

2012 FORD E-SERIES CARGO VAN INTERIOR SYSTEMS – **AT NO CHARGE!***



Several highly-versatile, fully-installed interior systems available at **NO CHARGE*** to you, **plus** vocational upgrades and customizations.

QuietFlex® Composite Racks and Bins Package, Steel Racks and Bins Package and EconoCargo® Interior Systems – all by Masterack®



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*Details inside.

CAPABILITY.

2012 E-SERIES CARGO VANS

IMPRESSIVE CAPABILITY EVERYWHERE YOU LOOK

Up to 278 cu. ft. of cargo room, double-wall construction, sliding or hinged side cargo doors, trade-specific upfitter packages and a whole lot more.

2012 E-SERIES CARGO VAN FEATURES:

- **Three engine options:**
4.6L V8 FFV, 5.4L V8 FFV or 6.8L V10
- **10,000 lbs. maximum towing power¹**
- Available **Upfitter Switches** (4)
- Available **E-Guard Cargo Protection System™**, a segment exclusive
- **Standard 172° rear cargo door** opening
- Available **155-amp and 225-amp** alternators
- **33-gallon** fuel tank capacity

SAFETY & SECURITY:

- AdvanceTrac® with Roll Stability Control™
- Side-intrusion door beams
- Driver and Passenger front airbags²
- Tire Pressure Monitoring System
- Belt-Minder® – front safety belt reminder
- 4-wheel Anti-Lock Disc Brakes

2012 E-SERIES CARGO VAN ENGINE AVAILABILITY

AVAILABILITY	Engines	Transmissions	Horsepower (hp @ rpm)	Torque (lb.-ft. @ rpm)
E-150 and E-250				
Standard	4.6L V8 FFV	4-Speed Auto. O/D	225 @ 4,800	286 @ 3,500
Optional	5.4L V8 FFV	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
E-350				
Standard	5.4L V8 FFV	4-Speed Auto. O/D	255 @ 4,500	350 @ 2,500
Optional	6.8L V10	TorqShift™ 5-Speed Auto. O/D with Tow/Haul Mode	305 @ 4,250	420 @ 3,250

2012 E-SERIES CARGO VAN PAYLOAD AND GROSS VEHICLE WEIGHT RATINGS (GVWR)

E-SERIES MODEL	Max Payload (lbs.)	Max GVWR (lbs.)
E-150	3,260	8,600
E-150 Extended Length	3,190	8,600
E-250 Super Duty®	3,630	9,000
E-250 Super Duty Extended Length	3,480	9,000
E-350 Super Duty	4,050	9,500
E-350 Super Duty Extended Length	3,920	9,500



¹ With 6.8L V10. When properly equipped.

² Always wear your safety belt and secure children in the rear seat.

FLEXIBILITY.

COMPLIMENTS OF QUIETFLEX®

E-SERIES INTERIOR STORAGE SOLUTIONS

The QuietFlex® Composite Racks and Bins Package by Masterack® adds flexibility and convenience to No Charge E-Series Interior Storage Systems.

RACKS AND BINS PACKAGE FEATURES:

- **Composite shelving and storage** that reduces noise from rattling cargo
- **Removable modular tool/parts box**
- **Snap-in shelf dividers** (12)
- **Lockable storage door**
- **Reduced weight** from composite materials that help increase fuel efficiency and payload benefits
- **Plumbing/HVAC and Electrical** vocational contractor upgrades available

COMPOSITE PARTITIONS

Lightweight and quiet, yet strong. Includes locking door and a recessed partition area for comfortable driver's seat travel.



COMPOSITE SHELVING AND STORAGE REDUCES NOISE AND HELPS INCREASE FUEL EFFICIENCY

E-SERIES QUIETFLEX COMPOSITE RACKS AND BINS PACKAGE – SUPERIOR TO THE COMPETITION

ELEMENT COMPARISON	Ford E-Series QuietFlex Racks and Bins Package (Option Code 96Q)**	2011 GM Commercial Bin Cargo Package
Net Retail Value*	\$2,595	\$2,327
Total Shelf Surface Area	42.1 Sq. Ft.	38.5 Sq. Ft.
Lockable Storage	Standard – 4.9 Cubic Feet	Not Available in Base Package
Utility Hooks	Standard – Triple Hook	Not Available in Base Package
Adjustable Dividers	12 Standard	8 Standard
Sound Dampening Impact Resistant Composite Shelves	Standard	Not Available in Base Package

QUIETFLEX®
storage systems

QUIETFLEX

\$2,595
RETAIL VALUE* AT
NO CHARGE!



ORGANIZATION.

masterack®

PROVIDED BY MASTERACK®

HIGH-STRENGTH STEEL RACKS AND BINS PACKAGE

A place for everything and everything in its place – just one of the many advantages of the Work Bin Rack System by Masterack.

RACKS AND BINS PACKAGE FEATURES:

- **Over 47 square feet** of shelf space and more than 49 cubic feet of storage volume
- **Two 37-inch shelf modules** and one 51-inch shelf module with more than ten feet of storage bins
- **High-strength steel**, formed-in stiffeners, fully hemmed shelves and a hard-as-nails finish for assurance of strength and durability

STEEL PARTITIONS

Complete work area visibility from the passenger compartment, thanks to a lockable full-width steel partition – with a full 6" setback for additional front seat comfort!



