



2016 F-150

Competitive Comparison



Quad-beam LED Headlamps* and Side-mirror LED Spotlights*

2016 F-150: The Future of Tough.

Best-in-class⁽¹⁾ capabilities:

- 3270 lbs. maximum payload⁽²⁾
- 12,200 lbs. maximum towing⁽²⁾

Wide variety of class-exclusive⁽¹⁾ features, including:

- The first and only truck in its class to have an aluminum body and bed
- Adaptive cruise control and front collision warning with brake support*
- 360-degree camera with split-view display*
- Active park assist*
- Inflatable rear safety belts (SuperCrew®)*
- Pro Trailer Backup Assist™*
- Remote tailgate release* and tailgate step*
- Side-mirror LED spotlights*
- BoxLink™ with four premium locking cleats
- Smart Trailer Tow Connector* and dynamic hitch assist*



Pro Trailer Backup Assist*



360-degree Camera with Split-view Display*

For in-depth vehicle information, go to the 2016 Ford F-150 section on **eSourceBook**.

Impressive four-engine lineup	EPA-estimated 4x2 Fuel Economy ⁽³⁾ City/Hwy./Combined mpg Ratings
3.5L V6	18/25/20
2.7L EcoBoost® V6	19/26/22
3.5L EcoBoost V6	17/24/20
5.0L V8	15/22/18

Key National Competitors

- 2016 Chevrolet Silverado 1500
- 2016 Ram 1500
- 2016 Toyota Tundra

Use the information on the following pages to address competitive statements that customers may want to discuss.

- **Competitive Chatter** summarizes competitive statements made in product catalogs, on websites or in advertising
- **Ford Facts** provides the Ford F-150 details to help you counter the statements
- **Simply Stated** features suggested responses to use with customers

2016 Chevrolet Silverado 1500



Competitive Comparison

Comparing 2016 F-150 to the 2016 Chevrolet Silverado 1500

Promoted on the Chevrolet website as being built for the long haul, Silverado 1500 emphasizes its high-strength steel, class-leading towing and technology and innovation.



Competitive Chatter

High-strength Steel

According to the Chevrolet advertising and website, the Silverado is a better truck to own because it's made from high-strength steel with only the strategic use of aluminum. The high-strength steel delivers rugged capability:

- 2260 lbs. max. payload capacity
- 12,000 lbs. max. conventional towing

Class-leading V8 Towing

On the Chevrolet website, it states that Silverado has class-leading V8 towing capability of:

- 12,000 lbs. maximum with 6.2L V8
- 11,100 lbs. maximum with 5.3L V8

It also offers maximum payload capacities of:

- 4.3L V6: 1960 lbs.
- 5.3L V8: 2260 lbs.
- 6.2L V8: 2140 lbs.

Technology and Innovation

The Silverado website claims the 2016 full-size pickup is as smart as it is strong. It's now equipped with what Chevrolet is calling innovative technology, including 4G LTE Wi-Fi wireless cell phone charging and Chevrolet MyLink display. New styling is also touted which brings LED headlamps, signature lighting and tri-beam LED fog lamps. Articulating running boards and a remote locking tailgate are also featured.

Ford Facts

F-150 uses a high-strength, military-grade aluminum body and bed for **weight savings of up to 700 lbs.** over the previous generation. This helps deliver more capability than Silverado:

- **3270 lbs. max. payload capacity**⁽²⁾
- **12,200 lbs. max. conventional towing**⁽²⁾

AND, F-150 also offers:

- Fully boxed frame with eight crossmembers made of 78% high-strength steel
- **10 million miles of testing**

The 3.5L EcoBoost® V6 engine has maximum towing capability of:

- **12,200 lbs.**⁽²⁾

AND, F-150 provides a wide range of maximum payload capacities:

- 3.5L V6: 1910 lbs.
- 2.7L EcoBoost V6: 2210 lbs.
- 3.5L EcoBoost V6: **3240 lbs.**
- 5.0L V8: **3270 lbs.**

F-150 offers available LED quad-beam headlamps, LED taillamps, class-exclusive⁽¹⁾ LED side-mirror spotlights, LED box lighting and tailgate LED and tailgate with remote locking and class-exclusive⁽¹⁾ remote release feature.

