

2015 FORD F-150

The reinvention of America's favorite truck is the toughest, smartest and most capable F-150 ever

The all-new F-150 delivers an impressive combination of power, capability and efficiency – from advanced materials that improve durability and inhibit corrosion, to faster processors that enhance driving performance, to breakthrough cargo management and towing solutions.

“F-150 is well-known for being Built Ford Tough. Now, it is both tough and smart,” said Mark Fields, Ford Motor Company chief operating officer. “The all-new F-150 redefines the future of trucks, and it is yet another

example of our One Ford plan producing vehicles that serve customers with a commitment to the very best quality, fuel efficiency, safety, smart design and value.”

LEADERSHIP

F-150 is part of the Ford F-Series truck lineup, America's best-selling truck for 37 consecutive years and America's best-selling vehicle for 32 years.

“We have a unique connection with our customers,” said Joe Hinrichs, Ford executive vice president and president of The Americas. “Time and again, F-150 has delivered the tougher, smarter features they want along with the capabilities they need for work or play. We build our trucks to their high standards.”

In designing the backbone of the F-150,

Ford engineers improved the truck's signature fully boxed ladder frame. It is all-new with more high-strength steel than ever – making it stronger and lighter. High-strength, military-grade, aluminum alloys – already used in aerospace, commercial transportation, energy and many other rugged industries – are used throughout the F-150 body for the first time, improving dent and ding resistance and also saving weight. Overall, up to 700 pounds of weight have been saved, helping the F-150 tow more, haul more, accelerate quicker and stop shorter, and contributing to efficiency.

“More than ever before, customers want a truck that is a dependable partner, mobile office and a go-anywhere workshop,” said Raj Nair, Ford group vice president, Global Product Development.

STRENGTH

The 2015 Ford F-150 is the strongest and most durable F-150 ever. Before it goes on sale, it will have been torture-tested in

labs, at Ford proving grounds and in the hands of some of Ford's most demanding truck customers for more than 10 million miles.

The grueling testing simulated the demands Ford's customers will subject the truck to throughout its average lifetime. The tests include crisscrossing the country pulling heavy trailers and hefty loads through desert valleys and over high-altitude mountain passes – in temperatures from 20 degrees below zero to 120 degrees Fahrenheit.

2015 FORD F-150 BY THE NUMBERS

Wheelbase: 122.4 in.

Length: 209.3 in.

Width: 79.9 in.

Height: 75.2 in.

Base Engine: 3.5-liter Ti-VCT V6

Transmission: 6-speed automatic

