

THE DETAILS

We're putting more user-friendly, hardworking new features into our trucks than ever before. So many, we can't even cover them all here. Drive one. You'll understand.

Green Trucks.



Ford vans and pickups achieve best-in-class or unsurpassed fuel economy in 2 different classes.¹ And Power Stroke® diesels meet stringent federal emissions standards with Ford Clean Diesel Technology.TM

Safe Trucks.



We're working to help keep you and yours safe. AdvanceTrac® with RSC®³ 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.

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



Quality Trucks.

Ford has more trucks on the road with over 250,000 miles than any other brand.² And Ford F-Series has been America's best-selling line of trucks for 32 years in a row.



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COMMERCIAL TRUCKS



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Availability of technologies and systems described in this brochure varies by model and trim level. Not all systems are available on all Ford vehicles. See your local Ford Dealer for complete details.

¹Based on Ranger 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. ²Based 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. 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).

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ALL-NEW 2011 F-SERIES
SUPER DUTY® PICKUP

Introducing the all-new 2011 Ford F-Series Super Duty: North America's most capable pickup¹ keeps raising the bar

Coming Spring 2010

Best-in-class max. towing and payload¹

Most efficient mobile office with LCD Productivity Screen,² Ford Work Solutions™² and more

Improved off-road capability with electronic-locking rear differential² and Hill Descent Control²

New class-exclusives: Trailer Sway Control² and 5th-Wheel Trailer Tow Prep Package²

New Hill Assist² feature helps prevent rollback when towing a heavy load



With these purpose-built Ford Truck powertrains, now designed and built by Ford, the 2011 F-Series Super Duty delivers more max. horsepower and max. torque with greater fuel efficiency

All-new Ford 6.7L Power Stroke® V8 Turbo Diesel B20-capable engine

All-new Ford 6.2L V8 Gas E85-capable engine

All-new Ford TorqShift® Heavy-Duty 6-speed automatic transmission with SelectShift



¹GVWR and GCWR when properly equipped. Class is Full-Size Pickups over 8500 lbs. GVWR. Based on comparison of Ford advanced engineering data and current competitive models. ²Optional. Availability varies by model. See your dealer for details.



ALL-NEW SUPER DUTY® V8 POWERTRAINS

With these purpose-built Ford Truck powertrains, now designed and built by Ford, the 2011 F-Series Super Duty delivers more max. horsepower and max. torque with significantly improved fuel efficiency. They've proven tough in even more extreme durability testing that included maximum load situations, real-world fleet applications and driving-equivalent tests

All-new Ford 6.7L Power Stroke® V8 Turbo Diesel B20-capable engine

All-new Ford 6.2L V8 Gas E85-capable engine

All-new Ford TorqShift® Heavy-Duty 6-speed automatic transmission with SelectShift

A unique exhaust and air induction architecture improves throttle response

Compact and efficient, the single-sequential turbocharger features a double-sided compressor wheel on a single shaft to reduce turbo lag

All-new torque converter improves fuel economy and directly links the Live-Drive PTO to the crankshaft

Runs on B20 diesel fuel with no loss of power

The combustion system, engine block and turbocharger designs all contribute to a notably quieter, more refined sound

A new compacted-graphite iron engine block is stronger, yet lighter, than cast iron

Aluminum cylinder heads with precision dual water jackets improve cooling and reduce weight

A new common-rail, direct-injection system optimizes fuel delivery with up to 5 injections per cylinder per combustion event

New high-capacity fluid filter extends service interval to 150,000 miles

All-new 6.7L Power Stroke V8 Turbo Diesel engine delivers more peak power and torque, at lower rpm, than its predecessor

All-new TorqShift 6-speed transmission features bigger and stronger gears including double overdrive

On diesel, more advanced and integrated Tow/Haul Mode provides better grade descent control through engine-exhaust braking

Class-exclusive Live-Drive Power TakeOff (PTO) provision is available to power upfits anytime the engine is running

All-new 6.2L V8 Gas engine

2011 F-Series Super Duty Pickups equipped with this standard engine achieve more max. horsepower and max. torque with better fuel economy

A large bore (102 mm) and a short stroke (95 mm) combine with high-flowing ports and a unique roller-rocker shaft valvetrain to deliver better breathing and improved horsepower. It's proven technology inspired by Ford Racing

The unique cylinder block design, 2 spark plugs per cylinder, piston cooling jets, and dual-equal variable cam timing all contribute to optimized combustion efficiency and engine torque

The stiff SOHC valvetrain, with its roller-rocker shaft and optimized camshaft lift profiles, produces significant low-rpm torque

Based on Ford advanced engineering data.

