

TRUCKS 2015



Heavy Duty Trucks

When it comes to heavy duty trucks, Americans know what they want: durability, longevity and the ability to withstand demanding conditions at the worksite. And you can add luxury to that list.

Looking at the roster of heavy duty trucks on the market for 2015, it's apparent that manufacturers are listening to their customers.

SILVERADO HD

The HD's 6.6-liter Duramax turbo diesel and 6.0-liter Vortec V8 make it a truck that is designed to work. The maximum available payload is 7,374 pounds, up more than 100 pounds from 2014. Its conventional towing comes in at a segment-leading 19,600 pounds.

Serving as the heavy-hitter in Chevy's three-truck approach to appease customers of all needs, the HD offers more than 150 combinations of cabs, bed lengths, powertrains, drivetrains and axle choices. This allows buyers to fully meet their towing and hauling requirements — and look good doing so.

GMC SIERRA 3500 HD

The advanced DURAMAX diesel in the Sierra delivers 397 horsepower, making it the most powerful Sierra ever. Paired with the Allison 1000 Series Transmission with overdrive, the heavy duty also offers a maximum highway range of up to 680 miles on a single fill-up.

With innovations in its inter-



nal noise technology, the Sierra may be the quietest drive on the market. It features a new inlaid door design, triple door seals that block outside noise and a hydraulic powertrain and body mounts that offer a smooth, nearly silent ride.

FORD F-SERIES SUPER DUTY

The F-Series is all about more power. Ford's second generation 6.7-liter Power

Stroke V8 turbo diesel now generates 440 horsepower, which is up from 400. It also has made improvements in torque, towing capacity and weight rating across the board.

The improvements are due to Ford's pioneering approach in designing and engineering the truck as an integrated system, allowing for enhanced performance across the full Super Duty lineup.

Ford identifies its new compacted graphite iron engine

block and reverse-flow layout inside the engine's V-shape as the main catalysts driving the upgrades in power and performance.

RAM HEAVY DUTY

Ram 2500 and 3500 trucks offer innovative features across fuel efficiency, interior design and, of course, their HEMI engines.

The 6.4-liter V8 HEMI delivers a best-in-class gasoline engine power at 410 horse-

power. The standard 5.7-liter V8 delivers 383 horsepower at 5,600 rpm and features variable-valve timing for greater efficiency and performance.

One of the most effective innovations of the 2015 models is the industry-exclusive Ram Active Air intake system. When the system senses extreme heat, it draws cooler air from the front of the vehicle. When the conditions are wet from snow, ice or water, the system pulls air from an under-hood inlet.

Power meets efficiency

With a refined focus on fuel-saving technologies and buyer-friendly features, the new Chevrolet Silverado and GMC Sierra are flying off the lots.

Their long-standing reputation for full-size, light-duty performance is fueling sales, as well.

THE CHEVY SILVERADO

Churning out 420 horsepower, the Silverado's new available 6.2-liter EcoTec3 V-8 is the most powerful engine offered in any light-duty pickup. Models and trim levels of the new Silverado include Work Truck, LS, LT, LTZ and High Country. The regular cab models are available with either a 6-foot-6 or 8-foot box.

The Silverado's range includes regular cab, double cab and crew cab body styles, all of which are offered with four-wheel drive.

As for looks, buyers can choose from a new suite of exterior colors that includes Rain Forest Metallic, Deep Ocean Blue Metallic, Sunrise Metallic and Pewter.

The Silverado also has taken its in-vehicle communication system to a new level, offering advanced MyLink enhancements with text messaging alerts, Siri Eyes Free and new available OnStar with 4G LTE and



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built-in Wi-Fi hotspot.

This means drivers of the Silverado are more efficient and safer while staying in touch on the road. The hotspot automatically turns on whenever the vehicle is on and comes with a three-month, 3-gigabyte data trial.

THE GMC SIERRA

The Sierra's line of EcoTec3 engines includes the 4.3-liter V6, 5.3-liter V8 and 6.2-liter V8, offering drivers a bevy of powerful options with advanced fuel economy.

The inside of the Sierra includes durable, soft-touch

instrument panel materials and door trim, giving the feel of a luxury interior. It features larger controls that are both easy to reach and read, as well as an available center console that is large enough to store file folders and even laptops.

As on other GM vehicles, the Sierra's innovative brake technology helps set it apart from competitors. The GM-exclusive patented ferritic nitrocarburizing process hardens and strengthens rotors to improve their lifespan and quality.

2015 CHEVROLET COLORADO / GMC CANYON

Compact trucks pack a punch

Sometimes a heavy duty or full-size truck can be too much for your needs. Enter the small yet powerful pickups from Chevrolet and GMC.

