

CARGAZING

2024 FORD F-150

F-150 Brings New Ideas

PRESS RELEASE

“If they start as better ideas, they stay better ideas,” reads the headline of a 1966 Ford print ad showcasing four inventions, including a dual-action tailgate – a forerunner of the modern-day truck tailgate that now features handles, steps and work surfaces.

That headline also works as a rallying cry for the F-Series truck team, which for more than 75 years has delivered a lineup of tough, smart and capable trucks – the last 46 as the best-selling truck lineup in America. F-Series is such a big business that revenue dwarfs many other large companies.

The latest Ford better idea: the new 2024 Ford F-150 truck. Available starting early 2024, the truck is designed to enhance the ability to tackle challenges with purposeful features and tech. It has Built Ford Tough capability to handle tough pursuits. And it has a tough new design, including the new available Pro Access Tailgate for even more access and utility.

With increased production of PowerBoost Hybrid for 2024, trims from XL through Platinum Plus, and off-road ready models like Tremor, Raptor and Raptor R, there's an F-150 for almost every use case.



Ford's new F-150 is designed to be tough and innovative, including offering Pro Power Onboard.

All that choice is important because F-150 is a leader in the following industries: construction, government, utility services, agriculture, landscaping, road and highway maintenance, emergency vehicles and mining.

BUILT FORD TOUGH

The foundation for F-150 is a fully boxed high-strength steel frame with a high-strength, military-grade, aluminum alloy body, allowing customers

best-in-class available payload and max towing capability.

Since its introduction in 2021, the platform underpinning this truck has undergone more than 3.75 million customer equivalent miles of Built Ford Tough durability testing in labs, at proving grounds and in some of the harshest real-world conditions in North America. The truck is tested to the extremes – hot and cold, gravel, off-road and for

long distances, at full payload and max towing.

But being tough isn't all about the physical characteristics. This truck is smart. It has offerings allowing it to export electric power to help keep job site tools running; aid both novice and veteran towers to line up and hitch their trailers; provide hands-free highway driving using Ford BlueCruise on end-of-day commutes after a long day of work; and provide a tail-

gate with optimized access.

Many of these productivity-boosting digital features are made possible because of a class-exclusive 5G LTE modem that enables faster mapping, Wi-Fi and Ford Power-Up software updates if a customer sets their automatic software updates setting to “ON.” Customers can also use their SYNC 4 digital system to submit voice feedback on functionality or improvements for their F-150.

BY THE NUMBERS

Base price: \$36,570
Wheelbase: 122.8 in.
Length: 209.1 in.
Width: 79.9 in.
Height: 75.6 in.
Engine: 2.7-liter EcoBoost V6, 325 hp, 400 lb.-ft. torque
Transmission: Ten-speed automatic
Estimated mileage: Not yet rated

This improved connectivity enables a more seamless transfer of in-vehicle data to FordPass and Ford Pro Telematics, a cloud-based platform that uses vehicle data to give fleet managers access to valuable insights to help accelerate productivity and fleet uptime.

PRO POWER ONBOARD

The industry-first and class-exclusive Pro Power Onboard feature is regularly cited by Ford customers as one of the most desired.

Used in past Texas winter storms by dealers and customers, Pro Power Onboard charged personal devices through the many available plugs in both the bed and cabin and allowed owners to run extension cords to critical household appliances such as refrigerators, Wi-Fi connections, or space heaters.