ALL-NEW 2011 F-SERIES SUPER DUTY® CHASSIS CAB

Introducing the all-new 2011 Ford F-Series Super Duty Chassis Cab: raising the bar yet again

More capable than ever with increased max. towing¹

Class-exclusive² Live-Drive Power TakeOff (PTO) provision³

Straight frame rails behind cab with industry-standard 34" spacing can accept a wide range of aftermarket bodies

Fuel tank options: 40-gallon aft-of-rear-axle, 28.5-gallon midship³ or both on diesel DRW models



All-new Ford 6.7L Power Stroke® V8 Turbo Diesel B20-capable engine

All-new Ford 6.2L V8 Gas E85-capable engine

Proven Ford 3-valve SOHC 6.8L V10 Gas engine³

All-new Ford TorqShift® Heavy-Duty 6-speed automatic transmission with SelectShift

TOWING MASTERY

You're towing a heavy load
when a big rig blows by

Trailer Sway Control (TSC) constantly monitors vehicle motion

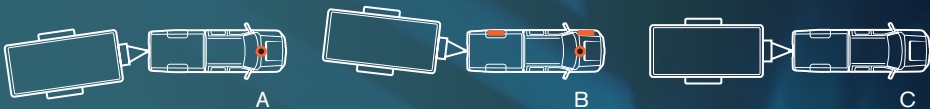
Its sensor detects the sway of the trailer

The system quickly applies the brakes selectively to individual wheels

Your trailer stays in line

TSC goes back to monitoring

You breathe easy



(A) Using a yaw motion sensor from the AdvanceTrac® with RSC® (Roll Stability Control™) system, Trailer Sway Control¹ monitors the motions of your vehicle to help detect trailer sway. (B) When trailer sway occurs, AdvanceTrac can automatically react by selectively braking and/or reducing engine torque, (C) helping maintain control of both the truck and the trailer.



Trailer Brake Controller (TBC)²
This factory-integrated feature 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.

¹Standard on F-150 and 2011 F-Series SRW models. 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. ²TBC verified to be compatible with electrically actuated drum brakes only. Optional on F-150, F-250, F-350, F-450, F-550 and E-Series.

2010
F-150

Tons of class-leading features prove F-150
is clearly the best in so many ways

Best-in-class¹ capability: 11,300-lb. max.
towing or 3030-lb. max. payload²

Up to 21 mpg hwy.⁵ on 4.6L 3-valve V8 4x2

Best-in-class cargo box volume of
up to 81.2 cu. ft.

320 hp and 390 lb.-ft. of torque with the
5.4L 3-valve V8 FFV (E85 fuel)⁶

Strongest frame in the class

Standard Trailer Sway Control
and AdvanceTrac[®] with RSC[®]
(Roll Stability Control[™])

Class-exclusive Box Side Steps³
and Tailgate Step³

Class-exclusive flat loadfloor³

Trailer Brake Controller,³ Rear View
Camera³ and Telescoping Trailer
Tow Mirrors³

America's safest full-size pickup⁴



¹Class is Full-Size Pickups under 8500 lbs. GVWR. ²When properly equipped. ³Optional. Availability varies by model. See your dealer for details. 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). ⁵2010 EPA-estimated 15 mpg city/21 hwy. for F-150 4x2 with 4.6L 3-valve V8 engine. ⁶320 hp and 390 lb.-ft. torque ratings require E85 fuel.



Box Side Steps¹ are a class-exclusive F-150 feature. 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.

Only F-150 and F-Series Super Duty® Pickups offer you the class-exclusive² Tailgate Step! It makes accessing the cargo box easy. Just raise the grab bar and flip down the skid-resistant step. This ultra-convenient feature stows right in the tailgate.

In truck after truck, Ford helps you load, access and manage cargo in ways other manufacturers don't. From innovative steps on our pickups, to vocation-specific racks and bins in Transit Connect and E-Series, we are constantly developing and delivering new ideas to make your work easier. Nobody does it better.



The Stowable Bed Extender¹ folds out, clamps together and secures to the tailgate with a bolt-action latch. Made of rugged fiberglass-reinforced polypropylene, this 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.)

CARGO ACCESS



The Electrical Contractor/Appliance Repair Package¹ is one of many rugged and practical vocational racks and bins groups offered in Ford vans.



Transit Connect offers 50/50 split rear doors¹ that swing 180°, or doors on articulated hinges¹ (shown left) that swing a full 255°.

