



PREPRODUCTION VEHICLE SHOWN THROUGHOUT. COMING SUMMER 2014.



The All-New 2015 **TRANSIT**

THE NEW STANDARD FOR WORK EFFICIENCY



For over 50 years, full-size van owners in North America have depended on Ford E-Series. Now get ready to welcome Transit, a popular choice in the highly competitive European market for more than 40 years. The 2015 Transit redefines the commercial van with a new level of efficiency, dependability and functionality.

TRANSIT | FORD FAMILY OF VANS
WHY TRANSIT? WHY NOW?

The work world is constantly changing. In today's economy, hours are longer, jobs are more complex and businesses demand more from their tools — including their vehicles. To meet this challenge, Ford is introducing a global family of commercial vans: the all-new 2015 Transit and the all-new 2014 Transit Connect.

These vans play a vital role in the ONE Ford plan, reflecting the best of Ford global design. The following are some reasons why Transit and Transit Connect are positioned to dominate the North American market:

- They tap into the advantages of Ford global resources and cost efficiencies
- They deliver a clear competitive edge in productivity, efficiency and profitability
- They offer an expanded selection of vehicle options, designed to appeal to a broad customer base
- They are purpose-built for work efficiency, standing tough against rising fuel costs



CUSTOMER INSIGHT

With far more vehicle options than ever before, Transit is designed to meet and exceed the needs of the most demanding businesses. Its versatility gives you an ideal opportunity to grow your retail sales to independent business owners and tradesmen who may need only one vehicle. The following are some potential vocations to get you started:

- Florist
- Locksmith
- Caterer
- Parcel delivery
- Handyman
- Appliance repair
- Electrical contractor
- Plumber
- Heating/cooling service



2015 Transit Chassis Cab with aftermarket upfit — preproduction vehicle shown. Vehicle appearance may differ.



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TRANSIT | DESIGN

IT LOOKS COOL, BUT DOES IT WORK HARD?

For Transit vans and wagons, form follows function, inside and out. The 2015 Transit is a full-size van that is fully customizable, so your customers can create the perfect tool for their job.

ON THE OUTSIDE

Transit has a sleek, European-inspired exterior design that is as hardworking as it is good-looking. Key features include:

- A wide range of body styles and configurations
- Versatile side and rear cargo door choices
- Standard 16-inch painted gray steel wheels
- Optional 16-inch styled aluminum wheels



DESIGN INSIGHT

Ford Custom Accessories let business owners truly make Transit a mobile business card with the help of Custom Graphics by Original Wraps.™ Check out fordcommercialgraphics.com and stay tuned for more information about an enhanced lineup of Transit accessories and upfits.



ON THE INSIDE

The 2015 Transit cabin is designed around the driver to help improve daily productivity. Interior features include:

- Smart technology features
- Convenient storage compartments
- A wide range of seating capacities, from the 2-passenger Van to the 8-, 12- or 15-passenger Wagons
- Optional leather seating surfaces
- Optional racks and bins



TRANSIT | CAPABILITY

WILL TRANSIT BE ABLE TO HANDLE A WIDE RANGE OF JOBS?

Like all Ford trucks, the 2015 Transit offers outstanding capability and durability. Transit is fully customizable, with a wide range of body styles and configurations, plus impressive upfit potential.

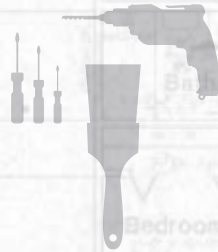
CUTAWAY/CHASSIS CAB

Models:

- Transit 250
- Transit 350
- Transit 350HD

Frame lengths:

- 138.0 inches
- 155.7 inches
- 178.0 inches



VAN/XL WAGON/XLT WAGON

Models:

