



ALL-NEW 2017 SUPER DUTY PICKUP AND CHASSIS CAB



THE ANSWERS TO YOUR TOUGHEST QUESTIONS

With the all-new 2017 Super Duty® Pickup and Chassis Cab trucks revealed, we know you have many questions. This Q&A can help you understand more about these important vehicles. Be sure to visit eSourceBook for up-to-date information as it becomes available.

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AVAILABILITY



Q: What are the highlights of the new 2017 Super Duty Pickups and Chassis Cabs?

A: The all-new 2017 F-Series Super Duty Pickup and Chassis Cab lineup is the toughest, smartest and most capable ever. With better-than-ever towing and payload ratings and all-new, segment-exclusive smart features, the next-generation Super Duty is the future of heavy-duty trucks. Highlights include:

- **Toughest:** Advanced materials that advance work, including all-new high-strength steel throughout the frame and high-strength, military-grade, aluminum alloy truck body and cargo box for improved durability and capability
- **Smartest:** Pickup models offer many class-exclusive features and up to seven cameras for improved situational awareness, driver assistance and visibility. New features like Trailer Reverse Guidance for trailer backup coaching, Trailer Tire Pressure Monitoring System, Adaptive Cruise Control and Collision Warning with Brake Support, and Adaptive Steering set Super Duty apart from the competition
- **Most Capable:** Up to 350 pounds lighter than the previous Super Duty, while investing additional weight savings where it counts and delivering more combined gasoline and diesel engine horsepower and torque, the all-new F-Series Super Duty lineup is able to tow and haul more than ever before

Q: When do the 2017 Super Duty trucks begin production and go on sale?

A: Production begins in 2016 and goes on sale in fall 2016.

Q: Is this a major facelift of the previous Super Duty or an all-new Super Duty?

A: The 2017 F-Series Super Duty lineup is all-new from the ground up, including an all-new frame, all-new body and segment-first driver assistance and convenience features to help hardworking Super Duty customers improve productivity and comfort.

Q: What is the all-new Super Duty model lineup?

A: There are five Super Duty models: XL, XLT, Lariat, King Ranch® and Platinum, in Regular Cab, SuperCab and Crew Cab configurations. (King Ranch and Platinum available on Pickup only.)

Q: Where will the new Super Duty be built? Will the plant be shut down for retooling?

A: It will continue to be built at the Kentucky Truck Plant near Louisville, KY, starting in 2016. The plant will have a seamless transition because certain changes — including an all-new body shop — are being performed during normal plant downtime.

Q: Will you export the Super Duty?

A: Super Duty is primarily sold in the U.S., Canada and Mexico but will be available for export to limited markets.

BUILT FORD TOUGH

Q: What's new on the Pickup Truck construction?

A: It features an all-new, fully boxed frame that is more than 95% high-strength steel and up to 24 times stiffer than the previous frame, plus high-strength, military-grade, aluminum alloy body and cargo box. All-new Trailer Reverse Guidance uses cameras to provide customers with multiple views and real-time coaching guidance while maneuvering a trailer. Adaptive Cruise Control and Collision Warning with Brake Support works seamlessly with the 6.7-liter Power Stroke® driver-activated engine exhaust brake. Adaptive Steering reduces low-speed turning efforts. A flat load floor in SuperCab and SuperCrew® models makes loading cargo inside the cab easy.



Q: What's new on the Chassis Cab construction?

A: All-new frame with 95% high-strength steel that uses fully boxed design under the cab and C-channel design behind the cab for ease of adding aftermarket vocational bodies (e.g., dump, wrecker, utility). The second-generation 6.7-liter Power Stroke® features many of the same improvements as the 6.7-liter Power Stroke in our F-650/F-750 medium-duty trucks, including driver-activated engine exhaust brake.

Q: What can you say about the new Super Duty® being made of aluminum?

A: We use high-strength, military-grade, aluminum alloy throughout the cab and box, which improves dent and ding resistance while saving weight — up to 350 pounds — for significant improvements in towing and payload capability.

Q: Did the new Super Duty Pickup save up to 350 pounds?

A: Yes. In fact, we saved more than 350 pounds by using high-strength, military-grade, aluminum alloy for the body and cargo box. We then reinvested some of those weight savings by strengthening key components — switching from an open C-channel frame to fully boxed construction — making the new frame up to 24 times stiffer than the outgoing frame, helping to deliver improved capability. We also reinvested some weight savings in stronger axles, suspension and other components to support better towing and payload capability. After all that, the net weight savings is still significant: up to 350 pounds.

Q: Why high-strength aluminum and why now?

