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.

LISTEN, THIS THING’S MADE FOR YOU.

IT’S CLEARLY THE BEST IN SO MANY WAYS.

F-150 MPG AND MUSCLE

- The 4.6L 3-valve V8 4x2 gets 21 mpg hwy.¹
- 5.4L 3-valve V8 4x2 gets 20 mpg hwy.¹
- 320 hp and 390 lb.-ft. torque ratings require E85 fuel.
- Strongest frame in the class²

BEST TOWING

- Best-in-class capability: 11,300 lbs.
- Standard Trailer Sway Control
- Available Trailer Brake Controller, Rear View Camera and Telescoping Trailer Tow Mirrors

BEST PAYLOAD

- Best-in-class capability: 3,030 lbs.
- Best-in-class cargo box volume
- Available class-exclusive Box Side Steps and Tailgate Step

SAFEST FULL-SIZE PICKUP

- NHTSA 5-Star crash test ratings and IIHS “Top Safety Pick”³
- Standard AdvanceTrac® with RSC® (Roll Stability Control)®
- Standard Safety Canopy® System with side-curtain airbags

BEST INTERIOR

- Quietest F-150 ever
- “Active Comfort” seats
- Class-exclusive flat loadfloor in SuperCab and SuperCrew
- One-touch folding rear seat in SuperCrew

BEST CONNECTIVITY

- Available exclusive Ford Work Solutions™ In-Dash Computer
- Available Ford SYNC® with new 911 Assist™
- Available voice-activated Navigation System with class-exclusive SIRIUS Travel Link™

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. ³Based on NHTSA’s 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.
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. MPG¹</th>
<th>Max. Payload (lbs.)³</th>
<th>Max. Towing (lbs.)³</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.6L 2-Valve V8/ 4-Speed</td>
<td>19</td>
<td>1,890</td>
<td>6,000</td>
</tr>
<tr>
<td>4.6L 3-Valve V8/ 6-Speed</td>
<td>21</td>
<td>1,980</td>
<td>9,500</td>
</tr>
<tr>
<td>5.4L 3-Valve V8/ 6-Speed</td>
<td>20</td>
<td>3,030</td>
<td>11,300</td>
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¹320 hp and 390 lb.-ft. torque ratings require E85 fuel. ²2010 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 V6 4x2; 2010 EPA-estimated 14 mpg city/ 20 hwy. on 5.4L 3-valve V8 4x2. ³Maximum 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.
F-150

BEST-IN-CLASS TOWING
11,300 LBS.
ACROSS ALL 3 CABS

F-150 XLT SuperCrew in Tuxedo Black with XLT Chrome Package and other available equipment

MAX. TOWING (LBS.)

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<td>6,000</td>
<td>5,800</td>
<td>5,700</td>
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<tr>
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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.

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.

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.

YEAH, WELL YOUR TRAILER’S REIGN OF TERROR IS OVER.
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)** 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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*Maximum capability when properly equipped. See your Ford Dealer for specific equipment and other limitations.

[fordvehicles.com](http://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.1 With 911 Assist, the system can make an emergency call from your phone directly to a 911 operator if any airbag has deployed.2 And now, SYNC features these convenient DRIVER SERVICES:
- Turn-by-turn directions3
- Vehicle Health Reports
- Up-to-the-minute weather
- Traffic alerts4
- Business searches
- Personalized business, sports and entertainment news
For all the latest details, visit SYNCSM.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 Link4 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.4

1 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.
2 For all the latest details, visit SYNCSM.COM.
3 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.
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.

fordvehicles.com
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.
F-150

SERIOUSLY, IT DOESN'T GET ANY BETTER THAN AMERICA'S SAFEST FULL-SIZE PICKUP.

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 ENCOURAGE 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). Based on NHTSA 5-Star crash test ratings and IIHS Top Safety Pick. 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.
F-150 SVT RAPTOR

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 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 12.1” 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.

PROJECTION DATE: Winter 2010. Class is Full-Size Pickups under 8500 lbs. GVWR.

fordvehicles.com
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

fordvehicles.com
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.
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.
F-150 LARIAT
CAPABILITY. CLASS. CHROME. IT'S ALL HERE.