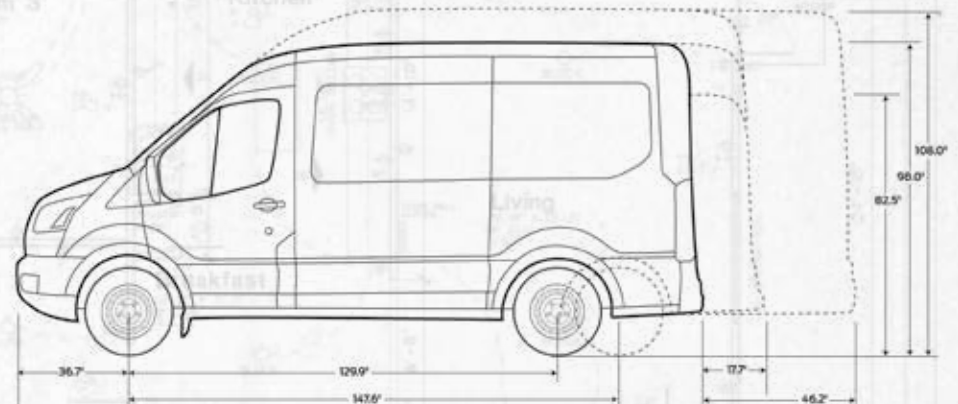
- Transit 150 (Van/Wagon)
- Transit 250 (Van/Wagon)
- Transit 350 (Van/Wagon)
- Transit 350HD (Van)

Roof Height options:

- Low — 82.5 inches (similar to E-150 Regular Length)
- Medium — 98.0 inches
- High — 108.0 inches (This is 9 feet!)

Wheelbase options:

- Medium — 129.9 inches
- Long — 147.6 inches
- Long — (Extended Length) 147.6 inches



CARGO VOLUME

- Maximum cargo volume of approximately 500 cu. ft., compared to 278 cu. ft. on E-Series





TRANSIT | DURABILITY

WHAT MAKES TRANSIT “BUILT FORD TOUGH”?

The 2015 Transit embodies the proven strengths of E-Series — durability, dependability and capability. Transit construction combines state-of-the-art technologies and materials to deliver exceptional strength with lighter weight.

Unibody Structure

- Provides exceptional strength through the whole structure without the extra weight of a full frame
- Uses front and rear subframes to provide a rigid foundation for the powertrain, suspension, steering and braking components
- Weighs less than body-on-frame construction, providing efficiency and offering greater capabilities

High-strength and Ultra-high-strength Steels

- Are thinner, lighter and stronger than metals used in past vehicles
- Are used for structural components as well as panels

Ultra-high-strength Boron Steel

- Is four times stronger than high-strength steel, while still being lightweight
- Reinforces critical structural areas, so Transit can carry heavier payloads
- Helps increase the overall strength of the passenger compartment for added rigidity

DURABILITY INSIGHT

Extreme durability testing in a variety of settings helps ensure that the 2015 Transit is engineered to withstand a minimum of 10 years of service in “worst case” market conditions. Testing is performed in four different settings:

- Computer-aided durability, crash, NVH and vehicle dynamics tests that simulate extreme conditions
- Laboratory testing in severe temperature and humidity conditions, plus a 250,000 door slam cycle, three times that of a passenger car
- On-road testing at the Ford Proving Grounds over rough roads, bumps, curb islands, gravel roads, high-speed ovals and more
- Real-world data from the hundreds of millions of miles Transit has recorded for decades internationally

Long-lasting Engine Components

- Oil coolers to help extend oil life, reducing maintenance needs
- Die-cast aluminum oil pans to resist corrosion, help remove excess heat from the oil and add stability to the block
- Piston-cooling jets to help reduce engine wear and increase long-term durability





TRANSIT | PERFORMANCE

CAN TRANSIT GIVE ME POWER WITHOUT GUZZLING GAS?

Once again, Ford demonstrates how it listens to customers. The 2015 Transit has a proven engine lineup including the EcoBoost® V6, and brings a diesel engine back to the segment.

THE TRANSIT POWERTRAIN LINEUP

Standard 3.7L Ti-VCT V6

- Current F-150 base engine, providing exceptional horsepower and torque
- Twin independent Variable Cam Timing (Ti-VCT) helps boost fuel economy and improve performance
- Available CNG/LPG (Compressed Natural Gas/Liquefied Petroleum Gas) Fuel Engine Prep Package



POWERTRAIN INSIGHT

The 2015 Transit engine lineup helps keep an eye on the bottom line. The base 3.7L Ti-VCT V6 engine is expected to have a highway fuel economy better than the 4.6L V8 in the current E-Series.

