

CARGAZING

2023 FORD SUPER DUTY

Next-Level Toughness

New Ford Super Duty is Redesigned Inside and Out For Work Capability

PRESS RELEASE

Ford, America's truck leader, recently introduced the all-new 2023 F-Series Super Duty lineup of pickup trucks and chassis cabs. Redesigned inside and out, every Super Duty is built with unprecedented levels of work capability, ingenious new technology and a suite of cloud-based services for new levels of productivity.

"From F-250 pickup to the F-600 utility truck, Super Duty is the badge America's hardest-working men and women have come to trust to get the toughest jobs done," said Jim Farley, Ford president and CEO. "Super Duty customers are builders - the backbone of our communities and our economy. We poured every ounce of know-how and ingenuity we have into developing the truck of their dreams - smarter, more powerful, full of clever features and technology."

Ford Super Duty is not only the tool of choice for builders; it plays a significant economic role. Super Duty also is the preferred choice for essential industries with more than 50 percent market share in utility, mining, construction, and emergency response vehicles, according to S&P Global Mobility.

F-Series Super Duty popularity also makes it a significant economic contributor to Ford Motor Company, gener-



MANUFACTURER PHOTO

ating more revenue than many Fortune 500 companies, including Southwest Airlines, Marriott International or Nordstrom reported for 2021.

"Super Duty is a name that is trusted to get the job done, and our customers have helped to make it the most popular commercial truck in America, bar none," said Ted Cannis, CEO of Ford Pro. "With state-of-the-art technology, including a 5G

modem connected to a powerful ecosystem of productivity-boosting software and services, the all-new Super Duty can seamlessly shift from workhorse to office of the future."

STYLE

An all-new exterior includes seven new grilles engineered to maximize cooling performance while under heavy loads. Signature "C-clamp" lighting creates a

wide, planted look up front while LED headlamps are now available on all trim levels. Long side vents are functional, reducing under-hood air pressure for improved aerodynamics.

Customers looking to make a statement have new STX, Sport, and Black Appearance Packages that offer trim, wheel, and paint combinations for a bit more style. The new XL Off-Road Package available on F-250 or

F-350 models with 4x4 single rear wheels adds rugged 33-inch tires, a raised air dam, water-fording axle vent tubes, skid plates and an electronic locking rear differential.

UPGRADED

Every Super Duty features a Ford-designed and built 10-speed TorqShift automatic transmission, and every chassis cab model comes standard with a power take off

BY THE NUMBERS

Wheelbase: 141.4 in.
Length: 231.8 in.
Width: 80 in.
Height: 81.4 in.
Engine: 6.8-liter V8 (400 hp, 445 ft-lbs)
Transmission: 10-speed automatic
EPA Mileage: Not rated

connection to run added equipment, like boom lifts and plows. Four-wheel drive is now standard on XLT models and above.

The new Ford Pro Upfit Integration System (UIS) is a game changer for customers who rely on body equipment and upfits to accomplish a job, such as utility cranes or plows. This digital solution provides aftermarket equipment makers with improved access to Super Duty's electrical system and signals to seamlessly integrate and operate their hardware into the truck's digital displays.

Pro Power Onboard is now available for Super Duty, featuring more exportable power than any heavy-duty pickup or chassis cab. The 2.0-kilowatts of output can power a jobsite or tailgate party. Power outlets are accessible inside the truck and cargo box, or they can be mounted on chassis cabs with a special outlet installation kit.