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 side view 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
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.
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.
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.
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; 2 steel (front crossmember and transfer case), 1 composite (fuel tank); 18” machined-cast-aluminum wheels

**INTERIOR:** Cloth 40/20/40 split front seats; cloth 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); 6-way power driver seat; Black leather-wrapped steering wheel; FX logo carpeted floor mats

**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 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

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 with KING RANCH® logo
- INTERIOR: Chaparral 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 tailgate 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

FORD HARLEY-DAVIDSON™

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.

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.

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### Dimensions

#### EXTERIOR

<table>
<thead>
<tr>
<th>A. Overall height</th>
<th>5.5' box</th>
<th>6.5' box</th>
<th>8' box</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.5' box</td>
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<td>71.5&quot;/75.9&quot;</td>
<td>74.3&quot;/76.2&quot;</td>
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<tr>
<td>6.5' box</td>
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<tr>
<td>8' box</td>
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<td>231.7&quot;</td>
<td>243.7&quot;</td>
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<tr>
<td>B. Overall length</td>
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<td>6.5' box</td>
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<td>excluding mirrors</td>
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<td>78.9&quot;</td>
<td>86.3&quot;</td>
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<tr>
<td>including mirrors</td>
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<td>97.0&quot;</td>
<td>97.0&quot;</td>
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<tr>
<td>C. Overall length</td>
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<td>8' box</td>
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<td>38.5&quot;</td>
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<td>8' box</td>
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<td>250.3&quot;</td>
<td>250.3&quot;</td>
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<tr>
<td>6.5' box</td>
<td>144.5&quot;</td>
<td>163.2&quot;</td>
<td>—</td>
</tr>
<tr>
<td>E. Overall height</td>
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<td>8' box</td>
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<td>48.7&quot;</td>
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<tr>
<td>6.5' box</td>
<td>48.8&quot;</td>
<td>48.8&quot;</td>
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</tr>
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<td>F. Overall height</td>
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<td>G. Overall height</td>
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<td>21.3&quot;/22.1&quot;</td>
<td>—</td>
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<td>I. Overall height</td>
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<td>J. Overall height</td>
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<tr>
<td>K. Overall height</td>
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<td>8' box</td>
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<td>5.5' box</td>
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#### INTERIOR

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<tr>
<th>1st Row</th>
<th>Head room</th>
<th>Shoulder room</th>
<th>Hip room</th>
<th>Leg room</th>
</tr>
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<td>2nd Row</td>
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<td>Hip room</td>
<td>Leg room</td>
</tr>
<tr>
<td>Head room</td>
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<td>66.8&quot;</td>
<td>66.6&quot;</td>
<td>33.4&quot;</td>
</tr>
</tbody>
</table>

| CARGO AREA       | 5.5' BOX | 6.5' BOX | 8' BOX |
| Volume (cu. ft.) | 55.5     | 65.5     | 81.2   |
| M. Inside height | 22.4"    | 22.4"    | 22.4"  |
| N. Length at floor | 67.8"   | 78.8"    | 97.4"  |
| O. Width at wheelhouse | 50.0"   | 50.0"    | 50.0"  |
| P. Maximum width at floor | 65.2"   | 65.2"    | 65.2"  |

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STANDARD FEATURES

MECHANICAL

90,000-mile tune-up interval1
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
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

Personal Safety System™ for driver and right-front passenger includes dual-stage front airbags; safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver-seat-position sensor, crash severity sensor, restraint control module and Front Passenger Sensing System1
Safety Canopy® System with side-curtain airbags2 for all rows and rollover sensor
Front-seat side airbags3
AdvanceTrac® with RSC® (Roll Stability Control™)
Alert chimes — Headlights-on, key-in-ignition and safety belt
Belt-Minder® safety belt reminder — Driver and right-front-passenger
Brake/shift interlock
Fuel pump inertia shut-off switch
LATCH — Lower anchors and tether anchors for child-safety seats
Safety belts — 3-point for all front-outboard-seat positions, all rear seat positions and Regular Cab rear-center position
Safety belt — 2-point front-center (SuperCab and SuperCrew)
SecuriLock® passive anti-theft ignition system
Side-intrusion door beams
SOS Post-Crash Alert System™
Trailer sway control

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 ESOF 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. SVT RAPTOR Luxury Package)
Power moonroof
Rear View Camera
Stowable bed extender
Tailgate Step

OPTIONAL PACKAGES

Exterior Graphics Package

Interior Color Accent 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.