These compact trucks afford you the perks of having a truck to haul your items, while also giving you an easy-to-manuever, high-gas-mileage option. And with various add-on features available for both the new Chevy Colorado and GMC Canyon, buyers can fully customize their new prized possession.

CHEVY COLORADO Big Power in a Little Package

Chevy says it tuned the 2.5-liter and 3.6-liter engines specifically for truck duty on its Motor Trend's 2015 Truck of the Year, including more torque at lower and mid-range rpm levels.

The four-wheel drive system utilizes an electronically controlled transfer case that lets drivers seamlessly shift from two-wheel drive to four-wheel drive. Contributing to the feel and drive of the Colorado are the coil-over-type front suspension with aluminum knuckles low in mass and high in strength.

Class Leader

The Colorado leads the mid-size segment with capabilities and versatility including:

- Best horsepower – 200 HP



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for standard 2.5-liter and 305 HP for the available 3.6-liter V-6

- 27 miles per gallon fuel efficiency for 2.5-liter and 26 miles per gallon for 3.6-liter

- Available forward collision alert and lane departure warning.

GMC CANYON

GMC is hoping its all-new

Canyon will redefine the small truck market by offering best-in-class fuel economy at 26 highway miles per gallon.

The Canyon's 3.6-liter V6 engine can be equipped with a trailering package with a rating of 7,000 pounds. A smaller, 2.5-liter engine also is available, and both feature direct injection and variable

valve timing.

The Accessories

Canyon buyers can fully customize their new truck at the point of purchase with a host of unique, value-adding accessories from the GEARON collection. They include:

- Utility rack package: This add-on forms a firm foundation for positioning equip-

ment over the cab.

- Cargo tie-down rings: These offer secure cargo anchoring to make sure you're safely hauling objects large and small in your bed.

- Bars package: This is a tiered storage cross rail system with an option to add a bike carrier separately.

2015 FORD F-150

F-150 earns faithful following

America's best selling truck for 37 consecutive years, the Ford F-150 doesn't look to have its streak snapped anytime soon.

The new F-150 follows the company's Ford One plan to produce vehicles that serve customers with a commitment to the very best quality, fuel efficiency, safety, smart design and value.

MORE POWERFUL

The most noticeable change to the new F-150 is in the signature fully boxed ladder frame, now improved with more high-strength steel that makes it stronger and lighter. Military-grade aluminum alloy is used throughout the F-150 for the first time, which engineers say will improve dent and ding resistance.

Under the hood, a range of four engines provides a variety of power capabilities to fit any buyer's needs.

Ford fanatics can choose from:

- 2.7-liter EcoBoost with standard Auto Start-Stop
- 3.5-liter V6 with twin independent variable camshaft timing
- 3.5-liter EcoBoost
- 5.0-liter Ti-VCT V8

SMARTER FEATURES

The new F-150 is positioned to be the smartest truck in the industry with its



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new productivity features. Buyers can add on a system of exterior cameras to create a 360-degree view to help the driver park, maneuver in tight spots and navigate down narrow trails.

An available all-new wiring harness helps inform the driver of potential trailer connec-

tivity issues, unlit trailer marker lamps and brake light or battery faults. This helps keep your trailer legally and safely operating while you pull your load.

SAFETY

Ford continues to push the

safety bar to higher levels with the addition of the available second-row inflatable seat belts that include a tubular airbag that inflates in the event of a crash. This helps distribute the force of impact across a wider area of the passenger's chest.

Additionally, the new F-150

offers an available lane-keeping system designed to help avert unintentional drifting of the vehicle outside the intended lane. It automatically detects the left- or right-hand road lane markings using a camera mounted between the windshield and interior rearview mirror.

2015 RAM 1500

Improving an award winner

Awards just keep piling up for the Ram 1500.

The truck earned Motor Trend's Truck of the Year prize in 2013 and 2014 — the first time a vehicle of any type has taken the coveted award back to back. The Ram 1500 also won Truck of Texas in both 2013 and 2014, another rare claim to truck excellence.

Engineers didn't rest on their laurels for their 2015 version of the Ram 1500, leveraging new technologies and sophisticated design strategies to bolster the already prestigious truck.

With 11 distinct colors to choose from, buyers can drive their new Ram in style. Chrysler added one new color to its options for the 2015 Ram — Black Forest Green. Other options that are available in monotone or two-tone, depending on the model, include Blue Streak, Granite Crystal, Maximum Steel Metallic and Western Brown Pearl.