AND, F-150 offers available class-exclusive⁽¹⁾ technologies:

- 360-degree camera with split-view display
- Active park assist
- Adaptive cruise control and forward collision warning with brake support
- Pro Trailer Backup Assist™

Simply Stated

With its high-strength, military-grade aluminum body and bed, F-150 has a weight savings of up to 700 lbs., which provides increased max. payload capacity that's over 1,000 lbs. more than Silverado, and a max. conventional towing that's 200 lbs. more than Silverado. AND, F-150 uses high-strength steel where it counts, in its fully boxed frame with eight crossmembers.

While Chevy states that the Silverado has class-leading V8 towing capability, it's F-150 that offers 12,200 lbs. of maximum towing capability — 200 lbs. more than Silverado. AND, F-150 equipped with the 5.0L V8 has over 1,000 more pounds of maximum payload capacity than Silverado.

F-150 has consistently been a leader in pickup technology, offering available technologies not found on Silverado at any price. Class-exclusive⁽¹⁾ 360-degree camera with split-view display, active park assist and Pro Trailer Backup Assist are just a few. And while Silverado can wirelessly charge a single device, F-150 offers two smart-charging USB ports. Once the complimentary trial ends on Silverado, if customers want Wi-Fi access, they have to pay for a monthly data plan. And that's on top of the OnStar monthly fee.



Competitive Comparison

2016 F-150 vs. the Competition on Performance

The 2016 F-150 stacks up well against the competition in areas of critical importance to truck buyers – horsepower, torque, fuel economy and payload. It's clear that F-150 is the truck to beat.



Spec Sets

	2016 Ford F-150	2016 Chevrolet Silverado 1500	2016 Ram 1500	2016 Toyota Tundra
Engine Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy./combined) mpg ⁽³⁾	3.5L V6 282 253 18/25/20 (4x2) 17/23/19 (4x4)	4.3L V6 285 305 18/24/20 (4x2) 17/22/19 (4x4)	3.6L V6 305 269 17/25/20 (4x2) 18/25/21 (4x2 HFE) 16/23/19 (4x4)	—
Engine Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy./combined) mpg ⁽³⁾	2.7L EcoBoost® V6 325 ⁽⁸⁾ 375 ⁽⁸⁾ 19/26/22 (4x2) 18/23/20 (4x4)	5.3L EcoTec V8 355 383 16/23/19 (4x2) 16/22/18 (4x4)	5.7L HEMI V8 395 410 15/22/17 (4x2) 15/21/17 (4x4)	4.6L V8 310 327 15/19/16 (4x2) 14/18/16 (4x4)
Engine Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy./combined) mpg ⁽³⁾	3.5L EcoBoost V6 365 420 17/24/20 (4x2) 16/22/18 (4x4)	6.2L EcoTec V8 420 460 15/21/17 (4x2) 15/21/17 (4x4)	3.0L EcoDiesel V6 240 420 20/28/23 (4x2) 21/29/24 (4x2 HFE) 19/27/22 (4x4)	5.7L V8 381 401 13/18/15 (4x2) 13/17/15 (4x4)
Engine Horsepower Torque (lb.-ft.) EPA-estimated rating of (city/hwy./combined) mpg ⁽³⁾	5.0L V8 385 387 15/22/18 (4x2) 15/21/17 (4x4)	5.3L EcoTec V8 355 383 16/23/19 (4x2) 16/22/18 (4x4)	5.7L HEMI V8 395 410 15/22/17 (4x2) 15/21/17 (4x4)	4.6L V8 310 327 15/19/16 (4x2) 14/18/16 (4x4)
Electronic-locking rear differential	Available	Available	NA	NA
Max. Conventional Towing (lbs.) ⁽²⁾	12,200 (4x2) 12,000 (4x4)	12,000 (4x2) 11,900 (4x4)	10,640 (4x2) 10,410 (4x4)	10,500 (4x2) 10,200 (4x4)
Max. Payload (lbs.) ⁽²⁾	3270 (4x2) 3040 (4x4)	2260 (4x2) 2220 (4x4)	1890 (4x2) 1710 (4x4)	2060 (4x2) 1985 (4x4)