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 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 or lease, 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 certain 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 variation. 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.

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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 certain 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 variation. 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.

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### FEATURES & OPTIONS

#### F-150 XL

- **STX**
- **XLT**
- **FXA**

#### LARIAT

- **FXA**

#### MECHANICAL

- 4.6L EFI 3-valve V8 with 4-speed automatic overdrive
- 4.6L EFI V8 with 4-speed automatic overdrive with Tow/Haul Mode
- 4.6L Regular Cab 126" WB
- 4.6L Regular Cab 126" WB
- 4.6L Regular Cab 126" WB
- 4.6L Regular Cab 126" WB
- Axle—Limited-slip rear (3.15, 3.31, 3.55 or 3.73 ratio)²

#### WHEELS & TIRES

- 17" grey styled-steel wheels
- 17" machined-aluminum wheels (incl. with FX2 Sport Package)
- 18” machined-aluminum wheels (incl. with XLT and LARIAT Chrome Packages)
- 18” machined-aluminum wheels with painted accents (incl. with FX2 Sport Package)
- 18” painted bright-aluminum wheels
- 18” chrome-clad aluminum wheels (incl. with XLT and LARIAT Chrome Packages)
- 18” machined-aluminum wheels with painted accents (incl. with FX2 Sport Package)
- 18” painted Platinum painted wheels with Pueblo Gold painted accents (incl. with KING RANCH® Package)
- 20” chromed-clad aluminum wheels (req. LARIAT Chrome Package and 5.4L V8)
- 20” machined-aluminum wheels—Includes sport-tuned shocks (incl. with Regular Cab 126" WB or SuperCab 133" WB)
- 20” painted premium painted-aluminum wheels (req. FX2 Sport Package and 5.4L engine)
- 20” painted-aluminum wheels (incl. with PLATINUM Package)
- 20” machined-aluminum wheels with painted accents (incl. with Ford Harley-Davidson® Package)
- 22” polished-forged aluminum wheels with painted accents (incl. with Ford Harley-Davidson® Package)

#### F-150 STX

- **XLT**
- **FXA**

#### LARIAT

- **FXA**

#### WHEELS & TIRES (continued)

- P265/60R18 all-season OWL tires (5) — 4x2
- P275/65R18 all-season OWL tires (4) — 4x2
- P285/65R18 all-season OWL tires (5) — 4x2 (incl. with FX2 Sport Package)
- P275/65R18 all-season OWL tires (4) — 4x2
- P285/65R18 all-season OWL tires (5) — 4x2 (incl. with FX2 Sport Package)
- P285/65R18 all-season OWL tires (5) — 4x2 (req. Lariat Chrome Package)
- P275/65R18 all-season OWL tires (4) — 4x2 (SuperCab and SuperCrew)
- P285/65R18 all-season OWL tires (5) — 4x2 (SuperCab and SuperCrew)
- P275/65R18 all-season OWL tires (4) — 4x2 (SuperCab and SuperCrew)
- P285/65R18 all-season OWL tires (5) — 4x2 (SuperCab and SuperCrew)

#### 4x4-ONLY FEATURES

- Mechanical Shift-On-The-Fly (INSOF) transfer case
- Electronic Shift-On-The-Fly (ESOF) transfer case (standard on SuperCrew; req. with 4.6L 3-valve and 5.4L 3-valve)
- Skid plates — Steel plates for front crossmember and transfer case; composite plate for fuel tank