¹Optional. Availability varies by model. See your dealer for details. ²Classes are Full-Size Pickups under and over 8500 lbs. GVWR.



2010
TRANSIT CONNECT

This right-sized business vehicle can swallow cargo, sip gas (22 mpg city/25 hwy.²) and park in a tight space, all while standing out in a crowd

Van holds over 135 cu. ft. of cargo

Hauls up to a 1600-lb. payload³

Sliding side cargo doors, swinging rear

Flexible interior storage systems¹

39' turning radius (curb-to-curb)

2-seat Van, 4- or 5-seat Wagon

15'1" long x 6'8" tall x 7' wide

Proven platform with over 600,000 sold worldwide since 2003

Built Ford Tough® to Ford Light Commercial Vehicle Durability Standards

2010 E-SERIES

North America's best-selling
line of full-size vans¹ also
offers the biggest selection of
vans, cutaways and wagons

10,000-lb. max. towing²

Factory Trailer Brake Controller³

Vocation-specific racks and bins³

Huge range of aftermarket upfits³

Four available engine choices from
4.6L V8 FFV to 6.0L V8 Turbo Diesel⁴

Ambulance Prep Package³ with
6.8L V10 gas power⁵

CNG/LPG Prep Package³ includes
hardened valves and valve seats on
5.4L and 6.8L engines⁵


Ford Work Solutions™ productivity tools³

New Ford SYNC® voice-activated
communications and entertainment system³

All sideview mirrors now include
integrated spotter lenses

AdvanceTrac® with RSC®
(Roll Stability Control™)³





2010 F-650/F-750 SUPER DUTY®

Year after year, F-650 and F-750 deliver legendary hauling and towing strength along with a huge range of upfit possibilities

Class-8-capable F-750 with GVWR of up to 37,000 lbs.¹

Range of horsepower ratings from 200 to 325 on 6.7L Cummins® ISB Turbo Diesel I-6 engines¹

Choice of Allison®, Fuller® and Spicer® transmissions¹

Air suspensions¹

Regular Cab, SuperCab or Crew Cab

Standard Meritor® Wabco Hydraulic Power Brake (HPB) system with Meritor Quadraulic™ Calipers

FORD WORK SOLUTIONS™

Only the toughest name in trucks could assemble this all-star lineup of smart tools for your tough jobs.

At the heart of it all is the Internet-Capable In-Dash Computer¹ with touch screen and wireless keyboard. From spreadsheets to hands-free calling and turn-by-turn navigation, it helps tackle your workload and ease your day. With Ford Work Solutions, every position is filled by a pro.

Cable Lock
This rugged, retractable 10-ft. vinyl-coated, braided-steel cable¹ by Master Lock® helps secure tools and other equipment in your cargo box.



¹Optional. Availability varies by model. Some features are unavailable while driving. Restrictions apply. See your dealer for details. ²Service fee required. ³Tool Link cannot read tagged items stored in metal tool boxes.



Crew Chief™
This 24/7 fleet management system¹ from Microlise™ works with the Ford Work Solutions In-Dash Computer, or any computer with web access. Use it to track your vehicles and keep them in shape with optional diagnostic/maintenance reports.²



Tool Link™
This Radio Frequency ID (RFID) technology¹ from DeWALT® can save you time, frustration and money by helping track your tools before and after each job.³