A: Every upgrade we made to the all-new Super Duty is for the customer. Based on listening to customers, we determined that the next Super Duty needed to be tougher, smarter and more capable, with improved towing and payload. High-strength aluminum alloy was the best material to achieve this goal and deliver the performance for our customers. For Super Duty, we upgaged (added thickness) and added structural reinforcements to the body and cargo box, making it more dent- and ding-resistant than today's truck.

Q: How is aluminum more “dent-resistant” than steel in the previous Super Duty?

A: We've improved dent resistance over the previous model in two ways: The high-strength aluminum alloy we use in the body is thicker than the steel we used in the previous model, and we have engineered reinforcement panels beneath the aluminum to help withstand impacts. In addition, the aluminum alloy in the new Super Duty does not produce red rust like steel. We have gone to great lengths to develop coatings designed to inhibit corrosion.

Q: How are you preventing steel from making contact with aluminum? What should customers do if they are going to modify their Super Duty with aftermarket modifications?

A: To prevent contact between different materials, we apply two layers of coatings — e-coating the frame and the body-in-white separately. In places of high contact, like where the box meets the frame, we add a third layer — an epoxy. A list of approved fasteners and coatings to use with aftermarket modifications are similar to the F-150 and will be available closer to the launch date.

Q: Is aluminum the future? Will we see aluminum in future Ford products beyond trucks?

A: We already use aluminum in our other products today — from hoods to engine and suspension components — and expect this to continue.

Q: Does the new Super Duty use recycled materials?

A: Where possible, we use recycled materials, including REPREVE fabric for the cloth seats and closed-loop recycling for the aluminum alloy.

CAPABILITIES AND DESIGN



Q: How much will the Super Duty be able to tow and haul?

A: The all-new Super Duty will be our most capable Super Duty yet. For instance, the Gross Vehicle Weight Rating of the new Super Duty will benefit from the truck being lighter, which will translate into higher payload and towing ratings. All specifications will be available closer to launch.

Q: How can you get more payload and towing with less weight?

A: Light-weighting and improved capability aren't mutually exclusive. As we reduced weight from the Super Duty, we reallocated those savings to add stronger components, including stronger axles, suspension and driveline. That helps provide greater payload and towing capabilities.

Q: Is Ford using the SAE J2807 towing guidelines to rate the new Super Duty max trailer towing capacity?

A: Yes. As founding members of the SAE trailer towing committee, we will meet SAE trailer towing standards.

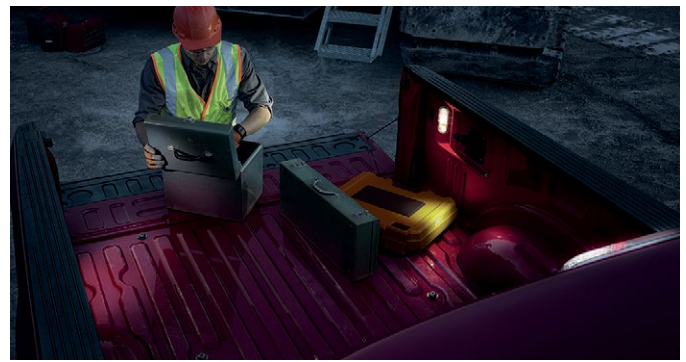
Q: Can I still order a spray-in bedliner with the aluminum cargo box?

A: Yes.

Q: Which new features are available for the all-new Ford Super Duty® Pickup?

A: We have added many new class-exclusive features to provide driver assistance and help our customers improve their productivity, including:

- **360-Degree Camera with Split-view Display.** Uses exterior cameras to monitor all four sides of the vehicle and provides a bird's-eye view to assist with parking and maneuvering in tight spots and narrow driving conditions
- **Adaptive Steering.** Reduces the amount of steering input needed to change direction at low speed for easier maneuvering. At high speeds, the system reduces vehicle sensitivity to steering input, helping to make towing the heaviest of loads easier with increased confidence
- **Adaptive Cruise Control and Collision Warning with Brake Support.** Uses vehicle sensing radar to automatically slow the truck while traveling at speeds above 20 mph. Adaptive Cruise Control with the 6.7-liter Power Stroke® engine also utilizes the engine brake to assist drivers towing heavy trailers
- **BLIS® (Blind Spot Integration System) with Cross-Traffic Alert and trailer tow.** Uses radar sensors in the taillamps to monitor areas that may not be visible to the driver and has been optimized for Super Duty to include the length of the trailer
- **BoxLink™** Combination of metal brackets and premium locking cleats that can be used to secure a variety of accessories in the cargo box, from ramps and storage to bed dividers
- **Customer-placed Trailer Camera.** New camera that can be mounted by the customer on a trailer to improve visibility while backing up, with the camera image appearing in the center-stack display
- **Flat Load Floor.** Fully flat floor behind the front seats makes it easy to load large items in the SuperCab and Crew Cab configurations (Pickup and Chassis Cab)
- **High-wattage Power Outlets in Cab.** Offers one or two combined 400-watt (300 watts while driving), 110-volt high-power outlets in the cab, allowing drivers to easily charge or run corded tools, battery chargers or mobile devices on-site or while driving between locations (Pickup and Chassis Cab)



