAX. GCWR (LBS.)</th>
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<th>145&quot; WB</th>
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<tbody>
<tr>
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</table>

**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></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></td>
</tr>
<tr>
<td>5.4L 3-valve V8 (gas)</td>
<td>6-speed auto. with Tow/Haul</td>
<td>310 @ 5600</td>
<td>365 @ 3500</td>
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</tr>
<tr>
<td>5.4L 3-valve V8 (E85)</td>
<td>6-speed auto. with Tow/Haul</td>
<td>320 @ 5200</td>
<td>390 @ 3500</td>
<td></td>
</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.

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

fordvehicles.com
EXTERIOR COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Monotone Exterior</th>
<th>Ingot Silver Two-Tone Exterior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford White</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Tuxedo Black Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Vermillion Red</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Blue Flame Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Ingot Silver Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Sterling Grey Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Dark Blue Pearl Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Pueblo Gold Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Red Candy Metallic Tinted Clearcoat</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Royal Red Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Red Candy Metallic Tinted Clearcoat¹</td>
<td>☐</td>
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<tr>
<td>STX</td>
<td>Oxford White</td>
<td>☐</td>
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<td>Tuxedo Black Metallic</td>
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<tr>
<td>Vermillion Red</td>
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<td>Blue Flame Metallic</td>
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<td>Ingot Silver Metallic</td>
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</tr>
<tr>
<td>Sterling Grey Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>FX2/ FX4</td>
<td>Oxford White</td>
<td>☐</td>
</tr>
<tr>
<td>Tuxedo Black Metallic</td>
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<td>☐</td>
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<tr>
<td>Vermillion Red</td>
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<td>Blue Flame Metallic</td>
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<tr>
<td>Ingot Silver Metallic</td>
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<tr>
<td>Sterling Grey Metallic</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Red Candy Metallic Tinted Clearcoat¹</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

¹Additional-cost option.

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.
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

Additional-cost option.
WHEELS

17" Grey Styled-Steel
Standard on XL

17" Machined-Aluminum
Standard on STX

17" Machined-Aluminum
with Painted Accents
Standard on XLT

17" 7-Lug Steel
Included with Heavy-Duty
Payload Package

17" Painted Cast-Aluminum
with Machined Finish
Standard on SVT RAPTOR

18" Machined-Aluminum
with Painted Accents
Standard on FX2

18" Machined Cast-Aluminum
Standard on FX4, Included with STX Décor Package

18" Chrome-Clad Aluminum
Included with XLT and LARIAT Chrome Packages

18" 7-Spoke Bright-Aluminum
Standard on LARIAT

18" 7-Spoke Aluminum
with Pueblo Gold Painted Accents
Standard on SVT RAPTOR

17" Grey Styled-Steel
Standard on XL

17" Machined-Aluminum
Standard on STX

17" Machined-Aluminum
with Painted Accents
Standard on XLT

17" 7-Lug Steel
Included with Heavy-Duty
Payload Package

17" Painted Cast-Aluminum
with Machined Finish
Standard on SVT RAPTOR

18" Machined-Aluminum
with Painted Accents
Standard on FX2

18" Machined Cast-Aluminum
Standard on FX4, Included with STX Décor Package

18" Chrome-Clad Aluminum
Included with XLT and LARIAT Chrome Packages

18" 7-Spoke Bright-Aluminum
Standard on LARIAT

18" 7-Spoke Aluminum
with Pueblo Gold Painted Accents
Standard on SVT RAPTOR

20" 6-Spoke
Premium Painted-Aluminum
Optional on FX2

20" 6-Spoke Machined-Aluminum
Optional on FX4 and LARIAT

20" Chrome-Clad Aluminum
Optional on XLT and LARIAT Chrome Packages

20" Premium Painted-Aluminum
Optional on KING RANCH®

20" Polished-Aluminum
Standard on PLATINUM

22" Polished Forged-Aluminum
with Painted Accents
Standard on Ford Harley-Davidson® F-150

fordvehicles.com
FORD CUSTOM ACCESSORIES

Also available:

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
- Trenz® 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

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
- Trenz® Wheel and Tire Carrier

Also available:

- Soft Folding Tonneau Cover
- Cargo Storage Bin
- Interior Cargo Organizer

To learn more about Ford Custom Accessories and to buy them online, visit fordaccessories.com.

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.

fordvehicles.com
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.

Green Trucks.

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.³

Safe Trucks.

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).