#### EXTERIOR

- 8’ box—Regular Cab (145” WB)
- 8’ box—SuperCab with Heavy-Duty Payload Package (153” WB)
- 6.5’ box—Regular Cab (126” WB)
- 6.5’ box—Regular Cab (126” WB)
- 6’ box—SuperCrew (145” WB)
- 5.5’ box—SuperCrew (145” WB)
- Sideview mirrors — Power, heated glass/manual telescoping trailer tow with integrated turn-signal indicators and security approach lamps (req. Max. Trailer Tow Package; XLT req. FX2 Sport Package; FX4 req. FX4 Luxury Package)
- Sideview mirrors — Power, heated glass/manual telescoping trailer tow with integrated turn-signal indicators, chrome caps and security approach lamps and auto-dimming driver-side feature (req. KING RANCH® or PLATINUM Package)
- Sideview mirrors — Power, heated glass/manual telescoping trailer tow with integrated turn-signal indicators, body-color caps and security approach lamps (FX4 req. FX4 Luxury Package; req. Max. Trailer Tow Package)
- Sideview mirrors — Power, heated glass/manual telescoping trailer tow with integrated turn-signal indicators, chrome caps and security approach lamps (req. KING RANCH® or PLATINUM Package; req. Max. Trailer Tow Package)

#### SEATING

- Front premium 40/20/40 split seat (optional with XL Décor Group)
- Front cloth 40/20/40 split seat with driver manual lumbar (incl. with XL Décor Group)
- Front premium cloth 40/20/40 split seat with driver manual lumbar
- Front sport cloth bucket seats with dual manual lumbar and flow-through console including rear air vents and floor shifter (XLT req. FX2 Sport Package)

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¹See dealer for availability and restrictions.

²Standard, Select Availability, Optional, Not Available
### FEATURES & OPTIONS

#### XL
- Steering wheel — Upholstered, Black
- Air conditioning — Manual
- Rear window — Manual-sliding with privacy glass
- Front cloth 60/40 split flip-up seat (SuperCab; one-touch flip-up on SuperCrew)
- Cupholders — Floor console (MSOF 4x4 only)
- Rear leather-trimmed 60/40 split one-touch flip-up seat with folding armrest (SuperCrew; incl. with FX4 Luxury Package)
- Floor covering — Vinyl
- Interior front map lights (XLT SuperCab and SuperCrew only)
- Cupholders — Rear passenger (SuperCab and SuperCrew)
- Sun visors — Power-adjustable (FX4 SuperCrew)
- Sun visors — Power-adjustable with memory (FX4 SuperCrew)
- Outside temperature and compass display
- MyKey® owner controls feature (incl. on XL Plus Package)
- Interior rear dome light (Regular Cab and SuperCrew)
- Auxiliary transmission oil cooler
- Trailer Brake Controller
- Trailer Tow Package (req. for towing over 5000 lbs.) — Includes Class III trailer hitch receiver, 7-pin wiring harness; upgraded radiator; auxiliary transmission oil cooler; upgraded rear bumper; upgraded rear springs; heavy-duty front eye bushing; and trailer tow mirrors (XL Regular Cab and SuperCrew; 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)

#### STX
- Power accessory delay
- Power-adjustable pedals with memory
- Power-tinted glass
- Rear window — Fixed with privacy glass and defroster (req. for HD Payload Package)
- Rear window — Power sliding with privacy glass and defroster (req. for HD Payload Package)
- Rear window — Manual sliding with privacy glass (n/a with defroster)
- Interior dome light with front map lights (SuperCrew)
- Overhead console with 2 storage bins and map lights
- MyKey® owner controls feature (on XL Plus Package)
- Ford SYNC® with 911 Assist® and Bluetooth® hands-free phone system
- SIRIUS Satellite Radio — Includes integrated satellite receiver, roof-mounted antenna and 6-month trial subscription (Regular Cab and SuperCrew 4x4 only, ESOF; n/a with 4.6L 2-valve 4x4)
- Rearview camera (SuperCrew; restrictions apply — see dealer for details)
- Trailer Brake Controller
- Trailer Tow Package (req. for towing over 5000 lbs.) — Includes Class III trailer hitch receiver, 7-pin wiring harness; upgraded radiator; auxiliary transmission oil cooler
- 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)

#### Lariat
- Power accessories delay
- Power-adjustable pedals
- Power-tinted glass
- Rear window — Fixed with privacy glass and defroster
- Rear window — Power sliding with privacy glass and defroster (req. for HD Payload Package)
- Rear window — Manual sliding with privacy glass (n/a with defroster)
- Interior dome light with front map lights (SuperCrew)
- Overhead console with 2 storage bins and map lights
- MyKey® owner controls feature (on XL Plus Package)
- Ford SYNC® with 911 Assist® and Bluetooth® hands-free phone system
- SIRIUS Satellite Radio — Includes integrated satellite receiver, roof-mounted antenna and 6-month trial subscription (Regular Cab and SuperCrew 4x4 only, ESOF; n/a with 4.6L 2-valve 4x4)
- Rearview camera (SuperCrew; restrictions apply — see dealer for details)
- Trailer Brake Controller
- Trailer Tow Package (req. for towing over 5000 lbs.) — Includes Class III trailer hitch receiver, 7-pin wiring harness; upgraded radiator; auxiliary transmission oil cooler
- 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)
FEATURES & OPTIONS

