



2009 F-150



The 2009 Ford F-150 brings to core truck buying customers a tough new exterior, flexible and refined interior and an unparalleled choice of cab styles and trim levels – including a new Platinum series that redefines truck luxury.

The improvements are just as dramatic beneath the sheet metal. A new high-strength, lighter-weight chassis is the backbone that allows this tough truck to deliver more horsepower, better fuel economy and safety, as well as additional towing and payload capacity.

“The Ford F-150 is an American icon,” said Mark Fields, Ford’s president of The Americas. “Ford is the truck leader, and F-150 customers demand and deserve the best truck on the market.”

The Ford team not only met those expectations – they exceeded them, he added. “With Ford’s product-led transformation in full swing, the new F-150 comes at the right time for our customers.”

In all, more than 1,000 Ford engineers, designers, researchers and others worked together to develop the new 2009 F-150, all drawing inspiration from Ford’s large truck customer base.

LOOK FOR IN 2009

- F-150 Platinum series, featuring satin chrome grill with fine mesh inserts; 10-way captain’s chair upholstered with top-quality leather, tuxedo stitching and embroidered logos; satin gloss woodgrain accents; standard 20-inch, 16-spoke polished aluminum wheels.
- Improved chassis that delivers additional payload and towing capacity, along with improved fuel economy.
- Flow-through console lengthened by approximately 2 inches
- More than 30 storage areas built into the interior
- Greater connectivity, including SYNC, SIRIUS® Travel Link™, voice-activated navigation and Sony Audio System.



VITAL STATISTICS

Production location: Dearborn, Mi. and Kansas City, Kan.

Powertrain: Engines include 5.4 liter, 3-valve Triton® V-8; 4.6 liter, 3-valve V-8; or 4.6-liter, 2-valve V-8.

Safety/Standard: AdvanceTrac® with RSC®; trailer sway control; integrated trailer brake controller; tow-haul mode; reverse camera system.

Series: XL, STX, XLT, FX4, Lariat, King Ranch, Platinum

The new F-150 features the most capable pickup box in the segment, starting with class-leading cargo capacity of 65.5 cubic feet when properly equipped and made more flexible and accessible with new bed-centered features.



Among them:

- Box side step, which helps customers gain access to the front of the pickup box. The 11-inch wide step extends out from under the box with a push of a button and is easily stowed by pushing it back in.
- Tailgate Step™, first introduced on the 2008 F-Series Super Duty. This ingenious feature is popular with a nearly 50 percent take rate. To use, simply lower the tailgate to the down position and slide the step out and drop it down into the step position.
- Cargo Management System, which is factory installed and available on any truck with a 6.5 Styleside box. It provides easy-to-use storage of all types of cargo. Basic system comes with two side rails and a pair of cast aluminum cleats rated for 600 pounds. Available side-mounted blow-molded plastic tool bins can hold up to 60 pounds and feature double-wall construction, providing a water-tight thermal barrier that can even keep beverages cold.
- Stowable Bed Extender, which can extend storage space to the end of the bed, or can sit inside the tailgate leaving a small enclosed section that keeps cargo from sliding forward.



Working Smarter



America's hardest working truck is now working smarter thanks to Ford's available innovative Work Solutions™. Available for the first time on the 2009 F-150, Ford Work Solutions transforms your truck into a true mobile office.

With its suite of industry-first features and technological tools, Ford Work Solutions provides the connectivity, flexibility and security to conduct business right from the cab of the F-150.

More than just hands-free mobile phone and text connectivity, Ford Work Solutions offers an in-dash computer that delivers full high-speed Internet access as well as voice-activated navigation.

Work Solutions can also:

- Remotely access, edit and print any Word document, Excel spreadsheet or business accounting program stored on a home or office computer. It may also access engineering drawings and other files.
- Monitor and maintain a real-time inventory of the tools and equipment stored in the pickup box with Tool Link, a Radio-Frequency Identification (RFID) tracking system developed in partnership with DEWALT.
- Manage and quickly dispatch workers to job sites with Crew Chief, a telematics and diagnostics system, for fleets that also keeps detailed vehicle maintenance records.
- Discourage theft of expensive tools too large to fit in the cab with the Cable Lock security system developed in partnership with Master Lock®.



Drive one.

Ford's commitment to research and innovation is about real-world solutions that make our vehicles safer, cleaner, smarter and more reliable. For more info visit forddriveone.com.



Easy on the Ears

Beneath its skin, the new F-150 uses advanced computer technologies and materials to deliver an exceptionally quiet ride.

- Computer models determined where to add curvature and grooves to the metal panels to reduce vibration.
- An ingenious computer technology balanced the different sounds coming into the truck – from the powertrain, wind and the road – and made them blend together harmoniously.
- Quiet Steel®, a unique composite laminated steel sheet used in the dash panel, works to limit the amount of unwanted noise coming from the engine compartment.

Just some of the reasons why the 2009 F-150 is making noise about its seriously quiet cabin.

(Quiet Steel is a registered trademark of Material Sciences Corporation.)



Eyes in the Back of Your Bed

2009 Ford F-150 owners who choose the optional Reverse Camera System can get a clear view of the area behind their truck to aid in backing up and trailer hitch assist.



A small camera mounted below the tailgate's Ford oval is activated when the truck is shifted into reverse. It displays a video image of the area behind the truck on the navigation screen or in the rearview mirror, helping you back up with confidence.

The video screen also displays green lines over the image marking the width of the vehicle. The lines turn red when the system detects the truck is getting too close to an object.



Six Speeds = Better Fuel Economy

The 2009 F-150's new 6-speed transmission allows this tough truck to achieve an impressive increase of 1 mile per gallon.

- In fact, the new F-150's fuel efficiency is 7 to 8 percent better than the previous model.
- The new transmission enables up to a 5 percent fuel economy improvement in highway driving.
- These new transmission technologies are at the heart of Ford's commitment to deliver sustainable, quality vehicles.