2010 SPECIFICATIONS	CABS: TRIM LEVELS	ENGINES	HORSEPOWER	TORQUE (lb.-ft.)	TRANSMISSIONS	CAPABILITIES (lbs.) Max. GVWR	Max. GCWR	Max. Payload	Max. Towing
 F-150	Regular Cab: XL, STX, XLT SuperCab: XL, STX, XLT, FX2, FX4, LARIAT, SVT RAPTOR SuperCrew: XL, XLT, FX2, FX4, LARIAT, KING RANCH, [®] Ford Harley-Davidson [™] PLATINUM	4.6L 2-Valve V8 4.6L 3-Valve V8 5.4L 3-Valve V8 5.4L 3-Valve V8 (E85) 6.2L 2-Valve V8 ¹	248 @ 4750 rpm 292 @ 5700 310 @ 5000 320 @ 5200 400 (estimated)	294 @ 4000 rpm 320 @ 4000 365 @ 3500 390 @ 3500 400 (estimated)	4-speed auto O/D on 2-valve V8 6-speed auto O/D on 3-valve V8s	8200	17,100	3030	11,300
 F-250/F-350/F-450 PICKUP	Regular Cab: XL, XLT SuperCab: XL, XLT, LARIAT Crew Cab: XL, XLT, LARIAT, Cabela's [®] , KING RANCH, [®] Ford Harley-Davidson [™] No official 2011 specifications available at time of printing.	5.4L 3-Valve V8 6.8L 3-Valve V10 6.4L Power Stroke [®] V8 Turbo Diesel	300 @ 5000 rpm 362 @ 4750 350 @ 3000 ³	365 @ 3750 rpm 457 @ 3250 650 @ 2000 ³	6-speed manual Available 5-speed TorqShift [®] auto O/D with Tow/Haul Mode	F-250: 10,000 F-350: 13,000 F-450: 14,500	F-250: 23,000 F-350: 26,000 F-450: 33,000	F-250: 3220 F-350: 5730 F-450: 6180	F-250: 16,500 F-350: 18,800 F-450: 24,600
 F-350/F-450/F-550 CHASSIS CAB	Regular Cab: XL, XLT SuperCab: XL, XLT, LARIAT Crew Cab: XL, XLT, LARIAT No official 2011 specifications available at time of printing.	5.4L 3-Valve V8 6.8L 3-Valve V10 6.4L Power Stroke V8 Turbo Diesel	300 @ 5000 rpm 362 @ 4750 350 @ 3000 ³	365 @ 3750 rpm 457 @ 3250 650 @ 2000 ³	6-speed manual Available 5-speed TorqShift auto O/D with Tow/Haul Mode	F-350: 13,000 F-450: 16,500 F-550: 19,500	F-350: 23,500 F-450: 30,000 F-550: 33,000	F-350: 7330 F-450: 10,164 F-550: 12,875	F-350: 16,000 F-450: 21,600 F-550: 24,600
 F-650/F-750	Regular Cab: XL, XLT; F-650 Pro Loader, [®] F-650, F-750 SuperCab: XL, XLT; F-650 Pro Loader, F-650, F-750 Crew Cab: XL, XLT; F-650 Pro Loader, F-650, F-750	6.7L Cummins [®] ISB Turbo Diesel I-6	200 to 325	520 to 750	Allison [®] : 5- and 6-speed automatic Fuller [®] : 5- and 6-speed manual Spicer [®] : 7-speed manual	F-650 Pro Loader: 20,050 to 27,500 F-650: 24,000 to 29,000 F-750: 25,999 to 37,000	—	—	—
 TRANSIT CONNECT	Cargo Van: XL, XLT Wagon: XL, XLT	2.0L Duratec [®] I-4	136 @ 6300 rpm	128 @ 4750 rpm	4-speed auto O/D	Van: 5005 Wagon: 4965	—	Van: 1600	—
 E-SERIES	E-150/E-250/E-350 Cargo Vans: Regular & Extended Length E-150 Wagons: Regular Length XL, XLT, XLT Premium E-350 Wagons: Regular & Extended Length XL, XLT E-250/E-350/E-450 Cutaways, E-350/E-450 Stripped Chassis	4.6L 2-Valve V8 FFV 5.4L 2-Valve V8 FFV 6.8L 2-Valve V10 6.0L Power Stroke V8 Turbo Diesel ²	225 @ 4800 rpm 255 @ 4500 305 @ 4250 235 @ 3150	286 @ 3500 rpm 350 @ 2500 420 @ 3250 440 @ 1600	4-speed auto O/D Available 5-speed TorqShift auto ⁴ O/D (6.8L V10 and 6.0L V8 Diesel only)	Van: 9500 Cutaway: 14,500 Wagon: 9500	Van: 20,000 Cutaway: 20,000 Wagon: 18,500	Van: 4040 Cutaway: 9040 Wagon: 2990	Van: 10,000 Cutaway: 10,000 Wagon: 10,000

Business Preferred Network
Each of the select dealerships in our Business Preferred Network (BPN) is committed to providing quality commercial-oriented products and service, as well as special financing and billing arrangements, to businesses that rely on Ford products. As a BPN customer, your business vehicles receive priority service at your BPN dealership to help get your vehicle back on the road quickly.

Ford Credit
Our commercial purchase plans and lines of credit offer attractive rates, negotiable terms and business-friendly options. If you prefer to lease, our CommercialLeaseSM programs offer a wide variety of package options to meet your needs. For additional information, please visit our website: www.fordcredit.com/comlend/.

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 dealerships.

¹Projected ratings. Coming Winter 2010. ²Limited availability. See your Ford Dealer for details. ³Governed at 325 hp @ 3000 rpm and 600 lb.-ft. of torque @ 2000 rpm on F-450/F-550. ⁴Optional. Availability varies by model. See your Ford Dealer for details.
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