Items in **blue** signify an advantage vs. one or more competitors.



Competitive Comparison

2016 F-150 vs. the Competition on Power-to-Weight Advantages

While most customers are familiar with using horsepower, torque, towing and payload ratings to compare trucks, it's important to help them understand that the power-to-weight ratio is a smarter measure of performance. Simply dividing engine horsepower or torque by vehicle weight tells you how much torque you have for every pound of vehicle weight. When you reduce weight – as F-150 has done – you improve this ratio, contributing to better acceleration, handling, towing, maneuverability and braking. **As you can see below, F-150 has an advantage in every cab configuration.** Be sure to share this information with your customers.



Spec Sets

2016 Ford F-150 2.7L EcoBoost® (375 lb.-ft. of torque)	F-150 Regular Cab Torque-to-weight Advantage ⁽⁹⁾	F-150 SuperCab Torque-to-weight Advantage ⁽⁹⁾	F-150 SuperCrew® Torque-to-weight Advantage ⁽⁹⁾
2016 Silverado 5.3L EcoTec V8 (383 lb.-ft. of torque)	10%	10%	10%
2016 Ram 3.0L EcoDiesel V6 (420 lb.-ft. of torque)	7%	6%	6%
2016 Ram 5.7L HEMI V8 (410 lb.-ft. of torque)	6%	4%	4%
2016 Ford F-150 3.5L EcoBoost (420 lb.-ft. of torque)	F-150 Regular Cab Torque-to-weight Advantage ⁽⁹⁾	F-150 SuperCab Torque-to-weight Advantage ⁽⁹⁾	F-150 SuperCrew Torque-to-weight Advantage ⁽⁹⁾
2016 Silverado 5.3L EcoTec V8 (383 lb.-ft. of torque)	16%	18%	18%
2016 Silverado 6.2L EcoTec V8 (460 lb.-ft. of torque)	N/A	2%	2%
2016 Ram 3.0L EcoDiesel V6 (420 lb.-ft. of torque)	13%	14%	14%
2016 Ram 5.7L HEMI V8 (410 lb.-ft. of torque)	12%	12%	13%

Items in blue signify an advantage vs. one or more competitors.



Competitive Comparison



2016 F-150 vs. the Competition on Convenience

The 2016 F-150 demonstrates that a truck that's tough on the worksite can be easy to work with. Offering a wide variety of convenience features, F-150 shows where the competition is lacking.

Spec Sets

	2016 Ford F-150	2016 Chevrolet Silverado 1500	2016 Ram 1500	2016 Toyota Tundra
Interior Features				
8-inch productivity screen in the instrument cluster	Available	Available (4.2-inch screen)	NA	NA
110-volt/400-watt outlets	Available	Available	Available (115-volt)	NA
Inflatable rear safety belts	Available	NA	NA	NA
Intelligent Access with push-button start	Available	NA	NA	NA
Multicontour seats with Active Motion®	Available	NA	NA	NA
Driver Assist Technologies				
Curve Control	Standard	NA	NA	NA
Active park assist	Available	NA	NA	NA
Adaptive cruise control and forward collision warning with brake support	Available	Available collision warning only	NA	NA
BLIS® (Blind Spot Information System) with cross-traffic alert	Available	NA	NA	Available
Lane-Keeping System	Available	Available	NA	NA
Pro Trailer Backup Assist™	Available	NA	NA	NA

Items in **blue** signify an advantage vs. one or more competitors.