HIGH-STRENGTH STEEL

MASTERACK

\$2,395
RETAIL VALUE* AT
NO CHARGE!

ADAPTABILITY – A MASTERACK HALLMARK

- Full width partition with lockable door
- Best in class shelf storage space
- Lockable drawers for small items
- Moveable shelf dividers
- Two wheel well storage areas with lockable doors



OVER 47 SQUARE FEET OF SHELF SPACE AND MORE THAN 49 CUBIC FEET OF STORAGE VOLUME. SHOWN WITH AN OPTIONAL P/HVAC UPGRADE

E-SERIES STEEL RACKS AND BINS BY MASTERACK

ELEMENT COMPARISON	Ford E-Series Racks and Bins System By Masterack (Option Code 96G)**	2011 GM Commercial Bin Cargo Package
Net Retail Value*	\$2,395	\$2,327
Total Shelf Surface Area	47 Sq. Ft.	38.5 Sq. Ft.
Lockable Wheel Well Storage Cabinets	Two Standard - 8 Cubic Feet	Not Available in Base Package
3-Drawer Cabinets	Two Standard	One Standard
Utility Hooks	Triple Hook Standard	Not Available in Base Package

PROTECTION.

DELIVERED BY ECONOCARGO®

ECONOCARGO®

DURABLE INTERIOR SYSTEMS PROTECT VEHICLE CARGO

EconoCargo Interior Systems by Masterack® help protect cargo and interior sidewalls of the vehicle with durable panels, molded to fit the interior contours of E-Series Cargo Vans.

ECONOCARGO

\$2,195
RETAIL VALUE* AT
NO CHARGE!

INTERIOR SYSTEM FEATURES:

- **High-Density Polyethylene (HDPE) panels** cover the interior sidewalls from floor to ceiling, internal wheel well and fuel-filler housings and all door panels in the cargo area; the same style panels are also used to cover all swing-out cargo doors
- **Molded-in ribbing** provides rigidity and the convenience of a raised rub rail, while an E-Track on each side panel provides a quick and secure way to tie down large items. Each EconoCargo Interior System comes with one cargo strap for each side (2 provided)
- **Thermal insulation**, an aluminum and polyethylene film composite insulating material that covers the interior sidewalls, ceiling and door panels. Helps EconoCargo equipped E-Series Cargo Vans warm up fast in the winter and cool down quickly in the summer
- **Roof and cargo door material** is constructed of water-resistant laminated fiberboard with an aluminum foil facer to help with controlling cargo temperature
- **EconoCargo Interior Systems** include a full-width steel partition – with an additional 3" setback for additional front seat comfort



HIGH-DENSITY POLYETHYLENE

ECONOCARGO INTERIOR SYSTEMS INCLUDE HIGH DENSITY POLYETHYLENE PANELS WHICH COVER THE INTERIOR SIDEWALLS FROM FLOOR TO CEILING, AND A FULL-WIDTH STEEL PARTITION



* MSRP includes installation fees, but does not include sales tax.

**E-Series Cargo Vans equipped with a NO CHARGE QuietFlex Composite Racks and Bins Package, Steel Racks and Bins Package by Masterack or EconoCargo Interior System are ineligible for any other Ford Truck Commercial Connection incentives and require rear vinyl floor covering for an additional cost (Option Code 163). Low Cost Vocational Upgrades are available as additional incentives for only \$480 MSRP. See dealer for details.

Masterack® is a registered trademark of Leggett & Platt, Inc.

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CUSTOMIZABLE.

**TO MAKE YOUR INTERIOR SYSTEM WORK
BETTER FOR YOUR BUSINESS**

INTERIOR SYSTEM UPGRADES

\$480* EACH

LADDER RACK UPGRADE

(Option Code 667)

Available with 96G¹, 96Q² or 96B³

- Lockable Ladder Rack
- Crossbow



ELECTRICAL CONTRACTOR/ APPLIANCE REPAIR UPGRADE

(Option Code 668)

Available with 96G¹ or 96Q²



FEATURE	96G ¹	96Q ²
12-Drawer Cabinet	X	–
Tilt Shelf	X	–
Wire Spool Rack	X	X
Additional Triple Hook	X	X
Removable Parts Drawer	–	X

PLUMBING, HEATING, VENTILATION & AIR CONDITIONING (HVAC) SERVICE UPGRADE

(Option Code 669)

Available with 96G¹ or 96Q²



FEATURE	96G ¹	96Q ²
12-Drawer Cabinet	X	–
Tilt Shelf	X	–
Refrigerant Tank Rack (holds up to three 30-lb. tanks)	X	X
Removable Parts Drawer	–	X

ADD A HANDY ECONOCARGO® GENERAL PACKAGE DELIVERY SHELF

(Option Code 66C)

Available with 96B³



This highly functional EconoCargo Interior System Upgrade adds both value and efficiency to your E-Series Cargo Van.

- Two wire shelf modules 48" wide by 16" deep (Driver's Side)
- Easily adjustable
- Designed for a perfect fit

¹ Steel Racks and Bins Package by Masterack®

² QuietFlex® Composite Racks and Bins Package

³ EconoCargo Interior System

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