PACKAGES (continued)

FX4 Plus Package — Includes AM/FM stereo/6-disc in-dash CD changer; power-sliding rear privacy window with defrost; and Reverse Sensing System, SYNC, or satellite radio

3RD-PARTY UPFIT PACKAGE

MidBox Prep Package — Includes 145" WB Regular Cab with 5.5' box; via ship-thru process, truck is upfitted with MidBox between cab and pickup box

CUSTOM ACCESSORIES/ PRE-INSTALLED

PowerCode Remote Start System (req. Power Equipment Group; n/a with PLATINUM Package, SVT RAPTOR or Ford Harley-Davidson® Package)

Chrome bug shield (n/a with PLATINUM Package, SVT RAPTOR or Ford Harley-Davidson® Package)

FORD WORK SOLUTIONS™

In-dash computer featuring Windows® CE operating system with touch screen (n/a with SYNC or SIRIUS Satellite Radio; deletes standard radio)

Tool Link™ (req. in-dash computer; n/a with Cargo Management System, SYNC, or satellite radio)

Cable Lock by MasterLock®

3RD-PARTY UPFIT PACKAGE

MidBox Prep Package — Includes 145" WB Regular Cab with 5.5' box; via ship-thru process, truck is upfitted with MidBox between cab and pickup box

Standard □ Select Availability ○ Optional — Not Available

PAYLOAD PACKAGES

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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<tbody>
<tr>
<td>126&quot;</td>
<td>4.6L 2-valve</td>
<td>1710</td>
<td>6450</td>
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<tr>
<td>145&quot;</td>
<td>4.6L 2-valve</td>
<td>1890</td>
<td>6750</td>
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<tr>
<td>157&quot;</td>
<td>4.6L 2-valve</td>
<td>1900</td>
<td>6850</td>
</tr>
<tr>
<td>5.4L 3-valve</td>
<td>2060</td>
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<td>5.4L 3-valve</td>
<td>3030</td>
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SUPER CAB 4x2

<table>
<thead>
<tr>
<th>WHEELBASE</th>
<th>ENGINE</th>
<th>MAX. PAYLOAD (LBS.)</th>
<th>GVWR (LBS.)</th>
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<tr>
<td>145&quot;</td>
<td>4.6L 2-valve</td>
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<td>4.6L 3-valve</td>
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<td>5.4L 3-valve</td>
<td>1800</td>
<td>7050</td>
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<tr>
<td>5.4L 3-valve</td>
<td>2030</td>
<td>7500</td>
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</table>

163"        | 5.4L 3-valve | 2660\(^1\)         | 8200        |

SUPERCREW 4x2

<table>
<thead>
<tr>
<th>WHEELBASE</th>
<th>ENGINE</th>
<th>MAX. PAYLOAD (LBS.)</th>
<th>GVWR (LBS.)</th>
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</thead>
<tbody>
<tr>
<td>145&quot;</td>
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<td>6800</td>
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<tr>
<td>4.6L 3-valve</td>
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<tr>
<td>5.4L 3-valve</td>
<td>1750</td>
<td>7100</td>
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<tr>
<td>5.4L 3-valve</td>
<td>1870(^2)</td>
<td>7350</td>
<td></td>
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</tbody>
</table>

157"        | 4.6L 2-valve | 1470              | 6850        |
| 4.6L 3-valve | 1540       | 6900              |             |
| 5.4L 3-valve | 1670       | 7100              |             |
| 5.4L 3-valve | 1990\(^2\)   | 7550              |             |