Competitive Comparison



2016 F-150 vs. the Competition on Convenience (cont'd)

The 2016 F-150 demonstrates that a truck that's tough on the worksite can be easy to work with. Offering a wide variety of convenience features, F-150 shows where the competition is lacking.

Spec Sets

	2016 Ford F-150	2016 Chevrolet Silverado 1500	2016 Ram 1500	2016 Toyota Tundra
Driver Assist Technologies (cont'd)				
Auto high-beam headlamps	Available	Available	Available	NA
Dynamic hitch assist	Available	NA	NA	NA
Rain-sensing windshield wipers	Available	NA	Available	NA
Exterior Features				
Active Grille Shutter System	Standard	NA	Available	NA
High-strength aluminum-alloy body and bed (less weight = more capacity to work)	Standard	NA	NA	NA
360-degree camera with split-view display	Available	NA	NA	NA
BoxLink™ with 4 premium locking cleats	Available	NA	NA	NA
Fully integrated tailgate step	Available	NA	NA	NA
LED box lighting	Available	Available	Available	NA
LED taillamps	Available	Available	Available	NA
Quad-beam LED headlamps	Available	Available	NA	NA
LED side-mirror spotlights	Available	NA	NA	NA
Remote tailgate release	Available	NA	NA	NA
Smart Trailer Tow Connector	Available	NA	NA	NA

Items in **blue** signify an advantage vs. one or more competitors.



Competitive Comparison



2016 F-150 vs. the Competition on Comfort

Inch for inch and pound for pound, the new 2016 F-150 is keeping the competition on the sidelines. Make sure you share with your customers how F-150 beats the other guys in interior room and cargo volume.

Spec Sets

Interior	2016 Ford F-150	2016 Silverado 1500	2016 Ram 1500	2016 Toyota Tundra
Regular Cab				
Head Room (in.)	40.8	42.4	39.9	39.7
Leg Room (in.) (max.)	43.9	45.3	41.0	42.5
Shoulder Room (in.)	66.7	66.0	66.0	66.7
Hip Room (in.)	62.5	60.7	62.9	62.0
SuperCab				
Head Room (front/rear) (in.)	40.8/40.3	42.8/38.7	41.0/39.7	39.7/38.7
Leg Room (max. front/rear) (in.)	43.9/33.5	45.3/34.6	41.0/34.7	42.5/34.7
Shoulder Room (front/rear) (in.)	66.7/65.8	65.9/65.8	66.0/65.7	65.7/65.6
Hip Room (front/rear) (in.)	62.5/64.7	60.7/60.2	63.2/62.9	62.6/62.6
SuperCrew®				
Head Room (front/rear) (in.)	40.8/40.4	42.8/40.5	41.0/39.9	39.7/38.9
Leg Room (max. front/rear) (in.)	43.9/43.6	45.3/40.9	41.0/40.3	42.5/42.3
Shoulder Room (front/rear) (in.)	66.7/65.9	66.0/65.7	66.0/65.7	65.7/65.5
Hip Room (front/rear) (in.)	62.5/64.7	60.7/60.3	63.2/63.2	62.6/60.4

Items in **blue** signify an advantage vs. one or more competitors.

* Denotes an available feature.

(1) Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.

(2) When properly equipped.

(3) Actual mileage will vary.

(4) MSRP pricing. Requires 8-speed transmission.

(5) MSRP pricing.

(6) Payload rating is for Ram 1500 Crew 4x4 Long Box with EcoDiesel.

(7) Maximum payload for F-150 SuperCrew® 4x4 with 3.5L EcoBoost® V6 is 2650 when properly equipped with Heavy-duty Payload Package.

(8) Tested with 91-octane fuel.

(9) Calculation uses base curb weights and standard GVWR package of 4x2 models. Regular Cab comparison is with long box models. SuperCab and SuperCrew® are with standard/short box models.



Retailer Education & Training

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