Available 3.5L EcoBoost V6

- Currently the engine of choice for nearly 40% of F-150 buyers
- Combines proven technologies of turbocharging and direct injection to provide an impressive balance of power, capability and fuel economy
- Achieves the fuel economy of a V6 while delivering more horsepower and torque



Optional 3.2L Diesel I-5

- A globally proven engine
- Capable of operating on B20 biodiesel fuel, a blend of 20% biodiesel and 80% petroleum-based fuel
- Biodiesel is safe to handle, biodegradable and produces less air pollutants than 100% petroleum-based diesel fuel

Standard 6-speed Automatic Transmission

- Standard with all Transit engines
- Low first gear helps get large loads moving efficiently
- Two overdrive gears help enhance efficiency at cruising speeds



TRANSIT | SAFETY

WILL TRANSIT KEEP ME CONNECTED — AND SAFE?

The 2015 Transit interior is built around the driver's needs. That includes high-end technology that turns Transit into a mobile business office. It also includes a high level of standard safety features that Ford customers have come to expect.

SAFE AND SECURE

The 2015 Transit delivers a suite of features to help keep the vehicle under control and protect the driver and passenger, including:

- **Second-generation driver and front-passenger airbags** are standard on all Transit models, deploying at different rates depending on crash severity and safety belt usage status
- **Front-seat side airbags** are designed to protect the chest and torso of the driver and front passenger in the event of a side-impact collision
- **Safety Canopy™ System with rollover sensor** provides head protection for all outboard seating positions, deploying downward and outward toward the side window openings⁽¹⁾
- **AdvanceTrac® with RSC® (Roll Stability Control™)** helps the driver maintain stability in adverse driving situations or when making evasive maneuvers on slippery pavement⁽²⁾
- **SOS Post-Crash Alert System™** activates the hazard flashers and sounds the horn after a crash in which the airbags deploy⁽³⁾

(1) Always wear your safety belt and secure children in the rear seat.

(2) 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.

(3) SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.

(4) Subscriptions to all SiriusXM Services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement. See www.siriusxm.com. Sirius U.S. Satellite Service is available in the 48 contiguous United States, D.C. and P.R. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

(5) HD Radio is a proprietary trademark of iBiquity Digital Corp.

ENGINEERING INSIGHT

The use of light ultra-high-strength Boron steel in the unibody allows the panels and other key structural components to help lower vehicle weight, which increases efficiency.



WORK-SMART TECHNOLOGY

Available features include:

- SYNC®
- Premium navigation radio system including SiriusXM Traffic and Travel Link⁽⁴⁾, and HD Radio™⁽⁵⁾ technology
- SiriusXM Radio (with six-month complimentary subscription)
- Crew Chief™ powered by Telogis®
- Rear view camera
- Reverse Park Aid
- Trailer brake controller
- Trailer sway control
- Lane Departure Warning with Driver Impairment Monitor



TRANSIT | QUESTIONS AND ANSWERS

THE FUTURE OF THE FORD FAMILY OF VANS

As word begins to spread about Transit coming to North America, you may get a few questions from your E-Series customers. And we've got answers to help you prepare to confidently sell Transit.

- Q.** Econoline sales have been strong. Why bring a new and different commercial van to the North American market?
- A.** Ford is committed to developing and producing its vehicles on global platforms to take advantage of global economies of scale.
- Q.** Will E-Series Vans still be available after Transit goes on sale in the United States?
- A.** Yes, E-Series Vans will still be available during the initial Transit phase-in, to help provide a seamless transition for our customers. Following this transition period, Transit will be the primary van and wagon product with other variants of E-Series, such as the cutaway, continuing for some time.
- Q.** I've heard Transit will weigh less than E-Series. Can I trust the way Transit is built?
- A.** The 2015 Transit embodies the proven strengths of E-Series — durability, dependability and capability. Transit construction combines state-of-the-art technologies and materials, such as ultra-high-strength Boron steel, to deliver exceptional strength with lighter weight. See page 5 of this booklet for more information on Transit durability.
- Q.** Can Transit give me engine options that are right for my needs?
- A.** With Transit, Ford demonstrates how it listens to customers. The 2015 Transit has a proven engine lineup including the EcoBoost® V6, which offers a good balance of power and efficiency. And Transit also brings a diesel engine back to the segment. See page 6 of this booklet for more information on Transit performance.

CAPACITY INSIGHT

For some perspective on how Transit compares to E-Series, take a look at a few of the numbers:

- Transit offers three roof heights. The Low roof height is 82.5 inches, which is similar to the E-150 Regular Length. Transit also offers a Medium roof height at 98.0 inches and a High roof height at 108.0 inches
- Transit offers a maximum cargo volume of approximately 500 cu. ft. This compares to a maximum of 278 cu. ft. on E-Series.



Retailer Education & Training

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