ENGINE VERSATILITY

Chrysler claims its spot as the only manufacturer in the



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light-duty class to offer diesel, gasoline and flex-fuel engines. This versatility mobilizes drivers of the Ram 1500 to achieve whatever power need they may have.

EcoDiesel is a 3.0-liter V6 that produces 240 horsepower. Like the 3.6-liter Pentastar V6 and 5.7-liter HEMI V8 already offered on the Ram

1500, the new EcoDiesel is mated to the TorqueFlite 8, which is the only eight-speed automatic transmission offered in the half-ton class.

BEST-IN-CLASS FEATURES

Chrysler is rolling out an expansive list of best-in-class

features for the 1500, including:

- Fuel Saver Technology and stop-start thermal management system;
- Class-exclusive air suspension that enhances fuel economy and improves ride control;
- Pulse-width modulation that eliminates unnecessary load on the alternator and

improves the durability of benefiting systems;

- Aerodynamics with a coefficient of drag at 0.360; and
- Grille shutters and air suspension systems.

These features work to enhance the Ram's five-year, 100,000 powertrain warranty and reputation for offering elite truck value.

2015 TOYOTA TUNDRA

A powerful new mindset

It's official — the new Toyota Tundra has gone all V8. The Tundra is coming off a dramatic redesign from 2014 and is now offering across-the-board V8 engines to drive its popular, value-driven brand.

Buyers can choose from the standard 4.6-liter i-Force V8 that produces 310 horsepower at 5,600 rpm or the 5.7-liter i-Force V8 that generates 381 horsepower at 5,600 rpm.

The 5.7-liter is offered in both gasoline and Flex Fuel variants. Both V8s feature an aluminum cylinder block and double overhead-cam heads with four valves per cylinder. Four-wheel-drive is optional, while both come teamed with a six-speed electronically controlled automatic transmission.

This new engine approach complements the flexibility of three cab styles, including the two-door regular cab, the four-door double cab and the supersized four-door CrewMax.

The Tundra line includes the new TRD Pro Off-Road, as well as the SR, SR5, Limited and two premium grades — the Platinum and 1794 edition.

The 1794 edition reflects a western lifestyle theme and was named for the ranch on which the Tundra plant is located in San Antonio. (The ranch was formed in 1794.) The edition features exclusive Saddle Brown premium leather-trimmed seating



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with heated seats and premium JBL Audio.

NEW MODEL

The TRD Pro Off-Road model is new to the lineup this year and serves as

Toyota's most distinct full-size yet. It features a special black-out grille, bed panel stamping, skid plate, matte satin black badges and black headlight bezels.

Black also finds its way into

the 18-inch alloy wheels wrapped in exclusive Michelin Off-Road Package tires. Another way you can spot a TRD Pro is by listening. Its throaty growl is emphasized by the 5.7-liter V8 with

an echoing dual exhaust system.

Toyota is hoping to corner the market with the Off-Road addition available in Attitude Black, Super White or the all new exclusive color Inferno.

More choices for versatility

From a durable option for the construction site to a family-fun adventure truck, the Nissan Titan offers a unique full-size choice for pick-up lovers.

The Titan offers a broad range of body and drivetrain configurations and is offered in the S, SV, PRO-4X and SL models. It's built on Nissan's F-Alpha pickup platform that features a 5.6-liter V8 engine rated at 317 horsepower.

NEW IN 2015

The Titan lineup has been revised for the 2015 model year with the addition of new truck packages, now featuring:

- SV Value Truck Package
- SV Utility Package
- SV Premium Package
- PRO-4X Utility Package
- PRO-4X Luxury Package

Two new colors have been added to the fold: Arctic Blue Metallic and Magnetic Black. These options have replaced the Graphite Blue and Galaxy Black, which are no longer available.

TRANSMISSION & TOWING

Titan offers a standard five-speed automatic transmission and a maximum towing capacity of up to 9,500 pounds for the King Cab and 9,400 pounds for the Crew Cab — some serious pull for a variety of towing purposes.

Providing a solid foundation for towing is the independent, double-wishbone



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front suspension with a stabilizer bar and the Dana axle leaf spring rear suspension.

AVAILABLE OPTIONS

Buyers of the 2015 Titan

can be treated to an impressive list of attractive add-ons, including:

- Innovative wide-open rear doors that swing open 168 degrees (standard on King Cab);
- Factory-applied spray-on

bed-liner;

- Utili-Track Bed Channel System with adjustable aluminum-alloy tie-down cleats and accessory racks;

- Lockable, climate-resistant bedside storage compartment located immediately

behind driver's side-rear wheel well; and

- NissanConnect with navigation and mobile apps and a 5.8-inch color touchscreen display that allows for seamless voice recognition and navigation.