- **LED Lighting.** Quad-beam LED headlamps and taillamps provide excellent nighttime visibility. Powerful, durable and bright LED spotlights on sideview mirrors provide improved lighting around the exterior of the truck long after the sun has set. LED cargo box lighting makes it easy to find tools and other items at night. Tailgate LED helps make hitching a trailer easier in the dark
- **Multicontour Front Seats with Active Motion®** Helps hardworking Super Duty customers relax with Active Motion massage capability



- **Remote Tailgate Lock and Release.** Tailgate can be locked/unlocked and opened with the key fob, eliminating manual locking and increasing convenience and security. The tailgate also drops gently down, hands-free, to a flat position when opened
- **Smart Trailer Tow Module.** All-new, smart trailer tow wiring harness helps identify and inform the driver of potential trailer connectivity issues, which previously required a walk-around to locate. Identifies truck-trailer connectivity state, burned out or unlit trailer brake and turn lamps, and trailer battery faults
- **Second-Row Inflatable Safety Belt.** Works like a traditional safety belt but includes a tubular airbag, which inflates in the event of a crash and distributes the force of the impact across a wider area of the passenger's chest (Pickup and Chassis Cab)
- **Trailer Reverse Guidance.** Cameras provide customers with multiple views and real-time coaching guidance while maneuvering a trailer
- **Trailer Tire Pressure Monitoring System.** Customers can check trailer tire pressures from the comfort of the cab while stopped or on the highway, helping improve trailer efficiency and safety
- **Next-Generation Tailgate Step.** Takes our industry-first innovation to the next level by packaging all parts of the step into the tailgate, creating a smooth and flat tailgate when folded down

TECHNOLOGIES CONT'D

Other key features include:

- **SYNC® 3.** Features high-speed performance, enhanced voice recognition, capacitive touch screen with swipe capability, available navigation with easy destination entry, Siri® seamless integration and more (Pickup and Chassis Cab)
- **Center High-mounted Stop Lamp (CHMSL) Camera.** New camera helps make it easy to hitch a gooseneck or fifth-wheel trailer
- **8-inch Productivity Screen.** Includes updated truck apps — from fuel economy to towing tips — and the ability to create a customized home screen where customers can access their most frequently used apps (Pickup and Chassis Cab)
- **Rear Under-seat Storage.** Two storage bins underneath the rear seats in Super and Crew Cabs provide hidden storage for valuables (Pickup and Chassis Cab)
- **Lane Departure Warning.** Designed to help detect unintentional drifting of the vehicle outside the intended driving lane, it automatically detects the left- or right-side road lane markings using a camera mounted between the windshield and the interior rearview mirror



POWERTRAINS

Q: How many engines will the new Super Duty® have?

A: Like today's Super Duty, the next Super Duty will offer customers a choice of multiple engines, depending on Pickup or Chassis Cab model. They include:

- 6.7-liter Power Stroke® V8 diesel (Pickup and Chassis Cab)
- 6.2-liter V8 gasoline engine (E85 compatible) (Pickup and Chassis Cab)
- 6.8-liter V10 gasoline engine (Chassis Cab only)

Q: How is the TorqShift-G different from the previous TorqShift®?

A: The new six-speed TorqShift-G transmission is designed for the F-250 pickup truck with the 6.2-liter V8 gasoline engine, enabling improved payload capability and lower weight.

Q: Will a CNG version of the Super Duty be available?

A: Yes. Customers will be able to order the 6.2-liter V8 or 6.8-liter V10 gasoline engines with an available CNG/Propane gaseous fuel prep kit.

HISTORY

Q: When was the first F-Series Super Duty sold?

A: Ford F-Series Super Duty was introduced in late 1997 as a 1999 model-year vehicle.

Q: How long has F-Series been the best-selling truck in America?

A: 38 years.

Q: How long has the F-Series been the best-selling vehicle in America?

A: 33 years.

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MORE INFORMATION TO COME

Check back often as this job aid will continue to be updated throughout the launch of the all-new 2017 Super Duty.

Look for this symbol on a future update for new questions and answers that have been added.



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