REGULAR CAB 4x4

<table>
<thead>
<tr>
<th>WHEELBASE</th>
<th>ENGINE</th>
<th>MAX. PAYLOAD (LBS.)</th>
<th>GVWR (LBS.)</th>
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<td>126&quot;</td>
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<tr>
<td>5.4L 3-valve</td>
<td>1660</td>
<td>6800</td>
<td></td>
</tr>
</tbody>
</table>

145"        | 4.6L 2-valve | 1850              | 6950        |
| 4.6L 3-valve | 1950       | 7050              |             |
| 5.4L 3-valve | 1970       | 7200              |             |
| 5.4L 3-valve | 2740\(^2\)   | 8200              |             |

SUPER CAB 4x4

<table>
<thead>
<tr>
<th>WHEELBASE</th>
<th>ENGINE</th>
<th>MAX. PAYLOAD (LBS.)</th>
<th>GVWR (LBS.)</th>
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<tr>
<td>133&quot;(^3)</td>
<td>5.4L 3-valve</td>
<td>1020</td>
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<td>145&quot;</td>
<td>4.6L 2-valve</td>
<td>1480</td>
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<tr>
<td>4.6L 3-valve</td>
<td>1550</td>
<td>7000</td>
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</table>

157"        | 5.4L 3-valve | 1960\(^3\)        | 7700        |
| 5.4L 3-valve | 2350\(^3\)   | 8200              |             |

SUPERCREW 4x4

<table>
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<th>WHEELBASE</th>
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<td>7000</td>
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<td>1510</td>
<td>7200</td>
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<tr>
<td>5.4L 3-valve</td>
<td>1910(^3)</td>
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</table>

157"        | 4.6L 3-valve | 1430              | 7150        |
| 5.4L 3-valve | 1540       | 7350              |             |
| 5.4L 3-valve | 5.4L 3-valve | 7500              |             |

\(^1\) Requires Heavy-Duty Payload Package. \(^2\) Requires Max. Trailer Tow package. \(^3\) SVT RAPTOR only.

Note: All figures are subject to change.

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### CONVENTIONAL TOWING — Maximum Loaded Trailer Weight Ratings (lbs.)

<table>
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<tr>
<th>ENGINE</th>
<th>AXLE RATIO</th>
<th>MAX. GCWR (LB.)</th>
<th>REGULAR CAB</th>
<th>REGULAR CAB</th>
<th>SUPERCREW</th>
<th>SUPERCREW</th>
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<tbody>
<tr>
<td>4.6L 2-Valve V8 with 4-Speed Automatic</td>
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<td>10,400</td>
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<td>8000</td>
<td>8200</td>
<td>8600</td>
<td>8600</td>
<td>9200</td>
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<tr>
<td></td>
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<td>8000</td>
<td>8200</td>
<td>8600</td>
<td>8600</td>
<td>9200</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.

### 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, HWY. 19 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, HWY. 21 mpg</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>
<td>CITY 15 mpg, HWY. 14 mpg</td>
</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>CITY 15 mpg, HWY. 14 mpg</td>
</tr>
</tbody>
</table>

1 Requires Heavy-Duty Payload Package. 2 SVT RAPTOR only. 3 Requires Max. Trailer Tow Package. Actual 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
- Pueblo Gold Metallic
- Vermillion Red
- Blue Flame Metallic
- Ingot Silver Metallic
- Sterling Grey Metallic
- Red Candy Metallic Tinted Clearcoat
- Dark Blue Pearl Metallic
- Royal Red Metallic
- Oxford White
- Tuxedo Black Metallic
- Vermillion Red
- Blue Flame Metallic
- Ingot Silver Metallic
- Sterling Grey Metallic
- Pueblo Gold Metallic
- Red Candy Metallic Tinted Clearcoat

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

For more information, visit fordvehicles.com
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 KING RANCH®

17” Grey Styled-Steel
Standard on XL

17” Machined-Aluminum
Standard on STX

17” Machined-Aluminum with Painted Accents
Standard on XLT

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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 KING RANCH®

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
- Tingleate® 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®
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- Soft-Sided
- Soft-Sided Cooler
- Hard-Sided
- Cargo Area Protector
- All-Weather Floor Mats
- Ashcup/Coin Holder
- Smoker’s Pack

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.
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™.

Safe Trucks.

FACT: We're working to help keep you and yours safe. AdvanceTrac® with RSC³ 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).