



100 YEARS OF  
**Ford Trucks**



# Ford's Early Trucks

In 1908, the first production of the Model T Ford began in Detroit, Mich. Consumers were impressed, leading Ford to build more than 15 million of these epic cars.

However, the public would soon demand a vehicle that could assist in hauling heavy loads and large deliveries.

This led to after-market modifications, in which the bodywork on the halfback of the car's frame was removed and replaced with a wooden-wagon bed. Henry Ford quickly realized the popularity of this alteration and decided his group could do it better.

Thus, the Model TT Ford was born.

## MODEL TT

According to Ford, on July 27, 1917, the company began selling the Model TT, aimed at its commercial customers. It featured a stretched wheelbase with a heavy-duty frame, which could carry one ton of payload.

The truck was designed to increase productivity for farmers, delivery companies and other commercial consumers.

Ford created the Model TT to accommodate third-party beds, cargo areas and other add-ons that customers could alter to be more efficient for the type of work they performed. It was a great success.

Selling for less than what most smartphones cost today at just \$600, Ford sold 209 units in its first year. The company would eventually sell 1.3 million models before the Model

TT's replacement in 1928.

## THE UPCOMING YEARS

After the success of the Model TT, Ford enhanced its truck by offering the Model AA. It was considered a classier option, allowing consumers to use it as a work truck and take it for joyrides through town when work was done.

It was equipped with a 1.5-ton chassis and offered in two lengths, packed with powertrain and axle options to pertain to different consumers' needs.

Ford would continue outdoing itself by offering even sturdier trucks, such as the Model BB and a Model 55, which featured the popular Ford flathead V8 engine.

## WAR EFFORTS

Ford sold more than four million trucks by 1941 but ceased consumer production to focus on assisting the United States military during World War II.

During this period, Ford built military-truck chassis and four-wheel drive vehicles. As consumer production resumed in 1947, the company used this experience to provide incredible advancements for its customers.

In 1948, the experience led to the birth of what is now the best-selling truck in America: the Ford F-Series.



# The Best-Selling F-Series

During World War II, founder Henry Ford delayed customer production to focus on building vehicles in support of American troops and allies. Once civilian manufacturing resumed, Ford introduced its first post-war trucks: the F-Series.



These new trucks, known as the F-Series Bonus Built Trucks, were their first to be built on a dedicated truck chassis, rather than building around a car platform. This line was met with great praise

from veterans and those who supported Ford's efforts to support our military.

## THE BEGINNING

The first generation of the F-Series trucks, offered in

1948, were deemed, F-1 through F-8. Each truck was rated by weight classes and served different purposes, such as everyday drivers, school buses and pickup trucks. Ford offered incredi-

sumers could choose to customize their vehicles such as, radios, armrests and dome lights.

## THE BIRTH OF THE F-150

Ford would continue advancing the pickup truck world by creating unprecedented trucks and the engines that powered them. By the sixth generation, (1973-1979) the Environmental Protection Agency was cracking down on emission regulations. This led to the creation of the F-150.

Ford needed a truck that was rated just over the 6,000 pounds GVW mark set by the EPA to avoid using a catalytic converter and operating on unleaded gasoline. By slightly increasing the GVW of its F-100, Ford could offer its F-150 while avoiding strict emission restrictions. The F-100 was completely put to rest in 1983.

ble technological advances for the time in these trucks, including driver and passenger side wiper blades, as well as a windshield washer operated by a foot control.

Compared to today's F-Series trucks, these innovations might seem lackluster, but at the time of their introduction, they were a step ahead.

## SECOND GENERATION: 1953-1956

Second-generation F-Series offerings featured even more advancements. Ford's lighter trucks underwent a name change — one you'll recognize from today's trucks.

Lighter trucks took F-100, while F-250 and the F-350 made their debut and carried some impressive options con-

## BEST SELLING TRUCK SINCE 1977

Since 1977, the F-150 has been one of the best-selling trucks in America. Ford has continued to impress consumers with reliability, innovative advancements and cosmetic overhauls.

Ford is celebrating its pickup centennial with some incredible options for its trucks. The F-150 is offering some exciting changes for 2018, including its own Power Stroke. Check one out today and see what you've got to look forward to.



# Understanding Ford Trim Levels

If you have ever purchased an F-150, you were probably asked which trim level (or sub-model) you were interested in. These unique packages allow consumers to customize their vehicles to what fits them best.

The 13th generation (2015-2017) of F-150 trucks come with many options pertaining to engine size, wheelbase and cab size.

When servicing a Ford truck, it is recommended to seek assistance from a local dealership. If a shop or unexperi-

enced parts professional does not understand the different sub-models, you could end up seriously damaging crucial components.

When you're on the hunt for an F-150, understand the differences in the trim levels. Here are some of the offerings for the 13th generation.

## **XL**

The XL trim is considered the most affordable and arguably the most versatile option for the F-150. It's a basic setup that still has eye-catching "bells and whistles," but not the "sirens and firecrackers" offered in higher-end trim levels. Engine options include the 2.7L and 3.5L EcoBoost, NA 3.5L V6, and the 5.0L V8. Cab options include three cab sizes and a 40/20/40 split-bench front seat or bucket seats.

## **XLT**

For even more customization options, consumers choose the XLT. Adding to the features offered on the XL, this upgraded trim level adds tinted headlights, black running boards, body-side graphics and two-tone seats.

It also features USB connectivity, smartphone app integration and Ford MyKey system, which encourages responsible driving by limiting top speeds and decreasing audio volume.

## **LARIAT**

The Lariat is a popular option thanks to how it blends interior and exterior upgrades on top of durable F-150 performance. Trucks with this trim level include heated, auto-dimming mirrors and their own 110-volt power outlet. Blind-spot monitoring with rear

cross-traffic alerts also are stock in the Lariat model. Choose a 2.7L or 3.5L EcoBoost V6 or the 5.0L V8.

## **PLATINUM**

Offering only the 3.5L EcoBoost or the 5.0L V8, this high-end trim comes with a chrome grill and many matching accents. Available only as a SuperCrew and with a 5.5-foot or 6.5-foot bed, the Platinum edition is all about luxury.

On the interior, you'll notice leather bucket seats and a floor-mounted shifter near the center console. It's also stocked with power-deployable running boards, a heated steering wheel and 20-inch wheels.

Contact your local Ford dealer to find out even more about the incredible variations available to customize your new F-150.

# Ford Gives Back

Since its inception in 1949, the Ford Motor Company Fund has focused on solving community concerns with a strategic approach. From hunger relief to health-care support, Ford has made its presence known worldwide.

## EDUCATION

According to the Ford Fund organization, the entity invests about one-third of its funds in support of education around the world. It assists in providing scholarships to deserving students as well as supplying funds for programs that offer students new ways to learn.

By fall 2017, Ford had honored over 140 Detroit-area students with nearly \$100,000 in scholarships under its Blue Oval Scholars program for the year. The group has awarded more than 1,000 students with nearly \$1 million in scholarships since its inception.

## 2016 CONTRIBUTIONS

Ford Motor Company Fund is expected to exceed its already exceptional contributions this year. Here is a breakdown of how funds were used to better the world in 2016:

- \$32.8 million contributed to better community life;
- \$18.4 million contributed to enhance education for students everywhere; and
- \$7.7 million used for research and development to promote safe driving.

Total contributions for 2016 amounted to \$58.9 million, a substantial leap from 2015's \$37.2 million. Exciting strides are being taken to make sure 2017's contributions are even more monumental.



By working with great partners and communities, Ford, its employees and dealers are doing their part in raising these funds that are helping change lives.

## FORD'S DRIVING SKILLS FOR LIFE PROGRAM

According to the National Highway Traffic Safety Administration, vehicle crash-

es are the leading cause of death for teenagers in America. Ford has developed an incredible training course to educate teens about the advanced rules of the road.

Founded in 2003 by Ford Motor Company Fund and the Governor's Highway Safety Association, Driving Skills for Life teaches newly licensed teens the essential skills that

may not be taught in basic driver's education classes.

Some of the important aspects that experts focus on when teaching this class:

- How acceleration, deceleration, braking and turns affect vehicle balance;
- Recovering from skids in front-and rear-wheel drive vehicles;
- Emergency braking tech-

niques;

- Scanning the environment for hazards while driving responsibly; and
- Impaired-driving simulation course.

Teens are taught in a hands-on manner, which helps them prepare for real-world scenarios. Ford is so serious about safe driving that these courses are offered at no cost.



# Big Changes for the F-150

The Super Duty's little brother is getting its own diesel. New for 2018, the F-150 will be offered with a 3.0 V6 Power Stroke engine. Contending with Fiat Chrysler Automobiles' EcoDiesel engine, Ford has set its sights on overtaking the light-duty diesel market.

According to Motor Trend, Ford dominated its Chevrolet Silverado competition in light- and heavy-duty truck sales by 245,923. This number is larger than the total number of GMC Sierras and Nissan Titans sold combined.

With the upcoming features of the new F-150, expect the margin to grow even larger.

## WHY A LIGHT-DUTY DIESEL?

Diesel engines have been popular choices for heavy-du-

ty trucks, and even passenger cars for years, yet it's been relatively obsolete in light-duty pickups. Things are changing.

The new diesel engine offered for the upcoming F-150 gives consumers the chance to take advantage of fuel efficiency and durability without investing in a Super Duty that might be "too much" truck for their everyday needs.

Ford is expected to begin rolling the F-150, equipped with the Power Stroke and a

10-speed transmission, into showrooms in the spring of 2018. This big change is monumental to its centennial year of trucks.

## UPGRADED GASOLINE ENGINES

According to an F-150 marketing manager, 2018 will be "the most extensive mid-cycle refresh."

The new trucks will be fitted with a 3.3L engine rather than the 3.5L currently in place. It matches the same

282 HP and 253 lb.-ft of torque, while gaining fuel economy.

The 5.0L also received a rejuvenation to impact its fuel economy. Expect a slight increase of 16 mpg in the city and 22 mpg during highway driving.

Ford is keeping up with strict federal regulations demanding cleaner engines and better fuel economy.

## NEW SAFETY FEATURES

Ford is coming closer to

developing a self-driving truck, and its updated adaptive cruise control system is making it seem like it will happen sooner rather later.

With this upgraded technology, set the desired speed for your travel. From there, special radar and camera functionality monitors the traffic ahead while keeping you a safe distance from other vehicles around you.

New in 2018, the F-150 can even come to a complete stop on its own, if needed.

# Return of the Classics

In the next few years, Ford is set to reintroduce two former members of its lineup.

The Ranger is slated for return in 2019, which will be followed by the 2020 release of the Ford Bronco. The one-time popular vehicles are coming back in a big way.

## THE OLD RANGER

Ford originally offered its first version of the Ranger in 1983. It was the replacement to the Mazda-built Courier. On its arrival, the Ranger offered a gasoline four-cylinder engine, a V-6 or the four-cylinder diesel engine.

The compact truck was sold by Ford as a small-scale version of the incredibly popular F-150. It originally shared the same trademark twin I-beam suspension, as well as its ladder-type frame design. It continued to be an affordable option from Ford that was available from 1983 to 2011.

## WHAT TO EXPECT IN 2019

In order to compete with popular General Motors trucks like the Colorado and Canyon, Ford is revitalizing its Ranger. It will pique the interests of consumers who simply want a truck for everyday use rather than a workhorse.

While new Rangers haven't been available to Americans for several years, they have continued to be distributed



successfully elsewhere in the world.

The model to hit showrooms in 2019 will share the same body-on-frame construction as its counterpart sold in other countries.

Some details are still being hushed, but expect Ford to compete for the title of “most efficient pickup” held by GM’s mid-size cousins. Ford’s website and online marketing has teased the return of the mighty Ranger with the headline: “Off-the-grid adventures are just down the road.”

Based on its global counterparts, America should be ready for a tough, rugged and efficient mid-size pickup in the upcoming years.

## THE FORMER BRONCO

The Bronco has been out of the picture for far longer than the Ranger, having last been produced in 1996, as Ford replaced it with the Expedition. But in its time, this MPV (multi-purpose vehicle) was a competitor to the Jeep CJ and International Scout.

It went through many revisions, including a removable top, new body styles and axle, engine and transmission changes. It was a popular off-

road vehicle with a large following.

## 2020 BRONCO

Since its release is so far away, Ford is mum on exactly what to expect. The company does brag that the Bronco will offer the latest in smart technology and a bold new look while remaining true to its roots. Based on concept pictures, it will have an aggressive, rugged look sure to excite Bronco lovers.

# 2018 F-450 Super Duty Limited

Finally, those who rely on heavy-duty trucks can treat themselves to the ultimate luxury. Ford's new F-450 Super Duty Limited won't entice the average consumer.

When buyers opt for every option offered, they can expect to pay over \$100,000. This Super Duty comes with a heavy-duty price.

Ford thinks the market is there for the new luxurious Super Duty, and plans to release it in its 2018 lineup. Those who can afford it will find plenty to be excited about.

This ultimate heavy-duty truck combines incredible towing capabilities, deluxe interior and innovative technology to catch the public's eye.

## POWER HOUSE

Ford has deemed the new F-450 Super Duty Limited as the most expensive truck built for the consumer market of all time. While the price tag may be shocking, keep in mind some foreign sedans are offered around the same price point and cannot contend with the heavy-duty power of this new beauty.

Equipped with the 6.7L Power Stroke diesel engine, you can expect up to 925 pounds of torque and 440 horsepower. This powerhouse



features a trailer-tow weight of 32,500 pounds. The F-450 could haul at least two adult Tyrannosaurs Rex dinosaurs — just in case the opportunity ever presents itself. You're not doing that with a sedan.

Thanks to an all-new, fully boxed frame made with more than 95 percent heavy-duty steel, the new Super Duty will hold up to the rigorous demand of towing and hauling.

## MAKING TOWING EASIER

You already know the awesome capabilities the new F-450 Limited affords when it comes to towing. Ford also included some exceptional innovations that make the job even easier:

- A center high-mounted stop lamp camera to make connecting to gooseneck and fifth-wheel trailers simpler;
- Trailer reverse guidance to

give a driver visual cues to assist in backing up to a trailer; and

- Adaptive cruise control and collision warning to keep everyone on the highway safer during towing excursions.

This truck is simply incredible, and if it is in your budget, well worth the six-digit price tag.

## INCREDIBLE INTERIOR

Fully stacked Limited Super

Duty trucks are full of eye candy. An engaging media center offers navigation, Bluetooth capabilities and an easy-to-use touchscreen.

The attractive Camelback two-tone leather seats are heated and cooled, and other leather-wrapped components tie the design together. So what are you waiting for? Treat yourself to the epitome of truck luxury for years to come.